

High Fidelity - All Transistor - Noiseless

# HEARING AIDS

To

## AID YOUR HEARING

YOU CAN RELY ON... **Maico** PRODUCTS AND SERVICE

**ASK YOUR DOCTOR**  
BUY ONE OF THE FINEST MEDICALLY APPROVED HEARING SERVICES NATIONAL AWARD WINNER FOR DESIGN & STYLING OF HEARING INSTRUMENTS

- ★ HEARING GLASSES & BARRETTES (CHOICE OF COLORS & MODELS) UNDETECTABLE - UNNOTICEABLE ALSO HIGH POWER INSTRUMENTS
- ★ SCIENTIFIC HEARING TESTS WITHOUT OBLIGATION
- ★ CONFIDENTIAL CONSULTATION BY PROFESSIONAL COUNSELLORS
- ★ TERMS FOR YOUR CONVENIENCE (ASSURED SATISFACTION AT LOW COST)
- ★ BATTERIES AND ACCESSORIES (COMPLETE REPAIR & LOAN SERVICES)
- ★ HOME CALLS BY APPOINTMENT  
Office Hours 9:30 A.M. to 5:00 P.M.  
Saturday 9:30 A.M. to Noon  
After Hours By Appointment



**Garfield 1-7677**

126 POST ST.  
Suite 606 - San Francisco  
Next to the White House



## QUALITY HEARING AIDS

One of the world's largest selling hearing aids

**NEW!** One of the world's most attractive eyeglass hearing aids... Zenith Executive for men, Zenith Vogue for women.

**STYLING, QUALITY, PRACTICAL PERFORMANCE!**

- 10-Day Money-Back Guarantee • Full One-year Factory Warranty
- 5-Year After-Purchase Protection Plan • Complete service, batteries and accessories • Full line of nine 4- or 5-Transistor Models

*\*Lenses, frame fronts and professional services in connection with the eyeglass feature are available only through your ophthalmologist, optometrist, or optician.*

Sensibly Priced! Easy Time Payments!  
**FREE HOME DEMONSTRATION**


### MISSION HEARING AID SERVICE

MIL & MRS. R. B. ZIMMERMAN - Owners  
3317 - 24th STREET - Bet. Mission & Valencia

Mission 8-2704      Mission 8-3020

## California HEARING AID CENTER

PROFESSIONAL CONSULTANTS  
all nationally known hearing aids serviced  
WIDEST SELECTION OF ACCESSORIES FOR ALL MAKES



**OPTIC-EAR**  
"ASK THE MAN WHO OWNS ONE"  
I. S. OTTENBERG  
Hearing Aid Consultant  
OWNER

ALSO MANY EAR-LEVEL & ALL IN THE EAR HEARING AIDS (Featuring Dahlberg Products)

**I Promise You This!**

- ★ AN ACCURATE EVALUATION OF YOUR HEARING!
- ★ THE MOST CONCEALED HEARING AID POSSIBLE FOR YOUR HEARING LOSS!
- ★ QUICK, DEPENDABLE, COURTEOUS SERVICE!
- ★ HEARING AT ITS BEST - TO FIT YOUR POCKET BOOK!
- ★ PERSONAL ATTENTION OF YOUR EVERY HEARING NEED!

**INVESTIGATE TODAY!**  
Our Rental Plan - where, after careful selection, you will be given the opportunity to RENT your new hearing aid for as long as you wish at low, low, payments per month.  
Rental Applies on Purchase  
This Insures Your Satisfaction

**FREE HEARING CONSULTATION**  
LET ME HELP YOU - ACT TODAY  
FEATURING NEW X-131, WORN IN THE EAR  
CREDIT TERMS IF DESIRED

