



**HAMMER'S**  
Binocular Repairing  
Best Equipped Shop for Adjusting any make of Binoculars and other Optical Instruments on the Pacific Coast

Bausch & Lomb and Carl Zeiss Binoculars Sold, Exchanged and Rented

Phone—DA venport 6476  
O-8 153 Kearny Street—Room 408

**EYE COMFORT!**



*Shirpsers*  
well fitted  
**GLASSES**  
easy payments  
910 MARKET ST.  
above Powell St.  
Phone SUTTER 0421

**SAPPHIRE**  
THE OPTICIAN



Mission at 17th

TERMS \$1.00 A WEEK HOURS 10 to 6  
2104 MISSION ST. Phone HEMlock 7287

**\$2.00 Down**

**Artificial EYES**

In Stock  Made to Order

We have the largest individual stock of ARTIFICIAL EYES on the Pacific Coast.

Private Fitting Rooms  
EX brook 7146  
**DEAN A. AVERY**  
O-11 291 Geary St., Suite 717

**Oleomargarine**

**Manufacturers, Oleomargarine**

Pac Food Products Co Inc  
511 Edge Ave & Shasta Brands  
656 Battery.....DA vnprt-5780

**Olive Business**

Calif Olive Assn 216 Pine.....GA rfd-6423  
Calif Olive Distributors Ltd  
216 Pine.....GA rfd-6423  
Cox John 113 Market.....SU ttr-1028  
Gordon Harry A Sheldon Bldg.....GA rfd-3484  
Lindsay Olive Co 112 Market.....KE arny-4439  
Seville Olive Co 623 Sansome.....DA vnprt-7279  
Sylmar Packing Corp Sheldon Bldg.....GA rfd-3484

**Wholesale Olives**

Cox John  
Agents Table Mountain Olives  
112 Market.....SU ttr-1028

**Olive Oil Business**

DE BERNARDI D F & CO INC  
201 Broadway.....SU ttr-0195  
Marzo Camillo 904 Montgomery.....DA vnprt-4963  
Matusci & Vannucci Co Inc  
617 Front.....DA vnprt-9381

**Imported Olive Oil**

Rossi Alfredo & Co  
Main Store 627B Vallejo.....GA rfd-5130  
Branch Store 4513 Mission.....DE lawre-1180  
Warehouse 555 Francisco.....FR ankn-9206  
Rothberg A & Co 481 Pacific.....KE arny-1089  
Sylmar Packing Corp Sheldon Bldg.....GA rfd-3484  
Three Medals Stores 622 Montgomery.....GA rfd-5063

**Imported Olive Oil**

Cherubini C 428 Sutter.....GA rfd-3730  
GIURLANI A & BRO 537 Front.....GA rfd-8724

**GRANUCCI G & SONS**

**GOLD LABEL BRAND**  
VIRGIN ITALIAN OLIVE OIL  
426 Battery.....DA vnprt-2443

Marsili A & Co 488 Pacific.....SU ttr-8315  
Mezzetta G L 140 California.....EX brook-2560  
Rossi Alfredo & Co 627B Vallejo.....GA rfd-5130

**Optical Goods Business**

Amer Optical Co 25 Kearny.....SU ttr-4365  
Avery Dean A 291 Geary.....EX brook-7146  
Bartlett Paul S 909 Hyde.....FR ankn-6935  
Bausch & Lomb Optical Co 28 Geary.....GA rfd-0695  
Bay State Optical Co Phelan Bldg.....SU ttr-7380  
Continental Optical Corp 150 Post.....GA rfd-8894  
Davidson F B 135 Stockton.....DO uglas-0712  
Hammer Wm O 153 Kearny.....DA vnprt-6476

**JENKEL-DAVIDSON OPTICAL CO**

135 Stockton, DO uglas-8480  
Martin-Copeland Co Shreve Bldg.....SU ttr-5753  
MAYERLE GEO 210 Post.....GA rfd-3279  
MAYERLE JOSEPH G 210 Post.....GA rfd-3279  
Mohr R & Sons 883 Mission.....SU ttr-2208  
Niles Sidney O 135 Stockton.....DO uglas-3771  
Rhine Optical Co Inc 150 Post.....DO uglas-3771  
Riggs Optical Co Flood Bldg.....SU ttr-1228  
S F Optical Supply Co 571 Alameda.....AT water-1707  
Seltstrom Mfg Co 4 Valencia.....UN drhl-7774  
Shur-On Standard Optical Co 278 Post.....KE arny-4392  
WOOSTER JOHN F CO 234 Stockton, GA rfd-6666  
Zeiss Carl Inc 564 Market.....GA rfd-4856

