



A CO-OPERATIVE BUYING ORGANIZATION OF RETAIL GROCERS



Merry
Christmas
Party

NINTH ANNUAL ENTERTAINMENT AND DANCANT



SOUVENIR PROGRAM

Scottish Rite Auditorium
Van Ness Ave. — Corner Sutter Street
December Nineteenth
Nineteen Hundred and Thirty-Eight

A Merry Christmas and a Happy New Year

To Rainbow Members, Manufacturers, Manufacturers' Representatives and Friends: We again meet under the emblem of the Rainbow to celebrate the secure bond between consumer and producer brought about by the RAINBOW FOOD STORE BUYING ORGANIZATION and which is symbolized by that colorful bridge in the sky.

Our Christmas Party this December marks the NINTH ANNUAL ENTERTAINMENT AND DANSANT where we have come together year after year to enjoy the continuance of our friendship for one another. This time, we are happy to add our best wishes for the Merriest Christmas and the Most Successful New Year.

The manufacturers who have made possible this printed program are sincerely thanked and we trust that this Rainbow Bridge will ever be the means of better understanding and closer working together for mutual profit as the river of commerce flows deeper and swifter beneath it.

RAINBOW FOOD STORES—

Victor Traverso, Jr.

John A. Traverso



Chairmen

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

Program

L. G. (Steve) STEVENSON

Assistant Chairmen

CLIFF SLATTERY PETE BALDASSAR
G. LORENZINI G. A. MacNEILL

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HOMER VARDIS	JAMES SERVETTO	A. VANYSHEFF
JOHN SWEENEY	DeWITT PFAEFFLE	L. BLUMENFELD
PETER CAPRA	JOHN ICARDI	GINO BELLUOMINI
DANIEL J. RYAN		ELMER PESCE

All Rainbow Members Are Committeemen




Holiday Greetings from
Genuine Walker's Austex
 PLAIN CHILE — MEXENE CHILE POWDER
 CHILI WITH BEANS — TAMALES

Government Inspected
Walker's Austex Chile Co.


The Chile Specialists of America

THE BORADORI CO., SAN FRANCISCO

AUSTIN, TEXAS



Holiday Greetings from



Dr. Ross'
 DOG AND CAT FOOD



*To Rainbow
 Food Store
 Members*

We wish to express our appreciation for the fine merchandising support and co-operation rendered by you during the past year.

Season's Greetings and Best Wishes for the Coming Year.

Welch Grape Juice Co.

*"Best
 Wishes"*

M. C. P.
 BRAND

Lemon Juice

Orange Juice

Lime Juice

"Always keep a few cans on hand"

Greetings to Our Friends

members of
THE RAINBOW FOOD STORES

from
PILLSBURY'S FAMILY OF FOODS

Ask V. Traverso Co. about these unparalleled offers:



**SUPER-QUALITY CAST ALUMINUM
 AT STARTLING BARGAIN PRICES**
 to users of this famous flour.
 Finest, extra-heavy, precision-made
 ware for modern "waterless" cooking.
 Ask us for details!



PILLSBURY'S BEST FLOUR

BIG 11 1/2 IN. SOLID COPPER GRIDDLE **MADE BY REVERE
 CHROMIUM-PLATED**
 ONLY \$1.00 (Usual price \$2.50 and up)
 Send Pillsbury Stars from tops of
 2 packages. Ask us for details.




**PILLSBURY'S PANCAKE AND
 WAFFLE FLOUR**



**FREE STAINLESS STEEL
 PARING KNIFE**
 WHILE THEY LAST APPROVED BY GOOD HOUSEKEEPING BUREAU

PACKED IN EVERY PACKAGE OF



PILLSBURY'S SNO SHEEN CAKE FLOUR

**FREE OF EXTRA CHARGE
 TEL-A-PHONE SET**

2 complete Tel-A-Phones and 50 feet
 of line, with purchase of 2 packages of




PILLSBURY'S FARINA

"The Voice of a Thousand Gardens"

Podesta and Baldocchi

FLORISTS

224-226 GRANT AVENUE

SUtter 6200

Compliments of

Parrott & Co.

