

HEADQUARTERS FOR
WORLD FAMOUS ZENITH
 "Living Sound" **HEARING AIDS**
 BY MAKERS OF FAMOUS RADIO & TV

AND ... AT LOWER COST STARTING WITH **50** MODEL
 THROUGH WORLD-WIDE SALES
 THE BAY AREA
FACTORY APPROVED REPAIR CENTER

THE ONLY ZENITH FACTORY APPROVED
 REPAIR CENTER IN NORTHERN CALIFORNIA
 CHOOSE FROM 15 FAMOUS ZENITH MODELS:
 • EYEGLASS 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
 BATTERIES AND 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
 YU 6-6865 **PARKING AT SUTTER-STOCKTON GARAGE**

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 After Purchase Protection Plan
 Complete Service - Batteries & Accessories
 BUDGET TERMS

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

IS IT MY HEARING OR IS IT MY HEARING AID?

SEE **HERMAN G. WALLENFELS**
 A RECOGNIZED STANDARD IN HEARING AIDS

Evaluation of Your Present Hearing Aid with the Latest Scientific and Electronic Testing Instruments - to Be Matched Against Your Personal Problem

MAICO OF SF
 420 SUTTER **GA 1-7677**

Hearing Aids—(Conf'd)
BAY AREA HEARING AID CENTER
 HEADQUARTERS FOR **ZENITH AIDS**
 BY MAKERS OF FAMOUS ZENITH TV & RADIO
 Low Cost - 10 Day Money-Back Trial
 Northern California's ONLY FACTORY APPROVED REPAIR CENTER
 Repairs for Most Makes - Easy Terms
YU 6-6865
 BETWEEN STOCKTON & POWELL
 415 Sutter -----YU 6-6865

Bay Area Hearing Aid Center 415 Sutter-YU 6-6865
 (Please See Advertisement This Page)

Memory plays tricks. If in doubt about a telephone number, please look it up in the Directory.

BELTONE QUALITY HEARING AIDS
 Complete selection including hearing glasses, behind-the-ear aids, and in-the-ear aids. Expertly fitted. Hear clearly again with BOTH ears. Free electronic test of your hearing without obligation. One-year guarantee under the exclusive Beltone Certified Hearing Service Plan.

"WHERE TO BUY THEM"
BELTONE HEARING AID CENTER
 Next to the Famous 450 Sutter
 404 Sutter -----GA 1-1175
 (Continued Next Page)

You can carry your firm's name and advertising into the homes and business places of your best prospects by being represented in the **YELLOW PAGES** of the Telephone Directory.

HEARING AIDS

ULTIMATE HEARING HELP

NO CORDS
 NO TUBES
 ALL IN-EAR
 ACTUAL VIEW OF COMPLETE AID

WE OFFER A **TWO YEAR GUARANTEE OF SATISFACTION**

Personalized FITTING & SERVICE

FOR ALL STYLES

In your home or our office by qualified Otometrists using newest scientific **SOUND PRESSURE** test equipment. We cooperate with your **OTOLOGIST** and/or **Clinical AUDIOLOGIST** to fit you properly for maximum enhancement of your residual hearing. All tests at no cost.

CALL FOR APPOINTMENT IN YOUR HOME

LO 6-0211

Custom Hearing Aid Center
 H. JOHN ISRAELSEN - Consultant
 595 BUCKINGHAM WAY SAN FRANCISCO

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 Stonelawn - S.F. - Closed Mondays
 S&H Green Stamps

SONOTONE
 THE NAME YOU CAN TRUST

TRY THE NEW MIGHTY WISP
 A Mile for Size
 A Mile for Power

Professional Testing
 At No Cost
 Expert Fitting

S. L. SHORE, Mgr.
 454 SUTTER
 Ground Floor Near Powell
SU 1-0707

Hearing Aids—(Conf'd)
BELTONE HEARING AID CENTER
 COMPLETE HEARING SERVICE
 FREE HEARING TESTS
 WIDE RANGE OF PRICES
 CUSTOM FITTINGS
 BATTERIES & REPAIRS FOR ALL MAKES
 404 Sutter -----GA 1-1175