**Instruments, Optical**

Hammer Wm O 153 Kearny.....DA vnprt-6476  
(See Advertisement This Page)

**Wholesale Optical Goods**

Callf Optical Co 177 Post.....SU ttr-0181  
Jenkel-Davidson Optical Co  
135 Stockton, DO uglas-8480  
Mohr R & Sons  
Binoculars, Field Glasses, Goggles  
883 Mission.....GA rfd-8515  
Rhine Optical Co Inc 150 Post.....DO uglas-3771  
Seltstrom Mfg Co  
Eye Protection For Factories  
4 Valencia.....UN drhl-7774

**Opticians**

Allum Leroy M 1122 Sutter.....OR dway-0674  
ATCHINSON WILBUR H Phelan Bldg, GA rfd-1733  
Bangle Raymond 210 Post.....KE arny-5487  
BANGLE & LYONS 210 Post.....KE arny-5487  
Berat Edw F Phelan Bldg.....DO uglas-0966  
Beretta C L 210 Post.....DO uglas-2727

**Opticians—(Cont'd)**

**BERTELINO OPTICAL CO**

166 Geary, GA rfd-0272  
Binning McFurson Optical Co 8269 Mtn, MI sm-4540  
Bishop Frank E Flood Bldg.....SU ttr-2416  
Bockman Geo H 752 Market.....EX brook-6941  
Brunings John Optical Co 523 Post.....FR ankn-5477  
CALIF OPTICAL CO 181 Post  
3508 Mission, SU ttr-0181

**GHINN BERETTA OPTICAL CO**

137 Grant, SU ttr-0277  
Columbia Optical Co 1102 Market.....UN drhl-5333  
Davidson F B 135 Stockton.....DO uglas-8480  
Davis Herman & Sons Hale Bros.....SU ttr-8000  
Deschler's 81 O'Farrell.....DO uglas-2057  
Endris Optical Co 278 Post.....DO uglas-3175  
Francis E H 778 Market.....GA rfd-1642  
Gallagher George A 551 Sutter.....GA rfd-1794  
Hahn The Optician Phelan Bldg.....DO uglas-2624  
Hail C T 1552 Haight.....UN drhl-0762  
HIRSON & KAYE 239 Grant.....GA rfd-7570  
Holbert Irving S Powell.....SU ttr-8197  
Ireland Optical Co 332 Geary.....KE arny-3314

**JENKEL-DAVIDSON OPTICAL CO**

135 Stockton, DO uglas-8480  
JENKS-BERETTA OPTICAL CO  
210 Post, DO uglas-2727  
Jenks F C 210 Post.....DO uglas-2727  
Johanson J 3376-19th.....VA lencia-3113  
Jones Edward M 209 Post.....DO uglas-7252  
Jones Pinther & Lindsay Inc 166 Geary, GA rfd-0272  
Johnston W R Optical Co 31 Geary.....GA rfd-5255

**KAHN & CO**

Between Kearny & Grant Av  
54 Geary.....DO uglas-2212

**KAUFMANN EDWARD**

Anglo Bank Bldg  
830 Market cor Ellis.....GA rfd-7428  
Kemp Geo C 237 Fillmore.....UN drhl-7250  
Kline & Logie 2058 Mission.....MA rkt-7097  
LASDAN I I Phelan Bldg.....DO uglas-8574  
If no answer call.....EX brook-0540  
Lasky's 108 Powell.....DO uglas-1701  
Lindsay Wm G 166 Geary.....GA rfd-0272  
Lyons C V 210 Post.....KE arny-5487  
Martin Geo P 701 Market.....SU ttr-7048  
MAYERLE GEO 210 Post.....GA rfd-3279  
MAYERLE JOSEPH G 210 Post.....GA rfd-3279  
Miller C A 943 Kearny.....DA vnprt-1647  
Otis R Lee 3390 Mission.....MI sm-1580  
PACIFIC OPTICAL CO 1801 Bush.....WE st-4300  
PEISER SIDNEY L & CO 209 Post, SU ttr-4276  
Pinther Theo E 166 Geary.....GA rfd-0272  
Proctor Chas L 166 Geary.....GA rfd-0272

**PROGRESSIVE OPTICAL SYSTEM**

Established 20 Years  
Quality glasses at reasonable cost. Prompt service and quick repairs. Satisfaction guaranteed on written money refund basis.  
Offices: San Francisco, Oakland, San Jose, Fresno.



