



2 GREAT HEARING AIDS

by two great makers of fine Hearing Aids and Audiometers for the Medical Profession.

Otarion — Vacolite

A COMPLETE HEARING AID SERVICE SINCE 1939

Joe Lackenback and Associates

Eveready Batteries for All Makes
On The Spot Service for All Hearing Aids

NIGHT OR DAY CALL
GI lbert 2-2087



1612 JAY ST.

SACRAMENTO

This pin
is all you see
for **BETTER HEARING!**



See the new Sonotone now with its amazing new movable microphone that looks like a lovely costume jeweled pin. Only Sonotone has this outside microphone with no dangling outside cords. Wear it wherever you choose!

SONOTONE OF SACRAMENTO
J. W. TROUSDALE, Mgr.
GI lbert 3-2601

Room 629 Forum Bldg. 1107 - 9th, Sacramento

Now Hears Whispers!



New Kind of Hearing Aid Makes Living Worthwhile
NO DEVICE OF ANY KIND IN EITHER EAR

This HARD-OF-HEARING young woman even HEARS WHISPERS AGAIN, yet there is no device of any kind in her ear! No so-called "invisible" or "phantom" earpiece, no headband, no pressure anywhere! She doesn't advertise her deafness!



Acousticon
FIRST AND OLDEST
Since 1902
A DICTOGRAPH PRODUCT
ACOUSTICON - ARMSTRONG CO.
Batteries & Repairs for All Makes
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ROOM 808 FORUM BLDG. SACRAMENTO

Hearing Aids—(Cont'd)

JENKEL-DAVIDSON OPTICAL CO

ZENITH HEARING AIDS
BATTERIES FOR ALL MAKES

1021 K.....GI lbrt 3-4714

KINSTLER JOHN C
Sacramento Hearing Aid Center
Medico-Dental Bldg.....GI lbrt 2-5808

LACKENBACK JOE
Residence 1612 J.....GI lbrt 2-2087

MAGNATONE HEARING AIDS & BATTERY CHARGES—
ACE EAR AID CO 1612 J.....GI lbrt 2-2087

MAICO HEARING AIDS

Exclusively Maico Secret Ear and Hear Rings the Original Invisible Hearing Corrections. Ask Your Doctor About Maico, Foremost in Fine Hearing Aids and Hearing Test Instruments Throughout the World.



"FOR SERVICE CALL"

ADAMS C F 1025-9th.....GI lbrt 3-5326

Maico of Sacramento 1025-9th.....GI lbrt 3-5326

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Accepted by Council on Physical Medicine, American Medical Association.
Extra small and light.
Easy to wear—Easy to hear—Easy to own.
TRY ONE AND SEE.



"WHERE TO BUY IT"

Ace Earaid Co 1612 J.....GI lbrt 2-2087

PARAVOX HEARING AIDS

New Jewel-like "Tiny-Myte" — powerful, the extremely small; thinner than a dime is wide! Easily concealed. NO BUTTON IN EAR! Only one case, one cord. Thousands, all over the world, use PARAVOX with excellent results. Get facts; try one today.



"FOR INFORMATION CALL"

SACRAMENTO HEARING AID CENTER
Medico-Dental Bldg.....GI lbrt 2-5808

(Continued Next Page)

If the telephone number at your residence is listed under another's name, frequently friends do not know how to reach you. For small cost you can have a separate listing in the Telephone Directory under your own name.

VALLEY HEARING AID CLINIC

H. A. FRENCH, Manager

We Are Distributors for Both
MICROTONE AND TONEX

Hearing Aids. Both Are Well Known
National and International Concerns

ON THE SPOT SERVICE

In Our Own Office

FREE HEARING ANALYSIS AND
DEMONSTRATION IN THE HOME
NO OBLIGATION

Hudson 4-2322

1729 L Bwn. 17th & 18th

Hearing Aids—(Cont'd)

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Complete Service
All Nationally Known Hearing Aids
"Low Down Budget Terms"
Guaranteed Batteries & Repairs
On All Makes
Hearing Tests & Free Home Trials

GI lbrt 2-5808
EVENINGS BY APPOINTMENT
11th & L Suite 411
Medico-Dental Bldg.....GI lbrt 2-5808

Sacramento Hearing Aid Center
Medico-Dental Bldg.....GI lbrt 2-5808
(See Advertisement Page 167)

SONOTONE OF SACRAMENTO

OUT OF SIGHT HEARING
Completely Invisible for Women
Inconspicuous for Men
Forum Bldg.....GI lbrt 3-2601

Sonotone Of Sacramento Forum Bldg. GI lbrt 3-2601
(See Advertisement Page 168)

Telex Hearing Center 1821A K.....GI lbrt 3-7873

VACALITE HEARING AIDS—

ACE EAR AID CO 1612 J.....GI lbrt 2-2087
Valley Hearing Aid Clinic 1729 L.....HU dsn 4-2322
(See Advertisement Page 168)

WESTERN ELECTRIC HEARING AIDS—

AUDIPHONE CO OF SACRAMENTO
See Listing Under Audivox
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ZENITH HEARING AIDS

Amazingly tiny, light, powerful, efficient—priced far below comparable aids. Enjoy Zenith's quality. "Worry-Saver Switch," other brilliant features. By makers of world-famous Zenith Radios, FM, Television.



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Heat Exchange Equipment

SUPER-COLD HEAT EXCHANGE PRODUCTS

Complete manufacturing facilities, engineering, consultation service. Free estimates.



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Heat Treating—Metal

Dexter Metal Treating Co 1024-77th Av Oakland
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Efficient unit heaters for use with steam, hot water or gas, for low cost heating of commercial and industrial buildings. Designed and built by the makers of Carrier Air Conditioning.



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Horrell & Son Heating & Appliances
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JANITROL UNIT HEATERS

Complete Size Range, Suspended, Duct and Floor Models for Industrial-Commercial Space Heating. Quiet, Efficient Propeller Fan and Blower Units. Easy to Install. Economical Operation.



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RELY ON RHEEM for compact gas fired floor furnaces and console heaters. Clean warm air heat for every space heating requirement. Automatic controls. All gases.



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1313 Broadway.....GI lbrt 3-1701

WHOLESALE ONLY
HEIECK & MORAN 2114-20th.....HI lcrst 6-6468

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See Water Heaters Headings

Heating Apparatus

See Specific Kinds, i.e., Furnaces Headings; Gas Burners; Heaters; Oil Burners; Water Heaters; Etc

Heating Contractors

See Contractors—Heating & Ventilating

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101 Cantaller N Sacto.....HI ckr 9-6106
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Hung Choon Hong 314 I.....HU dsn 4-6685
LEE CARL C DR HERB CO 512 J.....GI lbrt 2-3575
(See Advertisement This Page)

Yee Sang Tong 224 I.....HU dsn 4-3207

TSEE HENRY W
Dr. Henry Yee, D.C. - Dr. May Yee, D.C.
When Others Fail We Can Help You
707 J.....GI lbrt 3-6612
If no answer call.....HU dsn 4-0480

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(See Advertisement This Page)

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DAVIS HUGH S 5300-14th Av.....HI lcrst 5-5444
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Hobby Supplies—See Handicraft Supplies

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Oldest Herbalist in Sacramento
23 Years

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Our Herbs are the finest for purity & quality, selected by our Herbalists in China & Shipped direct to us.

WHEN OTHERS FAIL WE CAN HELP YOU

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23 Years in Sacramento

Phone **GI lbert 3-6612**

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707 JAY ST. SACRAMENTO

Notice Correct Name & Address