

Announcing the New Western Electric Model 63 Hearing Aid



ACTUAL SIZE
\$89⁵⁰ EXCLUSIVE
OF MOLDED
EARRING

Now "Full Color" Hearing . . . New Style . . . New Value
A Bell Telephone Laboratories Achievement

● It's new . . . it's the climax of 63 years of work and research in sound transmission.

Yes, the Western Electric Model 63 sets new hearing aid standards . . . in engineering and design.

Not content to think in terms of speech alone—Bell Telephone Laboratories has engineered Western Electric Hearing Aids to deliver a wider band of frequencies . . . bringing you more of the tones and overtones that add color to the world of sound.

You can hear the difference! With Model 63 there's sparkle and laughter in children's voices . . . you hear more than just the center keys of a piano . . . you can enjoy the radio . . . the symphony . . . movies . . . really hear at church.

Model 63 sets a new design standard, too. It is smaller, lighter, and its curved, body-fitting case affords new wearing comfort.

The half-ounce receiver is highly efficient . . . the basis of the Army-Navy lightweight headsets.

And Model 63 sets a new value for electronic pre-

cision . . . performance . . . style. Consult your doctor about any hearing difficulty. If you need a hearing aid, try "Full Color" hearing with Model 63. See your Western Electric Hearing Aid dealer—you'll find his name under "Hearing Aids" in the Classified Telephone Directory. Or write Western Electric, Dept. 380-H3, 195 Broadway, New York 7, N. Y.

WHAT "FULL COLOR" HEARING MEANS

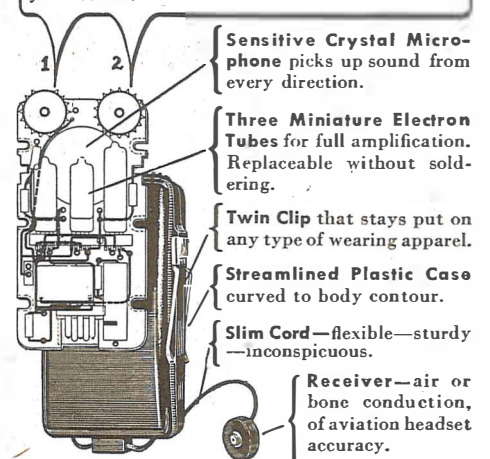
MODEL 63 GIVES UNDISTORTED
AMPLIFICATION OF THIS WIDE BAND



MANY HEARING AIDS CONCENTRATE
AMPLIFICATION WITHIN THIS NARROW BAND

THE INSIDE STORY OF MODEL 63

Only two controls . . . operated with fingertip ease.
(1) *Tone Discriminator* . . . combined with "on and off" switch . . . enables you to filter out annoying background noise and still hear sounds you want.
(2) *Volume Control* . . . smooth and easy sound regulation . . . doesn't have to be reset every time you use aid.



Model 63 employs the famous Western Electric Stabilized Feedback Circuit—to minimize tonal distortion. All parts are standard and readily interchangeable without costly factory charges.

Western Electric Model 63 Hearing Aid

CLIMAXING 63 YEARS OF WORK AND RESEARCH IN SOUND