

# Milton Rhine Optical Co.

*Dispensing Opticians*

OCULIST PRESCRIPTIONS ACCURATELY FILLED

*Emergency Service at Our Laboratory*

Artificial Eyes

**YUkon 6-6589**

165 POST  
Suite 404  
(Opposite White House)

# ALEX J. RHINE

*Dispensing Optician*

DOCTORS' PRESCRIPTIONS FILLED

I have purchased all Doctors' Prescriptions and Records of Glasses held by Rhine Optical Dispensing Co. recently of 114 Geary St. and 2215 Post St. Also Rhine Optical Co. formerly of 150 Post St.

All Records of glasses made by these offices are now in my files.  
*Formerly President of Rhine Optical Co.*

**PHONE SUTter 1-6453**

391 SUTTER - Corner Stockton Street

## NEED YOUR EYES EXAMINED? For Better Vision Consult Your Eye Physician

List of Eye Physicians Available on Request

Bring Your Prescription for Glasses to

**Mancuso Optical Company**

DISPENSING OPTICIANS for the EYE PHYSICIAN  
545 Post St., San Francisco 2 • PProspect 5-6681

### Drake Opticians

DONALD GOLDSTEIN

Our Laboratory on the Premises  
Enables Us to Render Emergency  
Service the Same Day  
Oculists' Prescriptions Filled  
*Serving You Personally in  
San Francisco Since 1931*

REASONABLE FEES

**YUkon 6-0396**

512-516 SUTTER  
Between Powell & Mason Sts.  
GROUND FLOOR PHYSICIANS BLDG.

### Paramount OPTICAL COMPANY

DISPENSING  
OPTICIANS

OCULISTS' PRESCRIPTIONS  
FILLED

209 POST ST.  
SUITE 714  
*"House of  
Better Vision"*

**YUkon  
2-4255**

#### Opticians-Dispensing-(Cont'd)

**FALLOWS & PALMER**  
MACY'S S.F. BLDG.  
CHARGA-PLATE OR BUDGET TERMS  
Stockton & O'Farrell.....SUTtr 1-1532

**FELDMAN ANTHONY OPTICAL CO**  
Phelan Bldg.....GARfid 1-0089  
If no answer call.....DElaware 3-2236  
**FERRARI MILTON W** 444 Post.....YU kon 6-0136  
**FERRARI & RISI** 444 Post.....YU kon 6-0136  
(See Advertisement This Page)

**JENKEL-DAVIDSON OPTICAL CO**  
General Office.....GARfid 1-3400  
386 Post.....GARfid 1-3400  
476 Post.....GARfid 1-3400  
450 Sutter.....GARfid 1-3400  
Stonestown Medical Bldg.....LOmbard 4-3100  
(See Advertisement Page 491)

**Kahn&Co**  
See Stalb & Walsh  
209 Post.....DO uglas 2-2212  
Layne Credit Optician 1513 Fillmore.....FLimor 6-3333

**LAYNE CREDIT OPTICIAN**  
7821 Mission.....MI ssn-7-8191  
(See Advertisement This Page)

**MANCUSO OPTICAL COMPANY**  
545 Post.....PProspect 5-6681  
(See Advertisement This Page)

**PACIFIC OPTICAL CO** 1801 Bush.....WE st-1-4300  
**PARAMOUNT OPTICAL CO**  
209 Post.....YU kon 2-4255  
(See Advertisement This Page)

**FOUR THOUGHTFUL ITEMS  
OF TELEPHONE PROCEDURE**

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.

#### PARSONS OPTICAL LABORATORIES

DISPENSING OPTICIANS  
GLASSES ON PRESCRIPTION  
CONTACT LENSES  
ARTIFICIAL EYES  
VISUAL AIDS  
OPTICAL INSTRUMENTS  
Ask Your Eye Physician  
518 Powell.....GARfid 1-1462  
Or.....GARfid 1-4355  
93 West Portal Av.....LOmbard 6-4064

**PARSONS OPTICAL LABORATORIES**  
518 Powell.....GARfid 1-1462  
93 West Portal Av.....LOmbard 6-4064  
**PEISER SIDNEY L** 209 Post.....YU kon 6-0055  
**PEISER WM S** 209 Post.....YU kon 6-0055  
**PHYSICIANS OPTICAL CO**  
518 Sutter.....YUkon 6-2510

**RHINE ALEX J** 391 Sutter.....SU tter 1-6453  
(See Advertisement This Page)

**RHINE MILTON** 165 Post.....YU kon 6-6589  
(See Advertisement This Page)

**RHINE ROBERT O** 278 Post.....YU kon 6-0504  
**RISI EMIL J** 444 Post.....YUkon 6-0136  
**ROBERT OPTICAL CO**  
Formerly Rhine Robert O  
278 Post.....YU kon 6-0504  
(See Advertisement This Page)

