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RAINBOW STORES DEVELOP NEWEST OPERATING PLAN

V. Traverso Co. Now Have
150 Stores Under
Colors

With future plans calling for extension of operations over the length and breadth of northern California, the V. Traverso's Rainbow Stores now operate 150 units in San Francisco. Since their inception in July of this year this group of stores have made rapid strides towards united organization.

Unique Plan

The Rainbow Stores, conceived by the Traverso Co., under the direction of Victor Traverso jr and John A. Traverso, have one of the best thought out and unique plans of co-operative membership in the United States. It is unique in the fact that:

(1) There is no outside capital used in the project and none required.

(2) There are absolutely no membership or initiation fees.

(3) Contract deposit is returnable after 90 days' notice if for some reason contract is not satisfactory.

The Rainbow

The window emblem of the Rainbow Stores is beautifully executed of four vivid colors. Between the arc and the heavy gold band which is its foundation, is the store numeral. One or more of these distinctive insignias will be placed prominently on the member's window. This will quickly and effectively identify the store as belonging to the Traverso group.

Independent Members

Although the Victor Traverso Co. owns and controls the Rainbow insignia, the individual members of the group are independent. They are grouped together in a powerful wholesale buying organization to take advantage of "group buying" and to meet legitimately chain store competition.

The firm is well known in San Francisco business circles, having the reputation for sound, fair business tactics. Their establishment dates back 27 years. The two sons, Victor jr and John A. Traverso, joined the company in 1922.

'POT OF GOLD' STORES

P. G. Molinari Foresees Sunny Days



According to ancient legend, if one were to follow the rainbow to its end he would find a great pot of glittering gold. P. G. Molinari may not believe the fable, but at any rate he firmly believes in the future of the Rainbow Stores. His store is located at 373 Columbus-av, and is here proudly pointing to the emblem of the Rainbow Stores. According to latest reports, there are now 150 stores in San Francisco's newest buying group.