

D. E. French

Real Estate Insurance

Loans

Financial Center Bldg.
405 14th St.

Tel.
GL encourt
6541

Judicious Advertising

- CREATES
A New Business
- REVIVES
A Dull Business
- ENLARGES
An Old Business
- RESCUES
A Lost Business
- PRESERVES
A Large Business
- SECURES
Success in Any Business
- SAVES
A Failing Business
- ENABLES
You to Pay Your Taxes
- ()
- Directory Advertising Brings Satisfactory Results

HEALD COLLEGE

Stenographic, Secretarial, Commercial, Administration
Established 1863 Oakland, California Phone HI ghgate 020

FINANCIAL AGENTS

Cherry's Inc Financial Service 1924 Broadway R207
Security Service Corp 1924 Broadway R321
Smith & Johnson 360 17th R2144

*FINANCING—BUILDING

FRENCH D E, 906 Financial Center Bldg. 405 14th. Tel GL encourt 6541 (See left side lines and page 123)

*FIRE BRICK AND FIRE CLAY

CONTRA COSTA BUILDING MATERIALS CO.
808 Gilman, Berkeley. Tels Berkeley 3462 and 3463 (See page 123)

*FIRE ESCAPE MANUFACTURERS

LIBERTY ORNAMENTAL IRON & WIRE WORKS INC. 21st and Fibert, Tel HI ghgate 1461 (See left top lines and page 151)

FIRE EXTINGUISHERS

Oakland Fire Extinguisher Co 1201 E 12th
PYRENE FIRE EXTINGUISHERS, W E Strei Co Agents, 2505-2507 Broadway, Tel HO liday 4431

*FIREPLACE FIXTURES AND FURNISHINGS

MAXWELL HARDWARE CO INC, 13th, 14th and Washington, Tel GL encourt 1860 (See right side lines and page 142)

FIREWORKS MANUFACTURERS

Oakland Fireworks Mfg Co 5721 Trask

FISH DEALERS—RETAIL

Bertuccelli & Andreuccetti 10th St Mkt stall 115
Biele Christopher 719 Wood
Crivello Phillip 10th St Mkt stall 109
Enea R Housewives Mkt
Feliz J D Capwell Central Mkt
Felograsso Frank 601-15 14th
Fernandez Jos 5033 E 12th
Giancoli Peter 9725 E 14th
Giuntoli Emilio 10th St Mkt stall 111
Grodona Jas 611 Washington
Inguglia J B 431 11th
Lum Sing 391 8th
Martin Manuel 1221 23d av
Martelli Peter 3840 West
Moura Frank 6955 E 14th
Pucci Jos Capwell Central and Housewives Mkts and 3241 Grand av
Quong Chong Wo 389 8th
Quong Tai Co 817 Webster
Sam Lee Shrimp Co 334 5th
Sing Sing Bing Kee Co 388 7th
Spenger Frank 1919 4th B
Tokio Fish Market 392 7th
Ventimiglia Gaetano Housewives Mkt
Ward H J 8521 E 14th
Yet Sun Market 397 8th

FISH DEALERS—WHOLESALE

Oakland Fish Co 505 Washington
Paladini A Inc 520 Washington
Western Calif Fish Co 900 Clay

FISHING TACKLE AND RODS—MANUFACTURERS

McClintic P W 927 Broadway R34
SMITH HARDWARE CO, 929 Broadway, Tels GL encourt 6845, 6846 and 6847 (See classified tab insert)

FLAGS, BANNERS AND BUNTING

James E & R Co 1504 Adeline
Wheeler Mfg Co 2115 Milvia B

FLAVORING EXTRACTS—MANUFACTURERS

(See also Essential Oils)
California Syrup & Extract Co 1299 55th
Furst & Thomas 426 3d
Hersey Jos 5511 San Pablo av
Todhunter Willa Mrs 3816 Grove
Watkins J R Co 4512 Hollis
Zinn Sales Co 114 Broadway

*FLEXIBLE SHEETS

MARWEDEL C W, 11th and Alice, Tel HO liday 1440 (See left top lines and pages 156 and 181)

*FLOOR COVERINGS

ANDERSON'S CARPET HOUSE, 519-521 13th, Tel HO liday 6442 (See page 127)

