

P.C. Review
Apr 1939

Good Fellowship Keynote at Rainbow Party

Celebrating their tenth annual banquet on March 7th, the Rainbow Food Stores Advertising members entertained manufacturers who deal with them, in the Rainbow Room of the San Francisco Commercial Club. About eighty manufacturers were guests of some ninety Rainbow Grocers and the spirit of the occasion reflected the typical good fellowship that has come to be a tradition at the Rainbow gatherings.

A. M. Kaler, divisional manager of National Brands Sales Corporation, P. Baldassar, G. A. MacNeill, G. Lorenzini and Cliff Slattery, salesmen for National Brands; Robert Drowne, manager of the contracting department, and L. G. Stevenson who has recently been appointed advertising manager for Rainbow. Mr. Stevenson made a few brief and appropriate remarks and Jack Traverso followed with a brief message of welcome



The annual banquet of the Rainbow Food Stores held in the Rainbow Room of the San Francisco Commercial Club on March 7

Emphasizing the fact that any discussion of business matters was out of order, fines were announced for any mention of business and several manufacturers who so far forgot as to mention their firms when introducing themselves were duly fined. Total penalties collected were equally divided among three secretaries of the Retail Grocers Associations at the head table: Frank Tissier of San Francisco, George Davis of Alameda County, and J. M. Shoults of the Central Coast Counties Association.

Acting as hosts to the party were the three Traverso brothers, Vic, Bill and Jack of V. Traverso & Co. Guests at the head table included the three secretaries of the Retail Grocers Association and Ed Williams, secretary of the Wholesale Grocers Distributors Association of Northern California;

to the guests. The verdict was unanimous that this year's gathering was better than ever.

Watch the man who is alive
and vital... the man who looks
for championship qualities in
his cigar no less than in his
ring-favorite... ten to one it's
a Santa Fe. Mild; mellow;
smooth; satisfying!

watch his smoke

10c-2 for 25c and 15c

SANTA FE CIGARS

HIGH GRADE