

CELEBRATING
The Twentieth
ANNIVERSARY OF THE V. TRAVERSO CO.

with the



12th ANNUAL
★ Christmas
Entertainment
and Dance ★



SCOTTISH
RITE AUDI-
TORIUM

DECEMBER
T H I R D
1 9 4 1

Welcome once again to our RAINBOW 12th ANNUAL PARTY

It is with special pleasure that our Rainbow Organization celebrates its 12th Annual Entertainment and Dance in December this year because this date also marks the *Twentieth Anniversary of our sponsors, The V. TRAVERSO CO., in the wholesale grocery business.*

We want to express the gratitude of the entire organization to all those manufacturers and their representatives who are taking part with us in this affair by making possible tonight's fine entertainment and music. Each added year with the continuance of such loyal friendships and their mutual expression in this Annual Christmas Party means an ever growing strength in co-operative progress of Rainbow associates.



Yours, for the Rainbow Food Stores,

Chairmen of the Committee

V. TRAVERSO, JR.	WM. F. TRAVERSO	J. A. TRAVERSO
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Assistant Chairmen

CLIFF SLATTERY	STEVE STEVENSON	PETE BALDASSAR
GUIDO LORENZINI	VIC TRAVERSO, JR., III	G. A. MacNEILL

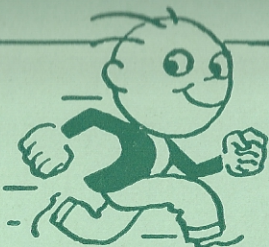
General Committee

A. E. STOKES	JAMES COUCH	A. VANYSHEFF
CHARLES SAVIO	AL FEDELE	RICHARD LAYE
HOMER VARDIS	JOHN ICARDI	L. BLUMMENFELD
AUGUST RAMOS	W. J. MATSON	JULIUS GIORGI
DANIEL J. RYAN	=====	M. VIARENGO

All Rainbow Food Store Members are Committeemen

DRINK A MERRY CHRISTMAS TOAST:

Dextrose FOR ENERGY



that's
Dr. Phillips

PURE FRUIT JUICES

ALL ENRICHED WITH
DEXTROSE FOOD-ENERGY SUGAR



GET
SOME
TODAY

AND HERE'S OUR GOOD NEWS
FOR THE RAINBOW STORES:

Dr. Phillips announces the appointment of

C. R. SIMONS BROKERAGE CO.

1 Drumm Street

Garfield 2468

"Bud" Simons is well known to the trade and heads a young, aggressive, fast moving organization — and he will put into effect a vigorous, sales producing program.

Enjoy

Enriched with
DEXTROSE
food-energy
sugar

Have You Enjoyed
Dr. Phillips
PURE DELICIOUS
GRAPEFRUIT JUICE?

It's enriched with
DEXTROSE
food-energy
sugar

Enriched with
DEXTROSE
food-energy
sugar

Order
some
to-day!

Tune in the "Breakfast Club"—KFRC—Tuesday and Thursday



so Easy
to serve

BUY THE SIX-
BOTTLE CARTON

25¢

Plus deposit



Entertainment:



MUSIC AND RHYTHM

JACK SELTENRICH

AND HIS ORCHESTRA



Entertainment arranged by MARIE HURSEY Theatrical Agency

MASTER OF CEREMONIES

NORMAN NAZARR

The Man You Want to Know



CONGRATULATIONS FROM AN
OLD TIME FRIEND, FOR SNIDER'S
CATSUP, COCKTAIL SAUCE AND
OLD FASHIONED COUNTRY
STYLE CHILI SAUCE, KELLEY'S
VIRGINIA SWEET POTATOES,
SHIOCTON SAUERKRAUT —

A. T. DAVIS CO.



We say it with FLOWERS: Orchids to Bill, Vic and Jack on their 20 successful years and Roses to the RAINBOW FOOD STORES on their 12th PARTY

Podesta & Baldocchi

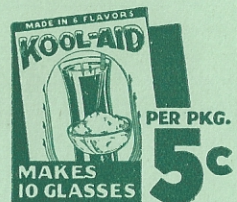
America's Most Famous Florists

224 GRANT AVE.

JUST CALL US

SUTTER 6200

GREETINGS TO "RAINBOW" AND
CONGRATULATIONS TO THE
V. TRAVERSO CO.



