

1940

Beltone opens for business in a 120 square-foot office space in a downtown Chicago office building. **Sam builds** hearing instruments in a back room and Faye tests and fits customers.

1941

A hearing aid distributor from Minneapolis visits the office, wanting to sell



Dave Barnow

1940

Materials were scarce due to World War II, but Sam and Faye Posen took to heart a popular song of the time. A vision, a mission, a Wish Upon a Star, and their dreams started to come true. Interest in the Beltone company soared and the dispensers representing Beltone products shone as bright stars across the landscape, from Minneapolis to Miami, from New York to Santa Rosa.

Beltone aids in Minnesota. Faye and Sam agree, and begin offering a ten day free trial to dispensers in other cities as well.

1942

Electronic components are **rationed** for the war. Items like paperclips, staples and

rubber bands are not for sale, because the companies that make them are making war supplies instead. But Sam and Faye are determined to stick with the business, and slowly the orders increase.

Hear Better!



THIS ONE UNIT
IS ALL YOU WEAR
(with earpiece
and cord)

Beltone MONO-PAC

No separate battery pack! No battery wire!
About 1/2 the weight of most hearing aids!

Country Gentleman, 1946

1943

Faye's brother, Dave Barnow, gives up a promising career in insurance to become the first employee of Beltone. Other employees soon follow and the company moves to larger

NOW AMAZINGLY SMALLER!

NEW
Beltone
MONO-PAC
HEARING AID



1940

Soviet Union
invades Baltic
states

Franklin Delano
Roosevelt elected
to 3rd term

First peacetime
draft passed

1941

Joe DiMaggio
hits safely in
56 consecutive
games

U.S. enters
World War II

"Manhattan
Project" of
atomic research
begins

1942

Bing Crosby
sings "White
Christmas"

Enrico Fermi
splits the atom

Walt Disney's
"Bambi" opens

1943

quarters. **Sales Manager** Dave Barnow originates the concept of an exclusive dispenser network, patterned after the insurance business.

1944

Beltone asks the U.S. Government to make available a small, compact new battery whose entire production is going to the U.S. Army Signal Corps. Dave Barnow is relentless, the request is finally approved, and the Beltone Mono-Pac, the revolutionary all-in-one hearing aid is born. **Beltone launches** its first national advertising effort.

1945

Fifty distributors represent Beltone from coast to coast. **A new plant** of 17,500 square feet marks the first time Beltone has occupied a building entirely on its own. **75 people** now work for Beltone, including Faye's and Dave's brother, Chet Barnow, Beltone's first general manager.

Popular Science, 1946

1946

The Beltone Harmony, smaller than the Mono-Pac, is the first hearing aid to use the new mercury battery. **A newspaper columnist** calls it the "ultimate"

FIND OUT WHY THE
DEAF
CALL IT A MIRACLE

THIS ONE
TINY UNIT
IS ALL
YOU
WEAR

About 1/4 size
and weight of old-
style hearing aids

You'd call this new Beltone Mono-Pac Hearing Aid a miracle, too, if you had been wearing a clumsy, annoying, battery pack strapped to your body with entangling wires, and then suddenly found the new Electronic Beltone. It's a single-unit hearing aid—so small you can hide it with the palm of your hand—so light you forget you are wearing it—so thin it is lost from sight—so efficient you bless the day you learned about it.

Those are a few of the reasons why more people are wearing Beltones than all other one-unit hearing aids combined.

GET FREE BOOK ABOUT HEARING PROBLEMS
and about the
NEW

Beltone
MONO-PAC
HEARING AID

FREE BOOK—MAIL COUPON

BELTONE HEARING AID CO., Dept. PS-11
1450 West 19th Street, Chicago 8, Illinois
Please send me, without obligation, FREE information concerning the new Beltone with the amazing X-Cell which out-performs units 5 times its size.

Name _____
Address _____
Town _____ Zone _____ State _____

"DON'T SHOUT!"



