

MAGAZINE OF THE  
CALIFORNIA STATE FLORISTS ASSN.  
777 San Antonio Rd., Palo Alto, Calif.

POSTAGE  
PAID  
No. 33

Form 3547 Requested PRINTED BY ASSOCIATED PUBLISHERS - P O BOX 696 - SAN BRUNO, CALIF.

OCCUPANTS OF THE NEW **SAN FRANCISCO FLOWER TERMINAL**

wish to extend their appreciation to all who made this progress possible.

**California Flower Market, Inc.**  
640 Brannan Street

**Consolidated Growers and Shippers**  
630 Brannan Street

**Wm. Zappettini Co.**  
634 Brannan Street

**Avansino-Mortensen Co.**  
650 Brannan Street

**Mario Chiappari**  
652 Brannan Street

**Somerset Nursery**  
660 Brannan Street

**Pacific Coast Evergreen Co.**  
662 Brannan Street

**Kearns Wholesale Florists**  
664 Brannan Street

**Tropical Hawaiian Wholesale Florist**  
666 Brannan Street

**John Nuckton and Co.**  
668 Brannan Street

**Sidney Adler Co.**  
670 Brannan Street

**San Francisco Flower Growers Assn.**  
644 Brannan Street

**Green Valley Nursery**  
674 Brannan Street

**Gish Endo Co.**  
676 Brannan Street

**Western Evergreen Co.**  
678 Brannan Street

**L. Piazza and Co.**  
680 Brannan Street

**E.W. McLellan Co.**  
684 Brannan Street

**Hawaii Pacific Floral Co.**  
686 Brannan Street

**Ira Doud and Co.**  
690 Brannan Street

**Santa Rosa Wholesale Florist**  
694 Brannan Street

**Mary Borden**  
696 Brannan Street

**Flower Mart Bar and Restaurant**  
698 Brannan Street

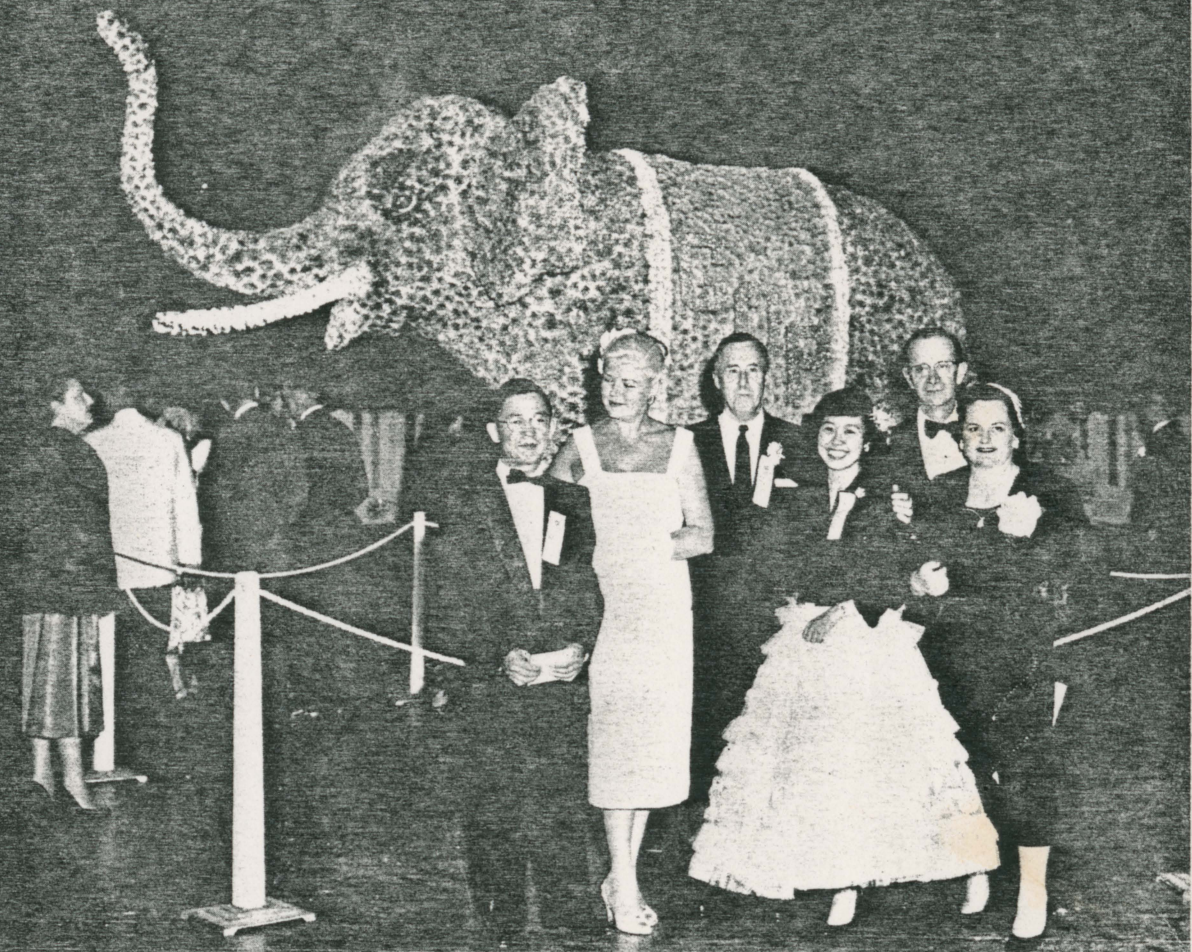
San Francisco 7, California  
Dedication ceremony September 12, 1956

