

FLOWERS
By **SI**
FLORIST

★ WEDDINGS ★ FUNERALS
★ CORSAGES ★ CUT FLOWERS
★ POTTED PLANTS

CHARGE ACCOUNTS INVITED
Local & Bay Area Delivery Service Twice Daily
SI TASHJIAN - Prop.

Mission 7-9858
If No Answer Call SEabright 1-3872

ENTRANCE TO
NEW MISSION MARKET
2584 MISSION

ESTHER'S HOUSE OF FLOWERS
"The Difference is Quality"

• BOUQUETS • SPRAYS • GIFTS
• CORSAGES • PLANTS • CARDS
FUNERAL DESIGNS

Flowers for Any Occasion
Open Daily 10 A.M. to 8 P.M.
Closed Sunday
ESTHER SHANNON - Prop.

1716 DIVISADERO
San Francisco

WAInut 1-8834

"EXCLUSIVE BUT NEVER EXPENSIVE"

Flowers by Ken

FUNERAL DESIGNS
ARRANGEMENTS
CORSAGES
PLANTS

Delivery to Entire Bay Area
Interior Planting Charge Accounts

Valencia 6-6800
If No Answer Call Fillmore 6-5484
2450 MISSION
BETWEEN 20th & 21st STS.

KEN AND KIYO HEDANI



Krug Bros. Reuben Bros.

Quality Flower Shop

1-2214
SKYLINE-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 & Evenings
554 Clement St., at 7th Avenue

J. VARSİ FLOWERS

Bayview 1-5436
or EVergreen 6-9699

New Accounts Accepted by Phone
Delivery - City-Wide & Suburban
Flowers Telegraphed Anywhere

5501 Geary Blvd. at 19th Ave.
OPEN SUNDAY

Florists-Retail-(Cont'd)

CONSERVATORY FLORISTS
Janette Zohn Izzy Zohn
FUNERAL DESIGNS - WEDDINGS
CORSAGES - DECORATIONS
Telegraph and Delivery Service
Open Daily 8:30 A.M. to 8 P.M.
Closed Sunday Except Holidays

905 Larkin - PRspt 5-8066
If no answer call - PRspt 5-4133
Or - LÖmbrd 6-3455

CORAL TREE 3108A Fillmore - FIlmor 6-6336

CORONET FLORIST

Near
N. GRAY & CO.
MT. ZION HOSPITAL
SINAI MEMORIAL CHAPEL

ORDER BY PHONE
WE DELIVER

1508 Divisadero - FIlmor 6-2700

CORVI EDW 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 - HEmlök 1-2553
Cynthia's Flowers 822 Irving - MÖntrse 4-1238
(See Advertisement Page 351)

For accurate dialing of your calls, wait a few seconds for the steady hummming sound of the dial tone. Then dial each letter and numeral gently, without forcing. If you get a busy signal, please hang up before dialing again.

"IN THE MARINA"

Mathray's Flowers

Artistic Floral Arrangements for All Occasions

• SERVING EAST BAY, MARIN & PENINSULA
• CITY-WIDE DELIVERY SERVICE

2395 CHESTNUT ST.

Walnut 1-3838



HOUSE OF FLOWERS

• HOSPITAL BOWLS
• WEDDING FLOWERS
• FUNERAL DESIGNS

Florist Telegraph Delivery Assn.

DELIVERY
CITY-WIDE - BAY COUNTY
PENINSULA

6040
GEARY BLVD.
Near 25th Ave. **Skyline 2-2480**

Paganini Florist

"DRIVE IN" AND DECORATOR

FUNERAL DESIGNS
ARRANGEMENTS
CORSAGES
PLANTS

Liquor Dept. Ice Cubes

CHARGE ACCOUNTS WE DELIVER

Jordan 7-3448
LOMBARD & DIVISADERO

DARBEE FLORISTS

OUR 68th YEAR
ON NOB HILL
FLOWERS TELEGRAPHED ANYWHERE

Bonded F. T. D. Member
FLOWERS - PLANTS - GIFTS
WE DELIVER

Between Pine & California Sts
1036 Hyde - TUXedo 5-0208

DARTER'S FLOWERS

City-Wide Delivery
WE GIVE S. & H. GREEN STAMPS
780 Sutter - TUXedo 5-0885
If no answer call - HEmlök 1-7527

DECORATIVE PLANT RENTALS INC

FOLIAGE PLANTS - RENTAL & SALES
DAY - WEEK - MONTH
STORES - OFFICES - CONVENTIONS
TRADE SHOWS

6750 Russell City Rd Hayward
(No Inter-City Charge)
From San Francisco only
site Operator for - ENtrprise 1-0908
Other Areas call - Efrsn 7-4122

EILEEN'S FLORISTS

FRESH CUT FLOWERS
Delivered or Telegraphed Anywhere
Open Daily & Holidays

986 Sutter - ÖRöwy 3-8682

Elmer's Floral Shop
1681 Mission Rd S S F. - PLaza 5-2212
(Continued Next Page)

TO DARN A BIG HOLE
To furnish a firm base on which to work, baste a piece of mosquito netting over hole in garment.

