

# EVERY STORE should appear in the Directory and the Directory should be in Every Store.

Besides its use to the storekeeper, it is a convenience the customer looks for.

The store that offers an old Directory, or no Directory at all, fails to show its patrons a courtesy they will find elsewhere.

- Piccirillo Louis M (Piccirillo & Wolf) r Bkly  
 " Wm waiter h375 Eddy  
 " & Wolf (L M Piccirillo P L Wolf) lawyers  
 405 Montgy R1116  
 Piccoli Saml r707½ Green  
 Piccolotti A meatctr h1156 Kearny  
 Picerno Jos (Rose) lab h650 Naples  
 " Vincent (Silvestra & Picerno) r292 Frederick  
 Picetta Elvira r1956 Stockton  
 " John clk r1956 Stockton  
 " Louis auto repr r1956 Stockton  
 Picetti Albt clk r393 Union  
 " Armato clk r250 Williams av  
 " Attilio (De Mattei & Picetti) r65 Noe  
 " Bartholomew (Paulina) h393 Union  
 " Domenic (Mary) jan h1917½ Oakdale av  
 " Edith T mlr r123 Sanchez  
 " Edw (Marie) clk h123 Sanchez  
 " Emilio r393 Union  
 " Frank (Marie) (Picetti & Bracco) h1539  
 11th av  
 " Geo slsmn Edw Kahn r250 Williams av  
 " Herbt L drugs 490 Columbus av  
 " Irene A clk r2210 Jones  
 " Jas auto mech r1917½ Oakdale av  
 " John (Louise) clk h160 Foote av  
 " John J (Viola) florist 860 Divisadero h2520  
 16th av  
 " John P (Mary) clk h865½ Union  
 " Jos A (Mae) slsmn h180 Dolores  
 " Jos F (Rosa M) agt Travelers Ins Co r1932  
 Leavenworth  
 " Lawrence B clk r2210 Jones  
 " Lawrence L (Margt I) chauf h385 4th av  
 " Louis P h541 Filbert  
 " Louis P (Thelma) mgr Chas C Navlet Co  
 h447 Colon av  
 " Mae bkpr Chas C Navlet Co r180 Dolores  
 " Margt A clk r250 Williams av  
 " Maria (wid John) h250 Williams av  
 " Mary (wid John) h1956 Stockton  
 " Mary sten r1432 Willard  
 " Peter (Mary) jan h2210 Jones  
 " Peter jr r2210 Jones  
 " Raymond T (Linda A) chauf h2154 Bryant  
 " Victor G (Angie) lab h60 Benton av  
 " & Bracco (Frank Picetti Archie Bracco) gro  
 1701 9th av  
 Picharas John cook r20 12th  
 Pichel Albino (Jane) formn J A Folger & Co  
 h419 18th av  
 " Antonio lab r419 19th av  
 " Clarence E (Carmelita) firemn SFFD h1366  
 27th av  
 Pichereau Frank r2507 Pine  
 Picchini Alfd (Theresa) lab h772 Chenery  
 Picchinino Louis clk Bank of Am h1371 Vallejo  
 " Richd N (Mary) teller Bank of Am h1195  
 Rhode Island  
 Pichler Barbara E sten r6853 3d  
 " Geo H lab r6853 3d  
 " Richd J mach r6853 3d  
 " Wm R (Adelaide F) eng h6853 3d  
 " Wm R jr lab r6853 3d  
 Picillo Gaetano (Virginia) oil burner installer  
 h436 Cordova  
 Picinich Dominick L clk PT&TCO r Ala  
 Picinini Otto lab r554 Kansas  
 Pick Grace Mrs h1138 Scott  
 " Michl (Cath) pntr h519½ Capp  
 Pickard Chas (Euphenie) slsmn h1635 29th av  
 " Edith A tchr State Tchrs Coll r Bkly  
 " Francis J chauf W P Fuller & Co r Daly  
