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NEW
Secrets
Better
Hearing

WRITTEN AND ILLUSTRATED BY
MICHAEL D. RILEY
INVENTOR OF
EARGLASSES™ SOUND MAGNIFIERS

HERE'S WHAT READERS SAID ABOUT THIS BOOKLET:

***"It was the first good thing to happen to my ears
since they got bombed in Vietnam."***

Roderick Bayless (moderate hearing loss, both ears)
Ex-Infantry Captain
San Diego, California

***"My ex-husband is usually a wacko. I'm surprised
that he wrote something this sane."***

Susan Riley (hears fine, thanks)
Retired from the Department of Speech and Hearing
University of Maine at Orono

***"In the two weeks since I started using his ideas, I
already understand everyone better...even my wife."***

Don Schulte (moderate hearing loss on right side)
Business Director, The Active Network
Huntington Beach, CA

***"Quibbles aside, his ideas improved my
ability to enjoy listening to music."***

Gerald Goodman, Ph.D. (devoted audiophile)
Professor of Psychology Emeritus
University of California at Los Angeles

***"Wearing Earglasses™ made me feel like Mickey Mouse.
But using this booklet taught me how to hear."***

Rufus Herrick (mild hearing loss, both ears)
Ambulance driver
Seattle, Washington

***"He's like Jane Fonda for ears. So why not
hear more? Read this booklet!"***

Judy "Hawk Ears" Anderson
Actress
Huntington Beach, CA

NEW

Secrets **Better** **Hearing**

of

**WRITTEN AND ILLUSTRATED BY
MICHAEL D. RILEY**

**BIG IDEAS INCORPORATED
GLENDALE, ARIZONA**

**To Ed and Marie.
Ever loved, rest in peace.**

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NEW SECRETS OF BETTER HEARING

It's the most untreated health problem in America. A 2010 survey by the Better Hearing Institute revealed that one person in nine suffers from a hearing loss. The incidence of deafness is doubling every forty years. This will continue to climb as Americans' average ages increase. But it doesn't need to grow: the typical seventy-year-old Sudanese Ma-baan tribesman shows the same hearing ability as an American eighteen-year-old. Why?

Leading authorities say that three factors other than aging are the most common causes of hearing losses:

1. atherosclerosis, the buildup of fatty deposits on blood vessel walls
2. A reduced rate of blood flow to the inner ear
3. *Most importantly, noise.* As this book-let will explain, you can do a number of things to prevent these and other causes of deafness.

These important steps will help preserve your hearing for the rest of your life. We will even reveal a number of little known "secret" ways, short of a hearing aid, for you to actually *improve* your hearing. In some cases, these improvements will be only temporary, while others can provide lifelong benefits, if you work at them.

The steps listed here come from a huge number of sound scientific sources. Sources are identified in the foot-notes of my forthcoming book *How to Hear Better for Life*, which is now being readied for publication. This booklet summarizes that work. The benefits of the steps we suggest here will not only improve your hearing, they can dramatically increase the length and quality of your life.

1. Basic training. The first step in conserving your hearing is to learn more about it. You're doing that already, just

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by reading this. What else do you need to know, right now? For one thing, learn where noise hazards lie. It's a noisy world; risks are all around us:

- Standard home toilet flushing: 74 db. - **safe**.
- Water running in the kitchen sink: 76 db. - **safe**
- Frigidaire washing machine: 76 db. - **safe**
- A ticket desk at L.A. airport: 77 db. - **marginal**.
- In a concourse near the airplanes' gates: **84 db.**
- Takeoff from a runway in a Boeing 757: **100 db.**
- Cruising at 30,000 feet in a B-757: **93 db.**
- Home stereo system at realistic volume: **82 db.**
- Wahl electric hair trimmer: **84 db.**
- Running the shower, shower door closed: **85 db.**
- Sony telephone ringing: **86 db.**
- Hoover upright vacuum cleaner: **88 db.**
- Front door slamming shut: **89 db.**
- Garbage disposal: **91 db.**
- Craftsman® lawnmower, electric chain saw: **95 db.**
- Electric leaf blower: **96 db.**
- In an open-windowed Acura cruising at 65 m.p.h.:
 - with the radio at normal volumes: **100 db.**
 - with the radio turned off: **98 db.**
 - with the windows rolled up: **90 db.**

Moral of the story here? Protect yourself: avoid prolonged exposures to any sound source not marked "safe."