**WHITSETT & HIGDON** 455 Powell.....SUTtr 1-3411  
(See Advertisement Page 491)

**WOOSTER JOHN F CO**  
Member of Guild Opticians  
216 Stockton.....GA rfd 1-6666

**NEWSPAPER FIREWOOD**  
To make a small grate or stove fire, or to kindle a big one, use old newspapers which have been rolled up tightly, soaked overnight in water, squeezed out and allowed to dry for several days. The tighter they are squeezed, the better firewood they make.

**ferrari & risi**  
dispensing opticians  
SAN FRANCISCO  
**YUkon 6-0136**  
444 Post Street  
SAN FRANCISCO  
OAKLAND  
BERKELEY  
SAN MATEO  
REDWOOD CITY  
PALO ALTO  
SIX CONVENIENT LOCATIONS

**Robert Optical Co.**  
Since 1938  
Distinctive EYE WEAR made to the Eye Physician's prescription  
278 POST, Suite 200  
Opposite Union Square Garage  
FORMERLY ROBERT O. RHINE & CO.  
YUkon 6-0504

**ARTIFICIAL EYE MAKING  
OUR SPECIALTY**  
For Three Generations  
Our new improved method makes more natural looking eyes, with HAND PAINTED COLOR, in PLASTIC and GLASS. Mold made of orbit insures maximum movement.  
**G. Danz & Sons**  
240 Stockton St. S. P.  
EXbrook 2-3080

#### Optometrists

Albert Henry C Jr 760 Market.....DO uglas 2-2273  
If no answer call.....SUTtr 1-7231

#### AMERICAN OPTOMETRIC ASSOCIATION

An association of Ethical Doctors of Optometry, pledged to the highest standard of visual care. Affiliated with the California Optometric Association and the San Francisco Optometric Association.



#### "MEMBERS"

Albert Henry C Jr 760 Market.....DO uglas 2-2273  
If no answer call.....SUTtr 1-7231  
Anderson Wm W 209 Post.....EX brook 2-1304  
Branch Office 920 Taraval.....LOmbard 4-5630  
Atchinson Wilbur H Phelan Bldg.....GA rfd 1-1733  
Bertsen Carl A 835 Market.....YU kon 2-1111  
Bockman Geo H Phelan Bldg.....EXbrk 2-6941  
Brombach T A 209 Post.....SU tter 1-1358  
Chong Arthur 752 Grant Av.....DO uglas 2-2000  
Duffin M Leslie 835 Market.....SU tter 1-0421  
Dykman Theodore D 4597 Misn.....JU niper 5-6588  
Elefant Herbert A 122 Geary.....SU tter 1-7968  
Fourness Lester A  
2665 Ocean Av.....DE laware 4-1164  
Gallagher George A 209 Post.....GA rfd 1-1794  
Healy E Orval 3817 Geary Blvd.....SKyline 2-0193  
Hiura & Hiura 1418 Polk.....PProspect 6-2352  
Hobrecht Chas B 209 Post.....GA rfd 1-0964  
Hobrecht Cyril J 209 Post.....EX brk 1-0964  
Jacobson Harold A 210 Post.....EX brook 2-8083  
Jaeger Allen O 4924-3d.....VA lencia 6-2452  
Kashler Norman M 209 Post.....DO uglas 2-7154  
Kamp Harry 209 Post.....DO uglas 2-1500  
Kaye Frank M 209 Post.....DO uglas 2-7154  
Kurtz H L 2390 Mission.....MI ssn 7-1580  
Landa Albert Phelan Bldg.....SU tter 1-2416  
Laudan I I Phelan Bldg.....DO uglas 2-8574  
Le Blanc C F 209 Post.....DO uglas 2-5655  
Lerner Jerome M 616 Clement.....SKyline 1-1267  
Lester Robert W 760 Market.....DO uglas 2-2057  
Levin Harry J 3249 Mission.....MI ssn 7-4540  
Lindsay William Geo 166 Geary.....YU kon 6-0271  
Lo Presti I 209 Post.....EX brook 2-1354  
Lo Presti Warren 209 Post.....EXbrk 2-1354  
Lyons C Venard 210 Post.....EX brook 2-5487  
Mackey Thos J  
5915 Geary Blvd.....BA yview 1-5342  
Mebine Loran  
230 West Portal Av.....MO ntrse 4-3089  
Musser Jere M 2495 Mission.....VA lencia 4-6104  
Mye Eugene Lal 3244 Pierce.....FLimor 6-3949  
Neustadt Harry H 623 Divisadero.....JOrdn 7-2625  
Norton James 2015 Chestnut.....FI limor 6-6549  
Peck Casper Geo 729 Clay.....YU kon 2-0857  
Regan John F 209 Post.....SU tter 1-0709  
Rockstein Robert A  
10 Lakeshore Plaza.....MO ntrse 4-8444  
Ross Harold L 699 Market.....YU kon 6-2322  
Rowlands W Unsworth 209 Post.....DO uglas 2-7154  
Ruegg William F Phelan Bldg.....EXbrk 2-0190  
Saphire Walter L 2104 Misn.....HE mlck 1-2313  
Schomaker Albert J 4068-18th.....UNdrlh 3-3099  
Schultz Harold Paul  
35 Van Ness Av.....HE mlck 1-3100  
Schwarzmann R A 821 Market.....EX brook 2-1332  
Shaw Ferd C 1378 Sutter.....TUvedo 5-4544  
Silberstein Irvin W 209 Post.....SU tter 1-0709  
Silverstein Irving A 951 Market.....YUkon 2-5106  
Silverstein Sheldon A  
951 Market.....YUkon 2-5106  
Squeri Raymond A 921 Geary Av.....JU nper 4-4383  
Stamper J L 2508 Mission.....VA lencia 4-2376  
Stein A T A von Phelan Bldg.....GARfid 1-0587  
Steinmann Ruby O 4563 Misn.....JU nper 5-2294  
Stoltz Albert C  
911 Av & Clement.....SK yline 1-2050  
Sullivan Mervyn D 291 Geary.....SU tter 1-6114  
Vicino Guido S 1406 Stockton.....GA rfd 1-4389  
von Stein A T A Phelan Bldg.....GARfid 1-0587  
Weiss Maurice 920 Larkin.....PR ospect 5-4761  
Werner L A 2390 Mission.....Misn 7-1580  
Zwerling S 1566 Haight.....NA rkt 1-6884

