

Florists-Retail-(Cont'd)

Avansino Bros & Co. The Plaza Florists... DO uglas 2-3880... 404 Sutter... GA rfd-1-3863... AZARRO BROS 526 Columbus... GA rfd-1-1884

BALBOA STREET FLORIST Angela D. Taverna... RICHMOND DISTRICT... FUNERALS & WEDDINGS... DELIVER ANYWHERE... WE TELEGRAPH FLOWERS

Barre's Floral & Gift Shop... 1058 Bush... GR ayston 4-6855... BARRY'S FLORIST... Serving The Waterfront... 222 Market... YU kon 6-6093

BAY VIEW FLORIST 4919-3d... AT water 2-6863... If no answer call... MI ssn-7-5951

Florists-Retail-(Cont'd)

BELL & SHERIDAN 120 Maiden Ln SU tter-1-2500... BELLI & BELLI... Open Evenings & Sundays... 426 Powell... GA rfd-1-2215... BELMONT FLORIST... Pacific Heights District... Since 1905... Flower Arrangements for Every Occasion

Belmont Florists 2360 Fillmore... JO rdan 7-2178

Telephone cords and water don't mix. A wet cord can put your telephone out of order, so please keep your telephone cord away from sinks, valves, steam and other places where water might get on it.

Florists-Retail-(Cont'd)

BENEDETTI FLORAL CO. Established 1926... Jon H. Gilmour... R. Redi... Distinctive Floral Designs... Open Sundays Till 3 - Evenings Till 8... City Wide Delivery... And Direct To San Mateo... Marin & Bay Area Counties

Bianchini's Flower Shop... 503 Columbus Av... DO uglas 2-5848... BLOSSOM SHOP THE... Flowers For All Occasions... 1607 Haight... MA rket-1-4049... BORDEN MARY 905A Howard... SU tter-1-6784... BOUQUET FLORIST Colma... PL aza 5-5747... BROADMOOR FLORAL GARDEN... Junipero Serra Blvd & 91st Colma... PLaza 5-1232

BROWN & KENNEDY... 16th At Valencia... 3089-16th... UN drhil-1-4127... BRUNDAGE R & FRANK... 1422 Haight... UN drhil-1-7422... BUNGALOW NURSERY & FLOWER SHOP... Peninsula & Citywide Delivery... Funerals - Weddings... Floral Designs - Personal Service... Hillside Blvd Colma... PLaza 5-3718

CAMILLA FLOWER SHOP... (Open To 8:30-We Deliver... 2810-24th... AT water 2-8082... Canepa Emile 3230-22d... Misson 7-2104... Canepa Louis 3230-22d... MI ssn-7-0662... Canton Flower Shop 12 Ross Al... YU kon 2-3997... Capuro Louis J 404 Sutter... DO uglas-2-3880... GASTRO FLOWER SHOP... 489 Castro... UN drhil-1-7885

CHAIN OF FLOWERS... INGLESIDE DISTRICT... FUNERALS A SPECIALTY... Michael Pietro... John Pietro... 1805 Ocean Av... JUNipr 4-9038

CHARM FLORISTS 843 Clay... EX brook 2-3300... Cliff Flower Shop Geary & Taylor... PR ospt 5-6908... COLONIAL FLORIST... HAIGHT DISTRICT... Floral Designs for All Occasions... Delivery Service... 557 Haight... MARKET-1-2683

Conci P & Sons 2231 Junipero Serra Blvd... Daily City... PL aza 5-3060... CONSERVATORY FLORISTS... Josephine A. Simon... FUNERAL DESIGNS - CORSAGES... DECORATIONS... Telegraphed Anywhere... Flowers Air Express... Open Daily 8:30 A.M. to 8 P.M... Closed Sunday Except Holidays... Between Geary & Post... 905 Larkin... PR ospt 5-8066

COTTAGE NURSERY & FLORIST... 2414 Junipero Serra Daily City... PL aza 5-4272

FLORISTS TELEGRAPH DELIVERY ASSOCIATION... BELLI & BELLI 426 Powell... GA rfd 1-2215... JOSEPH'S FLORIST 322 Post... DO uglas 2-7210... PODESTA BALDOCCHI... SU tter 1-6200... 224 Grant... SERVAU EMILE 2142 Fillmore... West 1-9626... STEIN ALBERT O 359 Sutter... DO uglas 2-5544... TIP-TOP FLORIST... 3352 Steiner... WA Inut 1-0747

