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- Florists**
- Alberts Flower Shoppe 1932 Fillmore, Walnut-3736  
Alice Mae Flower Shop 1508 Divisadero, Fillmore-10076  
American Florist The 1217 Polk... Franklin-314  
Amling & Clapp 415 Natoma... Kary-1739  
Art Floral Co Inc 247 Powell... Kary-3524  
Associated Flower & Sply Co 172-5th, Douglas-8791  
Avansino Bros & Co 257 Geary... Douglas-3880  
Avansino & Mortensen 175-5th... Kary-777  
Avenue Florists 579 Columbus... Garfield-3863  
Axell J A 191-5th... Kary-225  
Azzaro Bros 500 Columbus... Kary-266  
Barton's Flower Shop 1207 Sutter... Graystone-1149  
Barton Flower Shop 2209 Union... West-3752  
Bay View Florist 4528-3rd... Atwater-6863  
Belmont Florist Co 2360 Fillmore... West-1284  
Benedetti Phil 2980-10th... Hemlock-7400  
Bernal Florists 3480 Mission... Miss-917  
Bianchini O J 579 Columbus... Garfield-3863  
Blossom Shop 1014 Haight... Market-4049  
Bottini Wholesale Evergreen Co 179-5th, Garfield-2014  
Bouquet Shop 5059 Geary... Evgreen-4044  
**BROWN & KENNEDY** 3089-16th... Market-170  
Calif Floral Co 1413 California... Franklin-2186  
Calif Flower Market 171-5th... Douglas-4719  
Calif Novelty Flower Co 406 Geary... Prospect-229  
Castro Floral Shop 489 Castro... Park-3943  
Central Florist 639 Green... Douglas-1695  
City Flower Shop 424 Bush... Davenport-4150  
Clapp Warren K 415 Natoma... Kary-1739  
Clement Floral Co 309 Clement... Pacific-375  
Conci P & Sons Junipero Serra Blvd, Randolph-1192  
Conservatory The 905 Larkin... Prospect-8066  
Curran Floral Shop 4437 Geary... Pacific-6060  
Darbee 1036 Hyde... Franklin-208  
Demola Bros 167-5th... Douglas-3249  
Dunlap Harold A 257 Geary... Douglas-3880  
Enomoto & Co 159-5th... Garfield-4542  
Eppstein Julius St Francis Hotel... Sutter-875  
Excelsior Flower Shop 4721 Mission, Randolph-7083  
Fashion Floral Co 2327 Mission... Atwater-5581  
Ferry Florists Ferry Bldg... Kary-454  
Fillmore Flower Shop 2001 Sutter... West-3464  
Flower Basket The 1808 Polk... Graystone-507  
Flower Shop The 389 O'Farrell... Franklin-6022  
Forget Me Not Flower Shop 1615 Ocean, Delaware-3724  
Frame E V 1520 Union... Walnut-2760  
Francis Floral & Decorating Co 517 Sutter, Douglas-1132  
Francis Floral & Decorating Co 317 Sutter, Douglas-4041  
Frank's Floral Shop 537 Geary... Franklin-8736  
Freyosi J 4834 Mission... Randolph-3386  
**GAY & BROAD** 1141 Sutter... Graystone-5660  
**GEARY ST FLORAL CO** 418 Geary, Franklin-5716  
Geneva Nursery 798 Geneva... Randolph-3157  
Giovannoni F 639 Green... Douglas-1695  
Goepfer Edward 221 Grant... Sutter-2775  
Gold Star Flower Shop 879 Sutter... Prospect-6750  
Golden Gate Floral Co 901 Clement, Evgreen-3265  
Golden Gate Florist 600 Jackson... China-1592  
Goldstone Joe 1725 O'Farrell... West-2269  
Gregoire Louis Holy Cross Cemetery... Randolph-331  
**HABIT FLORAL CO** 1671 Haight... Market-1022  
Haight St Floral Co 488 Haight... Park-2775  
Hamm's 256 Sutter... Kary-3210  
Honda T 187-5th... Garfield-3078  
Hub Florists 3 Gough... Hemlock-330  
Inoue Florist 510 Bush... Garfield-1852  
Iselti E 3179-10th... Market-3161  
Jack S 747 Market... Garfield-3150  
Jacobson Ernest 509 Haight... Park-363  
Jasper Fred C & Son 141 Powell... Douglas-4946  
Joseph B M 233 Grant... Douglas-7210  
Kokenos Thomas 2067 Sutter... West-6682  
Kracke S J 212 Sutter... Kary-5518  
Kuhl's Flower Shop 553 Sutter... Kary-101  
Lafayette Flower Shoppe 2051 Union... West-2665  
La France Florist 1954 Hyde... Graystone-765  
La Russie Florist Shop 1589 Ellis... West-6449  
Levin's Flower Shop 1803 Fillmore... West-4615  
Little Bouquet The 710 Bush... Douglas-3779  
**MARINA FLORIST THE** 2195 Chestnut, Walnut-4482  
Mark Hopkins Flower Shop Mark Hopkins Hotel, Kary-5379  
Matraia & Zappellini 182-5th... Sutter-4716  
McLellan E W Co 439 Natoma... Sutter-85  
Miller Floral Co 430 Hayes... Walnut-1589  
Mission Florists The 2587 Mission... Miss-2104  
Mission & Twenty Ninth St Florist 3295 Mission, Miss-3655  
Mirassoul Blossom Shop 6729 Geary, Evgreen-2158  
Mohr F W 2850-21st... Valencia-927  
Murata J & Co 187-5th... Kary-1666  
**NAGLE & HERBST** 1101 Valencia... Miss-8888  
Navaret Bros 1422 Haight... Park-7422  
New Fillmore Florists 1320 Fillmore... West-9104  
New York Floral Co 1504 Stockton... Garfield-349  
Ninth Avenue Florist 1320-9th Av... Sunset-7763  
O'Connor John J 2901 Mission... Miss-5988  
Pac Nursery, Colma... Randolph-644  
Paganini Florists 622 Green... Garfield-4638  
Pagano J Bab 257 Geary... Douglas-3880  
**PALACE FLOWER SHOP THE** Palace Hotel, Sutter-1904  
Pappas Geo Holy Cross Cemetery... Randolph-988  
Pardina Garden Green & Polk... Graystone-292  
Paris Floral Co 190 Geary... Garfield-3195
- (Continued Next Page)

