




RAINBOW STORES

463-465 WASHINGTON STREET
SAN FRANCISCO
California

July 29, 1931

The V. Traverso Company, ever ready to support its Membership, were the only buying organization during the month of July, 1931, when the manufacturers of the four leading brands of cigarettes announced an advance in price, to allow their Members to buy one week's normal supply of cigarettes at the old price basis.

Had the V. Traverso Company taken the attitude that other buying organizations and wholesale grocers took in the matter, they would have enjoyed an extra profit of two thousand dollars on cigarettes.



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