Florists-Retail-(Cont'd)

EPSTEIN PLAZA FLORISTS
CHARLES LAGOMARSINO - Owner
WEDDINGS - BANQUETS
FUNERALS - HOSPITALS
PLANTS - CUT FLOWERS - CORSAGES
Member Florists Telegraph Delivery
Special Attention on Telephone Orders
DAILY DELIVERIES TO ALL BAY CITIES

Near Stockton
404 Sutter - GARfid 1-0234
If no answer call - DÖuglas 2-3880

Esther's House of Flowers
1716 Divisadero. WAInut 1-8834
(See Advertisement Page 350)

Evergreen Florist 3621 Balboa - SKYlin 1-0466

FTD-FLORISTS' TELEGRAPH DELIVERY

WHEN YOU WANT
TO WIRE FLOWERS

These FTD florists deliver flowers world-wide. Absolute satisfaction guaranteed or your money cheerfully refunded.



"WHERE TO CALL"

Amer Florist The 1217 Polk - ÖRöwy 3-9300
Arabian George 124 Montgy - YUKon 6-2241
Azzaro Bros 526 Columbus Av. - GARfid 1-1884
Belli & Belli Florists 430 Powell. YUKon 2-8800
Belmont Florist
Fillmore at Washington JÖrdn 7-2140
Benedetti's Flowers 2964-16th - HEmlök 1-3322
Blanchi Robert Flowers
129 Montgy. YUKon 6-1788
Blossom Shop The 1607 Haight. - MArkt 1-5833
Bouquet De Paris 3234 Scott. - WAInut 1-4488
Brown & Kennedy 3089-16th - UNdrhl 1-4127
Castro Flower Shop 489 Castro. - UNdrhl 1-7885
Darbee Florists 1036 Hyde. - TUXedo 5-0208
Epstein Plaza Florists
6040 Geary Bl. SKYlin 2-2480

Ivan's Flowers 1718A Polk. - ÖRöwy 3-7561
Marina Florists 2233 Chestnut. - WAInut 1-4482
Mark Hopkins Hotel Flower Shop
Calif & Mason. YUKon 2-4748
Mathray's Flowers 2395 Chestnut. WAInut 1-3838
Natalini's 1415 Stockton. - GARfid 1-0425
Navlet's Flower Shop 85-1st. - GARfid 1-8826
Otto's Florist 3047-16th. - UNdrhl 1-3938
Pappas Bros 3250 Junipero Serra Bl
Colma. PLaza 5-3131
Pinelli's Flowerland 714 Clement. SKYlin 1-4144
Podesta Baldocchi
224 Grant Av. - SÜltr 1-6200

FRANK'S FLOWER SHOP

SUNSET DISTRICT
Funerals - Weddings - Corsages
Near 19th Av. - Frank Kerkmazian
1821 Irving - MÖntrse 4-8732

FRANK'S FLOWER SHOP

1515 POLK
We Have No Other Branches
FRANK DALGERO - Owner
Near California
1515 Polk - ÖRöwy 3-3525

FREGOSI AL
George Vittori Joseph Fregosi
J. FREGOSI & SON
Since 1927
Call JUNiper 5-3386
Next to Valente Marini Perato
Funeral Home
Bet Onondaga & Geneva
4834 Mission - JUNipr 5-3386

GADDINI FLORISTS

FLORAL DESIGNS
For All Occasions
WE TELEGRAPH & AIR EXPRESS
Open Daily 8 A.M. to 6:30 P.M.
Deliveries to Entire Bay Area

549 Geary - ÖRöwy 3-1528

CLEAN SWEEP
A vegetable brush is handy for cleaning your grater. It gets into crevices, prevents snagging dish rag.

