

Gregoire's FLOWERS
ATwater 2-4225
 360 BAYSHORE BLVD.
 For Distinctive FLORAL DESIGNS
 HOSPITAL ARRANGEMENTS
 Flowers for All Occasions
 Four Deliveries Daily To San Francisco Points
 Two Deliveries Daily To Peninsula & East Bay Points
 CLOSED SUNDAYS

Open Evenings & Sundays
 FREE DELIVERY
VOGUE in FLOWERS
 FLORAL ARTISTRY AT ITS BEST
FUNERAL DESIGNS
 TABLE DECORATIONS, CORSAGES
 BOWL ARRANGEMENTS
 WIRE SERVICE
 Specializing in WEDDING FLOWERS
 1445 Polk In Blum's Bldg
ORdway 3-2371
 or call **BLUM'S**
ORdway 3-8500

ON NOB HILL
DARBEE'S Tuxedo 5-0208
 FLORISTS & DECORATORS
 GIFTWARES - CERAMICS
 WEDDING ARRANGEMENTS
 FLORAL DESIGNS - CUT FLOWERS
 "CABLE DARBEE"
 DELIVERIES TO METROPOLITAN AREA
 FLOWERS TELEGRAPHED EVERYWHERE
 THROUGH FLORISTS TELEGRAPH DELIVERY
 Since 1890
 1036 Hyde St. Bet. California & Pine

Krug Bros. Reuben Bros.
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
 • FUNERAL DESIGNS
Skyline 2-2480
 Bonded Member
 Florist Telegraph Delivery
 Association
 6040 Geary Blvd., Near 25th Ave.

FLOWERS
 • WEDDINGS
 • CORSAGES
 • FUNERALS
 City Wide Delivery
 Phone **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.

The Posy Shop
 Everything in Flowers
 OPPOSITE
N. GRAY & CO.
 AND
SINAI MEMORIAL CHAPEL
 NEXT TO
MT. ZION HOSPITAL
 CHARGE ACCOUNTS INVITED
 Delivery Everywhere
 Phone
West 1-3221
 1642 DIVISADERO
 Between Post & Sutter

FLOWERS
 By
BENEDETTI FLORAL CO.
 Jon H. Gilmoir - R. Redl
 FOR ALL OCCASIONS
 Open Sundays Till 3
 Evenings Till 8
HEmlock 1-3322
 2964-16th - Below Mission

The Roserie
 IN LAUREL VILLAGE
 "In Joy or Sorrow Say It With Flowers"
 Telegraph Delivery Service
 Charge Accounts Invited
 Ample Free Parking At Rear
Skyline 2-2700
 3465 California San Francisco

Florists-Retail-(Cont'd)
BLOSSOM SHOP THE
 Flowers For All Occasions
 1607 Haight.....MA rket-1-4049
 Borden Mary 905A Howard.....SU ter-1-6784
 Night & Day call.....SU ter-1-6784
BOUQUET FLORIST Colma.....PL aza 5-5747
 Bridgeway Florist 2303 Lombard.....WE st 1-5153
BROADMOOR FLORAL GARDEN
 2894 Junipero Serra Bl. Colma.....PL aza 5-1232
BROWN & KENNEDY
 FUNERAL WORK OUR SPECIALTY
 We Deliver to All Bay Cities
 We Telegraph Flowers
 3089-16th.....UN drhl 1-4127
BRUNDAGE R & FRANK
 1422 Haight.....UN drhl-1-7422
BUNGALOW NURSERY & FLOWER SHOP
 Peninsula & Citywide Delivery
 Funerals - Weddings
 Floral Designs - Personal Service
 1150 Hillside Blvd. Colma.....PL aza 5-3718
 Camilla Flower Shop 2810-24th.....AT ter-2-8082
 Canton Flower Shop 12 Ross Al.....YU kon 2-3997
 Capurro Louis J 404 Sutter.....DO uglas-2-3880
CASTRO FLOWER SHOP
 FUNERALS A SPECIALTY
 Ed McMahon Est'b 1915
 489 Castro.....UN drhl 1-7885
CHAIN OF FLOWERS
 INGLESIDE DISTRICT
 FUNERALS A SPECIALTY
 Anita D. Harper
 1805 Ocean Av.....JU niper 4-9038
 Clift Flower Shop Geary & Taylor.....PR asept 5-6908
COLONIAL FLORIST
 HAIGHT DISTRICT
 Floral Designs for All Occasions
 Delivery Service
 557 Haight.....MA rket 1-2683
 Concl P & Sons 2231 Junipero Serra Blvd
 Daly City.....PL aza 5-3060
CONSERVATORY FLORISTS
 Josephine A. Simon
 FUNERAL DESIGNS - WEDDINGS
 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 asept 5-8066
 Corvi Edw 3017-16th.....MA rket 1-3285
COTTAGE FLORIST & NURSERY
 2414 Junipero Serra Blvd. Daly City. PL aza 5-4272
CRYSTAL PALACE FLORIST
 Delivery And Telegraph Service
 1175 Market.....HE mlok 1-2553
 Darbee Florists 1036 Hyde.....TU xedo 5-0208
 (See Advertisement This Page)
 Darter's Flowers
 OPEN SUNDAYS & HOLIDAYS
 CITY-WIDE DELIVERY
 780 Sutter.....TU xedo 5-0882
 If no answer call.....HE mlok 1-7527
 (Continued Next Page)
 The Yellow Pages save you time.

