

Theresa's Flower Studio



The Exquisite in Floral Design
BRIDAL CONSULTANT
Corsages as You Like Them

- ★ WEDDINGS
- ★ CELEBRATIONS
- ★ SICK ROOMS
- ★ FUNERALS

OPEN DAILY & HOLIDAYS
2 LOCATIONS TO SERVE YOU
WITH CITY-WIDE & BAY AREA DELIVERY

2036 Taraval LOMBARD 4-7356
2193 Market UNDERHILL 1-1874

FLOWERS BY WIRE ANYWHERE

House of Flowers



- Cut Flowers • Hospital Bouquets • Wedding Flowers
- Corsages • Blooming Plants • Funeral Designs

Bonded Member - Florist Telegraph Delivery Association

Quality - Freshness - Service

Skyline 2-2480

6040 GEARY BLVD. NEAR 25TH AVENUE

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

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.

Natalini's

NEW YORK FLORAL CO.

COMPLETE FLORAL SERVICE

WE DELIVER ORDER BY PHONE
PHONE GARFIELD 1-0425

FLOWERS BY WIRE 627 GREEN ST.

Pavilion of Flowers

THATCHER & CORDONE
Well Experienced Florists

CORRECT FLORAL DESIGNING
IN ANY CAPACITY

Also Specializing in
Indoor Plants

WE DELIVER IN ALL
BAY COUNTIES

Member Florist Telegraph Delivery

West 1-5620

2265 LOMBARD

Florists-Retail-(Cont'd)

ARABIAN GEO 124 Montezuma YUkon 6-2243

ARTIFICIAL FLOWER & GIFT SHOP
FLOWERS & TROPICAL PLANTS
Designed for Your Home or Office
In Your Own Container at No Extra Chg.
OUR CONTRACT DEPT. WILL DESIGN &
QUOTE FOR COMM'L INSTALLATIONS
Wholesale - Retail & Rental
We Gift Wrap & Ship Anywhere

349 Geary GARfld 1-7977

Avansino Bros & Co
The Plaza Florists
404 Sutter DO uglas 2-3880
Avenue Florists 579 Columbus Av. GARfld 1-3863
(See Advertisement This Page)

AZZARO BROS
NORTH BEACH DISTRICT
Distinctive Floral Designing

1523 Stockton &
526 Columbus Av. GARfld 1-1884

BALBOA STREET FLORIST
Angelo D. Taverna
RICHMOND DISTRICT
Specialists in
FUNERALS & WEDDINGS
DELIVER ANYWHERE
We Telegraph Flowers

400 Balboa SKYln 2-0868
Evenings call WEst 1-5841

DAY VIEW FLORIST 4919-5d. AT water 2-6863
Residence Mison 7-5951
Bell & Sheridan 120 Maiden Ln. SUTtr 1-2300
Nites & Sundays call SEabright 1-6867

BELLI & BELLI FLORISTS
Open Evenings & Sundays
426 Powell GARfld 1-2215
(See Advertisement Page 299)

COLLECTOR'S ITEM
To keep small Christmas orna-
ments from year to year, save up
your empty egg cartons.

The Roserie

IN LAUREL VILLAGE
"In Joy or Sorrow Say It With Flowers"

BEAUTIFUL FUNERAL DESIGNS

Charge Accounts Invited

Ample Free Parking At Rear

SKYline 2-2700

3465 California San Francisco

CRESCENTI BROS.

TWO STORES TO SERVE YOU
SAN FRANCISCO & BERKELEY
Serving San Francisco & East Bay
In San Francisco It's

Avenue Florists
579 COLUMBUS AVE.
GARFIELD 1-3863

Call Our S.F. Store for Berkeley Orders
WHEN YOU WANT TO SAY WHAT
YOU REALLY MEAN . . .

OPEN SUNDAYS & HOLIDAYS
PROMPT FREE DELIVERY

In BERKELEY It's
LITTLE CHAPEL FLORISTS
3031 Adeline - Thornwell 3-4350
Floral and Funeral Designs - Weddings
Hospital Bouquets - Corsages - Plants
FLOWERS TELEGRAPHED

