



FOOD - BEVERAGE - BUSINESS MAGAZINE

940 Howard Street - San Francisco, Calif.

MAR - 6 1941

March

Clipped from.....

Issue,....., 19 41

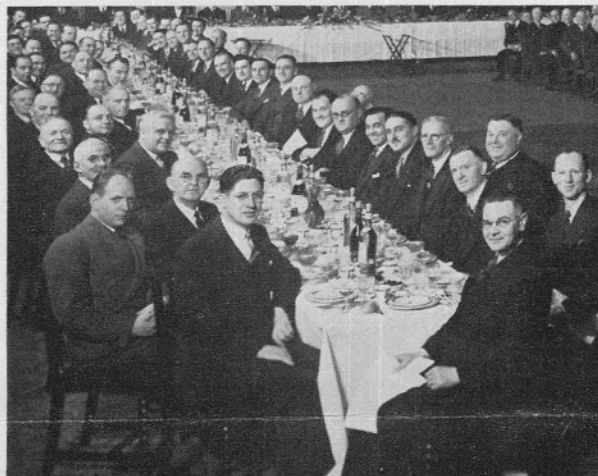
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PACIFIC CO

Rainbow Stores Hold Twelfth Annual Banquet

Members of the Rainbow Food Stores and their guests held their twelfth annual banquet on February 25 in the Commercial Club, San Francisco.



RAINBOW STORES held their twelfth annual banquet last month. This is partial view of great crowd present.

Present were approximately 150 guests, among whom were manufacturers' agents, food brokers, sales representatives, and representatives of the press.

Vic Traverso welcomed the guests and Jack Traverso acted as toastmaster, and under the genial sponsorship of these two men the gathering was characterized by the friendly atmosphere that has become associated with these functions.

Talks were brief and packed with interesting and valuable information. Among the speakers was L. G. Stevenson, advertising manager of V. Traverso Company, San Francisco, who made a short, informative speech in which he expressed his organization's appreciation of the cooperation extended by manufacturers, and gave highlights in the history of the Rainbow Stores.

Among the honored guests were secretaries of the Retail Grocers' Associations of San Francisco, Alameda County and San Jose, and George Reilly of the State Board of Equalization. During the roll call, many guests reported that they had attended every annual banquet.

Thoroughly enjoyable entertainment was provided by Marie Hursey of Hursey & Stanley Theatrical Agency of San Francisco.

Wedding cakes originally were made by brides themselves as an evidence of their skill in cooking.

Sugar shears were used to cut sugar cones into lumps in Colonial America.