

**Olives**

**BRUCIA & CO** 245 Broadway... SU tter 1-8058  
 Corning Olive Company  
 116 New Montgomery... EX brook-2-8445  
**FAIR OAKS FRUIT CORP**  
 210 California... GA rfd 1-1601  
 Gianelli B R 355 Brentwood Av... JU niper-4-8635

**GIANELLI B R**  
 Ripe - Green & Stuffed Olives  
 Cocktail Onions - Chopped Olives  
 Olive Oil  
 42 Davis... YU kon 6-6316

**Ophthalmologists**  
 See Physicians & Surgeons M. D.

**Optical Goods—Retail**

**ANDERSON IVER OPTICAL CO**  
 Iver Anderson  
 DISPENSING OPTICIAN  
 EYE PHYSICIANS  
 Prescriptions Filled  
 725 deYoung Bldg  
 690 Market... SU tter 1-8607

**CALIF OPTICAL CO OF THE MISSION**  
 2508 Mission... VA lencia 4-2376

**DANZ G & SONS**  
 Eyes Made To Order & In Stock  
 240 Stockton... EX brook 2-3080  
 (See Advertisement Page 461)

**Drake Opticians** 512 Sutter... YU kon 6-0396  
**FERRARI & RISI** 444 Post... YU kon 6-0136  
**Friedberg-Smith** 177 Post... YU kon 2-3213

**JENKEL-DAVIDSON OPTICAL CO**  
 366 Post... GA rfd-1-3400

**MANCUSO OPTICAL COMPANY**  
 545 Post... PR oset 5-6681  
**PARANQUINT OPTICAL CO**  
 209 Post... YU kon 2-4255

**PARSONS OPTICAL LABORATORIES**  
 Contact Lenses  
 518 Powell... GA rfd 1-1462

**PHYSICIANS OPTICAL CO**  
 216 Sutter... YU kon 6-2510  
**Rhine Optical Co Inc** 114 Geary... SU tter 1-4263

**Rhine Optical Dispensing Co Inc**  
 114 Geary... SU tter 1-4263  
**ROBERT OPTICAL CO** 278 Post... YU kon 6-0504

**SILGE & KUHN**  
 Scientific Optical Instruments  
 Expert Sales-Service-Consultation  
 153 Kearny... DO uglas 2-1182

**Spencer Lens Co** 28 Kearny... SU tter 1-4363  
**Surveyors' Repair Shop**  
 Optical Instrument Service  
 408 Columbus Av... DO uglas 2-5439

**WHITSETT & HIGDON** 515 Post... GR ayton 4-2112  
 Zeiss Optical Instrument Service  
 153 Kearny... DO uglas 2-1182

The Yellow Pages save you time.

**CHINN-BERETTA**  
 OPTICAL COMPANY  
 Makers of Fine Quality  
 Eyeglasses and  
 Spectacles  
 Since 1899  
 NEW LOCATION  
 Between Grant Av. & Kearny  
 54 Geary SUTTER 1-0277



**FERRARI & RISI**  
 Dispensing Opticians

444 POST STREET · SAN FRANCISCO

**YUKON 6-0136**

Complete  
 List of  
 Eye  
 Physicians  
 Available  
 Upon  
 Request.

An Outstanding Optical Service

WE SERVE EYE PHYSICIANS AND  
 THEIR PATIENTS EXCLUSIVELY.

FIVE WELL-LOCATED OFFICES  
 FOR YOUR CONVENIENCE

SAN FRANCISCO OAKLAND BERKELEY PALO ALTO

*Jenkel-Davidson*  
 DISPENSING OPTICIANS

**SAN FRANCISCO ...**  
 366 POST STREET ... } Garfield 1-3400  
 450 SUTTER STREET ... }  
 490 POST STREET ... }  
 870 MARKET STREET ... }

**OAKLAND ...**  
 1904 FRANKLIN STREET ... } Glencourt 1-9944  
 and  
 400 - 29th STREET ... } Templebar 2-7740

**BERKELEY ...**  
 AMERICAN TRUST BLDG. ... } Thornwall 3-1617  
 and  
 2402 TELEGRAPH AVENUE ... } Thornwall 3-4072

**BURLINGAME ...**  
 238 PARK ROAD ... (Toll) Diamond 3-7328

**SAN MATEO ...**  
 310 So. SAN MATEO DRIVE (Toll) Diamond 3-0450

**Other Offices ...**  
 Alameda, Palo Alto, Richmond, Sacramento, Salinas,  
 San Rafael, San Jose, Stockton, Vallejo, Eureka.

