

Jenkel-Davidson
OPTICAL COMPANY
STYLISTS IN EYEWEAR®

For better vision... see your eye physician

366 POST STREET
478 POST STREET
450 SUTTER STREET
2000 VAN NESS AVE.
2233 POST STREET

STONESTOWN MEDICAL CENTER
40 WESTLAKE CT. DALY CITY
GA 1-3400

CONTACT LENSES OFFICES THROUGHOUT NORTHERN CALIFORNIA

for people who value their VISION...

Franklin Optical Co.

- EYEWEAR BY PRESCRIPTION
- SEE YOUR EYE PHYSICIAN
- Contact Lenses
- Binoculars
- Sun Glasses
- Industrial Safety Glasses and Products

12 Offices
IN NORTHERN CALIFORNIA
San Francisco San Mateo
Oakland-2 El Cerrito
San Leandro Richmond
Walnut Creek Berkeley
Modesto-2 Hayward

SU 1-3411

455 POWELL ST. • SAN FRANCISCO
Member Guild Opticians of America

Optical Goods-Retail-(Cont'd)

FERRARI & RISIYU 6-0136
444 Post
FRANKLIN OPTICAL COSU 1-3411
455 Powell
Harris Bernard F 231 MontgoyEX 7-0380
Heskett Contact Lens Laboratories
516 SutterYU 2-8272
JENKEL-DAVIDSON OPTICAL CO
366 PostGA 1-3400
2000 Van Ness AvGRaystn 4-1022
Stonestown Medical BldgLombd 4-3100
Levy Samuel J 391 SutterEX 2-9146
MANCUSO OPTICAL COMPANY
PRESCRIPTIONS FILLED
LATEST IN FRAMES
Special Student Attention
545 PostPR 5-6681
PARAMOUNT OPTICAL CO
See Ad Opticians Dispensing
350 PostYU 2-4254
PARSONS OPTICAL LABORATORIES
Since 1917
FINE EYEWEAR - CONTACT LENSES
Main OfficeEX 2-8442
518 Powell
Union Square
312 PostYU 2-7313
West of Twin Peaks
2642 Ocean AvLO 6-4587
Presbyterian Medical Center Office
2217 WebsterWA 2-1544

PEISER OPTICIANSYU 6-0055
Physicians Optical Co 516 SutterYUkon 6-2510
Rhine Alex J 391 SutterSU 1-3411
Rhine Milton Optical Co 133 GearyYUkon 6-6589
Robert Optical Co
Formerly Rhine Robert O
278 PostYUkon 6-0504
Technical Instruments Co 348-6thHE 1-8231
Vent-Air Contact Lenses 260 StocktonYU 2-7480
Wooster John F Co 216 StocktonGARfid 1-6666

Optical Goods-Wholesale & Mfrs

ALAMEDA OPTICAL CO523-7100
2712 Lincoln Av Alameda
AMER OPTICAL COVA 6-8300
Industrial & Revere
BAUSCH & LOMB INCORPORATED
20 JonesUN 3-1580
Bennett J W Associates 753 BushGARfid 1-4734
Brower Archibald D Co 3153 ScottWE 1-6650
Calcon Laboratories 760 MarketDO 5-5113
Calif Optical Leather Co
2510 San Carlos Av Castro Vly538-3500
CENTURY CONTACT LENS CO INCEX 2-2417
123 Geary
From the following exchanges only
East Bay
(No Charge) Ask Operator forEntrprise 13057
CHINN BERETTA OPTICAL CO INCSU 1-0277
24 Geary
Coast Bifocal Corp 251 PostYUkon 6-6206
Coast Optical Company 251 PostYUkon 6-6204
Con-Opti-Cal Inc 209 PostYU 2-9560
CUSTOM CONTACTSTU 5-3490
609 O'Farrell
Danz G & Sons
Eyes Made To Order & In StockEXbrk 2-3080
Electro-Nuclear Laboratories Inc
2433 Lophorn Mtn Vw968-1603
Feldman Anthony Optical Co
Phelan BldgGA 1-0089
Ferrari Importing Co World Trade Center-YU 2-6324
Friedberg Bets & Co 718 MissionSU 1-2855
Gartner Mechanical Engineering Co
Design & Manufacturing of
Optical Instruments
For Special ApplicationsEX 2-1482
Gilbert Optical Co
Gilbert Rhine
1026 MarketUN 1-1662
GOLDEN GATE OPTICAL LABORATORIES
227 StevensonEX 7-4806
Goro Mfg Co Inc World Trade CenterDO 2-4145
Jenkel-Davidson Optical Co 366 PostGA 1-3400
Kontar Contact Lens Co Inc 350-12th Richmond
Call 24 Hours Daily-Sundays-Holidays
From the following exchanges only
San Francisco
(No Charge) Ask Operator forEntrprise 15115
Kurz Optical Co Inc 133 GearyYUkon 2-2993

Need a number? First, check the Directory or your personal number list before calling "Information."

