

BISHOP AND HARPER
Floral Arrangements
ACCORDING TO THE AMOUNT YOU WISH TO PAY
DELIVERY SERVICE
LOCATED NEAR MOST HOSPITALS AND FUNERAL CHAPELS
CHARGE ACCOUNTS INVITED
SK 1-1939
3430 Geary Blvd. at Stanyan
NEAR CORONET THEATRE

Fashions in Flowers
FOR ALL OCCASIONS
SERVING THE ENTIRE BAY AREA
DELIVERY SERVICE
LELAND Florists
DE 3-8493
5 LELAND AVE. S.F.

LINDA'S FLOWER SHOP
Centrally Located Near Funeral Homes & Hospitals
We Specialize In:
• FUNERAL DESIGNS
• CORSAGES
• WEDDINGS
DELIVERY SERVICE
36 Yrs. Experience to Help Serve You
PHONE
JO 7-9507
"Send Flowers When You Care"
DAVID TORRES - Prop.
503A DIVISADERO

NEW MISSION MARKET FLORIST
Also Known As GELARDI FLORIST
Flowers for All Occasions
WEDDINGS - FUNERALS
DECORATIONS OF ALL KINDS
"The Florist with Original Ideas"
MI 7-9930
Delivery Entire Bay Area
Located at Entrance of New Mission Market
2584 MISSION Near 22nd

Florists-Retail-(Cont'd)
Flowerland Floral Shop
Below Woodlawn Cemetery
Colma PLaza 5-1055
FLOWERLAND PINELLI'S
714 Clement. SKyln 1-6397
Flowers By Ken 2450 Mission VA 6-6800
Flowers To Go
Open Evenings-Till 7 PM
Sundays Till 3 PM
2698 Bay Shore Bl JU 7-9340
FRANK'S FLORAL SHOP
SUNSET DISTRICT
Funerals - Weddings - Corsages
Near 19th Av. - Frank Korkmazian
1821 Irving MOntrse 4-8732
FRANK'S FLOWER SHOP
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
POLK DISTRICT
FLORAL ARRANGEMENTS
PLANTS - REPLANTING
Week Days 10 A.M. to 7 P.M.
Open Sundays 1 P.M. to 6 P.M.
Near
ST. FRANCIS MEMORIAL HOSPITAL
FRANK DI GIORNO - Owner
1314 Polk PR 5-3742

Frechette Robert Florists 986 Sutter ---OR 3-8682
(Please See Advertisement Page 391)
Check the YELLOW PAGES for WHO sells WHAT.

Floreria Latino Americana Se Habla Espanol
RAMOS-FLORES OF SAN FRANCISCO
DISTINCTIVE ARRANGEMENTS
24-Hour Service
We Wire Flowers
DELIVERY SERVICE
We Wire Flowers
WEDDINGS
NEW ARRIVALS
FUNERAL DESIGNS
PHONES
AT 3-0542
If No Answer Call LO 4-4941 2915-24th St.

Aida Miller Flowers
WEDDINGS • DECORATIONS
PLANTS • CORSAGES
Hospital Flowers
5 Min. Delivery Service to:
Children's, Mt. Zion, Kaiser,
St. Mary's, Hahnemann,
N. Grey - Hated - Sinal.
Carew & English - McAvoy O'Hara
FUNERAL DESIGNS
BAY AREA DELIVERY
CALL
SK 2-4611
IN LAUREL VILLAGE
3407 CALIFORNIA

FREGOSI
ANGELO FREGOSI
FRANCIS F. HOLM
Mission at 29th
FLOWERS FOR ALL OCCASIONS
3282 Mission Mison 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
Plants Rented & Floral Decorating
266 Guttenberg JUNipr 5-4749

FUNERAL FLOWER TELEPHONE ORDER FLORIST
SPECIALISTS IN
FUNERAL SPRAYS
FUNERAL WREATHS
FUNERAL DESIGNS
CASSET COVERINGS
Prompt Dependable Local and National Service
ORDER BY PHONE
CONVENIENT PAYMENT BY MAIL
TU 5-4450
Willard Watts Florist 587 Post Street
587 Post UN 1-5218
If no answer call.....UN 1-5218

GADDINI FLORALS
FLORAL DESIGNS
For All Occasions
WE TELEGRAPH FLOWERS ANYWHERE
Open Daily 8 A.M. to 6:30 P.M.
CLOSED SUNDAYS
Deliveries to Entire Bay Area
549 Geary OR 3-1528