Speed-i-Mix Pie Crust

Roman Meal

Steero Boullion Cubes

Malto Meal

Holly Sugar

Season's 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

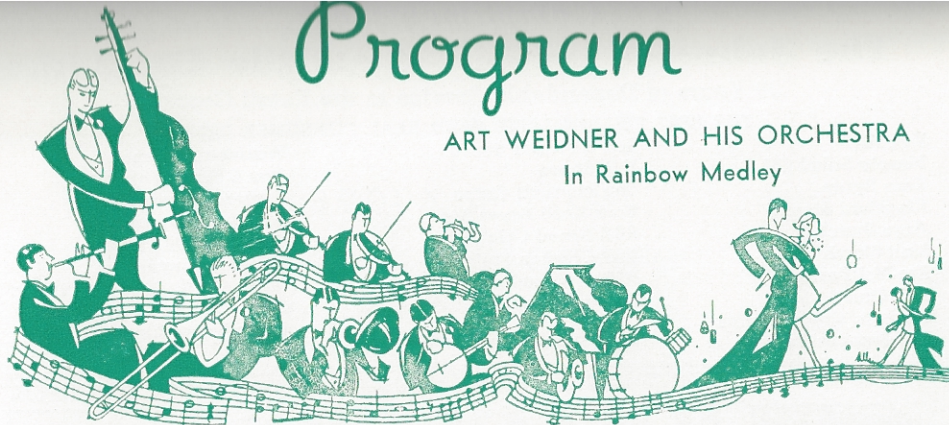
PRATT-LOW PRESERVING CO.
CALIFORNIA CANNED FOODS

CALIFORNIA ANIMAL
PRODUCTS CO.
BAKER FOOD PRODUCTS CO.
VICTORY PACKING CO.



Program

ART WEIDNER AND HIS ORCHESTRA
In Rainbow Medley



*Compliments and Best Wishes
for the Continued Success of the
Rainbow Stores*

from San Francisco Representatives of

THOMAS J. LIPTON, INC.

GROWERS AND BLENDEES OF QUALITY TEAS

A. S. Clancy

W. C. Hunter

E. L. Swift



De Luxe Integrity Brand Asparagus Style

STRINGLESS BEANS

Packed and Sterilized under the supervision of and according to the regulations of the
State of California Department of Public Health

Hear BESS BYE, 8:40 A.M., and EMILY MARTEN, 9:30 A.M.

Station KFRC Tuesdays & Thursdays

DULANY BRAND

Tiny, new WHOLE IRISH POTATOES

SUPREME

BRAND

FANCY

NORWEGIAN CROSSPACKED

SARDINES

SAVERY BRAND

Fancy MUSHROOMS

Grown and Packed
In California

Patronize
A Home-Owned Industry

Compliments of
The Johnson Locke Mercantile Co., Ltd.

50 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
Lint Starch	R&R Chicken Broth	Lily Tulip Cups
Kre-Mel Dessert	R&R Plum and Fig Pudding	Union Oil Household Products
H-O Oats	Scotty Allan's Dog Food	Oxo
Heckers' Cream Farina	Gold Dust	White House Rice
Jos. Burnetts Extracts	Fairy Soap	



PHILLIPS

original

ALREADY FLOUR

*The Blue and Gold Package
 White or Whole Wheat*

The Original
 Phillips
RICE

Extra Fancy
 in 1 lb. & 2 lb.
 packages

All Pure Flour — No Substitute Grains

Offer your customers this great value

PHILLIPS MILLING CO.

38 DRUMM ST. DOuglas 8466

The Season's Best Cheer from
ANSEL W. ROBISON



ROBISON'S BIRD SEED IN
 THE BLUE AND RED
 PACKAGES—the kind that
 keeps a happy song with
 "Sunshine Vitamin D."

MAY YOUR YEAR BE AS HAPPY AS
 THE SONG OF A BIRD



'38 Sure turned out great—

*Everybody's feeling fine
 Here's for a bigger and better 1939!*

*Yours for a Pot of Gold
 at the END OF YOUR RAINBOW*
WEST COAST SOAP CO.