2. Buy a noise meter. For \$49, Radio Shack sells a fairly accurate sound level meter (or half that on eBay). Buy one, and measure the loudness of noises in your life, so you can find ways to block out the ones that threaten to damage

EAR RISKS: ALL AROUND US.



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your ears and your hearing.

3. Checklist: hearing loss risk factors. People with hearing losses are often unaware of, or may even deny, their deficits. So the National Center on Deafness cites these warning signs for risk of hearing loss: a history of ear infections; tinnitus -- squeals or ringing in the ears; talking loudly; turning up the TV set; feeling that talkers often mumble; frequently complaining that "I can't hear you"; confusing one word with another with a similar sound; needing to watch a speaker's face to understand their speech. White males with a history of exposure to high noise levels (on the job, from concerts or a Walkman®, etc.) are also at higher risk. The advice in this book is critical for those who suffer any of these conditions.

4. Do-it-yourself hearing tests. Turn on your TV set, with the volume turned all the way down. All sets emit an audible high-frequency squeal which good hearers can hear from several feet away. If you can't, have a friend come up from behind you with a ticking watch or clock. See how close it must be to each of your ears before you hear it, then ask a friend with good hearing to take the same test. Compare your "distances to audibility."

5. Professional hearing test. If (1) you experience any of the symptoms noted above, or (2) you can't pass our do-it-yourself hearing tests, or (3) if you are over fifty, you should have a hearing health professional test your hearing every five years, or annually if you are over sixty. Hearing aid sellers may even give you a quick test, free.

6. Hearing aids life. If your hearing is seriously impaired, face it, and take heart: it's now possible for even the profoundly deaf to hear. Hearing aids tend to produce satisfaction proportional to investments made in their purchase, and in learning their proper use. Don't let pride, or an isolationistic ideology, stand in the way of your ability to

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communicate with the people who care about you.

PROPHYLACTIC LISTENING

The second step in saving your hearing is to put up a good defense. We need to see what you can do to protect yourself against an increasingly noisy world.

7. Opera singer? Change jobs! Opera performers generate sound volumes in their heads which are as loud as jet engines heard at close range. As a result, they often suffer deafness as they age. If your job endangers your hearing, either wear ear protection, or quit. The same applies to sports or hobbies: gun lovers, don't forget to wear ear plugs on the firing range!

8. Put your ears on a low noise diet. We recommend avoiding all sounds whose volumes exceed 80 decibels. Physiological stress measurably begins at this loudness level. Living with less noise can provide big health benefits, from less anxiety and lower blood pressures to improved immune response.

9. Use earphylactics. Ear plugs and " earmuff " noise-blocker headsets are a must for noise dieters. These devices can cut volume levels of ambient noise by up to 30 db. Don't try cotton balls or tissue wads; they don't stop much sound.

There are several inexpensive types of ear plugs. You'll find one or more in most drug stores: disposable models in ear-canal-insertable plastic foam or a waxy "formable canal cover." Industrial supply shops carry more expensive, washable pre-molded plastic or rubbery shapes - wild mushrooms, lawn lights, pagodas, etc. Another option: connected pairs and singles. The cords on the back ends of the connected models make them easier to remove, and harder to lose.

If you can, buy in quantity from a catalog house like C&H (800-558-9966), where they have a wide selection and low unit prices—as low as 13 cents a pair.

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But wear whatever model you select for two hours before buying a large lot. The rough surfaces on some models can make them uncomfortable to wear for extended periods.

You can even see a hearing specialist and have him make impressions of your ear canals; he'll then be able to order custom plugs which will fit your ear canal perfectly, and that will pass the sounds you hear without frequency distortions.

