
CONGRATULATIONS TO THE
California RETAIL GROCERS Association

from the

V. TRAVERSO CO.

IT IS NOW OUR POLICY
AS IT ALWAYS HAS BEEN,
TO WORK AND FIGHT FOR
ANY MOVEMENT THAT
AIMS TO BETTER THE
CONDITIONS FOR ALL
INDIVIDUAL GROCERS.

THIS WILL CONTINUE
TO BE OUR GUIDING
PRINCIPLE THROUGHOUT
THESE CHANGING TIMES!

Sincerely yours,

Bill, Vic and Jack Traverso

HEADQUARTERS
AND SPONSORS
OF THE . . .



170 PACIFIC AVE.
SAN FRANCISCO
Phone: SUTter 3143