

A CO-OPERATIVE BUYING ORGANIZATION OF RETAIL GROCERS

EIGHTH ANNUAL ENTERTAINMENT AND DANCE



SOUVENIR
PROGRAM



War Memorial Veterans' Building
Van Ness Ave. — Corner McAllister St.

November Seventeenth
Nineteen Hundred and Thirty-seven

WELCOME —

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

This Eighth Annual Entertainment and Dansant has been arranged for YOUR pleasure and it is OUR hope that you will have a very enjoyable evening.

We desire to say "THANK YOU" again at this Thanksgiving Season to all of our many customers and friends whose loyal support and patronage we have enjoyed for so many years. The manufacturers who have made possible this printed program are sincerely thanked for their co-operation, and we trust that this spirit of friendship shall always exist between Rainbow Stores Members, Manufacturers, Manufacturers' Representatives and the V. Traverso Co.

**Rainbow Food Stores—
Victor Traverso, Jr.
John A. Traverso**

Here is your committee . . . in charge of making this Entertainment and Dansant a success:

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Program
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G. LORENZINI G. A. MacNEILL

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JOHN SWEENEY JAMES SERVETTO L. BLUMENFELD
JOE DEL CARLO, SR. DeWITT PFAEFFLE GINO BELLUOMINI

All Country Members Are Honorary Committeemen

"Greetings to Our Friends . . .

... The Rainbow Grocers"

COCOMALT

The Delicious Food Drink

CHOCOLATE FLAVOR

COCOMALT is a nutritious food composed of Sucrose, Skimmed Milk, Selected Cocoa, Diastatic Malt Extract, with added Calcium, Phosphorus, Available Iron in Organic Combination, Flavoring and Vitamin D.

COCOMALT is an easily digested food supplying valuable proteins, carbohydrates, assimilable iron, food calcium, food phosphorus, and vitamin D.



CUT-RITE

Waxed Paper

For Pantry Shelves, for School Lunch Sandwiches,
and "many another household use."

R. B. DAVIS CO.

Manufacturers

"The Voice of a Thousand Gardens"

Podesta and Baldocchi

FLORISTS

224-226 GRANT AVENUE

SUtter 6200

Compliments of

Parrott and Co.

320 California St.

Roman Meal

Speed-i-Mix Pie Crust

The Delray Line

The Fairplay Line

Greetings from

H. A. IRVING CO.

Sea Pride Packing Corp., Ltd.

Sardines - Mackerel - Tuna

UTT JUICE COMPANY
CALIFORNIA FRUIT JUICE

RAY MALING CO., Inc. (Hillsborough, Ore.)
FRUITS AND BERRIES

PRATT-LOW PRESERVING CO.
CALIFORNIA CANNED FOODS



CALO FOOD PRODUCTS, INC.

BAKER FOOD PRODUCTS CO.

VICTORY PACKING CO.

Program

ART WEIDNER AND HIS ORCHESTRA
Rainbow Medley



HARRY COHEN

Master
of Ceremonies

Compliments of

THOMAS J. LIPTON, INC.

Growers, Blenders and Packers of

QUALITY TEAS

Western Division Office and Factory

561 Mission Street, San Francisco



VAN CAMP'S

SINCE 1861



DELICIOUS
PORK AND BEANS

AND

TOMATO SOUP
PACKED IN CALIFORNIA



Buy All Items Under VAN CAMP Label

Chili Con Carne - Vegetable Soup - Spaghetti - Tomato Products
for

QUALITY — ECONOMY — SATISFACTION

Sales Representatives

ROY C. POWERS COMPANY • San Francisco

Compliments of
The Johnson Locke Mercantile Co., Ltd.

