

Codes in listings indicate Sacramento (No Code) Carmichael (C) North Highlands (NH) ED—Edgewood FR—Frontier GI—Gilbert HI—Hickory WA—Wabash EM—Empire GA—Garden GL—Gleditsie IV—Yonhse North Sacramento (NS) West Sacramento (WS)

HEARING AIDS

Buy Hearing Not Just An Aid



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

NO! 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

Gilbert 2-5808

1105 L ST.
GROUND FLOOR

HEARING AIDS

Over 30 Models To Choose From...
OUR SELECTION OF NATIONALLY KNOWN HEARING AIDS ELIMINATES SHOPPING...
FINEST SELECTION OF EYEGASS HEARING AIDS
AIDS CUSTOM BUILT TO INDIVIDUAL NEEDS

SPECIAL PLAN FOR PENSIONERS
CONVENIENT CREDIT
PERSONAL SERVICE



J. DON COX
Certified Hearing Aid Consultant

HI 6-7929

16th Year in Northern California
FREE HOME DEMONSTRATION

CALIFORNIA HEARING CENTER

1017 - 9th ST.

DOWNTOWN

Health Food Products—Retail—(Cont'd)

KING KARROT JUICE BAR
1224 J ----- GI 2-0090
(See Advertisement Page 277)
Montage Bath Forum Bldg. ----- GI 2-2716
North Highlands Bible Supplies & Health Food Center 6149 Watt Av(NH) ----- ED 2-1416
Nutrilite Food Supplement Distr. ----- TV 3-6948
2710 Wright ----- TV 3-3436
Nutrilite Food Supplement Distr. 1609-2121 ----- GI 3-3436
If no answer call ----- GI 3-7065

SACRAMENTO HEALTH FOODS

HEALTH FOODS
SPECIAL DIET FOODS
Diabetic & Salt-Free
NATURAL VITAMINS
STONE GROUND FLOURS & CEREALS
GI 1-1509
1223 K ----- GI 1-1509

Sacto Tofu Co
Soy Bean Products ----- GI 8-3274
1915-6th ----- TV 9-0852
VI'S VITAL FOODS (See Advertisement Page 277)
Wey-Rite 4799-24th ----- GL 7-2167

Health Food Products—Wholesale & Mfrs
Calif Gold Apiaries
5301 Franklin Bl ----- GL 5-7595

Health Service
American Finnish Steam Baths
4626-14th Av ----- GL 2-9569
Bill Martin's Steam Baths
2021 S. GL 7-1957
Bill Pearl's Health Studio 1914 P. GI 2-9435

Health Service—(Cont'd)

Body Toning
Massage For Health & Beauty
2628 Del Paso Bl(NS) ----- WA 2-8311
Chiropractor's Exchange ----- GI 8-4536
Dodge Guest Home 7413-14th Av. GL 6-7110
Games Frederick C 2626 S. ----- GL 1-5555
If no answer call ----- GI 8-4536
Lunde C N 2829 Del Paso Bl(NS) ----- WA 5-3234
Walter H B 2727 H. ----- GI 2-4262

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
1105 L ----- GI 2-5808

Adams CF
Maico Hearing Aids ----- GI 3-5326

AUDIOTONE HEARING AIDS
Hearing Aid Built Within Frame of Eyeglasses. 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
FOWLER HEARING AID CENTER
1823 K ----- GI 3-7873
HEARING AID CENTER
1105 L ----- GI 2-5808
(Continued Next Page)



Mrs. E. C. Woodward

WOODWARD HEARING AID CENTER



Mr. E. C. Woodward
CERTIFIED HEARING AID AUDIOLOGIST

Offers You More With
Every Type of Hearing Aid Made Today
ZENITH - QUALITONE - AUDIOTONE - ACOUSTICON - UNEX ETC.

GUARANTEED SERVICE & BATTERIES FOR
MAICO — SONOTONE — BELTONE — 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

BUDGET TERMS TO SUIT
1128-10th — Sacramento
HI 6-7766
25 YEARS. AIDING THE HARD OF HEARING.

