

# Rainbow Food Stores Picnic

## A Family Of 5800 People

A POET asked, "What is so rare as a day in June?" The Rainbow Food Stores answered, "When you find a picnic of 5,800 jolly, happy people, harmoniously enjoying each other's good friendship and fellowship."

For that is the way that it was all day under the sunny California sky on Sunday, the 9th day of June, when the Rainbow Group was picnic host to this large gathering of its families and friends at New Portola Park in San Mateo County at its Eleventh Annual Picnic.

Never did the "Rainbow" shine more brilliantly and radiate a promise more auspicious for the continued "fair weather" of a closely unified and harmonious organization working together for the common good. On every hand, all through the day, one could see the warm hand-clasp and hear the cheery greeting of old friends as he passed from place to place visiting with family group after family group and observing activity upon activity. Everywhere was heard the merry glee and laughter of hundreds of happy children gaily enjoying the long-anticipated event. One manufacturer-executive, new to this territory and to this affair, was overheard to remark, "It almost makes me homesick; it is so like the good old family picnics we used to have at home when I was a boy." . . . and so it was! The Rainbow Family on a picnic.

Little did that man who made this remark know it, but he had hit upon the keynote, not only of this, but of all Rainbow affairs. The family is the unit of which the Rainbow organization is constructed, and, in all its activities, the Rainbow Families are the active participants. And so it was, when came the dawn of that bright June morning, as in any well-regulated family, everyone knew what to do—how to do it—and he did it.

Every member of the large Rainbow Picnic Committee had been assigned to his post and duties well in advance of the day. In all the ten years gone by, these committeemen had served without the assistance of other than Rainbow members and a few paid employees, and knew their jobs. This year, however, they also had the generous assistance of a committee of men selected from the manufacturers' salesmen, and this new combined committee which resulted, consisting of about forty-five workers, certainly planned and executed a most excellent day.

The Grounds Committee, under the chairmanship of Joe Penna, assisted by Rainbowmen Julius Giorgi, Dick Laye and Lee Edwards of Kelloggs Sales Co., and Jack Earls of the General Foods Co., arrived early and prepared the grounds, and were subsequently assisted by the entire committee in welcoming the guests and directing them to parking places as well as in making "newcomers" feel at home.

Of course, John Icardi was Johnnie-on-the-spot at day-break with his Rainbow boys: Al Fedelle, Elmer Pesce and Les Leonard of the Superba Packing Co., Herbert Davis of the Fontana Food Products Co., and J. M. Shaull of Lamont, Corliss & Co. They saw to it that everyone entering the grounds held one of the free invitations given to them by a bona fide Rainbow member or authorized manufacturer, as admission to this affair is by invitation only.

At 10:30 the Games Committee, headed by Gino Belluomini, and consisting of Augie Ramos, Henry Hillebrandt, Homer Vardis, and Jack Wilkins of the Atlantis Sales Co.; S. A. Weber of the Loose-Wiles Biscuit Co.; J. L. Robertson of the Procter and Gamble Co.; John Condon of the Colgate-Palmolive-Peet Co.; Ellis Snodgrass of the Cook McFarland Co.; A. C. Belden of the Joseph Burnett Co.; H. J. Guehring of the Langendorf Baking Co.; Carl Mignacco of the T. H. Eggers Co., as members, all got into action in starting the baseball game,

while Herm Guehring conducted the horseshoe pitching contest, at which the honors were won by Ernest Epedendio's Rainbow Store in Larkspur.

A beautiful silver trophy was awarded the champion, "Babe" Sherwood, later in the day.

In the meantime, the gateman had pinned a ribbon on all little children who were eligible for the Treasure Hunt,

and soon the race was on, when over two hundred and fifty little tots dashed away in search of a hidden "Pot of Gold" at the end of the Rainbow.

But before one had time to encompass all of these field events, Al Stokes had called his Coffee Committee together and announced that they were ready to serve. This committee, consisting of Earl Cupples, Steve Di Pietro and Al Cole of C & H Sugar Refinery, Chris Spiegel of the Sea Island Sugar Refinery, Bert Vezien of the Spreckels-Russell Milk Co., and Frank Buttrick of the Folgers Coffee Co., soon were serving folks, and hundreds of gallons of delicious coffee, plenty of cream, sugar and ample servings of the new, luscious Lindsay pitted ripe olives were being carried away to the festive board.

Right after the main event of the picnic . . . when everyone did his level best to relieve the tables of the weight of all under the sun that is good to eat and drink . . . Swift and Company entertained the crowd with their three beautifully trained Pard Dogs, who performed many tricks while directed only by slight signs and gestures of their master, who stood several feet distant from them.

