



Hearing Aid
Systems, Inc

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SoundBites

FUNNY BONE

"A cheerful heart
is good medicine ..."

A funny thing happened on the way to better hearing...

My husband Bill has been wearing hearing aids for several years now and appreciates the help they give him to hear and understand. But there are times he prefers to "take a break" and not wear them. (See related article, Pages 1 and 2.) For example, last month Bill and I traveled from California to Phoenix for a special event. In the heat of summer, the sun blazed through the windshield and the boring desert landscape made being a passenger hot and dull.

I moaned, *"This beating sun and mundane landscape makes me hope we get to a town soon for a stop."* Bill was completely lost. He heard, *"It's feeding some and London landscape goat town soon forest top."*

A bit later, after more long miles of desert travel, I was getting quite drowsy. As the driver for that leg of the trip, I decided I'd better let Bill take over the wheel and announced, *"Okay, hon. I surrender. I need to nap again."* He reached into the glove box and handed me a napkin.

**If You Find YOUR Hearing is
mimicking Death Valley, Call
Us. Let's Test Your Hearing
Today!**



You Deserve a Break

It's August—time to take a break from it all. To borrow a popular ad slogan, "You deserve a break today." So, with that line of thinking and summer vacationtime beckoning everyone to slow down, "peace out" and take a break, we'd like to join that chorus. As your hearing care professionals, we encourage you and your ears to "Take Time Out!" Take

out your hearing aids and then, give yourself a break!

How's that? Did you read that right? Don't we, as professionals, always recommend that you wear your hearing aids all day, every day; winter, spring, summer and fall; morning-noon-and-night? Don't we always say, "Wear your hearing aids all the time"?

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American Bandstand's Grandstand Run



"It's got a good beat and you can dance to it." Sound familiar? Starting on August 5, 1957—**60 years ago** for those who don't want to do the math—these words resonated with teens around the country when *Bob Horn's Bandstand* (named for its host) went "national".

ABC Television picked up the teen show from WFIL-TV, a small Philadelphia station, where local teenagers congregated to dance to pop-culture music and enjoy the company of peers. The locally popular show highlighted the hottest song hits of the day and came to the attention of

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American Bandstand's Grandstand Run

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26-year-old entrepreneurial genius, Dick Clark.

Anticipating that high-school kids would love a breather between the demands of their school day and chores and homework waiting at home, young Clark convinced ABC-TV to put the newly-acquired pop show into the 3pm timeslot on weekday afternoons to catch the after-school crowd. Renamed *American*

Bandstand and hosted by the good-looking and personable Clark, the now-iconic teenage dance show zoomed to national popularity. The show debuted in 1957 with Jerry Lee Lewis' wild rock-n'-roll song, *Whole Lotta Shakin' Goin' On*.

Each Monday through Friday afternoon, "real" local teenagers crowded their way into the station's dance studio to enjoy the hit tunes, meet guest stars, rate the newest records, dance to the music parade and learn the latest dance steps alongside "The Committee" (the show "Regulars", paired with their real-life "steadies"). Those who watched the show often could tell which "regulars" were fighting with their steady, who had made up after a fight or broke up altogether. It was America's first "reality" show.

Dancing was a major focus of the program. Teens twisted and

squirmed such favorites as The Slop, The Hand-Jive, The Bop and The Swim. Show teens even invented a few dances, like The Stroll, The Circle and The Chalyпсо. *American Bandstand* featured segments of the popular "Rate-a-Record", "The Spotlight Dance" and "The American Bandstand Top 10 [Hits of the Day]".

On September 7, 1963, after six successful seasons, the hit show downgraded to once-a-week, airing just on Saturday afternoons. It continued to draw significant teen audiences until its final show on September 8, 1987. Dick Clark was a popular and well-liked host. Dubbed "America's Oldest Teenager", Clark hosted *American Bandstand* for nearly its entire run. After a 30-year TV presence, the iconic *Bandstand* left the stage with a whisper 30 years ago.

Ocean in a Seashell

August is a popular month for grandchildren to visit and most kids like going to the beach...but not everyone lives near the water's edge. But it's possible to bring the ocean home to them. All you need is imagination and a seashell.

Like you probably did as a child, your grandkids can experience the wonder of putting a seashell to the ear and, hearing "the ocean waves inside", make-believe that the ocean "lives" in the seashell.

If that kind of child's play is too far out for your engineering mind or just

seems too frivolous, then simply share the science with them about why it seems like they hear the ocean in the seashell.

Scientists tell us this is the echo of sounds in the air around us. Surrounding ambient noises are "captured" by the shell and resonate within the shell cavity where it bounces around. The louder the outside sounds, the more intense the sound is that enters the "resonating chamber" of the shell's interior, creating a louder, more intense "ocean" sound.

Different shell sizes and shapes produce different intensities of "ocean" sounds, the best being the spiral-shaped conch shells. This makes sense, as within the human ear itself, there is a snail-shaped organ called the "cochlea" that is essential to the hearing process. Obviously, this shape is best for sound reverberation.

You don't need a shell to experiment with this. Have your grandkids use a cup or other household item to duplicate the "ocean" sound. For

those who like to have silly fun with your youngsters, have them use an empty peanut butter jar, a wooden box, an empty flower pot or any other item you find that can create a "chamber" to capture the sound of the "ocean"—even when you are sitting in your living room.