If you don't like wearing earplugs, or if you lose them too often, or if you need to be able to put your ear protectors on or take them off in a hurry, try ear muffs instead. These are the kind of protectors you see on the ground crew at airports. They offer between twenty and thirty decibels of sound attenuation, at prices ranging from ten to fifty dollars a unit.

10. Drive safely. If you wear earplugs to protect your hearing when you drive, just stay alert. Despite state laws against using headphones while driving, statistics show that deaf drivers are safer than the rest of us.

11. Avoid misuse of "personal electronics." The abusive volumes sent through headphones and portable music systems caused high frequency hearing loss among a third of the fad-prone new students at the University of Tennessee in 1981.

12. Set vanity aside. If you're caught without earplugs when you need them to block noise - say, in a subway or at an airport, forget your self-consciousness and press your hands tightly to your ears. Save yourself!

13. At worst, double up. If you must attend or perform in a heavy metal rock concert, or face other extremely noisy environments, try wearing both earplugs and earmuffs.

14. Scream. If you're beside a firing jet engine or artillery piece without plugs, voicing a twenty-second long, escalating scream may cause your strapadus muscle

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to tighten for a bit of extra protection.

15. Work soundly. If you work in an office, cut distractions and the destructive effects of noise:

turn your desk to face the wall, and surface the wall with a sound absorbent material like foam, fabric, or fiberglass. You'll turn to face visitors without a barrier between you.

16. Dial down. Turn down the volume on your phones; see if you can move noisy appliances (pencil sharpeners, radios, coffee grinders), or tools and machinery to a more distant work space.

17. Stifle. Try to work in an area where heavy duty sound control materials are used, including carpeting, drapes, acoustical tile ceilings, and good noise-barrier doors.

18. Home Sweet Home. Soundproof your house by weather-stripping doors and windows, insulating walls and ceilings, and using double panes of glass in windows facing noise sources - like the street, or your neighbor the drummer..

19. Air condition. If you use the air conditioner in your car rather than leaving the windows open when you're driving at the speed limit or above on the freeway or turnpike, this step alone can reduce the noise level in your car by 10 decibels, or even more if you leave the radio off.



STRATEGIC SCREAMING: PROTECTION.

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GOOD HOUSEKEEPING: ITS ALL IN YOUR HEAD

Keeping your good hearing calls for more than just protecting the delicate mechanisms in your inner ear from noise. It also calls for good hygiene, and a healthy, youthful brain. Ears feed as many brain cells as your eyes do, with one ten-thousandth of the number of receptor cells!

20. Ear whacks. Cerumen (ear wax to you) buildup may be the cause of as much as 40% of the hearing losses that people experience. Heavy ear wax deposits can muffle sound, or cause an echo to your voice, tinnitus, itching, dizziness, ear infections, acute pain, or even the appearance of senility. There are several techniques you can use to safely manage wax on your own:

21. Wax blocker, rule one. Don't wash inside your ear with water, hydrogen peroxide, or glycol, all of which can make ear wax swell even more.

22. Wax blocker, rule two. *Never* clean out your ears with a cotton swab-tipped stick, or any other hard or pointed object. These things are the most common cause of damage to people's eardrums.

23. Wax blocker, rule three. Clean your ear canals every day, using a warm shower water rinse. Lubricate them with a gentle swabbing with glycerin on a tissue.



24. Wax blocker rule four. Eat something every day which requires vigorous chewing. The movement of the jaws agitates the ear canal, and this alone can dislodge wax and obstructions.

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25. Wax blocker, rule five. Have a family member or friend inspect your ear canal with an inexpensive otoscope (a flashlight with a funnel-shaped probe, sold at drug stores), or even a penlight or flashlight, at least once a week. Have them look for the buildup of brown or black, crusty, hardened wax that has dried against the eardrum.

26. Wax whacker, step one. You may safely remove a moderate amount of impacted ear wax yourself. First, lie on your side with your waxy ear down on a warm cloth or heating pad. Thinned warm wax may run out.