OAKLAND, CALIFORNIA



POWOW PEPS
 THE PULSE
 OF PROFIT

WHITE NAVY
 BORAX SOAP
 BRINGS SATISFIED CUSTOMERS

Program

BUDDY O'BRIEN

Genial Master of Ceremonies

In "Songs"



"Canada Dry's"
"Beverages of Quality"

Pale Dry Ginger Ale
 Lemon-Lime Rickey

Sprakling Water
 Lemon Soda

Cinzano Italian Vermouth and ---

Johnnie Walker Red and Black Label Scotch Whiskies

QUALITY UNSURPASSED!



Ask your grocer for

BOOTH'S
 Crescent Brand



Broiled
SARDINES

**IT'S EASY
 TO MAKE DELICIOUS
 CHILI**

*when
 YOU USE
 this
 FAMOUS
 SEASONING*

**Gebhardt's
 EAGLE
 CHILI POWDER**

GOES twice AS FAR!

We Recommend



MORE DIGESTIBLE
MORE APPETIZING

Lindsay

CALIFORNIA RIPE OLIVES

All Sizes Carried in San Francisco Stock

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

The Season's Greetings from

S. C. JOHNSON & SON, INC.

Makers of the Famous

Johnson's Wax

SAN FRANCISCO SALES OFFICE

Program

IDA LYNN

Acrobatic Dancer

Greetings from

Workman Packing Co.

IXL Tamales

IXL Raviolis

IXL Chile Con Carne, etc.

"Yours for Quality"

Compliments of

Kelley-Clark Company

CLOROX

DINA-MITE

AMERICAN LYE

DEL MAIZ CORN

GREEN GIANT PEAS

G. WASHINGTON COFFEE

BALL MASON JARS

GRANDPA'S TAR SOAP

MARTINELLI'S CIDER & VINEGAR

MT. IDA OLIVES AND OLIVE OIL

GULF-KIST SHRIMP AND OYSTERS

THREE DIAMONDS BRAND CRAB MEAT

A. E. STALEY (CUBE STARCH)

Yuletide Greetings from

THE MENASHA PRODUCTS CO.

SAN FRANCISCO

Nu-Deal Napkins

Waxtex Household Rolls

Delicatessen Waxed Paper

Food Shop and Ice Cream Pails

Round Paper Cans

Season's Greetings from
FOLGER'S COFFEE



*"Now—let's start every day
with a smile"*

*The Coffee "Others may try to
Imitate—But None Can Surpass"*

Greetings from
COOK & HARMS
Representing



—and TNT Pop Corn



Merry Christmas from
Old English
DOG AND CAT FOOD

CLEAN, WHOLESOME MATERIAL COMBINED INTO FOOD
WHICH WILL BRING A HAPPIER AND HEALTHIER YEAR
TO YOUR CUSTOMERS' PETS, AND A FASTER TURNOVER
FOR RAINBOW STORES

THE
Old English Co. Inc.
SAN JOSE, CALIFORNIA

Program

NEOPOLITAN TRIO
Guitar and Songs - Comedy and Classic

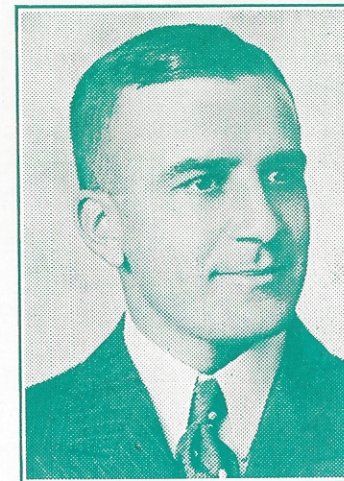
GREETINGS
from



**ALLEN
HARNETT**



"BROTHER BILL"



Brother
of
"Vic"
and
"Jack"

WM. F. TRAVERSO
ATTORNEY-AT-LAW

550 MONTGOMERY ST.

Phone SUTter 2281

The Season's Best Wishes from

C. B. JENNINGS CO.



ORIGINAL DEVILED HAM
ORIGINAL DUNBAR SHRIMP
KNOX GELATINE



Greetings and Good Cheer from
Crown Products Corporation
1237 Minnesota St. Phone ATwater 5500

Let Sani-Clor bring you a substantial volume
in 1939 on its steady repeat business

Greetings from
THE COMFORT PAPER CORP.