Victor's FLOWERS
 GARfield 1-2188
 We Can Serve You Better With
 Fresher & Unusual Flowers
 Because of Our Location
 (Wholesale Floral District)
 194 - 5th STREET
 Specialists in
 FUNERAL AND WEDDING
 DESIGNING
 Phone Orders Accepted
 FORMERLY HARRIS FLOWERS

Florists-Retail-(Cont'd)
DECORATIVE PLANT-RENTALS INC
 Foliage Plants for all Occasions
 8715 MacArthur Blvd Oakland
 From telephones served by the
 following exchange
 S F Zone
 (No Inter-City Charge)
 Ask "Operator" for Entrance 10908
 Dietz Florist 747 Market.....YU kon 2-1359
 Dunlap Norine M 404 Sutter.....DO uglas 2-3880
EILEEN'S FLORISTS
 Daily Service Anywhere
 MARIN - PENINSULA - EAST BAY
 Open Sundays & Holidays
 956 Sutter.....OR awy 3-8682
 Elmer's Floral Shop
 1681 Mission Rd S S F.....PL aza 5-2212
EPPSTEIN JULIUS FLORISTS
 Delivery City Wide - East Bay - Marin
 St. Francis Hotel.....GA rld 1-0234
 Ermine Flower & Garden Shop
 4743 Mission.....JU niper 5-6259
 Residence call.....DE laware 3-1047
EVERGREEN FLORIST
 SPECIALIZING IN FUNERALS
 Delivery City Wide - East Bay - Marin
 & Peninsula - Open Sundays 11 to 2
 3427 Balboa.....SK yln 1-0466
 Fairmont Hotel Flower Shop
 Fairmont Hotel.....SU ter 1-6200
FASHIONS IN FLOWERS
 FRANK & ELEANOR KINKEAD
 PROMPT - COURTEOUS SERVICE
 Expert Designing for Any Occasion
 By Appt. - Home Arrangements Made For
 WEDDINGS OR FAMILY FUNERALS
 Sunset District - Bet. 21st & 22d Aves.
 2024 Irving.....OV rind 1-6230
FERRY-TERMINAL FLORIST
 Flowers by Seralfon
 FRIENDLY PERSONAL SERVICE FOR
 OVER 50 YEARS - FREE PROMPT DELIVERY
 Bay Bridge Terminal Bldg.....GARfield 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 rld 1-2215
 JOSEPH'S FLORIST 322 Post.....DO uglas 2-7210
 PODESTA BALDOCCHI
 224 Grant.....SU ter 1-6200
 SERVEAU EMILE 2142 Fillmore.....WE st 1-9626
 STEIN ALBERT O FLOWERS
 359 Sutter.....DO uglas 2-5544
FLOWER 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
FLOWERS BY KEN
 The Mission's Newest Florist
 CATERING TO
 Weddings - Funeral Pieces
 CORSAGES - CUT FLOWERS
 PLANTS
 Union Shop
 Also We Give Mission Stamps
 Between 20th & 21st
 2450 Mission.....VA lencia 6-8000
 Residence phone.....FL imr 6-5484
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.....MON trse 4-8732
NON-SKID FOR MIXING BOWL
 A folded damp cloth placed under
 a mixing bowl keeps it from
 slipping and speeds mixing.

