

Dinner To Be Given For Rainbow Grocers

Thursday evening, October 27, at 7:30, in the large banquet room of the Hotel Resetar Coffee Shoppe, at Watsonville, there is to be a dinner party for the Rainbow Stores' grocers and their wives.

This dinner party is being given in order that the officials of the V. Traverso company, San Francisco wholesale grocers, and the Rainbow members may "get acquainted."

For almost a year there has been in this territory a lively group of members of the big Rainbow cooperative buying organization, this group being handled by the well-known George N. Lohnes, the best known grocery salesman in this territory. Now, the officials of the company are coming down to meet, personally, their members in this division—the "dinner party" will consist of a full course turkey dinner with all the trimmings, and some lively entertainment following.

The V. Traverso company, as wholesale grocers, and the Rainbow members feature only the nationally advertised brands of groceries—the brands the consumers are well acquainted with—and on this principle, the organization has grown to over 220 member stores.

There will be approximately 100 guests at the Thursday evening dinner party and this paper has been asked to state that "Vic" and "Jack" Traverso, of the V. Traverso company, are paying the bill—the grocers are not paying a cent of the expense—they are the guests.

Grocers Hold Banquet Here; Enjoy Program

Joining in amicable terms, more than 100 central California grocers and their families enjoyed a banquet last night at the Hotel Resetar Coffee Shoppe given by Jack and Vincent Traverso.

A full turkey dinner with all the trimmings was served.

Al Newman of San Francisco was master of ceremonies, filling his job acceptably with a nimble wit that kept his auditors in gales of laughter.

Entertainment was furnished by the Weber Sisters of the National Broadcasting company. They put on some song and dance numbers, accompanied on the piano by Adele Perry who also sang a few songs, playing her own accompaniments.

Jack Traverso was the speaker of the evening. He touched on the more important problems facing grocers today.

Delegates were here from Watsonville, Boulder Creek, Castroville, Santa Cruz, Los Gatos, Alma, Gilroy, Morgan Hill, Carmel, Pajaro, Aromas, Salinas, Freedom, Hollister and San Francisco.

Cakes and Pies made to order. Phone Mrs. Babcock 39-J-11. *Watsonville*

RAINBOW STORES UNITS HOLD GET TOGETHER MEET

Rainbow Stores grocers and their wives of the southern section, with officials of the V. Traverso company, San Francisco wholesale grocers, held their first get-together dinner party at Watsonville Thursday night, enjoying a full course turkey dinner and lively entertainment afterwards.

Merchant members assembled in the large banquet room of the Hotel Resetar from 15 local cities and towns, representing San Francisco, Salinas, Gilroy, Watsonville, Santa Cruz, Morgan Hill, Hollister, Castroville, Los Gatos, Alma, Carmel, Aromas, Felton, Boulder Creek and Freedom. Approximately 100 guests were present.

After introductions of everyone at the meeting, including Al Newman of the Langendorf Bakeries in San Francisco, who acted as master of ceremonies; Fred M. Beck, advertising manager of the V. Traverso company; George N. Lohnes, perhaps the best known grocery salesman in this territory; and "Jack" and "Vic" Traverso themselves—a dance and sang act was produced by the Weber Sisters of the National Broadcasting company.

Then followed a few rounds of popular songs in which everyone joined, led by Al Newman and "Jack" Traverso made an interesting, informal talk on the history and policy of the Traverso company in its efforts to serve the Rainbow system of grocers, and touching on many problems which the modern grocer must contend with.

"The V. Traverso company began 14 years ago from a single store in San Francisco," he stated. "At present our warehouse covers 21,000 square feet of floor space, and we have facilities for the unloading of three earloads of merchandise at the same time."

The Rainbow system of stores extends from San Rafael on the north to Salinas on the south, and now includes more than 220 member stores.

"Vic" and "Jack" Traverso were the generous hosts of the evening, paying all expenses of the elaborate dinner, entertainment and prizes.

Local merchants who are members of the Rainbow group are E. Brunetti, the Quality Store, John Berutti and the Linstedt Grocery and Feed Store of Santa Cruz, the Sanitary Market in Seabright, O. E. Daves & Son in Felton and C. Marcenaro and Walter Grant in Boulder Creek.

Watsonville Grocers Guests At Dinner Last Night At Hotel Resetar

Members of the Rainbow Store's grocery association and wives were the guests of the V. Traverso company officials last night at the dinner given in the Hotel Resetar.

This dinner was an "acquaintance affair" to coordinate the grocers and the company for better retail work in the coming year.

For almost a year there has been in this territory a lively group of members of the big Rainbow cooperative buying organization, this group being handled by the well-known George N. Lohnes, one of the best known grocery salesman in this territory. The officials of the company met personally, their members in this division—the "dinner party" consisted of a full course turkey dinner with all the trimmings. This was followed by some lively entertainment.

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Pajaro Valley News Hotel Names Drawn

Grocers group of Three Counties Meets At Dinner

Jack Traverso, member of an important and wholesale grocer firm of San Francisco, last night addressed a group of independent grocers of this area in the Resetar hotel in Watsonville.

More than 75 grocers from Boulder Creek, Santa Cruz, Freedom, Watsonville, Aromas and other towns in Monterey and Santa Clara counties were present.

Theodore R. Ebert and Enrico Brunetti of this city attended.

UNITED
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RAINBOW STORES UNITS HOLD GET TOGETHER MEET

Santa Cruz Sentinel

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San Antonio News