

# Beltone

**HEARING IS YOUR PROBLEM - BELTONE IS YOUR ANSWER**  
**"Quality Hearing at a Price You Can Afford"**

**HEARING SERVICE**  
 IF HEARING IS YOUR PROBLEM - BELTONE IS YOUR ANSWER  
**"Quality Hearing at a Price You Can Afford"**

We Never Cease Our Interest in and Service to Your Hearing Problem

**— HEARING AID GLASSES —**  
 Hide Deafness

... A Powerful Hearing Aid Completely Hidden in the Frame of Your Glasses

**Beltone also offers**

- NEW Super-Power 5 Transistor Hearing to Give Clearer Hearing to the Severely Deaf.
- NEW Miniature Aid Which Gives Higher Fidelity Hearing - So Tiny That Ladies May Hide It in Their Hair.

GRADY P. MAGUIRES  
 Certified Audiologist

SPECIAL PLAN FOR PENSIONERS  
 A WIDE SELECTION OF AIDS AT LOW PRICES

6 DAYS A WEEK SERVICE  
 CLOSED SUNDAY  
**GI 8-8997**

**BELTONE HEARING SERVICE**  
 OUR "TENTH" YEAR ON "NINTH"  
 1007 - 9TH Street Between Joy & Kay Sts. SACRAMENTO

**HEARING AID VANISHES!**

Amaze your friends with world's smallest hearing aid... so easy to wear. No one will know your secret.

Latest transistor models in most advanced styling... in good-looking eyeglasses, all in the ear, tucked in halter, any way you want. Look your best while hearing your best.

**SONOTONE**  
 Of Sacramento  
 J. W. TROUSDALE - Manager  
 1007-8th **GI 3-2601**

She's Got a Secret!

**Dahlberg**  
**Miracle-Ear**

cordless hearing aid

See... try Miracle-Ear first! Worn in or behind ear! Individually fitted. Exclusively at

**CALIFORNIA HEARING CENTER**  
 Call HI 6-7929  
 1017 - 9th

**HEARING AIDS**

Guaranteed Service Repairs & Batteries For All Aids Including

**ZENITH - UNEX - TELEX SONOTONE - BELTONE**

DISCOUNT TO PENSIONERS  
 TERMS TO SUIT YOU  
 Come In - Write or Phone  
**GI 2-5808**

**KINSTLER HEARING CENTER**  
 11th & L BLDG. - 11th & L ST'S

**Hearing Aids-(Conf'd)**

**MAICO HEARING AIDS**

NEW MAICO HEARING GLASSES-ATTRACTIVE, COMFORTABLE, CONVENIENT

Eight Precision Fitted Models Suitable For All Types And Degree Of Hearing Loss.

**"WHERE TO BUY IT"**

DEALER

Maico of Sacramento-Hearing Aids 1019-9th-GI 3-5326  
 Woodward Hearing Aid Center 1128-10th-HI 6-7766

**FLOWER BULB STORAGE**  
 To keep flower bulbs dry and unbroken, store them in empty egg cartons. Then label the cartons.

Maico of Sacramento-Hearing Aids 1019-9th-GI 3-5326  
 Maico Woodward Hearing Aid Agency 1128-10th-HI 6-7766

**PARAVOX-I GLAS HEARING AID- HEARING AID CENTER**  
 11th & L Bldg.-GI 2-5808

**QUALITONE HEARING AID GLASSES- HEARING AID CENTER**  
 11th & L Bldg.-GI 2-5808

**SACRAMENTO HEARING AID CENTER**  
 11th & L Bldg.-GI 2-5808  
 (See Advertisement This Page)

Sonotone of Sacramento 1007-8th-GI 3-2601  
 (See Advertisement This Page)

**TELEX HEARING CENTER**  
 1823 K-GI 3-7873  
 (See Advertisement This Page)

Advertise here-it pays.

**TELEX HEARING CENTER**  
 Your Hearing Is Our Concern

**SALES - SERVICE - PARTS**  
 ALL MAKES

JAMES H. FOWLER AUDIOLOGIST

**TELEX - QUALITONE**  
**AUDIOTONE - ZENITH**

• ACCESSORIES • BATTERIES • CORDS

**GI 3-7873**  
 1823 - K  
 If No Answer Call GI 1-9422

**HEARING AIDS**

GUARANTEED REPAIRS - BATTERIES - SERVICE FOR ALL MAKES INCLUDING

**ZENITH-UNEX-SONOTONE-BELTONE DAHLBERG - OTARION - TELEX - MAICO**

OUR SELECTION OF NATIONALLY KNOWN HEARING AIDS ELIMINATES SHOPPING

**LARGEST SELECTION OF HEARING GLASSES**  
 DISCOUNT TO PENSIONERS • NO APPOINTMENT NECESSARY

**SACRAMENTO HEARING AID CENTER**  
 11th & L BLDG. **GI 2-5808**

**Otarion-Listener**  
**HEARING AID GLASSES**

Sales & Service

BATTERIES - CORDS ACCESSORIES  
 Budget Terms

**GI 8-9703**

**VALLEY HEARING AID CENTER**  
 1002-10th SACRAMENTO

**HEARING AIDS**

DISTRIBUTOR FOR

**WIDEX**

HEARING AIDS

★ BATTERIES  
 ★ ACCESSORIES  
 COMPLETE HEARING AID SERVICE  
 SINCE 1939

**ACE EAR AID CO.**  
**GI 2-2087**  
 1612 J SACRAMENTO

**Hearing Aids-(Conf'd)**

**TONEMASTER HEARING AIDS**

New Glamorous Templette

All Direction Hearing  
 No Batteries in the Ear  
 20 Flattering Colors  
 Light Weight, Inconspicuous  
 Free Demonstration