FLOORS

Hansen C P 5220 Claremont av
Hansen H C 5212 Claremont av
Hardwood Floor Co Inc 1911 E 12th
Inlaid Floor Co 4067 Watts E
Oakland Floor Co 1410 Madison
Pacific Hardwood Flooring Co 2121 Bonar B

FLORISTS—RETAIL

Ariola Andw 10th St Mkt stall 5
Avanzino Antonio 1518 Clay
Baralo Fred 1804 Alcatraz av B
Berkeley Florist 2329 Telegraph av B
Bertini Jos 2678 Fruitvale av
Burger N V 2506 Bancroft way B
Central Nursery & Florist 6387 Colby
Clarke Bros 2114 Center B
College Florist 2981 College av B
Denny Eddie 1415 Franklin
Dunleavy & Holles 2312 Santa Clara av A
Elmhurst Florists 9307 E 14th
Encinal Florists 2320 1/2 Santa Clara av A
Eshima H M 1532 Shattuck av B
Flower Shop 2114 Center B
Francelli Peter 2302 Telegraph av B
Fruitvale Floral Co 3531 E 14th
Fukushima T 2001 Telegraph av
Giosso Antone 453 12th
Harris Herb 1637 Broadway
Harris Herb 2800 E 14th
Hassard P A 3732 Piedmont av and 4462 HI
Hassard W E 3009 Grove
Hayashi Floral Co 2305 Santa Clara av A
Heltman Frank 9041 Poothill blvd
Hogan & Evers 2930 Telegraph av
Israel Simon 614 Grand av
Iwahashi G Y 1806 San Pablo av B
Iwahashi Y 2332 San Pablo av B
Johanni's Flower Shoppe 4454 Piedmont av
Kanemasu Frank 1444 23d av
Kasai Rosuke 1006 E 14th
Kawa Kay 3421 Fruitvale av
Kellers Florist 3858 Piedmont av
Kertell Eunice 4458 Piedmont av
Key Route Inn Florist 2201 Broadway
Kohlhoff I E 5507 E 14th
Kore C 4295 Broadway
Kuri Shin 4546 E 14th
Lake Shore Floral Shop 3423 Lakeshore av
Lanzoni Giovanni 1509 Washington
Leopold C M 4005 Telegraph av
Maccario Flower Shop 4416 Piedmont av
Marden Winifred Mrs 2071 Allston way B
Martin Adolph 1510 7th
McDonald H C 5128 Telegraph av
Mori Florist 1531 San Pablo av
Morris C V Mrs 1839 Park blvd
Morse M H 4287 Piedmont av
Morser's Flower Shop 4498 Piedmont av
Nasa Floral Co 3536 Grand av

NAVLET CHAS C CO INC, 518 12th, Tel LA side 8074
Oakland Floral Depot 930 Washington
Olsen Gun 5619 College av
Osmond Frank 2346 E 14th
Ottevienne P 6237 College av
Pacific Floral Co 2127 University av B
Perkins J C 460 15th
Poulsen Soren 1241 Park A
Rossi A J 1844 Broadway
Rossi Antonio 3460 E 14th
Rossi G & Co 505 14th
Sanborn's Florist 410 13th
Saul Helen L 2225 San Pablo av B

SCHLESINGER B F & SONS INC, Broad 16th and San Pablo av, Tel Private HI 01day 1000 (See right top lines and 150)

Schmidt Robt 1915 Everett A
Seifert W C 4490 Piedmont av
Senda Watero 2281 E 14th
Seulberger J & Co 418 14th
Sveden A A 4470 Howe
Sintaku T 4051 Broadway
Tanabe Chiech 1911 San Pablo av
Thomas J J 43 Grand av
Thorsted Floral Co 1438 Broadway and Grand av
Troutwine F W 1937 Fruitvale av
University Flower Shop 24 Shattuck sq B

VALLEY VIEW NURSERY, 3325 38th av, FR utivale 6810 (See left side lines and 159)

Williams Owen 309 E 12th
Yasuda N 1301 E 14th
Yoshida O H 6212 Claremont av

FLORISTS—WHOLESALE

(See also Nurserymen)
Bay City Cut Flowers & Supp Co 600 8th
Hara T 1703 Park A
Mt Eden Nursery Co 618 8th