

**51 O'FARRELL**

Featuring Custom Fitted  
**AUDIOTONE - VICON  
AUDIVOX**

- 10-Day Money Back Guarantee
- Every Type of Hearing Aid
- Budget Terms
- Batteries & Service on All Makes

**HEARING AIDS**

Northern California's Most Complete Hearing Aid Salon

Featuring CUSTOM FITTED HEARING AIDS - ALL STYLES BODY TYPE - OVER THE EAR EYEGASS AIDS - IN THE EAR BONE CONDUCTION

IT IS RECOMMENDED YOU CONSULT YOUR MEDICAL EAR DOCTOR

**ALBERT W. ROCKWELL, INC.**  
**EX 7-4944**  
51 O'FARRELL

**IF HEARING IS YOUR PROBLEM**

*Beltone*

**IS YOUR ANSWER**

- HIGHER FIDELITY HEARING AT NATURAL EAR-LEVEL
- STEREOPHONIC HEARING WITH BOTH EARS
- SPECIAL PENSION PLAN
- LIBERAL CREDIT PLAN

**AUDIOMETERS**

Beltone Audiometers - EB Audiometers For Doctors • Schools Hospitals • Industry

**AUDITORY TRAINING UNITS**  
For Schools and Home

**GROUP TESTING EQUIPMENT**

**REPAIRS & BATTERIES ON ALL MAKES**

FREE!

ELECTRONIC ANALYSIS OF YOUR HEARING LOSS. DEMONSTRATION OF NEWEST BELTONE MODELS, ILLUSTRATED BOOK WHICH REVEALS ALL THE EXCITING FACTS. PHONE, COME IN OR WRITE.

Certified  
Hearing Aid  
Audiologist

**GA 1-1175**

IN SAN MATEO  
224 E. 3rd Ave. DI 2-9449

**BELTONE HEARING SERVICE**  
Successors to Better Hearing Center  
26 O'FARRELL ST., SUITE 408 SAN FRANCISCO

**Hearing Aids—(Cont'd)**

**LITTLETON EDW C**  
See Sunset Pk-Merced Hearing Center  
2676 Ocean Av ..... LOmbd 6-8373

**MACY'S SAN FRANCISCO**  
Stockton & O'Farrell ..... EXbrk 7-3333  
(Please See Advertisement Page 475)

**MAICO HEARING AIDS**

QUALITY  
PRECISION  
ECONOMY

*Maico*

Models for every hearing impairment and wearing preference. Hearing Glasses . . . Barrette Aids . . . Behind-the-Ear Aids . . . Hearing-Rings . . . Pocket Aids. Free Demonstration.

"WHERE TO BUY THEM"

Maico Of S F 420 Sutter ..... GArlid 1-7677  
Sunset-Park Merced Hearing Aid Center  
2676 Ocean Av ..... LO 6-8373

Maico of S F 420 Sutter ..... GA 1-7677

**MICROTONE HEARING AIDS—**

**AUTHORIZED DISTRIBUTORS**

AUDIPHONE CO OF S F  
26 O'Farrell ..... SU 1-3681

**MISSION HEARING AID SERVICE**  
3317-24th MIsn 8-2704  
Or ..... MIsn 8-3020  
(Please See Advertisement Page 473)

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

**MOTOROLA-DAHLBERG HEARING AIDS**

Famed For  
Quality & Reliability.  
Free Hearing Evaluation.  
In-The-Ear Fittings.  
ALL TYPES AVAILABLE.  
Ear-Level, Eye Glass,  
Conventional Models  
WORN INCONSPICUOUSLY

*M*

"FOR INFORMATION CALL"

Dahlberg Hearing Service Inc  
101 Powell ..... YU 2-2692

Norccapp Mfg Co 2193 Fillmore ..... JOrdn 7-0766

**OTARION LISTENER HEARING AIDS**

Hear with Otarion's  
PATENTED Unique  
"Tympcan Technique"  
Nothing in the Ears  
Fully Guaranteed  
Home Appointments

*OTARION*  
Listeners

"FOR INFORMATION CALL"

**OTARION LISTENER OF S F**  
490 Sutter ..... SU 1-1337

**PACIFIC COAST LABORATORIES EAR  
PIECES FOR HEARING AIDS**  
760 Market ..... YU 2-6476  
Pound Ward H Laboratories Ear Pieces for  
Hearing Aids 760 Market ..... YU 2-6476

