ent Sacramento Grocer Is G

In Their New Home

PICTURED HERE are the Traverso Brothers, prominent local wholesale grocers and sponsors of Rainbow Stores, together with members of their office staff at work in their new offices. Reading from left to right, they are J. A. Traverso; Lilian Carneglia, bookkeeper; Fred M. Beck, advertising manager; Victor Traverso Jr., and Josephine Hernandez, secretary. The new building of V. Traverso Company at Pacific avenue at Front street is shown in the lower picture.

RAPID GROWTH OF RAINBOW STORES TOLD

V. Traverso Company Moves to New and Larger Quarters at Pacific Avenue and Front St.

A milestone in the history of two San Francisco grocers, who started a retail store not very many years ago, and who went from retailing to wholesaling, was marked recently when Vic and Jack Traverso moved into their new building at Pacific avenue and Front street. The new building is headquarters for Rainbow Stores, local grocery organization, and V. Traverso Co. who sponsored and organized Rainbow Stores in order to help their customers meet more competitive conditions that have come into the retail grocery business in the last few years.

Rapid Growth

That the Traverso brothers and Rainbow Stores have been successful is indicated by the necessity of their moving to larger quarters, due to the rapid growth of their business, it is pointed out.

"Our new quarters make it possible for us to give better service to our customers," Jack Traverso said, "as we now have every facility to speed up delivery of merchandise with ample space for our customers to park their trucks when picking up orders, and we are pleased with the compliments we have received from them on this improvement."

Traverso also pointed out that they are able to unload a freight car on their private spur track in an hour and twenty minutes which took them a full day in their former quarters.

Service to Members

"We have 186 members in Rainbow Stores and it is our desire to help them increase their business in every possible way," Traverso said. "With this point always in view, we are constantly working out plans of co-operative helps such as our sales helps, better merchandising methods, advertising plans, educational talks on problems pertaining to the grocery business and other plans to benefit our customers, in meetings with members of our organization."

Advertising Club

Rainbow Store members are not only in San Francisco, there being ten members located in the county surrounding San Francisco.

One of the important featu of Rainbow Stores, according to Traverso, is their advertising club made up of eighty-five members. The advertising department is under the management of Fred M. Beck. It was formed in February, 1929, by Beck with twenty-eig members