



A Co-Operative Buying Organization Composed of Retail Grocers



Fourth Annual
DANSANT
— AND —
Entertainment

◀ PROGRAM ▶
Scottish Rite Auditorium
Sutter Street, Corner Van Ness Avenue
NOVEMBER SIXTEEN
● Nineteen Hundred and Thirty-three ●



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 sixth 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 Chairmen

GEORGE N. LOHNES TOM TOLBERT

Program

FRED M. BECK

CHAS. SAVIO	DEWITT PFAEFFLE	GINO BELLUOMINI
HOMER VARDIS	MARIO PAONE	MARTIN HAMBURGER
A. E. STOKES	JOE GUZZETTA	CHRIS. SPIEGEL
JOE DEL CARLO, SR.	DANIEL J. RYAN	JOHN ICARDI
L. BLUMENFELD	W. J. MATSON	M. JOHN

All Country Members Honorary Committeemen

TEAM PLAY



Like football, the food business is a matter of team play. And it's the retail grocer who actually carries the ball.

Durkee believes the manufacturer's part on the team consists in opening the way for the grocer to make substantial gains—increased sales and profits.

Constructive advertising, quality in the product, fair prices, and stop prices to protect the grocer's profit . . . these are the "plays" that Durkee uses to make the food business a fair game for everyone concerned.

Durkee Famous Foods is backing you up—back up the Durkee products.

Durkee's
MAYONNAISE • SALAD-AID
FAMOUS DRESSING

TROCO AND NUT-SPRED NUT MARGARINES
DUNHAM'S COCONUT • DURKEE'S SPICES

Distributed in San Francisco by
STEMPEL'S DISTRIBUTING CO.
320 FELL STREET

FOLGER'S

Wish You a Grand Good Time

You've earned your fun if your volume on Folger's Fine Coffees is an indication of the thoroughness you put behind every effort. We're with you!



And NOW ~

More Business for You, Mr. Grocer!!

This Beautiful All China Drip Coffee Maker may be secured by your customers without it costing them a single Penny!! Ask your Folger salesman for details and then explain to each of your customers all about this wonderful offer.

REMEMBER . . . this means MORE Business AT A PROFIT!!



PROGRAM

WILL MORONEY'S ALL STAR DANCE BAND

"Sophisticated Lady"

By

"MORONEY AND HIS MUSIC"

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

R & R FIG PUDDING

LINIT STARCH

KEYSTONE MUSHROOMS

KINGSFORD'S CORNSTARCH

ARM & HAMMER SODA

LEA & PERRINS SAUCE

ARGO CORNSTARCH

WILLAPOINT OYSTERS

Compliments of

Wyman Foorman Co.

BRER RABBIT MOLASSES

AUNT DINAH MOLASSES

VERMONT MAID SYRUP

SANI-FLUSH, MELO and HY-PRO

CHORE GIRLS

BUSTER SALMON

BROADCAST DEVILED HAM

MINER'S HONEY



Good Running Mates



“CANADA DRY”
Reg. U. S. Pat. Off.
The Champagne of Ginger Ales

PROGRAM

MISS GENEVIEVE McCARTHY
Popular Singing and Dancing

Master of Ceremonies
EDDIE BURKE

"Purveyor of Entertainment"

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

SPECIAL DISCOUNT TO
RAINBOW MEMBERS ON
ALL CASUALTY INSURANCE

Before Renewing Your Policy

Call on Us for Details

"WE WILL SAVE YOU MONEY"

315 COLUMBUS AVENUE

PHONE DOUGLAS 5450

SAN FRANCISCO

PROGRAM

WILL MORONEY'S ALL STAR DANCE BAND

"The Last Roundup"

By

"MORONEY AND HIS MUSIC"

Best Wishes from

Rumford Baking Powder



"SUPERIOR IN BAKING QUALITY

AND IN

HEALTHFULNESS"

RAINBOW COFFEE

Even Above Your Expectations

RAINBOW COFFEE brings to 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 NONE SUCH MINCEMEAT
EAGLE BRAND MILK TIP TOP CARAMELS
BORDEN'S NATURAL FLAVOR MALTED MILK
THOMPSON'S CHOCOLATE MALTED MILK

25th and POTRERO AVE.

Valencia 5200

Compliments of the

J. L. PRESCOTT CO.

900 BATTERY STREET

SAN FRANCISCO

Phone SUTter 3461



Best Wishes from

ROYAL BAKING POWDER
FLEISHCHMANN'S YEAST-FOR-HEALTH
CHASE AND SANBORN'S DATED COFFEE
CHASE AND SANBORN'S TENDER LEAF TEA
ROYAL QUICK-SETTING GELATIN DESSERTS
ROYAL CHOCOLATE AND VANILLA PUDDINGS

*These are products which deserve your support.
Consumer demand is being created by
intensive advertising campaigns.*