FERRY-TERMINAL FLORIST

Weddings - Funerals
DOWNTOWN
FREE DELIVERY

1st St. & Mission
Bay Bridge Terminal Bldg - GARfid 1-2164

FILLMORE FLOWER SHOP
We Telegraph Flowers The World Over
1731 Fillmore - WE st-1-9916
Floral Artist at Blum's 1445 Polk. - ÖRöwy 3-1913
FLOWER BOUTIQUE 2164 Union. FIlmor 6-1001

FLOWER BOWL THE

POLK DISTRICT
Flowers For All Occasions
Delivery & Wire Service

2341 Polk. - GR ayston 4-8129

FLOWER SHOP THE

NOB HILL DISTRICT
DELIVERY CITY-WIDE

At Taylor
1006 1/2 Pine - PRspt 6-8740

Flowerland Floral Shop
Below Woodlawn Cemetery
Colma
FLOWERLAND PINELLI'S
734 Clement. SKYlin 1-6397
Flowers By Ken 2450 Mission. - VAIncia 6-6800
(See Advertisement Page 350)

FRAGRANT FLOWER SHOP

CITY-WIDE FREE DELIVERY

729 Washington - YUKon 2-6034

FRANK'S FLORAL SHOP

SUNSET DISTRICT
Funerals - Weddings - Corsages
Near 19th Av. - Frank Kerkmazian
1821 Irving - MÖntrse 4-8732

FRANK'S FLOWER SHOP

FRANK'S FLOWER SHOP
1515 POLK
We Have No Other Branches
FRANK DALGERO - Owner
Near California
1515 Polk - ÖRöwy 3-3525

FRANK'S VALLEY FLORIST 1314 Polk. PR ospt 5-3742

FREGOSI

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

3282 Mission - MIsn 7-3655

FREGOSI AL
George Vittori Joseph Fregosi
J. FREGOSI & SON
Since 1927
Call JUNiper 5-3386
Next to Valente Marini Perato
Funeral Home
Bet Onondaga & Geneva
4834 Mission - JUNipr 5-3386

FREGOSI ANGELO 3282 Mission. - MI son 7-3655
Fregosi J & Son 4834 Mission. - JUNipr 5-3386
Frisella Frank 256 Gutzberg. - JUNipr 5-4749

GADDINI FLORISTS

FLORAL DESIGNS
For All Occasions
WE TELEGRAPH & AIR EXPRESS
Open Daily 8 A.M. to 6:30 P.M.
Deliveries to Entire Bay Area

549 Geary - ÖRöwy 3-1528

Would other members of your family appreciate a separate listing in the telephone directory... under their own names? The cost is small, the convenience great.

GELARDI'S FLORIST

The Florist with Original Ideas
Next to Valente Marini Perato & Co.
639 Green - DÖuglas 2-0758
If no answer call - PRspt 6-4150

GENEVA FLORIST

Dorothy & Leo Rosi
FLOWERS FOR ALL OCCASIONS
Pleasing You is Our Pleasure

912 Geneva Av. - JUNipr 4-7537

GEORGE'S HYDE-UNION FLOWERS

Hyde at Union
1954 Hyde - PRspt 5-4040
Gilmore Joseph P 3017-16th. - MArkt 1-3285
Gilmour Jon Howard 2964-16th. - HEmlök 1-3322
GOEPFNER EDW 224 Grant Av. - SÜltr 1-6200
Grant Market Florist 743 Market. - YUKon 6-4027

GREEN CORNER FLORISTS

2259 Polk - GR ayston 4-0292

GREOINE FLOWER SHOP

Opposite Home of Peace Cemetery
El Camino Real Colma
PLaza 5-8220

HARPER & BISHOP 3430 Geary Bl. SKYlin 1-1939
Henry Louise Marx Hotel. - GARfid 1-6084
Holm Francis F 3282 Mission. - MIsn 7-3655
Hotel Sir Francis Drake Florist

HOUSE OF FLOWERS THE

6040 Geary Bl. - SKYlin 2-2480
(See Advertisement Page 350)

Hoy Kee Co 1032 Stockton. - YUKon 2-4015

IYAN'S FLOWERS

FLOWERS FOR ALL OCCASIONS
Delivery & Telegraph Service

1718A Polk - ÖRöwy 3-7561

JOSEPH'S FLORIST

Now George Arabian
124 Montgy - DÖuglas 2-7210

JULIUS EPSTEIN PLAZA FLORISTS

404 Sutter. GARfid 1-0234

Junipero Serra Nursery & Florist
2455 Junipero Serra Bl Daly City. PLaza 5-4223
Kalmars's Flower Shop 488 Sutter. - EXbrook 2-1506
Kalmars's Flower Shop 488 Sutter. - EXbrook 2-9895

