



Be Rainbow
Wise and
Economize

RAINBOW STORES

When YOU
Step In
Savings Begin

A Co-operative Buying Organization Composed of Retail Grocers

**Third
Annual
Dansant
and
Jubilee
Entertainment**



P R O G R A M

SCOTTISH RITE AUDITORIUM
Sutter Street, Cor. Van Ness Avenue

• NOVEMBER 10, 1932 •

GREETINGS:—

Rainbow Members, Manufacturers, Manufacturers' Representatives, and Friends, we welcome you all.

This evening of entertainment has been arranged for your pleasure and it is our hope that you will have a very pleasant evening.

The Rainbow Stores organization, now in its fifth year, is recognized as the leading organization of its kind in the State of California. This recognition is due to the wonderful co-operation given us by all of our friends.

May we take this opportunity of expressing our sincere thanks for this demonstration of co-operation and its future continuance.

VICTOR TRAVERSO, JR.,
JOHN A. TRAVERSO,

Sponsors of the
RAINBOW STORES.

The manufacturers and their representatives and those whose advertisements appear in this program are very sincerely thanked for their co-operation.

We desire to thank the following committee for their very splendid efforts in arranging for this elaborate affair:

Chairmen

V. TRAVERSO, JR. J. A. TRAVERSO

Assistant Chairman

GEORGE N. LOHNES

Program

FRED M. BECK

J. E. DEL CARLO
M. HAMBURGER
L. BLUMENFELD
MR. MATSON
HOMER VARDIS

A. E. STOKES
D. PFAEFFLE
MARIO PAONE
F. C. QUICK
M. JOHN

CHAS. SAVIO
GINO BELLUOMINI
CHRIS SPIEGEL
JOHN ICARDI
DAN BARSOTTI

NO WALLFLOWERS



You'll never find Durkee's Mayonnaise sitting on the shelf for very long. That's because it's one of the most popular products on the Pacific Coast. Thousands of women have actually written in to Durkee Famous Foods saying that Durkee's Mayonnaise is their favorite because it tastes better. Why it tastes better is simple. It's made from the very freshest eggs, the most expensive oil used in any mayonnaise, and specially imported spices freshly ground at the Durkee Plant.

What's true of Durkee's Mayonnaise is equally true of Durkee's Salad-Aid and Durkee's Dressing. They're always in big demand.

Durkee's MAYONNAISE ♦ DRESSING SALAD-AID

Manufactured by DURKEE FAMOUS FOODS, Berkeley, Cal.

Makers of DURKEE'S SPICES, TROCO, and NUT SPRED

nut margarine.

FOLGER'S

Wish you a grand good time

You've earned your fun if
your volume on Folger's
Regular Grind and the new
Drip Grind Coffee is any
indication of the thorough-
ness you put behind every
effort! We're with you!



FOLGER'S COFFEE

PROGRAM

OVERTURE—Rainbow Revelers' Orchestra.

1. DON AND DARLENE

"Fearless Adagio"

Courtesy Langendorf Cake Division

Best Wishes From

The Johnson Locke Mercantile Co., Ltd.

Hecker's Farina
H. O. Oats
Mazola Salad Oil
R & R Chicken
H. P. Sauce
R & R Plum Pudding

Linit Starch
Keystone Mushrooms
Kingsford's Corn Starch
Arm & Hammer Soda
Lea & Perrins Sauce
Argo Corn Starch
Willapoint Oysters

Compliments of

Wyman Foorman Co.

BRER RABBIT MOLASSES

AUNT DINAH MOLASSES

VERMONT MAID SYRUP

CHORE GIRLS

SANIFLUSH AND MELO

SNIDER'S TOMATO PRODUCTS

BUSTER SALMON

BROADCAST DEVILED HAM



Why HORMEL *Flavor Sealed* FOODS

Deserve A Prominent Display In Your Store



1. Protected by "Stop Price"
2. Proven Consumer Acceptance
3. Nationally Advertised
4. Dealer Aids—Window Streamers
5. Co-operate with Dealer Advertising
6. Reputation for exceptional quality



*A Section in Your Store Devoted to Hormel *Flavor Sealed*
Foods Means Increased Profitable Sales*

GREETINGS

Rainbow Members

Thanks for your
co-operation.

*Have you seen our new panel jar
of C. H. B. Pickles?*

California Conserving Co.



110 Market Street

Phone SUTter 6420



PROGRAM

2. LONG AND SHORT

The Tangle Tappers
Courtesy California Baking Co.

Compliments of

Peerless Towel Co.

We Furnish the
Beautiful Rainbow Gowns

Phone MARket 1760

Greetings From

LESLIE CALIFORNIA SALT CO.