MAGAZINE OF CALIFORNIA STATE FLORISTS' ASSOCIATION

SEPTEMBER 1956

VOL. VI NO. 2

C  
S  
F  
A



**FLORAL ELEPHANT PRESENTED TO REPUBLICAN CONVENTION**

Members of the flower industry standing in front of the elephant which was presented to the Republican National Convention by the California State Florists industry. Left to right: Joseph Shinoda, San Lorenzo Nursery Co., of Los Angeles; Mrs. Arthur Bell; Art Bell, president of the California State Florists' Assn; Miss Shinoda; Mr. and Mrs. Felix Lassalle, the Roserie Florists, San Francisco. The piece was designed by A.K. Stolte of San Francisco and measured 20 feet in length. Over 63,000 flowers were used and it took 15 Bay Area florists a whole day to put it together.

**COMMEMORATIVE ISSUE**

**SAN FRANCISCO FLOWER TERMINAL  
PICTURE STORY OF THE FLOWER INDUSTRY'S PAST  
A LOOK AT OUR FLORIDA COMPETITION**



OFFICE OF THE MAYOR  
SAN FRANCISCO

GEORGE CHRISTOPHER

August 29, 1956

Mr. S. V. Armanino, President  
San Francisco Growers Association  
Mr. Sam Sakai, President  
California Flower Market  
San Francisco Flower Terminal  
Sixth and Brannan Streets  
San Francisco 3, California

Dear Sirs:

The City of San Francisco acknowledges with great pride the completion of the San Francisco Flower Terminal.

I know that this terminal represents an achievement of many years of intelligent cooperation on the part of members of each of your flower growers associations and wholesale florists.

The San Francisco Flower Terminal represents another achievement the city can point to with pride in building to meet the challenge of serving the expansion and growth of all the Bay Region counties.

We are indebted to the unselfish leaders in the flower industry for the vision and planning necessary to bring about the successful completion of this terminal which so adequately meets the needs of your members and enhances the beauty of our city.

Yours very sincerely,

*George Christopher*  
George Christopher  
Mayor



MAGAZINE OF THE  
CALIFORNIA STATE FLORISTS' ASSOCIATION

ARTHUR R. BELL, President CSFA

Address all communications relative to the magazine to:  
John Beall, 777 San Antonio Rd., Palo Alto, Calif.

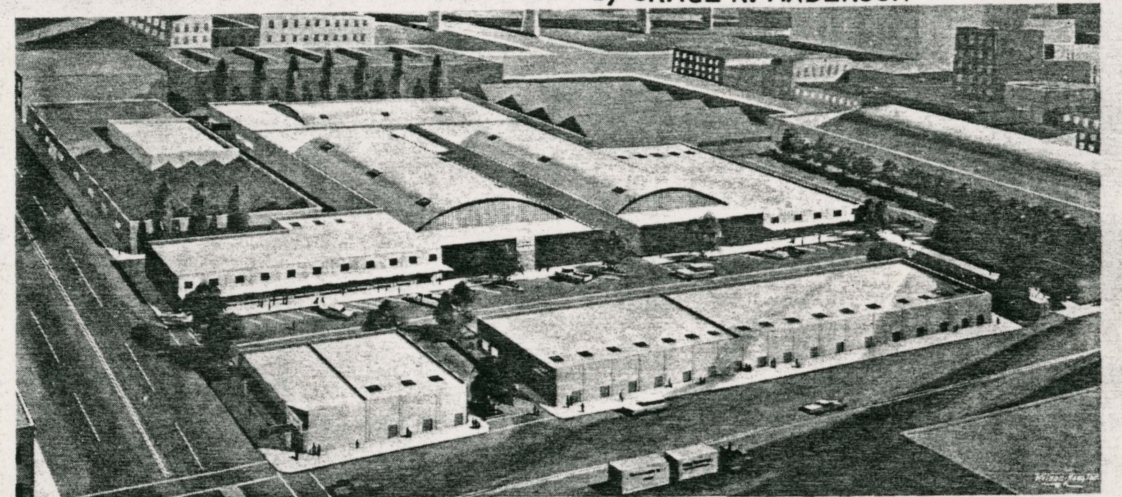
or  
William Enomoto, 1201 Redwood Ave., Redwood City, Calif.

