

History File

# Ascherman Named President, Sonoma County Association



GRACE GASPER, Secretary,  
Sonoma County Retail  
Grocers Assn.

A **S**PLENDID spirit of enthusiasm prevailed during the annual meeting of the Sonoma County Retail Grocers Association held in the Petaluma Inn, Petaluma, on Thursday evening, October 17th. This was a dinner meeting, and was especially well attended with grocers coming from all parts of Sonoma County, and from Solano and Napa Counties, as well as guest speakers from San Francisco and Oakland.

The expressions of co-operation were a beautiful tribute to the Sonoma

County Association under the capable leadership of Marion Greene, who served as President during the past two years. It is this demonstration of genuine co-operation that is putting new life into the association work. The grocers are realizing that the retail grocers associations are facing problems far beyond the capacity of officers and directors of such associations to handle without the unified co-operation of the entire industry.

The program of entertainment was provided by H. C. Ascherman, featuring a "Hill Billy" band known as "The Mountain Boys", who were very entertaining. This was followed by everyone singing "God Bless America" led by William Crase of the Sonoma Valley Wholesale Grocers.

## Business Session

The business meeting was presided over by President Marion Greene, who opened the meeting by extending the hand of welcome to all. This was followed by report of the enforcement program activities of Sonoma County presented by Len Deffner, who praised the merits of this law.

Mr. H. D. Steffens, President of the Solano County Association was in attendance, and stated he was present to learn more about the application of the Unfair Practices Act as his community was very definitely violating the law with loss leader selling.

## Partners in Business

Three very interesting speakers from San Francisco addressed the meeting. First, E. R. Hoerchner, Counselor for the California Retail Grocers & Merchants Association, who spoke on the ideals of Americanism. Mr. Hoerchner stated that such ideals were founded in the peoples of the farmlands; that the farm countries had been the foundation of America, and in fostering these ideals in present-day business, the retail grocers should co-ordinate their activities with that of their own trade association, thus becoming business partners with their fellows in the industry, with the common good of all their united purpose.

Secretary F. A. Tissier of the San Francisco Retail Grocers Association was the second speaker, and paid tribute to Marion Greene as President and Grace Gasper

as Secretary. Mr. Tissier said: "I believe we in America are in a state of suspended animation—we are waiting for someone to bring us down to earth. We in our industry have the greatest power on earth if we only use that power with organized effort to guide the destinies of this country. We are overlooking many golden opportunities in a country that has proven worthy of our best efforts."

The third speaker was Jack Traverso, Manager of the Rainbow Stores. Mr. Traverso first expressed his pleasure at being among those present, and emphasized the fact that the retailers should appreciate the value in catering to the young people in the community. Mr. Traverso also spoke feelingly on the loyalty of Fred W. Meyer, Supervisor of the City and County of San Francisco, and Treasurer of the State Association. Mr. Traverso said: "In a recent introduction of a Poultry Ordinance in San Francisco wherein retailers were to be licensed with an additional inspection fee, Fred Meyer was the only man on the Board of Supervisors who stood out alone in opposition to the ordinance expressing his loyalty to the retailers, even in face of unjust criticism leveled against Mr. Meyer by newspapers charging him with failing to approve an ordinance alleged to be for public health. Mr. Meyer did no such thing—he was willing to approve the ordinance, but the amendment he had submitted to remove the inspection fee charge was refused by the Board. He naturally opposed an ordinance which was detrimental to our people. Such loyalty must be appreciated. I also want to compliment the splendid work of the leaders in association activities, such as Attorney Hoerchner, Secretaries Hadeler and Tissier, and I feel it is a privilege and pleasure to add my little bit in helping these men with their splendid work developing a strong association."

## Legislators Present

Two members of the California legislature also spoke at this meeting, namely, Honorable Herbert W. Slator, Senator from Sonoma County, and the Honorable Dick McCollister, Assemblyman. Senator Slator, who is Dean of the Senate and beloved by all in the legislature, gave a very inspiring talk on Americanism. The Senator said: "We cannot serve two masters—and America is only for Americanism. In this country we have the never-folding arm of opportunity." Senator Slator presented a beautiful bouquet of flowers to Mr. and Mrs. Cavalli in honor of their 35th wedding anniversary, paying tribute to this fine couple.

Newly-elected Assemblyman Dick McCollister was very brief in his remarks, stating: "I am an independent business man, and I will let you be the judge of where my heart lies."

George Cavalli, First Vice-President of the California State Association, spoke very encouragingly upon the forward steps being taken by the organization, and urged larger membership in accomplishing the huge tasks before us.

## Need for Strong Association

State Secretary W. D. Hadeler then spoke on the need for a stronger association. He spoke on the discrimina-

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