**BUCKLEY E S** AT  
**CALIFORNIA OPTICAL COMPANY**  
209 Post.....SUTtr 1-0181

**CHERNICK IRVING**  
EYES EXAMINED  
Prescriptions Filled - Lenses Duplicated  
Granville Bldg. - CREDIT TERMS  
2 Geary.....DO uglas 2-8227

Chong Arthur 752 Grant Av.....DO uglas 2-2000

**COHEN JACK M**  
Successor to  
**P. C. BINGMAN**  
EXAMINATIONS  
Your Eyes Scientifically Examined  
PRESCRIPTIONS  
Carefully Filled by Experts  
NEW FRAMES  
Beautifully Styled for All Occasions  
CHARGE IT  
Or Use Hole's Easy Budget Terms

**HALE'S**  
Offices Downtown Bldg.  
867 Market.....SUTtr 1-8000

Devincenzi E David 1661 Fillmore.....WE st 1-4327  
Dolan Patrick 54 Geary.....SUTtr 1-0278  
Duffin M Leslie 835 Market.....SU tter 1-0421  
Duffin M Leslie  
Offices In Emporium Bldg 2nd Floor  
835 Market.....YUkon 2-1111  
Dykman Theodore D  
Corneal Contact Lenses Fitted  
Hrs 9:30 AM to 5:30 PM-Sat 9 AM-2 PM  
Evenings By Appointment  
Excelsior District-Near Ocean Av  
4597 Mission.....JU niper 5-6588

**Eagle Eugene**  
Near Geary  
1561 Fillmore.....WAInt 1-8464  
Elefant Herbert A  
Plastic Contact Lenses Fitted  
122 Geary.....SUTtr 1-7968  
5051.....PLaza 5-0531

**ENG HELEN L DR & STAFF**  
OPEN EVENINGS TILL 8 P.M.  
Broken Lenses - Frames Duplicated  
CHINA TOWN  
835 Clay.....YU kon 2-3415

**Eng Raymond** 835 Clay.....YU kon 2-3415  
If no answer call Oakland.....Higate 4-5727  
Fourness Lester A  
2665 Ocean Av.....DE laware 4-1164  
FRANCIS W E 109 Ellis.....DO uglas 2-0952  
Fung Mary 685 Grant Av.....YU kon 2-7090  
Gallagher George A 209 Post.....GA rfd 1-1794  
Gogol Harvey J C Penny Bldg.....DO uglas 2-0406  
Grossman David 2474 Mission.....ATr 8-1941  
Grasso Henrietta 210 Post.....GARfid 1-3279  
Half Harold G 1 Stonestown.....SEabright 1-2222

