

# Since 1917

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**WE OFFER<sup>ED</sup> THE RETAIL GROCER:**

- One Price Policy
- All Nationally Advertised Brands
- Personalized Service
- We Do Not Own or Operate Any Retail Stores
- We Furnish a Weekly Bulletin Service
- We Do Not Charge Dues
- We Do Not Require a Deposit To Buy From Us

**V. TRAVERSO CO.**  
**WHOLESALE GROCERS**

**HEADQUARTERS FOR**  
**RAINBOW FOOD STORES**  
**1050 BATTERY ST. . . . SAN FRANCISCO**