“SERVICE RENDERED BY”

**Progressive Optical System**

781 Market, DO uglas-7456  
Rann N P Phelan Bldg.....DO uglas-5166  
Rosenblum Henry Phelan Bldg.....GA rfd-1733  
Russ Bldg Optical Shoppe Russ Bldg.....GA rfd-2207  
SALOMON LEON 209 Post.....DO uglas-7154  
Sapphire The Optician 2104 Mission.....HE mlock-7287  
SHEU & WOOD 133 Geary.....DO uglas-6489  
Schilling Wm A Phelan Bldg.....DO uglas-6950  
Schulte C F 1026 Market.....HE mlock-8925  
Schulz Paul 1724 O'Farrell.....FI lmer-5692  
Seid David 5437 Geary.....EV green-5108  
SHIRPSER MAX L INC 910 Market, SU ttr-0421  
Standard Optical Co Phelan Bldg.....SU ttr-3532  
Sullivan Mervyn D 291 Geary.....SU ttr-6114

**TRAINER-PARSONS OPTICAL CO**

228 Post, GA rfd-7100  
Wahlgren H 135 Stockton.....DO uglas-8480  
Warren F W 527 Valencia.....MA rkt-3604  
Weiss Ebn & Son 920 Larkin.....PR ankn-4761  
Werner L A 1186 Market.....MA rkt-7314  
Wilson Roger Optical Co 210 Post.....KE arny-5487  
WOOSTER JOHN F CO 234 Stockton, GA rfd-6666  
Zwerling S 1500 Haight.....MA rkt-9105

**Dispensing Opticians**

Avery Dean A 291 Geary.....EX brook-7146  
(See Advertisement This Page)  
JENKEL-DAVIDSON OPTICAL CO  
135 Stockton, DO uglas-8480  
Sapphire The Optician 2104 Mission.....HE mlock-7287  
(See Advertisement This Page)  
Shirpsers Max L Inc 910 Market.....SU ttr-0421  
(See Advertisement This Page)  
TRAINER-PARSONS OPTICAL CO  
228 Post, GA rfd-7100  
WOOSTER JOHN F CO 234 Stockton, GA rfd-6666  
(Continued Next Page)

Nothing can show more clearly the selling power of the "Buyer's Guide" than the proven experience of the firms that use it.

**Opticians—(Cont'd)**

**Prescription Opticians**

**JENKEL-DAVIDSON OPTICAL CO**

135 Stockton, DO uglas-8480  
MAYERLE GEO 210 Post.....GA rfd-3279  
MAYERLE JOSEPH G 210 Post.....GA rfd-3279  
Pacific Optical Co 1801 Bush.....WE st-4300

**Optometrists**

Allum Leroy M 1122 Sutter.....OR dway-0674  
Atchinson Wilbur H Phelan Bldg.....GA rfd-1733  
Atkinson R C 1150 Valencia.....AT water-5324  
Babow B L 1024 Fillmore.....WE st-7419  
Bandy R J 2495 Mission.....AT water-5298  
Bangle Raymond 210 Post.....KE arny-5487  
BANGLE & LYONS 210 Post.....KE arny-5487  
Beckett L G 938 Market.....GA rfd-5072  
Benston E A 948 Market.....KE arny-2309  
Benston E A Jr 948 Market.....EX brook-3801  
Bentson Carl A 835 Market.....KE arny-6800  
Bockman Geo H 752 Market.....EX brook-6941  
Brombach T A 209 Post.....SU ttr-1358  
Brunings Bilton Rev Phelan Bldg.....KE arny-3532  
BRUNINGS JOHN OPTICAL CO  
Formerly Staff Eye Clinic of  
Lange Hospital  
523 Post.....FR ankn-5477