"Pure as
Polar Snow"
Plain
or
Iodized



"You Use But
Little Salt ~
Why Not
Use
The Best?"

Rainbow Brand Salt Is Packed by Leslie

RAINBOW STORES INSURANCE DEPARTMENT

GUIDO J. LENCI
Exclusive Agent



BIG FLEET DISCOUNT TO ALL
RAINBOW MEMBERS ON
ALL INSURANCE

Before Renewing Your Policy
Call on Us for Details



315 COLUMBUS AVENUE

Phone DOuglas 5450

San Francisco



PROGRAM

3. RICH AND ADAIR, Presenting their Skit,

"The Old Man and the Maid"

Courtesy Langendorf Baking Co.

Rumford Baking Powder



"Superior in Baking Quality

and in Healthfulness"

RAINBOW COFFEE

EVEN ABOVE YOUR EXPECTATIONS

RAINBOW COFFEE brings to its users a delightful realization of the utmost modern science can accomplish in blending, roasting, grinding and packing coffee.

The finest, high-grown perfectly matured coffees from Guatemala, Colombia and Brazil are selected, tested and blended for Rainbow Coffee by the best known experts in San Francisco.

We want you to get acquainted with Rainbow Coffee, try it, and we know you will always drink it hereafter.



Packed in the triple-sealed Rainbow carton, you save the cost of the expensive tin can.

With every pound of Rainbow Coffee we are including a piece of beautiful, high quality, topaz-colored glassware FREE, to acquaint every user with its rich, delicious flavor.

In other words, you get a useful article with every pound instead of a useless tin can.

Every pound guaranteed on a money-back basis.

SOLD BY ALL RAINBOW STORES

Greetings From

Borden Sales Company

Evaporated Milk
Eagle Brand Milk
Thompson's Chocolate
Malted Milk

None Such Mince Meat
Tip Top Caramels
Bordens Natural Flavor
Malted Milk

311 CALIFORNIA ST. ~ GARfield 8710

Compliments of the

J. L. PRESCOTT CO.

900 Battery Street
San Francisco
Phone SUTter 3461



MORTON'S SALT

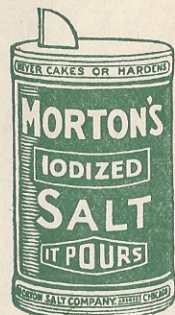
BOTH

PLAIN and IODIZED

Wish You Every

Success

Compliments of



Morton Salt Company

Sell Morton's Salt packed 32 packages to the case—8 additional packages on which to make a profit

PROGRAM

4. DON AND DARLENE

Sensational Apache

Courtesy Old Homestead Baking Co.

Compliments of

WM. F. TRAVERSO

Attorney-at-Law

Brother of "Vic" and "Jack"

550 Montgomery Street

Phone SUTter 2281

Hearty Congratulations From the

WESSON OIL & SNOWDRIFT PEOPLE



These Two Products are featured
by all Rainbow Stores and rate
among the "best sellers."



LINDSAY BRAND

California Ripe Olives

For the Holiday Trade

Order from V. TRAVERSO CO.

Ben McPhun, Agent

112 Market Street



Rainbow Stores Feature

Sperry Products

"Drifted Snow"

The Home Perfected Flour

BEST FOODS PRODUCTS



Borden Cheese - Bluhill Cheese
Best Foods Mayonnaise, 1000 Island, Relish
Spred and Salad Dressing
Blue Moon Spreads

HICKMAN PRODUCTS CO.

Fontana-Hollywood Co.

Queen Isabella Grape and Tomato Juice and Jelly
"Delicious"—A Wholsome Breakfast Food
"Rap-In-Wax"—The Quality Wax Paper
Pratt-Law Preserving Co. California Canned Foods
"Melogems" (Cubes, Maraschino Type)
"Ev-En-El" Boneless Chicken Tomales
River Brand Fancy Package Rice
Calo Dog and Cat Food in Cartons
His Master's Choice Calo Dog and Cat Food in Cans



Delicia Sandwich Spread
Corona Leather Dressing
Eusey's Jell-A-Teen

PROGRAM

5. RICH AND ADAIR

Gathering Laughs Again
Courtesy Langendorf Cake Division

Greetings From
THE BORADORI CO.

Manufacturers' Agents

Jolly Time Pop Corn
Oakite Sudless Cleaner
Miss Lou Shrimp and Oysters
Gold Medal Norwegian Sardines
Jumbo Peanut Butter
Plumite Drain Solvent

Walker's Austex Mexican Specialties
La Choy Chinese Food Products
Vitamont Dog Food
Purepack Canned Meats
Eckersons Fancy Florida Grapefruit
Pierce's Utah Canned Vegetables

16 CALIFORNIA STREET

Phone SUTter 7694

Heartiest Felicitations and Best Wishes

Walker's Austex Chile Co.