BELMONT FLORIST

PACIFIC HEIGHTS DISTRICT
SINCE 1905

QUALITY FLOWERS
COMPLETE FLORAL SERVICE

Fillmore at Washington JORDn 7-2140
Or JORDn 7-2178

Belmont Florist
Fillmore At Washington JORDn 7-2178

BENEDETTI FLORAL CO
Established 1926

Jon H. Gilmeur R. Redi

DISTINCTIVE FLORAL DESIGNS

Open Sundays Till 3 - Evenings Till 8

City Wide Delivery
and Direct to San Mateo
Marin & Bay Area Counties

2964-16th HEmlok 1-3322

BIANCHI ROBT FLOWERS

ROBERT BIANCHI FLOWERS

YUKON 6-1788

129 Montgomery YUKon 6-1788
If no answer call VAencia 4-4168

BIANCHINI'S FLOWER SHOP
FLOWERS FOR ALL OCCASIONS
WE TELEGRAPH & AIR EXPRESS
OPEN 7 DAYS A WEEK

503 Columbus DOUGlas 2-5848

(Continued Next Page)

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

FLOWERS

WE DELIVER

Phone TUXedo 5-0208
All Hours

Our Shop is as Near as Your Phone
WEDDING ARRANGEMENTS
FLORAL DESIGNS
CUT FLOWERS & GIFTS

Flowers Telegraphed Anywhere
DARBEE FLORISTS
Deliveries to Entire Bay Area

1036 Hyde Bet. California & Pine

Florists-Retail-(Cont'd)

BLOSSOM SHOP THE
LOU A. HUFF
For Quality & Artistry
WEDDINGS - PARTIES - FUNERALS - ETC.
Delivery to Bay Area - Telegraph Service
Open Sundays & Holidays

1607 Haight MARKt 1-4049
Or MARKt 1-5833
If no answer call SEabright 1-2471

BOUQUET DE PARIS

For All Occasions
Flowers With
the Continental Touch

ARTISTIC ARRANGEMENTS
FUNERALS - WEDDINGS

Btw 18th & 19th Streets
758 Valencia KLondie 2-0854

BOUQUET FLORIST Colma. PL aza 5-5747

BROWN & KENNEDY
FUNERAL WORK OUR SPECIALTY
We Deliver to All Bay Cities
We Telegraph Flowers

3089-16th UNdrl 1-4127

BRUNDAGE R C FRANK
SUNSET FLORAL CO.
SHOP BY PHONE
We Deliver to All Bay Cities

1422 Haight UNdrl 1-7422

BUNGALOW NURSERY & FLOWER SHOP
Peninsula & Citywide Delivery
Funerals - Weddings - Floral Designs
Landscape - Personal Service

1150 Hillside Blvd Colma. PLaza 5-3718

Camille Flower Shop 2810-24th ATwtr 2-8082
Canton Flower Shop 12 Ross Al. YUkon 2-3997
Capurro Louis J 404 Sutter DO uglas 2-3880

CASTRO FLOWER SHOP
FUNERALS A SPECIALTY
Ed McMahon Est' 1918
489 Castro UNdrl 1-7885

CHAIN OF FLOWERS
INGLESIDE DISTRICT
Weddings & Funerals a Specialty
Delivery Service - Open Sundays

1805 Ocean Av. JUNipr 4-9038

Cliff Flower Shop Geary & Taylor PR osept 5-6908
COLONIAL FLORIST 557 Haight MARKt 1-2683
Conc P & Sons 2231 Junipero Serra Blvd
Daily 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 PRospect 5-8066

CORDONE TELUIS E 2265 Lombard WEst 1-5620

CORVI EDW Since 1907
DELIVERY TO BAY AREA
AND PENINSULA

3017-16th MARKt 1-3285

COTTAGE FLORIST & NURSERY
2894 Junipero Serra Bl Colma. PLaza 5-4272

CRYSTAL PALACE FLORIST
Delivery and Telegraph Service

1175 Market HEmlok 1-2553

DARBEE FLORISTS 1036 Hyde TUXedo 5-0208
(See Advertisement Page 300)

DARTER'S FLOWERS
OPEN SUNDAYS & HOLIDAYS
CITY-WIDE DELIVERY

780 Sutter TUXedo 5-0882
If no answer call HEmlok 1-7527

Dieta Florist 747 Market YUKon 2-1359
Danlap Norine M 404 Sutter DO uglas 2-3880

EILEEN'S FLORISTS
FRESH CUT FLOWERS
Delivered or Telegraphed Anywhere
Open Daily & Holidays

966 Sutter ORway 3-8682

Elmer's Floral Shop
1681 Mission Rd S.F. PLaza 5-2212

EPPSTEIN JULIUS FLORISTS
St Francis Hotel GA rfd 1-0234

EVERGREEN FLORIST 3421 Balboa SKYln 1-0466
Fairmont Hotel Flower Shop

Fairmont Hotel. SU tter 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 ORvnd 1-6230

