



I AM WEARING ONE OF THE
NEW DAHLBERG OPTIC EARS
The "OPTIC-EAR" Hearing Aid Glasses
... Modern As Today!

OUR SELECTION OF OVER 35 TYPES OF
NATIONALLY ADVERTISED HEARING
AIDS ELIMINATES SHOPPING

SERVICE ON ALL MAKES. SALES OF THE FOLLOWING RECONDITIONED INSTRUMENTS:
(RECONDITIONED TO OUR HIGH SPECIFICATIONS)

ZENITH
ACOUSTICON
BELTONE
MAICO
DAHLBERG
TELEX
OTARION
AUDIOVOX
SONOTONE
AUREX
MICROTONE
GEM
PARVOX
CLEAR TONE
UNEX

Feature Models:
MIRACLE EAR - - -
WORN ON THE EAR
No Cords - Weight 1/2 Oz.

A WONDERFUL NEW INVENTION
WHICH ELIMINATES THE DISCOMFORT
OF CONVENTIONAL HEARING AIDS
You Will Hear the Natural Way
at Ear Level

TRANSISTOR GLASSES

Your Hearing Aid Completely Con-
cealed in Your Glasses: So Simple and
Comfortable You Will Forget You Are
Wearing It.

OUR 11th YEAR IN SAN FRANCISCO BAY CITIES
Come In - Call In or Write for Demonstration
TROY HOLIMAN'S

CALIFORNIA HEARING AID CLINICS
THREE LOCATIONS TO SERVE YOU

OAKLAND	SACRAMENTO	SAN FRANCISCO
Hlgate 4-3305	HUDson 4-9200	DOuglas 2-4271
1429 Franklin St.	1017-9th St.	17 Grant Ave.

Hearing Aids-(Cont'd)

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

HEARING AID CONCEALER-
BOXER M STUDIO OF HAIR ARTISTRY
115 O'Farrell YUkon 2-3157

HEARING AID SERVICE CENTER

AUXEY HEARING AIDS

Cordless - 1 Inch Long - 1/4 Oz.
Worn in Hair - In or Behind the Ear
10-DAY MONEY BACK GUARANTEE
Terms As Low As \$5.00 Dn & \$5.00 Mo.
All Makes Repaired & Rebuilt
Complete Stocks of Fresh Batteries
Open 10 A.M. to 9 P.M.
Between Sacramento & California
2136 Fillmore West 1-6036

HEARING MART 84 Ellis DOuglas 2-3424
(See Advertisement Page 387)

IDEAL AUDITORY TRAINING UNITS-
BETTER HEARING CENTER
Suite 408-4th Floor
26 O'Farrell GARfield 1-1175

JENKEL-DAVIDSON OPTICAL CO

366 Post GARfield 1-3400
Stonestown Medical Bldg LOMbrd 4-3100

Jenkel-Davidson Optical Co 366 Post GARfield 1-3400
(See Advertisement Page 385)

Kinney Mary Grace
Batteries For Every Type Hearing Aid
209 Post GARfield 1-2282

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

Prospects ready to buy use the
Yellow Pages to find "Where to
buy it."

MACY'S SAN FRANCISCO
ZENITH HEARING AIDS
BUDGET TERMS AVAILABLE
Ext. 567
Stockton & O'Farrell SUTtr 1-1800

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 GARfield 1-7677

MAICO OF SAN FRANCISCO GA rld 1-7677
Mercury Hearing Center 3317-24th Missn 8-3020

Mercury Hearing Service 101 Powell YUkon 2-2692

MERCURY HEARING SERVICE
3317-24th Missn 8-2704
(See Advertisement This Page)

MICROTONE HEARING AIDS-
MICROTONE OF S F CO
26 O'Farrell YUkon 2-5673

Microtone Of S F Co 26 O'Farrell YUkon 2-5673

NORCAPP HEARING AIDS & ACCESSORIES
"Hear Better-Inexpensively"
AUXEY
Transistor Hearing Aids
Wearable Hearing Devices
Electric Powered Hearing Aids
Receiver Cords



"WHERE TO CALL"

MANUFACTURER'S

NORCAPP MFG CO
2193 Fillmore Jdrn 7-0766

(Continued Next Page)
The Yellow Pages save you time.