**HUSKY
FOOD
DOG**



COOK & HARMS WESSON OIL CO.

ONCE AGAIN THE WESSON OIL
PEOPLE ARE HAPPY TO CELEBRATE
WITH YOU

**The ALL
AMERICAN
OIL and**



Fresh
Wesson
Creamed

SNOWDRIFT



REALLY
CHURN-
FRESH

BEACH C. SOULÉ

HENRY L. GIBBS

EVER YOURS FOR ANOTHER GOOD YEAR!

J. M. SPRINGER CO.

FOOD BROKERS representing these **PROFITABLE ITEMS**

BELL'S CHOPPED OLIVES

DINETTE COOKED VEGETABLES

SEASIDE LIMA BEANS

HYPOWER TAMALES

SPUDETTES

• SOIL-OFF

• B & M OVEN-BAKED BEANS

*As ever, working with the V. Traverso Co. on behalf of
the RAINBOW FOOD STORES*

JOSEPH P. PICETTI COMPANY

Official Insurance Broker for Rainbow Food Stores

Insurance and Bonds

315 Montgomery St.

Phone DOugas 0170

Joseph P. Picetti

Robert K. Cavallero

Entertainment:

Our Favorite of 1939

CONSUELA GONZALES

in Spanish Capers and Cantas

Bringing you REAL Paper Profits!

**NU-DEAL PAPER NAPKINS
SNO-WITE LUNCH WAX ROLLS
WITE FLOS TOILET TISSUE**

40 and 125 feet metal cutter boxes

Single and Budget Pack, 650 Sheets, White, Green, Orchid
Satisfied Customers • Quick Turnover • Good Volume

MILL AGENTS & DISTRIBUTORS, INC.

902 Latham Square Bldg.

Oakland

Hlgate 4750



Here's our Two Ways of wishing
the V. Traverso Co. and the
Rainbow Stores many more suc-
cessful, happy and profitable
years.

Your good friends,



THE WEST COAST SOAP CO.

26th and Poplar Streets, Oakland

Hlgate 0445

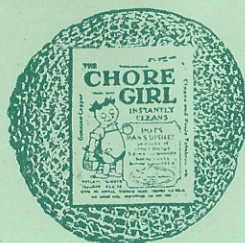
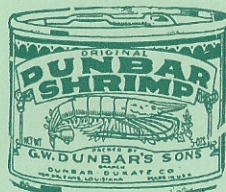
COUNT ON
THIS WEEK MAGAZINE
FOR FULL CO-OPERATION

The 200,000 local families who read This Week Magazine every Sunday in the San Francisco Chronicle, spend over \$1,500,000.00 weekly in local grocery stores!

Working with your Rainbow Advertising Department, we see that alert Rainbow members get their full share of this money. Ask Steve —

FEATURE PRODUCTS *As advertised in THIS WEEK MAGAZINE*

Congratulations and the Season's Greetings



YOURS
FOR A
JOYFUL
AFFAIR



Represented by
your friends in

**E. D. MENDENHALL
& COMPANY**



EVERY
HAPPY
WISH
TO THE RAINBOW FOLKS



Our Continued Good Wishes!

BURNETT'S VANILLA, EXTRACTS AND PIE CRUST
SEALD SWEET GRAPEFRUIT AND GRAPEFRUIT JUICE
DAINTY MIX FRUIT COCKTAIL AND PEELED APRICOTS
POLAND WATER • ELASTIC STARCH • BROWN & FORMAN DISTILLERY CO.

Represented by

GEO. W. METLAR CO., INC.

Office and Warehouse: 750 2nd Street

Phone: SUTter 8520

**CHRISTMAS CHEER AND A HAPPY
ANNIVERSARY CELEBRATION**

FROM

BRILLO

Sydney M. Marcus

CLEANSER
12 PADS & SOAP
SEPARATE

or
SOAP PADS
12 SOAP-FILLED
PADS

Jack Bear

Entertainment:

MARGARITA AND PAQUITA
in Rhythmotions Panamerican

PAR IS AN OLD FRIEND OF THE RAINBOW
FOOD STORES AND IS HAPPY TO
TAKE PART IN THEIR CELEBRATION

... and PAR is happy to see that it is helping to make
new friends and customers for Rainbow Stores
through its beautiful Parma Pottery premiums and
gentle glycerine soap.