STANDARD BRANDS
OF CALIFORNIA

yes...we sell
CHASE & SANBORN'S DATED COFFEE
...EVERY CAN IS DATED



PROGRAM

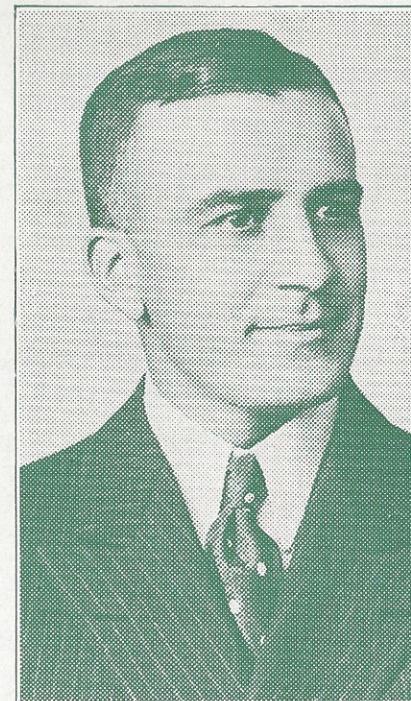
MR. WM. POWERS
Celebrated Colored Baritone
"Old Man River" and Other Selections

Master of Ceremonies

EDDIE BURKE

"Purveyor of Entertainment"

"Brother Bill"



WM. F. TRAVERSO

Attorney-at-Law

Brother of "VIC" and "JACK"

550 MONTGOMERY ST.

Phone SUTter 2281

Greetings from
THE DROMEDARY CO.

Have you seen the NEW DIXIE MIX?



*A Splendid Item to feature
 for the coming
 Holidays!*

ORDER FROM
V. TRAVERSO CO.



Best Wishes from

B & M OVEN BAKED BEANS
 B & M SPAGHETTI
 STAHL-MEYER FRANKFURTERS & PURE PORK SAUSAGES
 SUNNY JIM PRESERVES & PEANUT BUTTER
 SMITHFIELD'S FANCY N. Y. APPLE SAUCE
 SEASIDE LIMAS, CANNED AND DRIED
 WHITE ROCK CHICKEN PRODUCTS
 ISLAND BELLE GRAPE JUICE
 HALFHILL'S FANCY TUNA

J. M. SPRINGER CO.

RAINBOW STORES

feature

Sperry Products



"DRIFTED SNOW"

The Home Perfected Flour

PROGRAM

MISS AUDREY STUART
 Sensational Acrobatic Dancer

Master of Ceremonies.
 EDDIE BURKE
 "Purveyor of Entertainment"

Compliments of

KELLEY-CLARKE COMPANY

CLOROX

DINA-MITE

AMERICAN LYE

DEL MAIZ CORN

BALL MASON JARS

MARTINELLI'S CIDER & VINEGAR

GRANDPA'S TAR SOAP

GREEN GIANT PEAS

MT. IDA OLIVES AND OLIVE OIL

THREE DIAMONDS BRAND CRAB MEAT

*Cordial Greetings 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



CALIFORNIA HOME BRAND

"The Symbol of a Good Product"



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

"The NEW Hormel PEA Soup is Delicious"

PROGRAM

FREE . . . 24 BAGS OF GROCERIES . . . FREE

At 11 o'clock there will be the drawing for 24 Shopping Bags Full of Fine Foods

SAVE YOUR TICKETS!

RAINBOW STORES

Recommend

SNOWFLAKE CRACKERS

and other

UNEEDA BAKERS PRODUCTS

COMPLIMENTS OF

The VAN LANDINGHAM CO., Ltd.
OF SAN FRANCISCO

Distributors of

JOHN JAMESON IRISH WHISKEY
MARTINI & ROSSI VERMOUTH
CAMPFIRE MARSHMALLOWS

CRACKER JACK
LIBERTY CHERRIES
GULDEN'S MUSTARD

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"



COMPLIMENTS OF

ALPINE MILK

*The Milk with Over
400 Premiums*

Greetings from

Rainier Brewing Co.

OF SAN FRANCISCO

RAINIER BEER—Light and Dark
RAINIER LIME RICKEY—Pints and Quarts
RAINIER GINGER ALE—Pints and Quarts
RAINIER MALT SYRUP

"55 Years of Brewing Experience"

Best Wishes from

COOK-McFARLAND COMPANY

Dole's Vacuum Packed Hawaiian Pineapple	Tunaettes Creamed
Deming's Vacuum Pak Salmon	Friend's Oven Baked Beans
Gold Bond Bottle Caps	Poppy Brand Pop-corn
Old Mission Pimientos and Ripe Olives	Balto Brand Dog Food
Rocky Mountain Packing Corporation, Utah Peas and Vegetables	

16 CALIFORNIA STREET

Telephone SUTter 8407

CONGRATULATIONS

from

Allen
Harnett



HAVE a big night tonight, and tomorrow morning, for that tired feeling, drink a big energizing glass full of extra-rich—

SPRECKELS-RUSSELL MILK

*Sold at all
Rainbow Stores*



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