

Block Alarm In Burglary, Get Smokes

FOR SALE, cheap, one slightly used burglar alarm system. Has ALMOST perfect record of operation. Apply V. Traverso & Co., Front and Pacific streets, San Francisco.

If "Jack" Traverso had followed out his first inclination the other day, this advertisement would have appeared in the want ad columns of the local papers, following the clever theft of over \$3000 worth of cigarettes and tobaccos from a warehouse one night recently.

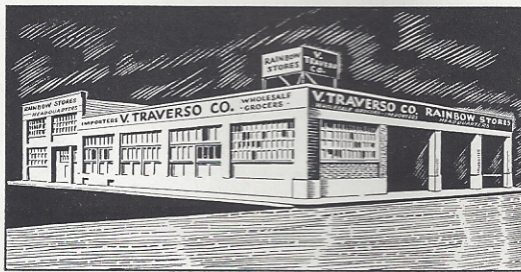
Although fully protected by most modern type of burglar alarm system, the robbery was effected without giving an alarm because the entire system had been short-circuited. Police believe that someone had secreted themselves in the building during working hours and later "fixed" the alarm to allow their confederates to enter.

Adding insult to injury, they not only made away with the valuable lot of tobaccos, but appropriated one of the Traverso company's trucks in which to haul away the loot. The truck was later found at the corner of Bay and Hyde streets.

There were no identifying marks on the merchandise, Traverso explained, but they are requesting any merchants who are approached with an offer of standard smoking materials at other than regular prices to investigate and, if necessary, report to the authorities.

The loss was not covered by insurance.

THE CUP OF CHEER



Rainbow Stores

According to legend, if one were to follow the rainbow to its end, one would find a great pot of glittering gold. Many merchants may not believe this fable, but at any rate over 200 live-wire grocers in and around San Francisco firmly believe in the future of the Rainbow Stores.

With future plans calling for extension of operations over Northern California, Victor Traverso, Jr., and John A. Traverso, brothers, better known as Vic and Jack, state that they have one of the best thought-out and most unique plans of cooperative 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 no membership dues.

That the Traverso brothers and Rainbow Stores have been successful is indicated by the steadily increasing membership necessitating the larger quarters pictured above. They state: "We actually help our members build profitable businesses. We are constantly working out plans of cooperative sales helps, better merchandising methods, advertising ideas, which together with our exclusive Rainbow Service positively insures success to every Rainbow member."

Alexander-Balart Company is proud of the privilege it enjoys in producing Rainbow Brand Coffee, insuring Rainbow Grocers "a profit in every pound." In selecting the highest quality coffee to be packed under Rainbow Brand, Mr. Jack Traverso stated:

"Any attempt to formulate principles and policies for building the largest possible volume of coffee business should begin by admitting that nothing but the best quality will bring back the greatest number of consumers for more Rainbow Coffee. We will concentrate our efforts on one blend and one brand—the best—on the lowest price—basis consistent with strict maintenance of quality and uniformity."

No wonder Rainbow Coffee sales are steadily increasing.