GELARDI FLORIST New Mission Market Florist
See Our Ad under Florists Retail
2584 Mission MI 7-9930

GENEVA FLORIST
DOROTHY & LEO ROSI
Flowers for All Occasions
A Complete Floral Service
Geneva Near Mission
912 Geneva JU 4-7537

Gilmour Jon Howard 2964-16th HEmlak 1-3322
GOEPFNER EDW 224 Grant Av. SUTr 1-6200
Grant Market Florist 743 Market. YUkon 6-4027
GREEN CORNER FLORISTS
2259 Polk GR ayton 4-0292
OREGON FLOWER SHOP
Opposite Home of Peace Cemetery
El Camino Real Colma PL aza 5-8220
HARPER AND BISHOP FLORISTS
3430 Geary Bl SK 1-1939

HEAVENLY SCENT FLOWERS
Funeral Designs - Weddings
Corsages - Decorations
OPEN 9 TO 6 EXCEPT SUN.
Carl Olglati
3001 Taraval MO 1-3737

Henery Louise Marx Hotel. GARfId 1-6084
Holm Francis F 3282 Mission. Mison 7-3655
Hotel Sir Francis Drake Florist
Sutter & Powell. EXork 2-7755
Hotel Sir Francis Drake Florist
Sutter & Powell. EXork 2-7755
HOUSE OF FLOWERS THE
6040 Geary Bl. SKyln 2-2480
(Please See Advertisement Page 391)
Hoy Kee Co 1032 Stockton. YU kon 2-4015

To dial correctly, pull the finger all the way to the stop... then let dial return at its own speed.

IVAN'S FLOWERS
FLOWERS FOR ALL OCCASIONS
Delivery & Telegraph Service
1718A Polk ORWay 3-7561
JACK TAR HOTEL FLOWER SHOP
John Ross Flowers
FLOWERS FOR ANY OCCASION
Van Ness Av & Geary OR 3-3666

JOSEPH'S FLORIST
Now George Arabiat
124 Monty Duglas 2-7210
JULIUS EPPSTEIN PLAZA FLORISTS
Eppstein Plaza Florists
355 Geary GA 1-0234
Junipero Serra Nursery & Florist
2455 Junipero Serra Bl Daly City PL 5-4223
Kaiman's Flower Shop 488 Sutter. EX brook 2-1506
Kaiman's Flower Shop 488 Sutter. EX 2-9895
Kay's Avenue Florist 2386-30th Av. MOntrse 1-2449

KAY'S FLORIST
CITY-WIDE DELIVERY
Flowers for All Occasions
Flowers Telegraphed Anywhere
WEST PORTAL DISTRICT
Established Over 30 Years
167 W Portal Av OV 1-3510

KEN FLOWERS BY
2450 Mission VA 6-6800
(Please See Advertisement Page 390)

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 LOMbrd 4-4925

LAGOMARSINO CHAS J
Eppstein Plaza Florists
355 Geary GA 1-0234
Lal Wash Florist 1053 Stockton. YU 6-0637
LAKE MERCED NURSERY & FLORIST
2231 Junipero Serra Bl Daly City PLaza 5-3060
Leland Florists 5 Leland Av. DE 3-8493
(Please See Advertisement This Page)
LILAO LANE 2522 Irving. OV arland 1-9639
Linda's Flower Shop 503A Divisadero. JO 7-9507
(Please See Advertisement This Page)

LITTLE CITY FLORIST
785 Columbus Av. DUGlas 2-8217
Loretta's Flower Shop 3844 Mission. JU 7-6499
Maddling Bill 1709 Noriega. SEabright 1-1514
Maddling W B 1709 Noriega. LOMbrd 4-4925
Maier Floral Co 3989-17th UNdrlh 3-4242
MANGINI EMIL A
224 Grant Av SU 1-6200

MANX HOTEL FLORISTS
FLORAL DESIGNS FOR ALL OCCASIONS
WEDDINGS - FUNERALS
Louise Henery - Del. Service
Manx Hotel GA 1-6084

Manx Hotel Florists Manx Hotel. GARfId 1-7070
Marina Florists 2233 Chestnut. WAlnt 1-4482
Mark Hopkins Hotel Flower Shop
California & Mason YU 2-4748

MATHRAY'S FLORISTS
MARINA DISTRICT
Floral Offerings - Weddings & Decorations
Serving East Bay, Marin & Peninsula
2395 Chestnut WAlnt 1-3838

Matson & Brown Floral Shop 792 Lyon. FI 6-7325
McMahon Ed 489 Castro. UN 1-7885
McNamara-Bianchi Flowers 129 Monty. YU 6-1788
MEI-LING FLORIST 956 Powell. EXork 2-4279
(Please See Advertisement Page 391)

MEI WO FLORIST
FUNERAL & WEDDING DESIGNS
SKILLED CHINESE CREATIONS
CITY-WIDE DELIVERY
631 Jackson YUkon 2-3783

Merrivale Inc 3540 Buchanan. JOrdn 7-0615
MILLER AIDA FLOWERS
3407 Calif SKyln 2-4611
(Continued Next Page)

OUNCE OF PREVENTION
Walnuts tend to dry out your baked goods, so before adding to batter, soak in boiling water 5 minutes.

