



Manufactured by
BLEADON-DUN CO.

213-217 S. Peoria St.
CHICAGO, U. S. A.



Violet Rays
as applied with the
Violetta

VIOLET RAYS

The most amazing development of electricity as applied to the human system. The story of startling results secured in almost every known ailment to which flesh is heir. Now available for use in every home.

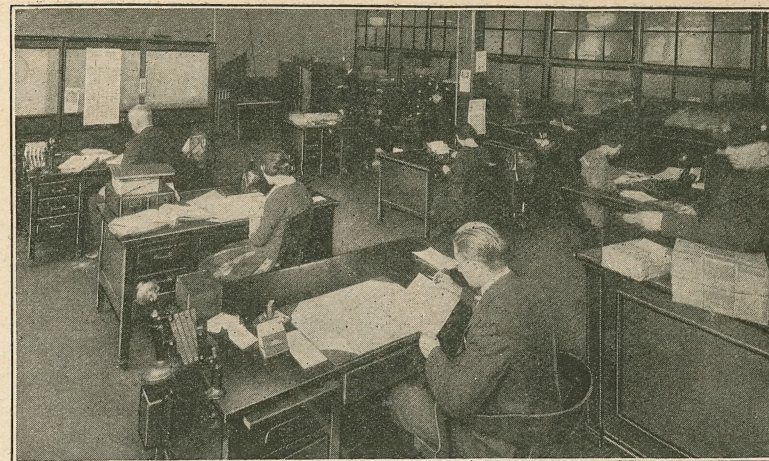
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THE BLEADON-DUN COMPANY, CHICAGO

Price 50 cents

BLEADON-DUN CO.

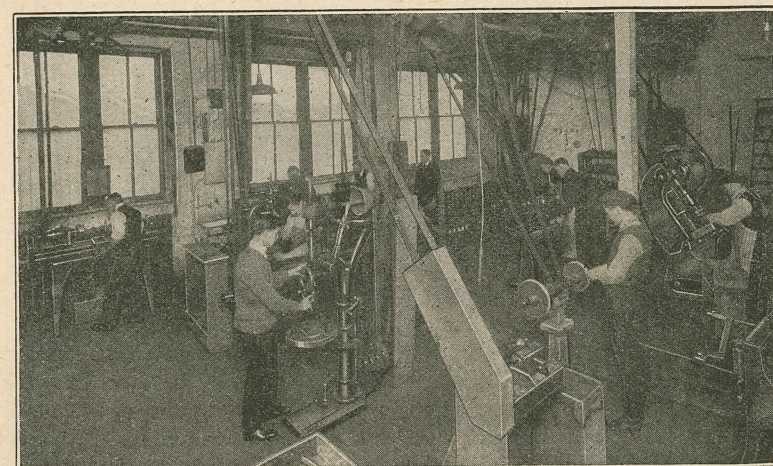
213 South Peoria St.
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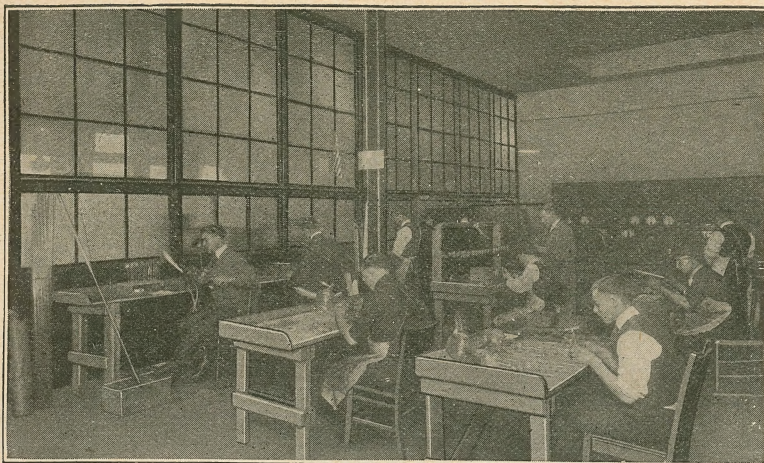
GENERAL OFFICES



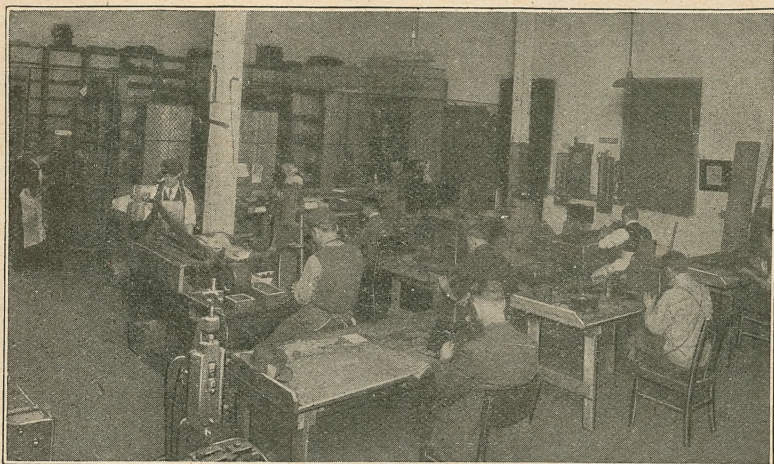
COIL WINDING ROOM



MACHINE SHOP



GLASS BLOWING DEPT.



ASSEMBLY DEPT. AND SECTION OF STOCK ROOM



SHIPPING DEPT.

New, Startling Development of Electricity

PERHAPS the strangest force in modern science is electricity. No one has yet been able to tell exactly what electricity is—yet none of us can live in this world without realizing its many effects every day.

Electricity has made possible an era of improvement such as no other great invention has led to. Electricity has given us the incandescent light, without which we might still be burning oil. Electricity has made possible street cars, without which we might still find it necessary to use bicycles or horse-drawn vehicles. Electricity has made possible the use of high-speed automobiles and aeroplanes. The farmer, the miner, and the builder explode dynamite with an electric spark. Machinery is operated everywhere by electricity. Electricity made it possible for us to talk through a thin wire from coast to coast. Electricity made it possible for us to talk to a ship in the middle of the ocean without the use of wires. Electricity made it possible for us to send dots and dashes through telegraph wires. And so electricity affects us in ways we little dream of as we go about finding the source of, or the reason for electricity. The greatest minds in the world have been applied to the development of the *effect* of electricity.

Electricity as a Curative Agent

The wonders of electricity have never been traced to their source. It is a mysterious, magical power that is being developed in some new way every year. What more natural then, that this mysterious power should be applied to the field of medicine? Someone found that a mild current of electricity running through the body had a curative effect. That was

the starting point from which improvements were made.

With the perfection of the small storage battery came little machines with stored electricity which could be drawn upon as the owner desired. Then came electric vibrating machines. These devices, while crude, made use of electricity as a curative agent. But the real value of electricity in the cure of disease was not discovered until the perfection of the X-ray machine. No one needs to be told how the X-ray has been used in the treatment of skin and internal disorders, even extending to the treatment of cancer. No one needs to be told how the X-ray machine has been used in searching through the flesh for hidden objects. No one needs to be told how fractured bones are set through the aid of the X-ray.

The Discovery of Violet Rays

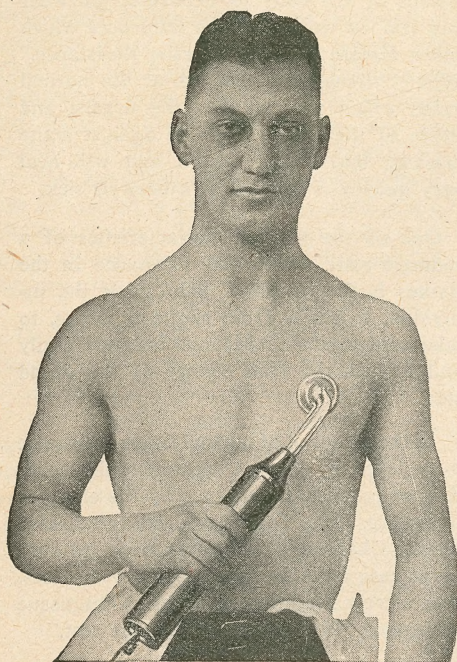
Perhaps the most remarkable development of electricity as applied to modern medical usage, is that of the Violet Ray machine, or as it is known technically, the High Frequency Generator. It fell to Nikola Tesla, a young Slav scientist, to discover the high frequency current, or Violet Ray. Taking the primary current which is used for commercial purposes, such as furnishing the motive power for street cars or for lighting, Tesla found a way to convert it



Even a child can apply Violet Rays with the Violetta.



active functions. The VIOLETTA becomes the decisive means of restoring and maintaining the resistance of the cellular tissues at par.



For building health and strength there is nothing like Violet Rays. It permeates every cell of the entire human organism.

Either Stimulation or Sedation

The VIOLETTA can be used both as a stimulant to increase circulation and as a sedative for constitutional effects.

Stimulation—By holding the electrode a short distance away from the part to be treated, small stimulating sparks are produced. The stimulating action of the VIOLETTA is deeper, longer lasting and more beneficial than any drugs or drinks.

They are not followed by a reaction; they create no habits; they are wholly beneficial without any drawbacks whatsoever. This property of stimulation makes the VIOLETTA invaluable in the treatment of Rheumatism, Lumbago, Neuritis, Skin Diseases, or wherever circulation is desired. This treatment can be given without removing the clothing.

Sedation—This is produced by holding any electrode in one hand or in contact with any part of the body. This treatment is very pleasant and highly beneficial; the tranquillizing and refreshing properties of the Violetta sedation are indispensable in the treatment of Neurasthenia or any nervous ailments.

What Violet Rays Accomplish

When daily treatments are given with the VIOLETTA, the following effects have been observed:

Return of sleep.

Increase of strength and vital energy.

Increase in cheerfulness and power for work.

Improvement in appetite, digestion, etc.

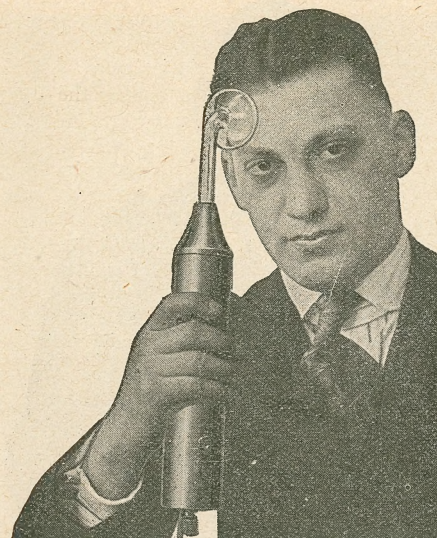
Increase of blood supply to point of application.

General increase of local nutrition and progressive improvement in the general functions.

Increase of secretions.

Soothing effect on the nervous system.

Increase of oxygen in the blood. (Ozone being driven directly thru the skin into the tissues, accomplishing an "ozonization" of the blood.)



A few minutes' application of Violet Rays to the center of pain gives almost instant relief.

Headaches

A headache is a symptom of some local or constitutional derangement and not a distinct disease. Few drugs are directly curative and some are paralyzers of the heart and some destroy the red blood corpuscles. The coal-tar "headache powders" are doing much to undermine the health of those who take to them frequently.

When High-Frequency removes pain it also builds up the forces of nutrition and general health. The most common use of the VIOLETTA is the removal of headache, and in such a way as to leave the system normal and not "doped". Long-lasting relief is the rule, but some forms of pain return, and for these regular and persistent treatment is required.

The resources of the VIOLETTA are supreme in the treatment of almost all forms and intensities of head pains, as is shown by this testimonial from W. C. Pinchin, 1966 Valentine Ave., New York City; who writes:

"You have not a customer on your books who is more enthusiastic regarding its beneficial effect upon nearly all the ailments that flesh is heir to. If it could be introduced into all families, numberless doctors' bills could be avoided. I have found it beneficial in Rheumatism, Gout, Stomach

"I suffer periodically from migraine (sick headaches) and have found the Violetta is the only thing that will give me any relief. It is also splendid for scalp treatment. I am going to England in a few weeks and since I have benefited from the Violetta in so many ways I desire to take a battery outfit along as there is no commercial current where I am going."

—Mrs. E. W. MacQueen, Winnipeg, Canada.

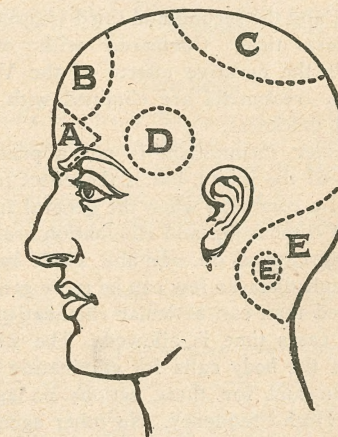
Trouble, Intestinal Derangement, Sore Throat, Coughs, and particularly so in Neuralgic Pains, and Headaches. In fact there is hardly a pain of the human frame but what it will alleviate if not cure."

Headaches—(Extract from Dr. Eberharts Manual of High-Frequency Currents.) Pages 228-229-230.

"Frontal or congestive headaches are relieved by passing the vacuum tube or electrode back and forth over the seat of pain.

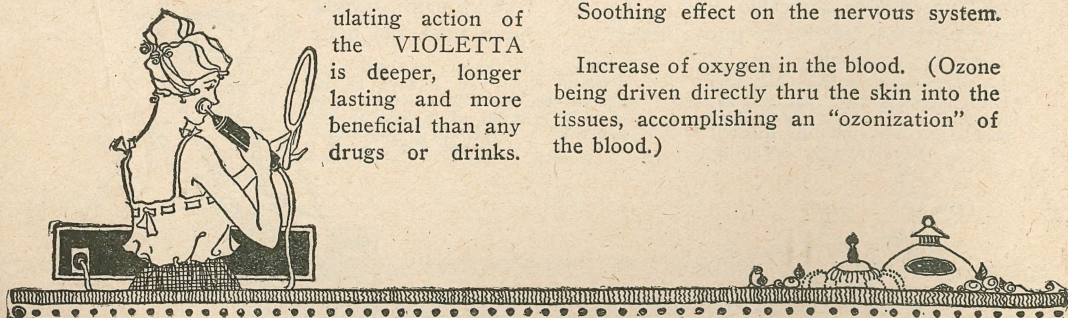
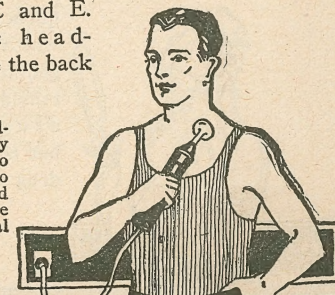
"Keep the tube in loose contact and prolong the treatment until relief takes place which will usually be about five minutes.

"The diagram outlines the areas where headaches occur. This will be useful in suggesting the probable line of treatment.



Showing areas where headaches occur.

"Headaches at A or B are congestive or frontal. At A they may come from errors in refraction; frontal sinus disease or nasal disease. Stomach diseases also frequently cause pain at A. Constipation A-B. Decay of front teeth A-B. Anemia, endometritis, bladder disease, C. Middle ear disease, throat disease, eye disease, decayed teeth, D-E. Womb disease, spinal irritation, nervousness, E. Ovarian reflex pains usually at C and E. Neurasthenic headaches involve the back of the neck."



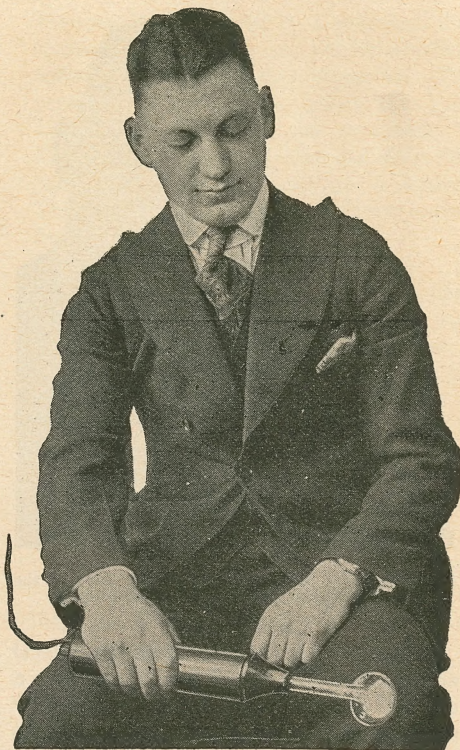
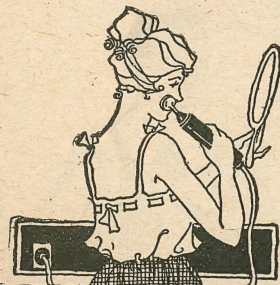
Rheumatism and Uric Acid

There are two kinds of rheumatism—muscular and articular. Muscular rheumatism affects certain muscles and is called by special names such as lumbago, torticollis, etc. Articular rheumatism involves the joints and is also divided into several kinds—acute inflammatory, chronic arthritis, etc.

Nothing in medical therapeutics is more certain than the absolute relief to all forms of muscular rheumatism which can be decisively treated by the VIOLETTA. Often the stiffness and pain from a new lumbago is banished in five or ten minutes. In a severe chronic case the first relief takes longest, and the second and third treatments take less time. Compared with other methods the curative effects of the VIOLETTA treatments are obtained with exceeding quickness.

Articular rheumatism is not a primary disease of the joints, but is the effect upon them of a condition when the general functions of combustion and elimination are imperfectly carried on. In the whole range of difficult diseases few can be more greatly improved than can articular rheumatism if in bad cases time is allowed. The whole state of the body calls for elimination and nutrition and for these actions no agent equals High-Frequency. No other agent is so safe and sure a pain reliever. No other agent can so well tone up the faulty functions and reduce the circulation of irritant products to a minimum. No other agent can do so much to restore the impaired energy of muscles.

