

**WEDDINGS
FUNERALS
CORSAGES**
FLORAL DECORATIONS
WE DELIVER ANYWHERE
FLORIST TELEGRAPH DELIVERY

EXbrook 2-4279

MEI-LING FLORIST
956 POWELL AT CLAY

**CORONET
FLORIST**

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

ORDER BY PHONE
We Deliver

CALL
Fillmore 6-2700

1508 DIVISADERO

**BISHOP
And
HARPER**

Florists

Floral Arrangements
ACCORDING TO THE AMOUNT
YOU WISH TO PAY
DELIVERY SERVICE
"BANKAMERICARDS
accepted by phone"
CHARGE ACCOUNTS INVITED
SK 1-1939
3430 Geary Blvd. at Stanyan
NEAR CORONET THEATRE

**Roserie
FLORIST**

SK 2-2700

3465 CALIFORNIA ST.

Florists-Retail-(Cont'd)

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

FLORAL ARTIST AT BLUM'S
1445 Polk ORdry 3-1913

FLOWER BASKET
2035 Union FI 6-7942

FLOWER BOUTIQUE
By Mary Lopachet & Louis Gagliardi
QUALITY FLOWERS
Plants for Home & Garden - Gifts
2164 Union GR 6-1001

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

FLOWER NOOK THE
2584 Mission AT 2-7882
Flowerland Floral Shop
Below Woodlawn Cemetery
Colma PLaza 5-1055

**SPECIALIZING IN
FUNERAL
DESIGNS**

By
BUNGALOW FLORIST

Free City-Wide & Peninsula
Delivery

WEDDINGS & CORSAGES

CALL 7 DAYS
PLaza 5-3718
If No Answer Call PLaza 6-7020

1188 HILLSIDE BLVD. COLMA

*Fashions
in
Flowers*

FOR ALL
OCCASIONS
SERVING THE
ENTIRE BAY AREA

**LELAND
Florists**
Delivery Service
DE 3-8493
5 LELAND AVE. S.F.

**ROBERT FRECHETTE
FLORIST**

SPECIALIZING
PERSONALIZED FLOWER DECOR FOR
OFFICE & BANQUET

★ WEDDINGS ★ FUNERALS
★ PARTIES

PROMPT DELIVERY
We're As Near As Your Phone

CALL
OR 3-8682

WITHIN ONE BLOCK OF HALSTED'S -
GOLDEN GATE & ST. FRANCIS HOSPITAL
986 SUTTER

FLOWERLAND PINELLI'S
714 Clement SKYn 1-6397
Flowers By Ken 2450 Mission VA 6-6800
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**
OR 3-3525
SERVING THE
POLK DISTRICT
FOR OVER 25 YEARS
NO BRANCHES
Frank Dalgero - Owner
1515 Polk OR 3-3525

FRANK'S VALLEY FLORIST
POLK DISTRICT
FLORAL ARRANGEMENTS
FUNERAL - SPRAYS
WREATHS - DESIGNS
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 This Page)

FREGOSI

ERNEST DEMATTEI
Mission at 29th
FLOWERS
FOR ALL OCCASIONS
City Wide Delivery
3282 Mission MI 7-3655

FREGOSI FLOWERS
Al Fregosi - Geo. Vittori - Jos. Fregosi
J. FREGOSI & SON
Since 1927
Call Juniper 5-3386
Next to Valente Marini Perato
Funeral Home
Bet Onondaga & Geneva
4834 Mission JU 5-3386

Fregosi J & Son 4834 Mission JU 5-3386
Frisella Frank
Plants Rented & Floral Decorating
266 Gutfenberg JUNipr 5-4749

GADDINI FLORISTS

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

GENEVA FLORIST

DOROTHY & LEO ROSI
Flowers for All Occasions
A Complete Floral Service

Geneva Near Mission
912 Geneva JU 4-7537

Gilmoor Jon Howard 2964-16th HE 1-3322
Grant Market Florist 743 Market YUkon 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

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 Olgiati
3001 Taraval MO 1-3737

Heneroy Louise Manx Hotel GARld 1-6084
HOUSE OF FLOWERS THE
6040 Geary Bl SKYn 2-2480
(Please See Advertisement Page 405)
Hoy Kee Co 1032 Stockton YU kon 2-4015

IVAN'S FLOWERS & GIFTS

FOR ALL OCCASIONS
City-Wide Delivery
FTD TELEGRAPH SERVICE
Proprietors,
IVAN CEPERNICH OR 3-7561
R. F. GHEZZI
2164 Polk OR 3-7561

JACK TAR HOTEL FLOWER SHOP
John Rossi Flowers
FLOWERS FOR ANY OCCASION
Van Ness Av & Geary OR 3-3666