Optical Goods-Wholesale & Mfrs-(Cont'd)

LIBBEY-OWENS-FORD GLASS CO
LIBERTY MIRROR DIVISION
Vacuum Deposited Coatings
and Precision Optics
Front Surface Mirrors - Transparent
Mirror Coatings - Hi-efficiency Beam
Splitters - Dichroic - Ultra Violet
Infra-Red Low Reflection Anti-Static
& Electrically Conducting
Rialto BldgSU 1-4360
Luxo Lamp Corp
Luxo Illuminated Magnifiers
1683 Jerrold AvAT 5-0254
Mancuso Optical Company 545 PostPR 5-6681
MANN OPTICAL COYU 1-7537
530-15th Oakland
MARTIN COPELAND CO
Contact LensesDO 2-4121
126 Post
From the following exchanges only
East Bay San Carlos-Belmont
Palo Alto San Mateo
Redwood City
(No Charge) Ask Operator forEntrprise 11139
MARTIN-COPELAND-CONTACT LENSES
Oakland444-8503
Mendelson Felix M 833 MarketGARfid 1-1606
Metro Flattop Service
2307-38th Av OaklandYU 1-6627
Metro Flattop Service
2307-38th Av Oakland532-4100
OPTICAL COATING LABORATORY INC
2789 Giffen Av Santa Rosa707 LI 5-6440
Optical & Technical Supply Co Inc
729 MinnaMA 6-1566
PAC UNIVERSAL PRODUCTS CORP
Letro-Lite Anti-Reflection Coating
Other Specialized Coatings: Front-
Surface Particles Etc. Al Pasadena
278 PostYUkon 2-6722

PARAMOUNT LABORATORIES INC
973 Market GARfid 1-2642
PARSONS OPTICAL LABORATORIES
Optical Instrument ManufacturingEXbrk 2-8442
518 Powell
PLASTIC CONTACT LENS COMPANY same as
Westley-Jessen San Francisco Branch
321 BushEX 7-4055
PRESTIGE IMPORTS & DOMESTICS INC
232 TaravalLO 4-5490
S F OPTICAL SUPPLY INCYU 6-3658
282 Minna
From the following exchanges only
East Bay San Mateo
(No Charge) Ask Operator forEntrprise 12044
Select Optical Corp 709 MissionDOuglas 2-7172
SHANE-MICHAEL OPTICAL CO
643 MissionDOuglas 2-3771
From the following exchanges only
East Bay Richmond
Hayward
(No Charge) Ask Operator forEntrprise 11148
Sharon Continental Optical Co 278 PostYU 2-2511
Sta-Brite Lens Cleaner 372 EllisPR 6-4300
Star Optical Co 693 MissionEXbrk 7-4660
SUN GLASS PRODUCTS OF CALIF
126 Calderon Mtn Vw967-8681
Sunglaze of California 643 MissionDO 2-4110
Tinsley Laboratories Inc
Telescopes & Optical Engineering
6th & Dwight Wy Brkly843-6836
TOMSO PRODUCTS CO
Mfrs of Silicone Cloths
3020 ClementBA 1-4025
Trucco Optical Company 209 PostYU 2-2588
United States Optical Co
Leon WeitzYU 2-7966
693 Mission
Univis Inc Phelan BldgEX 7-7087
Victory Optical Mfg Co 51 Grant AvEXbrk 2-5457
WEBSTER OPTICAL COSU 1-3423
86-30
From the following exchanges only
East Bay
(No Charge) Ask Operator forEntrprise 12371
Weitz Leon R 693 MissionYU 2-7966
WESLEY-JESSEN SAN FRANCISCO BRANCH
321 BushEX 7-4055
From the following exchanges only
East Bay
(No Charge) Ask Operator forEntrprise 17055

Opticians-Dispensing-(Cont'd)

ALLIED OPTOMETRY SERVICES THOMAS
J MACKEY OD
EYEGLASSES & EXAMINATIONS
Near 23rd Av Ample Parking
5925 Geary BlBA 1-5342
Anderson Iver Optical Co 1566 HaightUN 3-7817
(Continued Next Page)