FOR MANY YEARS **CALO**
HAS CELEBRATED WITH

RAINBOW STORES
and their Sponsors

THE V. TRAVERSO CO.
Again, we wish you the Best,



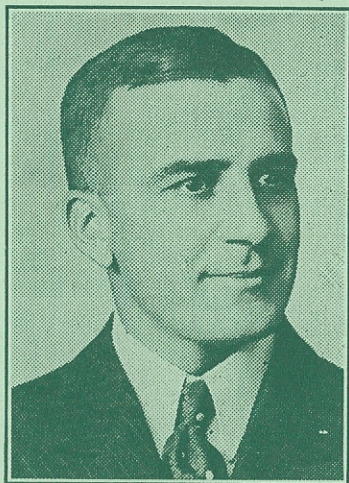
H. A. IRVING CO.

206 Sansome St.

Representative

Garfield 4810

WM. F. TRAVERSO, Attorney at Law



"Brother Bill," the brother of
"Vic and Jack," is Rainbow's
Legal Adviser and Counsellor.

550 Montgomery St. SUTter 2281

BRINGING YOU GOOD WISHES

and radio's
First Lady—
Helen Hayes

also

"Bright Horizon"

for

MORE SALES
APPEAL



CHRISTMAS WRAPPED

THE FRIENDLY GIFT



Heartiest Congratulations and
BEST WISHES to Vic, Bill and Jack

on their

Twentieth Anniversary

Roman Meal

Spee-D-Mix Prepared Pie Crust

Steero Bouillon Cubes

Leonard Frank's Puddings

FIG PLUM DATE

From all your many friends in

PARROTT & CO.

OUR COMPLIMENTS AND CHRISTMAS WISHES

MAILLIARD & SCHMIEDELL

230 CALIFORNIA STREET — SAN FRANCISCO

Entertainment:

PHIL AND DOTTY PHELPS

America's Foremost Acrobalancers

TRY ALL THREE STYLES

TOMATO SAUCE
MUSTARD AND
NATURAL



Ask your grocer for
BOOTH'S
Crescent Brand



Broiled
SARDINES

RED SEAL
SHOESTRING POTATOES

Flavorful and Appetite-Tempting
with **SEA FOODS**

Served from the can (or heated)
fresh, golden-brown RED SEAL
Shoestring Potatoes add a salty
zestful flavor to any fish dinner
... the touch of perfection.

**READY
TO SERVE**



Vacuum Packed in Cans

25

WITH OUR CHEERIEST
GOOD WISHES FOR
A JOYFUL PARTY

PEASE, McCORMICK & DANCE, Inc.



CHRISTMAS CHEER!
AND CONGRATULATIONS ON
THEIR 20TH YEAR TO THE TRA-
VERSO BOYS AND TO THE
RAINBOW FAMILY —



from
JACK DALLAS
285 Brannan St.
Garfield 2950
Representing
RALSTON

←
Here's our new Baby

HERE'S TO YOUR SUCCESS!

KELLEY - CLARKE COMPANY

Representing

CLOROX NIBLETS CORN
KRUSTEAZ DINA-MITE CEREAL
G. WASHINGTON COFFEE
A. E. STALEY (CUBE STARCH)
GRANDPA'S TAR SOAP
BALL MASON JARS
GREEN GIANT PEAS
MARTINELLI'S CIDER
FOUR MINUTE NOODLE SOUP
BEST CIRCLES ORANGE JUICE
KOL - PAK FROZEN FOODS
TOP FORM CAT FOOD

The very best wishes of

THE JOHNSON-LOCKE MERCANTILE CO.

with the best selling lines of every day profit makers

Karo Syrup
Mazola Oil
Kingsford's Starch
Argo Starch
Lint Starch & Powder
KRE-MEL Dessert
H-O Oats
Presto Cake Flour
Fire Chief Matches

Lea & Perrins Sauce
H-P Sauce
Our Mother's Cocoa
Keystone Mushrooms
Warrenton Razor Clams
Willapoint Steamed Oysters
Larsen's Veg-All
Scotty Allan's Dog Food
R & R Boned Chicken

R & R Chicken Broth
R & R Plum and Fig Pudding
Arm & Hammer Soda
Clearex Glass Cleaner
All Pure Evaporated Milk
All Pure Condensed Milk
Oxo Cubes
Lily, Tulip & Gem Cups
Rock Kraft Bags



WE'RE HERE TO WISH YOU A MERRY CHRISTMAS —
AND WE'LL BE WITH YOU ALL THROUGH 1942 TO ADD
TO YOUR PROFIT AND PROSPERITY!

