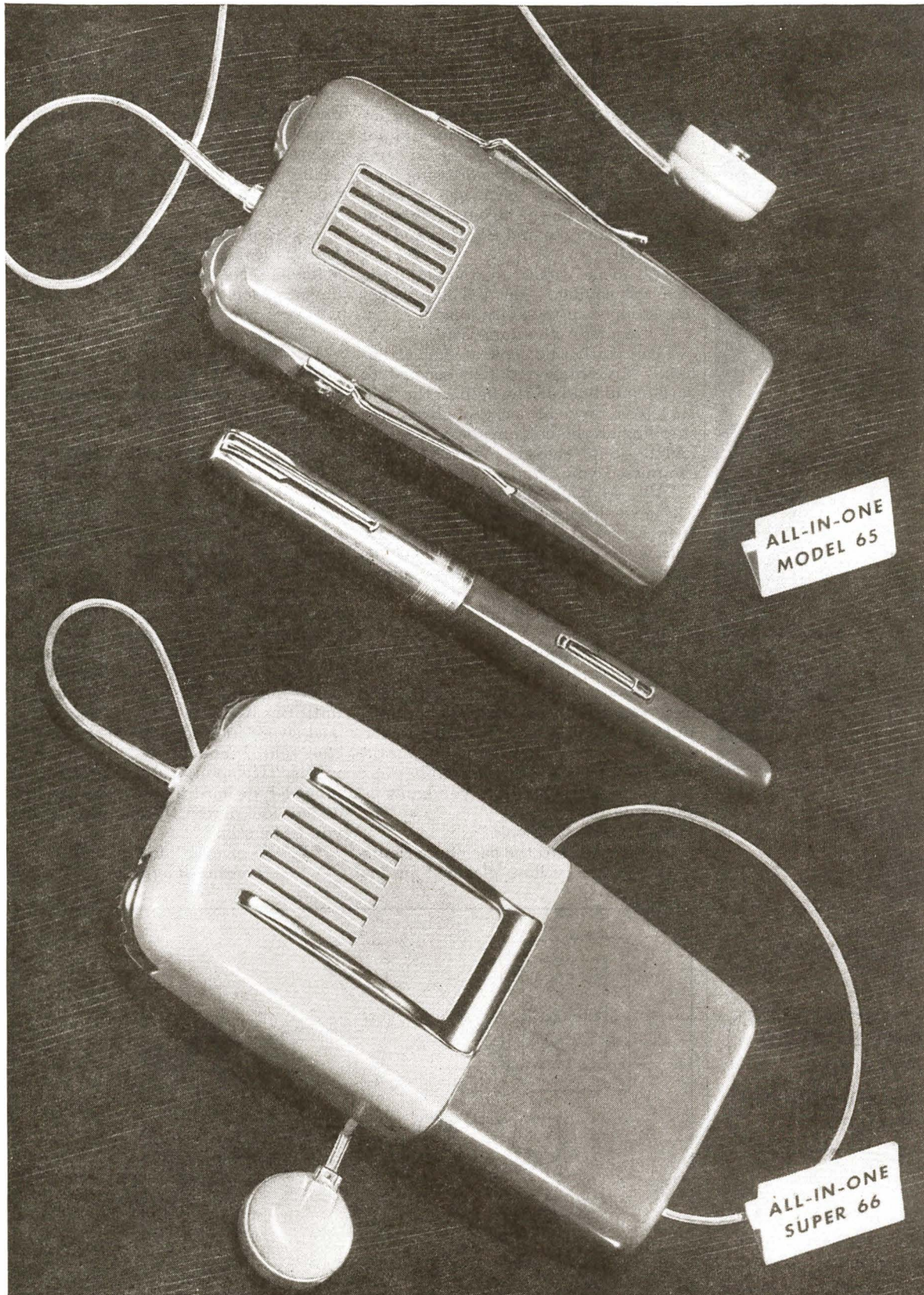


# WESTERN ELECTRIC'S GREATEST CONTRIBUTION TO BETTER HEARING

Two New Hearing Aids . . . to fit the personal hearing needs of *anyone* who can be helped by a hearing aid



*Western Electric Hearing Aids*

DESIGNED BY BELL TELEPHONE LABORATORIES

● Whether your hearing loss is slight or severe, Western Electric has a great new instrument to give you *more complete* hearing satisfaction. You'll want to try these new hearing aids *yourself*—to appreciate fully the new wearing convenience, the *finer hearing performance* that are now available to you for the first time.

## Compact Model 65—newly designed for the majority of the hard of hearing

Model 65 is the new all-in-one aid specifically created to meet the needs of the majority of the hard of hearing. Amazingly free from background noise, it is particularly effective in the conversational hearing range. It weighs but six ounces, including self-contained batteries. And it's only 4½ inches long—shorter than most fountain pens. Economy? You can operate Model 65 at considerably less than one cent an hour. Let your Western Electric Hearing Aid dealer demonstrate it to you!

## New Super 66—for those who demand maximum power . . . finest performance

Here is the long-awaited answer for those whose hearing impairment is severe, who need *extra* power and amplification—or for anyone who wants superb fidelity. Extensive tests at Bell Telephone Laboratories *proved* that Super 66 provides performance superior to that of any hearing aid ever designed by that famous organization. You'll really *hear* the difference, when you try this magnificent all-in-one instrument.

## Made by the makers of the Bell telephone

Both these fine new aids are products of Bell Telephone Laboratories and Western Electric, designer and manufacturer of the Bell telephone. Both incorporate exclusive features to bring you *better hearing*—the first consideration in selecting a hearing aid.

See—and hear—new Model 65 and Super 66 yourself. Call your Western Electric Hearing Aid dealer for a free demonstration. (Look him up in your classified telephone directory.) In the meantime, mail the coupon today for the illustrated booklet describing Model 65 and Super 66. You will also receive your free copy of an unusual book, "Modern Science and Your Hearing"—authentic and informative, yet easy to understand.

*In Canada, Western Electric Hearing Aids are distributed through Northern Electric Co., Ltd.*

**Free!** Dept. 380-C10, WESTERN ELECTRIC,  
195 Broadway, New York 7, N. Y.

Send me, free, the new booklet, fully illustrated in color, with more details on Model 65 and Super 66. Also enclose my free copy of your book, "Modern Science and Your Hearing."

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