Phone Today for Appointment  
**YUkon 2-9764**

17 Grant Ave.  
CORNER GRANT & MARKET  
One of the Oldest Ground Floor Locations

### Hearing Aids-(Cont'd)

**MAICO HEARING AIDS**  
Made by One of the World's Leading Manufacturers of Precision Hearing Test Equipment



"WHERE TO BUY IT"  
DEALERS  
Maico of S.F. 126 Post..... GArd 1-7677  
Maico of S.F. 126 Post..... GArd 1-7677  
(See Advertisement This Page)

**MISSION HEARING AID SERVICE**  
Mr. & Mrs. R. B. Zimmerman-Owners  
**BATTERIES CORDS AND ACCESSORIES**  
For All Makes of HEARING AIDS  
Repairs - Always Reasonable  
Between Mission & Valencia Streets  
3317-24th..... MIss 8-2704  
Or..... MIss 8-3020

**MISSION HEARING AID SERVICE**  
3317-24th..... MIss 8-2704  
Or..... MIss 8-3020  
(See Advertisement This Page)

**MISSION HEARING AID SERVICE**  
3317-24th..... MIss 8-3020

**NORCAPP HEARING AIDS & ACCESSORIES**  
"Hear Better-Inexpensively"  
AUDEX  
Transistor Hearing Aids  
Receiver Cords.....  
Electric Powered Hearing Aids  
Transistor Radio Cords



"WHERE TO CALL"  
MANUFACTURER'S  
NORCAPP MFG CO  
2193 Fillmore, JOrdn 7-0766  
DEALERS  
HEARING AID SERVICE CENTER  
2136 Fillmore, WEst 1-6036

**OTARION-LISTENER HEARING AIDS-**  
AUDIPHONE CO OF S F  
C S Vickerson Distributor  
26 O'Farrell..... SUtt 1-3681

**PAUL WARD HEARING CENTER**  
Sun Powered & Regular HEARING GLASSES  
10 BRANDS TO CHOOSE FROM  
ALL KINDS & TYPES OF MODELS  
Cordless & Wireless Hearing At Its Best  
SEND FOR INFORMATION  
291 Geary..... DOuglas 2-7882

**QUALITONE HEARING AIDS & HEARING GLASSES-**  
WARD PAUL HEARING CENTER  
291 Geary DOuglas 2-7882

Radioear Hearing Aid Distr  
109 Geary..... YU kon 2-6766

**RADIOEAR HEARING AIDS**  
Many Types to Choose From  
Over 33 Years of Sincere Assistance to the Hard-of-Hearing  
A Satisfied Customer Is Our First Consideration



"FOR INFORMATION CALL"  
DISTRIBUTOR  
Radioear Hearing Aid Distr  
W E Daniel  
109 Geary..... YU kon 2-6766  
(Continued Next Page)

### Hearing Aids-(Cont'd)

**REITMAN L B**  
San Francisco Hearing Aid Center  
760 Market..... EXbrk 2-3885

**SAN FRANCISCO HEARING AID CENTER**  
760 Market..... EXbrk 2-3885  
(See Advertisement Page 415)

Service Center 2136 Fillmore..... WAInt 1-4712

**SILVERTONE HEARING AIDS**  
COMPLETE LINE HEARING GLASSES



Sold Exclusively By Sears Roebuck & Co  
Cords-Batteries-Service  
"Satisfaction Guaranteed By Sears"  
"WHERE TO BUY THEM"  
Sears Roebuck & Co  
Geary Bl & Masonic Av, JOrdn 7-7360

Please wait till you hear the dial tone... then dial.

**SIMON MEL S**  
Hearing Aid Analyst & Fitter  
84 Ellis..... DOuglas 2-3424

**SONIC-EAR-**  
HEARING MART 84 Ellis..... DOuglas 2-3424

**SONOTONE OF SAN FRANCISCO**  
454 Sutter..... SUtt 1-0707  
(See Advertisement This Page)

**SOUNDMASTER CO** 84 Ellis..... DOuglas 2-3424

**SUNSET-PARK MERCED HEARING CENTER**  
267 1/2 Ocean Av, LOmbard 6-8373  
(See Advertisement This Page)  
(Continued Next Page)

For speed and accuracy on your dial calls, listen first for the dial tone. Dial each letter and digit carefully, drawing the dial all the way to the finger stop. Lift your finger each time to let the dial return to position naturally.