The chief contributing cause of an excess of uric acid is over-eating with too little muscular exercise to burn up the amount of food. The nutritional disturbance which lies at the base of "uric acid" calls unmistakably for High-Frequency treatments, which is the only genuinely curative remedy. There are drug palliatives but no decisive drug cures.



Rheumatism, no matter of how long standing is relieved quickly through the daily application of Violet Rays.

Prof. Apostoli and Prof. D'Arsonval have demonstrated and many others have confirmed the profound effect of High-Frequency upon nutrition, increasing the elimination of urea, carbonic acid, and water, by from 40% to 50% and by reducing to a corresponding amount the uric acid in the system.

The consumption of oxygen is increased by means of the Ozone generator and the products of incomplete combustion are diminished. It is certainly better to dispose of uric acid by oxydizing to urea, than to use solvents which do not lessen its production and which only palliate the evil. The trouble with an alkali is that the acid reappears next time about the same as before.

With Violet-Ray treatment rheumatism of any form will gradually disappear and



Lumbago and pains in the back are removed quickly by Violet Rays treatment.

the improved nutrition will finally correct the fault at the fountain-head.

Dr. Cora M. Franson, Eau Claire, Wis., tells how she cured a patient of rheumatism with the Violetta:

"I had a call to see an old lady 72 years old, who hadn't walked for one year. I gave her twenty treatments with just the Violetta and now she gets up and walks around as well as ever. She was a victim of rheumatism. All the swelling left after one week."

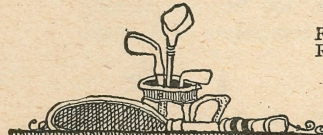
And here are a number of other letters which prove the value of the Violetta Violet Ray machine in cases of rheumatism. Read them all.

D. B. Seger, M. D., Morrison, Ill., writes: "I have found the High-Frequency Generator very efficient in Neuralgia, Lumbago, and Rheumatism of the joints."

Handy Crump, Piqua, Ohio, writes: "I suffered two years with nervous trouble and rheumatism, and was all but helpless. I finally saw your machine in a catalogue. "It simply has done wonders for me and my family and I would not be without it at any cost. "Many traveling men who stop at my hotel, knowing my condition for two years and more, have asked me what brought me out and I take them up stairs to our rooms and show them the Violetta."

Claude Tift, Seattle, Wash., writes: "I feel so thoroughly pleased with the result of the first day's use of the Violetta that I am herewith informing you that in one application of fifteen minutes I was relieved of a rheumatic pain of two years standing. I had not been entirely

"Have used your Violetta High-Frequency Generator in treatment of Rheumatism with much benefit."
—Mrs. G. E. Thompson,
Toronto, Ont., Canada.



free from this pain until yesterday after using the Violetta."

Harry Pickhart, New York, N. Y., writes:

"I had a long siege of rheumatism. I could hardly walk at times, and after taking a treatment I was helped a great deal and could walk comfortably. After a few treatments I was entirely well again. I have also been giving my wife treatments for neuritis with great success."

One of the most remarkable cases is mentioned by a Michigan physician in an article contributed to a western medical journal:

"Another case," he states, "was chronic rheumatism of the knee, which had caused limping and much suffering for a year. The first treatment of fifteen minutes wholly relieved the pain and the patient walked off without a limp. Symptoms returned within thirty-six hours. After fifteen treatments applied every second day the knee remained well."

A New York physician in reporting a cure of rheumatism, says that the patient informed him that benefit continued to be felt even when the course was over. This answers the question often asked as to whether the treatment does not have to be kept up indefinitely.

Lumbago

Sufferers from the excruciating pains of lumbago can get relief from Violet Ray Treatment, as indicated by B. F. McGreevy, of Billings, Mont., who writes:

"I find the Violetta Generator especially effective in lumbago."

And James A. Frame of Seattle, Wash., who says:

"I have purchased one of your instruments for the treatment of Lumbago and find it very beneficial."

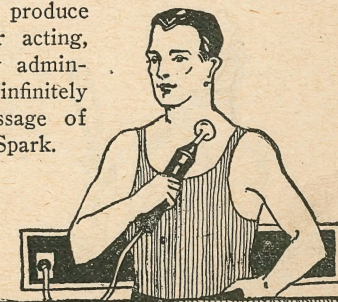
And read this interesting letter from L. E. Sisler of Detroit, Mich.:

"Am just getting over a pretty severe attack of lumbago and a representative of the Union Paper & Twine Co., of this city dropped into the office and told me about your Violetta, gave me the name of a gentleman who had one and who bought it to use when he had an attack of lumbago. They further advised me that it worked like a charm. I have an attack of lumbago any where from three to four times a year and I am herewith enclosing you my check and wish you would send me one of your outfits."

Gout

Gout is a nutritional disorder with an excessive formation of uric acid, characterized by the gradual deposition of urate of soda in and about the joints.

There is no masseur endowed by training or ability to produce the deeper acting, more quickly administered and infinitely superior massage of the Violetta Spark.



Insomnia

Adequate and refreshing sleep is necessary to good health. Inability to sleep is a very troublesome symptom and one which no one should neglect. There is no substitute for sleep and the act of medicine cannot supply its lack. Dependency on drugs is dangerous, depressing, and has too often been fatal.

The power of the sedative action of the VIOLETTA tends to tranquilize the central nervous system, equalize the circulation and restore the capacity to rest. The High-Frequency Current is Nature's true remedy and the VIOLETTA is indispensable because it at once treats the disease and the patient. It attacks the symptom and imparts a constitutional benefit at the same time.

R. M. Eubanks, of East St. Louis, Ill., tells how Violet Rays helped him:

"After leaving the hospital following treatment for a broken arm I was so nervous that I suffered from insomnia. Violet Ray treatment enabled me to sleep like a log."

And Dr. Ellen A. Richards of Streator, Ill., writes:

"It has helped to quiet nerves and bring satisfied sleep in very restless patients."

The experience of M. S. Shanks of Cartersville, Iowa, is interesting:

"I received the Violetta, used it last night with good results. I got up only twice last night, and got six hours peaceful sleep. Have had but little pain since."

Dr. S. H. Monell, of New York, in his authoritative book on Violet Rays, records the following:

"In case of a man aged 60 who had suffered for some months from insomnia and slept only an hour at night, twelve treatments administered by Dr. Gardiner enabled him to sleep four to five hours. In another case of a man aged 65, the insomnia was left as a sequel to pneumonia and twelve treatments produced a complete and lasting cure."

Another Scottish physician, Dr. W. F. Somerville, of Glasgow, has this to say regarding the general treatment of insomnia by Violet Rays:

"The sleep which electricity induces or lets nature induce is not only sound but decidedly refreshing. And still further, not only do the high frequency currents promote normal sleep, but, as we who employ them are well aware, they improve the tone of the system to such an extent that our patients are better fitted to resist and to overcome the evil influence of professional, business, educational, domestic, or other cares or anxieties."



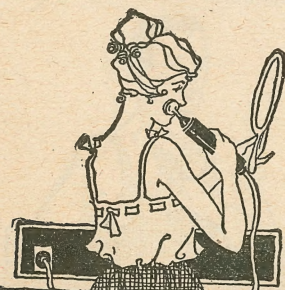
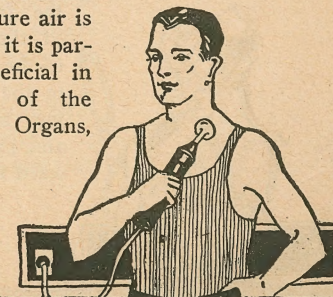
The Production of Ozone with Violet Rays

WHENEVER an electric spark passes thru the air, Ozone is liberated. Ozone is known under the chemical symbol O_3 and is a concentrated form of Oxygen.

Ozone increases the oxygenation of the blood and tissues and also increases the number of red blood corpuscles. Germs and toxins cannot exist in the presence of Ozone

and are completely destroyed. Ozone is the most active oxydizing agent known.

Inhalations of Ozone are beneficial in all diseases in the same manner as pure air is desirable, but it is particularly beneficial in all diseases of the Respiratory Organs,



including Tuberculosis, Infectious Diseases, and all conditions where there is imperfect oxidation and where tissue resistance is below par. An Ozone spray has been demonstrated to be healing in all forms of ulcers.

The following is taken from reports by Drs. L'Abbe and Oudin before the Paris congress:

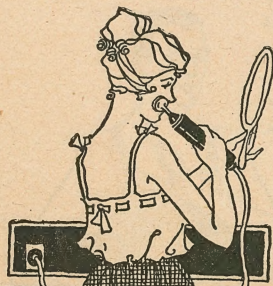
"We investigated the influence of ozone on nutrition in general, and especially in anemia or persons physically reduced. When the percentage of oxyhemoglobin is below normal (say 9 or 10%) inhalations of ozone for a quarter of an hour increases it by 1%. The increase temporarily at first, becomes permanent after a number of treatments, and one can affirm that at the end of two or three weeks, the patient has reached a normal figure.

This is necessarily accompanied, in the case of anemic patients by more energetic oxidation, more rapid combustion, which calls for more rapid renewal or nutritive materials (increased metabolism) and from this there speedily arises an increase in appetite which in some patients take the demand for food such as has been heretofore unknown to them, with the return of strength, disappearance of complications; in short, restoration to health."

J. O. Van Winkle of Salem, Ore., writes: "Have treated one case with the Ozone Generator and my patient said that it did him more good than any medicines I had given him."

Catarrh

There are probably more sufferers from this affliction than from any other complaint we know of. It primarily affects the nasal organs, and, if neglected extends to the front cavities of the head, then to the throat, then to the tubes leading to the ears, and, passing downward threatens the



patient with confirmed pulmonary disease. Its symptoms are identical with those of a common cold in the head, of which it often appears to be a chronic form. The flow of discharge from the nose or head causes a continual hawking and spitting, making the afflicted person a most disagreeable companion.

In the trouble itself as well as in the debilitated condition of the system which so often invites it, VIOLETTA treatments will be found to give surprisingly quick results. The ozone is inhaled thru the nostrils. There is an improvement of circulation thru the mucous membranes of the head and throat, the glands are strengthened and it enables the general system to throw off the evil results. The blood supply is purified by ozone inhalations, thereby toning up the entire system at the same time.

Asthma

Hundreds of people are suffering agonies from asthma. Having tried all the usual remedies they have given up hope of relief. Violet Rays have proved effective in Asthma as in so many other ailments. Read the experience of Granville Holden, 86 Eagle Street, North Adams, Mass.:

"I use it for Asthma and pains in the chest from coughing and I get wonderful relief and would not part with it for any money."

Hay-Fever

We quote Dr. Monell, the great authority on this subject:

"The general public has too long been misled by the tradition that Hay-Fever is incurable, for few diseases are more easily remedied. There are three conditions all present in one individual at the same time to make an attack of Hay-Fever possible.

"I. We must first have a patient who is neurotic—whose nervous system is habitually below par. The ordinary person may not realize that he or she is 'neurotic' but the state is generally recognized by physi-

Along with the local treatment the necessary treatment of the general nervous system is carried on, so that when the patient is free from the functional derangement which causes irritation to set up Hay-Fever, the patient will thereafter remain well.

One other feature. It is not necessary to wait until the season of attack in order to commence treatment. It is far better to begin before the attack appears, for the action of the VIOLETTA upon the general nervous system and local conditions is independent of season.

If the first two conditions mentioned above are corrected before Hay-Fever time, the attack will not develop, for healthy tissues are not irritated by the pollens in the air.

Influenza

No longer is influenza regarded as a minor complaint amounting to little more than a bad cold. The long list of victims who succumb to it annually has established the fact that influenza is a dangerous disease requiring careful treatment. The superintendent of schools at Bird City, Kansas, E. D. MacDougall, writes:

"I am satisfied my ozone generator (The VIOLETTA) has knocked the 'flu' on several occasions when I felt I was coming down with it. It would be a Godsend if the schools could successfully use ozone generators at this time."

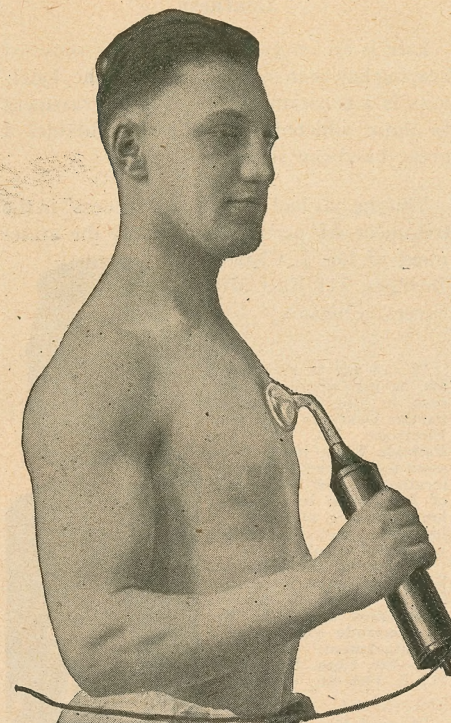
Now read what R. H. Pickens, Superintendent Southern Public Utilities Company, Clemmons, N. C., says:

"It might interest you to know that I have found the Violetta invaluable in the treatment of influenza."

Goitre

In Goitre, excellent results have been recorded. The High-Frequency Current has a tendency to eliminate and absorb any unnecessary or waste tissues.

A physician in Oregon has notified us that with the last year



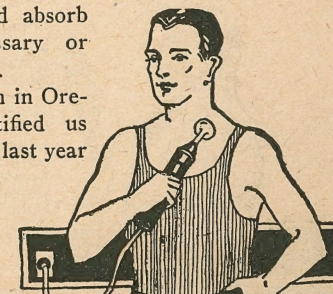
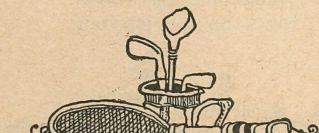
For all chest and bronchial affections, local applications of Violet Rays have proven beneficial in thousands of cases.

cians. In other respects the person may be well enough.

"2. The other element is the dilated condition of the fine blood vessels in diseased mucous tissues of the nasal chambers.

"3. And still another, is some irritating substance carried as a dust in the atmosphere, which may be the pollen of plants or a dozen other things."

If the first two factors are removed the third factor is eliminated. Can the High-Frequency Current remove the first two causes? If the reader has read the foregoing entitled "Tissue Resistance and Cellular Massage," this question will be so plainly answered that the helpless feeling of Hay-Fever is more of a fashion than a necessity.



Deafness

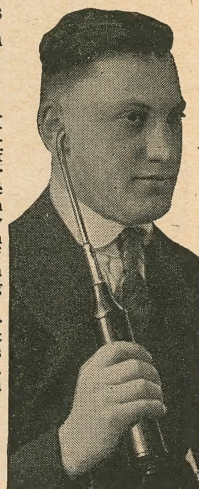
Life is an imperfect thing if the sense of hearing has been lost or partially lost. Deafness is a constant source of embarrassment to those afflicted with it and is besides a great handicap to success.

That he has had "wonderful success" in the treatment of partial deafness is the statement of Dr. J. Charles Brydges, 711 East 37th Street, Chicago.

"I can say to you that I am having wonderful success in the treatment of Partial Deafness with your Electrode No. 28. The Patients I am using it on seem to improve with every treatment. Dr. Richardson of Englewood is a case of long standing and even in his case we are getting wonderful results.

"I am a thorough believer in Ozone Treatment in all inflamed mucous membranes and your No. 28 Electrode together with oil attachment."

—Dr. Chas. Brydges,
711 E. 37th St., Chicago.



"I need the Violetta for my husband," writes Mrs. Nellie Goodrich, of Baltimore, Md. "He had spinal meningitis caused by a shock to his nervous system which left him totally deaf. He is getting along fine. Violet Rays have done him a lot of good."

Electrode No. 11 when used with the Violetta Violet Ray Machine helps break down the congestion, which causes most cases of deafness.

Vocal Organs

The accompanying illustration shows the method of treatment of the throat or vocal organs in cases of congestion, hoarseness, loss of voice or inflammatory or painful conditions in all classes of patients, but especially in the throat affections of singers, speakers, actors and victims of acute or chronic colds.

Place No. 9 Electrode in contact and turn on current. Press the electrode deeply in the depression and repeat musical scale. The deeply penetrating current acting upon the muscle fibres and blood vessels, rapidly abates congestion and inflammation, induces a new blood supply, tones up the nervous



The throat is successfully treated with Electrode No. 9 when used in connection with the Violet Ray Machine.

mechanism and produces benefit with remarkable certainty and quickness. In value to singers and speakers it outclasses all treatments directed to the same ends.

Eye Diseases

Eye diseases have been successfully treated with Violet Rays. In a report published by L. Webster Fox, A. M., M. D., Professor of Ophthalmology in the Medico-Chirurgical College of Philadelphia, he stated: "My friend, Dr. Coover, of Denver, first called my attention to his success with high frequency currents in treating a certain class of eye diseases. Following his suggestion, I had my chief of clinics select a variety of eye cases, from blepharitis marginalis (inflammation of the eyelid) to atrophy of the optic nerve for tests. One hundred cases of inflammation of the eyelid were successfully treated." The report goes on to cite other cases of eye trouble which were benefited or cured by Violet Ray treatment.

Mr. Rogers of Buffalo, N.Y., is an exceedingly delighted customer. He tells us as follows: "The Violetta is my most valued possession. It has brought about complete health that I never be-

fore thought would be regained. It absolutely eradicated a painful attack of severe lumbago in addition to completely bringing back my vision, which was seriously impaired by a cataract."

Mr. Rogers has been only too pleased to recommend the Violetta to his friends, because he knows its true worth.



Eye diseases are treated successfully with the Violetta particularly when used with electrode No. 18.

Lowered Vitality

Illnesses and operations often leave lowered vitality behind them, leaving the body an easy victim to other disorders because the power of resistance is lowered. Violet Rays will pour new life into the body. This has been the experience of E. M. Barnett, D. C., of Meadville, Pa.