Season's
Greetings
from

Henry J. Minore

Remembering you with Special
Discounts on *HOOD* Tires and
batteries, retreading and repairs

Representing
S. B. SARGENT CO.
10th & Folsom Streets
Market 3000



Program

CARMELITA
Russian, Spanish and Romantic Dances

MARGE STEVENS
Accordian Soloist

BRANDS THAT REPEAT

ANGLO CORNED BEEF
OCEANIC OYSTERS
OCEANIC MINCED RAZOR
CLAMS
MOONKIST CLAMS
DELMAR SARDINES
CHATKA CRABMEAT (Imported)

OCEANIC CRABMEAT (Domestic)
VAN CAMP'S PORK AND BEANS—
CATSUP—SOUPS—SPAGHETTI—
CHILI CON CARNE—ETC.
EXQUISITE BRAND FRUIT AND
VEGETABLES

Call Roy C. Powers Company, SUtter 4448-49, for complete information

Greetings and Best Wishes for a Good Year

from **Chas. E. Mason and the
DIXIE POPT CORN CO.**

"A Popped Creation for All the Nation"



DIXIE'S FRENCH FRIED POPT CORN
5 OZ. - 9 OZ. - 15 OZ. - 31 OZ. - 52 OZ.
LACQUERED CANS

DIXIE'S DELICIOUS KANDY FLAVO CORN
3½ Oz. Cellophane Bags
5½ Oz. - 11 Oz. Lacquered Cans

*"always fresh and
ready to serve"*

DIXIE POPT CORN CO.
5300 FOOTHILL BLVD.
OAKLAND, CALIF.

also
**DIXIE'S
RAWCORN**

"Happy Holidays"



The TEA GARDEN Products Co.

Sweet Pickled & Brandied Fruits —
Peaches — Apricots — Pears
Maraschino Style Cocktail Garnishing Cherries
Mince Meat Assorted Preserves & Jellies
Cranberry Sauce Sweet Pickled Watermelon

Best Wishes from

THE LOOSE-WILES BISCUIT COMPANY

Sunshine

*well worth saying
whenever you want*

BISCUITS



KRISPY CRACKERS - MARTINI CRACKERS - EDMONT SMACKS

CHRISTMAS AND NEW YEAR
GREETINGS FROM

DURKEE FAMOUS FOODS

Manufacturers of

Durkee's Genuine Mayonnaise
Salad-Aid - Sandwich Spread - Spices
Famous Dressing - Worcestershire Sauce
Old Fashioned Dressing and Meat Sauce
French Dressing - Salad Oil
Troco Nut Margarine



SAVE COUPONS FOR
PREMIUMS

With our good wishes come our Famous Foods and our every effort to assist you to sell them at a profit through modern merchandising methods.

Distributed by FAMOUS FOODS DISTRIBUTORS
2900 FIFTH STREET • BERKELEY, CALIF.

Branches in Principal Pacific Coast Cities
San Francisco Office: 1161 Golden Gate Ave.



Program

DONALD and HERRICK
Sensational Baton Twirlers and Acrobatic Novelties

BLAINE and ELAINE
Ballroom Team in Beautiful Dances

COMPLIMENTS OF

PEERLESS TOWEL CO.

We Furnish the
BEAUTIFUL RAINBOW GOWNS

Phone MArket 4518

ELECTRICAL APPLIANCES

REFRIGERATORS
WASHING MACHINES
SILEX COFFEE PERCOLATORS
ELECTRIC STOVES
GAS STOVES
RADIOS AUTOMOBILES
RADIOS HOUSE
ELECTRIC CLOCKS
TUBES

ELECTRIC WAFFLE IRONS
ELECTRIC TOASTERS
ELECTRIC IRONS
ELECTRIC ROASTERS
ELECTRIC MIXERS
ELECTRIC VACUUM CLEANERS
PERFECTION STOVES
PORTABLE TYPEWRITERS
BATTERIES

TIRES



Pacific Tire Sales Co.