**QUALITONE HEARING AIDS &  
HEARING GLASSES—**

**AUTHORIZED DISTRIBUTORS**

AUDIPHONE CO OF S F  
26 O'Farrell ..... SU 1-3681

**AUTHORIZED DEALERS**

MISSION HEARING AID SERVICE  
3317-24th ..... MI 8-2704

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

**RADIOEAR HEARING AIDS**

Many Types to Choose From  
Over 38 Years of Sincere  
Assistance to the  
Hard-of-Hearing  
A Satisfied Customer  
Is Our First Consideration

*RADIOEAR*

"FOR INFORMATION CALL"

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

**ROCKWELL ALBERT W INC**  
51 O'Farrell ..... EXbrk 7-4944  
(Please See Advertisement This Page)

(Continued Next Page)

**HEADQUARTERS FOR  
WORLD  
FAMOUS**

*ZENITH*

*Living Sound* HEARING AIDS

BY MAKERS OF FAMOUS RADIO & TV

**AND... AT LOWER COST** STARTING WITH  
THROUGH WORLD-WIDE SALES **50** MODEL

THE BAY AREA  
FACTORY APPROVED REPAIR CENTER

THE ONLY ZENITH FACTORY APPROVED  
REPAIR CENTER IN NORTHERN CALIFORNIA  
CHOOSE FROM 14 FAMOUS ZENITH MODELS:

- EYEGASS AIDS
- IN THE EAR
- CONVENTIONAL
- SUPER POWER
- BEHIND THE EAR
- HI-FIDELITY

**FREE:** HOME APPOINTMENTS, DAY OR EVENING  
PROPER TESTING, SELECTION AND ADJUSTMENT WITH ZENITH EQUIPMENT  
REASONABLE REPAIRS ON MOST MAKES OF AIDS

**10 DAY MONEY BACK TRIAL AND  
FULL 1-YR. WARRANTY • 5-YR. SERVICE PLAN • BUDGET PAYMENTS**

**BAY AREA HEARING AID CENTER**  
415 SUTTER BETWEEN STOCKTON & POWELL  
\*You buy from lens from your own Optical Man. YU 6-6865

PARKING AT SUTTER-  
STOCKTON GARAGE

**Hearing Aids—(Cont'd)**

S F Hearing Aid Center 1186 Market—MA 1-1336  
(Please See Advertisement Page 473)

**SIEMENS HEARING AIDS—**  
WALLENFELS HERMAN G  
420 Sutter ..... GA 1-7677

**SIMON MEL S**  
Graduate Hearing Aid Audiometrist  
84 Ellis ..... DOuglas 2-3424

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

**SOUNDMASTER CO**  
Also Known as Hearing Mart  
Wholesale Distributor For  
MALLORY - EVEREADY BATTERIES  
84 Ellis ..... DO 2-3424

**SUNSET-PARK MERCED HEARING AID  
CENTER** 2676 Ocean Av ..... LO 6-8373  
(Please See Advertisement This Page)

Advertise here—it pays.

**Hearing Aids—(Cont'd)**

**TELEX HEARING AIDS—**  
MISSION HEARING AID SERVICE  
3317-24th ..... MI 8-2704

Telex Hearing Center 167 O'Farrell, YUkon 6-2737  
VICKERSON C S 26 O'Farrell ..... SUtr 1-3681

**VICON HEARING AIDS—**  
CHIN JAS 854 Grant Av ..... YU 2-5951  
SUNSET-PARK MERCED HEARING AID  
CENTER  
See Ad This Classification  
2676 Ocean Av ..... LO 6-8373

WALLENFELS HERMAN G  
Modern Hearing Instruments  
420 Sutter ..... GA 1-7677

**AUTHORIZED SALES & SERVICE**

ROCKWELL ALBERT W INC  
51 O'Farrell ..... EX 7-4944

WALLENFELS HERMAN G  
Maico-Danavox-Vicon-Siemens  
420 Sutter ..... GA 1-7677

**Macy's** STOCKTON & O'FARRELL

*ZENITH* Hearing Aids

Macy's is Your Authorized Zenith Dealer  
**10 DAY MONEY BACK TRIAL**  
**FULL 1-YEAR FACTORY WARRANTY**  
5 Year Alter Purchase Protection Plan  
Complete Service - Batteries & Accessories  
BUDGET TERMS