If you are painfully thin you will be interested in the testimony of Mrs. Nels Johnson, 310 So. Cottage St., Kewanee, Ill.:

"Am pleased with results obtained by the use of the VIOLETTA. I have gained in weight and I feel much better than I did before I received the VIOLETTA."

If you are in a weakened state read what Dr. E. M. Barnett, Meadville, Tenn., writes:

"I am well pleased with the Violetta. I find it especially good for patients with a lowered vitality. I intend ordering some more of the applicators in the near future."



Electrode No. 5 is made especially for the treatment of Goitre and produces amazing results.

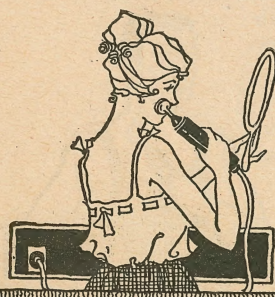
he has cured at least 100 cases of Goitre by the use of Violet Rays alone, and Drs. Collier & Collier, of Clarinda, Iowa, write:

"For the short time we have used the VIOLETTA, we are well pleased with results. Our greatest benefit obtained is with the use in doctoring Goiter. In every case where we have used it, we have secured great benefit."

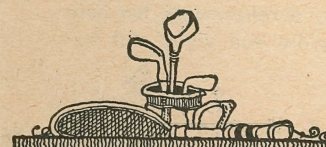
Mrs. Austin Decker, Spokane, Wash., writes: "I have been successful in removing a goitre."

Dr. R. W. Adams, 6 East Lake Street, Minneapolis, Minn., writes:

"I am relying on it especially in the treatment of Goitre which I have found the VIOLETTA gives wonderful and speedy results."



The fact that we are exceedingly conservative in our statements is backed up by a recent letter from James Mortenson of Granger, Utah. He writes: "The Violetta certainly performs wonders, and accomplishes more than you claim it will do."





Scalp treatments with the Violetta are unusually successful when applied with electrode No. 3.

Scalp Treatments with the Violetta

(Dandruff, Falling Hair, Baldness, Itching Scalp, Etc.)

IT IS a well known fact that falling hair and baldness are due to the faulty action of the tiny nerves and blood vessels that each and every hair is supplied with. If good, rich blood, laden with the necessary nourishment, does not circulate to the hair, they are literally starved. Bacterial and Parasitic germs get a foothold, causing the dandruff, the hair falls out, and baldness is the ultimate result.

The VIOLETTA applied to the scalp virtually exercises

each and every hair, encouraging it to new life and vitality. It has a direct action on the tiny nerves and blood vessels stimulating them to perform their proper functions of distributing necessary food supply to the hair. Also the Ozone which is generated acts as a germicidal agent and destroys any organism present, making dandruff impossible.

Woman's headgear, from a hygienic standpoint, is more sensible than man's; consequently, women rarely suffer from total loss of hair. Frequently, however, on account of circulatory derangements, her hair loses its natural gloss and vigor and be-

comes dry and brittle, the ends split, and the hair falls out. The cause of such an unfortunate condition can easily be removed by a little timely assistance of nature.

It gives a man poise and self-confidence to have a fresh, healthy appearance and well groomed head of hair.



Front view showing how metal electrode No. 6 is held when indirect scalp treatments are given.

To look really "clean cut" greatly aids him in business as well as in social affairs. A man with a sallow, muddy complexion though he be clean shaved, does not make as agreeable an impression as the man with a healthy ruddy complexion. A bald head has never added to the appearance or dignity of any man. It is a thoroughly established fact that there is no reason why any man should become bald, or have a sallow, pimply, muddy skin.

Some authorities claim that in no instance are the life-giving principles of hair growth within the follicle destroyed, and that in most cases of baldness, the hair has only become checked in growth beneath the scalp, the follicle being merely dormant and not dead. In such cases stimulation is necessary and no better medium is obtainable than the use of the VIOLETTA.

It is not claimed that a growth of hair will be produced in a case of total baldness, but where the life principles are still present in the follicles a reasonable use of the VIOLETTA will develop a natural and permanent growth.

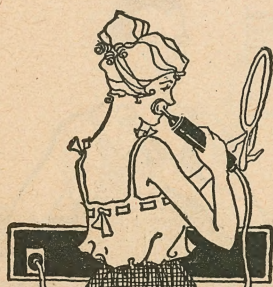
A few minutes' use of a VIOLETTA after shaving will remove all soreness of the skin. It produces an agreeable, refreshed feeling, and leaves the skin perfectly smooth and radiating with the color of perfect health.

There are two methods of giving both the scalp and facial treatment: direct and indirect. Direct by passing the electrode back and forth until the whole scalp has been treated; indirect by allowing the patient to hold the electrode in one hand and the instrument in the other. Then by turning the adjusting screw forward to the proper degree of current, the operator is able to draw the current to the scalp by means of the fingers of both hands.

We can frankly state that this is the most successful and scientific treatment for the hair and scalp. It removes every particle of dandruff and foreign matter, immediately relieves all itching sensation, causes a delightful, restful feeling of the scalp,



Your barber or some friend can apply Violet Rays to your scalp indirectly by means of metal electrode No. 6.



and if used regularly it is sure to give lasting results.

COULD NOT BE WITHOUT IT

"Have been using your Violet Ray Machine for some time in my beauty parlor. The beneficial results are simply wonderful, in connection with both facial and scalp work. I simply could not be without it." —Mrs. Carrie Cunningham,

1046 East 43rd Street, Chicago, Ill.

"I have been using your Violetta for some time with good results."

—A. B. Hightshoe, Moravia, Iowa.

AN AID TO BUSINESS

"We have two machines here that have been in constant use for the past year and a half. We find business increasing to such an extent that it is necessary to purchase more outfits to supply the demand."

—The Canadian Barber & Specialty Co., Ltd.,
Toronto, Ont., Canada.

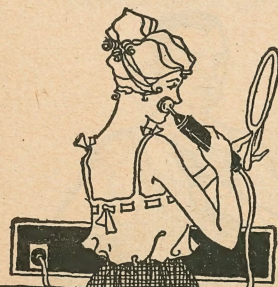
Many cases have been reported of grey hair being restored to original color. To those interested we refer them to Dr. Eberhart's "Manual of High-Frequency," revised edition 1919, pages 223-227.

See pages 30 and 31 for further letters on this subject.

Facial Treatments

(For General Massage, Pimples, Blackheads, Eczema, or Any Skin Disease.)

Few people realize how important it is to give the skin intelligent care and proper treatment. Few know how much the health and general comfort of the body is dependent upon the proper performance of the functions of the skin. The skin is



a blood purifying organ and it is vitally necessary to keep it in perfect condition and normally active.

VIOLETTA treatments not only arouse the circulation on the surface of the skin, but cause a "cellular massage." In this way it reaches the deep inner blood



Violet Ray treatments are more beneficial to the complexion than all creams and cosmetics in the world.

and lymph vessels that course thru and between the muscles and tissues deep within the body; and right here is its greatest value for these are the ones that feed the surface tissues, and that bring new and lasting life to the skin.

Skin diseases of all kinds are peculiarly susceptible to Violet Rays. A prominent Chicago physician reports notable results in eczema. Many cases of eczema of a dozen years' standing have been cured in ten treatments or so, this physician states. He adds

that with the aid of Violet Rays he has cured catarrh, neurasthenia, rheumatism, gout, tuberculosis and obesity.

A well known actress adds her praise. Trixie Friganza writes:

"Cheerfully will I add my praise for Violetta. Its the best 'pain chaser' and 'soother' I've had the good fortune to find. Its WONDERFUL. It cured my brother of neuritis. As for myself I use it for facial treatments and general massage. I cannot say too much for it."



For removing surplus fat, and for indigestion electrode No. 2 has proven effective. Also used for deep seated cases where deep penetration is required.

Acne (Pimples)

Acne (pimples) is terribly disfiguring and causes great embarrassment to those afflicted with it. A person with a pimply skin is suffering under a distinct handicap on account of the repellent effect of the complaint.

H. J. Kobber, 407 South Dearborn St, Chicago, writes:

"I used the VIOLETTA instrument for a severe

case of Acne of the face. It helped me considerably for the acne is gone."

Read these endorsements from professional men: "Have accomplished some wonderful things with it, especially in skin diseases. You may have report of these if you wish."—Edwin T. Jaynes, M. D., Waterloo, Iowa.

"My Violetta Generator is doing very satisfactory work. I find it especially effective in cataneous (skin) eruptions."—B. F. McGreevy, M. T. D., Billings, Mont.

Obesity

Modern investigation has proven that obesity is not the result of over-eating of fats and sugars, but the inability of the albuminous elements of the food to be readily oxidized—together with deficient exercise.

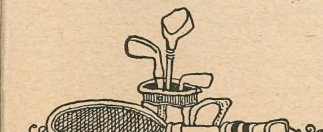
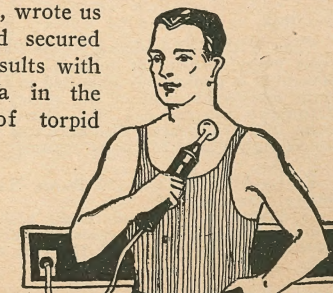
The semi-starvation treatment of obesity is wide of the mark. What is needed is to restore the normal balance of nutrition so that the distribution of food to each set of tissues in the body will conform to nature's intention.

Correct the abuses or excesses in any habits and set yourself upon a mixed and healthy diet and then make your tissues distribute the nutrition properly. This can be done by the resources of the VIOLETTA HIGH-FREQUENCY GENERATOR.

Torpid Liver

A large proportion of the ills which afflict mankind are caused by a torpid liver. If your liver is not in good working order you will be constantly ailing, for upon that organ falls many of the most important processes of the body. Violet Ray treatment will excite the liver into activity and restore buoyant health.

Dr. J. L. Snively, 401 Second Ave., Sterling, Ill., wrote us that he had secured excellent results with the Violetta in the treatment of torpid liver.



Read What These Prominent Journals and Newspapers Say About the Violetta

Extract from the American Journal of "Clinical Medicine."

"High frequency for the general practitioner has for many years been a sort of Utopian dream—something which he has looked at from afar, and longed for, but which seemed to be out of his reach. Not alone because of the high cost of high-frequency outfits—though that is an item, too—but because the very patients upon whom he most desired to use this sort of therapy, his home patients, are shut out from its benefits by the unwieldy size of these outfits, which limits its use to the office. Both of these obstacles are overcome by the VIOLETTA H. F. Generator, made by the Bleadon-Dun Company, of Chicago. This excellent apparatus is easily portable, exceedingly moderate in price, and at the same time 100 per cent efficient. Indeed, it has many splendid features which make it superior to any other we have ever seen. We have not time or space to detail all these features here—many of them would pass unnoticed by an inexperienced eye—but they are just the things that make a finished and perfected instrument. Incidentally the company puts out a capital clinical chart of instructions, showing exactly what conditions are benefited by the treatment, and the precise technic in each condition."

Extract from "Medical Council."

"The VIOLETTA High-Frequency Generator is one of the most compact and at the same time the most efficient high-frequency instrument on the market. The entire mechanism is contained in one piece, making it unnecessary for the doctor to leave his patient to adjust the machine, which may be in some other part of the room. The current can be regulated while the treatment is being given. It delivers a current of very high oscillations. It is fully guaranteed and at a very reasonable price. For full information, two handsome charts giving technique are furnished by the manufacturers, Bleadon-Dun Co., 11 South Desplaines Street, Chicago, Ill."

Extract from editorial section of the "Electrical Record."

"The Bleadon-Dun Co., 11 South Desplaines St., Chicago, is marketing a new type of electrical apparatus called the VIOLETTA. It is small in size and very efficient in operation. It is made for professional as well as for private use, the frequency being so high that no sensation is felt during a treatment. The penetrating property of the VIOLETTA not only has a beneficial effect locally but also acts as a tonic throughout the body."

Extract from editorial from "Popular Science."

"The VIOLETTA shown in the illustration presents many features of interest. The use of the apparatus is particularly indicated in the facial and scalp treatments wherein the value of the High-Frequency Current has been demonstrated many times in recent years. The apparatus should prove exceedingly useful for home treatments."

K. L. Allen, D. C., 205 Boone National Bldg., Boone, Iowa, writes:

"I have had very good results with the application of Violet Rays in cases of Paralysis, Rheumatism and Neuritis, and think it a very great help."

*Reprint from the Chicago Journal.***Violet-Ray Treatments
Given in the Home**

The Violet-Ray is the greatest force for health and beauty which science has ever produced. A comparatively recent discovery, it has already won the universal indorsement in the medical profession.

At last it brings within everyone's reach the health-giving qualities of electricity. It brings them in a form that is safe, pleasant and beneficial to the highest degree.

The Violet-Rays are produced by the Violetta instrument and applied by means of glass attachments or electrodes. The electrical discharge may appear to the eye to be a single spark, but in reality is made up of a number of successive sparks following each other with such great rapidity that they change directions millions of times per second, a speed that the eye cannot note, nor the senses feel. "For this reason the current produced by the Violet-Ray is sometimes called a "High Frequency Current."

The Violet-Ray has a pleasant, stimulating effect wherever applied and brings the blood tingling to the surface, electrifying the tissues with life.

By holding any attachment in the hand a refreshing sense of warmth and exhilaration is produced which causes restful relaxation. This sedative effect is most useful where the nutrition of the body needs to be improved, the nervous system reinvigorated and aids all the functions of the body in performing their duties.

Speaking of the Violetta, which is manufactured by the Bleadon-Dunn Company, Chicago, a prominent medical man said: "With continued use of the Violetta, the ruddy glow of health returns to the pallid cheeks, you feel the joy of perfect blood circulation, you realize what it means to have every nerve, every organ in the body working in perfect harmony. Its exhilarating and permanent stimulation is powerful enough to reach and benefit every part of the body, yet it is so soothing, so absolutely delightful, that a single treatment will convince you of its wonderful merits."

Extract from "American Hairdresser."

"A New Electric Apparatus.—Now with the advent of the VIOLETTA a simple and compact apparatus is placed in the hands of the operator, and a powerful curative agent is placed within everybody's reach. Wonderful results have been obtained in the use of the VIOLETTA and many cases of gray hair restored have been reported. The VIOLETTA bids fair to revolutionize the entire profession."

Extract from "Electrical Experimenter."

"One of the smallest practical high-frequency machines suitable for either direct or alternating currents, known as the VIOLETTA, is illustrated herewith. The complete outfit is suitable for use by any one. Owing to the special design of the vibrating interrupter on this device, the action of same is very steady and uniform."

"For those desiring to take Ozone treatment, a glass Ozone generator is furnished at slight extra cost. This instrument generates enormous quantities of Ozone. The treatment is very pleasant and amazing results have been obtained."

Extract from "Electrical World."

"For treating various diseases, invigorating the nervous system and facilitating the performance of physiological functions, a small machine generating energies at high-frequencies has recently been developed by the Bleadon-Dun Co., Chicago. The VIOLETTA generator as it is called is enclosed in a small case, and is provided with various types of electrodes for treating the scalp, face, throat, etc."

Extract from a page article, "Electrical Review."

"An advance in application of High-Frequency currents have been made through the advent of VIOLETTA High-Frequency Generator, a modern scientific instrument which does all the work of the bulk old-type machines. The compact construction of the Violetta equipment, its simplicity of operation, and its safety, makes the H. F. current now available for private use in the home."

"It is really a luxurious electrical treatment. The manufacturers, Bleadon-Dun Co., Chicago, furnishes with each instrument a booklet on the subject of High-Frequency Violet Rays."

*Reprint from Washington Herald.***Breathe Mountain Air**

IN YOUR OWN HOME—NEW OZONE ATTACHMENT TO VIOLETTA HIGH FREQUENCY GENERATOR ADMITS OF PRODUCTION OF OZONE IN ANY QUANTITY AND WHENEVER DESIRED.

In these days of war horror, we hear much of new scientific inventions for the destruction of life in wholesale slaughter until it seems that our scientists are mad for the spilling of human blood. It is our opinion that the greatest possible triumph in scientific research is that which militates toward the conservation of life and a splendid example of this is the new Violetta High Frequency Generator which, beside generating direct electricity, can be utilized for the manufacture of oxygen in any amount required and wherever and whenever required. AIR, FOOD and WATER are the 3 essentials for living. We can exist weeks without food, days without water, but only a few minutes without air, and for perfect health, all these must be pure. Everyone knows that pure air means the proper oxygenation of the blood. A person who is suffering from oxygen starvation is weakened by lack of nourishment and is self-poisoned by the waste matter in the system. Every person in chronic poor health is suffering from oxygen starvation, and for this reason, all health writers and all physicians advocate deep breathing. The Violetta High Frequency Generator, which we have previously described is provided with an Ozone Attachment which generates enormous quantities of Ozone. By the use of this it is driven into the tissues or inhaled into the lungs and in this way combined directly with the blood, enriching it, arousing the sluggish circulation and instilling vigor into the tired frame. WHERE THERE IS OZONE, GERMS AND TOXINS CANNOT EXIST. For Colds, Catarrh, Asthma, Hay Fever, etc., ozone treatments cannot be excelled, and for Tuberculosis, its beneficial effects are wonderful. Anemia, chlorosis, insomnia and nervous debility vanish under its continued application. It goes to the very foundation of health and places within your reach Nature's most potent force for the cure and prevention of disease. Combined in the one machine, the patient may receive the benefit of the Violet Ray Induction and also of the manufacture of fresh mountain air at will. To weakened constitutions, consumptives, fever patients and invalids generally, think what the effect in curative properties, of a supply of fresh mountain air would be. The Violetta High Frequency Generator is provided with specially designed electrodes as General Electrode, Comb-Take, External Throat, Eye, Urethral and Vaginal Electrodes for various treatments and the Ozone Attachment. It is in use by all up-to-date Physicians, barbers, hair-dressers, beauty specialists, etc. and is so moderately priced that any person may have one in the home. We have touched but lightly upon its wonders but full particulars and illustrations will be sent upon application by Bleadon-Dun Co. 11-17 S. Desplaines St., Chicago.