FLORAL BOWL THE... POLK DISTRICT... Flowers For All Occasions... Delivery & Wire Service... 2341 Polk... GR ayton 4-8129

Flowerland Floral Shop... Below Woodlawn Cemetery... Colma... PL aza 5-1055... FLOWERLAND PINELLI'S... 714 Clement... SK yline 1-6397... FRAGRANT FLOWER SHOP... 729 Washington... YU kon 2-6034

FRANK'S FLORAL SHOP... SUNSET DISTRICT... Funerals - Weddings - Corsages... Near 19th Av... Frank Korkmazian... 1821 Irving... MO ntrse 4-8732

FRANK'S FLOWER SHOP... 1515 POLK ST... We Have No Other Branches... FRANK DALGERO, Owner... TELEPHONE ORDERS... Flowers For All Occasions... Near California... 1515 Polk... OR way 3-3525

Frank's Valley Florist 1314 Polk... PR ospt 5-3742... (Continued Next Page)

FRANK'S FLOWER SHOP... 1515 POLK ST... We Have No Other Branches... FRANK DALGERO, Owner... TELEPHONE ORDERS... Flowers For All Occasions... Near California... 1515 Polk... OR way 3-3525

Florists-Retail-(Cont'd)

CRYSTAL FLOWER SHOP... Serving... CIVIC CENTER AREA... Orchid Corsages \$1.98 Anytime... 1175 Market... MA rket 1-2548

DARBEE FLORISTS 1036 Hyde... TU xedo 5-0208... (See Advertisement This Page)... DARTER'S FLOWERS 780 Sutter... TU xedo 5-0882... Dave's Mission Flower Shop... 2789 Mission... MI ssn 7-8778... DECORATIVE PLANT RENTALS INC... Foliage Plants for all Occasions... 8715 MacArthur Blvd Oakland... From S F Zone only (No Inter-City Charge)...

DIEZ FLORIST 747 Market... YUkon 2-1359... Dunlap Norine M 404 Sutter... DO uglas 2-3880... EILEEN'S FLORAL SHOP... 986 Sutter... OR way 3-8682... Elmer's Floral Shop... Old Mission Rd Colma... PL aza 5-2212... EPPSTEIN JULIUS FLORISTS... St Francis Hotel... GA rfd 1-0234... Ermine Flower & Garden Shop... 4743 Mission... JU niper 5-6259... Fairmont Hotel Flower Shop... Fairmont Hotel... SU tter 1-6200

FASHIONS IN FLOWERS... Distinctive Floral Designing... For All Occasions... By FRANK KINKEAD... WEDDINGS - CUT FLOWERS... FUNERAL DESIGNING... TABLE ARRANGEMENTS, ETC... Our Wedding Service Includes... Home Consultation by Appt... CITY-WIDE DELIVERY... Night or Day O'Varland 1-6230... SUNSET DISTRICT... Bet 21st & 22d Av... 2024 Irving... O'Vrind 1-6230

FERRY-TERMINAL FLORIST... FRIENDLY PERSONAL SERVICE FOR... OVER 50 YEARS - FREE PROMPT DELIVERY... 1st & Mission Sts... Bridge Terminal Bldg... GARfid 1-2164

FILLMORE FLOWER SHOP... We Telegraph Flowers The World Over... 1731 Fillmore... WE st-1-9916

FLORISTS TELEGRAPH DELIVERY ASSOCIATION... BELLI & BELLI 426 Powell... GA rfd 1-2215... JOSEPH'S FLORIST 322 Post... DO uglas 2-7210... PODESTA BALDOCCHI... SU tter 1-6200... 224 Grant... SERVAU EMILE 2142 Fillmore... West 1-9626... STEIN ALBERT O 359 Sutter... DO uglas 2-5544... TIP-TOP FLORIST... 3352 Steiner... WA Inut 1-0747

FLORAL BOWL THE... POLK DISTRICT... Flowers For All Occasions... Delivery & Wire Service... 2341 Polk... GR ayton 4-8129