Hearing Aids-(Cont'd)

Claron Hearing Service 240 Stockton GARfield 1-0330
(See Advertisement This Page)

PARVOX HEARING AIDS-
BETTER HEARING CENTER
Suite 408-4th Floor
26 O'Farrell GARfield 1-1175

Radioear Hearing Aid Distr
109 Geary YUkon 2-6766

RADIOEAR HEARING AIDS

THE WORLD'S FINEST

32 Years of Sincere
Assistance to the
Hard-of-Hearing
You owe it to yourself to see
& try these Hearing Aids.



"FOR INFORMATION CALL"

DISTRIBUTOR

Radioear Hearing Aid Distr
W E Daniel
109 Geary YUkon 2-6766

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

REMLER'S SCOTTIE PHONE AID
For those with impaired
hearing and others who
work in noisy locations the
Scottie Phone Aid
provides a solution to one
of today's hearing prob-
lems.



"WHERE TO BUY THEM"

MANUFACTURERS

Remler Company 2101 Bryant Valencia 4-3435

SAN FRANCISCO HEARING AID CENTER
760 Market EXtrk 2-3885
(See Advertisement Page 385)

SERVICE CENTER 2136 Fillmore WEST 1-6036

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

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

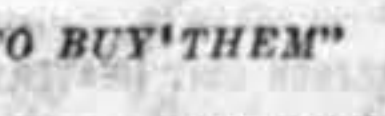
SONOTONE OF SAN FRANCISCO
454 Sutter SUTtr 1-0707
(See Advertisement This Page)

SOUNDMASTER CO 84 Ellis DOuglas 2-3424

SUNSET-PARK MERCED HEARING CENTER
2676 Ocean Av. LOMbrd 4-3100

TELEX HEARING AIDS

"You Can Trust
Your
Hearing to Telex"



"WHERE TO BUY THEM"
Telex Hearing Center
167 O'Farrell YUkon 6-2737

Telex Hearing Center 167 O'Farrell YUkon 6-2737

TROY HOLIMAN & ASSOCIATES
Wholesale Hearing Aids & Supplies
Factory Representatives
HEARING AID MANUFACTURERS
& SUPPLIERS
Advertising & Promotion Plans
for Dealers - "Our Motto"
"In Organization There Is Success"
"WHERE TO CALL"

1425 Franklin Oakland TWInoks 3-8958

UNEX
Distinctive - Smaller
Lighter - Devices for
Clearer Hearing Since 1938
NO CORDS
EYEGLASSES & HAIR-DO
Models - Style and
Comfort - Free Test
Guaranteed
YOUR BEST BUY



"WHERE TO BUY THEM"
Sunset-Park-Merced Hearing Center
2676 Ocean Av. LOMbrd 4-3100

Your telephone is one of to-
day's best bargains.

Hearing Aids-(Cont'd)

WARD H POUND LABORATORIES EAR
PIECES FOR HEARING AIDS

CUSTOM MADE

EAR PIECES

EAR PIECE REPAIRING

MOLDED TUBING

Room 942 Phelan Bldg
760 Market YUkon 2-6476

WARD PAUL HEARING CENTER

DAHLBERG MIRACLE EAR

The Recommended Hearing Aid
for Normal Hearing

NO WIRES NO CORDS
NO EAR BUTTON NO CONTROLS
NO EMBARRASSMENT
NO NERVOUS STRAIN

Come In - Write In - or Phone

DOuglas 2-7882

291 Geary DOuglas 2-7882

WESTERN ELECTRIC HEARING AIDS-
See "Audiovox" under this Classification

ZENITH HEARING AIDS
New 4, 5-transistor models
meet every hearing aid
need. Outstanding fea-
tures, performance, con-
venience! Low price, small
operating cost. 1-Year War-
ranty, 5-Year Service Plan. By makers of Zenith
TV, radios. 10-DAY MONEY-BACK GUARANTEE



"WHERE TO BUY THEM"

JENKEL-DAVIDSON OPTICAL CO

366 Post GARfield 1-3400
Stonestown Medical Bldg LOMbrd 4-3100

STACKPOOL JOHN F
Repairs All Makes
140 Balboa SKYn 2-3648

Hearse Dealers

See Automobile & Hearse Dealers

Hearse Renting
Yosemite Gray Line Limousine Inc
675 Post. PRspt 5-3232

Heat Exchange Equipment
AEROFIN CORP 564 Market YUkon 2-4876
Alco Products Incorporated
Russ Bldg DOuglas 2-7393

AMERICAN DISTRICT STEAM DIV ADSCO
INDUSTRIES INC
624 Northern Av Mill Vly DUnip 8-5938