— LOONEY LAW —

In Pacific Grove, CA, it's unlawful to "molest or interfere with...the peaceful occupancy of the monarch butterflies..." Municipal Code, ordinance #11.48.010

— POTPOURRI —

Opportunities for "Fun in the Sun" abound, but intense sunlight can cause painful sunburns that damage skin. During this final stage of summer, use an effective sunscreen—regardless of skin pigmentation. And if you do get sunburn, here are a few remedies for relief:

- Apply a cool compress: a cloth soaked in cold brewed tea. The tannic acid in black tea reportedly helps draw heat from sunburned skin and aids in restoring the pH balance. Add mint to the tea for a more cooling effect.
- Apply tea bags soaked in cold water to sunburned eyelids to soothe the burn and reduce inflammation.
- Hydrate: Drink lots of water, juice, or sports drinks. Your skin is dry and dehydrated. Replacing lost body fluids will help your skin heal more quickly.
- Lotion skin with soothing aloe Vera, Vitamin E oil, or plain yogurt.
- Bath therapy: Add one of the following to room temperature bath water: a cup of apple cider vinegar; a few drops of lavender or chamomile essential oil; or, 2 cups baking soda.
- Apply cooled mashed potatoes as a dressing to sunburned areas. It is believed that the starch in the potatoes helps draw out heat, which can reduce pain and speed healing.

— FUN FACTS —

The month of August, named for Rome's first Emperor Augustus in 8 BC, was called "Weodmonath", or "Weed Month", by the Anglo-Saxons.

You Deserve a Break

Cont. From pg. 1

So why are we promoting taking a break? It's simple:

- **Hearing impaired people use more energy** than the average person every day just to hear, listen to and focus on conversations. By the end of their day, persons with hearing loss have expended much more brain concentration than non-hearing impaired persons, leaving them more mentally exhausted than those who don't have this struggle.
- **Hard of Hearing (HOH) persons rely on other skills**, such as lip reading, facial expressions, body language and situational analysis to catch the entirety of conversations, particularly in noisy or complicated listening environments. The HOH have to remain "fully engaged" with all their faculties just to follow a conversation. This can leave them physically fatigued.
- **Simple tasks take more time.** For example, just ordering a simple cup of coffee in a noisy coffee shop has been calculated to take a hearing impaired person three times longer than someone with no loss. Crossing the road requires full, concentrated visual attention for the HOH person to be sure a vehicle isn't coming unexpectedly. For those with good hearing, the ears listen while the eyes see, allowing them to proceed faster.



- **Traveling by train, bus or air is more challenging.** The worry and stress of missing the departure call taxes the brain and also doesn't allow for dozing—which is common for non-impaired persons—while waiting. The hearing impaired person uses twice the energy: by the stress created from the worry and by missing out on a refreshing nap.

So, give yourself a break. Take a couple of hours now and then to just relax and not worry about hearing everything. It's okay—even important—to take some time off. Just let your loved ones know you're "going off-air" for a while and relax.

Answers to "Vacation Vocab-British Invasion"

From pg. 4

1. E
2. I
3. H
4. F
5. A
6. B
7. J
8. C
9. D
10. G





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Now 'Ear This from the Expert

SUMMERTIME ALERTS HELP KEEP YOUR AIDS IN TOP SHAPE

Heat and Humidity are the worst enemies of your hearing aids! Keep your hearing aids dry! This summer make sure you are taking all the important precautions for, and being proactive about, cleaning and protecting your hearing aids.

- Direct sunlight can soften and melt the casings of your hearing aids. Don't put them on a window ledge or the dashboard of a car to dry.
- Be prepared. Keep a small summer hearing aid maintenance kit handy in your car or purse. This should include a small dry cloth, the tool(s) that came with your hearing aids and some extra batteries.
- When traveling, take a small container with you to keep your hearing aids in when they're not in your ears.
- If you have a back-up set of hearing aids, take them with you and make sure you have extra batteries. (They may use a different size battery.)

- Wipe the hearing aids off every night with the cloth and check the openings for moisture and debris. Open the battery doors at night, as usual, to air them out.
- If you are active outdoors, you may need to wipe the hearing aids off several times during the day to keep them dry. Use a hand towel to wipe off the area behind your ears, including your hair.
- Use a "Dri-Aid" kit to help dehydrate your hearing aids. **Ask us about this inexpensive, compact, travel-ready kit.** We recommend using this kit every day during the hot, humid summer months to keep moisture from accumulating inside the hearing aids, prolonging their life.

This is a good time to remind you to confirm that you have a repair warranty and/or Loss Damage replacement policy on your instrument(s). Call us today to verify protection is in place before something happens.

VACATION VOCAB-NEW BRITISH INVASION

Answers on pg. 3

Say what? American culture is seeing more British influence in entertainment and media all the time, heightening an interest in travel to the U.K. Test Your U.K. vocabulary BEFORE you hit Great Britain! Match these British words with their correct definitions...

1. ☐ Kip
2. ☐ Wicked
3. ☐ Know Your Onions
4. ☐ Knackered
5. ☐ Gobsmacked
6. ☐ To Have A Butcher's
7. ☐ Bob's Your Uncle
8. ☐ Her Majesty's Pleasure
9. ☐ Wanker
10. ☐ It's Monkeys Out There!

- | | |
|---|--------------------|
| A. Amazed or awed by something | D. An idiot |
| B. To take a look at something or someone | E. Sleep or nap |
| C. Being incarcerated or put in prison | F. Tired |
| | G. It's very cold! |
| | H. Knowledgeable |
| | I. Cool! |
| | J. There you go! |