

516 SUTTER ST., S. F.



CONTACT LENSES

PERSONALIZED SERVICE

— OUR PLEDGE TO YOU —
COMPLETE SATISFACTION OR YOUR MONEY REFUNDED IN FULL

Heskett

CONTACT LENS LABORATORIES

YU 2-8272

TED W. HESKETT

BANKAMERICARD

Opticians—Dispensing—(Cont'd)

JENKEL-DAVIDSON OPTICAL CO
366 Post GA 1-3400
2233 Post FI 6-3435
40 Westlake Ct Daly City PL 6-3400
(Please See Advertisement Page 683)

JENKEL-DAVIDSON OPTICIANS

STYLISTS
IN
EYEWEAR



"WHERE TO CALL"

Jenkel-Davidson Optical Co
366 Post GA 1-3400
478 Post GA 1-3400
450 Sutter GA 1-3400
2000 Van Ness Av. GRaystn 4-1022
2233 Post FI 6-3435
Stonestown Medical Bldg. LOMbrd 4-3100
40 Westlake Ct Daly City PL 6-3400

LAYNE R M
1513 Fillmore FI 6-3333
2621 Mission MI 7-8191
Lerner Jerome M 1008 Market HE 1-2258

LEVY SAMUEL J
Eye Wear & Contact Lenses
391 Sutter EX 2-9146

MANCUSO OPTICAL COMPANY
DISPENSING OPTICIANS
FOR THE
EYE PHYSICIAN

If You Need Visual Care
We Will Gladly Furnish a List
of Eye Physicians

Special Student Attention
LARGE STYLE SELECTION
REASONABLE RATES
CONTACT LENSES
Over 30 Years Experience

545 Post PR 5-6681

Advertise here—it pays.

PACIFIC OPTICAL CO 1801 Bush West 1-4300
PALMER R E

CONTACT LENSES FITTED
Complete Optical Service
CHARGE-PLATE OR BUDGET TERMS
MACY'S SF BLDG
Stockton & O'Farrell SU 1-6966

PARAMOUNT OPTICAL CO
350 Post YU 2-4254
Or YU 2-4255
(Please See Advertisement Page 685)

PARSONS OPTICAL LABORATORIES
312 Post YUkon 2-7313
518 Powell EXbrk 2-8442
2642 Ocean Av. LO 6-4587
(Please See Advertisement This Page)

PEISER OPTICIANS

Sidney L. Peiser
William S. Peiser

DISPENSING OPTICIANS

Established 1913
CONTACT LENSES
INDIVIDUALLY STYLED
EYE WEAR

Second Floor-Howard Bldg
209 Post YUkon 6-0055

PHYSICIANS OPTICAL CO
516 Sutter YUkon 6-2510
(Please See Advertisement Page 685)
(Continued Next Page)

Simplify your buying—know where to buy it. The dealers in many nationally advertised articles are listed in the YELLOW PAGES. Make it a habit to "Find it Fast in the YELLOW PAGES."

Opticians—Dispensing—(Cont'd)

RHINE ALEX J

ALEX J RHINE
FORMERLY
RHINE OPTICAL CO

391 Sutter SU 1-6453

RHINE ERNEST V
350 Post YU 2-4254

RHINE MILTON OPTICAL CO
133 Geary YUkon 6-6589
(Please See Advertisement Page 684)

RHINE ROBERT O 278 Post YUkon 6-0504
Rich M B 960 Market OR 3-7455

Opticians—Dispensing—(Cont'd)

ROBERT OPTICAL CO

CONTACT LENSES
DISPENSING OPTICIANS
Personalized Service
Over 15 Years Experience
SUITE 200
OPPOSITE
UNION SQUARE GARAGE

278 Post YU 6-0504

Robinson Ronald 721 Market EX 2-7274
Ruby Maurice 816 Market EXbrk 7-5740
Stamper J L 2508 Mission VAleucia 4-2376
Sullivan Mervyn D 2450 Van Ness Av PRspct 5-9330

WOOSTER JOHN F CO
216 Stockton GARfid 1-6666
(Please See Advertisement This Page)

DR. BERNARD HARRIS

OPTOMETRISTS • OPTICIANS

FINANCIAL DISTRICT
EYES EXAMINED • PRESCRIPTIONS FILLED
231 MONTGOMERY

Ground Floor Russ Bldg. EX 7-0380

CONTACT LENSES • FRAMES
LENSES DUPLICATED • CHARGE PLANS

Optometric Information Bureaus

S F Optometric Society 918 Taraval LO 6-2478
(Please See Advertisement This Page)

Good party-line neighbors are considerate party-line users. Remember these golden rules:

- Space your calls instead of making several without a break.
- Talk only as long as necessary on each call.
- When you finish talking replace the receiver properly.
- Make certain, if you are using a dial telephone, that the line is clear before you dial.
- Ask your youngsters to be considerate, too.

