



NEW HOME OF THE RAINBOW STORES

When the new home of the Rainbow Stores was opened recently, you would have thought that somebody was giving away twenty dollar gold pieces from the crowd that was all day, visiting the new home of the V. Traverso Company.

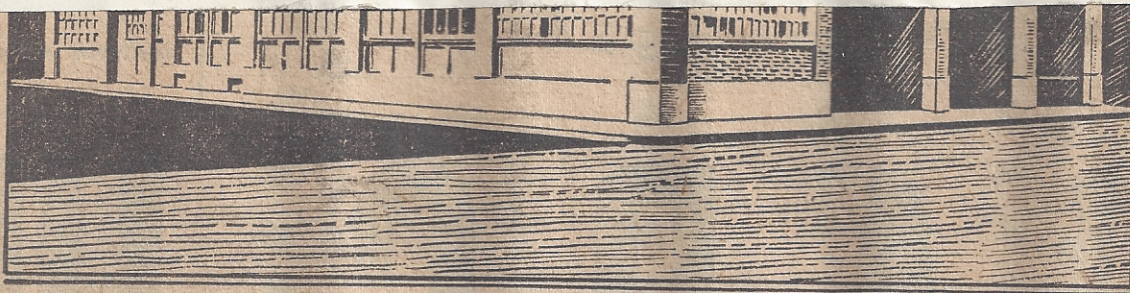
Many grocers and manufacturers called to wish the organization success and good luck and inspect the building. A buffet luncheon and refreshments were served all day. The display of floral pieces was very beautiful and paid tribute to the good feeling existing between the company and the trade.

William Traverso acted as chairman of the short dedication meeting. F. A. Tissier, secretary of the Retail Grocers Association, delivered the dedicatory address. Mr. Nathan Danziger con-

veyed the well wishes of the manufacturers and congratulated the Traverso Company on the forward step they had taken by enlarging their quarters, to better look after their fast increasing business.

Mr. Jack Traverso, in replying, said they were proud of the support of the membership, which had made it possible for them to increase the size of their quarters. He reminded the members of their obligation to always elevate and perpetuate the individual in business.

All grocers and manufacturers are invited to inspect the new home of the Rainbow Stores, they will find that everything possible has been done to expedite the efficient handling of merchandise. Good luck to the Traverso Company, it deserves it.



August 1 saw the removal of V. Traverso & Co., operators of the Rainbow Stores, from their former location at 443 Washington street to the splendid new building at Front and Pacific streets,

which is pictured above. The new headquarters of this rapidly growing buying group has over four times the space of the former home and enjoys spur track facilities and a covered loading dock.

Rainbow Stores Move to New, Larger Quarters

On August 1 the Rainbow Stores moved into new quarters at the northeast corner of Front and Pacific streets.

The new location has over four times the space available in the present quarters at 443 Washington street and possesses spur track facilities and a loading dock in the building which will permit the loading and unloading of trucks under cover, protected from rain and inclement weather.

A large comfortable meeting room for Rainbow members is one of the features of the new plant.

Victor Traverso, Jr., and John Traverso, operators of V. Traverso & Co., controller of the Rainbow

Stores, long ago foresaw the necessity of a larger building to handle the ever increasing business resulting from the rapid growth of the organization.

July 22, 1931, marked the third anniversary of the Rainbow Stores as a buying group, which started with sixty members three years ago and now has a membership in excess of 200. It is one of the few co-operative buying organizations which require no monthly dues from members.

Fred Beck, advertising manager of the Rainbow Stores, says that 300 members is the next objective, and judging on past performances this goal will soon be reached.