ZEE HOUSEHOLD TOWELS

ZEE FACIAL TISSUE — 48-200s, 24-500s

ZEE TISSUE FAMILY-PAK — Green, Orchid, Ivory, White

THE COMFORT PAPER CORPORATION



May this 20th year be but a
symbol of a long continued
future of harmonious coopera-
tion between the RAINBOW
FOOD STORES AND



THE FOLGER COFFEE CO.

Entertainment:

NORMAN NAZAR
in The Gay Renegade



The Gypsy Carnival
by Margarita and Paquita

At every Rainbow Picnic, in the Annual
Entertainment program, and on the shelves
of Rainbow Stores for many years, Superba
is always well represented. We are glad to
help celebrate this 12th
Party and the V. Traverso
Co.'s 20th Anniversary.

YOURS FOR MUTUAL SUCCESS

The Superba Packing Co., Ltd.





IXL again brings the Best to
Rainbow Food Stores and their
Sponsors, the V. Traverso Co.



WORKMAN PACKING CO.



ORIGINAL
PHILLIPS
SELF RISING
FLOUR
• *already* •

The Blue and Gold Package

White or Whole Wheat
and

PHILLIPS DIAMOND "P"

Imported CHINA RICE

in the 2 lb. package

AS EVER, FOR RAINBOW
QUALITY AND PROFIT

PHILLIPS MILLING CO.

38 Drumm St.

DOuglas 8466

*Congratulations and Season's
Greetings to the Rainbow
Folks and the V. Traverso Co.*

from the

COOK-McFARLAND

COMPANY

**FOOD
BROKERS**



Our Products Speak
Quality and make
friends of Rainbow
Store Customers!



It's a joy to help you celebrate again



Drāno

IT CLEANS AND OPENS DRAINS

Windex

IT CLEANS WINDOWS WITHOUT WATER



AND WHEN YOUR CUSTOMERS TRY US, THEY'LL
JOIN THE CELEBRATION, TOO!



AS YOU MAKE PROGRESS, YOU'LL FIND
Sunshine Biscuits RIGHT with you

Sunshine
well worth saying
whenever you want
BISCUITS



LOOSE-WILES BISCUIT COMPANY

Entertainment:

DOROTHY SISSON

The Little Bird of Melodaine

RANCHO California SOUPS have a good
reason to congratulate the V. Traverso Co.
and the Rainbow Food Stores on
this Happy Holiday Anniversary—
and appreciate
their selling
cooperation



Now 2 sizes, 10½ oz. and 22 oz.
on all varieties —

VEGETABLE, PEA, ASPARAGUS,
TOMATO, CHICKEN NOODLE,
CREAM OF MUSHROOM.

and our **NEW** soup, **CHICKEN GUMBO**

Rainbow Song Jamboree

GOD BLESS AMERICA

God bless America
Land that I love;
Stand beside her and guide her,
Thru the night with a light from above,
From the mountains to the prairies,
To the oceans white with foam,
God bless America
My Home Sweet Home!



BEER BARREL POLKA

Here 'neath the Rainbow
We've got the blues on the run.
Light up the Rainbow,
We'll have a barrel of fun.
Sing "Boom Tar-rah-rah,"
Ring out a song of good cheer—
Now's the time to roll the barrel
Cause the gang's all here!



SMILES

There are sales that make us happy,
But the taxes make us blue.
It's the profit that makes us all so joyous,
But the tax on gross sales will not do,
So let's have a mandatory sales tax
And let's have the public help to pay,
Then we know we'll all again be happy,
And the jobbers will bless that day.

HOW DO YOU DO?

