



Fall, 2011

Did you see us at the Franklin County Fair Parade??

Alber Hearing Services was well represented by Lisa, her staff, and a few friends and family who walked, tossed candy, and had a variety of handouts for random spectators.

Stop by our office to enter our raffle: \$300 off a pair of digital hearing aids! Drawing to be held before Thanksgiving.



“What? You think I have a hearing loss?”

If you are like many people, you may be surprised when friends and family suggest that you have a hearing problem. You may think to yourself “I hear what people say. I don’t know why they think I have a hearing loss.” Many times, you probably do hear them when they are talking, but you may be missing some of their conversation with you, or you may not realize that what you think you heard is not exactly what they were saying.....

You are not alone! Many people experience this, because hearing loss usually comes on very gradually. If you woke up one morning and suddenly could not hear your alarm clock, or the coffee brewing, or your neighbor’s lawnmower, you would probably know right away that you had a hearing problem. The hearing loss experienced by most people is not sudden, but instead comes on little by little. Even when people’s hearing losses have advanced to the point where they are missing the punch line during a joke, or failing to hear the tea pot whistle, they still are likely to know when someone is talking and to understand much of what is said, especially in an ideal listening situation where there is only one talker and no background noise.

When you monitor your conversational experiences, you will probably become more aware of everyday communication problems that you are experiencing. Your awareness of difficulties, such as hearing female voices, understanding in background noise, and participating in conversations when multiple speakers are talking, may help your hearing health care provider choose hearing assistive technology that would be most helpful for your particular problems.

(Excerpts from an article by Patricia B. Kricos, Ph.D., University of Florida)

*Did you know.....
Crickets have
their hearing organs
in their knees!*



Located in the Cherry Rum Plaza
489 Bernardston Road, Suite 208
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413-774-0100

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Hearing aids need routine maintenance and cleaning. If you are not hearing as well as you think you should, please don't hesitate to call our office and schedule a cleaning and adjustment of your hearing aids!

Get your batteries from us:
Duracell Activair
24 batteries for \$20
Ray-O-Vac
40 batteries for \$30
(Includes postage)



The greatest compliment is the referral of a friend or family member. If you refer someone and they purchase hearing aids, you will receive a thank-you gift from me!

Have you heard about ConnectLine??

It's a range of devices to help connect some hearing aids wirelessly to cell phones, landline phones, and TV's. Enjoy hearing on the phone clearly through both ears...hands free! No more running for the phone, no missed calls. Relax with the TV adaptor to hear the score, get the news, or never miss a punch line while pouring a cup of coffee from the kitchen. You listen at your preferred volume while the family listens at theirs. Learn more!