Flowerland Floral Shop... Below Woodlawn Cemetery... Colma... PL aza 5-1055... FLOWERLAND PINELLI'S... 714 Clement... SK yline 1-6397... FRAGRANT FLOWER SHOP... 729 Washington... YU kon 2-6034

FRANK'S FLORAL SHOP... SUNSET DISTRICT... Funerals - Weddings - Corsages... Near 19th Av... Frank Korkmazian... 1821 Irving... MO ntrse 4-8732

FRANK'S FLOWER SHOP... 1515 POLK ST... We Have No Other Branches... FRANK DALGERO, Owner... TELEPHONE ORDERS... Flowers For All Occasions... Near California... 1515 Polk... OR way 3-3525

Frank's Valley Florist 1314 Polk... PR ospt 5-3742... (Continued Next Page)

FRANK'S FLOWER SHOP... 1515 POLK ST... We Have No Other Branches... FRANK DALGERO, Owner... TELEPHONE ORDERS... Flowers For All Occasions... Near California... 1515 Polk... OR way 3-3525

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Florists-Retail-(Cont'd)

FREGOSI... FLOWERS FOR ALL OCCASIONS... At MISSION & 29th... Angelo Fregosi - Francis F. Holm... 3282 Mission... MI ssn 7-3655

FREGOSI AL... George Vittori... Joseph Fregosi... J. FREGOSI & SON... FLORISTS... Since 1927... Cali JUNiper 5-3386... Open Sundays Till 2... Bet Donadaga & Geneva... 4834 Mission... JU niper 5-3386

FREGOSI ANGELO 3282 Mission... MI ssn 7-3655... Fregosi J & Son 4834 Mission... JU niper-5-3386... Fritella Frank... Plants Rented & Floral Decorating... 266 Guttenberg... JUNipr 5-4749

GADDINI FLORISTS... Floral Designs For All Occasions... We Telegraph and Air Express... Open Daily 8 A.M. - 9 P.M. - Sun - 10 to 2... 549 Geary... OR way 3-1528

GENEVA FLORIST... FLORAL DESIGNS OUR SPECIALTY... Corsages - Cut Flowers - Plants... Telephone - Delivery & Wire Service... 912 Geneva... JUNipr 4-7537

GILMOUR JON HOWARD... 2964-16th... HE mlock 1-3322... GOEPNER EDWARD 224 Grant... SU tter 1-6200... GRANT MARKET FLORIST... 743 Market... YU kon 6-4027

GREEN CORNER FLORISTS... 2259 Polk... GR ayton 4-0292... GREGOIRE FLOWER SHOP... Opposite Home of Peace Cemetery... El Camino Real Colma... PL aza 5-8220

GREGOIRE'S FLOWERS... For Full & Complete Floral Service... DISTINCTIVE... FLORAL DESIGNS... WEDDING BOUQUETS... ATwater 2-4225... 360 Bay Shore Blvd... AT water 2-4225... Residence Phone... DE laware 3-2512... If no answer call... DE laware 3-2629

HARRIS FLOWERS... Flowers For Any Occasion... Located in Wholesale Flower District... 194-5th... GA rfd-1-2188... Residence... PR ospt 5-0809

Henry Louise Mann Hotel... GA rfd-1-6084... HOLLYWOOD FLORIST... 403 Geary... GR ayton 4-8113... Holm Francis F 3282 Mission... MI ssn-7-3655

HOTEL ST FRANCIS FLORISTS... St Francis Hotel... GA rfd 1-0234... HOUSE OF FLOWERS... 6040 Geary Blvd... SK yline 2-2480... (See Advertisement Page 292)

Hoy Kee Co. 1032 Stockton... YU kon 2-4015... Isetti E 3179-16th... MA rket-1-3161

IVAN'S FLOWERS... FLOWERS FOR ALL OCCASIONS... Delivery & Telegraph Service... 1718A Polk... OR way 3-7561

JOSEPH'S FLORIST... Since 1914... FUNERAL WORK... Flowers for All Occasions... 24 Hour... Telephone Service... Flowers Telegraphed... "WHERE TO BUY IT"

JOSEPH'S FLORIST... Opposite Union Square... 322 Post... DO uglas 2-7210

JOSEPH'S FLORIST... Opposite Union Square... 322 Post... DO uglas 2-7210

JOSEPH'S FLORIST... Opposite Union Square... 322 Post... DO uglas 2-7210

Florists-Retail-(Cont'd)

