

Codes in listings indicate Sacramento (No Code) Carmichael (C) North Highlands (NH) West Sacramento (WS) Communities as follows: Broderick (B) Del Paso Heights (DPH) North Sacramento (NS)

HEARING AIDS

Buy Hearing Not Just An Aid



JOHN C. KINSTER - Certified Hearing Aid Audiologist
OUR SELECTION OF NATIONALLY KNOWN HEARING AIDS ELIMINATES SHOPPING
"LARGEST SELECTION OF HEARING GLASSES"

NOW! NO CORDS OR BUTTONS
Truly Hidden Hearing

Small Down Payment - BUDGET TERMS

Free Office & Home Trials
Discount to Pensioners.

GUARANTEED REPAIRS & SERVICE FOR ALL MAKES
Come in - Write or Phone

HEARING AID CENTER

GI 2-5808

10TH FLOOR - ROOM 1014
11th & L STS. - SACRAMENTO

HEARING AIDS

Over 30 Models To Choose From...

OUR SELECTION OF NATIONALLY KNOWN HEARING AIDS ELIMINATES SHOPPING...

FINEST SELECTION OF EYEGLASS HEARING AIDS

AIDS CUSTOM BUILT TO INDIVIDUAL NEEDS

- SPECIAL PLAN FOR PENSIONERS
- CONVENIENT CREDIT
- PERSONAL SERVICE

15th YEAR IN NORTHERN CALIFORNIA

Come in or Write for Free Demonstration

CALIFORNIA HEARING CENTER

1017-9th ST.

HI 6-7929

DOWNTOWN



VERN POSEY
Certified Hearing Aid Audiologist

RENT YOUR HEARING AID IF YOU PREFER
RENTAL APPLIES TOWARD PURCHASE IF YOU BUY

Hearing Aids

ACE EAR AID CO.
SINCE 1939
Complete Hearing Aid Service
DISTRIBUTOR FOR
WIDEX
HEARING AIDS
Batteries - Cords - Accessories
BUDGET TERMS
1612 J GI 2-2087

ACOUSTICON HEARING AIDS
HEARING AID CENTER
11th & L Bldg GI 2-5808

Acousticon Sacramento
2724 Capitol Av. HI 7-9065
Adams Ct.
Malco Hearing Aids
1019-9th GI 3-5326

AUDIOTONE HEARING AIDS
Hearing Aid Built Within Frame of Eye glasses. No Cords. No "Buttons". Fashionable Styles and Colors. Also Other "Ear-Level" Aids. Better Hearing in the Most Attractive Manner.
Audiotone HEARING GLASSES

"WHERE TO BUY THEM"

CALIFORNIA HEARING CENTER
1017-9th HI 6-7929
Fort Sutter Hearing Aid Center
2724 Capitol Av. HI 7-9065
Sacramento Hearing Aid Center
11th & L Bldg-GI 2-5808
TELEX HEARING CENTER
1823 K GI 3-7873

AUDIOTONE HEARING CENTER
1017-9th HI 6-7929
(See Advertisement Page 258)

That steady hummm of the dial tone is your telephone's way of asking, "Number, Please."

AUDIOVOX

Successor to Western Electric Hearing Aid Division. Complete line of prescription aids for every type loss. Budget priced. AUDIOVOX, "the hearing aid your doctor knows". Only dealers below are authorized to sell AUDIOVOX

"WHERE TO BUY THEM"

Wes Kelly's House of Hearing Aids
1105 L HI 6-5228

BELTONE HEARING SERVICE
1007-9th-GI 8-8997
(See Advertisement Page 257)

BELTONE QUALITY HEARING GLASSES

Enable you to hear with BOTH ears. No button in ear. No cord. Nothing to hide in hair or clothes. Tiny, colorless tube carries sound to ear. We also carry conventional Beltone Hearing Aids. Free hearing analysis and demonstration. No obligation.
"WHERE TO BUY THEM"

BELTONE HEARING SERVICE
Grady P. Maguire
Certified Hearing Aid Audiologist
Between J & K Sts.
1007-9th GI 8-8997

CALIFORNIA HEARING CENTER
1017-9th HI 6-7929
(See Advertisement This Page)

CALIFORNIA HEARING CENTER
Dahlberg Hearing Aids
1017-9th HI 6-7929
(See Advertisement Page 258)

CAPITOL HEARING AID CENTER
1127-11th GI 2-1295
(See Advertisement Page 258)

(Continued Next Page)

For the best use of the dial telephone, please turn to the instruction pages of the Directory.



Mrs. E. C. Woodward

WOODWARD HEARING AID CENTER



"LIVING SOUND" HEARING AIDS

Offers You More With Every Type of Hearing Aid Made Today

Maico - Zenith - Quallitone - Audiotone - Acousticon - Unex Etc.

ALL-IN-THE-EAR - NO CORDS - NO BUTTONS.