27. Wax whacker, step two. Warm some glycerin to skin temperature and put it in a drug store ear syringe. Squeeze some warm glycerin into your waxy ear in the shower and use warm water to rinse out the oily, waxy residue.

28. Wax whacker, step three. Use a commercial ear wax softener instead of warmed glycerin for a few days. Follow label directions or put in five drops of softener with your head held up-right. Then warm the affected ear for fifteen minutes and let the softener drain out with the wax.

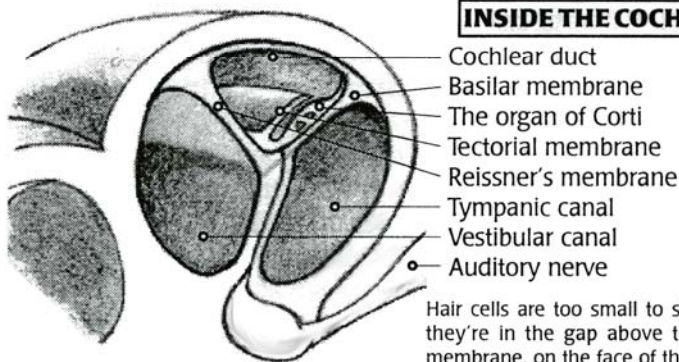
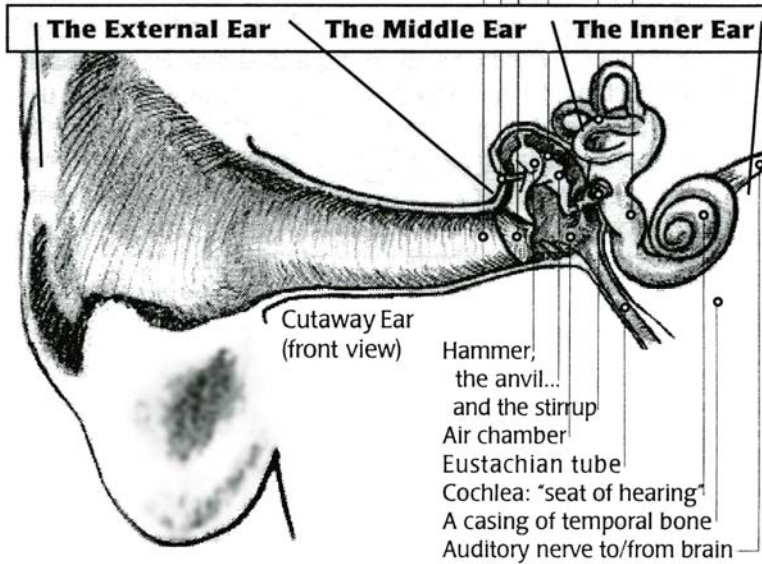
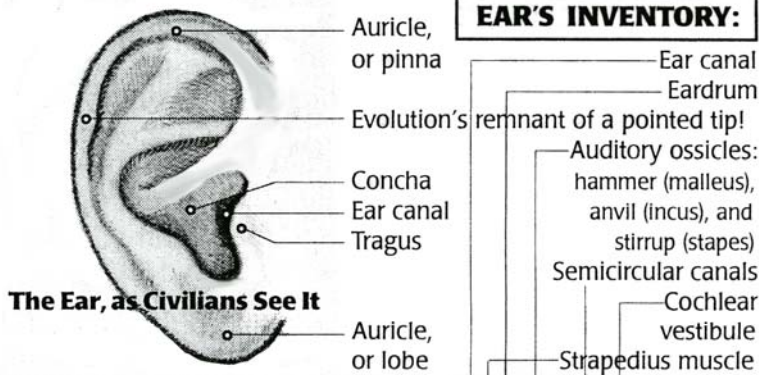
29. Wax whacker, step four. If none of this does the trick, have a physician or qualified audiologist clean out your ears. Severe problems may call for several visits, but hearing improvements are a likely benefit.