**My Beltone Receiver Delivers
2 to 6 Times More Clear Power**

Saturday Evening Post, 1948

1947

The U.S. Government announces that the printed electronic circuit, used late

in size reduction and predicts that no hearing aid need ever be smaller. **Sam unveils another industry first:** the Selectometer. Designed for Beltone dispensers to do a superior job of fitting, it includes a "Master Hearing Aid" that makes comparative testing of hearing aids possible in a way never before imagined. **Dave Barnow** is elected the first president of the American Hearing Association. **Beltone International** is formed.

**WORLD'S SMALLEST
HEARING AID!**



Pathfinder, 1948

1944

"Oklahoma!" opens
Hepcats wear
zoot suits (with
reel pleats)
Penicillin used
to treat chronic
diseases

1945

First nonstop
flight from
London to
Canada
D-Day landings
in Normandy
Paris liberated

1946

Hitler commits
suicide
V.E. Day marks
end of war in
Europe
United Nations
created

South Pole
expedition of
R.E. Byrd
Churchill's "Iron
Curtain" speech
Xerography
invented by
Chester Carlson



Beltone employees at work

in the war in bomb proximity fuses, is to be released for use by American industry. The printed circuit replaces a mass of soldered wires. **Hearing Aid** magazine premieres.

1948

Sam introduces the Symphonette with its "Magic Silver Circuit," the first time a printed electronic



deafness

Nearly Cost Me MY JOB!

... until I discovered this New "Invisible Electronic Ear!"

Saturday Evening Post, 1949



I Found a New Way to HEAR!

And, Believe Me, I'm Grateful to Modern Electronics

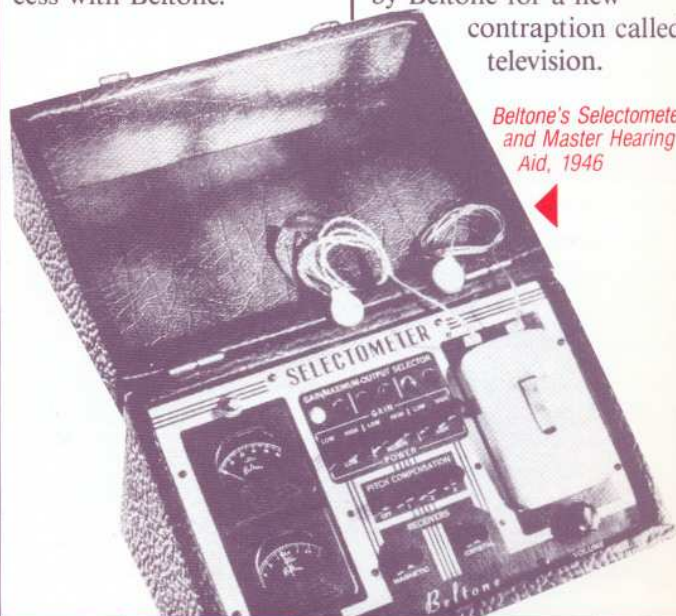
National Geographic, 1949



1949

circuit is used by civilian industry for peacetime production. **Beltone's first Institute** for Consultant Training is held, and a new sales training manual spells out the steps to success with Beltone.

The **Beltone network** has grown to well over 100 distributors in North America. **Hearing Aid** is renamed **Hearing Dealer** magazine. **Special seven minute films** are produced by Beltone for a new contraption called television.



Beltone's Selectometer and Master Hearing Aid, 1946

1947

Al Capone dies
Jackie Robinson is first black in
Majors
"The Diary of Anne Frank" is published

1948

Gandhi is assassinated
Underdog Harry S. Truman defeats Dewey
The State of Israel is established

1949

60-second Polaroid camera goes on sale
Chiang Kia-shek's nationalist troops to Formosa
"Rudolph, the Red-nosed Reindeer" record released