

FIRST CHOICE IN PERFORMANCE AND APPEARANCE...

ZENITH "LIVING SOUND" HEARING AIDS

Choose from 12 Brilliant Transistor Models



EYEGLASS HEARING AIDS—A variety of attractive, inconspicuous models from which to choose. Enjoy the quality of performance the world has come to expect from Zenith. They'll fit most modern, attractive frame fronts of your choice* . . . or your present eyeglasses.

CONVENTIONAL HEARING AIDS—Give your hearing the advantage of the brilliant clarity of tone of one of Zenith's tiny, lightweight, conventional models. They're convenient to wear . . . with powerful Zenith "Living Sound" all-transistor circuitry. There's a Zenith for every electronically correctable hearing loss.

*Lenses, frame fronts, and related professional services in connection with Zenith Eyeglass Hearing Aids are extra and available only through your ophthalmologist, optometrist or optician.

10-Day Money-Back Guarantee • 1-Year Warranty • 5-Year Service Plan • Easy Time Payments • Call for Free Demonstration



MISSION HEARING AID SERVICE

MR. & MRS. R. B. ZIMMERMAN - Owners

3317 - 24th STREET - Bet. Mission & Valencia

Mission 8-2704

Mission 8-3020

ZENITH The Royalty of Hearing Aids



"BEST! The world's largest-selling hearing aids."

"NEW! World's most attractive eyeglass hearing aid*" . . . Zenith Citation to fit most modern frame fronts of your choice or your present eyeglasses.

"LIVING SOUND" all transistor circuitry.

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

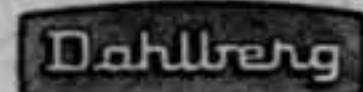
ALBERT W. ROCKWELL, INC.

EXbrook 7-4944

51 O'FARRELL

California HEARING CENTER 17 GRANT AVE.

Specializing in Custom Engineered Hearing Aids to Correct Your Individual Problem. Fit By Professional Consultants.



WIDE SELECTION OF STYLES & MODEL ACCESSORIES FOR ALL MAKES

all nationally known hearing aids serviced

Investigate Our Doctor Approved Rental Program. See For Yourself How a Hearing Aid Can Help You. No Big Cash Outlay. Rent Applies Toward Purchase.

I Promise You This!

- ★ Free Hearing Consultation
- ★ Credit Terms If Desired
- ★ Home Calls by Appointment
- ★ We Are No Further Away Than Your Telephone

REPAIR ANY AID WITH A 90 DAY GUARANTY

Call Today for Appointment

YUkon 2-9764
17 GRANT AVE.

Corner Grant & Market

Hearing Aids—(Cont'd)

AUDIPHONE CO OF S F
Established 20 Years
OTARION LISTENER
SALES & SERVICE IN S.F.
26 O'FarrellSUTtr 1-3681

Audiphone Co of S F 26 O'FarrellSUTtr 1-3681
(See Advertisement Page 439)
Audiphone Co of S F 26 O'FarrellYUkon 2-5673

AUDIVOX

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

"WHERE TO BUY THEM"

Macy's San Francisco
Hearing Aid Dept No 282-L
Stockton & O'FarrellEXbrk 7-3333
Rockwell Albert W Inc
51 O'FarrellEXbrk 7-4944

BALSHONE LEON
HEARING AID GLASSES
Complete Optometric & Optical Serv
Terms
Near Powell St.
490 SutterSUTtr 1-1335

Beltone Hearing Aid Service
26 O'Farrell, GARfld 1-1175
(See Advertisement Page 441)
Beneficial Hearing Aid CentersYUkon 6-6201

BETTER HEARING CENTER
WE SAVE YOU MONEY
HEARING GLASSES
RENTAL PLAN
BATTERIES & REPAIRS FOR ALL MAKES
Suite 408 - 4th Floor
26 O'FarrellGARfld 1-1175

CALIF HEARING CENTER
17 Grant AvYUkon 2-9764
(See Advertisement This Page)

Calif Hearing Centers Inc 101 Powell, YUkon 2-2692

CLEARSTONE HEARING AIDS & HEARING GLASSES—
WARD PAUL HEARING CENTER
291 Geary, D0uglas 2-7882

DAHLBERG HEARING AIDS
World Famous For Quality And Service
DAHLBERG
AT-THE-EAR FITTINGS, WORN INVISIBLY.
FREE HEARING EXAMINATION

"FOR INFORMATION CALL"

CALIF HEARING CENTER
17 Grant Av, YUkon 2-9764

DAHLBERG HEARING SERVICE
101 Powell, YUkon 2-2692

DAHLBERG HEARING SERVICE
101 Powell, YUkon 2-2692
(See Advertisement Page 439)

DANIEL W E
Radioear Quality Hearing Aids
109 GearyYUkon 2-6766

DICTOGRAPH PRODUCTS INC
Fullertone Products 150 Powell, EXbrk 7-2572

GEM HEARING AIDS & HEARING GLASSES—
WARD PAUL HEARING CENTER
291 Geary, D0uglas 2-7882

HEARING AID SERVICE CENTER
REPAIRS WHILE YOU WAIT
BATTERIES - CORDS - ACCESSORIES
Open 10 A.M. - 9 P.M.
One Block From Stanford Hospital
Between Sacramento & California
2136 FillmoreWE 1-6036

HEARING MART 84 EllisD0uglas 2-3424

INTRO-EAR HEARING AIDS & HEARING GLASSES—
WARD PAUL HEARING CENTER
291 Geary, D0uglas 2-7882

(Continued Next Page)

