

Therens BAKERY PRODUCTS

- Coffee House
- Pies Our Specialty
- Decorated Cakes
- For All Occasions

MAIN STORE
 Tuexedo 5-3060
 1946 Van Ness Ave.

SUTTER 1-8475
 200 Powell

ORWAY 3-6197
 1444 Polk

Jordan 7-0901
 2324 Chestnut

Adeline BAKE SHOP

Artistic Wedding Cakes

Party Cakes
 French Pastry and
 Patis Fours
 WE DELIVER
 Open Every Day
 8:30 A.M. to
 6:30 P.M.

SEabright 1-1434
 53 West Portal Ave.

Fantasia CONFECTIONS

"A Taste Treat of Quality"

WEDDING - DECORATED CAKES
 CANDIES • COOKIES • ICE CREAM

FANTAFREEZE - ICE CREAM CAKE

Telephone Orders Filled Promptly
 Delivery Service

SKYline 2-0825
 3830 California St. (Nr. Arguello)

HOME OF FRENCH PASTRY & ITALIAN RUM CAKES

WEDDING CAKES and BIRTHDAY CAKES Made to Order

Sole Importer of Chiambretto Products Torino, Italy

Mission 7-5469
 PIERRE DE MICHELLI, Prop.

ITALIAN AMERICAN PASTRY CO.
 2860 MISSION
 Bet 24th & 25th Streets

Bakers' Equipment- (Cont'd)

Read Standard Corporation
 420 Market DO uglas 2-6079
SCHNEIDER BROS 1038 Howard HE mlock 1-8561
SCOTT EQUIPMENT CO
 55 Brady MA rket 1-2667

SICHEL BAKERY EQUIPMENT CO
 Complete Bakery Equipment and Machinery
 66 Potrero Av. KL endike 2-3900
 Marvin Sichel, Res. BA yview 1-1463
 Herbert N Sichel, Res. PR ospect 5-8822

STATEWIDE OVEN & MACHINERY CO
 A Complete Line of BAKERY EQUIPMENT
 Ovens - Slicers - Wrappers
 541 Octavia HE mick 1-3335

STIEFVATERS'
 "Everything to Bake Anything"
 Anets Donut Fryers & Proof Boxes
 Century Equipment
 Oliver Wrapping & Slicing Machines
 Lockwood Bread, Cake & Bun Pans
 Columbus Store Fixtures
 Colborne Pie Equipment
 Dough Retarding & Refrigeration Equipment

750 Battery YU kon 6-4018

U'S BREAD SLICERS-ROLL SLICERS--
 U S SLICING MACHINE CO INC
 989 Howard GA rfd 1-8429

Bakers' Equipment- Repairing

SCHNEIDER BROS BAKERS' MACHINERY
 Read - Hobart - Century - Triumph
 Repairing • Used & Rebuilt
 1038 Howard HE mlock 1-8561

Sichel Bakery Equipment Co
 66 Potrero Av KL endike 2-3900
 From telephones served by the following exchange
 East Bay Zone
 (No Inter-City Charge)
 Ask "Operator" for Entrprise 11144

STATEWIDE OVEN & MACHINERY CO
 541 Octavia HE mick 1-3335

STIEFVATERS'
 24-Hour Repair Service
 750 Battery YU kon 6-4018
 Nite Service 55 F JUn 3-3783

Bakers-French Bread
 See French Bread

Bakers-Pie-See Pies-Pastry

Bakers-Retail

ABBOTT'S BAKES MRS
 CAKES LIKE MOTHER USED TO MAKE OF EVERY DESCRIPTION
 320 Fell HE mlock 1-4188

Acme Bakery 1107 Stockton DO uglas 2-9872

ADELINE BAKE SHOP
 53 West Portal Av. SE abright 1-1434
 (See Advertisement This Page)

AHRENS BROS PIES BAKERY PRODUCTS
 Store No 1 1946 Van Ness Av. TU xedo 5-5060
 Store No 3 200 Powell SU tter 1-8475
 Store No 5 1444 Polk OR way 3-6197
 Store No 9 2324 Chestnut JO rdn 7-0901
 (See Advertisement This Page)

Alhambra Bakery 2310 Polk GRaystn 4-1332

AMAZON BAKERY
 Wedding-Birthday Cake-Italian Pastry
 942 Geneva Av. JU niper 7-6909

ANATOLE'S DELUXE BAKERY
 MARINA DISTRICT
 WHEN THE OCCASION CALLS FOR CAKE CALL ANATOLE
 2150 Chestnut WA lnut 1-8833

The Yellow Pages save you time.

