

prize animals.

THE RAINBOW STORES

The V. Traverso Co. who are heading a group of 163 dealers known as the Rainbow Stores, have been in the wholesale grocery business for the past six years at 445 Washington Street. Previous to that time they ran a very successful retail grocery business from which they retired due to the difficulty of securing clerks able to read and write both English and Italian. The name Rainbow was the suggestion of the firm's young lady cashier.

Rainbow Chain Is Entertained

The Rainbow Stores Grocers with their wives and friends were recently entertained at a dinner given by the Western Sugar Refinery, Twenty-third street and Kentucky.

Approximately 300 people were conducted through the refinery, where the process of making sugar was observed in the closest detail. Dinner was served at 9:45 in the large upstairs dining room, where an orchestra played the latest hits, and the diners danced.

S. F. RAINBOW STORES IN BIRTHDAY

Tuesday evening, August 6, the Rainbow Stores celebrated their first birthday party at B'Nai Brith Hall, 149 Eddy street.

Committees for entertainment and business were appointed for the coming six months, and the growth of the organization was discussed by John A. ("Jack") Traverso and Victor Traverso Jr., of V. Traverso Co., wholesale grocers, sponsors of the Rainbow Stores. A short talk on advertising was given by F. M. Beck, advertising manager of the Rainbow Stores.

BUSINESS SESSION

A splendid program by the Langendorf United Bakeries Inc., was enjoyed by approximately sixty Rainbow grocers, following the business session.

Nathan ("Dan") Danziger, sales and promotional manager for Langendorf, acted as master of ceremonies, introducing Mr. H. J. Guehring, sales manager of Langendorf's McAllister street plant.

After a few words by Mr. Guehring, the Rainbow members were entertained by Miss Dorine Reed and Miss Ruth Moore in several song and dance numbers, and also in community singing by Walter King on the accordion and Henry Wills, tenor soloist.

RAINBOW MEMBERS

After the entertainment, the Rainbow members were served with Alpine ice cream, Langendorf royalets, Rainier Lager and Canada Dry and sandwiches made with Langendorf bread, Melba butter, Kraft cheese and Swift & Co.'s ham—everyone getting plenty to eat and drink.

Campfire marshmallows and American Biscuit Co.'s butter macaroons were also distributed to all present.

Needless to say the members thoroughly enjoyed this, their first birthday party, and take this means of expressing their very hearty thanks to all of the manufacturers who contributed to its success.