

194.02071938.01	<ul style="list-style-type: none"> • To: J.N. Esselstyn • From: Fred Ring (President of Mears Radio Hearing Device Corp.) • “Thank you very much for your letter of February 4th, with check for \$10.00 which was credited to your Battery Deposit Account at \$11.00. Battery shipments will be continued as in the past.”
194.03011938.02	<ul style="list-style-type: none"> • To: J.N. Esselstyn • From: John C. Butner (Manager at Sonotone Louisville Company) • “We will be pleased to have your battery business again, promising, with the efficient young lady we have in our office at present, you would get more satisfactory service in the future.”
194.04281938.03	<ul style="list-style-type: none"> • Customer’s Purchase Contract for Acousticon - A Division of Dictograph Products Company, Inc. • Customer: J.N. Esselstyn • H. Krom’s business card is attached to front
194.04301938.04	<ul style="list-style-type: none"> • To: J.N. Esselstyn • From: Charles H. Asch (Authorized Distributor) • “We wish to greet you as one of the thousands of Acousticon users who have had satisfaction by the use of Acousticon. We feel confident that as you become accustomed to the tone and pitch of this new and remarkable instrument, you will find greater hearing and better satisfaction awaiting you.”
194.05041938.05	<ul style="list-style-type: none"> • To: J.N. Esselstyn • From: P.W. Andrews (President of Dictograph Products Company, Inc.) • “In returning this Lifetime Guarantee and Registration Certificate, may I extend my congratulations to you on deciding to own a new Coronation Acousticon. Your Coronation Acousticon represents the culmination of 36 years of acoustical research, and I am confident in stating that our precision manufacture and scientific accuracy are a direct assurance of a Lifetime of Joyous hearing to you.” • Attached is the Lifetime Guarantee and Registration Certificate
194.UNDATED.06	<ul style="list-style-type: none"> • A general letter from Fred Ring • “How to Enjoy Better Hearing... and SAVE ONE-THIRD... and also receive a \$5.00 GIFT FREE!” • “Only 281 are going to enjoy better hearing with the new improved Aurophone at tremendous savings... for I have set aside just that many instruments for this very special offer!”
194.UNDATED.07	<ul style="list-style-type: none"> • A flyer stating “The New Improved Aurophone”

	<ul style="list-style-type: none"> • “Only a Ten-Day trial gives you conclusive proof of how much better you will hear with any hearing-aid.”
194.UNDATED.08	<ul style="list-style-type: none"> • A flyer stating “New low battery prices... Fred Ring superior quality batteries”
194.UNDATED.09	<ul style="list-style-type: none"> • Small booklet titled: “The New Improved Aurophone: Proving at last that a Modern, Light and Small Hearing Aid need not be expensive to bring you the priceless gift of Better Hearing”
194.UNDATED.10	<ul style="list-style-type: none"> • Business Reply Envelope for Dictograph Products Co., Inc.
194.UNDATED.11	<ul style="list-style-type: none"> • Small green card titled: “The New Fred Ring Aurophone: Assures Hearing Beyond Compare At Economy Prices”