BEAUTIFUL THIN TEMPLE EYE GLASS AID

3-4 & 5 TRANSISTOR

FREE HEARING TEST

DEMONSTRATION AND TRIALS MADE IN YOUR HOME, OR AT THE FOLLOWING OFFICE WITHOUT OBLIGATION

1128-10th - Sacramento

HI 6-7766

All Aids Sold on Money Back Guarantee

NO CHARGE - For Cleaning - Checking - Adjusting, Anytime



Mr. E. C. Woodward

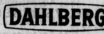
25 YEARS, AIDING THE HARD OF HEARING.

ED=Edgewood EM=Empire FB=Frontier GA=Garcon GT=Gilbert HI=Hickory WA=Wabash IV=Ivanhoe

Hearing Aids - (Cont.)

DAHLBERG HEARING AIDS

World Famous For Quality And Service



AT-THE-EAR FITTINGS, WORN INVISIBLY.

FREE HEARING EXAMINATION

"FOR INFORMATION CALL"

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

DAHLBERG HEARING SERVICE
1017-9th HI 6-7929
(See Advertisement Page 258)
Fort Sutter Hearing Aid Center
2724 Capitol Av. HI 7-9065
(See Advertisement Page 258)

GLEIE WALTER G JR OPTOMETRIST - OFFICIAN
EYEGLASS HEARING AIDS
A Complete Hearing Service
1011-11th GI 3-8570

HEARING AID CENTER
COMPLETE LINE OF HEARING AIDS & HEARING GLASSES
LARGE SERVICE CENTER
11th & L Bldg GI 2-5808

Hearing Aid Center
11th & L Bldg GI 2-5808
(See Advertisement Page 256)

KINSTLER HEARING CENTER
COMPLETE LINE OF HEARING AIDS & HEARING GLASSES
LARGE SERVICE CENTER
11th & L Bldg GI 2-5808

Our business office will be glad to help with any telephone problem you may have.

Kinstler Hearing Center
11th & L Bldg GI 2-5808
(See Advertisement Page 258)

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

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

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

OTARION-LISTENER HEARING AIDS
VALLEY HEARING AID CLINIC
11th & L Bldg GI 8-9703

PARAVOX HEARING AIDS
HEARING AID CENTER
11th & L Bldg GI 2-5808

PRESCRIPTION HEARING GLASSES
GLEIE EDWARD
See Our Adv For Optometrists
Forum Bldg GI 2-4232

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

SACRAMENTO HEARING AID CENTER
COMPLETE LINE OF HEARING AIDS & HEARING GLASSES
LARGE SERVICE CENTER
11th & L Bldg GI 2-5808

(Continued Next Page)

Beltone

"WHERE WE NEVER CEASE TO TAKE A PERSONAL INTEREST IN YOUR HEARING PROBLEMS"

Announcing Our New Executive Type "Bolero" Model Hearing Glasses - QUALITY CONTROLLED 51 WAYS. This Beltone Exclusive Is Your Assurance That the Hearing Glasses Will Sound Better . . . Work Better . . . Fit Better . . . Provide Ever Greater Dependability.

"Carillon" . . . The Even More Attractive Even Slimmer . . . Lighter . . . Hearing Glasses You Have Been Waiting for.

(FREE HEARING TESTS)



GRADY P. MAGUIRE
Hearing Aid Audiologist

BELTONE HEARING SERVICE

QUALITY HEARING **GI 8-8997** SENSIBLE PRICES
1007 9th BETWEEN J & K SACRAMENTO

HEARING AIDS

HEARING AID VANISHES!

Latest Transistor Models in Most Advanced Styling . . . in Good Looking Eyeglasses, All in the Ear or Bone Conduction With

NOTHING WORN IN EITHER EAR
SERVICE AND BATTERIES FOR ALL HEARING AIDS



SONOTONE
THE NAME YOU CAN TRUST

If you have a hearing problem - or if something has gone wrong with your hearing aid - Sonotone is the name you are looking for. Sonotone is the reliable, nationwide organization dedicated to better hearing. We can help you as we have helped thousands. Free, scientific hearing checkup in our office or your own home. No charge, no obligation.

28 Years in Sacramento
J. W. TROUSDALE - Manager

GI 3-2601

1007-8th ST. (Bet. K & J)

audivox

Successor to Western Electric Hearing Aid Division

HEARING AIDS

AT SENSIBLE PRICES

audivox hearing aids are licensed under patents of the American Telephone and Telegraph Company and Bell Telephone Laboratories Inc.

ETHICAL FITTING TO YOUR EAR DOCTOR'S PRESCRIPTION
★ EYE GLASS ★ BONE CONDUCTOR
★ AT THE EAR ★ SPECIAL NERVE AID

HI 6-5228

WES KELLY'S

HOUSE OF HEARING INC.
1105 L STREET • GROUND FLOOR • 11th & L STREETS