 City  
 " Geo R (Ethel J) multigraph opr h75 Surrey  
 " Grace E sec W T Eckhoff r1635 29th av  
 " Hiram E bkpr Continental Ins Co r Bkly  
 " Jos E (Violet) chauf h867 24th av  
 " Julia (wid Henry) r867 24th av  
 " Louis H (Ethel) h535 3d av  
 " Pearl clk r867 24th av  
 " Thelma Mrs h340 Hayes  
 " Thelma clk r218 Capp  
 Pickelle A F h3156 Divisadero  
 " Bernice B slsmn r1363 12th av  
 " Margt dramatic tchr r1363 12th av  
 Picken Emily M sten L M Giannini Co r31 Mc-  
 Arthur av  
 " Geo H warrant officer USA r Presidio  
 Pickens Henry h1341 7th av  
 " Margt Mrs h1267 9th av  
 " Roy E (Nelle R) clk SPO h230 Farnassus av  
 " Sarah A (wid Cyrus) r652a Natoma  
 Picker Harry (Inez) h1973 O'Farrell  
 " Lawrence S h1150 Union  
 " Walter (Alhambra Florist) r1657 Market  
 Pickering Edw mgr Gene Compton's Corp r1332  
 Ellis  
 Pickering Austin R with Cal Almond Growers  
 Exch r Okld  
 " Daisy clk r2695 Greenwich  
 " Effie confy 2090 Divisadero  
 " Fay chf clk SPO r Bkly  
 " Fred M (Marie G) h2714 Bway  
 " Geo soft drinks 3319 Geary Blvd r2095 Di-  
 visadero  
 " Geo W (Laura) elec eng h710 23d av  
 " Harry (Dorothy) pkr h1409 Guerrero  
 " John (Maud M) pipeftr h142 Acadia  
 " John C clk h1760 Larkin  
 " Mary Mrs r2695 Greenwich  
 " Nellie maid 15 Walnut  
 " Oliver E (Kath) carp h918 Persia av  
 PICKERING  
 " Paul R br mgr Public Food Stores r1760  
 Larkin  
 " Thos R underwriter Travelers Ins Co h535  
 Geary  
 " Valentine mgr Green Dairy Lunch Inc r San  
 Rafael  
 " Wm mgr Du Pont Cellophane Co r Okld  
 " Wm A clk h2695 Greenwich  
 " Worthy A br mgr Owl Drug Co r1155 Jones  
 Pickersgill Thos H (Mary) h3112 Anza  
 Pickert Anna (wid Max) h545 6th av  
 " Vera A clk r545 6th av  
 Pickett Benj D (Mary) lab r524 Hill  
 " Bert carp r1443 Fillmore  
 " Danl W (Hallie) barber 668 Larkin h135  
 West Portola av  
 " Edw H priv sec RCA Radiotron Co r1920 Sacto  
 " Edwarda r1920 Sacto  
 " Ernest r25 Howard  
 " Helen nurse h320 Austin  
 " John h337 Fulton  
 " Jos C (Margt) gas sta 60 Mission h199 Do-  
 lores  
 " Jos K lab h649 Natoma  
 " Kath H (wid Edw) spl agt Provident Mut  
 Life Ins Co h1920 Sacto  
 " R (Rose) h2009½ Golden Gate av  
 " Ralph C (Louise) slsmn h172 Prentiss  
 " Robt S collr r622 8th av  
 " Stella S (wid J C) r632 8th av  
 " Walter tchr Pub Sch r1120 Jackson  
 " Walter W h1335 Filbert  
 Pickford Cecil M acct Am Tr Co r Okld  
 " Clinton D (Matilda) slsmn h3524 Anza  
 Pickle Anna Mrs h140 20th av  
 " Gerald L electn h1363 12th av  
 " Harry L (Margt) pntr h120 Lexington  
 Pickles Frank H clk McKesson-Langley-Mi-  
 chael's Co r San Mateo  
 Pickley Wm E wchmnr S F Hosp  
 Pickman Annie (wid Julius) h2302 Fillmore  
 Picknell Thos H (Marie E) paperhngnr h152  
