

NORTH COUNTY TITLE INSURANCE COMPANY

Complete Title Plant of the City and County of San Francisco

369 BUSH STREET

PHONE SUTTER 1-3251

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King of Style

**920
MARKET ST.
Opposite
5th Street**

**Tel. SUTTER
1-7100**

501 Douglas

McGAGHEY & ATWATER

**GENERAL CONTRACTORS
ATWATER 2-8417**

Finance Companies—Contd

Surety Finance Co 1095 Market R501
Western States Finance Co 1330 Van Ness av

Financial Agents

Lang J Henry Financial Organization 57 Post R509

Fire Alarm Systems

Automatic Co 110 Howard
PACIFIC AUXILIARY FIRE ALARM CO, Auxiliary
Fire Alarm System, 255 California, Room 412, Tel
GARFIELD 1-5451

Fire Apparatus and Supplies

Ace Fire Equipment Service 357 Monticello
Automatic Sprinkler Engineering Co 2601 Harrison
Barnard Engineering Co 55 Elmer
Cost Fire Equipment Co 1275 Connecticut
Lundgren Sales Service 424 Harrison
WESTERN FIRE EQUIPMENT CO, 69 Main, Tel
SUTTER 1-0618

*Fire Brick

GLADDING, MCBEE & CO
1275 HARRISON
2001
TELEPHONE UNDERHILL 1-7400

Fire Extinguishers

American Fire Equipment Co 1212
American Fire Equipment Corp 24 12th
Brooks Equipment Co Inc 636 Potrero av
Chemical and Protective Fire 3055 23d
Eyr Flyer Co The 680 Potrero av
General Pacific Corp 127 10th
MARINE FIRE CONTROL CO, 225 Stewart, Tel
DOUGLAS 2-7768
Pacific Fire Extinguisher Co Inc 142 9th
Snyder M L & Son Inc 140 2d 3d fl
Western Fire Protection Co 785 Market R403

*Fire Insurance

ROYAL INSURANCE CO LTD, 201 Sansome, Zone 20,
Tel DOUGLAS 2-5855

*Fire Proof Doors, Frames and Windows

FIRE PROTECTION PRODUCTS CO
1101 16TH
TELEPHONE UNDERHILL 1-2420

Fireproofing Materials

Eleane Fireproofing Co 729 Minna
Fire Protection Products Co 1101 16th
Flamort Chemical Co Inc 7405 Natoma

First Aid Specialties—Manu- facturers and Maintenance

First Aid Medical Supplies 883 Haight

*First Aid Supplies and Equipment

CAMPBELL'S MEDICAL AIDS SUPPLIES, First Aid
Room, Hospital Supplies 2795 16th, Tel KLANDINE
2-3125

Fish Dealers—Retail

Allott N Crab Co 167 Jefferson
American Fish Market 1346 Buchanan
Angelo's Fish & Poultry 2319 Chestnut
Berkshire Bros 1401 Polk
California Shell Fish 420 Jefferson
Castro Fish & Poultry 1309 Castro
Cattolica & Lindwall H Hyde
Columbia Super Fish Market 719 Clement
Compagno John 198 18th
Coulbarn's Fish Market 1019 McAllister
Fritz's Fish and Poultry 3201 Divisadero
Favaron's Frank Fish Market 301 Cortland av
Foxhall Oyster Mart 2498 Fillmore
Fritsch A Sea Food 555 Francisco
Grand Central Fish & Poultry 2405 California
Grand Market Seafood Products 743 Market
Gratzel Fish & Poultry 1418
Hillside Fish & Poultry Market 4077 18th
Lamb's 1078 McAllister
Luchiana Fish Market 1853 Post
Milani's Fish & Poultry Market 1618 Fillmore
New Market 2584 Mission
New San Bruno Fish Market 2418 San Bruno av
Nursen Fish & Poultry Co 3828 Noriega
Olympia Fish Market 4775 Mission
People's Best Fish & Poultry Co 1175 Market
Pascual Fish & Poultry 7418
Rome's Fish & Poultry Market 1655 Haight
Rosa's Market Fish Department 627 Vallejo
Santana Fish Market 2723 Mission
Sea Star Fish Market 4712 3d
Sunshine Fish Market 2723 Mission
Sunset Super Fish & Poultry 2425 Irving
Tel Hing Chong Co 20 Westerville pl
Tony's Fish Market 3112 Mission
Tony's Fish & Poultry Market 2190 Union
Vedra's Fish & Poultry Market 5413 Geary bird
Villa Marina Fish Market 1258 Chestnut