SEPTEMBER 1956

VOLUME VI NO. 2

**NEW SAN FRANCISCO  
FLOWER TERMINAL**  
**marks important step in floral industry**

— by GRACE K. ANDERSON



There are more than a thousand persons who are directly concerned and personally delighted that the new San Francisco Flower Terminal is open for business. Once again flower buyers will be able to carry on their business in one, centrally located area, and now, instead of "Fifth Street" it will be "Sixth and Brannan" where wholesalers and retail buyers will meet in a modern and convenient setting.

The new million dollar terminal is a far cry from the early beginnings of the floral industry in the San Francisco Bay Area. Lotta's Fountain on Market at Kearny Street was the first marketing place where growers and retailers met more than half a century ago. Many growers came up from the Peninsula by train, carrying their blooms in baskets as they trudged up Kearny street from the station. Some growers made the trip to the City by wagon. All started early in order to be at the market at 6 o'clock.

(Continued on Page 4)





When Berkeley was still rural, Frederick Aebi in 1899 was a prominent grower. The street on the foreground is California Street. Now, Francis, his son, and grandson junior, grow the finest roses in California in modern greenhouses located at San Pablo.

The business grew and growers moved to Lick Place at Bush Street. Some growers sold their flowers at the rear of a flower store there while others sold their products on the street.

In 1924 they moved to Fifth and Howard Streets where the markets were opened and wholesalers occupied stores facing on Fifth and on Howard Streets. The San Francisco Flower Growers Association was incorporated on November 3, 1923 and Hans Plath was elected the first president. The California Flower Market had been incorporated on June 10, 1912 and M. Domoto was chosen the first president.

Sam Sakai is now president of the California Flower Market and S.V. Armanino, presi-

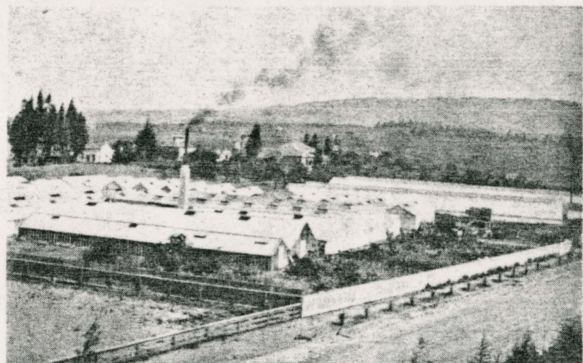
dent of the San Francisco Flower Growers Association.

Plans for the new San Francisco Flower Terminal were begun as long ago as 1941. About half a city block was secured in order to furnish adequate space for the two markets and for the stores which will be occupied adjacent to the market.

Since the work started in 1955, florists have watched with interest as pile drivers laid the foundations and the reinforced concrete buildings began to take shape with their trussed roofs. Each market has a 20 by 30-foot walk-in refrigerator, the buildings are mechanically ventilated and a sprinkler system has been installed.

(Continued on Page 5)

Domoto Greenhouses in 1898. Domoto Brothers was a flourishing organization when this picture was taken. In 1902, the place on 55th Avenue, Oakland, began to become crowded as one can see from the few homes adjacent to the greenhouses. Therefore, the brothers bought new land 60 blocks southward.



Many "old timers" will recall Motonoshi Domoto. He is pictured here in a palm-house, circa 1904. Both of the famous Domoto brothers died during World War II. Toichi Domoto now carries on the family traditions in Hayward.



