

IMPORTANT

Rainbow Food Stores

Confidential Bulletin

YOUR RAINBOW BUSINESS COMMITTEE

CALLS Every
Loyal Rainbow
Member to come -

BIG GENERAL MEMBERSHIP MEETING

WEDNESDAY EVE.
OCTOBER 11th,
CALIFORNIA CLUB,
1750 CLAY ST.

Bring Your Families!



LOUIS
BLUMENFELD

DAN RYAN

JACK TRAVERSO

GINO BELLUOMINI

AL E. STOKES

MARTIN HAMBURGER

Order of Meeting



1. "What's Wrong with the Grocery Business?" A very interesting moving picture, by the Tea Bureau.
2. BUSINESS COMMITTEE REPORT: How your business committee handled the Recent Beer Situation.
3. What to do about PRESENT MARKET TRENDS.

HEY MA!
THAT'S ME!



4. ADVERTISING DEPARTMENT REPORT.
5. Question Box. Your written questions answered.
6. Reshowing of the Movies of the Rainbow Picnic.



7. Eats by Hormel, Ivanhoe Redi-Salads, National Biscuit Company, Lindsay Olives and Refreshments.

MEETING STARTS AT 8:45 P.M. Whether you get there at the opening of the meeting or later, be sure and attend. This meeting is important to you!



CHILI IS RED HOT FOR FALL!

Chili is a "Natural" for the brisk Fall weather, and HORMEL CHILI CON CARNE is "TOPS" because it is blended to suit all tastes -- tangy but not too hot.

Consider these facts:-

Chili Con Carne means "Chili Beans with Meat". Hormel's is one of the few genuine Chili Con Carnes on the market.

Highest quality - choice Chili Beans, tender selected Beef in generous quantities with a perfect blend of Chili seasoning.

The ONLY nationally advertised Chili Con Carne - colored ads in leading magazines.

Columbia Nationwide Radio Network - spot announcements following regular Hormel program "It Happened in Hollywood".

With the original "DOUBLE YOUR MONEY BACK GUARANTEE".

EXCELLENT for lunch, Sunday supper, or midnight snack. You may think you don't like Chili Con Carne, but HORMEL Chili Con Carne is different and everybody likes it!

Order today for EXTRA PROFIT.