How do you do, brother grocer,
How do you do?
We're all together here to welcome you.
Now just take a solid stand,
While we shake you by the hand.
How do you do, brother grocer,
How do you do?



THERE'S A LONG, LONG TRAIL

There's a way to build good business,
There's a way to make a gain:
'Tis to show to all warm friendship
And treat everyone the same,
To extend a smile of welcome,
To be upright, honest, true,
Just show to all, these virtues
And the "dough" will roll to you.



AULD LANG SYNE

Said Tom to little Mary,
I've a nice new dime you see,
So put away your playthings
And walk down the street with me.
I'll buy you an ice cream cone
Or lollipops galore.
I know there's everything we want
In a Rainbow Store.

OUR COMPLIMENTS TO YOUR HEADQUARTERS

ANGLO Corned Beef

JELL-WELL Gelatine

Desserts & Puddings



DAVIS Brothers Codfish Cakes,
Fish Flakes & Eastern Mackerel
RIO DEL MAR Oval Sardines
and Boneless Filets

**VAN CAMP'S PORK AND BEANS, SOUPS, CATSUP
HOMINY, SPAGHETTI, CHILI CON CARNE, ETC.**

Entertainment:

CARO AND LYNN MILLER

Music, Mystery and Monkey Shines

*Happy times to the Rainbow
Friends from*

ALLEN HARNETT



CHICKEN OF THE SEA
GRATED TUNA

SUNSWET JUICES
AND DRIED FRUITS



BEST POSSIBLE SUCCESS!



No. 1
Tins



No. 1/4
Tins



No. 300
Tins

Greetings to Good Rainbow Friends — HOWARD H. FASSETT CO.

10 Bryant Street

SUtter 1936

Representing

LIBERTY CHERRIES

The World's Finest

**CAMPFIRE MARSHMALLOWS
and CRACKERJACK**



Let's go, Rainbow — Watch our new Promotions



**New 12 oz. Glasses —
New Advertising Plans —**

New Ice Box Jars

New Radio! The Breakfast Club



NEW PROFITS FOR OUR RAINBOW FRIENDS —

TEA GARDEN PRODUCTS



A CUP OF GOOD COFFEE MEANS A LOT

**SCHILLING
COFFEE**

Guarantees Satisfaction

YOUR CHOICE — DRIP OR PERCOLATOR



SCHILLING PURE VANILLA

ITS DELICIOUS FLAVOR

WILL NOT BAKE OUT NOR FREEZE OUT



SCHILLING PEPPER

GIVES ZEST AND FLAVOR TO FOODS

Our pleasure in securing Home Furnishings for so many Rainbow members as a part of your headquarters buying power all during the past year will be multiplied each time you let us save you money on floor coverings, springs, mattresses, Venetian blinds and interior decoration. Call on us —

A MERRY CHRISTMAS FROM

ASSOCIATED HOME FURNISHERS

"EDDIE" ADAIR — "MILT" ADAIR — "JOHNNY" WRIGHT — MISS VERA RAMEY

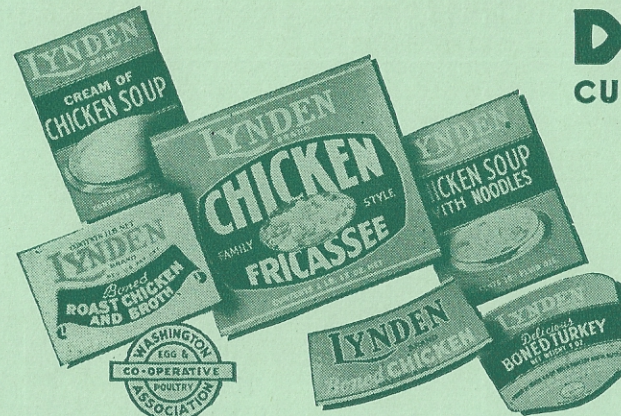
1567 Folsom Street

HEmlock 7784

Entertainment:

DICK, DON AND DINAH

Two Gentlemen and a Miss!



**DEPENDABLE LABELS
CUSTOMERS LOOK FOR**

When they want delicious chicken meals, served quickly, easily, economically.