"For Better Vision—See Your Eye Physician"

**Optical Goods—Whse & Mfrs**

**ALLURA CONTACT LENSE LABORATORY**  
 Unbreakable Plastic Contact Lenses  
 251 Post... YU kon 2-7119  
**AMER OPTICAL CO** 25 Kearny... SU tter 1-4363  
**BAUSCH & LOMB OPTICAL CO**  
 Flood Bldg... SU tter 1-1228  
 Bay State Optical Co 870 Market... YU kon 2-4668  
 Blumenthal Julius 171-2d... YU kon 6-4354  
**CHINN BERETTA OPTICAL CO INC**  
 54 Geary... SU tter-1-0277  
 (See Advertisement This Page)  
 Coast Optical Company 171-2nd... YU kon 6-4354

**COLUMBIA PROTEKOSITE COMPANY INC**  
 Columbia Goggles - Metal - Plastic  
 Sun - Dust - Sunlamp - Ski  
 Molded Plastic Products  
 380 Bayshore Blvd... MI san 7-8176

**Continental Optical Corp** 133 Geary... GA rfd-1-8894  
 Danz G & Sons  
 Eyes Made To Order & In Stock  
 240 Stockton... EX brook 2-3080  
 From East Bay Zone only (No Inter-City Charge)  
 Ask "Operator" for Enterprise-10303  
**Feldman Anthony Optical Co**  
 Phelan Bldg... GA rfd-1-0089

**FRIEDBERG BERT & CO**  
 DIRECT IMPORTERS  
 Domestic Factory Distributors  
 Binoculars - Field Glasses - Telescopes  
 718 Mission... SU tter-1-4154

**Gartner John H** 531 Howard... EX brook 2-4862  
**H & L Optical Co** 1026 Market... UN drhl 3-0467  
**Jenkel-Davidson Optical Co** 366 Post... GA rfd-1-3400  
**Jensen Geo N** 278 Post... EX brook-2-4392  
**KlearKoaters Mfg Co** 3020 Clement... BA yview 1-4025

**MANCUSO OPTICAL COMPANY**  
 545 Post... PR oset 5-6681  
**Mann Instrument Co** 2126 Taraval... OV erland 1-0428  
**Martin Copeland Co**  
 John Park-Mgr... DO uglas 2-4121

**MOHR R & SONS DIVISION-AMERICAN OPTICAL CO**  
 Binoculars-Field Glasses-Goggles  
 883 Mission... GA rfd 1-8515  
 From telephones served from East Bay  
 Zone only (No Inter-City Charge)  
 Ask "Operator" for Enterprise 10022

**MUSTO JOSEPH SONS-KEENAN CO**  
 535 North Pt... GR ayton 4-6365  
**Optical Products Corp** 126 Post... GA rfd 1-4734  
**Pacific States Optical Co** 86-3d... SU tter 1-3423

**PARSONS OPTICAL LABORATORIES**  
 Optical Instrument Manufacturing  
 518 Powell... GA rfd 1-1462  
**Progressive Optical System Inc**  
 721 Market... EX brook-2-7274  
**Progressive Optical System Inc**  
 721 Market... YU kon 6-1915

**S F Optical Supply Inc** 282 Minna... YU kon 6-3658  
**Service Optical Co** 341 Eddy... PR oset 6-0329  
**SHANE-MICHAEL OPTICAL CO**  
 Successors To Rhine Optical Co  
 643 Mission... DO uglas 2-3771

From telephones served from East Bay Zone &  
 Richmond Exchange only (No Inter-City  
 Charge) Ask "Operator" for Enterprise 11448  
**Sharon Optical Co** 278 Post... EX brook-2-4392  
**Soft-Lite Lens Co** 870 Market... YU kon 2-4668  
**Tinsley Laboratories**  
 Telescopes & Optical Engineering  
 2526 Grove Berkeley... TH ornwall 3-6836

**TOMSO PRODUCTS CO**  
 Mfrs Of Silicone Klear Koaters  
 3020 Clement... BA yview 1-4025  
**Trucco Optical Company** 209 Post... YU kon 2-2588  
**Univis Lens Co** Phelan Bldg... GA rfd 1-8310

**Opticians—Dispensing**

**ANDERSON IVER OPTICAL CO**  
 Eye Physician's Prescriptions Filled  
 690 Market... SU tter 1-8607

**D'ALVY WILSON O**  
 Fine Eye Glasses  
 DISPENSING OPTICIAN  
 Personal Fitting  
 555 Sutter... DO uglas 2-3841

**DELL'OSSO RAY**  
 Dispensing Opticians  
 PHYSICIANS OPTICAL CO.  
 5th FLOOR  
 516 Sutter at Powell

Spectacles Made To  
 Oculist Prescriptions Only  
 516 Sutter... YU kon 6-2510  
 Or... YU kon 6-4986

(Continued Next Page)

**Opticians—Dispensing— (Cont'd)**

**Drake Opticians**  
 Hours: 8:30 a.m. to 6:00 p.m. Weekdays  
 Sat. to 4:00 p.m. - Efficient Service the  
 Same Day - Reasonable Fees  
 512 Sutter... YU kon 6-0396