Bakers-Retail-(Cont'd)

Anna's Danish Cookie Co 3560-16th UN dnl 3-3882

ANNETTE'S CAKE SHOP
 On Castro Near Market
 BIRTHDAY and WEDDING CAKES
 Danish Pastry - Bread - Rolls
 459 Castro HE mlock 1-5873

Ann's Italian Bakery
 Complete Cakes & Cakes
 2438 San Bruno Av. DElaware 3-7495
 Antonette Bakery 3781 Mission MI ssn 8-6677
 Ashbury Heights Bakery
 1432 Haight MA rket 1-1177

Bakers Union Local No 24
 1st Sat 4 PM 3rd Sat 4 PM
 Office Hrs 9 AM-4:45 PM
 2040-16th MA rket 1-3131

Ballas Oriental Pastry 710 Folsom SU ttr 1-3836
 Barbarotto Pastry & Cannoli
 Home Of The Original Cannoli
 Wedding Cakes-Tony Barbarotto
 577 Columbus Av. SU ttr 1-6686

BARONIAL BAKERY
 For 17 Years
 The Finest In Pastries
 "Our Creations for Your Temptations"
 Personalized Decorating

1033 Taraval MO ntrse 4-5414

BAYVIEW BAKERY
 ANDREW ZURICH, Proprietor
 WEDDING - BIRTHDAYS & FRUIT CAKES
 Specializing in Italian Creams
 4912-3d VA lencia 4-7513
 If no answer DElaware 3-7522

BLUM'S Paik & Calif
 66 East 4th San Mateo DR dway 3-8500
 Magnin Dept Stockton & Geary DO uglas 2-2100
 From telephones served by the following exchanges
 East Bay Zone
 Hayward
 LaFayette
 Millbrae
 Orinda
 (No Inter-City Charge)
 Ask "Operator" for Entrprise 10027

BOB'S DANISH PASTRIES
 Special Discount to Clubs, Lodges, Large Parties
WEDDING & PARTY CAKES
 Free Citywide Delivery
 2215 Irving OV rind 1-6440

Buttly's The 754 Sutter OR way 3-2583
 Calzagari's Bakery 483 Union GA rfd 1-3543
 Carla's Bakery 150 Silliman JU niper 5-4500
 Carl's Pastry Shop
 600 Guerrero KL endike 2-1141
 Carnation Bakery 1000 Cole MO ntrse 4-8947

CHARLOTTE'S FINE PASTRIES
 FAMOUS FOR OUR LEMON & COFFEE CRUNCH CAKES
 In Park Mercedes
 55 Cambon Dr JUN ip 5-1240

Chenery Hill Bakery 678 Chenery JU niper 7-5864
CHERY'L'S PASTRY SHOP
 710 Post PR oject 6-6358
 City of Paris Bakery 461 Cortland Av. MI ssn 8-0253

COLUMBUS BAKERY
 Specializing in WEDDING - BIRTHDAY CAKES & DANISH PASTRIES
 3312 Mission MI ssn 7-6324

COLUMBUS PASTRY CO
 Specializing in BIRTHDAY & WEDDING CAKES
 Also Fine Candies & French Pastries
 507 Columbus Av. GA rfd 1-7657

CONNELLY'S CAKE & PASTRY SHOP
 2605 Ocean Av. DElaware 4-0740
 Cooke Jar The 494 Geary GRaystn 4-7712
 Cottage Bakery 1935 Lawton MO ntrse 4-7511
 Cuno Bros & Co 523 Green EX brook 2-4969
 Dagmar Pastry Shop
 Cakes For All Occasions
 5824 Geary Blvd SK yline 2-0793