Optometrists

ALBERT HENRY C JR
760 Market DO 2-2273

ALLIED OPTOMETRY SERVICES THOMAS J MACKAY OD

RICHMOND DISTRICT
Scientific Examination by
Ethical Doctor of Optometry
HARRINGTON VISUAL FIELD
SCREENING TEST FOR GLAUCOMA
Experienced with Children
CHOICE OF HUNDREDS OF
FRAME STYLES
Budget Accounts - Ample Parking

Near 23rd Av
5925 Geary Bl BA 1-5342

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 Society. Payment plan available at all offices.

"FOR INFORMATION CALL"
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S F Optometric Society 918 Taraval-LO 6-2478

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Babow B L 108 Powell EX 2-1767
Baishone Leon 490 Sutter SU 1-1335
Bockman Geo H Phelan Bldg EXbrk 2-6941
Chong Arthur 752 Grant Av DO uglas 2-2000
Dykman Theodore D 4594 Mission Junior 5-6588
Epstein Morris J 2495 Mission VAleucia 4-6104
Fourness Lester A 209 Post EXbrk 7-1592
Garrett Harold A
6272 Mission Daly City PL 5-2340
Healy E Orval 3817 Geary Blvd SKyline 2-0193
Hobrecht Cyril J 209 Post GA 1-0964
Jacobson Harold A 210 Post EX brook 2-8083
Kamp Harry 209 Post DOuglas 2-1500
Kaye Frank M 209 Post DO uglas 2-7154
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(Continued Next Page)

If You Need An



OPTOMETRIST

Consult
SAN FRANCISCO
OPTOMETRIC
SOCIETY
LO 6-2478

Milton Rhine Optical Co.
SINCE 1922

OCULIST PRESCRIPTIONS ACCURATELY FILLED

Emergency Service at Our Laboratory

Corneal Contact Lenses Artificial Eyes

YU 6-6589 133 GEARY
3rd Floor

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"Smartest Styles In Sight"

A COMPLETE LABORATORY ON THE PREMISES ENABLES US TO RENDER
EMERGENCY SERVICE THE SAME DAY
LICENSED BY THE BOARD OF MEDICAL EXAMINERS
REASONABLE FEES - CHARGE ACCOUNTS

★ Free Parking - Downtown Center Garage
★ Invisible Bi-Focals
★ Latest Contact Lenses

SINCE 1931

PHONE
YU 6-0396

GROUND FLOOR LOCATION
512-516 SUTTER ST. BETWEEN POWELL & MASON STS.

PARSONS Optical Laboratories

SINCE 1917

Designers of Fine Eyewear

CONTACT LENSES
PLASTIC EYES CUSTOM-MADE
SURGICAL & DIAGNOSTIC INSTRUMENTS

OPEN WEEK DAYS TILL 6 P.M.
SATURDAYS TILL 1 P.M.

EX 2-8442 YU 2-7313 LO 6-4587

518 POWELL 312 POST 2642 OCEAN AVE.

OFFICES IN SAN MATEO & STANFORD SHOPPING CENTER
SAN JOSE - LOS ALTOS

- J. L. STAMPER - AT
CALIFORNIA
OPTICAL COMPANY
of the MISSION

LATEST CONTACT LENSES

★ PENSIONERS WELCOME ★
★ PRESCRIPTIONS FILLED ★
★ UNIQUE FRAMES ★
★ QUICK REPAIRS ★
★ BUDGET TERMS ★

Located Since 1913 In
the MISSION DISTRICT

Saturdays 9 A.M. to 4 P.M.
2508 MISSION ST.

VA 4-2377

Nooster's



DISPENSING OPTICIANS

Since 1909

CONTACT LENSES

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On Union Square

ALBERT GARCIA - PAUL KOPFER
PHYSICIANS
OPTICAL CO.

Dispensing Opticians
EYE WEAR MADE TO
OCULIST PRESCRIPTION
CONTACT LENSES

YU 6-2510
YU 6-4986

- 5th FLOOR -
516 SUTTER STREET
PERSONALIZED SERVICE
"See For Yourself"

When you want to find a business concern in a hurry

Look in the YELLOW PAGES

They contain almost every type of commercial enterprise in easily found classifications.

DISPENSING OPTICIANS YU 2-4254 YU 2-4255



Paramount OPTICAL CO.

LICENSED BY THE STATE BOARD OF MEDICAL EXAMINERS

CORNEAL CONTACT LENSES

350 POST ST.
"HOUSE OF BETTER VISION"

GLASSES ON CREDIT

For the Whole Family...
SEE DR. LAYNE

Use my Family Budget Plan. All charges placed in 1 account; spread the small payments over any reasonable time.

SERVICE FOR O.A.S. PENSIONERS
EYES EXAMINED
No Appointment Needed; offices open 9 to 5:30... Saturdays to 5 p.m.

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Prescribed & Fitted

NEW! PERMA-LENS
GUARANTEE AGAINST BREAKAGE
1-Year Replacement Without Charge for broken lenses covered by the Dr. Layne Perma-Lens Warranty.

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No Bifocal Dividing Line! New "INVISIO" glasses help you look years younger.

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