



RAINBOW SALES VOLUME GAINS

The V. Traverso Company, wholesale grocers and importers, headquarters for Rainbow Stores, an organization made up of 192 individually owned grocery stores, which are banded together to insure greater buying power, have been enjoying a steady increase in business during the last two years.

The increase in business of this institution in the year 1929 over 1928 was 43.3 per cent, and during 1930, which was considered a depressed year, they showed an increase of business over 1929 of 34.9 per cent, and for the first six months of this year, not taking into consideration the fluctuation of prices of food merchandise, which is about 15 per cent, they showed an increase of about 7 per cent.

This, coupled with the decrease of merchandise, would in reality show an increase in business of 22 per cent for the first period of 1931.

Due to the volume of business, they are compelled to move into larger quarters. The new quarters will have a floor area of 19,000 square feet, with many attractive advantages over their present headquarters, a few of these being a spur track and loading docks, permitting the customers to receive their merchandise under cover, and three frontages.

RAINBOW STORES SALES INCREASE

Larger Volume of Business Necessitates New Quarters

Due to increased volume of business, the V. Traverso Co., wholesale grocers and importers and headquarters for Rainbow Stores, is forced to move to larger quarters, according to Victor Traverso Jr and John A. Traverso, executives.

Rainbow Stores, made up of 192 individually owned grocery stores banded together to insure themselves of greater buying power, has been enjoying a steady increase in business during the last two years, officials reported today.

The company reported an increase of 43.3 per cent in 1929 over 1928 and 34.9 per cent gain in 1930 over 1929. For the first six months of 1931, disregarding the fluctuation in food prices, the company reports an increase of about 7 per cent over the like period of 1930.

The new quarters will have a floor area of some 19,000 feet, officials said.

Food Firm Moves To Larger Quarters

Huge gains in business, made during the depression period, have necessitated occupancy of larger quarters by the V. Traverso Company, wholesale grocers and importers, and headquarters of the Rainbow Stores, an organization of 192 individually owned grocery stores. The new location, according to Victor Traverso Jr., provides 21,000 square feet of floor space, spur track and loading dock facilities and three frontages. It is at Pacific avenue and Front street.

New Mission Store

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