From Washington C. H. Herald, October 26, 1917.

From "The Philadelphia Record."

Man usually thinks of himself as a unit—that is, unless he happens to be a soldier and the Germans have shot some of him away. But even in that case he is likely to regard himself merely as a damaged unit.

Thoughtless man, however, is kidding himself when he does this, for man is made up of many billion cells, somewhat like a honeycomb—only different; blood, bones, muscles, fat, nails and hair are made up of countless microscopic units or cells, of different shapes and sizes according to the parts of the body which they constitute.

Sometimes a majority group of these cells, or in a large minority in some section of the anatomy of man "lay down on him" because they have not been treated kindly, or are worn out and exhausted by excessive strain thrown upon them. Then man gets peevish and cross and goes to the doctor. This always is a wise thing to do under the circumstances, but very often the circumstances could be prevented were the cells treated properly.

To aid in the proper treatment of the cells science has invaded the home with a new and domesticated apparatus for the application of the violet ray. The duty of the violet ray, hitherto confined to the elaborate and expensive apparatus of the laboratory or the special practitioner, is to massage gently the tired-out cells and make them feel good.

The violet ray is a first cousin of the X-ray, but, unlike its relative, it is utterly amiable and docile, producing no irritating effect. For this reason, and because cellular massage is much more penetrating and gentle than the common or muscular variety, the violet ray apparatus bids fair to become as important an adjunct to the home as is the Victrola, which massages dull care away from the mind. For example:

FOR MILADY'S HAIR

Does milady fear that dandruff is beginning to make inroads on her wealth of hair? It may be due to poor circulation in the scalp. Therefore milady removes from a neat leather case a compact polished cylinder. In one end of this she fastens a comb-like arrangement. The other she connects with an electric light socket by means of an ordinary electric cord. Nothing remains for her to do except to comb her hair, and from the teeth of the violet-ray comb tiny streams of electrical activity stream into the scalp, unaccompanied by any sensation and, gently, massage the millions of tiny scalp and blood vessel cells, and even the blood corpuscles themselves. Thus the dormant cells, stimulated to activity, do their duty, and cast off the dandruff evil by furnishing the proper nourishment to the hair.

What Physicians Say

Results obtained by physicians throughout the country with the Violetta in cases of rheumatism, lumbago, bronchitis, nervousness, neuritis, neuralgia, goitre, etc.

ESPECIALLY GOOD FOR LOWERED VITALITY

"I am well pleased with the Violetta High-Frequency instrument. I find it especially good for patients with a low vitality. I intend ordering some more of the applicators in the near future."

—Dr. E. M. Barnett,
Masonic Temple, Meadville, Tenn.

INFANTILE PARALYSIS, GOITRE AND NERVOUSNESS

"After using one of your Violetta High-Frequency Outfits for the past number of months I am pleased to inform you that I am more than satisfied with it. I find it a great help in many cases, especially such as Infantile Paralysis, Gastritis, Goitre, nervousness, etc. I cannot recommend the High-Frequency Current, and more especially your apparatus too highly."



—Dr. E. R. Dunham,
819 Ferry Street,
Sedro-Wolley, Wash.

"Have treated one case with Ozone Generator, and the patient said it did him more good than any medicine that I had given him, and as to the Spark Cautery I have removed several warts with it and find it very satisfactory."

—Dr. F. O. Van Winkle,
U. S. National Bank Bldg., Salem, Ore.

RESULTS OBTAINED BEYOND EXPECTATIONS

"It gives me great pleasure to endorse your Violetta High-Frequency instrument; the results obtained are far beyond my expectations. The Therapeutic value of High-Frequency current is underestimated."

—Dr. Carl E. Brown,
Marion, Iowa.

SEES GREAT FUTURE FOR VIOLETTA

"I have had excellent results with your VIOLETTA and can see the time when they will be used by nearly all in the profession."

—Dr. J. J. Smith, Beaver Dam, Wis.

NECESSARY INSTRUMENT

"I like this machine very much, and find it a very necessary little instrument in my office."

—Dr. Howard F. Clark, Stuart, Ia.

VERY SATISFACTORY

"About three months ago I purchased one of your High-Frequency Generators which has given me very good satisfaction."

—Dr. B. G. Wilcox,
545 South Chicago Street Joliet, Ill.

GREAT RESULTS IN STUBBORN CASES

"It is just two months since we received your Violetta High-Frequency Instrument, and have given it a thorough trial in the following cases with great results: Goitre, Carbuncles and Boils, Corns and Bunions (removed), Leucorrhea, and Three Cases Uterine Tumors. The above cases (except the carbuncles and boils) were of long standing and are now entirely well."

—Dr. D. J. Hackmann,
115 West 4th Street, Ottumwa, Iowa.

VIOLETTA INDISPENSABLE

"After using High-Frequency Current for several months in a general practice my results are gratifying to say the least and I would consider this branch of Therapeutics practically indispensable to every practitioner. The value cannot be estimated in dollars and cents. The results obtained in a large variety of cases lead me to believe the future of High-Frequency Therapeutics cannot be over-estimated at this writing."

—Dr. E. E. Giltner, Waseca, Minn.

GOOD RESULTS IN RHEUMATISM

"The Violetta has given me some very satisfactory results in the treatments of Rheumatism, Neuritis and Uterine troubles."

—Dr. H. B. Weaver,
President Medical Society of N. C.,
Asheville, N. C.

WELL PLEASED

"I will say that I am pleased with the applications of high frequency current and have had good results from its use."

—Dr. J. W. Oliver,
Douglas Block, Omaha, Neb.

Dr. W. C. Griffin, Cartersville, Ga., writes that he is treating six cases of goitre and has already successfully completed ten cases of goitre, and adds, "I use the Violetta every day and could not get along without it."

ALL SWELLING LEFT IN ONE WEEK.

"I have had success with the VIOLETTA in a case of Carcenoma of the breast. It was as large as a hen's egg, and I reduced it to the size of a small walnut after eight treatments twice a week."

—Dr. Carl Gruber, Clinton, Iowa.

ALL PATIENTS LIKE TREATMENTS

"It has proved very beneficial in the following cases: Rheumatism, Paralysis, Pleurisy, Leucorrhea, Conjunctivitis and many other diseases, and the treatments are so pleasant that all my patients like it."

—Dr. Harry T. Davis, Aurora, Mo.

GOOD RESULTS IN MANY CASES

"I have had very satisfactory results, in treating goitre, and a variety of nervous diseases, Rheumatism, Neuritis, Neuralgia, Insomnia, Constipation of bowels, and stomach troubles."

—Robt. A. Hankins, M. D., Carlinville, Ill.

FOR BEDSIDE TREATMENT

"I will say that I have used High-Frequency Electrical Apparati in my practice for about ten years with good results in such cases as indicated, and have conferred great benefit upon my patients by its use. A few months ago I added a "Violetta" apparatus to my equipment and have found it of much benefit, especially in bed-side work where a portable apparatus is needed."

—Dr. E. E. Lusk, Baraboo, Wis.

PROFITABLE OFFICE EQUIPMENT

"It gives me pleasure to state that my High-Frequency Instrument has given me very satisfactory results in a number of cases. It is by far the most profitable appliance I have in my office equipment. My best results with it have been in cases of lumbago, torpidity of liver and bowels, venous engorgements as in hemorrhoids. I had a case of menorrhagia that resisted all medical treatment for two years which responded promptly by using High-Frequency current."

—Dr. J. L. Snively, 401 2nd Ave., Sterling, Ill.

WOULD NOT BE WITHOUT IT FOR MANY TIMES ITS COST.

"Allow me to say that I would not be without the VIOLETTA for several times what it cost me. It has been of great help to me in many conditions. Have removed a number of Warts and Moles. Also an Epithelioma."

—Dr. Robert Roddy, Kewanee, Ill.

"I will say that I am pleased with the applications of high frequency current and have had good results from its use."

—Dr. J. W. Oliver,
Douglas Block, Omaha, Neb.

USES DAILY

"I use the Violetta in my practice daily and have found it most excellent for bunions, soft corns between the toes and general massage which gives almost immediate relief to tired and sore feet. I would not be without this instrument."

—Dr. D. E. Hillinger, South Chicago, Ill.

"I would not be without the Violetta you recently sent me. It has accomplished some unusual results. I would not be without one."

Dr. H. J. Moynihan,
Box 43, Winston Salem, N. Car.

"I am more than satisfied with the Violetta. I have used it in two acute cases of Lumbago and in four to five treatments the patients were all right, the first treatment giving great relief. I have also found it fine in other ways."

Dr. C. A. Border,
819 S. 3rd St., Ponca City, Okla.

"Have received a Violetta High-Frequency Generator and find it does the work very nicely."

—C. W. Holtzmueller, M. D., Farmersville, Ohio.

FOOL-PROOF

"We certainly would not be without the Violet-Ray since we have tested its efficiency."

—Dr. F. M. Geeslin, Brookfield, Mo.

PATIENTS WANT MACHINE AFTER TREATMENT

"Since receiving the Violetta I have used it several times on my patients with fine results, so much so in fact that several of them wish to know if I could get one for them."

—C. O. Zimmerman, M. D., Oakland, Cal.

THE VIOLETTA IS AS EFFICIENT AS AN X-RAY COIL FOR TREATMENT WORK.

"I am in possession of one of your Violetta Generators (outfit No. 4) and very much satisfied with the good work and results I get out of it. I also have a 12 inch H. F. and X-Ray coil with resonator but get good enough results with the Violetta that I am bound to get dry cells to operate it and do some good treatment work in the country."

—L. N. Smernoff, M. D., Atlanta, Nebr.

RELIEVES PAIN

"The VIOLETTA is the finest thing I ever used to relieve congestion in any part of the body, and to relieve pain. Treatments are so pleasant that all my patients like it."

—Dr. G. B. Duncan, Kewanee, Ill.

TONIC TO PELVIC ORGANS

"The Violetta is a tonic and a sedative to the pelvic organs when given with the insulated electrode No. 7 together with proper spinal treatments. Ozone is well known for its germicidal properties to infections of the vaginal and uteruses."

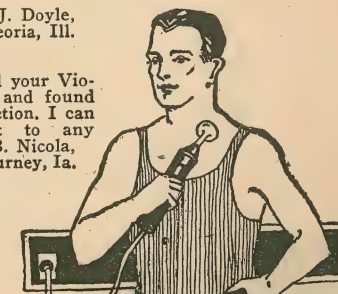
—Dr. L. E. Barnes, Chicago, Ill.

"Enclosed please find check for amount due you on apparatus. Am well pleased with it in every particular."

—Dr. J. J. Doyle,
Peoria, Ill.

"I have used your Violetta Machine and found it gave satisfaction. I can recommend it to any one."

—Dr. B. Nicola,
Box 533, Sigourney, Ia.



From Drugless Healers and Sanitariums

The Violetta is used in leading sanitariums, as well as by the largest exponents of drugless healing, with splendid results as testified below.

HAS HAD QUICK RESULTS

"I have used the instrument in connection with adjustments in every case with fine results, but have had the quickest results in case of inflammatory rheumatism and goitres."

—Wm. H. Staack, D. C., Rock Rapids, Iowa.

HAS NOT FOUND ITS POWER EQUALLED.

"I have your No. 4 Generator in daily use with entire satisfaction, not only on account of its portability but for its power which I have not found equalled in any of the portable instruments and so far in but one of the very large generators. I find it doing as good work as even machines with a large resonator. I am using it in my private hospital."

—R. M. Johnson,

The Johnson College of Naturopathy,
Oklahoma City, Okla.

"The Violet Ray machine I purchased from you works fine. It is especially good for loosening up contracted muscles."—Wm. Schrieber, Jr., D. C., Burlington, Iowa.

"Your Violetta is incomparable when it comes to adjuncts in Chiropractic."

—A. A. Hanson, Owatanna, Minn.

FROM A MAN HIGH UP IN HIS PROFESSION

"I have used the VIOLETTA in numerous cases and found it instrumental in getting results where most everything else failed. I earnestly recommend it. I have found that in chronic cases where results are slow, that in using the VIOLETTA quicker and better results are obtained."

"I find that the VIOLETTA is most easily operated and can be applied with the highest degree of safety."

—Dr. J. L. Sharp,

President Davenport School of Chiropractic,
Davenport, Iowa.

"I have had very good results with the application of High Frequency Current in cases of Paralysis, Rheumatism and Neuritis, and think it a great help in drugless healing."

—K. L. Allen, D. C., Boone, Ia.

"I prefer the Violetta for any practical purposes to any machine I ever used."

—C. H. Aker, D. M. T., Duluth, Minn.

A VERY MUCH GRATIFIED USER.

"You have not a customer on your books who is more enthusiastic regarding its beneficial effect upon nearly all the ailments that flesh is heir to."

If it could be introduced into all families numberless doctor's bills could be avoided. I have found it beneficial in Rheumatism, Gout, Stomach trouble, Intestinal derangements, sore

throat, Coughs, and particularly so in neuralgic pains, headaches, etc., in fact there is hardly a pain of the human frame but what it will alleviate if not cure."

—W. C. Pinchin,

1966 Valentine Ave., New York City.

"My apparatus is working very nicely and I am pleased with it."

—F. C. Davison,

Kelso Sanitarium, Bloomington, Ill.

"We are using the Violetta and have had some especially good results."

—T. C. Weltmer,

Vice President, The Weltmer Institute,
Nevada, Mo.

"It is just two months since we received your Violetta high-frequency instrument and have given it a thorough trial in the following cases with great success. Exophthalmic Goiter; Corns and Bunions removed; Leucorrhea; Uteric Tumor."

"The above cases except the carbuncle and boils, was of long standing and are now entirely well."

—D. J. Heckman, D. C., The Heckman

Electric Sanitarium, Ottumwa, Iowa.

"I need the Violetta in my Sanitarium practice and feel lost when I am without it."

—Dr. James F. Blanchard,

Supt. Grand Island Sanitarium,
Grand Island, Nebr.

HAS GIVEN 4,000 TREATMENTS IN MANY CASES

"It is with the greatest pleasure that I send you a report concerning the use of one of your Violettas during the past year. During that time I have given about four thousand treatments with the Violetta to an infinite variety of ailments and have found it to be the one unfailing remedy, in bad cases of neuritis, pneumonia, pleurisy, lumbago, muscle cramps, neuralgia, headaches, and for absorption in acute and chronic disease. Itching skin and eruptive skin disorders are alike amenable to the curative rays of the Violetta."

"As a tonic stimulant to the nervous system it has no equal."

"It is one of the few high frequency machines that give the highly desired, strong yet cool currents. And it certainly does stand up under heavy service."

"Thanking you for the past year's courteous service."—Ralph Shaddock, D. O., Chicago, Ill.

FROM PRESIDENT OF STATE BOARD OF EXAMINERS OF NORTH DAKOTA.

"Your VIOLETTA outfit is very satisfactory, and is a great success in every respect, and it gives me pleasure to recommend it. I would not be without it as it does wonders."

—A. O. Henderson, M. D., D. C., President Board of Examiners, State of North Dakota.

"I wish to say that I am more than pleased with the Violetta. I have tried same out very thoroughly and find it to be in every way a great benefit."—Paul L. Myers, M. D., Nashville, Tenn.

Quality Points of the Violetta

THE marvelous and scientific construction of the VIOLETTA instrument places the resources of electricity in the form of the luxurious Violet-Ray High-Frequency Current among the first remedies to consider in more than half the ailments that afflict mankind.

Every detail in the manufacture of the VIOLETTA is gone into thoroughly and each individual part tested before being made a part of the finished product. All parts of the Violetta are made with expensive compound dies and molds and the most modern and scientific machinery; assuring the utmost accuracy and correct finish.

For this reason it is possible for us to give such a liberal and ironclad guarantee with each instrument. The VIOLETTA is guaranteed to be kept in repair free of charge for a period of one year, but with ordinary care it will last a lifetime. Our guarantee number coincides with the number on each machine, the stub of guarantee is returned to factory when purchased. By this method we have a complete record and history of each individual machine.

Construction. The VIOLETTA is conveniently constructed in one piece, making it unnecessary for the operator to go to any other part of the room to make an adjustment.

Its simplicity of operation. The turning of a small button conveniently secures any regulation desired. This regulation can be accomplished while the machine is in operation and enables the operator to apply the treatment mild or strong as the case may

require. No previous experience or technical knowledge is necessary to operate the Violetta.

Economy. It uses only ¼ of the amount of current consumed by the ordinary 16 candle power lamp; and operates on any current alternating or direct without special adjustment.

Description. The entire mechanism is enclosed in a handsome, highly polished hard rubber casing. The entire instrument weighs only one and one-half pounds, and is encased completely with the electrodes in a handsome velvet-lined seal grain carrying case. It can easily be carried about.



A FEW LETTERS TESTIFYING AS TO THE DURABILITY AND EFFICIENCY OF THE VIOLETTA

"I beg to acknowledge the receipt of the high frequency instrument which arrived on Tuesday, this week. Kindly accept my thanks in sending this promptly. It is a fine machine and has already caused admiration. If at any time I can be of service to your company in furthering the advancement of this wonderful machine, feel perfectly free to command me."

—Bradford Howard, Franklin, Pa.

USED TWO YEARS

"I have a Violetta which I purchased in Newport, R. I., a couple of years ago. It's the joy of my life."—Mrs. S. A. Cowie, Washington, D. C.

"I have used Violetta for over two years and it gives perfect satisfaction. I would not be without one."

—Dr. J. Johnson, Kent, Wash.

AHEAD OF ALL OTHERS

"I find your Violetta is ahead of all others. It is more easy to adjust and does not get out of order as others do. It meets the approval of all my patients who are mostly theatrical people."

—Maurice, Boston, Mass.