AUSTIN, TEXAS



Walker's "Austex" Red Hot Chile Con Carne

Walker's "Austex" Red Hot Tamales

"Red Devil" Brand Mexene Chile
Powder Seasoning

Walker's "Austex" Beans With Chile Gravy

Walker's Plain Chile Con Carne



THE BORADORI CO.

Representatives

16 CALIFORNIA STREET

SAN FRANCISCO

Heartiest Greetings From

M. C. SAHLEIN & CO.

Ocean Spray
CRANBERRY SAUCE

M G A Cultivated Mushrooms

With the Natural Flavor

Food Brokers

250 FRONT ST.

Phone GARfield 6717



Compliments of

ZEE and ZALO

Highly Recommended

By All

Rainbow Stores

COMFORT PAPER CO.



Best Wishes

From

C. E. Cumberson
Company

Manufacturers' Agents

142 Drumm Street

San Francisco

PROGRAM

6. Famous Old Homestead Minstrels:

INTERLOCUTOR

LOUIE MAGIDSON

TAMBOS

CHAS. SEARES
JACK HUGHES

TAMBOS

AL KRASE
HARRY EPPLE

SOLOISTS

JACK MARLET
Song "Lazy Nigger"

JACK LINDER
Accordion Solo

FRANK MCCORMICK
Song "My Mom"

GLEE CLUB

ADDIE DAFT, TED EHOLDEN, WALT GRIESINGER, LARRY O'TOOLE, EARL SAXLED.
Courtesy Old Homestead Baking Co.

Compliments of

KELLEY-CLARKE COMPANY

Clorox
Dina-Mite
American Lye
Del Maiz Corn

Martinelli's Cider & Vinegar
Ball Mason Jars
Grandpa's Tar Soap
Green Giant Peas
Mt. Ida Olives and Olive Oil
Three Diamonds Brand Crab Meat

Cordial Geetings to the

Members of the Rainbow Stores

From

HENRY J. MINORE

Representing

S. B. Sargeant Co.

On the Corner of

TENTH and FOLSOM STREETS

Phone MARKET 3000



Compliments of

Alpine Milk

The Milk With Over

400 Premiums

Compliments of

THE VAN LANDINGHAM CO.

Distributors of

Martini & Rossi Vermouth

BEST
WISHES



66 CANADA DRY 99
The Champagne of Ginger Ales

PROGRAM

7. Dance Music By

WILL MORONEY'S
All Star Dance Band

Furnished Through the Courtesy of

Langendorf Cake Division
Langendorf Baking Co.

Old Homestead Baking Co.
California Baking Co.

Rainbow Stores Recommend

SNOWFLAKE CRACKERS

and other

UNEEDA BAKERS PRODUCTS

Cordial Greetings From

ANSEL W. ROBISON



Robison's Red and Blue Package Bird
Seed Now Contains Vitamin "D"

*"Always a Good Bird Seed ~
Now the Best on the Market."*



Congratulations to the Rainbow Stores



FOODTOWN KITCHENS
Inc.

WHEAT POPS and RICE POPS
"For Growing Kiddies"

Best Wishes From

COOK - McFARLAND COMPANY

Dole's Vacuum Packed Hawaiian Pineapple
Deming's Vacuum Pak Salmon
Gold Bond Bottle Caps
Old Mission Pimientos and Ripe Olives

Comet Rice
Friend's Oven Baked Beans
Poppy Brand Pop Corn
Balto Brand Dog Food

Rocky Mountain Packing Corporation, Utah Peas & Vegetables

16 CALIFORNIA STREET

Telephone SUTter 8407

Best Wishes From



Allen Harnett



"It Won't Be Long Now"

Rainier Brewing Co.

of San Francisco



RAINIER GERMAN LAGER

RAINIER BREW

RAINIER LIME RICKEY, Pints and Quarts

RAINIER GINGER ALE, Pints and Quarts

RAINIER MALT SYRUP

"55 Years of Brewing Experience"

"MARVELOUS MARIN" MILK

Pure, Sweet and Palatable

Has the Natural Flavor

Sold by

RAINBOW STORES



Pure
Cream



It
Whips



Distributed Through Grocers Only by

SPRECKELS-RUSSELL DAIRY CO.

10th and Mission Streets

Phone HEmlock 1026

THE ONLY SAFETY-SEALED COFFEE

The finest quality coffee in the most modern improved
container.

That's why M J B Coffee is always *fresh* ~ the kind of
coffee your customers want.



M · J · B · Coffee is featured by all Rainbow Stores