

Rainbow Food Stores

Confidential Bulletin

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LAST MEETING:

The meeting held last Wednesday night, February 1st, was a real, true, old-fashioned, Rainbow-spirited meeting. The attendance was marvelous, even though quite a number of our members failed to show up. We are satisfied that when they contact the members who were present and learn about the serious business that we are to undertake, they will make it their business to be present at the next regular meeting, which will be held during the early part of March. In order to sum up some of the highlights of the meeting, we would like to state that the meeting was conducted by Vic, who, in turn, introduced Steve, the new advertising manager, who was well received by the membership present, because Steve proved to them that he has something on the ball and knows what he is talking about. In this bulletin, you will find some of the highlights taken from Steve's talk, which we hope you will study very carefully. Vic then introduced Brother Bill, who spoke on the loyalty phase of the Rainbow Stores and last, Jack was introduced, who brought back from Chicago a message that 1939, from all analysis and viewpoints promises to be a very outstanding year in the history of the grocery field. He made mention that during this year, an educational school will be conducted by the Retail Grocers Association to teach you your groceries, and in addition to that, a nation-wide campaign, encouraging people at large to patronize Independent Merchants in all lines of endeavor. The marvelous reception given to Jack really floored him, and for a few minutes, he was absolutely speechless and he expressed his appreciation for this marvelous demonstration. The organization definitely went on record at this meeting to solicit and encourage and give the proper support to all manufacturers that set minimum resale prices on their merchandise and Rainbow stores are going to lead the way again and approach many manufacturers, soliciting their establishing such minimum resale prices on their merchandise; therefore, we are pleased to announce that the following business committee has been appointed to carry on this function: Joe Del Carlo, Al Stokes, Louie Blumenfeld, Martin Hamburger, Dan Ryan, E. Mayborg. This committee will be called together immediately and formulate its working plans. We take this opportunity to thank the Spreckels-Russell Milk Company for the marvelous support they gave us to make this evening a huge success. Again, they demonstrated that they are true friends of the Rainbow Food Stores.

HORMEL ENCLOSURE:

Enclosed, you will find a broadside announcing a Hormel Spam Deal. This deal will not be available on our floor until the latter part of this week; however, we will start taking orders immediately, because the number of deals will be limited, so immediate action on your part is necessary.

MARKET CONDITIONS:

Canned fruits, tomatoes, salmon and standard vegetables are due to advance in the very near future. It is our suggestion that you have ample stocks on hand on all of these items.

GREETINGS:

While in Chicago, Jack saw Jim Gray and Phil Lyons--you remember them?--the two Del Monte salesmen--and they asked that their best wishes be conveyed to all Rainbow members.

NU DEAL GOODS:

It was definitely announced at the meeting that Nu Deal merchandise must be sold with a minimum mark-up of 20% above cost. There was also a cutting of Nu Deal merchandise and the comments were very gratifying.

STEVE SAID--

"It is my job to help each and everyone of you forge this chain and make the great organization you already have a single selling unit. Every one will benefit and profit...the organization will grow like a rolling snow-ball. I want you to call on me, whether you advertise or not through my department, and I will be there to offer my experience insofar as it will help you increase your business and make a better profit. I shall consider your call as opportunity to further build the Rainbow Organization and shall be happy to see your great interest in going forward. Nothing has yet made me so confident as the wonderful spirit you have shown in your large attendance tonight!!"