Florists-Retail-(Cont'd)
MILLS BLDG FLORISTS
Podesta Baldocchi
A NUMBER TO REMEMBER
"Whenever You Want Fine Flowers"
YUkon 2-7100
Mills Bldg YUkon 2-7100

MIRALOMA FLOWERS
695 Portola Dr OV 1-6159
If no answer call.....UN 3-9393

MISSION FLORIST
MISSION DISTRICT
FUNERALS - CORSAGES - CUT FLOWERS
Near Mission St Al Tese
3230-224 Mison 7-2104

MISSION FLORIST
3230-22d Mison 7-2104
(Please See Advertisement Page 390)
Monterey Florist 1600 Ocean Av. JU 5-7914
Morris the Florist 2202 Chestnut. FIlmor 6-7788

MY FLORIST
WALTER WINTER
Specializing
FUNERAL WORK-CORSAGES
WEDDINGS
OPEN
Sundays & Holidays 10 A.M. - 7 P.M.
Weekdays 9 A.M. - 8 P.M.
DELIVERY SERVICE
Corner Van Ness
1486 Market UNdrlh 1-9933

NATALINI'S New York Floral Co
641 Green GA 1-0424
NATIVE SON FLORIST
Holy Cross Cemetery PLaza 5-6630
If no answer call.....JU 8-4137
NAVETTE'S FLOWER SHOP 85-1st. GARfId 1-8826

NEDA'S FLOWER & GIFT SHOP
Near U. C. Hospital
St. Mary & St. Joseph's
Delivery Service
SPECIALIZING
WEDDING ARRANGEMENTS
CORSAGES - DECORATIONS
FUNERAL WORK
FLOWERING PLANTS & EVERGREEN
Open Sat. Sun. 8:30 AM - 8:30 PM
1681 Haight KL 2-2920

NEW MISSION MARKET FLORIST
2584 Mission MI 7-9930
(Please See Advertisement Page 391)
New York Floral Co 641 Green. GA 1-0424
Newton Esther 2001 Fillmore. WE 1-9731

NINTH AVENUE FLORIST
SINCE 1925
Complete Courteous Floral Service
Funerals - Weddings - Corsages
WE WIRE & DELIVER
1320-9th Av MOntrse 4-7763

SUNSET DISTRICT
Complete Courteous Floral Service
Funerals - Weddings - Corsages
WE WIRE & DELIVER
1320-9th Av MOntrse 4-7763

NOB HILL FLORIST
JERRY CIVETTA
Across from the St. Francis Hospital
OPEN SUNDAY 12 TO 8 P.M.
FUNERALS - WEDDINGS
FLOWERS BY WIRE
Delivery to East Bay, Marin County
and Peninsula Twice Daily
1036 Hyde PR 1-1036

O'CONNOR J J
2901 Mission Mison 7-7445
(Please See Advertisement Page 389)
O'Connor J J 2473 San Bruno Av. JUNipr 6-2640

Advertise here—it pays.

Florists-Retail-(Cont'd)
OLIVET FLOWER SHOP
GERTRUDE F. NEWTON
Flowers for All Occasions
SF - Peninsula - Coasts/ide
1450 Hillside Bl Colma PL 5-6731

OTTO'S FLORIST
Ross Soubirous
OPEN 8 A.M. TILL 8 P.M.
Closed Sundays & Holidays
3047-16th UN 1-3938

PAGANINI FLORIST
Specializing In
FUNERAL DESIGNS
DELIVERY SERVICE
Lombard & Divisadero JO 7-3448

PAPPAS BROS
Florists - Nurseryman Member F.T.D.
CUT FLOWERS - FLORAL DESIGNS
Wedding Decorations - Plants - Shrubs
3250 Junipero Serra Bl Colma-Plaza 5-3131

PARODI FLORAL CO
WEDDINGS - FUNERALS
Artistic Decorations & Designs
Delivery Service
1215 McAllister FIlmor 6-6522