**HARRIS BERNARD F**  
1008 Market.....HE mlck 1-2258  
(See Advertisement This Page)

**HAYES J JOSEPH**  
COMPLETE EYE SERVICE  
Bifocal & Trifocal Cases Our Specialty  
Shreve Bldg Suite 505  
210 Post.....GARfid 1-3279

**Healy E Orval**  
Formerly At 1726 Fillmore St  
Office Hours 10:00 AM to 5:30 PM  
Saturday Mornings By Appt  
Between 2nd and 3rd Aves  
3817 Geary Blvd.....SKyline 2-0193  
Hedani Tokuj  
1854 Fillmore.....WA Int 1-9425  
Hiura & Hiura  
Between Calif & Pine Sts  
1418 Polk.....PR ospect 6-2352  
Hobrecht Chas B 209 Post.....GA rfd 1-0964  
Hobrecht Cyril J 209 Post.....GA rfd 1-0964

**BALSHONE LEON**  
Phelan Bldg.....SUTtr 1-2416  
Anderson Wm W 209 Post.....EX brook 2-1304  
Branch Office 920 Taraval.....LO mbard 4-5630  
Atchinson Wilbur H  
760 Market-Suite 433  
Phelan Bldg.....GA rfd 1-1733  
Atkinson R C 2469 Mission.....AT water 2-5324  
Babow B L 752 Market.....EX brook 2-1767

**EYES EXAMINED  
Glasses Fitted  
to Occupational Needs**

LATEST IN FRAME FASHIONS  
TERMS  
TO MEET YOUR CONVENIENCE

Across from Sir Francis Drake Hotel  
490 Sutter.....SUTtr 1-1336

Behrend Julius 2548 Mission.....AT water 2-6200  
Beneo E A Jr 2227 Irving.....MO ntrse 4-7245  
Berek S 2512 Mission.....ATwtr 8-1595  
Bertsen Carl A  
Offices In Emporium Bldg 2nd Floor  
835 Market.....YUkon 2-1111  
Brentsen Duffin & Hall  
Offices In Emporium Bldg 2nd Floor  
835 Market.....YUkon 2-1111  
1 Stonestown.....SEabright 1-2222  
Bingman P C 867 Market.....SUTtr 1-8000  
Bloom Alvin S  
Richmond District  
5637 Geary Bl.....SKylin 1-7118  
Bloom Alvin S  
Visitation Valley  
5 Peabody.....JU nper 4-2802  
Bockman Geo H Phelan Bldg.....EX brook 2-6941  
Brombach T A 209 Post.....SU tter 1-1358

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LATEST IN FRAME FASHIONS  
TERMS  
TO MEET YOUR CONVENIENCE

Across from Sir Francis Drake Hotel  
490 Sutter.....SUTtr 1-1336

**DR. BERNARD HARRIS**  
OPTOMETRIST  
MEMBER NATIONAL OPTOMETRIC ASSOCIATION

- EXAMINATION  
It's Scientific, Thorough Completely Professional
- FITTING  
Precise, Accurate, Custom Tailored to Your Occupational, Visual and Facial Needs
- PROTECTION  
First-Quality Materials For Safety and Comfort of Your Priceless Vision
- STYLING  
Beautiful Frames to Suit Your Hair, Complexion, Face & Fashion Needs
- CONTACT LENSES  
Fluidless

ONE DAY SERVICE  
When Possible for Out-of-Town Patients or Emergencies

BUDGET TERMS  
GLADLY

OPTICAL LABORATORY ON PREMISES  
**1008 MARKET STREET**  
NEAR TAYLOR HEmlock 1-2258

GOLDEN GATE AVE.  
TAYLOR  
MARKET STREET

**DR. LAYNE**  
2 OFFICES IN SAN FRANCISCO

1513 FILLMORE  
Phone FLimore 6-3333

2621 MISSION  
Phone MIssion 7-8191

**GLASSES ON CREDIT**

COMPLETE SERVICE!  
1. Eyes examined without appointment.  
2. Lenses ground to your exact correction.  
3. Glasses fitted to help you Look Better, See Better.  
4. Re-examination at your convenience.  
5. Quick repair and lens replacement.

Get the glasses you need Right Now! Pay Later, in small weekly or monthly amounts. Make your own reasonable credit terms at Dr. Layne's.

LOW PRICES  
DR. R. M.  
**LAYNE**  
OPTOMETRIST • OPTICIANS

OPEN DAILY 9 A.M. TO 5:30 P.M.  
SATURDAYS TO 5 P.M.

The Yellow Pages save you time.