30. Travelears' relief. People with ear infections risk hearing damage from traveling by plane. To relieve the pain of airplane pressure changes, try yawning.

Or for a crying child on a plane, fake a yawn so they can see you do it. Humans are social yawners, so seeing you yawn might make the child do it, too. Avoid drinking alcohol, but be sure to take lots of fluid. If nothing else works, try a decongestant nasal spray, or take a decongestant before you fly.

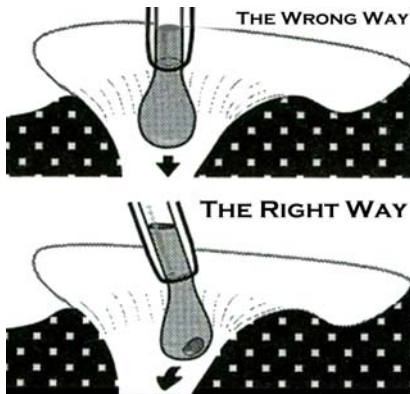
NEW SECRETS OF BETTER HEARING

PARTS CATALOG: THE HUMAN EAR



Hair cells are too small to show here; they're in the gap above the basilar membrane, on the face of the organ of Corti, opposite the tectorial membrane.

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31. How to use ear drops. To be sure that eardrops get to your eardrum rather than getting trapped by a bubble in the ear canal, lie down on your side with the infected ear facing up. Place the drop on your ear canal's wall and let it roll down in.

32. See your doctor. Ear infections are a frequent cause of deafness in children and adults, and should be treated by physicians. To diagnose the presence of an infection, use a thermometer to spot a fever, and use an otoscope to spot inflammation - redness or swelling of the outer or inner ear, or tenderness to the pinna. And only take anti-biotics when they're prescribed; viruses cause most ear infections, and antibiotics don't kill them.

TINNITUS - "EAR RINGING"

Tinnitus sufferers hear internally generated sounds which are not imaginary. Because it can be a warning of hearing loss to come due to inner ear problems, we offer a few treatments for this condition with many causes.

33. When to call whom. If severe tinnitus develops and persists, see your internist or an ear specialist, who may even refer you to a dentist.

34. Diagnoses. Tinnitus can signal anything from ear infections or obstructions to pernicious anemia, circulatory disorders, allergies, diabetes, nephritis, stress, diet, even tight collars and loose glasses.

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35. Prescriptive treatments. Your doctor may recommend these treatments which have worked for others: hearing aids, noise maskers, biofeedback, support groups, hypnosis, exercise, acupuncture, relaxation techniques, vasodilators, tranquilizers, anti-convulsants, antidepressants, anti-vertigo drugs, dentistry, surgery, or cochlear implants.

36. Sleep well. A nightly dose of 1.5 to 3 mg. of the over-the-counter hormone melatonin can help older adults to restore drug-free sleep which may have been disturbed by persistent tinnitus sounds.

37. Avoid poisons. Loud noises and drugs or other system irritants can cause temporary tinnitus.

38. Wet willy. That's right: a few tinnitus sufferers get relief from simply sticking moist fingers in their ears.

LEARNING TO LISTEN

I have friends who can hear the impossible, because they have trained themselves to listen carefully. You can, too; it just calls for applied willpower, and focused attention.

39. Upgrading software. Hearing is hardware, listening is software. Your listening software must follow a sound source like a stream. If you patiently track an interesting stream, it will yield more information.

40. Puzzle solving. See each sound stream as a series of coded puzzles you must solve for understanding. But don't get so stuck with the problem of solving one puzzle that you lose track of the stream of information that's passing you by.

41. Exercise 1: build a sound memory. To make a source intelligible, to learn its code, it helps to build a good memory for the qualities of sound. Start by memorizing the voices of as many people as you can.

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Next, see if you can reproduce them in your mind; study the differences in overtones of instruments with similar sounds (e.g., viola and violin). Synesthetic imagery can aid auditory memory: "it's a *green* sound."

42. Exercise 2: multisensory listening. Turn down the volume on the TV news till you can barely hear the talking heads. *Practice hearing with your eyes* by reading lips.