PROMPT DELIVERY

"Have used the VIOLETTA in such cases as Goitre, Bronchitis, Pleurisy, Neuritis, Neuralgia, and Lumbago, and find it very beneficial. In fact I would not be without it in my office. I want to thank you for your promptness."—Dr. Daniels, Lisbon, N. D.



RECOMMENDS AFTER THORO TRIAL

"I have had a good deal of experience with a number of high-frequency apparatus and have found them wanting, some in mechanism and others in efficiency. I did not feel that I wanted to present an apparatus to my students and the profession without first giving it a thorough trial. I am pleased to advise that I have found the Violetta satisfactory in every respect both in efficiency and mechanical completeness. I am ordering two more machines, one for Dr. C. Strum of San Antonio, Texas, and another one for my own purpose. I have given it sufficient trial to warrant its recommendation."

—Dr. J. C. Hubbard, Oklahoma City, Okla.

BEST ON MARKET

"They are all right and the best machine on the market."

—C. E. Marquis, Bozeman, Mont.

A VOICE FROM AUSTRALIA

"We are daily using the whole outfit I brought with me and everything is very successful."

—J. J. Pritchard, Melbourne, Australia.

ATTRACTED ATTENTION AT CONVENTION

"Our meeting from the point of enthusiasm was a grand success. The Violetta attracted considerable attention and succeeded in overcoming an unfavorable impression that had been created in this section by another apparatus."

—Geo. A. Terry Co., Buffalo, N. Y.

WORTH TWICE AS MUCH

"I received the Violetta machine on the 12th inst. and am highly pleased with it. It has even been better than what I expected it would be. It is worth twice as much as what I paid for it."

—Homer A. Wicker, Washington, D. C.

Now—Try a Violetta in Your Own Home

On the following pages you will find listed the several styles of Violetta Violet-Ray Machines. As long as they are in our factory—as long as these machines are not in your home, you are missing the greatest health and beauty treat of your life. Why not send for a Violetta. This catalog contains as much evidence as we could possibly crowd into its pages to prove to you that Violetta Violet Rays will do more for you than medicine and will bring to you the healthy glow of youth and beauty.

Think how much more happiness there will be for you in life when you are feeling 100 per cent perfect every day. Think how much better you can work—how much you can enjoy your play. Think how much more pleasant you can be to yourself, to your family, to your friends.

If the Violetta were a new machine you could afford to be skeptical, but it has proven so successful in the hands of private users as well as in the hands of countless physicians and drugless healers, that you cannot afford to let any doubt stand in your own light—stand in the way of your own health.

Look over the Violettas listed on the following pages. Read the descriptions carefully and order the one that suits you best.



ALWAYS GIVEN SATISFACTION

"I have recently added one of your Violetta Generators to my office equipment and have tried it on many patients and it has always given satisfaction."

"I am highly satisfied with the machine."

"My pleasure, the other day, was to meet one of your salesmen. I was impressed with his appearance and manner of handling himself and his machine."

—Dr. Harry M. Hull,
27 Davidson's Auto Blk., Sioux City, Iowa.

FIVE YEARS EXPERIENCE

"From our experience during the past five years that we have done business with you we find that you have treated us very nicely and our business relationship has been very pleasant."

—Yvette Co., New York, N. Y.

VIOLETTA IN CONTINUOUS USE
SIX YEARS

"We are sending you for slight adjustment a Violetta machine which has been used for six years continually. We believe that it has stood up wonderfully well after the hard usage given it."

—Theo. Stave Co., New York, N. Y.

BEST ON THE MARKET

"I have had some excellent results from your Violetta outfit, and think it one of the best and handiest machines on the market."

—Dr. Shirley C. Lacer, Louisville, Ky.

HAS TRIED THEM ALL—NONE EQUAL
TO VIOLETTA.

"It is certainly a grand improvement over any I have used and I think I have tried them all. My patients remarked the difference immediately on the change made."

—Dr. Chas. H. Brooks,
438 E. State St., Trenton, N. J.



Violetta Outfit No. 3

The electrodes shown here with the outfit No. 3 are regarded as very practical for personal use. The No. 18 eye electrode can be used not only for the eye to stimulate the optic nerves, but also for crevices of the face or body or for the application on a restricted area where other electrodes would perhaps be too large. The comb electrode No. 3 can be used besides the scalp for applications on the back, legs, arms, or any part of the body. The No. 5 throat electrode because of its shape can also be used for the legs or arms.

For the man or woman who wishes to have at home a complete outfit ready for the treatment of any ailments that may occur, this is the ideal outfit.

Each electrode is contained in a separate compartment formed so that it will fit each individual electrode. The inside of the case is lined throughout with rich satin, across the cover of which is a purple silk ribbon, imprinted in gold. The outside of the case is lined in seal grained caratol with beveled corners and creased edges, making a very handsome and beautiful outfit.

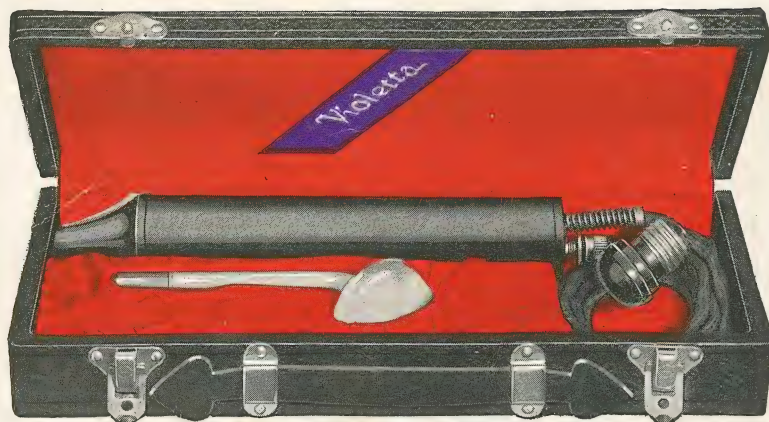
It has proved its merits in the treatment of asthma, boils, bronchitis, dandruff, colds, headaches, lumbago, rheumatism, nervousness, neuritis, pimples, skin diseases, and a host of other ailments.

This instrument can be used with any of the electrodes shown on pages 39 and 40, and additional electrodes can be obtained from time to time as required.

It is an ideal outfit for home use and with it you can in your own home take Violet Ray Treatments for throat, eyes, scalp, face, and body.

Constructed to operate on 110 volts A. C. or D. C.; 32 volts or 220 volts.





VIOLETTA OUTFIT No. 1

This outfit includes the Violetta Violet-Ray Generator and the General Electrode No. 1 which is the most important electrode of all.



VIOLETTA DE LUXE

Violet De Luxe

The De Luxe Outfit is the newest development of the two piece Violet Ray machine and is a perfect product of electrical designing. No pains or expense has been spared in making this as nearly perfect as possible and the best two piece machine on the market.

In appearance it is very elaborate, the coils being contained in a highly polished wood box, either mahogany or white enamel approximately 6x5x4½" high. The plate upon which the adjustment is mounted is of pure white marble, all metal parts being highly nickeled.

The handle in which the tesla coil is contained is of polished hard rubber 7¾" long and 1¾" in diameter, very neat and easily held with 7 feet of reinforced cord. On the end of this cord is a special plug of our own manufacture, which fits snugly on the two posts on the marble plate.

This is one of the distinguishing features of this two piece machine for the handle is detachable and prevents the breaking of the cord which is a common occurrence on two piece machines which have the cord permanently attached to the mechanism.

The entire outfit is contained in a very elaborate leatherette carrying case lined in purple satin. The cover is lined in folded satin, having a red ribbon across, printed in gold. It is of unexcelled beauty of design and performance, and presents a very elaborate appearance.

The De Luxe Outfit contains the polished wood instrument case, the hexagonal handle and cord, 6 feet line cord, body electrode and comb electrode, all contained in beautiful carrying case as shown.

The comb electrode has not before been furnished with this outfit but we are adding it as a special feature.

Violetta Outfit No. 7

This is an ideal outfit for the home and contains not only the General Electrode, Comb Electrode, and Metal Electrode, but also the Ozone Generator No. 28 for Catarrh, Asthma, Bronchitis, Hay Fever and so forth. The Ozone Generator is fully described on a later page.

The carrying case for this outfit is specially made to contain all the electrodes mentioned including the Ozone Generator and its various attachments. It is lined throughout with satin with a purple ribbon imprinted in gold, presenting a very handsome appearance.



VIOLETTA OUTFIT No. 5

Especially for Physicians' Use

This outfit is very practical for physicians' use and contains Vaginal Electrode, Rectal Electrode, Urethral Electrode, Metal Electrode, Eye Electrode, External Throat Electrode, Comb Electrode, and Body Electrode for general use. The One Piece Machine is preferred by physicians over other makes because it is unnecessary for the physician to leave his patient during a treatment since the entire adjustment is in one piece. Furthermore, in the use of Orificial Electrodes, merely insert the proper electrode and by using the Metal Electrode No. 6 in the machine, make the contact with the metal cap of the glass electrode. All of our electrodes will fit this machine since they are interchangeable with all our types. For physicians we specially recommend in conjunction with the use of this machine the Ozone Generator No. 28.



VIOLETTA OUTFIT No. 7



MULTIFREX TYPE A1



MULTIFREX TYPE B

The Violetta Multifrex--Type A1

For the last six years High-Frequency generators of whatever nature or design, have shown no revolutionizing improvements. It was left to our many years of experience, study and consultation with prominent electro-therapists to produce the Multifrex.

Special attention has been given to the different High-Tension discharges. By special and unique arrangement of capacities, windings and resistances, the standard electric current of 110 volts A. C. or D. C. is transformed to a great variety of high-pressure currents at varying frequencies. Since the science of High-Frequency has become of such importance a certain classification of the different High-Frequency discharges which vary in wave-form, pressure and volume was made. This formed a period of extensive and elaborate experimenting from which emerged the Multifrex.

HIGH FREQUENCY CURRENTS: The vibrating spark-gap allows a great range of current intensity. A selective switch allows the production of three separate and distinct forms of High-Frequency current. On the first step a pleasing mild flow can be obtained. This form of current is especially suitable for eye, ear, nose and throat work. On the second step a powerful stimulating spark is produced, suitable for Lumbago, Partial Paralysis, Rheumatism, etc.

MULTI-FREQUENCY CURRENTS: On the third step Multi-Frequency currents are produced which cause a Faradic sensation in combination with High-Frequency. This can be varied from slight to strong muscular contraction. These Pseudo-Faradic Unipolar discharges are of the utmost importance in treating Partial Paralysis, Chronic Muscular Rheumatism and causing reflex action by spinal application. They are a profound stimulant to circulation, elimination and secretion.

Owing to the High-Frequency oscillation carrying the motor-waves, this form of electric current possesses great advantages over either the simple High-Frequency or plain induced Faradic current. It finds its application as a substitute for massage, (High-Frequency oscillation causes a "cellular massage") as an aid in the absorption of exudates resulting from fractures, sprains, in the relief of acute rheumatism, neuralgic pains, etc.

The Multi-Frequency current is a new modality and is not contained in any other instrument. When stubborn cases do not yield with High-Frequency alone, this combination opens up a new field for treatment which in numerous cases has produced wholly unexpected and gratifying results.

The High-Frequency handle is also an added feature. By placing a long tesla coil in the specially molded hard rubber handle, no unexpected spark can jump from the cord or any part of the handle. The contact-socket in which the electrode fits is embedded in solid hard rubber, therefore eliminating any exposed metal parts which might produce sparks.

CAUTERY AND DIAGNOSTIC ATTACHMENTS: Besides the various forms of High-Frequency currents which the Multifrex produces, it is equipped with Cautery and Diagnostic attachments.

CAUTERY: The Cautery attachment is composed of a Cautery handle of our own design, a platinum knife, and special heavy gauge reinforced wire. The Cautery handle is equipped with a thumb switch and the heat of the knife is regulated by means of the adjusting screw and can be heated from a cherry red incandescence to white heat. The results obtained with this attachment are of equal value to the expensive cautery transformer selling in itself for \$30.00 or more. It is employed in the removal of diseased growths from various parts of the body.

DIAGNOSTIC LAMP: The light for the Diagnostic Lamp is produced by means of a special resistance unit separate from the other mechanism, thereby effecting a steady bright white light with no flicker whatsoever.

DESCRIPTION: By exercising great mechanical ingenuity the entire outfit has been made to occupy about half the space of other box-type machines. It measures only 12½"x6½"x6½" and weighs 7 pounds fully equipped with all attachments. The entire outfit is contained in a heavy caratol covered case, handsomely lined with purple velvet. All metal parts are nickel-plated, the entire outfit being very elaborate in appearance.

With the three capacities of the High-Frequency current, the Cautery and the Diagnostic Attachments, the Multifrex covers a wide range of usefulness and makes a very valuable asset. It is superior and different in design, efficiency and reliability. It embodies in a very compact form the advantages of very expensive apparatus.

We present the Multifrex, a most perfect fool-proof apparatus, giving a dependable and safe machine which has proven its success and demonstrated its great value in bringing quick results in all cases where High-Frequency in its different phases can and should be used.

EQUIPMENT: The following electrodes and attachments comprise the equipment of a Multifrex outfit A-1:

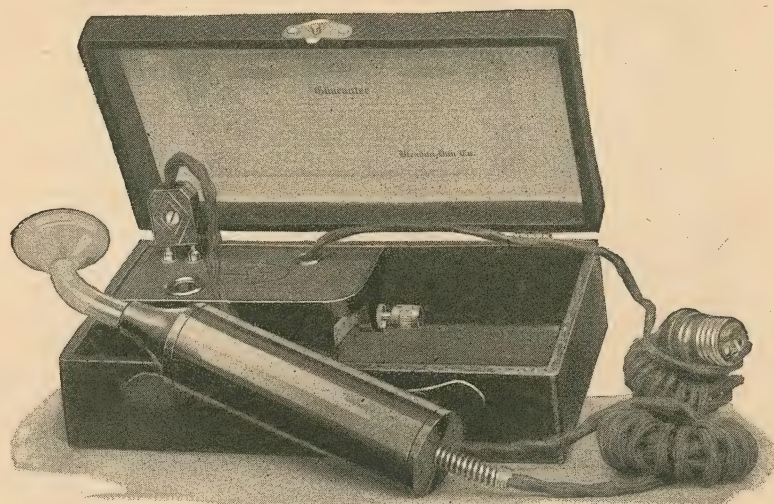
- 1 Body Electrode.
- 1 Insulated Prostatic Electrode for rectal and vaginal treatments.
- 1 Insulated Urethral Electrode for bladder, ear, nose and throat.
- 1 Fulguration Electrode.
- 1 Metal Handle for indirect treatment.
- 1 Hard Rubber High-Frequency Handle.
- 1 Cautery attachment complete with platinum knife.
- 1 Diagnostic attachment complete including lamp. All contained in a handsome carrying case.

The Violetta Multifrex--Type B

This outfit is exactly as described above under Type A1 with the exception that it contains one body electrode and does not contain the equipment for cautery and diagnostic work.



The Baby Violetta--Type A



Patent Pending

Our Newest Product

Appreciating the demand for a lower priced Violet-Ray machine, we have now developed in our laboratories *The Baby Violetta*.

As you will note this is a neat and compact apparatus. The magnet coil and adjustment is mounted in a handsomely lined and covered carrying case, size 10"x5½"x3" with beveled edges and nickel-plated hardware.

A specially constructed Tesla coil is contained in a very neat handle composed of highly polished insulated hard rubber and is shock-proof. *No spark can jump from cord leading to this handle.* In size it is 8" in length and 1¾" in diameter.

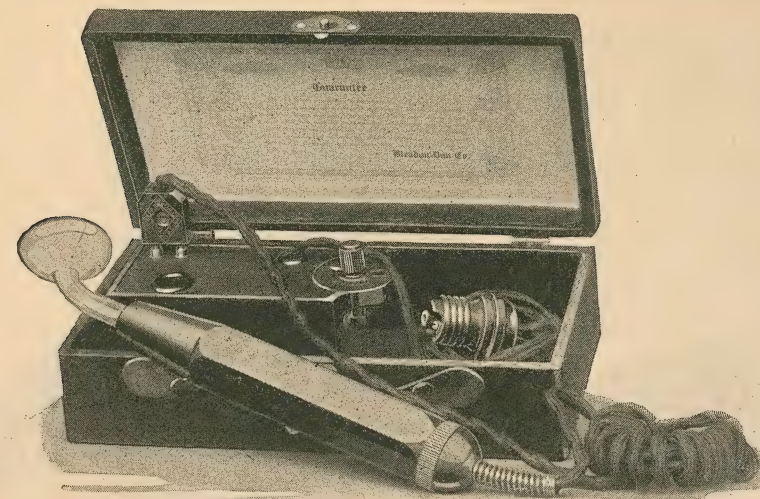
Unlike other types of low-priced machines, a great deal of attention has been paid to construction and assembly. As you will note, the body of the instrument is composed of molded composition with metal inserts, insuring not only perfect assembly, but also a finished and handsome appearance.

It is equipped with 7 feet of cord to lamp socket and 6 feet of heavy cord to the handle. It is furnished complete with carrying case, cords, general electrode and yearly guarantee.

Weighs complete 3 lbs. Guaranteed for one year.



The Baby Violetta--Type B



The Baby Violetta Type B is a new departure in Violet-Ray instruments. For the first time a Violet-Ray machine is equipped with an index, and the strength of current can be adjusted to "mild," "medium" or "strong." By means of eccentric contact points which control the index we are enabled to gauge the amount of current which is shown on the index. We have these features patented and they therefore can not be found on any other make.

The index agrees with our chart of instructions which shows when to use "mild," "medium" or "strong" currents.