**CALIFORNIA OPTICAL CO**

181 Post, SU ttr-0181

**GHINN BERETTA OPTICAL CO**

137 Grant, SU ttr-0277

**Crystal Palace Optical Shoppe**

1175 Market, MA rkt-8737

Davis Herman & Sons Hale Bros.....SU ttr-8000  
Deschler's 81 O'Farrell.....DO uglas-2057  
Druhan Harold A 551 Sutter.....GA rfd-1794  
Duffin M Leslie 910 Market.....SU ttr-0421  
Duhamel W P Phelan Bldg.....SU ttr-4906  
Francis E H 778 Market.....GA rfd-1642  
Galtzberg George A 551 Sutter.....GA rfd-1794  
Gamble R A 3224-22nd.....MI sm-4581  
Gordon W C 209 Post.....SU ttr-8305  
Grosso Henrietta  
Sutter Hospital  
Sutter Hospital

**HALL C T 26 O'Farrell**

EX brook-2812

**HIRSON & KAYE 239 Grant**

GA rfd-7370

**Hobrecht Chas B 209 Post**

GA rfd-0964

**Hymson J W 1102 Market**

UN drhl-5333

**Ireland E L 323 Geary**

KE arny-3314

**Jackson Adolph C Phelan Bldg**

SU ttr-0906

**Jenks-Beretta Optical Co 210 Post**

DO uglas-2727

**JONES EDWARD M 209 Post**

DO uglas-7252

**JONES PINTHER & LINDSAY INC**

166 Geary, GA rfd-0272

**JONES WARREN C 166 Geary**

GA rfd-0272

**Jue Harold J 621 Kearny**

CH ina-2156

**Juhi J P 25-7th**

UN drhl-9312

**KAHLER NORMAN M 1603 Polk**

GR ayton-9097

**KAHN & CO**

Between Kearny & Grant Av  
54 Geary.....DO uglas-2212

**Kampfoefner Harry M 323 Geary**

DO uglas-1500

**KAUFMANN EDWARD**

Anglo Bank Bldg  
830 Market cor Ellis.....GA rfd-7428

**KAUFMANN HAROLD F Phelan Bldg**

GA rfd-8028

**KEHOE E Phelan Bldg**

GA rfd-5631

**Kemp Geo C 237 Fillmore**

UN drhl-7250

**KLINE & LOGIE 2058 Mission**

MA rkt-7097

**Kuttner Optometric Staff Russ Bldg**

SU ttr-2416

**LASDAN I I Phelan Bldg**

DO uglas-8574

If no answer call.....EX brook-0540

**LASKY'S 108 Powell**

DO uglas-1701

**LINDSAY WM G 166 Geary**

GA rfd 0272

Lipman A  
Offices Owl Drug Store  
Ellis & Stockton.....DO uglas-3050  
Lyons C V 210 Post.....KE arny-5487

**Optometrists—(Cont'd)**

Martin Geo P 701 Market.....SU ttr-7048  
MAYERLE GEO 210 Post.....GA rfd-3279  
MAYERLE GEO JR Phelan Bldg.....KE arny-7110  
MAYERLE JOSEPH G 210 Post.....GA rfd-3279  
McLeod A M Phelan Bldg.....SU ttr-4906  
Melmon Samuel D 108 Powell.....DO uglas-1701  
Morrow Rae 291 Geary.....DO uglas-6337  
Newton G F 276 Post.....DO uglas-3175  
NORDMAN HARRY 166 Geary.....GA rfd-0272  
OTIS R LEE 2390 Mission.....MI sm-1580  
Peck George F 731 Clay.....CH ina-0216  
PEISER SIDNEY L & CO 209 Post, SU ttr-4276  
PINTHER THEO E 166 Geary.....GA rfd-0272  
PROCTOR CHAS L 166 Geary.....GA rfd-0272  
Progressive Optical System 731 Mt., DO uglas-7456  
Quartararo V Chas 1608 Stockton.....DO uglas-7970  
Rosenblum Henry Phelan Bldg.....GA rfd-1733  
Ross Malcolm A 948 Market.....GA rfd-5384  
Royce Claude E Phelan Bldg.....SU ttr-4906  
SALOMON LEON 209 Post.....DO uglas-7154  
SHEU & WOOD 133 Geary.....DO uglas-6489  
SCHILLING WM A Phelan Bldg.....DO uglas-6950  
Scholay Albert J 859 Golden Gate.....WA lnut-1321  
SCHOLTE G F 1026 Market.....HE mlock-8925  
Schulz Paul 1724 O'Farrell.....FI lmer-5692  
Seid David 5437 Geary.....EV green-5108  
SHIRPSER MAX L INC 910 Market, SU ttr-0421  
Silverstein Irving A 209 Post.....GA rfd-0272  
Silverstein Sheldon A 209 Post.....GA rfd-7252  
Sipes Glen J 988 Market.....PR ankn-0757  
Stamper L J 94-4th.....SU ttr-8886  
Stein A T A 916 Market.....GA rfd-0587  
SULLIVAN MERVYN D 291 Geary.....SU ttr-6114  
Sullivan Raymond E 1556 Haight.....UN drhl-0519  
Takahashi H M 1600 Post.....WA lnut-4484  
Vicino Guido 408 Columbus.....GA rfd-4389  
Werner L A 1186 Market.....MA rkt-7314  
Williams Eugene A 209 Post.....GA rfd-8328  
Wilson Roger Optical Co 210 Post.....KE arny-5487  
Wood Frederick H 133 Geary.....DO uglas-6489  
Zwerling S 1500 Haight.....MA rkt-9105

