

Rainbow Folks Stage Colorful Party



"A Distinguished Gathering"

THE Sixth Annual Birthday Party of the Rainbow Stores Advertising Members was held Thursday evening, February 7th, at the Commercial Club, San Francisco, with Jack Traverso as the capable Toastmaster of the evening.

The banquet was rather unique in that it was strictly invitational, there being some 155 guests present. Speaking was limited both as to numbers and time allotted.

Substantial Growth

The Traverso Brothers and Fred Beck, Advertising Manager, gave short interesting talks, tracing the growth and development of the Rainbow organization from a modest beginning of a handful of members to its present strength of several hundred progressive grocers operating modern stores from San Francisco to Salinas, California. Credit

for this remarkable growth is due, in no small measure, to the friendly feeling existing and developed between manufacturers and the Rainbow store members.

Jack Traverso stated in his talk that the year 1934 was the greatest in the history of the Rainbow organization and urged that members continue their loyalty and support during the coming year, so that they may show a still greater increase in the years to follow.

Fred Muther, President of the Retail Grocers' Association, and Secretary F. A. Tissier, also addressed the gathering, choosing the subjects of Loyalty and co-operation as the means to greater results and accomplishments in Association activities.

At the conclusion of the banquet, Mr. Eddie Bernard capably handled the entertainment, which was of the highest character.



"It's Time for Pabst"

Pabst Blue Ribbon Beer

15c Shelf - 2/25 Stop

Blue Ribbon Genuine Ale

20c Shelf - 2/29 Stop

AT ALL BETTER STORES