All Aids Sold on Money Back Guarantee
NO CHARGE - For Cleaning - Checking - Adjusting, Anytime

ED—Edgewood FR—Frontier GI—Gilbert HI—Hickory WA—Wabash EM—Empire GA—Garden GL—Gleditsie IV—Yonhse

Hearing Aids—(Cont'd)

AUDIOVIX—
KINSTLER JOHN C 1105 L. ----- GI 2-5808

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

BELTONE QUALITY HEARING GLASSES
Enable you to hear with BOTH ears. No buttons in ear. No cord. Nothing to hide in hair or clothes. Tiny, colorful 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
1007-9th ----- GI 8-8997

CALIFORNIA HEARING CENTER
Dahlberg Hearing Aids ----- HI 6-7929
1017-9th ----- HI 6-7929
(See Advertisement Page 278)

DAHLBERG HEARING AIDS
World Famous
For Quality And Service
DAHLBERG
AT-THE-EAR FITTINGS, WORK INVISIBLY.
FREE HEARING EXAMINATION
"FOR INFORMATION CALL"
CALIFORNIA HEARING CENTER
1017-9th ----- HI 6-7929

FORT SUTTER HEARING AID CENTER
2724 Capitol Av ----- HI 7-9065
(See Advertisement Page 280)

FOWLER HEARING AID CENTER
1823 K ----- GI 3-7873
(See Advertisement Page 280)

HEARING AID CENTER
COMPLETE LINE OF HEARING AIDS & HEARING GLASSES
LARGE SERVICE CENTER
1105 L ----- GI 2-5808

HEARING AID CENTER
1105 L ----- GI 2-5808
(See Advertisement Page 278)

JAY C GOODMAN
High Quality & Low Cost
Repair Service on All Makes
415-29th ----- HI 7-5257

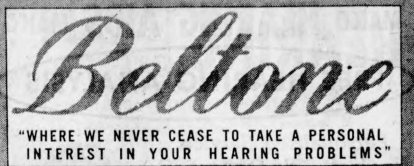
KINSTLER JOHN C
COMPLETE LINE OF HEARING AIDS & HEARING GLASSES
LARGE SERVICE CENTER
1105 L ----- GI 2-5808

KINSTLER JOHN C
1105 L ----- GI 2-5808
(See Advertisement This Page)

MAICO HEARING AIDS
NEW MAICO HEARING GLASSES—ATTRACTIVE—COMFORTABLE—CONVENIENT
Eight Precision Fitted Models Splitable For All Types And Degree Of Hearing Loss.
"WHERE TO BUY IT"
DEALER
Maico of Sacramento—Hearing Aids
1019-9th GI 3-5326

MAICO OF SACRAMENTO—HEARING AIDS
1019-9th ----- GI 3-5326
(See Advertisement Page 280)
Maico Woodard Hearing Aid Agency
1128-10th. HI 6-7766
(Continued Next Page)

The oldest of all the telephone industry's traditions is Service.
Advertise here—it pays.



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

Announcing Our New Sub-Miniature "Little J" — It's comfortable! It's 31.6% SMALLER than Beltone's former Behind-the-ear model. For Comfort, Power and Stereophonic High Fidelity hearing with BOTH ears and WITHOUT Glasses, try our "Little J" and forget you have a hearing loss and wear a hearing aid!



GRADY P. MAGUIRE
Hearing Aid Audiologist

Also Our New Executive Type "Balera" 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.

(FREE HEARING TESTS)

BELTONE HEARING SERVICE

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

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 — LOW DOWN PAYMENT — BUDGET TERMS
(CERTIFIED HEARING AID AUDIOLOGIST)

JOHN C. KINSTLER

SACRAMENTO HEARING AID CENTER
1105 L ST.
GROUND FLOOR
GI 2-5808

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
FREE HEARING TEST & DEMONSTRATION
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 if we have helped thousands. Free, scientific hearing checkup in our office or your own home. No charge, no obligation.

26 Years in Sacramento
J. W. TROUSDALE — Manager

GI 3-2601
1007-8th ST. (Bet. K & J)

