



# 12th Annual Rainbow Banquet Better Than Ever

**W**HEN is a banquet not a banquet? When it becomes a tradition such as the Annual Rainbow Banquet has become. And tradition had an opportunity to add another page in the book of memories on Tuesday night, February 25th, with the staging of the 12th Annual Rainbow Banquet at San Francisco's famed Commercial Club. The celebration culminated a dozen years of friendship and co-operation between the advertising members of the Rainbow Food Stores and the executives representing the manufacturers of the various products which the members advertise and sell in their stores.

Strictly an invitational affair is this Annual Banquet, with the Rainbow members acting as hosts to the manufacturers—perhaps the only party of its kind, with the store owners entirely footing the bill, planning the party and supplying the entertainment. Here the top executives of manufacturing firms meet the grocers on a friendly basis without any mention or promotion of business relationship.

## Theme of Friendship

In keeping with the theme of friendship and personal acquaintance, Victor Traverso, acting as Toastmaster, started the evening off by suggesting that each guest introduce himself to the man on his right and left. A roll call of manufacturers followed, with each one rising announcing his name and company, and stating the number of these banquets he had attended personally. More than half of those present had enjoyed every one of the twelve gala occasions, and most of the rest had attended a majority of the times.

The head table was graced with such guests of honor as the Honorable George R. Reilly, member of the State Board of Equalization; Supervisor John MacGowan; Howard H. Fassett, President of the Brokers Association; Tom Swan, President of the Sales Managers Club; E. G. Williams, Secretary of the Wholesale Distributors Association of Northern California; F. A. Tissier,

Secretary of the Retail Grocers Association of San Francisco; J. M. Shoults, Secretary of the Central Coast Counties Retail Grocers Association; and H. J. Jacobs, Secretary of the Alameda County Retail Grocers Association. Also at the head table representing the sponsoring organization were the three Traverso brothers, Vic, Bill and Jack, their advertising manager, "Steve" Stevenson, and assistant advertising manager, "Pete" Dal Porto, as well as various members of the sales staff.

## Jack Traverso Boosts Association

In his speech of welcome, Jack Traverso touched briefly on the recent meeting of the officials of the grocers associations and the manufacturers to discuss the many legislative bills affecting the food industry. He told of the co-operation necessary to prevent the passage of some of the bills, and suggested that any grocer at the gathering who was not already a member should immediately join his local grocers' association. His remarks were given strict attention, as Jack has gained the reputation of speaking straight from the shoulder, never pulling a punch when he believes he is right, and usually offering much that is constructive and well thought out.

A short speech by Brother Bill introduced the popular George Reilly, whose brief but humorous remarks gave an indication of the reason for the high regard he has from his fellow man. A brief word or two from Supervisor MacGowan was also well received.

For sheer inspiration, "Steve" Stevenson's speech on what the Rainbow means to him and the entire organization was right from the heart and should be preserved as an inspiration to every one of us who has the good fortune to be included in the realm of the Rainbow.

The delicious steak dinner was followed by a floor show that found favor with the "tired business men", and topped off an evening of conviviality and good fellowship that we feel sure will only be exceeded by next year's Annual Rainbow Banquet.