



RAINBOW

FOOD STORES

"Be Rainbow Wise and Economize" "When You Step in Savings Begin."

A Buying Organization
Sponsored by—

V. TRAVERSO CO.

Wholesale Grocers

170 PACIFIC AVE.

Sutter 3143



Something About the V. Traverso Co.--

1. Our Warehouse is Open at 7 A. M Daily (except Sunday).
2. We Sell to ALL Legitimate Retail Grocers.
3. We do NOT own or operate ANY retail stores.
4. We have a One-Price Policy.
5. We do not feature a lot of Private Brands.
6. We give Personal Attention to our Customers.
7. We are PROUD of our Rainbow Stores Organization.
8. Rainbow Stores Advertising Features CONSISTENTLY Nationally Advertised Brands.

Distributors for "NU-DEAL" PRODUCTS--Priced Right!!