FERRY-TERMINAL FLORIST
Flowers by Serafin
FRIENDLY PERSONAL SERVICE FOR
OVER 50 YEARS - FREE PROMPT DELIVERY

Bay Bridge Terminal Bldg. GARfld 1-2164

FILLMORE FLOWER SHOP
We Telegraph Flowers The World Over

1731 Fillmore WE st-1-9916

FLORAL ARTIST AT BLUM'S
DELIVERY - TELEGRAPH

In Blum's Bldg
1445 Polk ORway 3-1913
Or ORway 3-6500

FLORISTS TELEGRAPH DELIVERY ASSOCIATION

BELLI & BELLI FLORISTS
Open Evenings & Sundays

426 Powell GARfld 1-2215

PODESTA BALDOCCHI
224 Grant SU tter 1-6200

STEIN ALBERT O FLOWERS
359 Sutter DOUGlas 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

426 Powell PL aza 5-1055

FLOWERLAND PINELLI'S
714 Clement SK yline 1-6397

FLOWERS BY KEN 2450 Mission VAencia 6-8000

FRAGRANT FLOWER SHOP
729 Washington YUkon 2-6034

FRANK'S FLORAL SHOP
SUNSET DISTRICT
Funerals - Weddings - Corsages

Near 19th Av. - Frank Korkmazian
1821 Irving MOntra 4-8732

FRANK'S FLOWER SHOP

1515 POLK

We Have No Other Branches
Frank Dalgero - Owner

Near California
1515 Polk ORway 3-3525

FRANK'S VALLEY FLORIST 1314 Polk PR osept 5-3742

FREGOSI
ANGELO FREGOSI
FRANCIS F. HOLM
Mission at 29th
FLOWERS
FOR ALL OCCASIONS

3282 Mission Mison 7-3655

When you place a call, give the
other person time to answer.
Many unanswered calls would
have been completed in a few
more seconds.

FREGOSI AL
George Vittori Joseph Fregosi
J. FREGOSI & SON
Since 1927
Call Juniper 5-3386

Next to Valente Marini Parate
Funeral Home

8st Divandaga & Geneva
4834 Mission JUNipr 5-3386

FREGOSI ANGELO 3282 Mission MI san 7-3655
Fregosi J & Son 4834 Mission JUNipr 5-3386

Frisella Frank
Plants Rented & Floral Decorating
266 Guttenberg JUNipr 5-4749

GADDINI FLORISTS
FLORAL DESIGNS
For All Occasions
WE TELEGRAPH & AIR EXPRESS

Open Daily 8 A.M. - 8 P.M. - Sun. - 10 to 2
Deliveries to Entire
Bay Area

549 Geary ORway 3-1528

GELARDI'S FLORIST
The Florist with Original Ideas
Accept New Accounts by Phone
Next to Valente Marini Parate & Co.
639 Green DOUGlas 2-0758

GENEVA FLORIST
FLOWERS FOR ALL OCCASIONS
WEDDING & FUNERAL DESIGNS
Telephone - Delivery & Wire Service

912 Geneva Av. JUNipr 4-7537

Gilmore Joseph P 3017-16th MARKt 1-3285
GOEPFNER EDWARD 224 Grant SU tter 1-6200
Granada Florist & Pet Shop

4763 Mission JUNipr 5-6259
Grant Market Florist 743 Market YUKon 6-4027

GREEN CORNER FLORISTS
2254 Polk GR ayton 4-0292

GREGOIRE FLOWER SHOP
Opposite Home of Peace Cemetery
El Camino Real Colma. PL aza 5-8220

GREGOIRE'S FLOWERS
360 Bayshore Bl. ATwtr 2-4225
(See Advertisement Page 299)

Heneery Louise Manx Hotel GARfld 1-6084
Hollywood Florist 403 Geary GRaystn 4-9688
Holm Francis F 3282 Mission Mison 7-3655

HOTEL ST FRANCIS FLORISTS
St Francis Hotel GA rfd 1-0234

Hotel Sir Francis Drake Florist
Sutter & Powell EXbrk 2-7755

HOUSE OF FLOWERS THE
6040 Geary Bl SKYln 2-2480
2254 Polk (See Advertisement Page 300)

Hoy Kee Co 1032 Stockton YUkon 2-4015
Issetti E 3179-16th WA rket-1-3161

IVAN'S FLOWERS
FLOWERS FOR ALL OCCASIONS
Delivery & Telegraph Service

1718A Polk OR way 3-7561

JOSEPH'S FLORIST 822 Post DOUGlas 2-7210
Juanita's Florist 2760-24th Mison 7-6645
JUBA ANN 2915-24th AT water 2-0542