(Continued Next Page)

Bakers-Retail-(Cont'd)

DANISH PASTRY SHOP
 FIRST IN LAUREL VILLAGE
 Featuring Finest Cakes Pies & Pastries
 3419 California SK yline 2-0772

DELEE'S BAKERY 2139 Irving OV erland 1-1700
 DeLi's Doughnut Shops
 3007-16th UN dnl 1-9420
 Deluxe Bakery 2150 Chestnut WA lnut 1-8833
 Dex Bakery 5844 Geary Bl SK yline 2-3515
 Diamond Bakery 800 Diamond AT water 2-2773

Different Bakery The
 John Haaga Prop
 925 Taraval SE abright 1-9573
 Do-Nut King Pastry Shop
 244 Taylor PR ospect 6-0994
 Dominge Bros Bakery
 15 Excelsior Av JU niper 4-8913
 Dowd's Bakery 3228 Sacramento WE st 1-7157

DUNN'S CAKE BOX
 MIRALOMA DISTRICT
 Decorated Cakes For All Occasions
 Free Delivery On Orders Over \$5.00
 655 Portola Dr MO ntrse 4-7421

DUTCH BAKERY
 Cakes & Pastries For All Occasions
 2145 Taraval MO ntrse 4-8588

EASTERN BAKERY
 Chinese Almond & Fortune Cookies
 Open Sundays & Holidays
 996 Jackson EX brk 2-4497
 720 Grant Av YU kon 2-5157

EIGKEL'S BAKERY
 You Can Taste the Fresh Creamery Butter Used in Our Baking
 5427 Geary Blvd SK yline 1-7913

EPPLER'S BAKERY
 Four Stores To Serve You
 Store No 1 888 Geary OR way 3-8700
 Store No 2 59 Stockton EX brook 2-0101
 Store No 3 2184 Chestnut WA lnut 1-5338
 Store No 4 1402 California OR way 3-0312
ERNIE'S BAKERY 2761 Mission VA lencia 4-5117
 Europa Valley Bakery 490 Castro MA rket 1-7447
 Europa Bakery 3248 Fillmore FIlm 6-3191

EXCELSIOR BAKERY
 Birthday Wedding Spices Ornaments
 4492 Mission JU niper 5-2521
FANTASIA CONFECTIONS
 3830 Calif SK yline 2-0825
 (See Advertisement This Page)

FONG FONG BAKERY & FOUNTAIN
 Store 824 Grant Av. GA rfd 1-9964
 Plant 824 Grant Av. YU kon 2-6299
 Fontana Ycres Bakeries 2801-234 MI ssn 1-9042

FOYER'S BAKERIES
 GA rfd 1-7600
 150 W Portal Av. MO ntrse 4-6616
 For the following call GA rfd 1-7600

G & G DANISH PASTRIES
 CHILDREN'S MERRY-GO-ROUND CIRCUS & DOLL CAKES
 A SPECIALTY
 Phone Orders Accepted
 FREE DELIVERY SERVICE ANYWHERE IN SAN FRANCISCO

Between Post & Sutter
 1757 Fillmore WE st 1-7154

GALLO PASTRY CO
 Italian Pastries - Holiday Specialties
 Birthday - Wedding Cakes Made To Order
 Panettone - Tortone - Conifetti
 1510 Stockton EX brook 2-2908

Geneva Baking Co
 Specializing Cakes-Pastries
 19 Sn Pedro Rd Colma PL aza 5-0119

GOLDEN BROWN BAKERY
 Specializing in Quality Baking
 2034 Irving MO ntrse 4-5249

GOLDEN CRUST BAKERY
 Special Baking For All Occasions
 624 Fillmore HE mlock 1-1549
 (Continued Next Page)

Bakers-Retail-(Cont'd)

GOLDEN POPPY PASTRY SHOP
 900 Irving LO mbard 6-4488
 Grundwick's Bakery 62 W Portal OV erland 1-2670
 Headquarters French Baking Co
 2801-234 MI ssn 8-3388