 Wool  
 Pickrell Lee K prsmn Progress Printing Co r  
 Okld  
 Pickrute Thelma adv S F News r Ala  
 Pickstone Margt h2267 Sacto  
 Pickus Benn clk r20 12th  
 Pickwick Hotel 85 5th  
 " Stages System (Pacific Greyhound Lines) 9  
 Main  
 " Tavern E L Allen mgr 67 5th  
 Pickworth E h1909 Vallejo  
 Piccolo Andw barber r426 Bway  
 " Geo (Mary) slsmn h458 10th av  
 " Julio Indywkr h12 Scotia  
 " Peter Indywkr r12 Scotia  
 " Steph r2130 Fulton  
 Picoloto Modesto (Natalina) meats 100 Sickles  
 av r1156 Kearny  
 Picone Alfonso (Frances) h939 Wisconsin  
 " Antonio shtmtlwr r939 Wisconsin  
 " Jeannette clk r1234 Chestnut  
 " John (Gertrude) driver h1117 Sanchez  
 " John A (Mary) fshermn h1234 Chestnut  
 " John B clk r1234 Chestnut  
 " Jos shtmtlwr r939 Wisconsin  
 " Nunzio J clk r1234 Chestnut  
 " Rocco r1234 Chestnut  
 " Santo r1234 Chestnut  
 Piconi John M (Margt) plstr contr 63 Gilbert  
 h383b 21st av  
 Picou Gilbert musician h223 Clipper  
 Picramonon Louis (Bessie) shoe shiner 2976  
 16th r1385 Natoma  
 Pictorial Review Co H P Houston Pat Coast  
 rep 1 Montgy R800  
 " Review Co Sophie M Schneider mgr patterns  
 560 Mission 3d fl  
 Picus Sophia mlr r856 Presidio av  
 Pidancet Chas S (Minnie M) h21 Hoff  
 " Edwin C clk r21 Hoff  
 Pidcock Benj H (Martha) tinner h73 Danton  
 " Saml F h73 Danton  
 Pidge Geo chauf r1335 Washn  
 " Geo C slsmn S F Lundy Assn r750 7th av  
 " Marshall r1335 Washn  
 " Paul N (Alice) clk h1335 Washn  
 " Wm C (Mary E) civ eng City Bureau of En-  
 gineering h750 7th av  
 " Wm F slsmn r750 7th av  
 Pidgeon Arth R (Helen K) clk State Belt RR  
 h3440 24th  
 " Fred h550 3d av  
 " Ivy M sten r550 3d av  
 " Malcolm slsmn r3440 24th  
 Pidwell Willard T (Rena) mfrs agt 417 Market  
 R220 h1203 Stanyan  
 Piechovick Geo cigars 1800 Market r480 Pine  
 Piedmont Cosmo h3775 Fillmore  
 " Lawrence h521 Union  
 " Rooms 1449 Powell  
 Pieffley Anton lab r862 Shotwell  
 Piegan Angela (wid Julius) h1240 7th av  
 " Loraine r1240 7th av  
 Pielt John A waiter r665 Eddy  
 Piehl Lillian clk r155 Ryoll  
 " Otto H (Marie C) h127 19th av  
 " Otto H jr r127 19th av  
 " Wm (Agnes) sausage casings 1224 Evans av  
 r3401 Folsom  
 Piel Clara Mrs Indywkr A Peninou French  
 Lndy r Daly City  
 Pielhop Fred R glasswkr h2190 Grove  
 Pielke Kath N Mrs r1707 Sutter  
 Pieller Helen sten h1007 Sutter  
 Pielow Dorothy r1769 Beach  
 Piemont Hotel 752 Vallejo  
 Piemonte Social Club 1516 Stockton  
 Piening Louis R (Emma) rigger h346 Lexing-  
 ton  
 Pienowski Arth elev opr r34 Buena Vista ter  
 PIERER, See also Piner  
 " Henry mgr Brookside Apts h2178 Geary  
 " Georgiana Mrs sten h2446 29th av  
 " Minnie (wid Francis) r1290 5th av  
 " O W eng SPO r370 22d  