LYNDEN

BRAND

CHICKEN FOODS



All sizes
carried in our
San Francisco
Stock

Lindsay RIPE OLIVES

Pitted or Plain —
they're the best
your money can buy



Ben McPhun, Broker

112 Market Street

We, who Supply Your Distinctive
Rainbow Gowns, express our
cheery congratulations on the
**20th Anniversary and
12th Annual Party**

THE PEERLESS TOWEL COMPANY

Phone: MArket 4518

HAPPIEST OF HOLIDAY WISHES FROM



Nally's Treasure Pickles, Wonder Pickles,
Hamburger Relish, Sweet Relish

AND **Signet**, THE PIONEER OF PACKED
FRUITS IN GLASS



Represented by

The CROWE-ROBERTS CO., INC., 114 Sansome Street

DOuglas 6080
GARfield 5845

"Best Wishes"

from

W. C. RYAN

Representative

M. C. P.

Brand

LEMON JUICE

ORANGE JUICE

LIME JUICE

MUTUAL CITRUS PRODUCTS
CORPORATION, INC.



As always, Yours for the Best
THE BORADORI CO.



COMPLIMENTS AND SEASON'S CHEER

**WM. J. LINDENBERGER
EXCHANGE BRAND**

Orange Juice

Lemon Juice

Fruit Pectin (Powder)

Orangade Concentrate

Entertainment:

FREE — 24 BIG BAGS OF GROCERIES

*Immediately following the entertainment the drawings for
these door Prizes will be held*

**PLEASE SAVE THE NUMBERED TICKET GIVEN YOU AT THE
DOOR, AND MAY YOU WIN!**

**HERE'S WISHING THAT EACH NEW
ANNIVERSARY WILL FIND RAINBOW
FOOD STORES AND PARD GOING
AHEAD TOGETHER AS THEY ARE NOW!**

*After 9 years of sensational growth,
PARD now leads the entire field of
400 different dog foods in sales.*

At **Swift's Research Kennels** the 6th genera-
tion of perfect **Pard-Fed Dogs** is proof of the
constant high quality production which has put
Pard in the Number One position, 26% ahead
of the next highest competitor.



**PARD IS THE FIRST TO DARE TO ADVERTISE ITS FOOD IN
FULL COLOR AND INVITE THE "SEE" AND "SNIFF" TEST!**

For the Best in THRIFTY QUALITY

NU-DEAL

*Beer and
Fine California
Wines*



are popular features of
the Rainbow Food Stores

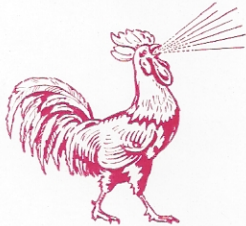
The Beer brewed by the Grace Bros. Brewing Co. is a true pale beer of excellent quality, obtainable either in Keglined Cans or Bottles for sale at very thrifty prices.



The Wine is made and bottled expressly for Rainbow Headquarters by the DETURK WINERY of Santa Rosa. Either Dry or Sweet, in bottles or barrels it is one of the best California high quality wines!

FRIGID-FILTERED

FOR FINER FLAVOR



*Fresh as the
Morning*



AND, WE DO HAVE SOMETHING NEW
TO "CROW" ABOUT, TOO! FOR THE
SECOND TIME SPRECKELS - RUSSELL
HAS WON THE GOLD MEDAL
AWARD AT THE CALIFORNIA STATE
FAIR FOR OUTSTANDING QUALITY—
WE KNOW SUCH QUALITY WINS
AND HOLDS CUSTOMERS FOR YOU.

HIGHEST QUALITY AWARD ON ICE
CREAM (OUR ONLY PRODUCT ENTERED)

SPRECKELS-RUSSELL DAIRY CO.

8th and Bryant Street

UNDERHILL 6200

WE HAVE MARKED **EVERY**
YEAR OF RAINBOW HISTORY
AND PROGRESS AS ONE MORE
ANNIVERSARY OF CLOSE
FRIENDSHIP AND CO-OPERA-
TION WITH YOUR GROUP AND
THE TRAVERSO BOYS. CON-
GRATULATIONS!

CALIFORNIA
STATE FAIR



GOLD MEDAL
AWARD

SPRECKELS-RUSSELL
DAIRY CO., LTD.

1941