**Dispensing Optometrists**

MAYERLE GEO 210 Post.....GA rfd-3279  
MAYERLE JOSEPH G 210 Post.....GA rfd-3279  
Schilling Wm A Phelan Bldg.....DO uglas-6950  
(See Advertisement This Page)

**Eye Examinations**

Hall C T  
Correction of Crossed Eyes  
26 O'Farrell.....EX brook-2812

**KAHLER NORMAN M**

Norman M. Kaeherl  
OPTOMETRIST  
EYES EXAMINED  
Evenings by Appointment  
1603 Polk.....GR ayton-9097

**Vicino Guido 408 Columbus**

GA rfd-4389

**Orange Juice**

(See Fruit Juices)

**Orchard Supply Business**

**Heaters, Orchard**

AMES W R CO 150 Hooper.....MA rkt-3814

**Sprayers' Equipment, Orchard**

(See Sprayers' Supply Business)

A modern convenience to save your time and energy!

The—  
**Extension Telephone**  
costs but a few cents a day!  
Call our Business Office  
DAvenport 9000  
NOW!

**Orchestras**

(See Musicians)

**Organ Business**

Leathurby G H Co 183 Golden Gate.....UN drhl-1891  
Schoenstein Felix F & Sons 3101-20th, MI sm-5132  
SHERMAN CLAY & CO  
Kearny & Sutter, SU ttr-6000

**Pipe Organs**

AUSTIN ORGAN COMPANY  
310 Polk, OR dway-1404  
SCHOENSTEIN FELIX F & SONS  
3101-20th, MI sm-5132

**Repairs, Organ**

Schoenstein Felix F & Sons  
Mfg Rebuilding & Maintenance  
3101-20th.....MI sm-5132

**Ornamental Iron**

(See Iron Business)

**Orthopedic Appliance Business**

Bellinger A 2125 Mission.....UN drhl-9250  
Chicago Artificial Limb Co 1093 Mtn.....MA rkt-5547  
FOX DAVID D 237 Ellis.....PR ankn-6053  
Hiltnerberg C H Co 1115 Market.....MA rkt-4244  
Market H 942 Market.....DO uglas-3698  
Wedekind Frank F Co 2004 Sutter.....WE st-1236  
Weniger H 143 Valencia.....MA rkt-6876

**Arch Supports**

(See Arch Supports)

**Artificial Limbs**

(See Artificial Limbs)

**Braces, Orthopedic**

(See Braces)

**Shoes, Orthopedic**

(See Shoe Business)

**Osteopathic Physicians**

Aaronson Philip V 466 Geary.....FR ankn-6969  
Augur Morris C 240 Stockton.....DO uglas-7756  
Burke Isaac 1462 Divisadero.....WE st-5432  
Collins Frank T 133 Geary.....DO uglas-7655  
Cooper Sarahel D 240 Stockton.....GA rfd-3821  
Crawford Ada B 466 Geary.....FR ankn-7861  
DOWNING CARTER H 693 Sutter, PR ankn-5521  
Farnham D C 323 Geary.....GA rfd-0745  
Ford Chas F 166 Geary.....DO uglas-5012  
HAMILTON SUSAN HARRIS  
291 Geary, DO uglas-1591