

# Rainbow Food Stores

VOL 12  
NO 2

JANUARY 23,  
1939

## Confidential Bulletin

BIG RAINBOW MEETING, FEBRUARY FIRST

Our big Rainbow Get-togethers will be held again and everyone is happy about it. On Wednesday evening, February 1st, at 8:30 P.M., at the California Club, 1750 Clay St. (between Van Ness Ave. and Polk St.), we will get together for the FIRST 1939 Reunion. Bring your wife and we will have a regular "old time" meeting.

### OLD RAINBOW SPIRIT COMING BACK

We all remember the good old days when the Rainbow Stores were fullest of pep and go; when we had our get-togethers right along and everyone felt the thrill of working together for bigger business, more profits and for meeting their everyday problems with an advancing, united front. Those who don't remember these days will learn what enthusiasm Rainbow people have when they come to the meeting on February 1st.

### JACK TRAVERSO BRINGS NEWS FROM CHICAGO CONVENTIONS

We are all going to surprise Jack with a big turnout when he returns from Chicago.... he will have put in two very serious and hard weeks at the National Brand Stores Convention, the National Cannery Convention, and the National Retail Grocers' Secretaries Convention. He is going to meet and talk to the key men of the grocery business in the United States and he will return loaded with the latest information on things that will help us to settle the "minimum resale price" question and also as a powerful, united group of buyers, not only to our competitors, but to our customers as well. Jack will tell us what he went "to the bat" for with the big manufacturers and we will learn the results he has gotten for us.

### NEW ADVERTISING AND SELLING PLANS

At this meeting also, you will learn the new plans that have been made to carry Rainbow Food Stores to the front as a Selling and Merchandising organization by our new advertising manager, "Steve" Stevenson. Not only will we look backward to the "old Spirit" but we will show you the plans for going forward with it and for making bigger strides during the year 1939. Your Buying organization is going to step out as a Selling organization also. This meeting will give you a chance to discuss these plans and get behind them 100%. Everyone must go forward with the group or be left behind.... there is no such thing as standing still. RAINBOW is on the march!!!! 1939 will be even a better year than 1938.... let's CASH IN ON IT!

### REFRESHMENTS

Following the meeting, everyone will get together at a buffet luncheon to enjoy each other's company and talk things over. Get re-acquainted and learn the many things your fellow Rainbow Member is up against or is succeeding with. This close understanding and friendly cooperation working through headquarters is going to make Rainbow Stores the leading voluntary group, not only on the west coast, but of the WHOLE COUNTRY!

REMEMBER--SAVE FEBRUARY 1st--AT CALIFORNIA CLUB--1750 CLAY ST.

WE'LL EXPECT YOU AT 8:30 P.M. AND IT WILL PAY YOU TO BE THERE NO MATTER HOW FAR YOU HAVE TO COME.

JACK WILL JUST  
BE BACK FROM  
THE EAST ON  
FEBRUARY 1ST

GET TOGETHER UNDER THE RAINBOW

PLEASE SEND IN THE ENCLOSED POSTCARD  
RESERVE YOUR PLACE FOR WEDNESDAY  
FEBRUARY FIRST AT 8:30 P.M.