

V. TRAVERSO CO.

Importers and Wholesale Grocers

HEADQUARTERS

RAINBOW STORES

170 PACIFIC AVENUE, COR. FRONT STREET
SAN FRANCISCO

February 18, 1935

Dear Sir,

In order to clarify certain erroneous impressions, it has become necessary for us to write this letter and present to you a complete statement of facts:-

WE DO NOT receive any special prices on Del Monte merchandise over and above other buyers under similar conditions. Special prices are impossible under existing code conditions which place all buyers in the same position.

WE ARE NOT overstocked on DEL MONTE merchandise because we have purchased additional merchandise since we announced our new low attractive prices.

We admit that some future prices will be lower than today's selling prices, but most of these items will not be ready for delivery for many months to come, and meanwhile why shouldn't you own your goods at the right price before future deliveries are made.

In making these new low prices WE ARE NOT LOSING MONEY!!!

We stock DEL MONTE merchandise because it is Nationally Advertised and does not require the selling efforts that must be put behind unknown brands, and because, it is our policy to specialize on all nationally advertised products; a policy worthy of imitation on the part of all retail grocers.

You may ask the question, "Why is it that V. TRAVERSO CO. can do all of these things, and a concern that charges dues states that it cannot be done without losing money?" There is only one answer to this question and that answer is simply this: "These prices are made possible because of the fact that V. Traverso Co. IS OPERATING UNDER A CONTROLLED OVERHEAD EXPENSE."

We solicit your business on Del Monte brand of merchandise and all other nationally advertised brands.

We thank you for your interest in reading this letter and we beg to remain,

Very truly yours,

V. TRAVERSO CO.

P.S. RAINBOW MEMBERS DO NOT PAY DUES.