HELLWIG'S HOLLAND HOUSE
 Pleading San Francisco Since 1868
FAMOUS FOR CAKES
 PASTRY & CHICKEN PIES
 37 Varieties of Coffee Cake
 41 Stockton DO uglas 2-5717

Hilda's Bake Shop
 763 Monterey Blvd DE laware 3-6534

HILDA'S PASTRIES
HILDA'S BAKE SHOP
 763 Monterey Blvd, DElaware 3-6534
HILDA'S PASTRIES
 2840 Geneva Av - DElaware 3-1794
HILDA'S PASTRIES
 959 Geneva Av DElaware 3-3887

Hilda's Pastries 2840 Geneva Av. DElaware 3-1794
 Hildegarde's Bake Shop
 1626 Lawton LO mbard 4-6666

HOKAMPS BAKERY 1614 Polk GR ayson 4-0822
 Home Bake Shop The 902 Cole LO mbard 6-1716
 Hub Bakery 1676 Market HE mlock 1-9301
 Italian American Pastry Co
 2860 Mission MI ssn 7-5469
 (See Advertisement Page 90)

Ju-Ju All Cream Cheese Cake Co
 2830 Baker JO rdn 7-3645
 Joucken H Q Co 1946 Van Ness Av. TU xedo 5-5060
 Kestler's Bakery 3785-21st VA lencia 4-3135

LAFAYETTE ITALIAN-FRENCH PASTRY MARINA - PACIFIC HEIGHTS
 Cakes for All Occasions-Imported Candies
 Open 7 A.M. to 7 P.M. & Sundays
 2184 Union WE st 1-7655

La Superba Bakery 653 Union DO uglas 2-7133
 2684 Sn Bruno Av. JU niper 7-4542

Liguria Bakery
 French Bakeries
 1700 Stockton GA rfd 1-3786
 Linda's Pastry Shop 311 Rolph DE laware 3-3026
 Louise Bake Shop 1631 Ocean Av. JU niper 5-3981
MANNING'S ING 761 Market EX brook 2-7637
 See Alphabetical Section For Stores

Marguerite's Bakery & Confectionery
 2257 Market HE mlock 1-7493
MARINA PASTRY CASA DEL DOLCE
 2045 Chestnut WA lnut 1-8020

MARINO'S NORIEGA BAKERY
 1324 Noriega OV rind 1-5447
 Massone B & Co
 Grassini Is Our Specialty
 526 Green GA rfd 1-3019

MATYLSLOWER DOUGHNUT SHOP
 1 Stockton EX brook 2-5321
 Mee Hong Bakery
 Chinese & American Pastries
 448 Pacific Av SU ttr 1-3266
 Mee Mee Baking Co 1222 Stockton DO uglas 2-3204

MISSION BAKERY
 Spec-Birthday Cakes-Danish Pastries
 2170 Mission HE mlock 1-6588

MYRTLE HOTEL PASTRY SHOP
 33 Powell, YU kon 2-3353

MUGHA BAKERY
 WEDDING & BIRTHDAY CAKES OUR SPECIALTY
 Complete Line of Bakery Products
 2824-24th VA lencia 4-4746

Mother's Cake & Cookie Co
 335 Tehama SU ttr 1-4585
 Mount Vernon Bakery
 5308 Mission JU niper 7-9594

MULLER'S QUALITY BAKERY
 5217 Geary Blvd SK yline 1-9661
 Myrtle Bakery 543 Haight MA rket 1-2560

Advertise here-it pays.

Bakers-Retail-(Cont'd)

New England Bakery 1709 Divisadero WE st 1-2884
NEW GENEVA BAKERY
 Real Danish Pastries-Cream Cakes
 Birthday-Wedding Cakes All Occasions
 1172 Geneva Av DElaware 3-6387

New Washington Pastry Shop
 Italian Cookies & Pastries
 Cannoli & Panettone
 Wedding & Birthday Cakes
 5331 Mission JU niper 7-9786
 Newsday Bakery 1338 Polk OR way 3-9036

