

My favorite grocer?

"That's easy," one woman shopper says, "—the one I've found I can rely upon for fresh, perfect bread!"

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You don't need to be told that a regular bread customer is a regular buyer of all your products.

When customers ask about bread, suggest Old Homestead. You'll make a name for yourself for good, fresh bread. Old Homestead is easily the most profitable loaf for you.

For over 30 years, Old Homestead has satisfied the most discriminating bread buyers in San Francisco. It will bring customers into *your* store and keep them there.

Make yourself the "favorite" grocer of more women in your neighborhood.

Old Homestead Bakery

3260 Nineteenth Street

MIssion 0930

Rainbow Grocers Hold Watsonville Banquet

THURSDAY evening, October 27, at 7:30, in the large banquet room of the Hotel Resetar Coffee Shoppe, at Watsonville, there was a jolly dinner party for the Rainbow Stores' Grocers and their wives. This dinner party was given in order that the officials of the V. Traverso Company, San Francisco wholesale grocers, and the Rainbow members might "get acquainted". For almost a year there has been in this southern territory a lively group of members of the big Rainbow co-operative buying organization, this group being handled by the well-known George N. Lohnes, perhaps the best known grocery salesman in the whole territory. The "dinner party" consisted of a full course turkey dinner with all the trimmings.

An address explaining the policies of the V. Traverso Company and appreciation of the co-operation given them by the grocers was given by Jack Traverso. Community singing was indulged in and, under the direction of "Al" Newman of Langendorf United Bakeries, a splendid program of entertainment was presented.

The V. Traverso Company, as wholesale grocers, and the Rainbow members feature only the nationally advertised brands of groceries—the brands with which consumers are well acquainted—and on this principle, the organization has grown to over 220 member stores.

There were approximately 100 guests at the Watsonville dinner party and we have been asked to state that "Vic" and "Jack" Traverso, of the V. Traverso Company, "paid the bill"—the grocers did not pay a cent of the expense—they were the guests.

PUTTING IN THE THANKSGIVING WINDOW

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Cash In On That Buying Urge

So trot out your best offerings for Thanksgiving! Plan a display window or windows, if you have them, with the one idea of making folks mouths water. Play for appetite appeal! That's the thing that sells Thanksgiving groceries!

Another thing to watch is the quantity of stuff in your Thanksgiving windows. Never, under any circumstances, put in a window for Thanksgiving that is sparsely filled or that shows a lot of the floor space or the back wall. Fill 'er up! That's the idea! Make its sides bulge. Create the impression that the window and the store are simply overflowing with goodness and that if the walls were not secure the goodies would overflow onto the street. There's your appeal for Thanksgiving! Bounteous goodness that invites overeating.

Surround that copious display of good food with whatever seasonable decorations you may have available and you have the perfect Thanksgiving window. But the decorations, as I said before should be incidental to the feature of the Thanksgiving grocery window which should be dominated by good food and lots of it.