Argonaut Engineering Co
44 Stevenson DOuglas 2-9131

Bell & Gossett Co
765 Minna UNdht 1-0144

Brown Finstube Co 425 Market YUkon 2-0824

CHRISTIAN J D ENGINEERS
480 Potrero HE mlock 1-1300

CITY GRILLE & RADIATOR SHOP
HEAT EXCHANGERS
OIL COOLING UNITS
DISTRIBUTOR OF
HARRISON PRODUCTS
Pick-Up & Delivery
3168 Mission ATWtr 2-7794

Cooley E C Services Inc
743 Clementina, Mark 1-3111

Davis Engineering Corp 770 Folsom YUkon 6-5800

DELAVAL PACIFIC CO
201 E Millbrae Av Milbra OXfrd 7-4001

Graham Mfg Co
Heilfow Exchangers & After Coolers
Russ Bldg YUkon 6-6583

Griscom-Russell Co The
55 New Montgomery YUkon 6-0065

Holo-Flite International Inc
480 Potrero HE mlock 1-5843

Hoppes Manufacturing Co Inc
420 Market GARfield 1-5865

(Continued Next Page)

Answer promptly, speak clearly,
hang up gently—three friendly
telephone habits.

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

Beltone HEARING SERVICE

26 O'Farrell St.
4th Floor, Room 408

"Sonic-Ear"

Electronic Sonar Button

Worn Entirely in Ear

POSITIVELY NO CORD

"That's All There Is"

SATISFACTION GUARANTEED

Demonstrated Exclusively at

HEARING MART

REPAIRS & SUPPLIES

DOuglas 2-3424

84 ELLIS STREET - COR. POWELL

**ANOTHER
SONOTONE**

FIRST

MONITORED HEARING

Automatically Protects the Ear

Against Over-Loud Sounds - Clarifies

Speech in Noisy Surroundings

THE NEW MODEL 200

SUTtr 1-0707

29 Years - Same Bldg.

454 SUTTER ST. - Ground Floor

TRADITIONAL SONOTONE QUALITY

**HANDY MAN
OR
SPECIALIST**

You're almost certain to find

the person or firm to do the

job you want done when you

LOOK IN THE

Classified

TELEPHONE SECTION

**These Take the Fear Out of
Deafness!**

**HEARING AID
EYE-GLASSES**

Called "THE LISTENER"

At Long Last - No Wires, Cords or

Button in the Ear. The Picture Below

Is All Anyone Will Ever See



NO CLOTHING NOISE.
NO BATTERY CONCEALMENT

Telephone Held in Normal Manner, Clear,
Powerful With Volume Control. Each Pair In-
dividually Fitted to Prescription. As Adver-
tised and Published in Nation's Leading
Magazines and Newspapers.

Otarion HEARING SERVICE

TWA BUILDING -
240 STOCKTON ST., UNION SQUARE
SAN FRANCISCO

GA rld 1-0330

Dahlberg
ear level
hearing aids

- Worn entirely at the ear
- No cord! No ear button!
- No clothing noise



**A NEW KIND OF HEARING
AWAITS YOU!**

- 1 Dahlberg "Optic-Ear" Electronic
Hearing Glasses. Entire hearing de-
vice concealed in one temple to fit
your glasses.
- 2 Dahlberg "Magic-Ear" Hearing
Aid worn behind your ear or in
woman's hair.
- 3 Dahlberg "Miracle-Ear" Hearing
Aid worn in the ear!

SCIENTIFICALLY FITTED!
PRIVATE CONSULTATIONS!

DAHLBERG HEARING SERVICE

EXCLUSIVE DAHLBERG DISTRIBUTORS

PHONE FOR HOME REPAIR SERVICE

YUkon 2-2692 - Mission 8-2704

101 POWELL 3317-24th ST.

the only contour-shaped Hearing Glasses
that look natural from every view!



Prescription-fitted

**HEARING
GLASSES**



Compare These
Exclusive Features!

1. No wires in frames. No
troublesome connections.
2. Natural looking bows.
Neat, compact.
3. No unsightly bulk behind
ear. Slim and trim.
4. Contour-shape hugs head
—supports unit comfort-
ably.

Fit any frame
Choice of colors



No clothing noise! No cord!
No ear button!

SCIENTIFIC HEARING TESTS • Consultations
and Demonstrations without obligation

MERCURY HEARING SERVICE

Exclusive Distributors

PHONE FOR HOME REPAIR SERVICE

YUkon 2-2692 Mission 8-2704

101 POWELL 3317-24th ST.

Complete selection
of Mercury
Hearing Aids
from \$48.50
Fully Guaranteed
Budget Terms