- Florists—(Cont'd)**
- PARISIAN FLOWER SHOP** 4089-18th, Atwater-5582  
Park Floral Co 4201 Geary... Bayview-350  
**PARODI FLORAL CO** 1215 McAllister, Fillmore-6522  
Pelicano Rossi Floral Co Inc 123 Kearny, Douglas-426  
Petroni Joseph 1366 San Bruno... Miss-2882  
Picetti Bros 2101 Market... Park-9365  
Pignataro Vincenzo 414 Clement... Pacific-844  
Pinelli's Flowerland 315-8th Av... Pacific-6397  
Plath H & Sons 210 Lawrence... Randolph-1120  
Podesta & Baldocchi 224 Grant... Sutter-6200  
Polk Flower Market 1412 Polk... Graystone-7921  
Polk & Post St Flower Shop 1104 Polk, Prospect-3277  
Portal Flower Shoppe 40 West Portal, Sunset-4895  
Presidio Florist The 2189 Union... Walnut-2952  
Provenzano Thomas 1104 Polk... Prospect-3277  
Quality Flower Shop 554 Clement... Pacific-2214  
**RICHMOND FLORAL CO** 555 Clement, Pacific-8964  
Rosario The New 1702 Divisadero... West-633  
Roseland Flower Shop The 1749 Fillmore, West-7485  
**ROSERIE THE** 3381 Sacramento... West-741  
Rossi Angelo 123 Kearny... Douglas-426  
Rossi G & Co 645 Geary... Franklin-9580  
Rossi Pelicano Floral Co 123 Kearny... Douglas-426  
Rustic Nursery The 2347 Lombard... West-5669  
S F Florist 1014 Polk... Miss-8895  
S F Flower Growers Assn 5th & Hurd, Sutter-8411  
S F White Cut Flower Co 880 Hurd, Garfield-6397  
San Mateo Nursery Co 160-5th... Garfield-6735  
Schic Floral Co 2621 Mission... Valencia-6154  
Schwerin Edward H 606 Walbridge, Randolph-4804  
Scott The Misses 478 Post... Garfield-3446  
Seveau Emile 2142 Fillmore... West-586  
Shelgrain & Ritter 148 Kearny... Kary-3999  
Shiragane H 1811B Post... West-9558  
Simonetti A Colma... Randolph-2390  
Sixteenth St Florists 3179-16th... Market-3161  
Stein Albert O 1150 Sutter... Franklin-7120  
Sun Fat Yuen Co 30 Spofford... China-1509  
Sunset Floral Co 1422 Haight... Park-7422  
Suzanne Floral Co 19 Mason... Prospect-1970  
Sylvanate Flower Garden 409 Polk, Graystone-9716  
Taylor's Flower Shop 2201 Clement... Evgreen-716  
**TELEPHONE EVERGREEN CO** 455 Bush, Kary-3959  
Thomas Bros 1605 Polk... Graystone-2063  
**TOEPKE EDWIN H** 716 Irving... Sunset-1238  
Tuxedo Floral Co 1725 O'Farrell... West-2269  
Twenty-Second St Florist 3230-22nd... Miss-662  
Union Florists 3017-16th... Market-3285  
United Flower & Supply Co 463 Bush, Sutter-3169  
Western Evergreen Co 190-5th... Douglas-5896  
Western Evergreen Co 190-5th... Kary-5364  
Wood Mrs Baldwin 229 Post... Douglas-3340  
Wood Gertrude 229 Post... Douglas-4793  
Yonemoto J 528, Hemlock... West-6333  
Young American Florists 3022 Mission, Miss-1401

