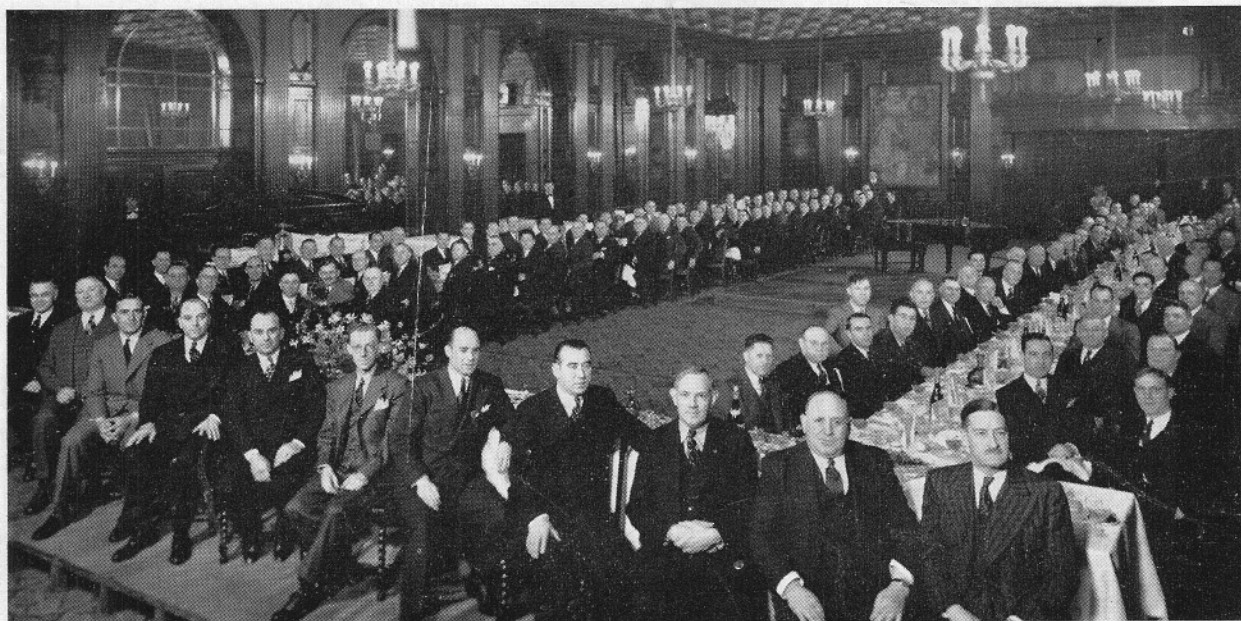


Rainbow Party Carries On Tradition

The Rainbow Food Stores Advertising Club gave its eleventh annual banquet to the manufacturers, who participate in its advertising activities, on February 21. This affair, held at the Commercial Club, San Francisco, has become traditional in the food industry activities of the city, and the Rainbow group is one of the few organizations in the United States which has constantly repeated this annual good fellowship meeting throughout the years, and promoted friendly relations between

Manager of the National Brands Sales Corporation; and Clyde Le Baron, president of the Brokers' Assn.

During a most enjoyable banquet, Vic Traverso, as M. C., provided a great deal of fun by causing all manufacturers present to rise and introduce themselves and also by getting every one present to become well acquainted with his neighbor. Following the dinner, Jack Traverso broke the usual tradition of not having any serious business talk



In the front row at the eleventh annual banquet were Jack, Vic and Bill Traverso and other well known figures in the food industry.

its members and the manufacturers whose goods they sell.

Pictures of the ten past annual banquets were on display and many who were there recalled with pleasure the good times they had enjoyed on all of the past occasions. About 75 manufacturers were present together with the same number of Rainbow members. In addition to these were the secretaries and presidents of various associations and also members of the press. Seated at the speaker's table with Bill, Vic and Jack Traverso, of V. Traverso & Co., were the members of their own organization and the following organization officers: F. Tissier, secretary of the San Francisco Retail Grocers' Assn.; H. Jacobs, secretary of the Alameda Retail Grocers' Assn.; E. G. Williams, secretary of the Wholesale Grocers Distributors' Assn.; Wm. Hawkins, president of the Sales Managers' Club; A. M. Kaler, Western Divisional

at this affair by bringing to light what the Rainbow Organization can and will do to help the manufacturers avoid some of the serious pitfalls which were most obvious to him on his recent trip through the East. Following this talk, a few brief remarks of appreciation were addressed to both members and manufacturers by "Steve" Stevenson, advertising manager of the Rainbow Club. The evening was then topped off by an excellent entertainment program.

Glenmore Promotes Carter

James H. Carter, formerly in charge of California sales for the Glenmore Distilleries Company, has been appointed to the post of western division manager. With Carter's appointment, the promotion of James C. Campbell to the post of vice-president for public relations was also announced.