**"FOR INFORMATION CALL"**  
 Hearing Aid Center  
 11th & L Bldg.-GI 2-5808

**UNEX HEARING AIDS- HEARING AID CENTER**  
 11th & L Bldg.-GI 2-5808

**VALLEY HEARING AID CLINIC**  
 1002-10th-GI 8-9703  
 (See Advertisement Page 220)

Woodward Hearing Aid Center 1128-10th-HI 6-7766  
 (See Advertisement Page 219)

**ZENITH HEARING AIDS**

Enjoyed by more people than any other aid in the world. Highest quality, sensibly priced transistor models include eye-glass type and a tiny aid worn entirely at the ear. By makers of Zenith TV, radios, 10-DAY MONEY BACK GUARANTEE.

**"WHERE TO BUY THEM"**

Country Drug Store 7233 East Parkway-GA 8-2868  
**WOODWARD HEARING AID CENTER**  
 1128-10th-HI 6-7766

**Heat Exchange Equipment**  
 Cooley E C Co 1331 T-----GI 1-2809

**Heat Treating-Metal**

**INDUSTRIAL STEEL TREATING CO**

Endothermic, Argon & Hydrogen Atmospheres

Certified Furnaces for STEEL AND ALUMINUM

Carburizing, Carbo-Nitriding, Induction and Production Hardening

SODIUM HYDRIDE DESCALING

1549-32d Oakind-----GLncrt 1-9875

**Heaters**

See Also Furnaces-Heating

Berkan & Clark Sheet Metal 2544 Tesla Wy.-IV 3-0467

**CENTRAL HEATING AND SHEET METAL**  
 2975-35th-GL 2-4921

**ELECTROMODE ELECTRIC HEATERS-DISTRIBUTOR**  
 INCANDESCENT SUPPLY CO  
 1800-24th-GL 2-3111

Fontaine & Bean Sheet Metal Products 214-27th-GI 2-1842

Gibson Sheet Metal Works 417-29th-GI 3-8328

**JANITROL UNIT HEATERS**

Suspended, duct and floor models in complete size range. Propeller fan and blower units.

"Dual fuel" operation; famous Multi-Thermes heating heat. Quiet, dependable, efficient. Easy installation, low maintenance.

**"WHERE TO BUY IT"**

**JOBBER**  
 Slakey Bros Sacramento Inc  
 1400 North C-GI 1-1481

Wise buyers say there's nothing like the Yellow Pages for getting in touch with almost everyone who sells things, fixes things, does things.

**Heaters-(Conf'd)**

McLaughlin Sheet Metal Works 1914 I-GI 3-3994

Mid Valley Heating & Air Conditioning Inc 9216 Sacramento Bl-GI 2-5987

Montgomery Bros 1331 T-----HI 6-7174

Morrell Refrigeration 5948 Freeport Bl-GA 8-7082  
 (See Advertisement This Page)

**PANELTECH UNIT HEATERS-**  
**MACDONALD R F CO**  
 1485 Bayshore Bl-SF-Junipr 4-0648

**REZOR UNIT HEATERS**

FULLY AUTOMATIC Suspended Unit Heaters propeller & blower types. Unit/Central Heater used with or without ducts. Room Heaters-vented, circulating type. COMMERCIAL, INDUSTRIAL, RESIDENTIAL FOR CITY AND LP GASES

**"WHERE TO BUY THEM"**  
**DISTRICT REPRESENTATIVES**  
**SWEENEY JAS W**  
 607 Market S-F-Yukon 6-6400

**WHOLESALE DISTRIBUTORS**  
 Slakey Bros Sacramento Inc  
 1400 North C-GI 1-1481

Stey-Holbrook Inc 1801-229-GL 6-3941

Tager Distributing Co 512-20th-GI 1-0310  
 West Electric Heater Co 1331 T-GI 8-4120

**Heating Contractors**  
 See Contractors-Heating & Ventilating

**Heating Equipment**

**BERKAN & CLARK SHEET METAL**  
 2544 Tesla Wy-IV 3-0467  
 2975-35th-GL 2-4921

**FRASER AIR CONDITIONING INC**  
 See Our Ad for Furnaces-Heating  
 75000 14th Av-GL 2-6651

**GRAYBAR ELECTRIC CO**  
 1900-14th-GI 2-8976

**HAMILTON SHEET METAL**  
 75000 14th Av-GL 1-8411

**HORRELL MCINTYRE & BOOTHBY**  
 1213 Alhambra Bl-GL 2-6581

Johnson S T Co 1729 Front-----GI 2-2385

**LUPPEN AND HAWLEY INC**  
 3126 J-GI 1-3031

McWilliams Sheet Metal And Heating 4538-14th Av-GL 6-8390

Mid Valley Heating & Air Conditioning Inc 3216 Sacramento Bl-GI 2-6987

**MOORE REX**  
 ELECTRIC HEATING SALES - SERVICE  
 Installations & Controls  
 1517-19th-----GI 2-6587

An extension telephone will give added comfort in your home.