**Floral Designs**

**NAGLE & HERBST** 1101 Valencia... Miss-8888  
**RICHMOND FLORAL CO** 555 Clement, Pacific-8964  
Tuxedo Floral Co 1725 O'Farrell... West-2269

**Retail Florists**

**AMER FLORIST THE** 1317 Polk... Franklin-314  
**BALDOCCHI & PODESTA** 234 Grant, Sutter-6200  
**BELMONT FLORIST CO** Free Auto Delivery to All Parts of the City.  
2360 Fillmore... West-1284

**BENEDETTI PHIL** Florist  
Funeral Work Our Specialty  
Near Mission  
2980-10th... Hemlock-7400

**BROWN & KENNEDY** 8089-16th... Market-170  
**CITY FLOWER SHOP** FLORAL DESIGNS  
Cut Flowers and Plants  
424 Bush... Davenport-4150

**Florists—(Cont'd)**

**Retail Florists—(Cont'd)**

**CONCI P & SONS** Florist AND NURSERY  
Funeral Work a Specialty  
Near Colma  
Junipero Serra Blvd... Randolph-1192

**DARBEE** FLORAL DESIGNS  
Flowers for All Occasions  
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1038 Hyde... Franklin-208

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Delivery Everywhere  
Hotel St. Francis... Sutter-875

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1806 Polk... Graystone-507

**FLOWER SHOP THE** 359 O'Farrell, Franklin-6022  
**FRANCIS FLORAL & DECORATING CO** 317 Sutter... Douglas-4041  
**FREDIANI & SCHIMMEL** Open Sundays & Holidays  
Florists & Decorators  
2001 Sutter... West-3464  
**GOLDEN GATE FLORAL CO** 901 Clement, Evgreen-3265  
Goch Gen A J 1636 Hyde... Franklin-208  
**HUB FLORISTS** 3 Gough... Hemlock-330  
**INOUE FLORIST** FLOWERS FOR ALL OCCASIONS  
FREE DELIVERY  
510 Bush... Garfield-1852

**JACOBSEN ERNEST** 509 Haight... Park-363  
**JOSEPH B M** 233 Grant... Douglas-7210  
Kuhl's Flower Shop 553 Sutter... Kary-101  
Marina Florist The 2195 Chestnut... Walnut-4482  
(See Advertisement This Page)

**MISSION FLORISTS THE** 2587 Mission, Miss-2104  
**MOHR F W** 2850-21st... Valencia-927

**NAGLE & HERBST** Louis F. Herbst John D. Nagle  
FLORISTS and DECORATORS  
1101 Valencia... Valencia-8888  
Miss-8888

**NAYLET CHAS C CO INC** 423 Market, Kary-4279

**Florists—(Cont'd)**

**Retail Florists—(Cont'd)**

**PALACE FLOWER SHOP THE** Palace Hotel, Sutter-1904  
**PARIS FLORAL CO** 190 Geary... Garfield-3195  
Park Floral Co 4201 Geary... Bayview-350  
(See Advertisement Opposite Page)  
**PARODI FLORAL CO** 1215 McAllister, Fillmore-6522  
**PICETTI BROS** 2101 Market... Park-9365  
**PINELLI'S FLOWERLAND** 315-8th Av, Pacific-6397

**PLAZA FLORISTS THE** Florists and Decorators  
J. Bob Pagano Louis J. Capurro  
Harold A. Dunlap  
257 Geary... Kary-2374  
Douglas-3880

**PODESTA & BALDOCCHI** We Telegraph Flowers Anywhere  
224 Grant... Sutter-6200  
**POLK & POST ST FLOWER SHOP** Artistic Floral Designs Open Sundays  
Portal Flower Shoppe 46 West Portal, Sunset-4895  
Quality Flower Shop 554 Clement... Pacific-2214  
(See Advertisement Opposite Page)  
Richmond Floral Co 555 Clement... Pacific-8964  
(See Advertisement Opposite Page)  
**ROSAIA BROS** 3022 Mission... Miss-1401  
Rosario The 3381 Sacramento... West-741  
**ROSELAND FLOWER SHOP THE** 1749 Fillmore, West-7485  
**S F SEED & BULB CO** 147-5th... Sutter-4494  
Seveau Emile 2142 Fillmore... West-586  
(See Advertisement This Page)  
**SUZANNE FLORAL CO** 19 Mason... Prospect-1970  
Taylor's Flower Shop 2201 Clement... Evgreen-716  
(See Advertisement Opposite Page)  
(Continued Next Page)

Make a habit of consulting these pages. You will be surprised by the great variety of things and services represented here.

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