KAY'S FLORIST

CITY-WIDE DELIVERY
Flowers for All Occasions
Flowers Telegraphed Anywhere
NIGHT & DAY CALL

167 West Portal Av. - ÖVrind 1-3510

LA BOUGHAN'S FLORIST

ACCOUNTS OPENED BY PHONE
EXQUISITE DESIGNING
UNION SHOP
Delivery to All Bay Area
Open Sundays & Holidays
We Telegraph Flowers

1709 Noriega - SEabright 1-1514
Evenings call - LÖmbrd 4-4925

LAGOMARSINO CHAS J 404 Sutter. GARfid 1-0234

LAKE MERCED NURSERY & FLORIST
2231 Junipero Serra Bl Daly City. - PLaza 5-3040
Levi's Flower Shop 1803 Fillmore. - FIlmor 6-5851
LILAS LANE 2522 Irving. - ÖV rland 1-9639

LITTLE CITY FLORIST
785 Columbus Av. DÖuglas 2-8217
Loretta's Flower Shop 3840 Mission. JUNipr 7-6439
Madding Bill 1709 Noriega. - SEabright 1-1514
Madding W B 1709 Noriega. - LÖmbrd 4-4925
Maier Floral Co 3989-17th. - UNdrhl 3-4242

MANX HOTEL FLORISTS

FUNERAL DESIGNS OUR SPECIALTY
Floral Designs for All Occasions
LOUISE HENEREY

Manx Hotel - GARfid 1-6084

Manx Hotel Florists Manx Hotel. - GARfid 1-7070
Marcus Norman 898 Post. - GRayston 4-5900

MARINA FLORISTS

Flowers for Any & Every Occasion
Delivery Service
Open 7 Days a Week - 7 to 7
2233 Chestnut - WAInut 1-4482

Mark Hopkins Hotel Flower Shop
California & Mason. - YUKon 2-4748
Markie's Flower Shop 2035 Union. - JÖrdn 7-8612

MATHRAY'S FLOWERS
(See Advertisement Page 350)

Matraia Flowers 320-17th Av. - SKYlin 2-0365
Matson & Gumb's Floral Shop
911 Divisadero FIlmor 6-7325
McMahon Ed 489 Castro. - UN drhl 1-7885
MEI-LING FLORIST 956 Powell. - EXbrk 2-4279
(See Advertisement This Page)

MILLER AIDA FLOWERS 3407 Calif. SKYlin 2-4611
(See Advertisement Page 349)

MILLS BLDG FLORISTS

Podesta Baldocchi

A NUMBER TO REMEMBER
"Whenever You Want Fine Flowers"

YUKon 2-7100

Mills Bldg - YUKon 2-7100

Miraflores Flowers 695 Portola Dr. - ÖVrind 1-6199
If no answer call - SEabright 1-4839
(Continued Next Page)

Advertise here—it pays.

Flowers
FOR
all occasions

"FLORAL ARTISTRY
AT ITS BEST"

Specializing in Funerals & Weddings
MODERATE PRICES
-Your Charge Account Cordially Welcomed-
DELIVERY & FLOWERS
TELEGRAPHED ANYWHERE

Call - MÖntrse 4-1238
If No Answer - or After 6 P.M.
Call MÖntrse 1-0775

CYNTHIA'S FLOWERS
822 IRVING - Bet. 9th & 10th Aves.

SAN FRANCISCO FLORIST

• All Kinds of Floral Designs
• Bouquets • Corsages
FAST CITY-WIDE
DELIVERY SERVICE
Fresh Flowers Daily



Member T.D.S.

Flowers Wired Anywhere
Dot & Bill Forms - Ann Juba
DAY OR NIGHT CALL
ATwater 2-0542
2915-24th St.
Near San Francisco Hospital
Next to Leary Bros. Funeral Home

LA BOUGHAN'S FLORIST

ACCOUNTS OPENED BY PHONE
EXQUISITE DESIGNING
UNION SHOP
Delivery to All Bay Area
Open Sundays & Holidays
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Delivery Service
Open 7 Days a Week - 7 to 7
2233 Chestnut - WAInut 1-4482

**WEDDINGS
FUNERALS
CORSAGES
FLORAL DECORATIONS
WE DELIVER ANYWHERE**

EXbrook 2-4279

MEI-LING FLORIST
956 POWELL AT CLAY