43. Exercise 3: multi-sensory listening. The well-known (to audiologists) Dr. Tomatis claims that ear health, training *and* learning progress more rapidly when information is heard as well as seen. So read anything you wish to learn (e.g., this book) out loud to yourself for up to thirty minutes a day.

44. Exercise 4: spot and track sources. Listening skill grows with practice. Listen to music in stereo and hear where each performer stands, left to right *and front to back*. Listen to the echoes and "see" the performance space.

45. Exercise 5: spot bouncing sources. Turn your back on your loudspeakers and face the wall your stereo faces. See if you can tell whether a recorded sound source is to the left or right, and listen to the how the echoes in your room and in the recording sound.

46. Exercise 6: go blind. Wear a blindfold. One person who did so for three days reports: "we listened, felt, tasted, and smelled with an intensity none of us had previously experienced. Our senses increased from hour to hour."

47. Exercise 7: monaural listening. Practice locating the position of sound sources with your eyes closed and an ear plug in one ear. It *can* be done. I know a well-known audio magazine publisher who is completely deaf in one ear and yet can do it.

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48. Front and center. In a crowded room, stay away from walls and corners; they tend to amplify the boom of any distractions from ambient bass tones.

49. Be prepared. Some sources present special problems; be prepared. For example, women's higher voice pitches are harder to understand than men's, so move closer.

50. Get closer. Cut the distance to a sound source in half to increase its power by up to four times.

51. Lead with your right. For most, the right ear seems to be the "strategic hearer." Perhaps this ear is more directly connected to the brain's left lobe where the language center is sited. In critical listening situations, turn your head to the left in order to put your right ear forward.

52. Swivel. To better locate and track a sound source, it helps to turn your head to the left and right and back.

53. Know thyself. Be aware of your own strengths and weaknesses: do you hear better in the dark or light? eyes open or shut? with your left ear or right?

BOOSTER TACTICS



Forget illegal marijuana. There are other tricks which can briefly boost hearing sensitivity.

54. Lobe tug. Unobtrusively tug your ear lobe down and out. It opens up the ear canal, to let more sound in.

55. Cup your ears. It's an old trick: put a hand behind an ear, with the side of your thumb against the side of your head.

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Cup your palm around the back of your pinna, and push it forward to form a larger catcher's mitt for sound.

56. Earglasses™ Sound Magnifiers. The author's invention is cheap, convenient, and effective. It's a patented, curved plastic acoustic lens that fits around the rear of the



INVENTOR WEARS NEW MODEL

wearer's pinna. The larger surface area of the lens acts just like a cupped hand does, trapping more of the sound passing from the front to the rear of the listener, and reflects those sounds into the ear canal.

The net effect: less need to turn up the volume on your radio or TV, more of a sense of the details of speech, including softer nuances of the mid-to-high frequencies in speech and music. The lenses also block out distracting noises from the wearer's sides and rear, providing some protection in high-noise environments, or when the concert gets too loud.

The newest model can be used on one ear only, and can be conveniently carried in pocket or purse. An inner adhesive strip fixes the lenses securely in place.

Users should remove Earglasses™ lenses when facing loud noises, as from guns. Otherwise, they could amplify sounds which might damage hearing.

57. Ear plugs as boosters. Just as noisy concerts can temporarily reduce your hearing sensitivity, silence, and the ear plugs that produce it, can boost hearing: wear ear plugs and muffs for an hour or two before a concert. Take them off and out when the concert begins; you'll be delighted with your temporarily enhanced auditory sensitivity.

58. Yawning. Yawns can improve hearing by opening

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blocked eustachian tubes, rebalancing ear pressures. You can yawn just by imagining yourself yawning.

59. Legal drugs. Books on "smart drugs" can tell you how to lawfully order harmless nootropic drugs like vinpocetine and piracetam from overseas. Attack doses of up to ten tablets reportedly boost hearing.

