

Rainbow Dinner Rates High Praise

IN THE main dining room of the San Francisco Commercial Club, looking out over the Bay to the bright colors of the Golden Gate Exposition, the Rainbow Food Stores Advertising Members entertained manufacturers who co-operate with them at their Tenth Annual Banquet, Tuesday, March 7th. Although strictly invitational, a large gathering was present, as some ninety Rainbow Grocers were hosts to eighty manufacturers—all in the spirit of goodfellowship.

Any mention of business was taboo, under penalty of a fine imposed by Toastmaster Vic Traverso. The total of fines thus collected was divided—equally—among the three secretaries of the Retail Grocers Associations seated at the head table: Frank Tissier, of San Francisco; Geo. Davis, of Alameda County; and J. M. Shoults, of Central Coast Counties Association. Outside of this novel innovation, which came about when several over-enthusiastic manufacturers “accidentally-on-purpose” mentioned their products when introducing themselves, the affair went happily forward in the good old traditional form that it has for the past nine years. Many present were charter members of

the first of these functions, and this year enjoyed their tenth banquet. A number of grocer members travelled some distance from north and south, some of them over 200 miles to be present.

Friend Vic first introduced brother Bill, then brother Jack, as the three brothers of the V. Traverso Co. were the genial hosts of the party. Jack introduced the three secretaries of our grocers associations mentioned above, and the other guests at the head table: Ed Williams, Secretary of the Wholesale Grocers Distributors Association of Northern California; A. M. Kaler, Divisional Manager of National Brands Sales Corporation, P. Baldassar, G. A. MacNeill, G. Lorenzini, and Cliff Slattery, salesmen of his company; Robert Drowne, manager, Contracting Department, and L. G. Stevenson, the new and popular advertising manager for Rainbow, who made a few timely and interesting remarks appropriate to the occasion.

Jack Traverso then made the one and only “speech” of the evening, which was really an all-too-brief message of welcome and good spirit. During—and following—dinner plenty of lively entertainment and music prevailed—Thank you!

“Grand Guys—Every One of ‘Em!”