**Mathes HEAT PUMPS**

**AIR CONDITIONERS**  
 SALES & SERVICE

**Morrell Refrigeration**  
**GA 8-7082**  
 5948 FREEPORT BLVD.

**Heating Equipment-(Conf'd)**

Valley Airstem Distributors Inc 2932-36th-GL 1-5490

Whelan Sheet Metal Works 4909 Franklin Bl-GL 2-3561

**YORK PACIFIC COMPANY**  
 329 Broadway-GI 2-0753

**Helicopters**

See Aircraft Dealers & Dirrs; Aircraft Mfrs; Air Express Service, Air Freight Service, Air Taxi & Charter Service

**Hemstitching**

Enos Dept Store 820 J-----GI 3-7946

**Herbs**

Farrelle Vitold 5619 Marconi Av(C)-IV 9-2600

Tee Sang Tong 224 I-----GI 8-3207

Yee Henry W 707 J-----GI 3-6612  
 (See Advertisement This Page)

**Hides**

Julian Rendering Co Garber Rd Florin-GA 8-2211

**LEVITAN & CO**

**HIDES - SKINS**  
 PELTS - TALLOW

1107 Blumenfeld(NS)-----WA 5-3066  
 Or-----WA 5-3806

**SACRAMENTO REDUCTION & TALLOW WORKS**  
 Middle Jackson Rd-----EW 3-4821

An extension telephone is a step-saver in any home.

**Probably Northern California's Finest HIGH FIDELITY SHOP**

McIntosh - Fisher - Scott  
 J. B. Lansing - Electro Voice - Bogen  
 Viking - Garrard - Rek-O-Kut  
 ESL - Weathers - Fairchild  
 Acoustic Research - Bock  
 Telefunken - Muller - Janssen  
 R. L. - Acoustarad - River Edge  
 Magnecorder - Wharfedale

**Sales-Service-Installation**

CUSTOM WORK  
 BANK FINANCING  
 Open Mon. & Fri. Evns. Till 9 P.M.  
**HI 6-7569**

**High Fidelity Equipment & Supplies**

See also Sound Systems & Equipment

**A LEBECK BUSINESS EQUIP CO**  
 1921 Capitol Av-GL 6-3877

Al & Ray's Music Co 621 J-----GI 3-2264

**YORK PACIFIC COMPANY**  
 329 Broadway-GI 2-0753

**ALHAMBRA TV & RADIO CENTER**  
 ZENITH  
**HOFFMAN WEBCOR**  
 HI-FI AND STEREOPHONIC PHONOGRAPHS  
 Mon. and Friday Until 9 P.M.  
 2010 Alhambra Bl-----GL 5-4748

**BART CARRICK** 19th & P-----GI 1-0231  
 Bob's TV & Appliance Den  
 See Adv-Television & Radio Dirrs  
 3001 J-----GI 3-1054

**BREUNER JOHN COMPANY**  
 Capital Shopping Service  
 3920 Broadway-GL 2-5443

**CAPITOL ELECTRONICS SERVICE CO**  
 HI-FI PHONOGRAPHS  
 WEBCOR  
 SYMPHONIC  
 V-M  
 Authorized Service  
 4812 Folsom Bl-----GI 6-6451

Carmichael TV 3800 Fair Oaks Bl(C)-IV 3-4086

**CARRICK BART**  
 RCA - HOFFMAN  
 ZENITH HI-FI & STEREO  
 SALES & SERVICE  
 19th & P-----GI 1-0231

**COOK ROSCOE D INC**  
 Custom Radio  
 2125 Del Paso Bl(NS)-WA 5-2754

**FEIL'S HOUSE OF TELEVISION & APPLIANCES**  
 5141 Folsom Bl-GI 2-7710

Hal Cox Custom Music  
 Radio-Phono-TV Installation & Kits  
 2598 Lombard S F-----West 1-3134

Handy Andy TV & Appliances 5535 H-GL 1-8409  
 (See Advertisement Page 222)

**HANKS RADIO & TELEVISION**  
 SALES AND SERVICE  
 RCA ZENITH  
 HIGH FIDELITY EQUIPMENT  
 1424 J-----GI 2-0641

Heel's Speedy TV Service 1904-28th-GL 7-4654  
 (Continued Next Page)

**CAN YOU TIE THIS?**

To keep the string from loosening on a package, wet it before you tie the package. String will shrink as it dries.