For a Free Demonstration  
Come in Today or Phone  
**EX 7-3333**  
Extension 567

**SONOTONE**  
THE NAME YOU CAN TRUST

Try The  
World's Smallest  
HEARING AID

Professional  
Testing  
At No Cost  
Expert Fitting

**SU 1-0707**

S. L. SHORE, Mgr.  
454 SUTTER  
Ground Floor Near Powell

**HEAR!**

*Maico*

HEARING GLASSES

AND OTHER NO CORD MODELS

Serving West of Twin Peaks &  
Northern San Mateo County Since 1950

Call LO 6-8373

**SUNSET - PARK MERCED  
HEARING AID CENTER**  
2676 OCEAN AT 19th AVE.  
FREE PARKING LOT OPPOSITE  
BATTERIES & REPAIRS - ALL MAKES  
Near Stonestown - S.F. - Closed Mondays

**AUDEX**

PRESCRIPTION  
FITTING  
ELIMINATES  
GUESSWORK

CYCLES  
200 500 1000 2000 4000

Professionally Fitted By  
Mel S. Simon, Grad. Audiometrist  
**HEARING MART**  
DO 2-3424  
84 ELLIS SAN FRANCISCO

**IN CHINATOWN  
FOR HEARING AIDS**

- ★ NATIONALLY KNOWN HEARING AIDS
- ★ AIDS WORN IN THE EAR
- ★ AIDS WORN BEHIND THE EAR
- ★ HEARING GLASSES

**FREE**

HOME OR OFFICE DEMONSTRATIONS

**JAMES CHIN**

**YU 2-5951**  
854 GRANT AVE. - S. F.

**Hearing Aids—(Cont'd)**

**ZENITH "LIVING SOUND" HEARING AIDS**

- Wide selection includes eyeglass, behind-the-ear and an all-new in-the-ear instrument. Types for any electronically correctable hearing loss. By makers of Quality Zenith TV, radios, color TV. Ask about 10-DAY MONEY-BACK GUARANTEE.

*ZENITH*

"WHERE TO BUY THEM"

**BAY AREA HEARING AID CENTER**  
Factory Approved Repair Service  
Free Home Appointments-Day or Evening  
415 Sutter ..... YU 6-6865

**MACY'S SAN FRANCISCO**  
Stockton & O'Farrell EXbrk 7-3333

**Hearing Aids—Equipment & Supplies**

**PACIFIC COAST LABORATORIES EAR  
PIECES FOR HEARING AIDS**

**CUSTOM MADE**

EAR PIECES FOR PORTABLE RADIOS  
EAR PLUGS FOR SWIMMERS  
NOISE SUPPRESSORS FOR  
SPORTSMEN - INDUSTRY - SLEEPERS  
760 Market ..... YU 2-6476

**Hearse Renting**

Yosemite Gray Line Limousines Inc  
675 Post PRspt 5-3232

**Heat Exchange Equipment**

**AERCO CORP**  
31477 ..... UN 1-6643

**AEROFIN CORP** 564 Market ..... YU kon 2-4876  
Air Preheater Corp The  
714 W Olympic Bl Los Angeles  
From telephones served by the  
following exchanges  
San Francisco  
(No Intercity Charge)  
Ask Operator for-Entrprise 10613

**BELL & GOSSETT—**  
CALIF HYDRONICS CORP  
910 Howard ..... EX 7-2336

**BROWN FINITUBE CO REPRESENTATIVE**  
3871 Piedmont Av Oakind OLYmpc 3-8740

**CHRISTIAN MANUFACTURING ENGINEERS**  
World Trade Center ..... YU 2-1220

**CITY GRILLE & RADIATOR SHOP**

**HEAT EXCHANGERS  
OIL COOLING UNITS  
DISTRIBUTOR OF  
HARRISON PRODUCTS**  
Pick-Up & Delivery  
3168 Mission ..... ATwtr 2-1436

**COEN FUEL OIL HEATERS—**  
MERRILL A H 420 Market ..... EX 2-5103

**COOLEY E C COMPANY**  
Thermachanger Division  
1186 Folsom ..... UNdrl 3-2211  
Curtis Chas E Jr 564 Market ..... YU 2-4876  
Davis Engineering Corp 770 Folsom ..... YUkon 6-5800