60. The power of suggestion? I once heard that daubing a bit of cold cream in my conchas (see diagram, page 13) could help to improve my hearing. Would you believe it? It actually seemed to work!

DIET AND LIFESTYLE

Science keeps finding new evidence that if something will help you to live a healthier, longer life, that something is also likely to help protect or even enhance your hearing! And if something hurts health, hearing may suffer, too.

61. Vitamins for ears. Many vitamins are used to successfully treat ear conditions: all of the B-complex, especially B₁ (thiamine) and niacin (a vasodilator), C, E, and A. Megadoses of all but A can be taken safely as dietary supplements - excepting niacin if you suffer from gout. Glutamic acid may also be an effective nutrient treatment.

62. Minerals for listeners. Supplementation with RDA levels of zinc, calcium, potassium and magnesium have also been known to help improve ear health.

63. The brain herb. Ginko biloba can be used to boost hearing, since it encourages the growth of microcapillaries which bring proper nourishment and oxygen to the brain.

64. Preventing infections. Foods that are believed to help prevent dangerous ear infections include garlic in clove or tablet form, echinacea and goldenseal.

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65. Avoid aspirin...unless you know you aren't one of those people who risk losing your hearing from using pain killers that contain aspirin. Read labels!

66. Drug warnings. Antibiotics including dihydrostreptomycin, kanamycin, streptomycin, neomycin, and vancomycin can all cause hearing loss in susceptible people.

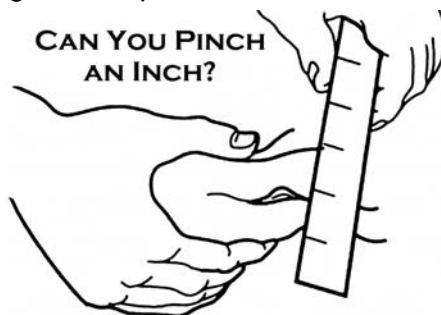
67. Malaria sufferers, beware. If you have malaria, or love gin and tonics, you may risk hearing losses which quinine can cause in vulnerable individuals.

68. A low-fat diet. Excess fat obstructs blood vessels in the ear and brain. So it's no surprise that several studies show that those with diets with less than 15% to 30% of calories from fats run less of a risk of hearing loss. One study in Finland showed that a low-fat diet could let fifty-year-olds keep the hearing ability of ten-year-younger high-fat-eaters. For optimal health, particularly avoid saturated fats and all free-radical-rich hydrogenated fats.

69. Circulatory risks. If you have atherosclerosis or related problems like arthritis, high cholesterol, or diabetes, you're a hearing risk. You'll reduce that risk by getting your weight down to where it belongs, getting fit, and maintaining a low-fat, high fiber diet.

70. Blood tests. You should regularly have your physician check your blood for risk factors like cholesterol or abnormal glucose uptake. It *could* save your life by preventing a heart attack, plus warn you of a hearing loss risk.

71. Check your body fat. Use your thumb and forefinger



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to pinch off as thick a roll of fat at your midriff as you can. If you have pinched more than a one-inch-thick roll, your body is carrying a higher percentage of fat than is good for your circulation, and for your hearing. Again, a low-fat diet is indicated 'till you can pinch less than a one-inch-thick fat roll.

72. A proper fat diet. A certain modest level of the right kind of fats are essential for good health. Evening primrose, flax seeds, deep water fish, olives and tree nut oils (*not* peanuts) are all particularly rich in these Omega 3 and Omega 6 "good fats." Also useful by the brain: lecithin or choline.

73. Fitness. If you are fit, your body will be better able to resist, and recover from, some of the environmental destroyers of good hearing like noise. Fitness calls for regular aerobic exercise in which the heart rate is raised to safe but elevated levels for a period of twenty to thirty minutes a day, at least three times a week. If you're out of shape, see your physician for help in developing a safe schedule of exercise to return you to good condition.

74. Bad habits. Nicotine and caffeine have unfavorable effects on your hearing's circulatory and neural support systems. Say goodbye to smoking and high-octane coffee.