JOSEPH'S FLORIST
Now George Arabian
124 Monty DOuglas 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 404)

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 L0mbrd 4-4925

LAGOMARSINO CHAS J
Eppstein Plaza Florists
355 Geary GA 1-0234

Lal Wah 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)

LITTLE CITY FLORIST
785 Columbus Av DOuglas 2-8217
Loretta's Flower Shop 3844 Mission JU 7-6439
Madding Bill 1709 Noriega SEabright 1-1514
Madding W B 1709 Noriega L0mbrd 4-4925
Maner Floral Co 3989-17th UNdrlh 3-4242

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

Manx Hotel Florists Manx Hotel GARld 1-7070
Marina Florists 2233 Chestnut JO 7-4512
Marina Florists 2233 Chestnut WAInt 1-4482
Mark Hopkins Hotel Flower Shop
California & Mason YU 2-4748

(Continued Next Page)

An extension telephone saves
time and steps—doubles the use-
fulness of your present telephone.

Florists-Retail-(Cont'd)

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

McMahon Ed 489 Castro UN 1-7885
McNAMARA-BIANCHI FLOWERS
129 Monty YU 6-1788
MEI-LING FLORIST 956 Powell EXbrk 2-4279
(Please See Advertisement Page 406)

MEI WO FLORIST
631 Jackson YU 2-3783
Merryvale Inc 3640 Buchanan JOrdn 7-0615

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

MISSION FLORIST
MISSION DISTRICT
FUNERALS - CORSAGES - CUT FLOWERS
Near Mission St Al Toso
3230-22d Missn 7-2104

MISSION FLORIST
3230-22d Missn 7-2104
Montrey Florist 1600 Ocean Av JU 5-7914
Morris the Florist 2202 Chestnut Flimor 6-7788

MY FLORIST

WALTER WINTER
Specializing
FUNERAL WORK-CORSAGES
WEDDINGS
OPEN
Sundays & Holidays 10 A.M.-3 P.M.
Weekdays 9 A.M.-7 P.M.
DELIVERY SERVICE
Corner Van Ness
1486 Market UN 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 JUNo 8-4137

NAVLET'S FLOWER SHOP 85-1st GARld 1-9826

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 York Floral Co 641 Green GA 1-0424

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

NOB HILL FLOWERS
1036 Hyde PR 1-1036
(Please See Advertisement Page 405)

O'CONNOR J J
2901 Mission MIssn 7-7445
(Please See Advertisement Page 404)

O'Connor J J 2473 San Bruno Av JUNipr 6-2640

OLIVET FLOWER SHOP
GERTRUDE F. NEWTON
Flowers for All Occasions
Delivery to SF - Peninsula - Coastside
1450 Hillside Bl Colma PL 5-6731

Florists-Retail-(Cont'd)

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 - Nurserymen 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
1231 McAllister FI 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 ORdry 3-3183

PEARCE FLORIST
1431 Burlingame Av Brimgm DIMnd 4-6823
(Please See Advertisement Page 405)

PINELLI'S FLOWERLAND
714 Clement SK yline 1-4144
Pioneer Nursery & Florist 435 F Colma PL 5-1544

PLAZA FLORISTS
ALL TELEPHONE ORDERS
RECEIVE SPECIAL ATTENTION
355 Geary DO 2-3880
If no answer call GA 1-0234

PODESTA BALDOCCHI
We Telegraph Flowers Anywhere
224 Grant Av SUttr 1-6200
From telephones served by the
following exchanges
East Bay San Mateo
Palo Alto San Rafael
(No Intercity Charge)
Ask Operator for: Entprise 10233
Fairmont Hotel Branch GA rfd 1-1011
Callif & Mason
Plants & Gifts 2525 Calif FIlmor 6-7950
St Francis Hotel Branch
Powell & Geary SUttr 1-2080
Podesta Baldocchi Mills Bldg YUkon 2-7100

PODESTA JACK
224 Grant Av SU 1-6200

POLETTY'S FLORIST
588-7752

PRESIDIO FLORIST 2189 Union WAInt 1-0963

QUALITY FLOWER SHOP INC
554 Clement SK 1-2214
(Please See Advertisement Page 405)

RAMOS-FLORES OF SAN FRANCISCO
Floreria Latino Americana
DISTINCTIVE ARRANGEMENTS
24-HOUR SERVICE
84 Carl L0 4-4941

Richmond Floral Co 554 Clement BA 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
3465 Calif SK 2-2700
(Please See Advertisement Page 406)

ROSSI JOHN FLOWERS
WEST PORTAL DISTRICT
FLOWERS FOR ANY OCCASION
FLOWERS BY WIRE
365 West Portal Av L0mbrd 6-2260

Rossi John Flowers
Main Store 365 W Portal Av L0 6-2260
Jack Tar Hotel Branch
Van Ness Av & Geary OR 3-3666
St Francis Hotel Flower Shop
Powell & Geary SUttr 1-2080