Joseph's Florist 322 Post... DO uglas-2-7210... JUNIATA'S FLORIST 2760-24th... MI ssn 7-6645... City Wide Del-Day & Night call... MI ssn 7-6645... JUBA ANN 2915-24th... AT water 2-0542... JULIUS EPPSTEIN FLORISTS... St Francis Hotel... GA rfd 1-0234

JUNIPERO SERRA NURSERY... FLOWERS - SHRUBS... BEDDING PLANTS... 2455 Junipero Serra Blvd... Daily City... PL aza 5-4223

Kalman's Flower Shop 488 Sutter... EX brook 2-1506... Kalman's Flower Shop 488 Sutter... EX brook-2-9895

KAY'S FLORAL SHOP... SERVING... WEST PORTAL DISTRICT... Sunset - Park Merced - Stonestown... FLOWERS FOR ALL OCCASIONS... City Wide Delivery... Serving San Francisco for 23 Years

KEN-KARNEY FLOWERS... Downtown-City Wide Del Serv... 539 Post... PR ospt 6-5060

KENNEDY & BROWN... 16th At Valencia... 3089-16th... UN drhil-1-4127... Kinkead Frank W 2024 Irving... O'Vrind 1-6230... Kess Flower Mart 939 Market... EX brook 2-6515

LA-BOUGHAN'S FLORIST... ACCOUNTS OPENED BY PHONE... Union Shop - Exquisite Designing... 1951 Lawton... SEabright 1-1514... Evenings call... LOmbard 4-4925

LAGOMARSINO CHAS J... St Francis Hotel... GA rfd 1-0234

LAKE MERCED NURSERY & FLORIST... Specialists in... FUNERAL FLORAL DESIGNS... Opposite Lake Merced Golf Course... 2231 Junipero Serra Bl (DC)... PLaza 5-3060

Lellies' Flower Shop... 528 Divisadero... UN drhil 3-5910... Levin Julian 549 Geary... OR way 3-1528

LEVIN'S FLOWER SHOP... JOB NORTRI, Prop... Established 1910... The ORIGINAL LEVIN'S... FLOWER SHOP... Open All Day Sundays & Holidays... City-Wide Delivery... 1803 Fillmore... FI Imor-6-5851

LILAC LANE 2522 Irving... O'Vrind 1-9639... LITTLE CITY FLORIST... 785 Columbus Av... DO uglas 2-8217... LOWE'S FLORISTS... 1165 Powell... YUkon 2-1393... Madding Laura 1951 Lawton... SEabright 1-1514... Maher Floral Co 3989-17th... UN drhil 3-4242

MANX HOTEL FLORISTS... Manx Hotel... GA rfd-1-6084... Manx Hotel Florists Manx Hotel... GARfid 1-7070... Marcus Norman 898 Post... GR ayton 4-5900

MARINA FLORISTS... 2233 Chestnut... WA Inut 1-4482... Mark Hopkins Hotel Flower Shop... California & Mason... YU kon 2-4748... Markie's Flower Shop... 2103 Polk... OR way 3-3183

MATHRAY'S FLOWERS... 2195 Chestnut... WA Inut 1-3858... MAYRAIA FLOWERS... 320-17th Av... SK yline 2-0365

McDonald Florists... City Wide Delivery Service... 829 Irving... MO ntrse 4-1238... McMahon Ed 489 Castro... UN drhil 1-7885

MILLER FLORAL CO... Tel Delivery Service Edith Levy... 430 Hayes... MA rket-1-3023

MILLS BLDG FLORISTS... Podesta Baldocchi... A NUMBER TO REMEMBER... "Whenever You Want Fine Flowers"... YUkon 2-7100... Mills Bldg... YU kon 2-7100

Florists-Retail-(Cont'd)

MISSION FLORISTS THE... 3230-22d... MI ssn 7-2104... MISSION FLOWER SHOP... MISSION DISTRICT... Open Evenings - Sundays - Holidays... FRESH CUT FLOWERS... Funerals - Weddings - Corsages... Ellis Hymes... Bud Goldman... Near 24th St... 2789 Mission... MI ssn 7-8778