NORIEGA BAKERY MARINO'S
 1324 Noriega OV rind 1-9447
 Ocean View Bakery 98 Broad JU niper 4-2581
 Oriental Pastry Co
 Greek-Turkish-Armenian-Syrian Pastry
 245-3d DO uglas 2-9441
 Owl Bakery 858 Stanyan BA yview 1-9633

PARK MERCED FINE PASTRIES
 55 Cambon Dr JUN ip 5-1240
 Park Presidio Bakery 444 Clement BA yview 1-9022

PASTRY KITCHEN THE
 INGLESIDE DISTRICT
 Spec. Cakes & Pastry for WEDDINGS - BIRTHDAYS - PARTIES
 1548 Ocean Av. DE laware 3-4926

Penney J R Foods Inc 2933-24th VA lencia 6-5616
 Plate's Bakery 4073-24th AT water 2-6106

POLLY ANN BAKERY
 "No Substitute for Quality"
 Birthday & Wedding Cakes & Specialty Delivery Service
 1000 Guerrero VA lencia 4-4042

POPPY CAKERY
LADY FINGERS
 For Ice Box Cakes or Dessert
 2779-16th UN dnl 1-4778

PRISCILLA'S CAKE BOX
 2350 Junipero Serra Blvd PL aza 5-1292

PRISCILLA'S CAKE BOX
 Quality Pastry Shop
 5609 Geary Blvd SK yline 1-0173
 Quality Pie Shop 106 Germania HE mlock 1-3573

RAMONA CAKE SHOP
 FANCY CAKES FOR ALL OCCASIONS
 Originators of Rice Torte
 Not How Cheap - But How Good
 2649 Mission AT water 2-5039

Red Chery Bakery 4617 Mission JU niper 5-9213

RELIISH BAKERY
WEDDING CAKES
 "Artistry in Fine Cake Making"
DELIVERY SERVICE BIRTHDAY CAKES
 Our Own Ice Cream - 22 Flavors
 6356 Mission Daly City PL aza 5-9942

Richards Fried Fruit Pies
 2798 San Bruno Av. JUN ip 7-5448

Richmond Bakery
 Birthday & Wedding Cakes To Order
 534 Clement BA yview 1-0374

Robert's Cake Shop
 Finer Pastries
 Not Just Good But Better
 Danish Pastries
 1400 Irving SE abright 1-0311
 Roma Baking Co 2086 Greenwich WE st 1-5274

(Continued Next Page)

Bakers-Retail-(Cont'd)

Schobert's Bakery 522 Clement SK yline 2-1580

SEABREEZE PASTRY SHOP
 LOWER TARAVAY DIST
 Cakes for All Occasion - Quality Ingredients - Open Sun. 7 A.M. - 6:30 P.M.
 3655 Taraval OV rind 1-7633

SEABRIGHT BAKERY
 The Best Only
 1719 Noriega SE abright 1-3537
 Shelly's Pastry Shoppe
 4051 Judah OV erland 1-7914

SIMPSON'S BAKERY
 926 Clement BA yview 1-9944

SIR FRANCIS DRAKE PASTRY SHOP
 Sutter & Powell EX brook 2-7755
 Spudnut Company 1650 Valencia VA lencia 4-8801

STAR BAKERY CONFECTIONERY SHOP
 "Where Quality Meets Perfection"
 WEDDING - BIRTHDAY CAKES - ETC.
 1701 Church MI ssn 8-0785

STELLA PASTRY
 CAKES FOR ALL OCCASIONS
 Wedding and Birthday Cakes
 Our Specialty
 ARTIST DECORATIONS AND FIRST QUALITY IMPORTED CANDY
 PANETTONE - PASTRIES - COOKIES
 446 Columbus YU kon 6-2914

STEMPEL'S QUALITY DOUGHNUT SHOPPE
 QUALITY DOUGHNUTS FOR OVER 30 YRS.
 No 1 320 Fell HE mlock 1-4188
 No 2 1616 Bush PR oject 6-2292

Stevens Bakery 501 O'Farrell TU xedo 5-0411

STOP-SHOP BAKERY
 QUALITY - VARIETY
 Cakes - Cookies - Pastry - Pies
 Corner Bryant & Army
 2890 Bryant MI ssn 7-7149