FRANK'S FLOWER SHOP
FRANK'S FLOWER SHOP
 1515 POLK
 We Have No Other Branches
 Frank Dalgero - Owner
 Near California
 1515 Polk.....OR awy 3-3525
 Frank's Valley Florist 1314 Polk.....PR asept 5-3742
FREGOSI
FLOWERS FOR ALL OCCASIONS
 At
MISSION & 29th
 Angelo Fregosi - Francis F. Holm
 3282 Mission.....MIsn 7-3655
FREGOSI AL
 Giuseppe Vitorri Joseph Fregosi
J. FREGOSI & SON
 Since 1927
 Call Juniper 5-3386
 Open Sunday Mornings
 Bet Onondaga & Geneva
 4834 Mission.....JU niper 5-3386
FREGOSI ANGELO 3282 Mission.....MI ssn 7-3655
 Fregosi J & Son 4834 Mission.....JU niper-5-3386
 Frisella Frank
 Plants Rented & Floral Decorating
 266 Gutfenberg.....JU niper 5-4749
GADDINI FLORISTS
FLORAL DESIGNS
 For All Occasions
 WE TELEGRAPH & AIR EXPRESS
 Open Daily 8 A.M.-9 P.M.-Sun.-10 to 2
 Deliveries to Entire Bay Area
 549 Geary.....OR awy 3-1528
GELARDI'S FLORIST
 The Florist with Original Ideas
 Accept New Accounts by Phone
 Next to Valente Marini Parata & Co.
 639 Green.....DO uglas 2-0758
GENEVA FLORIST
 FLOWERS FOR ALL OCCASIONS
 WEDDING & FUNERAL DESIGNS
 Telephone - Delivery & Wire Service
 912 Geneva Av.....JU niper 4-7537
GILMOUR JON HOWARD
 2964-16th.....HE mlok 1-3322
GOEPFNER EDWARD 224 Grant.....SU ter 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
 (See Advertisement Page 286)
 Hausen's Tropical Aquarium
 House Plants Potted & Repotted
 648 Hyde.....OR dway 3-0345
 Henery Louie Manor Hotel.....GA rld-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 rld 1-0234
HOTEL SIR FRANCIS DRAKE FLORIST
 452 Powell.....YU kon 6-2241
HOUSE OF FLOWERS THE
 6040 Geary Bl.....SK yln 2-2480
 (See Advertisement Page 285)
 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 awy 3-7561
JOSEPH'S FLORIST 322 Post.....DO uglas 2-7210
 (See Advertisement Page 285)
 Juanita's Florist 2760-24th.....MIsn 7-4645
JUBA ANN 2915-24th.....AT water 2-8542