The Important Features of Baby Violetta Type B are as Follows:

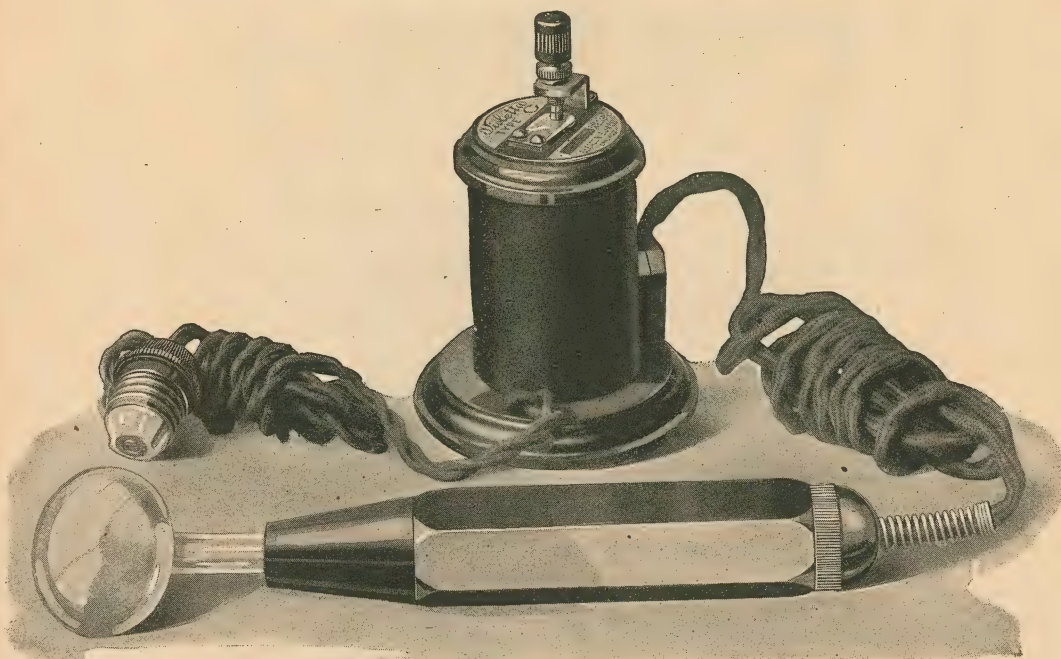
1. Equipped with index as mentioned.
2. Adjusting Knob on top of panel.
3. Handle can be separated from rest of instrument and is equipped with 2 pin composition plug of our own manufacture.
4. Specially constructed hexagon handle of beautiful design. Light in weight and convenient to handle.
5. Specially constructed Tesla coil to fit handle.
6. Formica panel, indestructible and highly polished.

It is also equipped with all the special features of the Type B outfit and all other improvements in the general manufacture of our instruments.

Carries our regular one year guarantee.
Will not operate on other than 110 volts.



The VIOLETTA--Type C



The magnet coil and condenser of the Violetta Type C machine are mounted in a special die molded base, and are incased in a rigid vertical tube, the top of which is closed with a handsome highly polished die molded cover on which is mounted the adjusting attachment. All molded parts are made of a strong and durable composition and, on account of being die molded, are accurate and uniform, insuring a perfect machine. Height, $4\frac{1}{2}$ inches; diameter 4 inches. Six foot cord and plug furnished with each machine.

Our efficient Tesla coil is contained in a very handsome highly polished hard rubber handle, hexagonal in shape, with a spiral spring to prevent breaking of cord.

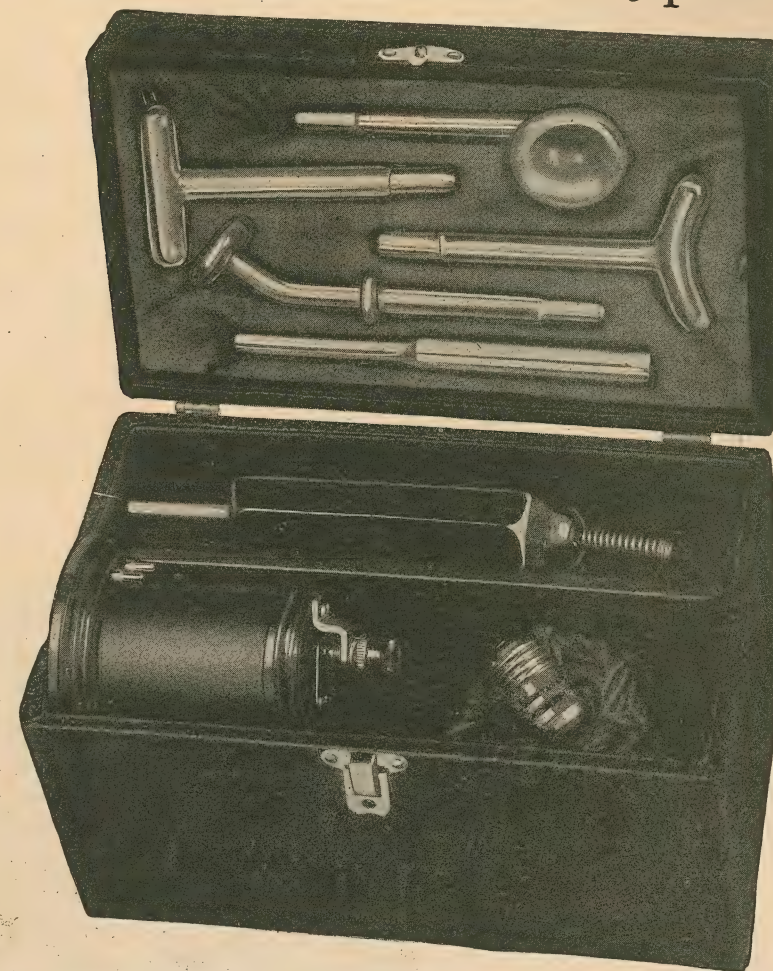
Only Low Priced Machine Which Accomplishes Results

The only low priced machine on the market that will really accomplish the marvelous, health-building results possible through the scientific use of the VIOLET RAY. An electro-medical apparatus heartily endorsed by physicians and beauty specialists everywhere.

Not a toy; not something to "tinker" with; a really effective, beneficial application of the Tesla discovery.



The VIOLETTA--Type C1



This instrument is the same as Type C only encased in a very handsome carrying case lined outside with heavy caratol, corners beveled and edges creased. Lined inside with rich satin throughout. The case is so constructed that the instrument and handle fit in specially constructed compartments. The electrodes are contained in a removable tray which fits in the cover as illustrated or can be removed and placed in main section of case to close lid. The tray is constructed with special compartments which contain the following electrodes:—

- Body electrode for general work.
- Comb electrode for scalp or body.
- External throat electrode.
- Eye electrode.
- Metal electrode.

This case can be furnished without electrodes to carry Type C or any choice of electrodes.

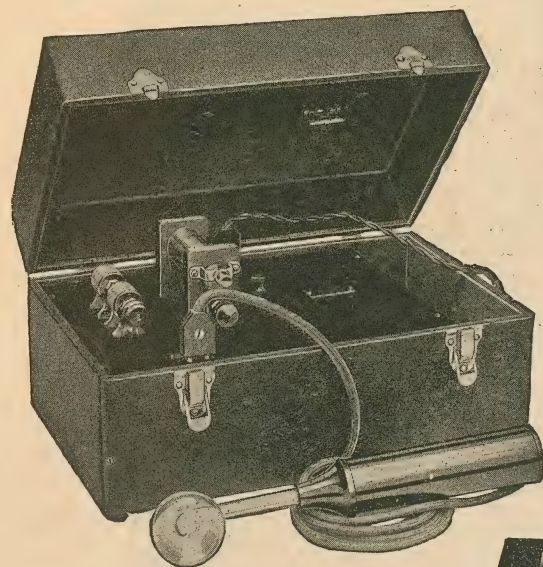
C1. Includes all electrodes shown in handsome satin lined case with removable tray complete.

C2. Includes carrying case without tray and one body electrode.

C. Includes body electrode but without case. Enclosed in special cardboard carton.

Portable Battery Outfit No. 6

For Use Where No Current Is Available



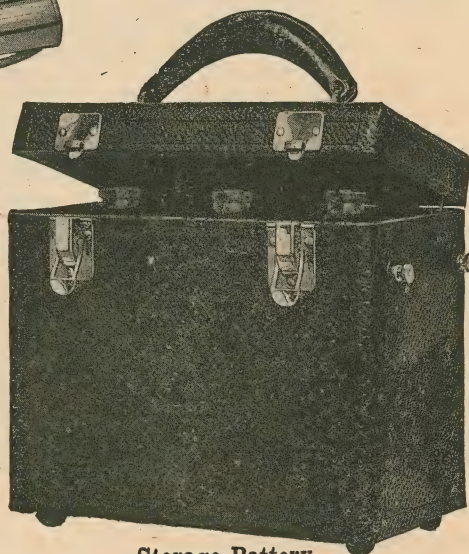
The complete cells are contained in a caratol covered carrying case, and weigh 37 lbs. It has a substantial strap to aid portability.

The spark length of the High Frequency applicator can be regulated to any degree from a mild adjustment for facial and scalp treatment to a strong stimulating spark for rheumatism or for any other treatment where deep penetration is necessary. The frequency of this apparatus is extremely high, giving painless treatment. The results obtained being equal to those obtained with the standard 110 volt machine, as it is specially constructed and adjusted to operate on batteries or storage battery instead of the lightening current.

This is the first time that the High Frequency current has been success-

This is an ideal outfit for use where no commercial current is available, and has been found suitable for all kinds of treatments. This outfit can be operated with 10 to 12 standard dry cells connected in series. Dry cells can be obtained at any electrical store.

We have also perfected a special storage battery containing 5 cells, to operate this outfit. By using this storage battery a saving in the cost of operation is apparent as no renewals are necessary and can be recharged in any garage at small cost.



Storage Battery

This storage battery is made especially to operate our Battery Outfit No. 6 and contains 5 cells. Its capacity is 20 ampere hour producing 10 to 12 volts. Will run in connection with the instrument ten hours at full charge. Can be recharged at small cost in any charging station.

The plates are very durable and the battery will last from six to seven years.

It is 37 lbs. in weight contained in a very heavy caratol covered case with an extra stout handle for portability.

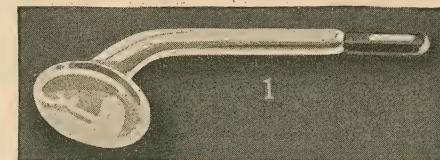
Size—11" high 17" in length and 5½" wide.



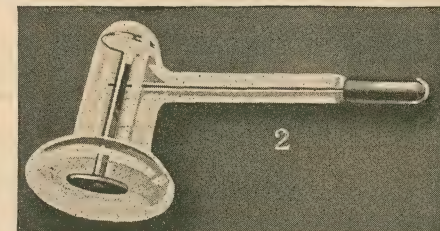
Additional Violetta Electrodes

Our glass electrodes are made of special imported glass to stand sudden contraction and expansion due to heat. All our electrodes are protected with metal caps, which doubles the life of the electrode. Each electrode packed individually in specially constructed carton. We also make special electrodes according to your own designs.

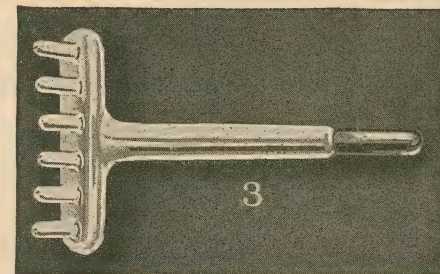
No. 1 General Electrode.—Used for facial and body treatments, and for any surface application. This electrode is constructed in such a manner as to prevent the current from heating, which is likely to cause it to break. For this reason it will outlast other makes of electrodes.



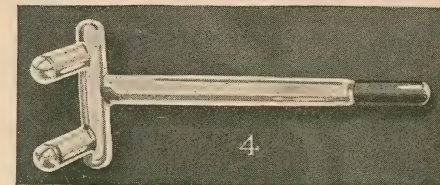
No. 2 Condenser Electrode.—As the name implies, it condenses the current, and produces a strong even flow; also generating electrical heat which is very desirable in deep seated cases. Used for Rheumatism, umbago, Neuritis, Neurasthenia, Skin Diseases, Etc. This Electrode can be used in place of the No. 1 or No. 6.



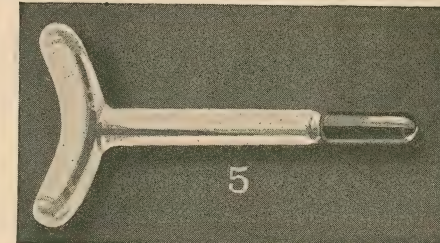
No. 3 Comb-Rake Electrode.—Used for all scalp treatments; Falling Hair, Dandruff, Gray Hair, and for stimulating the hair cells.



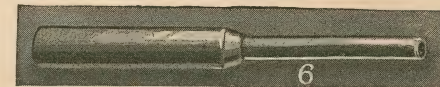
No. 4 Spinal Electrode.—For all Spinal treatments. Arranged so that it fits over both sides of the vertebrae. For Reflex Spinal action, use the Metal Spinal Electrode No. 30.

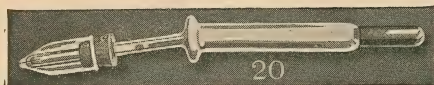
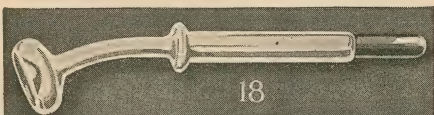
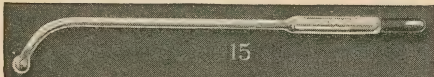
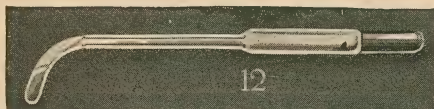
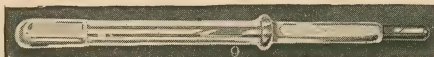
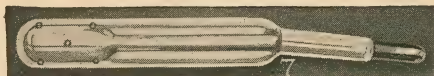


No. 5 Throat Electrode.—Designed so as to fit over the neck. Very excellent results have been accomplished with this electrode in Goiter, Tonsils, Double Chin. Any excessive formation are eliminated.



No. 6 Metal Electrode.—This delivers a strong current and is excellent for general tonic and where constitutional effects are desired. When held by the patient, there is no muscular contractions, merely a sense of warmth and glowing permeating the entire body. The current can also be drawn to any part of the body by using the No. 1 electrode or the fingers of the operator.





The advantage of insulated tubes is the fact that the current may be introduced without loss into the orifice of the body. In using plain electrode for an orifice, much of the current is lost at the first point of contact. For instance if the prostatic gland is being treated with the plain electrode, much of the current is drawn off at the opening of the rectum, but if the insulated tube No. 9, is used, the current is conveyed to the desired point without loss of current.

Electrodes should always be inserted before current is turned on, and turned off before tube is removed.

No. 7 Special Vaginal Electrode.—Made with perforations so that ozone may be generated within the vagina. Used for ovaritis, leucorrhea, vaginitis and all pelvic inflammations.

No. 8 Vaginal Electrode (without perforations).

No. 9 Prostatic Electrode.—Designed so that it fits directly over the prostatic gland. In many cases this electrode can also be used for vaginal work in place of No. 8.

No. 10 Internal Throat Electrode.—Used for tonsillitis, hypertrophy of the tonsil, ulcers of the tonsil, etc.

No. 11 Nasal and Ear Electrode.—Used for rhinitis, nasal catarrh, etc. Same electrode can be used for uterine work.

No. 12 Urethral Electrode.—Used for cystitis, strictures, gonorrhea, etc.

PLAIN ELECTRODES

No. 13 Vaginal Electrode.

No. 14 Rectal Electrode.

No. 15 Throat Electrode.

No. 16 Nasal Electrode.

No. 17 Urethral Electrode.

No. 18 Eye Electrode.—For stimulating the optic nerve, and any Eye troubles. Treatments are very pleasant and beneficial.

No. 19 Spatula or Tongue Electrode.—Used in place of the No. 1 in crevices of the face or body, or where No. 1 is too large to use.

No. 20 Cautery Electrode.—This has a platinum wire sealed in the glass. For removing warts, moles, or growths of any nature, it cannot be excelled. Very seldom is it necessary to give more than two treatments, most often one application is all that is necessary.

Violetta Ozone Generator

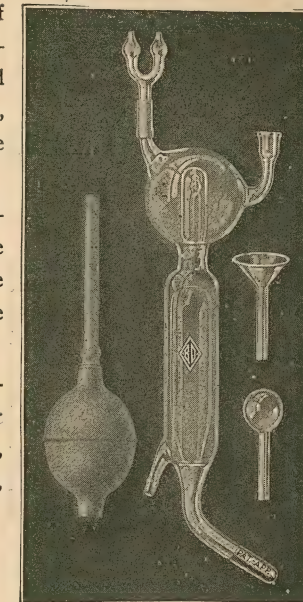
No. 28 Ozone Generator.—This instrument when used with the VIOLETTA generates enormous quantities of Ozone which is purified by passing thru the inhalant mixture provided with this instrument. The inhalant is poured into the receptacle, and when the rubber bulb is agitated, the Ozone bubbles thru this mixture and is inhaled in the form of a vapor.

When using the Ozone Generator, support the VIOLETTA on a table so that it will not roll and insert the Ozone Generator the same as any other electrode. The hand must be in contact with the glass stem of the Ozone Generator as in the illustration on page 13.

The Ozone permeates every cell in the lungs, destroying any germ life and soothing the inflamed tissues. For Anemia, Hay Fever, Coughs, Catarrh, Asthma, Bronchitis, Insomnia, Nervous Debility and Tuberculosis of the Lungs, there is no better treatment.

The treatments are exceedingly agreeable and reminds one of a trip to the pine woods.

Price complete with all the attachments and 1 ounce bottle of the inhalant, in special packing carton.