Fish Dealers—Wholesale

Allott F Fish Co 535 Washington
Atlantic Fish Co 203 Davis
Balestrieri Joe-Bering Sea Codfish Co 123 Jackson
Bay City Shrimp Co 730 Sacramento
Bell Smoked Fish 490 Jefferson
CATTOLICA & LINDWALL, Foot of Hyde, Tels Pros-
pect 3-2279
CONSOLIDATED FISHERIES INC, 425 Washington
Tel EXBOOK 2-7012
Corona Fish & Cold Storage Co 123 Jackson
Dowden Henry Co 608 Montgomery
Harber's Fisheries (F) 11th
Hunter's Point Shrimp Co 345 Hunter's Point bird
Lincoln Shrimp Co 708 Commercial
Marine Packers Inc 185 Lombard
Palladini A Inc 542 Clay
PASQUALE & Sonl of San Francisco
Romeo A Fish Co Inc 1270 Pacific av
TARANTINO BROS & CO, Foot of Leavenworth, Tel
Prospect 3-3624
United Shell Fish Co, 625 Gough, Tel Jordan
7-3140
Washington Fish & Oyster Co of California 544 San-
som
WEST COAST SEA FOOD CO INC, 416 Bay, Tel
Ordway 3-6151
Western California Fish Co 556 Clay

Fishermen's Supplies

CARUSO SUPPLY CO, Foot of Jones, Tel TUXEDO
5-6236
Cincotta Bros 169 Jefferson
Tel VALERIO 4-491
T & S Tackle 351 Ellis

*Fishing Supplies and Equip- ment—Commercial and Sport

HENDRY C J CO, 27 Main, Tel DOUGLAS 2-4242 and
496 Jefferson

Fishing Tackle and Rods— Manufacturers

Leonhauser Aurel O 428 Tehama
Mallory L A 1250 490 Guerrero
MILLER MANUFACTURING CO, 1715 Yosemite av,
Tel VALERIO 4-491
Takeuchi Bros 341 Market R22
Winston R L Rod Co 684 Harrison
Wong's Bait & Tackle Shop 1582 Post

Flags, Banners and Bunting

A L C Emblem & Pennant Co 1251 Market
Argonath Flag Corp 41 Fremont
California Costume & Flag Co 1152 Valencia
C. Emblem Co 2325 Union
EMERSON MFG CO INC, 21 Hawthorne, Tel GARFIELD
1-8390
Hollywood Advertising Co 363 Golden Gate av
Paramount Flag Co 33 Fremont
PASQUALE B CO, 54 Mission, Tel EXBOOK 2-1213
Pioneer Flag & Decorating Co 1671 Market

*Flanges, Pipe

JAMES CHAS S CO, 224 Underwood Bldg 524 Market,
Tel SUTTER 1-3277

Flavoring Extracts—Mfrs (See also Essential Oils)

FlavorSmith Laboratories Inc 383 Brannan R2
Sunberry Co 1250 Fulton

*Floor Coverings

CITY OF PARIS, Gary, Steketon and O'Farrell, Tel
DOUGLAS 2-4500 (See page 30 Buyers' Guide)

*Floor Coverings—Wholesale

SLAONE-DELAWARE FLOOR PRODUCTS
1355 MARKET
R317
1355 MARKET, R317
TELEPHONE MARKET 1-4944

*Floor Polishing Machinery— Manufacturers

PACIFIC FLOOR MACHINE MANUFACTURING CO,
551 Valencia, Tel HEWLOCK 1-4870

Floors

Acme Floor Co 1115 20th
Anderson Hugo A 651 14th av
Almouchik Alex Hardware Co 1125 Ocean av
Barnett Audley W 72 Sylvan dr
Durante Floor Co 666 Harrison
Eastern Oak Floor Co 420 Buchanan
Economy Floor Service 716 Cole
Golden State Floor Co 164 19th av
Hanley E L Hardware Floor Co 1250 9th av
Inland Floor Co 600 Alabama
Jackson Axel C 2401 Sanitago
Mallet & Peterson-Grundy 2412 Harrison
Marine Hardware Floor Co 164 19th av
New Mission Hardware Floor Co 4452 Mission
Oliver LeRoy Co 3070 11th
REGAL FLOORING CO INC, Mastic Floors 930 Innes av,
Tels VALERIO 4-3261 and 4-3262 (See page 102
Buyers' Guide)
Richmond Floor Co 313a 3d av
Roberts Edw J Co Inc 3330 26th
Rose Gunnar H 1109 Naples

San Francisco Hardware Floor Co 940 Divisadero
Standard Hardware Floor 3023 Geary bird
Turber Resilient Floors Inc 2280 Shafter av
Union Supply Co 544 Market 1002
Western Hardware Floor Co 425 Boworth
Williams Anthony-Floors 4323 24th

*Floors—Mastic

MALOTT & PETERSON ROOFING COMPANY, 49th
and Shattuck, Oakland 9, Tels OLYMPIC 3-9232,
OLYMPIC 3-9233

*Floral Designs

EPSTEIN JULIUS FLORIST, Hotel StFrancis, Tel
GARFIELD 1-0234
PODESTA BALDOCCHI, 224-226 Grant av, Zone 8,
Tel SUTTER 1-6200

