

Sweet Business!

Your customers would just as soon buy their coffee cakes, snails and doughnuts from you as anyone else. They'd *rather*, in fact! It would save time and extra steps for them.

Put in an Old Homestead Sweet Goods department! Draw new customers. Show old ones you are anxious to give them the finest kind of service.

You will find it paying in increased good-will. Paying in good cold cash—business you never got before!

OLD HOMESTEAD BAKERY

3260 Nineteenth St., San Francisco

MIssion 0930

Rainbow Stores Banquet

THE Fourth Annual Banquet of the Rainbow Stores was held Thursday evening, February 2nd, at the Hotel Whitecomb Roof Garden, with over 200 members and friends of the Allied Food Industry present. The evening was a most enjoyable and memorable one.

At the conclusion of the banquet, Mr. Fred Beck, Advertising Manager of the Rainbow Stores, introduced Mr. Perry Cumberson, who spoke in behalf of the Allied Food Industry and congratulated the Traverso Bros. for their conduct of the Rainbow Stores.

He then introduced Mr. Jack Traverso, who called for an automatic roll call, which showed every firm represented as well as the majority of the Rainbow members. Some of the out-of-town members from as far south as Salinas were there. Mr. Traverso briefly outlined the accomplishments of their organization for the past four and a half years and its rapid growth was attributed to the fact that all members are treated alike, one policy for all.

The manufacturers were thanked for their co-operation during the past year and the full support of the membership was pledged to a continuation of pleasant relations.

Mr. Vic Traverso was introduced to the audience, as well as Mr. V. Traverso, Sr., father of Vic and Jack. Bill Traverso, the legal mind of the Traverso family, arose and took a bow and said he would continue to take care of the legal end of the business.

Mr. F. A. Tissier, Secretary of the Retail Grocers' Association of San Francisco, responded to an introduction and urged loyalty between manufacturers and retailers as one of the necessary requirements of coming out of the present day difficulties of merchandising.

The entertainers followed with high-class dancing and singing, and at the late hour when everything was over, the crowd was reluctant to go because of the very wonderful evening spent together.

GEAUQUE TO SPEAK AT PETALUMA

E. P. Geauque, Publicity Director of the California Retail Grocers' and Merchants' Association, is scheduled to be the guest speaker at a special luncheon meeting of the Petaluma Lion's Club on February 15th. His subject for this appearance will be "Steering a Safe Course to Prosperity". Mr. Geauque will appear at Petaluma under the sponsorship of Mr. D. G. Neil, well known grocer of that city and an active member of the Sonoma County Retail Grocers' Association.

In the evening Mr. Geauque will address the Petaluma 20-30 Club. His subject for this appearance is announced as "Youth Looks at the Years Ahead."

In both of these talks the speaker will point out forcibly just how important the individual is in our national economic life and will make a plea for reciprocity among independents in business.



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