Paul's Flowers
Opp Olivet Memorial Park Colma. PL aza 5-6563
Cypress Lawn Memorial Park Colma PL aza 5-2665
Paul's Tunnel Flower Shop 2103 Polk. ORWay 3-3183
Pearce Florist
1431 Burlingame Av Brinnan. DImrd 4-6823
(Please See Advertisement Page 391)

PICETTI FLORISTS
JOSEPH A. PICETTI
FLORAL DESIGNS A SPECIALTY
City-Wide Delivery Service
2193 Market UNdrlh 3-6328

Pinelli's Flowerland 714 Clement. SKyln 1-4144
PINELLI'S FLOWERLAND
714 Clement. SK yline 1-6397
Pioneer Nursery & Florist 435 F Colma. PL 5-1544

PLAZA FLORISTS
ALL TELEPHONE ORDERS
RECEIVE SPECIAL ATTENTION
404 Sutter DUGlas 2-3880
If no answer call.....GARfId 1-0234

PODESTA BALDOCCHI
We Telegraph Flowers Anywhere
224 Grant Av. SUTr 1-6200
From telephones served by the following exchanges
East Bay San Mateo
Palo Alto San Rafael
(No Intercity Charge)
Ask Operator for. Enterprise 10233

Fairmont Hotel Branch
Calif & Mason. GA Mid 1-1011
Plants & Gifts 2525 Calif. FIlmor 6-7950
St Francis Hotel Branch
Powell & Geary. SUTr 1-2080

Podesta Baldocchi Mills Bldg. YUkon 2-7100
PODESTA JACK
224 Grant Av. SU 1-6200

POLETTI'S FLORIST
311 Linden Av SSF. JU 8-7752
Presidio Florist 2189 Union. WAlnt 1-0963
QUALITY FLOWER SHOP INC
554 Clement SK 1-2214
(Please See Advertisement Page 391)

RAMOS-FLORES OF S F
2915-24th AT 2-0542
(Please See Advertisement Page 392)
Richmond Floral Co 554 Clement. BA yview 1-5655

ROSE & LEONA'S FLORAL SHOP
FLOWERS FOR ALL OCCASIONS
Also Including Grave Services
For All Cemeteries Incl. National
1539 Mission Rd SSF. PLaza 5-5267

ROSERIE THE
Established 1902
ROSERIE FLORIST
IN LAUREL VILLAGE
3465 Calif SK 2-2700

Florists-Retail-(Cont'd)
ROSSI JOHN FLOWERS
WEST PORTAL DISTRICT
FLOWERS FOR ANY OCCASION
FLOWERS BY WIRE
365 West Portal Av. LOMbrd 6-2260

Rossi John Flowers
Main Store 365 W Portal Av. LO 6-2260
Jack Tar Hotel Branch
Van Ness Av & Geary OR 3-3666
St Francis Hotel Flower Shop
Powell & Geary. SUTr 1-2080

SAN BRUNO FLOWER SALON
Cater To Golden Gate National Cemetery
443 St Mateo Av Sn Bruno. JU 8-4084
SAN FRANCISCO AIRPORT FLORISTS
S. F. Intl Airport. JU 8-5884
SAN FRANCISCO FLORIST Ramos-Flora of S F
2915-24th AT 2-0542

SCHIMMEL'S FLORAL SHOP Fillmore
Flower Shop
Open Every Day from 8 AM to 9 PM
1731 Fillmore WE 1-9916

SCHNEIDER FLORIST
Funeral Designs & Weddings
Near Mission Street
3236-21st Mison 7-7255
If no answer call.....AT 2-2224

School Street Nursery & Floral Shop
187 School Daly City. PLaza 5-6818

SCHRUMPF HENRY For
"LOVELIER FLOWERS"
Near 20th
911 Valencia Mison 7-8277

SERVEAU EMILE FLORIST
FLOWERS FOR ALL OCCASIONS
FRED H. WEDDE - NORVELL N. AGEE
Fillmore at Sacramento
2142 Fillmore WE 1-9626

SHERIDAN & BELL
FINE FLORAL DESIGNS
Delivered or Telephoned Anywhere
120 Malden Lane. SU 1-2300
If no answer call.....SE 1-6867

Ships Flower Stand Powell & Geary. YU 6-4101
SI TASHJIAN FLOWERS
2524 Mission MI 7-9858
(Please See Advertisement Page 390)