47 Years of Dependable Service to the Retail Grocers

THE BEST SELLING LINES WITH REAL CONSUMER DEMAND

Veg-All	Lea & Perrins Sauce	Warrenton Clams
Mazola Salad Oil	H.P. Sauce	Arm & Hammer Soda
Karo Syrup	Our Mother's Cocoa	Keystone Mushrooms
Kingsford Starch	Rock Kraft Paper Bags	Willapoint Oysters
Argo Starch	R&R Boned Chicken	Kellogg's Ant Powder
Linit Starch	R&R Chicken Broth	Lacee Napkins
Kre-Mel Dessert	R&R Plum and Fig Pudding	Pacific Wax Lunch Rolls
H-O Oats	Scotty Allan's Dog Food	Lily Tulip Cups
Heckers' Cream Farina	Gold Dust — Silver Dust	Union Oil Household Products

We Recommend



All Sizes Carried in San Francisco Stock



PHILLIPS

Original
ALREADY FLOUR

The Blue and Gold Package

All Pure Flour — No Substitute Grains

Offer your customers this great value

Phillips Milling Co.

38 Drumm St. DOuglas 8466



“Canada Dry’s”

“Beverages of Quality”

Pale Dry Ginger Ale • Sparkling Water
 Lemon-Lime Rickey • Lemon Soda

Cinzano Italian Vermouth and - - -

Johnnie Walker Red and Black Label Scotch Whiskies

Program

JOHN CHARLES THOMAS
 AND

MARIE LEONDERE

Presenting the Gay Nineties

“At All Good Grocers”

Jas. V. D. Brand

Shrimp and Oysters

“The Brand in Demand”

Jas. V. Dunbar, Inc.

New Orleans, La.

DULANY BRAND

TINY NEW

WHOLE

IRISH POTATOES

De Luxe - Integrity

BRAND

FANCY ASPARAGUS STYLE

GREEN BEANS

BRITTANIC

BRAND

FANCY

NORWEGIAN CROSSPACKED

SARDINES

ORIGINAL

Clapp's Baby Foods

16 VARIETIES

A COMPLETE MENU

ALSO

CLAPP'S CHOPPED FOOD

For Children 1½ to 4 years old

Compliments of

Mailliard & Schmiedell

203 CALIFORNIA ST., SAN FRANCISCO

Greetings from

Gerber Strained Foods Elastic Starch
Sealdsweet Grapefruit Juice Dainty Mix Fruit Cocktail
Sealdsweet Grapefruit Dainty Mix Whole Peeled Apricots

Geo. W. Metlar Co.

224 - 232 SPEAR STREET

"Howdy Folks!!"



E. D. MOYLES CO.

Underwood Building
525 Market Street
San Francisco, Calif.

"Ask Your Doctor"



Greetings from

J. L. Prescott Co.

900 BATTERY STREET
SAN FRANCISCO

"Quality First"



Program

VICKY LAUREN
Novelty Dance
Late of the Club Royale

ROSE WALLACE
Soprano
Group of Selections

Compliments of

Kelley-Clarke Company

CLOROX BALL MASON JARS
DINA-MITE GRANDPA'S TAR SOAP
AMERICAN LYE MARTINELLI'S CIDER & VINEGAR
DEL MAIZ CORN MT. IDA OLIVES AND OLIVE OIL
GREEN GIANT PEAS GULF-KIST SHRIMP AND OYSTERS
G. WASHINGTON COFFEE THREE DIAMONDS BRAND CRAB MEAT

Compliments

The Menasha Products Co.

SAN FRANCISCO

Nu-Deal Napkins Waxtex Household Rolls

Delicatessen Waxed Paper

Food Shop and Ice Cream
Pails

Round Paper Cans

Greetings from
Workman Packing Co.

IXL Tamales IXL Raviolis

IXL Chile Con Carne, etc.

"Yours for Quality"

Folger's Coffee



"NOW—Let's Start Every Day with a Smile"

"Others May Try to Imitate—But None Can Surpass"

Best Wishes from
THE COMFORT PAPER CORP.



Compliments of
**Wyman
Foorman Co.**



Brer Rabbit Molasses - Aunt Dinah Molasses - Vermont Maid Syrup - Sani-Flush, Melo and Hy-Pro - Chore Girls - Broadcast Deviled Ham - Miner's Honey - Bar None Dog Food - Deal Brand Goods - V. B. Apple Sauce

Program

TROPICAL SERENADERS

Tahitian Songs

Presenting

GINGER

In a Hula

Best Wishes from
HART BROKERAGE CO.