Hearing Aids—(Cont'd)

Kinney Mary Grace
Hearing Aids & Batteries
209 PostGARfld 1-2282

LEALE LESLIE P 101 PowellYUkon 2-2692

LITTLETON EDW O
See Sunset, Ph-Merced Hearing Center
2676 Ocean AvL0mbrd 6-8373

MACY'S SAN FRANCISCO
Stockton & O'FarrellEXbrk 7-3333
(See Advertisement This Page)

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"

DEALERS
Maico Of S F 420 SutterGARfld 1-7677
(See Advertisement This Page)

Maico Of S F 420 SutterGARfld 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
3317-24thM1ssn 8-2704
OrM1ssn 8-3020

MISSION HEARING AID SERVICE
3317-24th M1ssn 8-2704
OrM1ssn 8-3020
(See Advertisement Page 440)

Mission Hearing Aid Service
3317-24th M1ssn 8-3020

Norcapp Mfg Co 2193 FillmoreJ0rdn 7-0766

OTARION-LISTENER HEARING AIDS—
AUDIPHONE CO OF S F
C S Vickerson Distributor
26 O'FarrellSUTtr 1-3681

PAUL WARD HEARING CENTER
CORDLESS HEARING
AIDS & GLASSES
No Cords - Wires - Buttons
10 BRANDS
To Choose From
All Kinds and Types of Models
Designed Especially for Those
Who Hear But Do Not Understand
Send for Booklet of Information
291 GearyD0uglas 2-7882

Physicians Hearing Service
420 SutterGARfld 1-7677

QUALITONE HEARING AIDS & HEARING GLASSES—
WARD PAUL HEARING CENTER
291 Geary, D0uglas 2-7882

Radioear Hearing Aid Distr
109 GearyYUkon 2-6766

RADIOEAR HEARING AIDS
Many Types to Choose From
Over 34 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 GearyYUkon 2-6766



REITMAN L B
San Francisco Hearing Aid Center
760 MarketEXbrk 2-3885

ROCKWELL ALBERT W INC
51 O'FarrellEXbrk 7-4944
(See Advertisement Page 440)

SAN FRANCISCO HEARING AID CENTER
760 MarketEXbrk 2-3885
(See Advertisement Page 439)

SILVERTONE HEARING AIDS—
SEARS ROEBUCK AND CO
Geary Bl & Masonic AvJ0rdn 7-7360

SIMON MEL S
Graduate Hearing Aid Audiometrist
84 EllisD0uglas 2-3424

SONIC-EAR—
HEARING MART 84 EllisD0uglas 2-3424

SONOTONE OF SAN FRANCISCO
454 SutterSUTtr 1-0707
(See Advertisement This Page)

SOUNDMASTER CO
Wholesale Distributor For
MALLORY BATTERIES
EVEREADY BATTERIES
84 EllisD0uglas 2-3424

SUNSET-PARK MERCED HEARING CENTER
2676 Ocean Av, L0mbrd 6-8373
(See Advertisement This Page)

TELEX HEARING AIDS
New Telex Eyeglass model
features telephone pick-up,
140 hour average battery
life, 4 transistors, volume
control, separate off-on
switch, . . . and slim, handsome temples that
can be fitted to your own glasses. 63 different
Telex Models for Better Hearing.
"WHERE TO BUY THEM"
Telex Hearing Center
167 O'FarrellYUkon 6-2737



Telex Hearing Center 167 O'Farrell, YUkon 6-2737

TONEMASTER HEARING AIDS
New Glamorous Templette
All Direction Hearing
No Button in the Ear
20 Flattering Colors
Light Weight, Inconspicuous
Free Demonstration
TONEMASTER



"FOR INFORMATION CALL"
Sunset-Park Merced Hearing Center
2676 Ocean Av, L0mbrd 6-8373

Transistor Hearing Aid Co
2746 Judah0Vrind 1-7227

UNEX—
SUNSET-PARK MERCED HEARING CENTER
2676 Ocean Av, L0mbrd 6-8373

VICKERSON C S 26 O'FarrellSUTtr 1-3681
(Continued Next Page)

TO REPAIR LINOLEUM
If you have a break in the edge of linoleum, take a good-sized piece of cloth (to reach well beyond the break at all points), cover it with glue and put it beneath the linoleum. Weight it down with heavy objects until it has had time to dry and set.

HEAR! Latest Styles In HEARING GLASSES
... OTHER NO CORD MODELS
PERSONALIZED SERVICE SINCE 1950
SUNSET - PARK MERCED HEARING CENTER
2676 OCEAN AT 19th AVE.
FREE PARKING LOT OPPOSITE
For Free Test Appointment
Call Lombard 6-8373
HOURS 10 TO 6 - CLOSED MONDAYS

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
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!

Macy's STOCKTON & O'FARRELL
ZENITH Hearing Aids
10 DAY MONEY BACK GUARANTEE
FULL 1-YEAR FACTORY WARRANTY
5 Year After Purchase Protection Plan
Complete Service - Batteries & Accessories
BUDGET TERMS
For a Free Demonstration Come in Today or Phone
EXbrook 7-3333
Extension 567

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
★ SCIENTIFIC HEARING TESTS Without Obligation
★ TERMS FOR YOUR CONVENIENCE (Assured Satisfaction at Low Cost)
★ HOME CALLS BY APPOINTMENT
Office Hours 9 A.M. to 5 P.M. - Saturday 9 A.M. to Noon
420 SUTTER - GROUND FLOOR
Between Stockton & Powell
Garfield 1-7677