75. Life extension. There is a movement afoot to increase both the length and quality of life using nutrients and relatively new over-the-counter drugs.

We have already mentioned the specific nutrients which studies show to have a beneficial effect on some hearing problems. Many of the new life-extension agents provide their greatest benefit for nervous system tissues (e.g., hydergine, deprenyl), so they should also protect and extend the useful life of our hearing systems. For more information on their use, read any of a number of books on smart drugs, and where to buy them.

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LIFE AFFIRMATIONS

TRADITIONAL
MEDITATION



76. Attitude adjustment. The famous placebo effect doesn't just show that powerfully held beliefs can cure diseases. It also suggests that a positive attitude can promote optimum health. Cultivate a sense of humor, a cheerful disposition, and a positive sense of your own prospects for applying the steps outlined in this booklet for the benefit of your ears. This may be one of the most important steps to promote your long-range hearing health.

77. Meditation. The practice of meditation can not only help hearing by reducing stress, it can improve focused concentration and will, two key aspects of the ability to upgrade your listenership skills. It's easy to do, in principle: just empty your mind of any thoughts, and focus on a single phrase or image for twenty to thirty minutes two times a day. Immediate benefits to the circulatory system, like lower blood pressure, can provide longer range benefit to your hearing. On a sustaining basis, it requires real discipline to learn to focus the mind on maintaining emptiness. This will teach you the patience and persistence that distinguishes all good listeners.

78. Affirmations. Affirmations are prayers that are presented by the aware mind to the subconscious as visions of present realities. One method calls for reciting or visualizing a desired outcome as though it was an already accomplished fact. For example, prior to sleep, say: "I can hear better than Superman, or even my dog!" Affirmations show a positive regard for the goodness of all of the gifts of life, as they are given *and* as they end.

NEW SECRETS OF BETTER HEARING



DOES WATCHING TV
MAKE YOU SQUINT
YOUR EARS?

FROM CONFUSION...



...TO CLARITY!

**MAKES SOUND
DETAILS CLEARER**

- WATCHING TV
- AT PLAYS, LECTURES
- AT LIVE CONCERTS
- SPORTING EVENTS
- PLAYING TENNIS
- TRACKING GAME
- BIRD WATCHING

Earglasses™
SOUND MAGNIFIERS

We hope you will soon be able to buy our new model Earglasses™ Sound Magnifiers at your local drug store or supermarket's pharmacy section before very long. These unique sound boosters inexpensively provide all-natural sound, with no electronic weirdnesses, and with no need for batteries.



NEW SECRETS OF BETTER HEARING

This unique booklet can enrich every day of your life. It provides dozens of ways to keep the joy of music and to better understand what people say. Its advice will help you to avoid the needless, lifestyle-induced hearing losses that are too common today. And thanks to new ideas from the experts, it can *boost* your hearing for a while or even *better* it for life.

LISTENING MADE EASY CAN ENHANCE YOUR LIFE

What can you do to improve your hearing if you *don't* need a hearing aid, or if you just don't want to use one? How can you have healthier hearing? You'll be amazed!

- *Learn nature's secret herb for hearing, even thinking better*
- *"Store bought" nutrients which can protect and improve your ears*
- *A 13 cent tool that can boost your body's secret volume control.*
- *Strengthen your "hearing muscles" just by watching television*
- *7 drug-free ways to perceptibly increase your hearing sensitivity*
- *Where to stand in a crowd so you can hear every conversation.*
- *Why your car's air conditioner will help you to enjoy an opera*

Michael Riley is a veteran of forty years of careful listening as a serious audiophile. He was a columnist for *Sounds Like...*, a high-end audio journal. His unique Earglasses™ non-electronic sound amplifiers have earned two U.S. patents. Riley has B.S. and M.S. degrees from the Medill School of Journalism, Northwestern University.

"I don't know how he comes up with all of his stuff," says Roger Skoff, former President of XLO Electric, a noted high-end audio products company. "He's a gifted researcher and a real out-of-the-box innovator.."