BELTONE HEARING AID CENTER
 404 Sutter -----GA 1-1175
 (Please See Advertisement Page 491)

BETTER HEARING CENTER same as Beltone Hearing Aid Center 404 Sutter -----GA 1-1175

CHIN JAMES HEARING AID CENTER
 NATIONALLY KNOWN HEARING AIDS
 HOME OR OFFICE DEMONSTRATIONS
 CORNER OF GRANT AVE & WASHINGTON
 854 Grant Av. -----YU 2-5951

COBB IRVIN & ASSOCIATES
 101 Powell -----YU 2-2692

CUSTOM HEARING AID CENTER
 FOR THE ULTIMATE HEARING HELP
 TWO YEAR GUARANTEE OF SATISFACTION
 FREE PERSONALIZED FITTING & SERVICE
 DIAL **LO 6-0211**
 FOR APPOINTMENT IN YOUR HOME OR VISIT OUR OFFICE
 595 Buckingham Wy. -----LO 6-0211

DAHLBERG HEARING SERVICE
 See Cobb Irvin & Associates
 101 Powell -----YU 2-2692

DANAVOX HEARING AIDS—
 WALLENFELS HERMAN G
 420 Sutter -----GA 1-7677

DANIEL W E
 Radioear Quality Hearing Aids
 109 Geary -----YU 2-6766

FIDELITY HEARING AIDS—
 AUTHORIZED SALES & SERVICE
 HEARING MART 84 Ellis -----DO 2-3424

HEARING AID CENTER BAY AREA
 415 Sutter -----YU 6-6865

HEARING AID SERVICE CENTER
 REPAIRS WHILE YOU WAIT
 BATTERIES - CORDS - ACCESSORIES
 Open 10 A.M. to 7 P.M.
 One Block From Stanford Hospital - PRESBYTERIAN MEDICAL CENTER
 2136 Fillmore -----WE 1-6036
 2078 Chestnut -----WE 1-6036

HEARING MART 84 Ellis -----Douglas 2-3424
 (Please See Advertisement This Page)

LITTLETON EDW G
 See Sunset Park-Merced Hearing Center
 2676 Ocean Av. -----Lombd 6-8373

MACY'S SAN FRANCISCO
 Stockton & O'Farrell -----EXbrk 7-3333
 (Please See Advertisement Page 492)

MAICO HEARING AIDS
 QUALITY PRECISION ECONOMY
 Models for every hearing impairment and wearing preference. Hearing Glasses . . . Barrette Aids . . . Behind-the-Ear Aids . . . Hear-Rings . . . Pocket Aids. Free Demonstration.

"WHERE TO BUY THEM"
 Maico Of S F 420 Sutter -----GA 1-7677
 Sunset-Park Merced Hearing Aid Center
 2676 Ocean Av -----LO 6-8373

Hearing Aids—(Conf'd)
MAICO OF SF
 420 Sutter -----GA 1-7677
 (Please See Advertisement Page 492)

MISSION HEARING AID SERVICE
 3317-24th -----MI 8-2704
 Or -----Mission 8-3020
 (Please See Advertisement Page 491)

Mission Hearing Aid Service
 3317-24th. MI 8-3020
 Norcapp Mfg Co 2193 Fillmore -----JOrdn 7-0766

OTARION LISTENER HEARING AIDS
 Hear with Otarion's PATENTED Unique "Tympano Technique"
 Nothing in the Ears Fully Guaranteed Home Appointments
"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

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

When good party-line neighbors use a dial telephone, they always remember to make sure the line is clear before they dial. And they replace the receiver properly when they're through.