 " Theo r1900 O'Farrell  
 " Theo C Rev pastor Christ Church Lutheran  
 h1290 5th av  
 " Wm M barber 66 Turk r111 Mason  
 Pieperling Chas J (Emma) meatctr h2525  
 Gough  
 Pieprgrass L Marie r1580 Grove  
 Pier A Minerva Mrs h1441 Jones  
 " Paul A adj Cosgrove & Co h2195 Green  
 " Numbers (odd numbers north of Market,  
 even numbers south)  
 " 1 ft Washn  
 " 3 ft Jackson  
 " 5 ft Pacific  
 " 7 ft Bway 1  
 " 9 ft Bway 2  
 " 11 ft Vallejo  
 " 15 ft Green  
 " 16 ft Howard  
 " 17 ft Union 1  
 " 18 ft Howard  
 " 19 ft Union 2  
 " 20 ft Folsom 1  
 " 22 ft Folsom 2  
 " 23 ft Greenwich 1  
 " 24 ft Harrison  
 " 25 ft Greenwich 2  
 " 26 ft Steuart  
 " 27 ft Lombard  
 " 28 ft Spear  
 " 29 ft Sansome 1  
 " 30 ft Main 1  
 " 31 ft Sansome 2  
 " 32 ft Main 2  
 " 33 ft Montgomery 1  
 " 34 ft Beale  
 " 35 ft Montgomery 2  
 " 36 ft Fremont  
 " 37 ft Kearny  
 " 38 ft First 1  
 " 39 ft Grant av  
 " 40 ft First 2  
 " 41 ft Powell 1  
 " 42 ft Second 1  
 " 43 ft Powell 2  
 " 44 ft Second 2  
 " 45 ft Taylor  
 " 46 ft Second 3  
 " 54 ft Fourth  
 " China Basin 3d and Channel  
 Piera Chas restrwkr h2128 Van Ness av  
 Pieraccini Alfd J (Marie) chauf h470 14th  
 " Rocco (Clelia) chauf h79 Francis  
 Pieralde Frank (Mary) lab h55 Boyd  
 " Mary factywkr r55 Boyd  
 Pierangeli Florence sten r480 Greenwich  
 " Giovanni (Marie) h480 Greenwich  
 " Victoria G clk r142 Hamilton  
 Pieratt A R r868 Dolores  
 Pierazzi Aldina clk r341 Teddy av  
 " Dominic (Esther) Indywkr h341 Teddy av  
 " Guido Indywkr r341 Teddy av  
 " Jos Indywkr r341 Teddy av  
 PIERCE, See also Pearce and Pelrce  
 " Abr L (Emma F L) blksmith h397 Laurel  
 " Albt B (Rowena) h2295 14th av  
 " Aletha slsmn r1000 Sutter  
 " Alice E sten Genl S S Corp r Ala  
 " Apartments 400 Pierce  
 " Apartments 900 Oak  
 PIERCE ARROW AUTOMOBILES, Jeff B  
 Townsend Co Inc, Distributors, 1355 Van  
 Ness Av at Bush, Tel GR aystone 8000  
 (See left top lines and page 1704)  
 " Arth J (Frances) slsmn h282 Frederick  
 " Berlie M (Angeline A) slsmn h1522 9th av  
 " Bertha beauty opr r1778 8th av  
 " Bertha M clk r555 Bush  
 " Bessie Mrs nurse r297 Richland av  
 " Birdene nurse r510 20th av  
 " Brian L (Clelia) sten h1027 Cabrillo  
 " Brooks W br mgr Safeway Stores Inc h2034  
 Great Highway  
 " C R r55 Mason  
 " C W r235 O'Farrell  
 " Carl W h337 Fulton  
 " Casmir (Tessie) civ eng h3000 26th  
 " Cecil J (Olive) baker h130 Teddy av  
 " Chas mining eng r1774 O'Farrell  
 " Chas S (Viola) carp h339 Oak  
 " Chas W (Minerva) mgr Vegetarian Cafe-  
 teria h55 Greenwood av  
 " Charlotte sten G E Crothers r1413 Montgy  
 " Chester J (Ellz) h112 Eastwood dr  
 " Clara M clk r635 Sutter  
 " Clelia Mrs tchr Pub Sch r1027 Cabrillo  
 " Clyde A carp r120 Pierce