Opticians-Dispensing-(Cont'd)

BALSHONE LEON
COMPLETE OPTOMETRIC & OPTICAL
SERV
Contact Lenses & Hearing Aid Glasses
Near Powell StTerms
490 SutterSU 1-1335
Bloom Alvin S
Richmond District-Near 21st Av
5637 Geary BlSK 1-7118
CALIF ASSN OF DISPENSING OPTICIANS
DISPENSING OPTICIANS
LICENSED BY THE
STATE BOARD OF
MEDICAL EXAMINERS
"FOR INFORMATION CALL"
MEMBERS
Drake Opticians 512 SutterYUkon 6-0396
Ferrari & Risi
2300 CalifWA 1-1911
444 PostYU 6-0136
2340 SutterJO 7-2045
Franklin Optical Co 455 PowellSU 1-3411
Jenkel-Davidson Optical Co
366 PostGARfid 1-3400
478 PostGA 1-3400
450 SutterGARfid 1-3400
2000 Van Ness AvGRaystn 4-1022
2233 PostFI 6-3435
Stonestown Medical BldgLombd 4-3100
40 Westlake Ct Daly CityPL 6-3400
Mancuso Optical Company 545 PostPR 5-6681
Parsons Optical Laboratories
518 PowellEXbrk 2-8442
312 PostYUkon 2-7313
Lakeside Village
2642 Ocean AvLO 6-4587
Physicians Optical Co 516 SutterYU 6-2510
Wooster John F Co 216 Stockton GARfid 1-6666
CALIF OPTICAL CO
E. S. Buckley - Optometrist
Rooms 901-902SU 1-0181
209 Post

CALIF OPTICAL CO OF THE MISSION
2508 MissionVA 4-2377
(Please See Advertisement Page 708)
DRAKE OPTICIANS 512 SutterYUkon 6-0396
(Please See Advertisement Page 708)
Follows Alan 816 MarketEXbrk 7-5740
FELDMAN ANTHONY OPTICAL COGA 1-0089
Phelan Bldg
If no answer callDE 3-2236
Ferrari & Risi 2300 CalifWA 1-1911
FERRARI & RISIYU 6-0136
444 Post
(Please See Advertisement This Page)
Ferrari & Risi 2340 SutterJOrdn 7-2045
FERRARI & RISI OPTICIANS
Since 1938
DISTINCTIVE
EYEWEAR
CONTACT LENSES
"WHERE TO CALL"
Ferrari & Risi 2300 CalifWA 1-1911
Ferrari & Risi 444 PostYUkon 6-0136
Ferrari & Risi 2340 SutterJOrdn 7-2045
FISCHER LESTER
FINANCIAL DISTRICT
Near Crown-Zellerbach Building
Enter of 15 Sutter or 548 Market
548 MarketYU 1-5838
FRANKLIN OPTICAL COSU 1-3411
455 Sutter
(Please See Advertisement Page 708)
HARRIS BERNARD FEX 7-0380
231 Montgoy
(Please See Advertisement Page 708)
HESKETT CONTACT LENS LABORATORIES
516 SutterYU 2-8272
(Please See Advertisement This Page)
JENKEL-DAVIDSON OPTICAL CO
366 PostGA 1-3400
2233 PostFI 6-3435
40 Westlake Ct Daly CityPL 6-3400
(Please See Advertisement Page 708)
(Continued Next Page)
A color extension telephone adds
beauty and comfort to your home.

ferrari & risi 

DISPENSING OPTICIANS
SINCE 1938

Distinctive 

EYE WEAR
SUN GLASSES
CONTACT LENSES
BINOCULARS

MEMBERS 

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IN SAN FRANCISCO

444 POST 2300 CALIFORNIA 2340 SUTTER
YU 6-0136 WA 1-1911 JO 7-2045

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PALO ALTO - LIVERMORE

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PHYSICIANS**
Prescriptions Filled For
**GLASSES &
CONTACT LENSES**
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FINE QUALITY LENSES
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IMPORTED & DOMESTIC FRAMES

SAN FRANCISCO
248 Powell SU 1-7517
(Union Square)
960 Market OR 3-7455
2520 Mission VA 6-5850
2015 Chestnut FI 6-6549
1659 Fillmore FI 6-0698

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OPTICIANS

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OPEN ALL DAY SATURDAY FOR YOUR CONVENIENCE

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MONEY REFUNDED IN FULL

YU 2-8272

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516 SUTTER