110 MARKET STREET, SAN FRANCISCO

Wilson Canned Meats

Sunsealed Grapefruit Juice

Blue Sea Tuna — Italy Tonno

Morton House Products

Maywood Olives

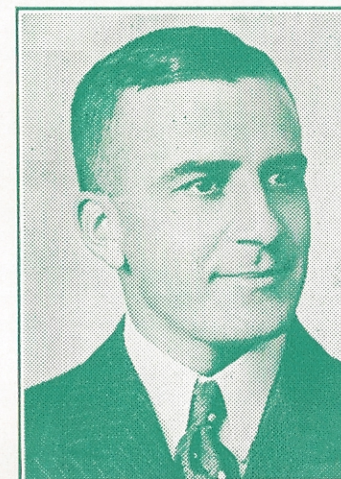
Holsum Peanut Crunch

Astoria Maraschino Cherries

Clear Lake Vegetables

Bailen Rock Lobster

"BROTHER BILL"



Brother
of
"Vic"
and
"Jack"

WM. F. TRAVERSO
ATTORNEY-AT-LAW

550 MONTGOMERY ST.

Phone SUtter 2281

Best Wishes from
J. C. WARMINGTON & CO.
64 Pine Street

DRACKETT PRODUCTS CO.
 "Drano" and "Windex"

HUNT BROS. PACKING CO.
 Calif., Wash., Ore., Canned Fruits
 and Vegetables

SEBASTOPOL APPLE GROWERS UNION
 "Sebastopol Apple Sauce"

THE POLK CO.
 Florida Grapefruit and Juice

ROB ROY Hominy

Compliments of

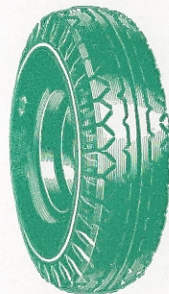
C. B. Jennings Co.

Representing

"ORIGINAL" DUNBAR SHRIMP

KNOX GELATINE

UNDERWOOD DEVILED HAM



"HOOD"
 TIRES

Greetings from

HENRY J. MINORE

Representing

S. B. SARGENT CO.

10th and Folsom Streets

Market 3000

"OUR COMPLIMENTS"

**The Wesson Oil and
 Snowdrift People**

*"Shortening for Your
 Discriminating Customers"*



Program

THE SENSATIONAL MARCOS
 Novelty Adagio
 Late of Chicago

MARIE LOCKY
 Presenting the Bowery

Best Wishes from

F. A. DAVIS CO.

Belle Isle Tuna

Rubidoux Tonno

Bear Brand Lye

Bear Brand Chlorinated Lime

Masterpiece Pimientos

Madonna Tomato Paste

Madonna Tomato Juice

King Pharr Okra

Masterpiece Ripe Olives

Filippo Berio Italian Olive Oil

VACUUM PACKED

DURKEE'S MAYONNAISE

MEANS SATISFIED CUSTOMERS

It's a fact: When you Rainbow men hand your customer Durkee's Certified Mayonnaise, it is just as fresh as it was on the day we made it. That's because it's vacuum packed. Think what that means in simplified handling of your mayonnaise stock. Think what it means in satisfied customers who'll come back again and again for more of this modernized product.



Cash in on our revolutionary new development; feature the only mayonnaise that stays 100% fresh.

DURKEE FAMOUS FOODS

Manufacturers of Salad-Aid, Sandwich Spred, Famous Dressing, Salad Oil, French Dressing, Worcestershire Sauce, Spices, Troco Nut Margarine

Distributed by **FAMOUS FOODS DISTRIBUTORS**

2900 FIFTH STREET • BERKELEY, CALIF.

Branches in Principal Pacific Coast Cities

Compliments of
The Van Landingham Co., Ltd.
 OF SAN FRANCISCO

Distributors of
 CRACKER JACK
 LIBERTY CHERRIES
 CAMPFIRE MARSHMALLOWS
 APOLLINARIS TABLE WATER

Greetings from
COOK & HARMS
 Representing



— and BLUE MOON CHEESE

"Best
 Wishes"

M. C. P.
 BRAND

Lemon Juice
 Orange Juice
 Lime Juice

"Always keep a few cans on hand"

Everybody
 Likes 'Em

... that's why
 you'll find Bell's
 Chopped Olives
 a real money
 maker. Stock and
 push them!