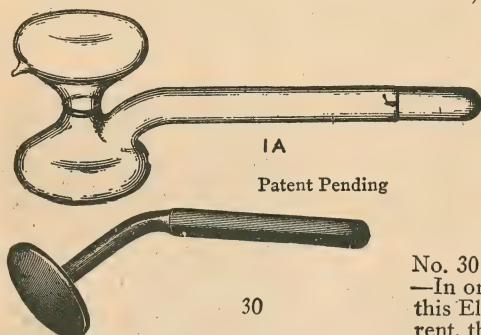
Patented Apr. 26, 1921

CHAS. S. NEISWANGER, M.D.:

"Ozone acts as a powerful antiseptic with diseased mucous surfaces, consequently its beneficial action is quickly apparent in the treatment of bronchial and laryngeal affections, catarrh, hay fever, and all diseases of the respiratory organs. When inhaled it hastens the ozidation of the blood corpuscles, and by producing a feeling of well being in the patient is of great value in neurasthenia, melancholia, hysteria, psychologic impotence and other neuroses."

NOBLE M. EBERHART, M.D., PH. D.C.L.:

"Indications. In one sense of the word, since oxygen is so essential, it might easily be claimed that ozone was indicated in any bodily ailment, and I am of the opinion that its inhalation would be beneficial to the extent that pure air would be desirable, but there are some diseases in which it is of particular benefit. Among these are anæmia; all diseases of the respiratory organ, including tuberculosis; infectious diseases; and all conditions where there are imperfect oxidation and impaired nutrition. An ozone spray has been demonstrated to be healing in all forms of ulcers, etc."



1A

Patent Pending

30



Electrode 1-A.—Double duty Electrode. For use same as No. 1 Electrode, but arranged so that from one Surface a strong current is produced for energetic stimulation, and from the other a very mild effluve for light treatments.

No. 30 Special Metal Electrode for Reflex Action.—In order to stimulate any muscle or nerve, place this Electrode in contact and then turn on the current, thus avoiding the spark. The organs or muscles can be made to respond as to direct treatment. Used mostly for stimulating the nerve centers at the Spine.

Violetta Lubricant.—Used in connection with the VIOLETTA for any body treatments. The action of the High-Frequency current drives the lubricant into the tissues. 6 oz. bottle.

Violetta Inhalant.—For use with the Ozone Generator. 1 oz. bottle.

Dr. Eberhart's Manual of High Frequency Currents.

For Export Trade

We manufacture the Violetta Generator for other than standard 110 volt current. However our standard 110 volt machine will operate on the following voltages and cycles when used with a resistance unit:

200 Volts	50 Cycles	A. C.	or D. C.	use	400 Ohms	Resistance
200	60	"	"	"	400	"
220	60	"	"	"	400	"
240	60	"	"	"	450	"
250	60	"	"	"	500	"
230	50	"	"	"	425	"
240	50	"	"	"	450	"

When ordering these units specify screw or bayonet type of plug.



What Beauty Specialists Say

"We are very much pleased with the VIOLETTA and we give more VIOLETTA treatments, both scalp and facial, than any other; having almost 400 tickets on file at the present time."

—Mrs. McConn, Mgr., Gield-Schlick, St. Paul.

"I have used the VIOLETTA for nearly a year. In Neuritis and Nervous headaches have had very good results. Have removed warts and moles with success. Cannot say too much in praise in the treatment of the scalp."

—Mrs. Mary Gilger,
107 Jefferson St., Green Bay, Wis.

"We have now used your machine, the "VIOLETTA" for over one year in each of the ten departments, which we control throughout the country and have found it satisfactory in every respect. During the time we have used them, not one has gotten out of order. My operators like this machine in preference to any others as it is so safe and easy to handle. Because we are so pleased with your "VIOLETTA," we are sending this unsolicited and of our own accord. It is a wonderful piece of mechanism."

—Math. I. Thome, 22 W. Monroe St., Chicago.

TELEPHONE 2765 STUYVESANT

SPECIALIZING
HAIR DRESSING
DEPARTMENTS

YVETTE CO.
114 EAST 16TH STREET
NEW YORK

Elesdon-Durr, Co.,
Chicago, Ill.

Att. Mr. J. J. Elesdon

Dear Sirs:

Yours of the 25th to hand, and as per your request we are herewith enclosing list of the stores in which we operate our various departments showing approximately the amount of machines we use in each.

We have been using your machines for the past eight years to our entire satisfaction so that we can recommend same as to their efficiency and durability to anyone in the market for these.

We trust the above is the desired information, and if we can be of further assistance to you, kindly advise us.

Very truly yours,

H. C. Debrand

P.S. Enclosed please find order for our Los Angeles, Dept.

The M. O'Neil Co., Akron, Ohio	4
Boggs & Buhl, Pittsburg, Pa.	3
Stewart & Co., Baltimore, Md.	14
Bloomington's, New York City	2
R. E. White Co., Boston, Mass.	3
The Howland Dry Goods Co., Bridgeport, Conn.	3
Frederick Looser & Co., Inc., Brooklyn, N. Y.	12
Handel Brothers, Chicago, Ill.	14
The May Company, Cleveland, Ohio.	10
The J. L. Hudson Co., Detroit, Mich.	15
Gimbel Brothers, New York City.	20
Wise, Smith & Company, Hartford, Conn.	3
Cohen Brothers, Jacksonville, Fla.	2
Kline's, Kansas City, Mo.	10
Bullock's, Los Angeles, Cal.	12
B. Lowenstein & Bros., Memphis, Tenn.	3
Gimbel Brothers, Milwaukee, Wis.	10
L. Benberger & Co., Minneapolis, Minn.	8
The Edw. Malley Co., Newark, N. J.	10
Maison Blanche Company, New Haven, Conn.	3
Maison Blanche Company, New Orleans, La.	14
Lord & Taylor, New York City.	15
Gimbel Brothers, Philadelphia, Pa.	10
The Rosenbaum Company, Pittsburg, Pa.	12
Manufacturers Outlet Company, Providence, R. I.	2
Forbes & Wallace, Springfield, Mass.	2
Famous & Barr Co., St. Louis, Mo.	12
Field, Schlick & Co., St. Paul, Minn.	3
S. Kamm Sons Co., Washington, D. C.	4
Denholm & McKay Co., Worcester, Mass.	5

Many women have Violetta in their own home and can give these beauty treatments at their own convenience.



USES FIFTEEN MACHINES



"We have used the Violet-Ray machine in our shop for several years and have found that the VIOLETTA H. F. A. is satisfactory in every respect. We use fifteen of these machines in our several departments and none of them have ever gotten out of order."

—M. Dechman, Mgr.,
Mandel Bros., Chicago.

CANNOT DO WITHOUT

"Have been using your H. F. A. for some time in my beauty parlor. The beneficial results are simply wonderful, in connection with both facial and scalp work. I simply could not be without it."

—Mrs. C. Cunningham, 1046 E. 43rd St., Chicago.

SIMPLE, COMPACT, DURABLE

"I find the VIOLETTA the best instrument of its kind that I have ever used, because of its simplicity, compactness, and the ease with which it is operated, and its durability."

—Gervaise Graham, Stevens Bldg., Chicago.

FOR LOWERED VITALITY

M. Barnett, Meadville, Tenn., writes:

"I am well pleased with the Violetta. I find it especially good for patients with a lowered vitality. I intend ordering some more of the applicators in the near future."

ENJOYED BY ALL PATIENTS

"I have found the VIOLETTA excellent in my work. It has many desirable features. It is easily applied and most beneficial in results. It refines the texture of the skin and is very effective in removing soreness of the glands of the neck and about the ears. Have found it fine for removing any deep seated soreness of internal nature. Its use in scalp treatment is splendid. One very desirable feature about the VIOLETTA is that it is enjoyed by everybody."

—May F. Joyce,
605 Alhambra Bldg.,
Milwaukee, Wis.

The testimonial of an expert in regard to design, workmanship and efficiency.

"I have received the Violetta High-Frequency instrument and find it to be excellent in design and workmanship. Its efficiency and output are such that it is very practicable, and its range of usefulness is greater than that of any similar machine I know of. It has already demonstrated its value in several cases where a device of this kind is employed."

H. R. Van Deventer,
Engineer Attorney,
Sumpter Electric Co.,
Sumpter, S. C.

"I do not quite see how I can get along without the Violet Ray machine as I know that all of my customers so enjoy having it used on them that I fear if I should be without one I would have to close my parlor."

—Minnie Ma Labre,
Ancon, Republica de Panama.

From the largest establishment of its kind.

"We beg to advise that we have been using the VIOLETTA High-Frequency machines for more than one year in our establishment, and have found them entirely satisfactory in every way. We have about thirty of these machines in constant use, daily and we are very pleased to inform you that we have had no difficulty since we installed them. They have given us perfect satisfaction.—E. Burnham, Chicago.

"I have been using one of the Violet Ray outfits in my shop three years and they are all right."

—Major Theo. Parker, Jefferson St., Danville, Va.

"I have opened up in a line of work, where I use this instrument constantly, and I must commend it in the highest terms."

—Mrs. G. L. Rogers, Lynchburg, Va.

"I have done wonderful things with my little machine."

—Ida L. Traer, Burlington, Ia.

"Finest thing I ever used to relieve congestion in any part of the body. It also relieves pain so quickly that all my patients like it."

—Dr. G. B. Duncan, Wewanee, Ill.

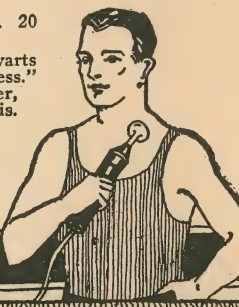
What Electrode No. 20 does.

"Have removed warts and moles with success."

—Mrs. Mary Gilger,
Green Bay, Wis.



The Violetta is so easily used and so beneficial in results, that every woman should make it a part of her boudoir equipment. The Violetta is unusually effective in the treatment of goitre and other throat affections.



What Home Users Say About the Violetta

The following letters are genuine, unsolicited, expressions of appreciation of the VIOLETTA, the originals of which are on file in our office. You may write any of these people, and they will be glad to give you any information you may desire. We have thousands of others to whom we can refer; among them are some of our most prominent business, professional, and public men.

SURPRISED AT THE RESULTS SHE OBTAINED.

"I am more than satisfied with results in the application of High-Frequency Current. I have been perfectly surprised at the cures I have been able to make. For instance, in a case of pleurisy, when the water persisted in the pleura and the doctor could do nothing to absorb it, and the temperature of the patient went up every afternoon, I used your little VIOLETTA at the bedside, and in two days I had the temperature normal and in two weeks the patient was able to be up. I have cured two bad cases of water around the kneecap when the physician thought it would be necessary to put on a plaster cast which meant a stiff knee. In both cases I had the water absorbed, the pain gone, and patient walking about with comfort and without a cane in two weeks. To those who know what this trouble means the cure is like a miracle."

"For indigestion there is nothing to equal it if properly applied."

"The two I bought from you I left with friends in the east and I need another. One I sent to my niece, a trained nurse in Port Arthur. She wrote me recently perfect satisfaction in every way."

—Mrs. E. Coates-Coleman,
224 Smith St., Winnipeg, Canada.

WATER ON THE KNEE

A tribute to the efficiency of the Violetta in a case of water on the knee is paid by J. Mary Tompkins, of 44 Fairgrove Ave., Pontiac, Mich., who after stating that the Violetta had given splendid results in rheumatism and falling hair, continues:

"A cousin who is using the Violetta machine has nearly been cured of water on the knee joint after being crippled for years."

And Mrs. Helene Briggs, Spokane, Wash., writes:

"The Violetta has done me lots of good as I had what they call water on the knee. This lady I am getting this machine for is in an awful shape. I have used my machine on her and it helped her most wonderfully so she must have one."



WELL KNOWN ACTRESS ADDS HER PRAISE

"Cheerfully will I add my praise for Violetta. Its the best 'pain chaser' and 'soother' I've had the good fortune to find. Its WONDERFUL. It cured my brother of neuritis. As for myself I use it for facial treatments and general massage. I cannot say too much for it."

—Trixie Friganza.

"Will say that this instrument is curing a very severe case of erysipelas which failed to respond to extensive treatment by physicians. Our customer is very enthusiastic as to its merits."

—Marshall Electric Co., Marshalltown, Iowa.

"Have given your Violetta a thorough trial and it has proven very satisfactory. Can use another one in my work. Send outfit No. 1 with electrodes No. 4 and No. 6. Please rush this order and send it to me at 5018 Western Ave., Omaha."

—Capt. H. L. Ankeny, Lincoln, Nebr.

"Am very well pleased with the Violetta and I have already gotten a great deal of benefit from it."

—Fred Ward, Sylvan, Minn.

"Impossible to get along without one, and please rush order."

—Mrs. Pearl Niland,
Box 32, Kittanning, Pa.

"I told several parties how much it did for me and they wanted to try it so I demonstrated to them. I am at the present time treating ten different parties every day and most of them want to get one for themselves."

—G. O. Echlin, Milton, Pa.

"I think its great. I like the Violetta just fine."

—H. H. Mork, Seattle, Wash.

"We have three of your Violet Ray machines and we cannot say enough for the wonderful work they have done."

—T. B. Trevor B. Pike,
Christchurch, New Zealand.

ACHING BONES

A severe cold frequently leaves aching bones behind it which causes more suffering than the original ailment. Bradford Howard, P. O. Box 499, Watseka, Ill., obtained relief in such a case by the use of Violet Rays. He writes: "I am delighted with the VIOLETTA. By using it I relieved a severe case of aching of the bones caused by a bad cold and find it generally soothing and stimulative."

"We are very much pleased with the instrument and find it quite useful in many cases."

—C. B. Hutchinson, Duluth, Minn.

"Some time ago while in Seattle, Wash., I purchased one of your Violetta machines. It has been the admiration of many of my friends who have seen it. I have two friends who would like to purchase a Violetta."

—Bruce Evans,
Bluffton, Ind.



Simple Instructions for the Use of All Instruments

THE technique here given is that used in cases where the particular disease in question has been quick to respond to such treatment. However, with continued use of the apparatus, individual technique is quickly developed.

If a sedative effect is desired keep electrode in contact. If stimulating effect is desired, hold electrode away from surface, the farther away the longer the spark. A uniform spark of any length can be produced by administering the current through layers of toweling or through the clothing. The length of the spark depends upon thickness of the layers.

The indirect treatment is given by placing an electrode (No. 1, No. 2 or No. 6) in one hand of the patient, while the operator draws the current to any local point with the fingers or electrode No. 1.

Do not use high-frequency for scalp treatments with toni containing more than 40% alcohol.

Do not be afraid to use our apparatus. It is absolutely safe in every respect.

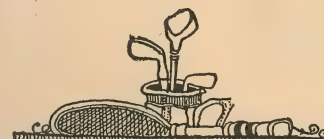


KEY

S—Strong
SS—Short Spark
Med.—Medium
LS—Long Spark
M—Mild
C—Contact



DISEASES	Cur'nt	Elec'de No.	Treatm't Min.	Interr'l Days	Method
Abscess	S	1	7-10	½	C
Alcohol and Drug Addictions	S	1 & 6	10-15	1	SS
Asthma	S	1 & 2	10	1	C
Ataxia	S	1 & 6	10-15	1	LS
Barbers' Itch	S	1	3-5	1	C
Birth Marks	Med	1	5	1	SS
Bladder Disease (Cystitis)	S	1	7	½	C
Boils (Furunculosis)	Med	1	10-15	½	C
Blackheads	Med	1	5-10	1	C
Brain Fag	Med	1 & 6	10-15		S
Breast Development	Med	1	5-10	½	C
Bright's Disease	S	1	15-20	1	C
Bronchitis	S	1	10-15	¼	LS
Bruises	Med	1	5-10	½	SS
Bunions	Med	1	5-10	½	C
Burns	Med		3-5	¼	C
Callous or Corns	S	1 or 20	3-5	¼	LS
Cancer (Mild form)	M	10	1-3	½	C
Cankers	Med	1	5-10	½	C
Carbuncles	Med	18	5	1	C
Cataract	S	28	5	½	
Catarrh—Nasal	S	28	5	½	
Chafe	Med	1	5-10	1	C
Chapped Hands or Face	Med	1	5-10	1	C
Chilblains	Med	1	10	1	C
Cold Extremities	Med	1	10	½	C