MOHR & TAMKE FLORISTS... 2275 Mission... VA lencia 4-4015... (See Advertisement Page 291)

MY FLORIST... WALTER WINTER... Specializing... FUNERAL WORK - CORSAGES... Sundays 10 A.M. - 7 P.M... Weekdays 9 A.M. - 9 P.M... Corner Van Ness... 1486 Market... UN drhil 1-9933

NATALINI'S... New York Floral Co... COMPLETE FLORAL SERVICE... Flowers by Wire - Delivery Service... 627 Green... GARfid 1-0425

NATIVE SON FLORIST... Holy Cross Cemetery... PL aza 5-6630... If no answer call... JU niper 5-6284

NAVLET'S FLOWER SHOP... 423 Market... GA rfd-1-8826... Nessler's Flower Shop... Hillside Blvd Colma... PL aza 5-2432

NEW MISSION FLORIST... SPECIALISTS... in... FUNERAL DESIGNS... WEDDINGS... CORSAGES - CUT FLOWERS... PLANTS... Prompt Delivery Service... Entrance To New Mission Market... 2584 Mission... VA lencia 4-9900

New York Floral Co 627 Green... GARfid 1-0425

NINTH AVENUE FLORIST... SINCE 1925... SUNSET DISTRICT... Complete Courteous Floral Service... Funerals - Weddings - Corsages... WE WIRE & DELIVER... 1320-9th Av... MO ntrse 4-7763

O'BRIEN'S FLORIST... Funeral Designs - Wedding Bouquets... Corner 22d Av... 1155 Taraval... MO ntrse 4-9780... Residence... LOmbard 4-6023

O'CONNOR JOHN J... FRED DANIEL... Funeral Work A Specialty... CORSAGES - CUT FLOWERS... WEDDINGS... Delivery Service... WIRE ANYWHERE... Corner 25th Street... 2901 Mission... MI ssn 7-5988

OLIVET FLOWER SHOP... Opposite Olivet Memorial Park... 229 F Colma... PL aza 5-6731... Ottoboni Ray Colma... PL aza 5-1544... OTTO'S FLORIST 3047-16th... UN drhil 1-3938... (See Advertisement Page 292)

Pagano J Bab 404 Sutter... DO uglas-2-3880... Palace Hotel Flower Shop... Palace Hotel... SU tter 1-6202... PAPPAS BROS Colma... PL aza 5-3131... PARK FLORAL CO 1434 Haight... UN drhil 1-1472

For better service, speak directly and clearly into the telephone mouthpiece.

For better service, speak directly and clearly into the telephone mouthpiece.

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Florists-Retail-(Cont'd)

PARODI FLOREAL CO... WEDDINGS - FUNERALS... Artistic Decorations & Designs... Delivery Service... 1215 McAllister... FI Imor 6-6522

Paul's Flowers... Opp Olivet Memorial Park Colma... PL aza 5-6563... Cypress Lawn Memorial Park Colma... PL aza 5-2665

PAVILION OF FLOWERS... 2265 Lombard... WE st-1-5620... (See Advertisement Page 291)

PICETTI FLORIST... FLOWERS TELEGRAPHED... Funeral Designs & Cut Flowers... 2193 Market... UN drhil 1-5584... Residence... HE mlock 1-5087

PICETTI LOUIS P... Navlet's Flower Shop... GARfid 1-8826... Pinelli's Flowerland 714 Clement... SK yline 1-4144

PINELLI'S FLOWERLAND... 714 Clement... SK yline 1-6397... Plath H & Sons 206 Lawrence Av... JU niper-7-6344

PLAZA FLORISTS THE... (Avansino Bros. & Co.)... "SAY IT WITH FLOWERS"... We Telegraph Flowers Everywhere... 404 Sutter... DO uglas 2-3880... Night call... GR ayton 4-0782

Plaza Florists The 404 Sutter... GA rfd 1-9374... PODESTA BALDOCCHI... We Telegraph Flowers Anywhere... 224 Grant... SU tter 1-6200... Fairmont Hotel Branch... Calif & Mason... GA rfd 1-1011

Palace Hotel Branch... Market & New Montjoy... YU kon 2-6191... Plants & Gifts 2525 Calif... FIImor 6-7950... Poletti & Zapletal Florists... 311 Linden Av South S F... Juno 8-7752