SAN BRUNO FLOWER SALON
Cater To Golden Gate National Cemetery
443 Sn Mateo Av Sn Bruno JUNo 8-4084

SAN FRANCISCO AIRPORT FLORISTS
S F Intl Airport JUNo 8-5884

S F FLORIST
84 Carl L0 4-4941

Florists-Retail-(Cont'd)

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 MIssn 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
913 Valencia Missn 7-8277

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

SHERIDAN & BELL INC
FINE FLORAL DESIGNS
Delivered or Telephoned Anywhere
120 Maiden 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
Or VA 6-1200
(Please See Advertisement Page 404)

SIR FRANCIS DRAKE FLORISTS
Solon Chris Florist 940 Taraval L0mbrd 6-9560
3047-16th UN 1-3938
Stanley Florist 1377-9th Av OV 1-0643

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

STOLTE'S FLOWERS
2660 Ocean Av MOntrse 4-1180
(Please See Advertisement Page 405)

SUNSET FLORAL COMPANY
SINCE 1915
The Original Sunset Florists
R. C. "Frank" Brundage & Stoff
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
Use Your 1st Western & Bankamericard
1422 Haight UN 1-7422
If no answer call SK 1-2865

TAMFORAN 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 SKYn 2-0868

THATCHER'S FLOWERS

MARINA DISTRICT
Member of Florists Telegraph Delivery
COMPLETE
FLORAL SERVICE
WE DELIVER IN ALL BAY COUNTIES
GEORGE R. KOCH
2085 Chestnut WE 1-5620

THERESA'S FLOWER STUDIO
The Exquisite in Floral Design
PARKSIDE DISTRICT
Member of
Florists Telegraph Delivery
THERESA & PETER F. FERRERO
At 31st Avenue
2036 Taraval L0 4-7356

Tip-Top Florist 3352 Steiner WAInt 1-0747
Top of the Hill Florist Shop 2341 Polk TUxedo 5-3321

TOWN MARKET FLORIST
747 Market YU 2-1359
Tunnel Flower Shop 2103 Polk ORdry 3-3183

UNION FLORIST CO
3017-16th MA 1-3285

That steady hmmm of the dial
fone is your telephone's way of
asking, "Number, Please."

Florists-Retail-(Cont'd)

VARS J CO

For Beautiful Flowers
VARS
CHARGE ACCOUNTS INVITED
OPEN SUNDAY TILL 3 P.M.
BA 1-5436
5501 Geary Bl BA 1-5436
At 19th Ave

Victor's Flowers 554 Clement EVgrn 6-9663
Walter's Flower Shop
3315 Sacramento FI 6-3438

WEST PORTAL FLORAL SHOP MO 4-2856

WESTLAKE FLOWER SHOP PLaza 5-9326
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
587 Post TU 5-4450
If no answer call UN 1-5218

Zohn's Conservatory Florists
905 Larkin PRpsct 5-4133
If no answer call L0mbrd 6-3455

Florists' Supplies

Adler Sidney Co 670 Brannan YUkon 6-5443

ALERT DISPLAY MFG CO
2123 Market HE 1-2755

AVANSINO-MORTENSEN & CO
150 Morris GARld 1-0904

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 SUttr 1-4991
From telephones served by the
following exchanges
East Bay Richmond
Hayward
(No Intercity Charge)
Ask Operator for: Entprise 12045

Goldammer Geo G
Mfg Ceramic Baby Novelties
2011 Folsom HE 1-1089

MACK SALES CO
SCULPTURED RELIGIOUS FIGURES
WEATHERED REDWOOD SHRINES
CERAMIC PLANTERS AND CONTAINERS
855 Stevenson HE 1-5774

Morello Wire Works
Floral Wire Design
920 Howard GA rfd 1-7892
Somerset Nursery 660 Brannan EXbrk 2-6758
Tealdi Bros Nursery 431B Colma PLaza 5-3860

Florists-Wholesale

Adolph's Flower Shop 554 Clement EVgrn 6-9663
Associated Cut Fern Growers Inc
644 Brannan SUttr 1-8410

AVANSINO-MORTENSEN & CO
150 Morris GARld 1-0904
From telephones served by the
following exchanges
East Bay
(No Intercity Charge)
Ask Operator for: Entprise 12042

Bay Area Wholesale Florist
1420 Wayland JU 6-0412
Botlini Wholesale Florist 149 Morris EXbrk 2-9449
Calif Evergreen Nurseries
3995 Alemany Bl PLaza 5-6040

CALIF FLOWER MARKET INC
TABLES AND STORE
Rentals Only
640 Brannan EX 2-7944

(Continued Next Page)