Then, while Walter Matson, with his Dance Committee: Henry Baer, James White and Sam Gilstrap of the Pet Milk Co., Jerry Carl of the Sperry Flour Company, and Bob Katon of the Spreckels-Russell Milk Co., got

(Please turn to Page 14)

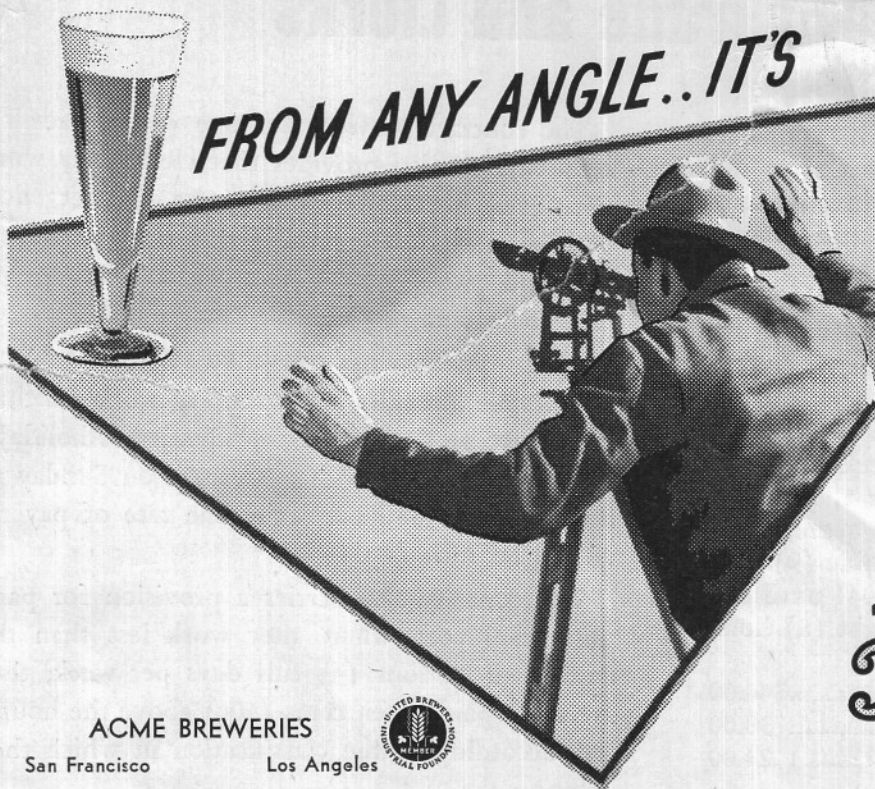
TRAVERSO BROTHERS



A J. L. "VIC" "BILL" AB34567.85 JACK

Every survey shows that . . .

*FROM ANY ANGLE.. IT'S*



**ACME by  
a wide margin!**

**F**IRST in the West . . .  
by an ever-increasing margin!  
The only Western beer to rate  
a place among the Nation's  
"1st 20"! The brand that  
ONE OUT OF FIVE Cali-  
fornia beer drinkers prefers!  
Play the winner . . . feature

ACME BREWERIES

San Francisco

Los Angeles



**ACME  
BEER**

## Advocate Cover Features Salad With Summertime Appeal

**C**ARRYING on the theme of National Dairy Month this week's Advocate cover gives cottage cheese a chance to do its part.

As the cottage cheese flavor is pretty mild it needs some judicious flavoring. A bit of onion juice does a lot for it. Chives chopped fine make another good addition. Still other excellent seasonings are horseradish, chopped olives, or parsley, celery or cucumbers, pimientos or green peppers. So, Mr. Grocer, when a customer buys cottage cheese you can sell additional items by following some of the above suggestions. Or by mentioning some of these simple ways of serving cottage cheese: For stuffing celery, prunes, peaches or pears—in cheese balls with pineapple—or baked in a cottage cheese-nut loaf.

For a salad with sheer beauty and plenty of suppertime appeal, Jane Friendly, Home Economics Director of the Chronicle, offers her recipe herewith for

### Lime and Gelatin Ring Salad

- |                       |                        |
|-----------------------|------------------------|
| 2 pkgs. lime gelatin  | sliced pineapple       |
| 4 cups boiling water  | creamed cottage cheese |
| 1 cup diced pineapple | salad dressing         |
| cocktail cherries     |                        |

Dissolve gelatin in boiling water. When cold and somewhat thickened, add diced pineapple. Pour into ring mold and chill till firm. Unmold and fill center with cottage cheese. Garnish plate with half pineapple slices and cocktail cherries. Serve with your favorite salad dressing.

## RAINBOW FOOD STORES PICNIC A FAMILY OF 5,800 PEOPLE

(Continued from Page 11)

the dance under way in the spacious pavilion, the Games Committee led the people in a parade to the Field of Valor, where children from six to fat men of sixty vied for the handsome prizes which had been prominently displayed all through the day at Headquarters Table. The Great Tug-o'-War, which traditionally winds up the races, was won this year for the first time in eleven years by the Manufacturers' team, captained by S. A. Webber.

Then back to the Gate Prize drawings, where 330 happy winners soon received their awards in the form of merchandise prizes. Now we see the first signs of the end of the day, and happy families once again congregate to have a little supper and start for home.

All through the day, Steve Stevenson, Advertising Manager of the group, recorded the activities of the day in several hundred feet of colored movies, so that at a not far distant Rainbow Meeting the Families may see themselves in action, and those whose duties kept them from coming may also share in a bit of the color of the occasion.

Vic Traverso, General Chairman of the Picnic Committee, together with his co-chairmen and brothers, Bill and Jack, as members of the V. Traverso Co. and sponsors of the Rainbow Food Stores, have asked us to again express their deep appreciation to all those friends and committeemen who helped to make this affair the successful picnic that it was.

**MANUFACTURERS:** Are your products being merchandised through the Grocer's own publication—the ADVOCATE?