JULIUS EPPSTEIN FLORISTS
 St. Francis Hotel.....GARfield 1-0234
 Kalman's Flower Shop 488 Sutter.....EX brook 2-1506
 Kalman's Flower Shop 488 Sutter.....EX brook 2-9895
 Kay's Floral Shop 167 West Portal.....OV rind 1-3510
 Ken Flowers By 2450 Mission.....VA lencia 6-8800
KEN-KARNEY FLOWERS
 Downtown-City Wide Del Serv
 529 Post.....PR asept 6-5060
KENNEDY & BROWN
 FUNERAL WORK OUR SPECIALTY
 We Deliver to All Bay Cities
 We Telegraph Flowers
 3089-16th.....UN drhl 1-4127
 Kinkead Frank W 2024 Irving.....OV rind 1-6230
 Kress Flower Mart 939 Market.....EX brook 2-6515
LA BOUGHAN'S FLORIST
 ACCOUNTS OPENED BY PHONE
 Union Shop - Exquisite Designing
 1951 Lawton.....SE abright 1-1514
 Evenings call.....LO nberd 4-4925
LAGOMARSINO CHAS J GA rld 1-0234
LAKE MERCED NURSERY & FLORIST
 2231 Junipero Serra Bl Daly City.....PL aza 5-3060
 Levin Julian 549 Geary.....OR dway 3-1528
 Levin's Flower Shop 1803 Fillmore.....FL imr 6-5851
LILAD LANE 2522 Irving.....OV rind 1-4639
 Lind's Flower Shop 503A Divisadero.....JU niper 7-9507
LITTLE CITY FLORIST
 785 Columbus Av.....DO uglas 2-8217
LOWES' FLORISTS 1165 Powell.....YU kon 2-1393
 Madding Bill 1951 Lawton.....SE abright 1-1514
 Maher Floral Co 3989-17th.....UN drhl 5-4242
MANX HOTEL FLORISTS
 Manx Hotel.....GA rld-1-6084
 Manx Hotel Florists Manx Hotel.....GARfield 1-7070
 Marcus Norman 898 Post.....GR ayton 4-5900
MARINA FLORISTS
 Mark Hopkins Hotel Flower Shop
 California & Mason.....YU kon 2-4748
 Markie's Flower Shop 2063 Union.....JU niper 7-8612
MATHRAY'S FLOWERS
 MARINA DISTRICT
 Floral Offerings - Weddings & Decorations
 Serving East Bay, Marin & Peninsula
 2395 Chestnut.....WA lnut 1-3838
MATRAIA FLOWERS
 320-17th Av.....SK yline 2-0365
 Matsuya Florist 1729 Buchanan.....WE st 1-2121
 McDonald Florists
 822 Irving.....MON trse 4-1238
 McMahon Ed 489 Castro.....UN drhl 1-7885
MEI-LING FLORIST 956 Powell.....EX brook 2-4279
MILLS BLDG FLORISTS
 Podesta Baldocchi
 A NUMBER TO REMEMBER
 "Whenever You Want Fine Flowers"
 YUkon 2-7100
 Mills Bldg.....YU kon 2-7100

NATALINI'S New York Floral Co.
 COMPLETE FLORAL SERVICE
 Flowers by Wire - Delivery Service
 627 Green.....GARfield 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.....GARfield 1-8826
 Nestler's Flower Shop
 1196 Hillside Blvd Colma.....PL aza 5-2432
NEW MISSION FLORIST SPECIALISTS
 in
FUNERAL DESIGNS WEDDINGS
CORSAGES - CUT FLOWERS PLANTS
Prompt Delivery Service
 Work Strictly Guaranteed
 Entrance To New Mission Market
 2584 Mission.....VA lencia 4-9900
 Night & Sundays call.....MIsn 7-2104
 New York Floral Co 627 Green.....GARfield 1-0425
NINTH AVENUE FLORIST
 SINCE 1923
SUNSET DISTRICT
 Complete Courteous Floral Service
 Funerals - Weddings - Corsages
 WE WIRE & DELIVER
 1370-9th Av.....MON trse 4-7763
O'BRIEN'S FLORISTS
 Funeral Designs - Wedding Bouquets
 Corner 22d Av
 1155 Taraval.....MON trse 4-9780
 Residence.....LO nberd 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
 Established Since 1895
 Flowers for All Occasions
 Opp. Main Office Olivet Mem. Pl.
 1450 Hillside Blvd Colma.....PL aza 5-6731
OTTO'S FLORIST 3047-16th.....UN drhl 1-3938
 (See Advertisement Page 285)
 Pagano J Bob 404 Sutter.....DO uglas-2-3880
 Palace Hotel Flower Shop
 Palace Hotel.....SU ter 1-6202
PAPPAS BROS Colma.....UN drhl 1-5311
PARK FLORAL CO 1434 Haight.....UN drhl 1-1472
PARODI FLORAL CO
WEDDINGS - FUNERALS
 Artistic Decorations & Designs
 Delivery Service
 1215 McAllister.....FL imr 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
 West 1-5620
PICETTI FLORIST 2193 Market.....UN drhl 1-5584
PICETTI JOSEPH A 2193 Market.....UN drhl 1-5584
PICETTI LOUIS P
 Navlet's Flower Shop
 471 Market.....GARfield 1-8826
 Pinelli's Flowerland 714 Clement.....SK yln 1-4143
PINELLI'S FLOWERLAND
 714 Clement.....SK yline 1-6397
 Pioneer Nursery & Florist 433 F Colma. PL aza 5-1544
 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
 (Continued Next Page)
 The Yellow Pages save you time.