Sugar Bowl Pastry Shoppe
 Fine Pastry-Birthday & Wedding Cakes
 5640 Balboa BA yview 1-4185

SUNRISE BAKERIES
 98 Leland Av. DE laware 3-0939
SUNSET PASTRY SHOP
 Special Orders For All Occasions
 742 Irving MO ntrse 4-9056

Swedish-American Bakery
 2150 Market HE mlock 1-8616
 Taraval Bake Shop 830 Taraval MO ntrse 4-3746

TASTE GOOD BAKERIES
 150 Varieties of Distinctive Quality Baked Goods
 25 Bakeries to Serve You - See Below
 160 Russ HE mick 1-0850

Taste Good Bakeries
 Plant & Office 169 Russ HE mlock 1-0850
 Store No 2 1352 Fillmore WA lnut 1-9841
 Store No 3 743 Market SU ttr 1-6972
 Store No 4 737 Irving OV erland 1-3475
 Store No 5 1985 Mission UN dnl 3-2675
 Store No 6 747 Market YU kon 2-1891
 Store No 7 38-5th SU ttr 1-8843
 Store No 8 2436 Bayshore Blvd JU niper 4-3478
 Store No 9 2494 Sn Bruno Av. JU niper 7-1932
 Store No 10 1175 Market KL endike 2-1412
 Store No 14 2738 Mission AT water 2-4412
 Store No 15 434 Castro UN dnl 1-6223
 Store No 16 2435 California WE st 1-9930
 Store No 17 2323 Chestnut WA lnut 1-0707
 Store No 18 3535 Balboa SK yline 1-1980
 Store No 20 3029 Taraval MO ntrse 4-5112
 Store No 24 945 Market DO uglas 2-1790
 Store No 25 3585 California BA yview 1-7084
 Taste-Me Baking Co 5024 Mission JUN ip 7-3850

TAVERN BAKERY
BIRTHDAY & WEDDING CAKES A SPECIALTY
 Sheet Cakes for Parties & Clubs
 2 CONVENIENT LOCATIONS TO SERVE YOU
 1938 Ocean Av. JUN ip 7-4605
 New Mission Market MI ssn 8-4328

Your telephone is one of today's best bargains.

Bakers-Retail-(Cont'd)

Tavern Bakery 2584 Mission MI ssn 8-4328

YOUNG BROS
 Famous Layer Cakes-Pies-Pastries
 129 Geary EX brook 2-7000
 Ukraine Bakery 1100 McAllister WE st 1-9848
 Uncle H Bakery 65 Waverly Pl. GA rfd 1-9685
 Uncle H Bakery & Coffee Shop
 65 Waverly Pl. YU kon 2-1954
 Veteran's Bakery 3210 Folsom MI ssn 7-0591

VIGENTE BAKERY
 Quality Cakes For All Occasions
 3141 Vicente MO ntrse 4-5429

VIENNA BAKERY
 Victoria Pastry Co
 Birthday-Wedding Cakes All Occasions
 1362 Stockton SU ttr 1-2015

VILLAGE BAKERY
 Party-Wedding & Birthday Cakes
 472 Castro HE mlock 1-4657

WALKMAN'S BAKERIES
 Office & Plant 3355-17th HE mlock 1-6818
 Store No 3 608 Divisadero WA lnut 1-5022
 Store No 4 1510 Fillmore WA lnut 1-3910
 Store No 5 2792 Mission VA lencia 4-8864
 Store No 7 1171 McAllister WA lnut 1-4127
 Store No 8 726 Clement BA yview 1-6233
 Wayne's Bakery 2127 Polk OR way 3-7065
 Weber's Mrs Pastries 3944 Judah SE abright 1-6342
 Well Known Bakery 3187-16th MA rket 1-2220

WIRTH BROS PASTRY SHOP
 Originator of a Different
DANISH PASTRY
 Birthday - Wedding and Cakes for All Occasions
 Corner 23rd & Geary Blvd
 5901 Geary BA yview 1-1735

AMER BREDDO DORP
 1598 Carroll Av. MI ssn 7-7990