On the extreme right is Giobatto Podesta, father of present day John Podesta of Podesta-Boschetto of San Leandro. Giobatto Podesta is pictured here in 1901, teaching the boys how to pick coreopsis. He is the elder brother of Giovanni and Fortunato, owners of large ranges of greenhouses in Colma and East Palo Alto respectively. On the extreme left is Manuel Rolleri, now the operator of the California Evergreen Co. Louis Crescio received his first 'know-how' in the flower business from Giobatto Podesta. We don't recognize the others, but Giobatto was known as the 'father' of many of the growers of Italian descent in the early days.



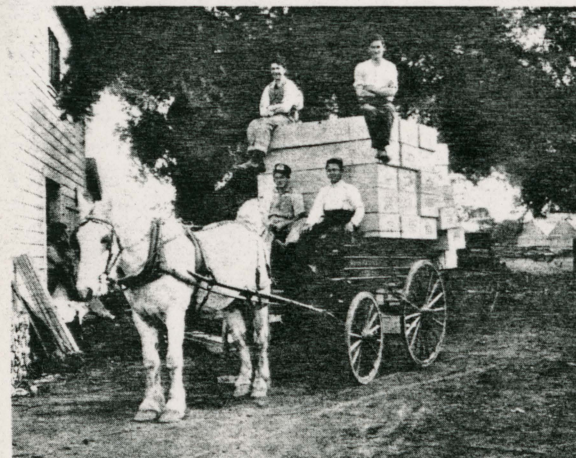
Louis Crescio in 1913 when he was 19 years old and was working for Giobatto Podesta.

The San Francisco Flower Growers Association area consists of 52,500 square feet, which includes market, 14 stores for wholesalers and in addition a 3500 square foot restaurant and cocktail lounge. The California Flower Market area includes the market and eight stores. Each store, occupied by a wholesaler dealing in flowers, has its own refrigeration.

The market for the Peninsula Gardens, still under construction, faces Morris street and will have access to the two markets.

(Continued on Page 9)

When Wells Fargo still depended on horses, Sadakusu Enomoto shipped the first carload of chrysanthemum from California to the "East" in 1913. Pictured here is Mr. Enomoto (seated at lower right) at his packing shed in Redwood City with part of a big load destined for New Orleans' All Saints' Day observance.



Andrew Podesta on the left and Gus Pedemonte on the right. They looked like this 36 years ago.





Lick Place: The growers of Japanese descent rented space at 31 Lick Place for a market. In the beginning, the Domoto brothers, whose store occupied the corner, subsidized the rent for the growers when the going was rough. The market members incorporated in 1912 and it became the present California Flower Market, Inc. From 1912 to 1922, it occupied the Bush street premises and from 1922 to 1955, together with the San Francisco Flower Growers Association, operated the Fifth St. Market.

In 1914 to 1924, the California Flower Market occupied the basement of this building. The Domoto Bros., wholesale house was on the corner, and around in the St. Anne Street alley, S. Enomoto and others had their stores. The Italian Market, the Chinese Market, Avansino's, McLellan's and Axell's had stores in this same area until the Pacific Telephone Company built its 444 Bush Street Building.

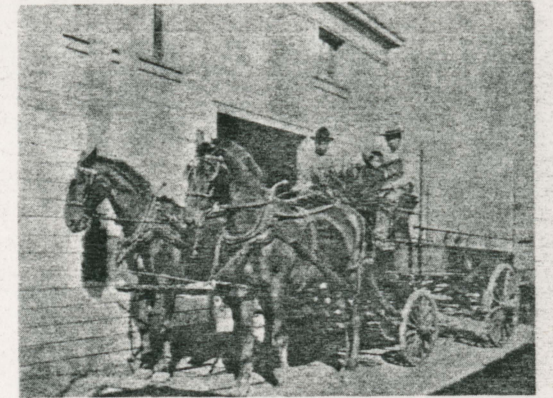


# 66

## years in the Bloomin' Business



The most modern flower center in the United States was being groomed for the September 12th opening this month. The wholesale stores and markets face a private street. No parking tickets here!



Before the 1906 earthquake, this wagon was the market place for many flower growers in the Bay Area. The wagon hauled the Domoto Bros.' flowers to San Francisco from Oakland. When it reached Podesta-Baldocchi on Grant Avenue, the one-basket growers of the region congregated on the curb to sell their flowers to the florists of San Francisco who also came to this area to shop. Thus, the seed for the later "curb market" at Lick Place was sown.

Fifth Street was the Market from 1924-1955.