## The Royalty of Hearing Aids



"BEST! The world's largest-selling hearing aids."  
"NEW! World's most attractive eyeglass hearing aid".... Zenith Executive for Men, Zenith Vogue for women.

**COMPLETE!** Full line of nine transistor models.  
FIRST IN STYLING, QUALITY, PRACTICAL PERFORMANCE!

10-DAY MONEY-BACK GUARANTEE • FULL ONE-YEAR FACTORY WARRANTY; PROOF OF QUALITY • 5-YEAR AFTER-PURCHASE PROTECTION PLAN • COMPLETE SERVICE, BATTERIES AND ACCESSORIES  
SENSIBLY PRICED • EASY TIME PAYMENTS  
FREE HOME DEMONSTRATION

### ACADEMY HEARING AID SERVICE

**YUkon 2-6719**

*\*Lenses, frame fronts and professional services in connection with the eyeglass feature are available only through your ophthalmologist, optometrist or optician.*

**Hale's DOWNTOWN**



## ZENITH hearing aids

Come in or phone SUtt 1-8000 for demonstration of the royalty of hearing aids. Easy payments arranged.

**WE HANDLE BATTERIES AND ACCESSORIES FOR MOST HEARING AIDS**  
Authorized Zenith Dealer  
Hearing Aids - 2nd Floor  
867 MARKET ST.

**HEAR!**



## TONEMASTER

Eyeglasses & Cordless Hair or Over-Ear-Models  
Best by Comparison with Other Leading Makes

**PLUS OUR PERSONALIZED SERVICE**  
For Special Problem Usage  
CUSTOM-MADE AIDS... MANY STYLES  
Liberal Trade-In Easy Terms

**Sunset Park Merced HEARING CENTER**  
267 1/2 OCEAN at 39th Ave.  
Phone for FREE Test and Trial...  
LOmbard 6-8373  
10 a.m. to 6 p.m. Daily... Closed Mondays

CAN A HEARING AID END YOUR HEARING PROBLEM?

Doctors Recommend You Find Out with No Risk Hearing Aid

# RENTAL PLAN

**NO BIG CASH OUTLAY**

- To meet the slightest or severest loss.
- No cords, batteries or service to buy.
- If you decide to buy, rental applies towards purchase.

**MODERN HEARING AIDS**

Doctors confirm the advantages of hearing aid rental. It takes weeks, sometimes months of usage to determine the proper hearing aid for your individual hearing loss. So why gamble with a big cash outlay. Use the Rental Plan which unconditionally guarantees you will discover the perfect hearing aid to solve your hearing loss, however slight or severe.

**U. S. HEARING AID SERVICE**

Phone **YUkon 2-2692**  
101 POWELL ST.

**ACT NOW**



Only Comfort Shaded Hearing Glasses that look natural from every view.



Dahlberg's All In The Ear Hearing Aid.



Behind The Ear Hearing Aid.  
BATTERIES & ACCESSORIES for all makes of aids.

For Better Hearing

Get **Beltone** Hearing Glasses

**NO CORDS**  
Eliminates Clothes Noise  
No Button in Ear

BATTERIES AND REPAIRS FOR ALL MAKES  
Only Authorized Beltone Dealer

TINY NEW MODEL

PHONE **Garfield 1-1175** Next to City of Paris

**Beltone HEARING SERVICE** 26 O'Farrell St. 4th Floor, Room 408

**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 hairdo, any way you want. Look your best while hearing your best.

**SONOTONE of SAN FRANCISCO**  
454 SUTTER NEAR POWELL Ground Floor  
**Sutter 1-0707**

She's Got a Secret!