JULIUS EPPSTEIN FLORISTS
St Francis Hotel GARfld 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 Av ORvnd 1-3510

KEN FLOWERS BY
KEN
UNION SHOP
WE GIVE MISSION STAMPS

Between 20th & 21st
2450 Mission VAencia 6-8000
If no answer call FIlmer 6-5484

KEN-KARNEY FLOWERS
Downtown-City Wide Del Serv PR osept 6-5060

KENNEDY & BROWN
FUNERAL WORK OUR SPECIALTY
We Deliver to All Bay Cities
We Telegraph Flowers

3089-16th UNdrl 1-4127

Kinkead Frank W 2024 Irving ORvnd 1-6230
Kress Flower Mart 939 Market EX brook 2-6515

Advertise in the Classified
Directory . . . it pays.

LA BOUGHAN'S FLORIST
ACCOUNTS OPENED BY PHONE
Union Shop - Exquisite Designing

1951 Lawton SEabright 1-1514
Evenings call LOMBard 4-4925

LAGOMARSINO ONAS J
St Francis Hotel GA rfd 1-0234

LAKE MERCED NURSERY & FLORIST
2231 Junipero Serra Bl Daly City PL aza 5-3040
Levin Juliet 549 Geary ORway 3-1528
Levin's Flower Shop 1803 Fillmore FIlmer 6-5851

LILAD LANE 2522 Irving OV arland 1-9639
Linda's Flower Shop 503A Divisadero JORDn 7-9507

LITTLE CITY FLORIST
785 Columbus Av DO uglas 2-8217

LOWES' FLORISTS 1165 Powell YUKon 2-1393
Madding Bill 1931 Lawton SEabright 1-1514
Maher Floral Co 989-17th UN drl 3-4242

MANX HOTEL FLORISTS
Manx Hotel GA rfd 1-6084
Manx Hotel Florist Manx Hotel GARfld 1-7070
Marcus Norman 898 Post GRaystn 4-5900

MARINA FLORISTS
2233 Chestnut DO uglas 2-4482
Mark Hopkins Hotel Flower Shop
California & Mason YUkon 2-4748
Markie's Flower Shop 2063 Union JORDn 7-8612

MATHRAY'S FLOWERS
MARINA DISTRICT
Floral Offerings - Weddings & Decorations
Serving East Bay, Marin & Peninsula

2395 Chestnut WALnut 1-3838

Matrala Flowers 253 Collins SKYln 1-6245

MATRALA FLOWERS
2530-17th Av SK yline 2-0365
Matsuyoshi Florist 1729 Buchanan WEst 1-2121
McDonald Florist 822 Irving MOntra 4-1238
McMahon Ed 489 Castro UN drl 1-7885

MEI-LING FLORIST
Specializing in Funerals & Weddings
FLOWERS DELIVERED ANYWHERE

8:30 to 6 Daily - Sun. 10 to 1
956 Powell EXbrk 2-4279

MILLS BLDG FLORISTS
Podesta Baldocchi

A NUMBER TO REMEMBER

"Whenever You Want Fine Flowers"

YUKON 2-7100

Mills Bldg YUkon 2-7100

MISSION FLOWER SHOP
MISSION DISTRICT
Open Evenings - Sundays - Holidays

FUNERALS - WEDDINGS
Corsages - Cut Flowers - Plants

ELLIS HYMES

Near 24th St
2789 Mission Mison 7-8778

MOHR & TAMKE FLORISTS
2275 Mission VA encia 4-4015
(See Advertisement Page 299)

MY FLORIST
WALTER WINTER
Specializing
FUNERAL WORK-CORSAGES
WEDDINGS

OPEN
Sundays & Holidays 10 A.M. - 7 P.M.
Weekdays 9 A.M. - 9 P.M.

DELIVERY SERVICE

Corner Van Ness
1486 Market UNdrl 1-9993

Natalini's 627 Green GARfld 1-0425
(See Advertisement Page 300)

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

NAVLET'S FLOWER SHOP
423 Market GARfld 1-8826

NEDA'S FLOWER & GIFT SHOP
Open 8:30 A.M. to 8:30 P.M. & Sun
1681 Haight KLondie 2-2920
Nessier's Flower Shop
3196 Hillside Blvd Colma. PLaza 5-2432
New Mission Florist 2584 Mission VAencia 4-9900
(Continued Next Page)