**Drake Opticians** 512 Sutter... YU kon 6-0396  
 (See Advertisement This Page)

**FERRARI MILTON W** 444 Post... YU kon 6-0136

**FERRARI & RISI OPTICIANS**  
 Serving the Eye Physicians and their patients exclusively in the  
 MANUFACTURE AND  
 DISPENSING OF FINE  
 QUALITY EYE GLASSES  
 Offices in San Francisco, Oakland, Berkeley,  
 Palo Alto, Redwood City.  
 "SERVICE RENDERED BY"  
**FERRARI & RISI** 444 Post... YU kon 6-0136

**Opticians—Dispensing— (Cont'd)**

**FERRARI & RISI** 444 Post... YU kon 6-0136  
 (See Advertisement Page 460)

**GUILD OPTICIANS—MEMBER**  
 PHYSICIANS OPTICAL CO  
 916 Sutter... YU kon 6-2510

**JENKEL-DAVIDSON OPTICAL CO**  
 General Offices  
 366 Post... GA rfd 1-3400  
 Medico-Dental Bldg  
 490 Post... GA rfd 1-3400  
 Flood Bldg  
 870 Market... GA rfd 1-3400  
 Four Filly Sutter Bldg  
 450 Sutter... GA rfd 1-3400  
 (See Advertisement Page 460)

**KahnCo**  
 See Stab & Walsh  
 209 Post... DO uglas-2-2212

**LAYNE CREDIT OPTICIAN**  
 2621 Mission... MI ssn-7-8191  
 (Continued Next Page)

*Directory of Eye Physicians*

IF YOU NEED VISUAL CARE AND DO NOT KNOW AN  
 EYE PHYSICIAN, WE WILL GLADLY FURNISH A LIST  
 We Specialize in the Making of Glasses  
 From Prescriptions of Eye Physicians  
 EVERY MODERN FACILITY FOR PERFECTION  
 Out of Town Orders Filled Promptly  
 VISIT OUR BEAUTIFUL SALON  
 — REASONABLE PRICES —

CUSTOM SERVICE BY  
 WILLIAM MANCUSO  
  
**Mancuso Optical Company**  
 PRESCRIPTION AND DISPENSING OPTICIANS  
 545 Post Bet. Mason & Taylor Prospect 5-6681

*Robert Optical Co.*

Dispensing  
 Opticians  
 YUkon 6-0504  
  
 278 POST, Suite 200  
 Opposite Union Square Garage  
 FORMERLY ROBERT O. RHINE & CO.

**ARTIFICIAL EYES**

PLASTIC & GLASS EYES  
 MADE TO ORDER  
 or Fitted from Stock  
 New Improved Method Makes  
 More Natural Looking Eyes  
 with  
 Hand painted color from patient's  
 remaining eye. Impression made from  
 orbit insures maximum movement.  
**G. DANZ & SONS**  
 Eye Makers for 3 Generations  
 240 STOCKTON ST.  
 EXbrook 2-3080

Our New Store  
 Offers You the Finest in Optical Craftsmanship  
 and the Latest Fashion Eye Wear  
 SINCE 1909  
*John D. Wooster Co.*  
 GUILD OPTICIANS  
 216 STOCKTON  
 Opposite Union Sq. Garfield 1-6666

*& Incidentally*

Prompt answering of a  
 telephone's ring is thought-  
 ful, courteous — and good  
 business.  
**THE PACIFIC TELEPHONE  
 AND TELEGRAPH COMPANY**

**BAUSCH & LOMB**  
 SALES & SERVICE  
 Cleaning & Repairing—All Makes  
 Opera Glasses - Binoculars - Etc.  
 Rentals Available  
 GRaystone 4  
 2112  
*Whitsett and Higdon*  
 515 POST STREET

**PARAMOUNT OPTICAL CO.**  
 DISPENSING OPTICIANS  
 Oculists' Prescriptions Filled  
 We Specialize  
 In Only the Best for Your Eyes  
**YUkon 2-4255**  
 209 POST  
 Suite 714  
 "HOUSE OF BETTER VISION"

**Drake Opticians**  
 DONALD GOLDSTEIN  
 Our Laboratory on the Premises  
 Enables Us to Render Efficient  
 Service the Same Day  
 Oculists' Prescriptions Filled  
 We Specialize  
 In Only the Best for Your Eyes  
 Serving You Personally in  
 San Francisco Since 1931  
 REASONABLE FEES  
**YUkon 6-0396**  
 512-516 SUTTER  
 Between Powell & Mason Sts.  
 GROUND FLOOR PHYSICIANS BLDG.

**RHINE**  
 OPTICAL DISPENSING CO. INC.  
 THE ORIGINAL RHINE OPTICAL CO  
 All prescriptions for glasses formerly made at 150 Post St.,  
 Jewelers Bldg., are on file at 114 Geary St.  
 Convenient Branch  
**2215 POST**  
 Across From Mt. Zion Hospital  
**West 1-3478**  
**114 GEARY**  
 4th Floor  
**Sutter 1-4263**