LTD.

601 TURK STREET

SAN FRANCISCO

Telephone PRospect 3711

SOSSO'S MACARONI PRODUCTS

"UNCLE SAM'S TASTE"
"Traco and Semo Brands"

408 PACIFIC AVENUE

Beach C. Soule

Henry L. Gibbs

J. M. SPRINGER CO. FOOD BROKERS

Representing Grocery Items That Rainbow Members Should Sell:

BELL'S CHOPPED OLIVES	DINETTE COOKED VEGETABLES
SEASIDE LIMA BEANS	ALL GOOD FRUITS & VEGETABLES
EGGO WAFFLE & PANCAKE FLOUR	B & M OVEN-BAKED BEANS



FROM E. D. MOYLES CO.

605 Third Street

Garfield 2661

San Francisco, Calif.

1¢ SALE

Season's Greetings

OUTSTANDING VALUE

SWEET HEART TOILET SOAP

True to its name, this old time favorite greets you in a brand new sealed package but with the same fragrant, comfortable hand-fitting bar. This quick-lathering soap will sell to more customers, more often and at a bigger profit.

MANHATTAN SOAP CO., INC.

Program

FREE — 24 BAGS OF GROCERIES — FREE
Immediately following program we will have the drawing for
24 Bags Full of Fine Foods for Your Xmas Table

PLEASE SAVE YOUR TICKETS!

Best Wishes From

SEBASTOPOL
APPLE GROWERS UNION

PACKERS OF

**Fancy Gravenstein
APPLE SAUCE**



Selling Agents:

J. C. WARMINGTON CO.

San Francisco

**Compliments of the Season
from**

THE SUPERBA PACKING CO., LTD.





Compliments of

The Wesson Oil and Snowdrift People

"Shortening for your discriminating Customers"

MELLY KLISMAS

from

Number **ONE** Brand

CHINA RICE

Manufacturers

Stuart C. Thompkins & Co.



Best Wishes for

A Merry Christmas and

A Happy New Year

from

"with Sealed-in
Flavor"



The Crab that's caught in DEEP ICY WATERS of the Northern Pacific Ocean and is canned at once—in complete Floating Canneries—and served throughout the year everywhere.

NORTH AMERICAN MERCANTILE CO.

"The Old Brewmaster's Crowning Achievement"

—What More Can We Say?



**ON SALE
TONIGHT**

*Thoroughly
Chilled !!*

Safely Sealed in Full 12-Ounce

"KEGLINED" Tins

Brewed by

GRACE BROS. Brewing Co.

Distributed by

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

A MESSAGE FROM THE RAINBOW FOOD STORES

To better serve the housewives of San Francisco, in all of their food requirements, the RAINBOW FOOD STORES Buying Organization was formed in June of 1927 realizing that through group-buying all prices might be the very lowest.

Formed entirely of INDEPENDENT GROCERS, each owning and operating his own store, the RAINBOW FOOD STORES have grown in numbers and have prospered, principally due to their policy of giving of their best to the housewives whose patronage they enjoy and of sharing with the customer the savings made possible through our group buying power.

From San Rafael on the North, to Salinas on the South, your mighty RAINBOW FOOD STORES Buying Organization of INDEPENDENT GROCERS is offering you, Mr. and Mrs. Consumer, the very best known of Nationally Advertised Brands, each and every item priced to meet all legitimate competition. Our merchandise is always kept fresh and we await your request to DELIVER to your home any order however large or small it may be.

We take this opportunity also, to thank the Sales Manager's Club and the Broker's Association for their marvelous support during the past year through many of our trials and tribulations and we hope that the coming year will be one of sunshine and good fellowship, free from any of the sad experiences that we encountered during 1938.

"BE RAINBOW WISE AND ECONOMIZE"

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.

16TH AND MISSION STREETS

HEMLOCK 1025