

RAINBOW GROCERS VISIT ITALIAN KITCHENS

Last Tuesday evening, the members of the Rainbow Stores were the guests of the Italian Kitchens at a dinner in their new home on San Bruno avenue. The main shipping and packing room was arranged for 200 guests and it was necessary to take care of an overflow because 225 showed up.

During the course of the dinner served, which consisted of the products of this new institution, entertainment was furnished by an Italian band.

Mr. Carr, the Salesmanager of Italian Kitchens, acted as Toastmaster and Don Rey, the host, welcomed the grocers in a most charming manner. He told them of his plans to put forth a line of quality products that will be second to none. He also introduced various members of the new institution and explained the part they play in the manufacture of the various products.

Mr. Jack Traverso acted as Chairman of the Rainbow meeting and introduced a number of visitors present, who congratulated and offered words of encouragement to the new company in launching forth with a new business at the present time.

Everyone present inspected the new plant and saw one of the neatest and cleanest institutions of its kind to be found anywhere, and all left hoping and wishing success to Don Rey and his Italian Kitchens.

There is no beautifier of the complexion, or form, or behaviour, like the wish to scatter joy and not pain around us.

ADVOCATE

July 1, 1932

Rainbow Stores' Picnic

The annual picnic of the Rainbow Stores was held at New Portola Park. Members, manufacturers and the allied trades to the number of approximately 6,000 were in attendance. From 11:30 past noon a constant stream of manufacturers with the families of the members and friends tended their way to the park to enjoy various kinds of amusements. From an early point there was sufficient food of all kinds to tickle anyone's palate.

Various kinds were held, but of particular interest was a cigarette race, where ten young ladies lined up at both ends of the course—the man held a cigarette in his mouth and a box of matches in her hand and they waited for the young men who had a cigarette in their mouth. The lady would light the match and the first couple to emit a puff from their cigarettes were declared the winners. It required several races to decide who the winners were, because of the inability of the judges to discern the winner since they were so closely contested.

The baseball game between the manufacturers and Rainbow Stores' members resulted in a 16 to 3 victory for the grocers.

In the Tug-of-War between the Rainbow members and the manufacturers, the grocers proved themselves far superior by pulling their opposition clear off the grounds.

A number of other games were in progress all over the grounds, the names of which the writer is not familiar with. No less than 200 prizes were distributed for events and gate. Dancing was indulged in on two platforms and both were always crowded. Throughout the Park a public speaker system was installed with amplifiers distributed so that those at a distance heard all announcements as well as the music and singing.

Hot coffee was served by the Maxwell House Coffee Co.; cream by Spreckels-Russell Dairy Co.; sugar by California & Hawaiian Sugar Refining Co.; music was furnished by the California Baking Co.

The following committeemen were responsible for carrying out the entire program of the day:

General Chairmen

Victor Traverso, Jr. John A. Traverso

Captains

F. M. Beck M. Hamburger
George Lohnes Chris. Spiegel

General Committees

Gate Committee

M. Paone, Chairman Dan Barsotti

Dance Committee

J. Del Carlo, Chairman
D. Barsotti A. Poli
W. Davies H. Vardis

A. E. Stockes

Grounds Committee

Chas. Savio, Chairman
A. Vanysheff M. John
H. Opitz J. Icardi
D. Phaeffle L. Blumenfeld

Games Committee

G. Belluomini, Chairman
D. Barsotti J. Telfer
J. Guzzetta A. Bissola
W. Davies E. Brunetti
A. E. Stokes E. Toma

Many manufacturers distributed various souvenirs to the children and the committee desires to express their thanks and appreciation to all who contributed to make the affair the grand success that it was.

The membership of the Rainbow Stores extends from San Francisco to Salinas and they were all there to make it a day of enjoyment to be remembered throughout the year.

S.F. CHRONICLE

7/3/32



Rainbow Stores' Picnic Big Success

On Sunday, June 26, more than 1000 automobiles loaded with occupants wended their way to the Rainbow Stores' annual picnic, held at New Portola Park, in San Mateo County.

Music, dancing, foot races, tug of war were features of the day. Coffee and ice were supplied the picnickers.

The day was a big success and dusk saw the festivity participants returning home tired and happy after what was conceded to be "one of the best blowouts ever held."

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TAIL GROCERS' ADVOCATE

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Races of all kinds were held, but of particular interest was the cigarette race, where ten young ladies and men lined up at both ends of the course—the idea was, each man held a cigarette in his mouth and each girl held a box of matches in her hand and they ran towards the young men who had a cigarette in their mouth, the lady would light the match and the first couple to emit a puff from their cigarettes were declared the winners. It required several races to decide who the winners were, because of the inability of the judges to discern the winner since they were so closely contested.

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Captains	Assistants
F. M. Beck	M. Hamburger
George Lohnes	Chris. Spiegel

General Committees

Gate Committee

M. Paone, Chairman	Dan Barsotti
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Dance Committee

J. Del Carlo, Chairman	
D. Barsotti	A. Poli
W. Davies	H. Vardis

A. E. Stockes

Grounds Committee

Chas. Savio, Chairman	
A. Vanysheff	M. John
H. Opitz	J. Icardi
D. Phaeffe	L. Blumenfeld

Games Committee

G. Belluomini, Chairman	
D. Barsotti	J. Telfer
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