**DE LAVAL SEPARATOR CO**  
Plate Type Heaters & Coolers  
201 E Millbrae Av Milbra ..... OX 7-3860

**GRAHAM MFG CO INC**  
Heat Exchangers & After Coolers  
508-16th Oakland ..... TE 4-8992  
Griscom Russell Co 55 New Montgomery ..... YU 6-0065

**HAPPY HEAT EXCHANGERS—**  
BARTH ENGINEERING CO  
Industrial Air Cooled Heat Exchangers  
3871 Piedmont Av Oakind ..... OL 3-8740

**HARRISON HEAT EXCHANGERS—**  
CITY GRILLE & RADIATOR SHOP  
3168 Mission ..... ATwtr 2-1436

**HEAT & CONTROL INC**

SPECIAL DESIGN UNITS  
FOR HEATING COOKING OILS  
1615 Cortland Av ..... VA 6-5541

Heat-X Inc 1485 Bayshore Bl ..... JU 6-7585  
Heilflow Corporation 508-16th Oakland ..... TE 4-8992

Advertise here—it pays.

**Heat Exchange Equipment—(Cont'd)**

**JENSEN RADIATOR WORKS**

**SERVICING OF  
Marine & Industrial  
HEAT EXCHANGERS  
& OIL COOLING UNITS**  
HARRISON SALES & SERVICE  
Pick-Up & Delivery Service  
373-40th Oakind ..... OLYmpc 2-8485

**ODIS EXCHANGERS—**  
CORDES BROS 45 Calif ..... GArlid 1-8355

**PATTERSON-KELLEY SCALE-FREE—**  
GILLET CHARLES A CO INC  
830 Charter Rdwd City ..... EM 9-4604

**PERFECT RADIATORS & EXCHANGERS—**  
FARMER WILLIAM F CO  
1501 San Pablo Av Brkly-LANscep 4-4942

Sims Heat Exchanger Company Inc The  
Pier 9 ..... EX 7-5541

Smith Claude B Company  
Thermom Heat Transfer  
Consent & External Panels  
844 E 12th Oakland ..... TE 2-0103

Staples & Pfeiffer  
Fuel Oil Pre-Heaters  
528 Bryant ..... DO 2-0825

Thermal Research & Engineering Corp  
508-16th Oakland ..... TE 4-8992

**THERMEXCHANGER INC DIV OF E C  
COOLEY CO** 1186 Folsom ..... UNdrl 3-2211

**VOGT HENRY MACHINE CO**  
850 S Van Ness Av ..... AT 2-8220

**WHITLOCK HEAT EXCHANGERS—**  
MATHESON-DOHERTY CO  
225 Shaw Rd SFF ..... 761-2904

Young Radiator Sales 115-10th ..... UNdrl 1-6770

**YOUNG RADIATORS-HEAT EXCHANGERS—**

**DISTRIBUTORS**

BULL C H CO 115-10th ..... UN 1-2466

Yuba Heat Transfer Corp 420 Market ..... SU 1-1928

**Heat Pumps**

**ABCO MECHANICAL CONTRACTORS**  
Refrigeration & Air Conditioning  
766 Brannan ..... HE 1-0093

**AMANA AIR CONDITIONERS**

A full line of one of the coolest, quietest air conditioners made. Choice of room air conditioners or central-system air conditioning for the entire home.

*Amana*

"WHERE TO BUY THEM"

**DISTRIBUTORS**

KAEMPER & BARRETT  
233 Industrial ..... JU 6-6200

**DEALERS**

NELSON-KENT REFRIGERATION INC  
105 Associated Rd SFF ..... PO 1-0707

**DELCO HEAT PUMPS—**  
NELSON-KENT REFRIGERATION INC  
105 Associated Rd SFF ..... PO 1-0707

**HARDEMAN C S INC**  
910 Harrison ..... YU 2-3100

**LENNOX HEAT PUMPS—**

**FACTORY REPRESENTATIVES**

LENNOX INDUSTRIES INC  
4001 Webster Oakind ..... 655-9691

(Continued Next Page)

**KEEP LIGHT FROM MILK**  
Keep light from milk to prevent loss of riboflavin, its most important vitamin element. If you don't meet the milkman, leave out a covered, insulated box for bottles of milk. Remember that light hurts milk more than heat does in a short time.