THE BEST MONEY CAN BUY

CYCLES 300 600 1000 2000 4000

AUDIX PRESCRIPTION FITTING ELIMINATES GUESSWORK
DO 2-3424
 HEARING MART 84 ELLIS SAN FRANCISCO

AMERICAN HEARING AID CENTER
 — Call —
Grant Powers
368-3321

Featuring **TINY AID THAT FITS ENTIRELY IN THE EAR**

14 Yrs. Serving the Entire Bay Area
 1048 MIDDLEFIELD RD.
 REDWOOD CITY

Hearing Aids—(Conf'd)
RADIOEAR HEARING AIDS
 Many Types to Choose From Over 39 Years of Sincere Assistance to the Hard-of-Hearing A Satisfied Customer Is Our First Consideration
"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 Page 491)

S F Hearing Aid Center 1186 Market -----MA 1-1336
 (Please See Advertisement Page 490)

SIEMENS HEARING AIDS—
AUDIPHONE CO OF S F
 26 O'Farrell -----SU 1-3681

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 -----SU 1-0707
 (Please See Advertisement Page 492)

SOUNDMASTER CO same as Hearing Mart
 Wholesale Distributor For **MALLOY - EVEREADY BATTERIES**
 84 Ellis -----DO 2-3424

STREULI HENRY
 4444 Geary Bl -----SK 2-5335

SUNSET-PARK MERCED HEARING AID CENTER 2676 Ocean Av -----LO 6-8373
 (Please See Advertisement Page 492)

TELEX HEARING AIDS
 COMFORT SOUND HEARING WITH **TELEX**
 Expert Service For Hearing Aids. Free Hearing Examination. New Telex Behind-The-Ear Eyeglass, All-In-Ear And Conventional-Style Instruments Demonstrated At No Cost Or Obligation.
"FOR INFORMATION CALL"
EHRMAN A ALBERT
 3317-24th -----MI 8-2704

VICKERSON C S 26 O'Farrell -----SUstr 1-3681

VICON HEARING AIDS—
CHIN JAMES HEARING AID CENTER
 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
 Quality Controlled Hearing Aids
 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
 Quality Controlled Hearing Aids
 420 Sutter -----GA 1-7677

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.

"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

The **YELLOW PAGES** keep your sales message before prospective customers 24 hours a day, every day of the year.

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

S F Hearing Aid Center 1186 Market -----MA 1-1336

Hearse Renting
 Yosemite Gray Line Limousines Inc
 675 Post -----PR 5-3232

Heat Exchange Equipment
AERCO CORP
 314-7th -----UN 1-6643

AEROPIN GROUP 564 Market -----YU kon 2-4876
 Air Preheater Co The
 714 W Olympic Bl Los Angeles
 From the following exchanges only
 San Francisco
 (No Charge) Ask Operator for -----Enterprise 10613

BASCO HEAT EXCHANGERS—
FROST ENGINEERING SERVICE CO
 Standard Stock Shell & Tube
 Custom Engineered-High Pressure
 Extended Surface-Double Pipe
 65 Madrin Oakind -----451-7622

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

BROWN FINETUBE HEAT EXCHANGERS—
BECO EQUIPMENT CO
 2717 N Main Walnut Crk -----932-1032

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
 Thermochanger Division
 1184 Folsom -----UNdrl 3-2211
 Curtis Chas E Jr 564 Market -----YU 2-4876
 Davis Engineering Corp 770 Folsom -----YUkon 6-5800

DAVIS-ENGINEERING-PARACOIL—
WICKERT H J & CO INC
 770 Folsom -----YU 6-5800

DE LAVAL SEPARATOR CO
 Plate Type Heaters & Coolers
 201 E Millbrae Av Millbrae -----697-3860
 Disler Engineering Corp repr by Cutino Co The
 508-16th Oakind -----834-8989

GRAHAM MFG CO INC same as Helliflow Corporation
 Heat Exchangers & After Coolers
 508-16th Oakind -----834-8992

HAPPY HEAT EXCHANGERS—
BECO EQUIPMENT CO
 Industrial Air Cooled Heat Exchangers
 2717 N Main Walnut Crk -----932-1032

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

HEAT & CONTROL INC
 SPECIAL DESIGN UNITS FOR COOKING OILS
 HEAT TRANSFER MEDIA
 1615 Cortland Av -----VA 6-5541

Heat-X Inc 1485 Bayshore Bl -----JU 6-7585
 Helliflow Corporation 508-16th Oakind -----834-8992
 (Continued Next Page)

Often it is a convenience for various members of your household or business to have personal listings in the Telephone Directory. The cost of these extra listings is small.