SIR FRANCIS DRAKE FLORISTS
430 Powell. YUkon 2-8800
Solon Chris Florist 940 Taraval. LOMbrd 6-9560
SOURIBROUS ROSS
3047-16th UN 1-3938
Stanley Florist 1116 Irving. DOrind 1-0643

STEIN ALBERT O FLOWERS
359 Sutter DUGlas 2-5544
24 Hours Night & Day call. DUGlas 2-5544

STOLTE'S FLOWERS
2660 Ocean Av. MOntrse 4-1180
(Please See Advertisement Page 391)

SUNSET FLORAL COMPANY
SINCE 1915
The Original Sunset Florists
R. C. "Frank" Brundage & Staff
Deliveries in All Bay Counties
Flowers by Wire - F.T.D. Member
Open Daily 8 A.M. to 7 P.M. - Sun. 9-2:30
NO OTHER BRANCHES
Use Your 1st Western & Bankamerilcard
1422 Haight UNdrlh 1-7422

Sunset Super Florist 2435 Irving. MO 4-8242

TANFORAN FLOWERS BY GENE
Eugene D. Saunders
WEDDINGS & FUNERAL DESIGNS
6175 Mission Daly City. DE 3-4320
If no ans call Pacifica. FLndrs 5-2623

Tashjian SI Flowers 2524 Mission. MI 7-9858
Taverna Angelo D 400 Balboa. SKyln 2-0868
TEMPLE OF FLOWERS
2209 Clement SK 2-7800

THATCHER'S FLOWERS
Member of Florists Telegraph Delivery
EXPERIENCED FLORISTS
CORRECT FLORAL DESIGNING
IN ANY CAPACITY
WE DELIVER IN ALL BAY COUNTIES
GEORGE R. KOCH
2085 Chestnut WE 1-5620

THERESA'S FLOWER STUDIO
2036 Taraval. LOMbrd 4-7356
(Please See Advertisement Page 390)
Tip-Top Florist 3352 Steiner. WAlnt 1-0747
Top of the Hill Florist Shop
2341 Polk. TUxedo 5-3321

Florists-Retail-(Cont'd)
TOWN FLORIST
747 Market YU 2-1399
Tunnel Flower Shop 2103 Polk. ORWay 3-3183
UNION FLORIST
3017-16th MA 1-3285

VARSII J CO
For Beautiful Flowers
DELIVERY
CITY-WIDE & SUBURBAN
CHARGE ACCOUNTS INVITED
OPEN SUNDAY
TILL 3 P.M.
At 19th Av
5501 Geary Bl. BA 1-5496
Or EV 6-9699

Varsii J Co 5501 Geary Bl. EVgrm 6-9699
Victor's Flowers 554 Clement. EVgrm 6-9663
Walter's Flower Shop
3315 Sacramento FI 6-3438

WEST PORTAL FLORAL SHOP
51 W Portal Av. MO 4-2856
WESTLAKE FLOWER SHOP
393 S Mayfair Av Daly City. PLaza 5-9326
If no answer call.....PL 5-9531

WILLARD WATTS FLORIST
THE FINEST
FLOWERS
SERVICE
and
DESIGNING
TUxedo 5-4450
sundays and evenings UN 1-5218
587 Post TUxedo 5-4450

Zohn's Conservatory Florists
905 Larkin. PRsct 5-4133
If no answer call.....LOmbrd 6-3455

Florists' Supplies
Adler Sidney Co 670 Brannan. YUkon 6-5443
ALERT DISPLAY MFG CO
2123 Market HE 1-2755
AVANSING-MORTENSEN & CO
150 Morris. GARfId 1-0904
Bailey Ceramics
Mfrs of Bowls & Vases
924 El Camino RI SSF. JU 8-6887

BRYANT SHEET METAL CO
PLANTERS
BRASS - COPPER - STAINLESS STEEL
IN STOCK OR MADE TO ORDER
1248 Divisadero FI 6-5792

Doud Ira & Co 690 Brannan. SUTr 1-4991
From telephones served by the following exchanges
East Bay Richmond
Hayward (No Intercity Charge)
Ask Operator for. Enterprise 12045

Goldammer George G
Mfg Planters & Vases
2011 Folsom HEmlak 1-1089
Mack Sales Co 855 Stevenson. HE 1-5774
Morello Wire Works
Floral Wire Design
920 Howard GARfId 1-7892
Somerset Nursery 660 Brannan. EXork 2-6758
Tara Flower Service 33 Atalaya Ter. SK 1-5628
Tealdi Bros Nursery 4318 Colma. PLaza 5-3860

FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.