Bell's RIPE CALIFORNIA
 CHOPPED OLIVES

Oest's

Mincemeat

"Famous for 40 Years"

Manufactured by Oest Foods
 San Francisco

Program

CARLISLE

The Master Magician

Direct from the Arigon, New York

GREETINGS
 from



**ALLEN
 HARNETT**



"Greetings from an Old Friend"

Kerr Fruit Jars
 CAPS and LIDS

AN ENORMOUS MARKET — Kerr advertising tells
 millions of homemakers: IT'S CANNING TIME —
 CAPTURE THE PEAK OF FLAVOR — instilling the
 urge to do home canning and creating an enormous
 demand for Kerr Fruit Jars, Caps, Lids and Jelly
 Glasses.

Feature KERR — For Greater Volume!

SOSSO'S

MACARONI PRODUCTS

"UNCLE SAM'S TASTE"

"Truco and Semo Brands"

408 PACIFIC AVENUE



"For the Holiday Season"

Tea Garden

Mincemeat
Cranberry Sauce
Brandied Peaches
Brandied Apricots
Assorted Preserves

Sweet Pickled Peaches
Sweet Pickled Apricots
Sweet Pickled Watermelon
Red Currant Jelly
Concord Grape Jelly

Best Wishes from
LOOSE-WILES BISCUIT COMPANY

Sunshine
well worth saying
whenever you want
BISCUITS

"Quality
Always"



Krispy Crackers
Sunshine Biscuits

QUALITY!



Ask your grocer for
BOOTH'S
Crescent Brand
Broiled
SARDINES

Program

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

At 11 o'clock we will have the drawing for 24

Shopping Bags Full of Fine Foods

PLEASE SAVE YOUR TICKETS!

COMPLIMENTS OF

PEERLESS TOWEL CO.

We Furnish the

BEAUTIFUL RAINBOW GOWNS

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ELECTRICAL APPLIANCES

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TUBES

TIRES

ELECTRIC WAFFLE IRONS
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ELECTRIC IRONS
ELECTRIC ROASTERS
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PERFECTION STOVES
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LTD.

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Compliments of
STUART C. THOMPSON & CO.

704 Sansome St. Sutter 4850

Manufacturers

Number One Brand China Rice
Girard's French Dressing and Soy Sauce



Now make
F U D G E
in 4 minutes

GOLDEN NUGGET SWEETS, LTD. • San Francisco



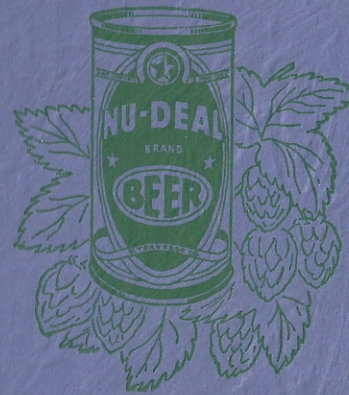
*"From Mexico" Flavor
for DELICIOUSLY
Different Meals...*

Genuine
Walker's AUSTEX
Plain Chile Chile With Beans
Tamales Mexene Chile Powder

Government Inspected
WALKER'S AUSTEX CHILE CO.
AUSTIN, TEXAS
"The Chile Specialists of America"

"The Old Brewmaster's Crowning Achievement"

—What More Can We Say?



**ON SALE
TONITE—**
*Thoroughly
Chilled!!*

Safely Sealed in Full 12-Ounce

"KEGLINED" Tins

Brewed by
GRACE BROS. Brewing Co.

Distributed by
**ALL RAINBOW STORES
V. TRAVERSO CO.**

Spreckels - Russell

Milk



OUR VERY BEST WISHES FOR A
PLEASANT AND ENJOYABLE EVENING
ARE EXTENDED TO ALL EXECUTIVES
AND MEMBERS OF THE RAINBOW STORES.

WE ARE HIGHLY APPRECIATIVE
OF YOUR SUPPORT DURING THE PAST
AND HOPE TO CONTINUE TO WARRANT
YOUR CONFIDENCE IN THE FUTURE.

SPRECKELS - RUSSELL DAIRY CO.

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