POSTY SHOP THE... Bel Post & Sutter Opp. N. Gray's... Near Sinal Memorial & Mt. Zion... Open 8:00 A.M. to 8:00 P.M... 1642 Divisadero... WE st 1-3221

Presidio Florist 2189 Union... FIImor 6-1816... QUALITY FLOWER SHOP... 554 Clement... SK yline-1-2214... (See Advertisement Page 292)

RAMOS FLORES... Floraria Latino Americana... WEDDINGS - FUNERALS... Next to Valente Marini Parota & Co... 639 Green... YUkon 6-1583

RAY'S FLOWER SHOP... FLOWERS FOR ALL OCCASIONS... Artistic Flower Arrangements... 885 Bush... PR ospt 5-4530

Richmond Floral Co 554 Clement... BA yview-1-5655... Riley Delphia Flower Studio... 2601 Chestnut... WA Inut-1-4303... Roberto Louis 905A Howard... SU tter-1-6784

ROSE & LEONA'S FLORAL SHOP... Holy Cross Cemetery... PL aza 5-5267

ROSERIE THE... IN LAUREL VILLAGE... "In Joy or Sorrow... Say It With Flowers"... TELEGRAPH-DELIVERY SERVICE... Charge Accounts Invited... 3465 California... SK yline 2-2700

ROSSI ANGELO J GO INC... 41 Grant Av... DO uglas 2-8060... ROSSI CLARENCE A... 41 Grant Av... DO uglas 2-8060... ROSSI DRIVE IN FLORIST... Lombard & Divisadero... JO rdan 7-3448... (Continued Next Page)

Doctors, dentists, merchants... all kinds of products and services... are listed in the Yellow Pages... Keep the Classified Telephone Directory handy—it saves you time and effort.

OTTO'S FLORIST ROSS SOUBIROUS Flower Phone UNDERhill 1-3938 Nite Phone JUNiper 5-1299 3047-16th STREET Bet. Mission & Valencia SAN FRANCISCO

Quality Flower Shop SKYLINE 1-2214 1-6844 Deliveries Made Within One Hour Anywhere in S. F. & Two Times Daily to East Bay, Peninsula & Marin County Flowers Telegraphed Anywhere Open Sundays 554 Clement St., at 7th Avenue

HOUSE OF FLOWERS All These CUT FLOWERS HOSPITAL BOWLS WEDDING FLOWERS CORSAGES BLOOMING PLANTS AND FUNERAL FLOWERS TOO! SKYline 2-2480 Bonded Member Florist Telegraph Delivery Association 6040 Geary Blvd., Near 25th Ave.

FLOWERS WE DELIVER Phone TUxedo 5-0208 Evenings Call TUxedo 5-1920 Our Shop is as Near as Your Phone OPEN NITES & SUNDAYS Wedding Arrangements FLORAL DESIGNS CUT FLOWERS - CORSAGES Flowers Telegraphed Anywhere DARBEE FLORISTS Since 1890 1026 Hyde Bet. California & Pine

FLOWERS WEDDINGS CORSAGES FUNERALS City Wide Delivery Bayview 1-5436 Evergreen 6-9699 RICHMOND DISTRICT FLOWERS TELEGRAPHED ANYWHERE Open Sundays & Holidays J. VARSICO 5501 Geary Blvd. At 19th Ave. R. J. Biagini, Prop.

FLOWERS George H. Kelley Frank Philipps Floral Design Weddings Cut Flowers Corsages Deliveries to Entire Bay Area World Wide Wire Service 2 LOCATIONS WESTLAKE FLOWER SHOP 393 So. Mayfair Ave. PLaza 5-8115 STONESTOWN FLOWER SHOP 40 Stonestown Mall SEabright 1-3215

FRANK'S FLOWER SHOP 1515 POLK ST. We Have No Other Branches FRANK DALGERO, Owner TELEPHONE ORDERS Flowers For All Occasions Near California 1515 Polk OR way 3-3525 Frank's Valley Florist 1314 Polk PR ospt 5-3742 (Continued Next Page) The Yellow Pages are just about the handiest guide you'll want for finding people who do things, sell things, fix things.