Florists—Retail

Admiral Florists 2563 Mission
American Florist The 1217 Polk
Arabian God J 124 Montgomery 1st fl
Avenue Florist 374 Columbus
Azzaro Bros Florists 526 Columbus av
Balboa Street Florist 1001 Balboa
Baldorchi Podesta Sheraton-Palace Hotel Branch 639
Market Lobby
Bay View Florist 4919 3d
Bell & Bell 426 Powell
Belmont Florist 2000 Fillmore
Benedetti Florist Co 2064 16th
Bianchi Robt Flowers 129 Montgomery
Bianchini O J Florist 503 Columbus av
Blossom Shop The 1607 Haight
Bolder Marc Mrs 905a Howard
Bouquet de Paris 758 Valencia
Brown and Kennedy 3089 10th
Camilla Flower Shop 2810 24th
Canton Flower Shop 12, 801 av
Castro Flower Shop 1200 Castro
Chain of Flowers 1803 Ocean av
Chiff Flower Shop 495 Geary
Colonial Florist 327 Haight
Conservatory Florists 905 Larkin
Crystal Palace Florist 1175 Market
Darbee Florists 1036 Hyde
Darter's Flowers 780 Sutter
Eileen's Flower Shop 988 Sutter
Emily's Flower Shop 4120 18th
EPSTEIN JULIUS FLORIST, Hotel StFrancis, Tel
GARFIELD 1-0234
Evergreen Florist 362a Balboa
Fairmont Florist Shop 900 Mission
Fashions in Flowers 2024 Irving
Ferry Florist 2d and Mission
Floral Artist Al Blum's 1445 Polk
Flower Bowl The 2341 Polk
Flowers by Ken 2450 Mission

FRAGRANT FLOWER SHOP, 729 Washington, Tel
YUKON 2-6034
Frank's Florist Shop 1821 Irving
Frank's Flower Shop 1515 Polk
Frank's Valley Florist 1314 Polk
Fregoni J & Son 4834 Mission
Fregoni's Florist 3282 Mission
Friedel Frank 266 Gaitherberg
Gaddini Florists 549 Geary
Gelardi Florist 639 Geary
Genova Florist 912 Genova av
Granada Florist & Pet Shop 4763 Mission
Grant Market Florist 743 Market
Green Corner 2259 Polk
Harris's Flowers 360 Bay Shore bird and 127 Niagara
Hollywood Florists 403 Geary
House & Garden Flowers 2202 Chestnut
House of Flowers 620 Geary bird
Hrv Ky Co 1032 Stockton
Jani's Flower Shop 178a Polk
Jesep's Florists & Gifts 322 Post
Kaiman Bros 488 Sutter
Kay's Florist 167 West Portal av
Ken-Karney Flowers 529 Post
Kross Flower Mart 939 Market
Laloughan's Florists 1951 Lawton
Lile Lane Florist 2552 Irving
Linda's Flowers 505a Divisadero
Little City Florist 785 Columbus av
Lowie's Florists 1165 Powell
Maher Jas H 3989 17th
Manx Hotel Florists 225 Powell
Merren Norman S 898 Post
Marica Florists 2233 Chestnut
Mark Hopkins Flower Shop 600 California
Markie's Flower Shop 2003 Union

MATHRAY'S FLOWERS, 2395 Chestnut, Tel WALNUT
1-8838
Matraia Flowers 320 17th av
Matsona Florist 1720 Buchanan
McDonald Florist Shop 822 Irving
Mel Ling Florist 595 Powell
Mission Flower Shop 2789
Moir & Tunko 2275 Mission
My Florist 1486 Market
NADALIN'S NEW YORK FLORAL CO, 627 Green,
Tel GARFIELD 1-0425
Nadler's 423 3rd Market
Nedra's Flower Shop 1081 Haight
New Mission Florists 3230 22d and 2584 Mission
North Avenue Florist 1320 9th av
Norina's Flowers 1029 Market
Ostriel Jos Flower Shop 2903 Fillmore
O'Brien Florist 1155 Taraval
O'Connor J J Florist 2401 Mission
OTTO'S FLOWER SHOP, 3047 16th between Mission and
Valencia, Tel UNDERHILL 1-3938 (See Nandylist
Buyers' Guide)

Paganini Florist 2499 Lombard
Park Floral Co 1434 Haight
Paroli Florist Co 1415 McArthur
Pavilion of Flowers 2295 Lombard
Pegall's Flower and Plant Center
PLAZA FLORISTS THE, 404 Sutter, Tels DOUGLAS
2-3880 and GARFIELD 1-9374
PODESTA BALDOCCHI, 224-226 Grant av, Zone 8,
Tel SUTTER 1-6200 (For stores see Alphabetical Sec-
Buyers' Guide)

Pony Shop The 1042 Divisadero
Presidio Florists 2189 Union
Quality Flower Shop 554 Clement

23 YEARS
COMPETENT
DEPENDABLE
SERVICE

CIMARRON CO.
REAL ESTATE INSURANCE

9 Columbus Ave.
Yukon 6-6155