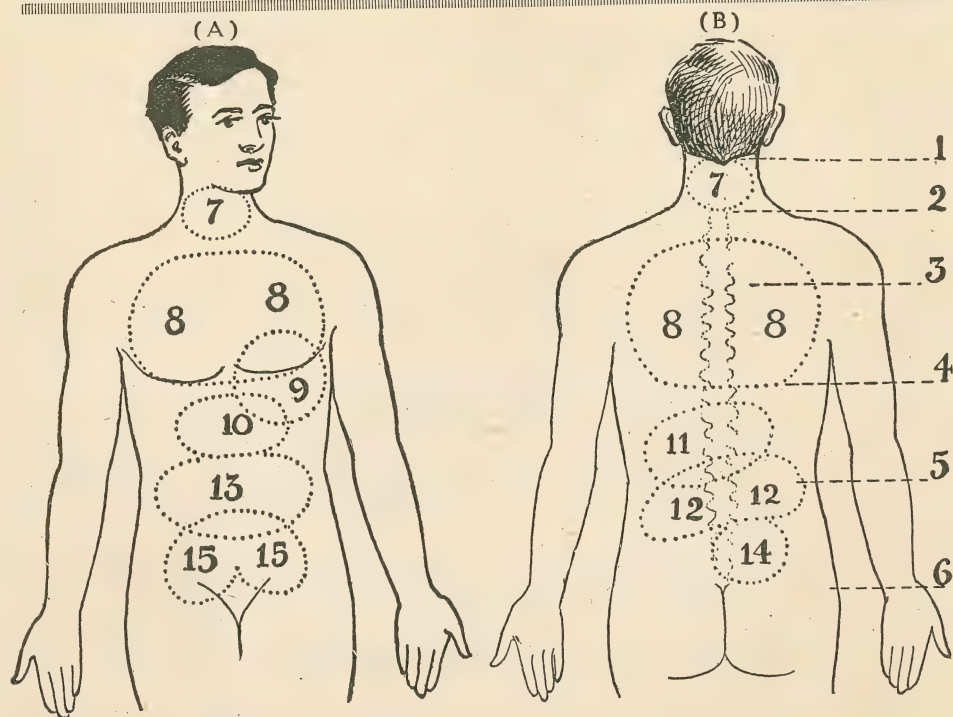


Colds in Head	Apply over nose, above eyes and sides of face. Ozone Generator (No. 28) inhalations greatly assist. Also applications in the nose with Electrode No. 11	Med	1	5-10	½	C
Colds in Lungs	Treat chest and back and inhale from Ozone Generator (No. 28)	S	1	10-15	½	SS
Constipation	Lubricate electrode with vaseline before inserting in rectum. Turn current off while inserting or removing. Follow with Electrode No. 1 to abdomen, contact 10 minutes, medium current.	Med	9	7	1	
Dandruff	Shampoo the scalp before treatment.	Med	3	10	1	SS
Deafness, Earache and Ear Diseases	Comfort of the patient should be the guide to length of treatment.	M		2-7	1	C
Diabetes	Apply over the abdominal area. Results must not be expected short of two weeks. Observe proper diet.	S	1	10	½	SS
Diphtheria	Apply to inside and outside of throat with No. 10 and No. 1. Use Ozone Generator as directed.	Med	..	10-15	hrly	SS
Dyspepsia	Apply over stomach and solar plexus. The Ozone Generator (No. 28) will aid.	S	1	10-15	1	C
Earache	Insert in ear.	M	11	2	hrly	C
Eczema	A handkerchief or gauze layed over the surface will cause a slight spark and is preferable. If the skin itches hold the electrode slightly away from the surface. This will relieve and gratify. Apply High Frequency electrode with High Frequency Lubricant.	Med	1	3-8	1	C
Epilepsy	Apply over the brain and along the spine. No. 1 to brain.	Med	4	5-10	2	C
Eye Diseases	Close eyelids, apply and repeat as desired.	Med	18	..	..	C
Falling Hair (Alopecia)	The hair usually keeps the electrode away from the scalp, thus causing a beneficial spark. If pain is felt on account of attraction of blood, reduce current.	S	3	5	½	
Felons		Med	1	5-10	½	C
Female Troubles	As high frequency draws the blood, application during menstruation may cause excessive flow of blood. Do not have current on while inserting or removing electrode. Lubricate electrode with High Frequency Lubricant.	Med	7	7	1	
Fistula	Lubricate with High Frequency Lubricant before inserting.	Med	9	5-7	½	C
Flabby Breast	Apply to nipple and whole surface of breast.	Med	1	5-15	1	C
Freckles	Several weeks' treatment will be required	Med	1	5-10	1	C
Frost Bites		Med	1	3-5	hrly	SS
Hay Fever	Apply Electrode No. 1 over the nose and spine and No. 28 in nostrils. It is advisable to anticipate the trouble and begin before discomfort is felt.	S	28	10-15	½	C
Headaches	Headaches are from varying causes. If relief is not had by applying to the seat of pain, cover the spine and stomach.	Med	1 & 6	5-15	..	SS
Heart Disease	Cover spine and solar plexus.	Med	1	5-15	1	SS
Hives and Rash	Apply High Frequency Lubricant.	Med	1	3 to 5	1	SS
Gleet		Med	1	7	1	
Goitre	Follow this with about 3 minutes of sharp sparks.	S	2	5	1	C
Gonorrhea (Male)	Follow directions given under Gleet.					
Gonorrhea (Female)	Follow directions given under Female Trouble.					
Gout	Pain may be felt at first. If so, begin with short treatment and increase. Do not treat during acute attack.	Med	1	5-15	1	C
Gray Hair	Results are sure but slow, about two months being required for first results. Keep the scalp clean and brush vigorously with hair brush before applying. Make the spark as strong as tolerable.	Med	3	5-10	1	SS
Grippe (Influenza)	Cover spine, solar plexus, over eyes and sides of nose. Inhalations from Ozone Generator (No. 28) will greatly aid. Inter nasal application by Electrode No. 11 is also beneficial.	Med	1	5-15	½	SS
Insomnia	Cover back of head, neck and eye brows in order mentioned.	S	1	5-15	1	C
Leucorrhea	Follow directions under Female Troubles; also use Electrode No. 12 to spine with short spark. Antiseptic douches should be taken.					
Lumbago	Since the object is to relieve pain continue the treatment over painful areas until all pain is dispelled. Repeat treatment whenever pain reappears until cured.	S	1			SS



Massage	Let patient hold metal Electrode in one hand, turning on current after it has been grasped. Masseuse's fingers will draw the sparks to point massaged. High Frequency Lubricant is excellent for massage.	M	1 & 4			
Mumps	Treat swollen parts.	Med	1	5-10	1	C
Nervousness	Treat spine, back of head and neck. Immediate results will be felt.	Med	1 & 6	5-15	1	SS
Neuralgia	Apply to seat of pain, raising the electrode occasionally to produce spark. First apply High Frequency Lubricant.	Med	1	3-10	..	C
Neuritis	The first few treatments usually increase the pain after which relief is felt, and the current may be increased and a short spark given. Apply at the seat of pain.	M	1	10-15	1	C
Obesity	Apply to affected parts and treat consistently. Begin as indicated and increase current as strong as tolerable. Fat will decrease and redistribute, giving greater comfort.	Med	1	10-15	½	C
Pains	Apply at seat of pain until relieved with current and method that seems to give best results. If pain is at intervals, use electrode suited to the orifice.		1 or 2			
Paralysis	Apply along the affected muscles. Raise the electrode occasionally to produce spark. First apply High Frequency Lubricant.	Med	1	5-15	1	C
Piles (Hemorrhoids) and other rectal diseases	Lubricate before inserting.	Med	9	7	1	
Pimples (Acne Vulgaris)	About the nose and other sharp angles a smaller electrode is desirable. Where pustules are forming raise the electrode slightly to give a short spark for a short time.	S	1	7-12	2	C
Pleurisy	Cover back and chest through under clothing until skin becomes quite red. Ozone Generator (No. 28) should also be used.	S	1	10-20	½	C
Pneumonia	Apply Ozone Generator (No. 28) as per directions given under illustration. Apply electrode to back and chest through underclothing until flesh becomes red.	S	2	10-20	½	C
Poison Ivy	Apply High Frequency Lubricant.	S	1	3-5	1	LS
Pyorrhea	Inhalations from Ozone Generator are very beneficial. Place instrument before turning on current.	Med	10	7	..	C
Red Nose (Acne Rosana)	The object is to destroy the enlarged veins. The interval should be two to five days as the patient's comfort indicates.	Med	1-20	6-8	..	SS
Rheumatism	Rheumatism responds quickly, but arterial rheumatism requires longer treatment. Treat the affected parts until pain is dispelled. A change in the patient's position will expose other parts requiring treatment. Treat as often as pain reappears.	S	2	..	..	SS
Ring Worm		Med	1	5-10	1	SS
Scarlet Fever	Continue treatment until flesh is quite red. Use Ozone Generator (No. 28) as directed.	S	2	10-20	½	SS
Scars	The object is to destroy the tissue so that new tissue may form, therefore use as strong a spark as tolerable.	S	2	5	1	LS
Skin Diseases	Treatments may be taken as frequent as tolerable.	Med	1	5-15	..	SS
Smallpox	Before the disease has broken out give a general treatment to all parts of the body. If sores have appeared, treat each with No. 11 and cover the whole surface with No. 2. A short, strong spark is best. Treat about 30 minutes, two or three times a day.					
Sore Feet and Stone Bruises	First apply High Frequency Lubricant.	Med	1	5-10	..	C
Sore Throat	Apply High Frequency Lubricant for exterior	M	5-10	5-8	½	C
Sprains	If sprain is old use sharp spark.	S	1	15-20	½	C
Stiff Neck or Joints	First apply High Frequency Lubricant.	S	1-2	5-15	½	SS
Tonsillitis	Inhalations from Ozone Generator (No. 28) will greatly aid. Also apply No. 11 internally.	Med	1	5-10	1	SS
Ulcers	Decrease from long spark to short spark.	S	1	5	½	LS
Whooping Cough	Inhale from Ozone Generator (No. 28) containing pine needle oil. Apply No. 1 to chest and back.	S	1	5-10	½	SS
Writer's Cramp	Apply from finger tips to shoulder and upper spine.	Med	1	5-10	1	SS





- | | | |
|------------------------|---------------------|--------------|
| 1. Base of Brain. | 6. End of Spine. | 11. Liver. |
| 2. Center of Neck. | 7. Neck and Throat. | 12. Kidneys. |
| 3. Middle of Shoulder. | 8. Lungs. | 13. Bowels. |
| 4. Middle of Back. | 9. Heart. | 14. Spleen. |
| 5. Hips. | 10. Stomach. | 15. Loins. |

Condensed Directions for Surface Treatments with Violetta

For further detailed directions a chart is furnished with the instrument giving time and interval of treatments. The electrodes mentioned are shown on pages 48, 49 and 50. With all surface treatments Violetta lubricant should be used. Described on page 50.

ASTHMA—Use No. 2 Electrode A 8 and No. 5 Electrode A 7. Also Ozone inhalations with Electrode No. 28 described on page 50.

BOILS—Electrode No. 18 on B 7 or wherever they appear.

BRAIN FOG—Electrode No. 1 on eyes, back of head and neck, and down spine. Ozone generator No. 28 should also be used.

BRONCHITIS—Electrode No. 2 on A 8 and B 8 until reddening is produced. Ozone inhalations with Electrode No. 28 should be used with each treatment.

CATARRH (NASAL)—Electrode No. 1 in



region of nose. Inhalations with Ozone generator No. 28.

COLD EXTREMITIES—No. 1 Electrode on parts affected, then Electrode No. 4 to spine and No. 1 on A 13.

COLDS IN HEAD—Electrode No. 1 over nose, above eyes and sides of face. Internal nasal treatments with Electrode No. 11. Ozone inhalations with Electrode No. 28.

COLDS IN LUNGS—Electrode No. 1 or No. 2 on A 8 and B 8. Also Ozone inhalations with Electrode No. 28.

CONSTIPATION—Electrode No. 1 or No. 2 at A 13 and A 15.

DANDRUFF—Electrode No. 3 on scalp.

DEAFNESS AND EARACHE—Electrode No. 1 and No. 11 to ear.

DYSPEPSIA—Electrode No. 1 or No. 2 at A 10 and A 13.

ECZEMA—Apply Electrode No. 1 thru handkerchief or gauze to produce a short spark.

EYE DISEASE—Electrode No. 18 over closed eye.

FALLING HAIR (ALOPECIA)—Electrode No. 3 on scalp.

HAY FEVER—Electrode No. 1 on spine over nose and inhalations with Ozone generator No. 28.

HEADACHES—Details given on page 7.

INSOMNIA—Electrode No. 1 at B 7, A 7 and eyes.

INFLUENZA—Electrode No. 1 or No. 2 over spine, over eyes and sides of nose. Electrode No. 11 in nostrils. Inhalations with No. 28.

GOITRE—Electrode No. 5 at A 7.

LUMBAGO—Electrode No. 2 with short spark over painful area.

MASSAGE—Allow patient to hold Electrode No. 6 and operator or masseur turns on current. Masseurs fingers or No. 1 Electrode will draw the current to any part of body.



NERVOUSNESS—Electrode No. 1 over spine and at A 7, B 7 and A 13. Results should be immediate.

NEURALGIA—Electrode No. 1 or No. 2 to seat of pain with short spark or thru clothing.

NEURITIS—Electrode No. 1 to seat of pain.

OBESITY—Electrode No. 1 to affected parts and treat consistently. Begin with mild current and increase as strong as tolerable. Fat will decrease and redistribute, giving greater comfort.

PIMPLES—Electrode No. 1 or No. 19 where small areas are to be treated. Raise electrode to produce a short spark.

PNEUMONIA—Electrode No. 28. Also No. 2 at A 8 and B 8 through underclothing until redness.

RHEUMATISM—This responds quickly. Use Electrode No. 1 or No. 2 until pain is dispelled. Treatments should be through clothing allowing a spark. Treat as often as pain reappears.

SCARS—The object is to destroy the tissue so that new tissue may form, therefore use a strong spark with Electrode No. 1 or No. 20.

SKIN DISEASE—Electrode No. 1 held slightly away from skin to produce short spark.

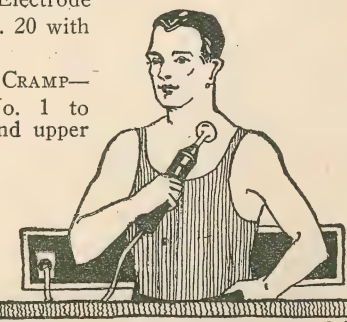
SORE THROAT AND HOARSENESS—Electrode No. 5 at A 7 and A 15, also Electrode No. 10 internally. Also to improve voice.

STIFF NECK OR JOINTS—Electrode No. 1 at A 7 or at joints affected.

TONSILITIS—Electrode No. 1 at A 7. Electrode No. 11 internally and Ozone inhalations with Electrode No. 28.

ULCERS—Electrode No. 1 or No. 20 with sharp spark.

WRITERS' CRAMP—Electrode No. 1 to finger tips and upper spine.



Violet Ray Spinal Applications

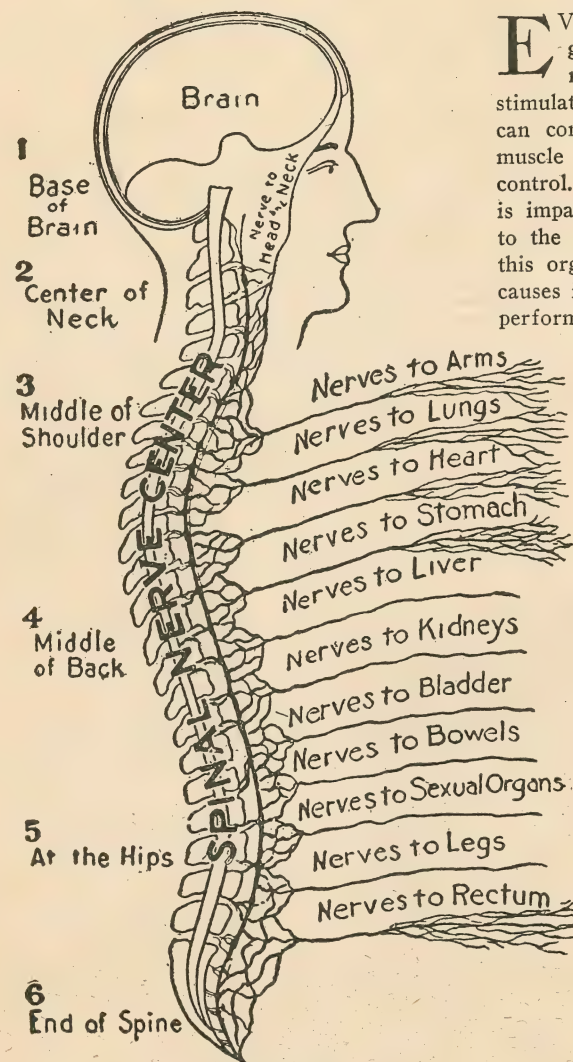


Chart showing nerve center.



EVERY muscle of the body, every gland, is controlled by a certain nerve or nerve center. If you stimulate these nerves or nerve centers you can control absolutely the action of the muscle or organ which they themselves control. When the activity of any organ is impaired, a High-Frequency application to the spinal nerve center which controls this organ, sets up a reflex action. This causes it to regain its normal state and to perform its natural function. For instance, if digestion is sluggish apply to the stomach itself, and then to the nerve centers of the spine which control the stomach. The same thing is true of every other bodily function: first, apply to the seat of pain and then to the spinal nerve center with Electrode No. 30 in contact. The illustration shown here is not meant to be exact but merely to give a general idea of the relative position of nerve centers and organs.

If the digestion is sluggish and the stomach out of order thru error in diet or general debility, you can give the stomach just exactly the stimulation which it needs by first applying to the stomach itself with the general electrode and then to the nerve center of the spine which controls the stomach.

Miss Hannah Olson, R. 3, Story City, Iowa, writes:

"I suffered from spinal trouble and in times of severe pain and weakness it seemed to be the only thing which would give relief. It has such a soothing effect on the nervous system also. As a sleep producer it cannot be equaled. As I have gotten results from the use of it I know what a good thing it is."

Spinal Stimulation

The following shows where Spinal Stimulation with High Frequency Current should be used:

1. Apply at this point for headaches, eye diseases, deafness, insomnia, wry neck, facial paralysis, locomotor ataxia, etc.
2. Apply at this part of the spine for throat trouble, neuralgia, pain in the shoulders and arms, goitre, nervous prostration, la grippe, dizziness, bleeding from the nose, catarrh, etc.
3. Locates the part of the spine where high-frequency stimulation is used for bronchitis, pain between the shoulder-blades, rheumatism of arms and shoulders, hay fever, etc.
4. Apply at this point for asthma, pneumonia, tuberculosis, difficult breathing, other lung troubles, writers' cramp, etc.
- 5 and 6. Stomach and liver troubles, enlargement of the spleen, pleurisy.
7. Bright's disease, diabetes, ovarian troubles, skin disease, eruption.
8. Spinal applications at this point give relief in such cases as appendicitis, bladder diseases, peritonitis, uterine troubles, irregular menses, lumbago, etc.
9. Apply for constipation, rectal troubles, piles, sciatica, prostate trouble.
10. Sciatica, rectal, uterine, and prostatic troubles, together with many other diseases of the pelvis and lower extremities.

It is an established anatomical fact that the brain is the great nerve center of the body, and that it has a prolongation, the Spinal Cord, which passes downward through a canal in the spinal column. This spinal cord also has prolongations called the spinal nerves which pass out through the intervertebral foramina (small openings between the movable bony segments or vertebrae of which the spine is built up.)

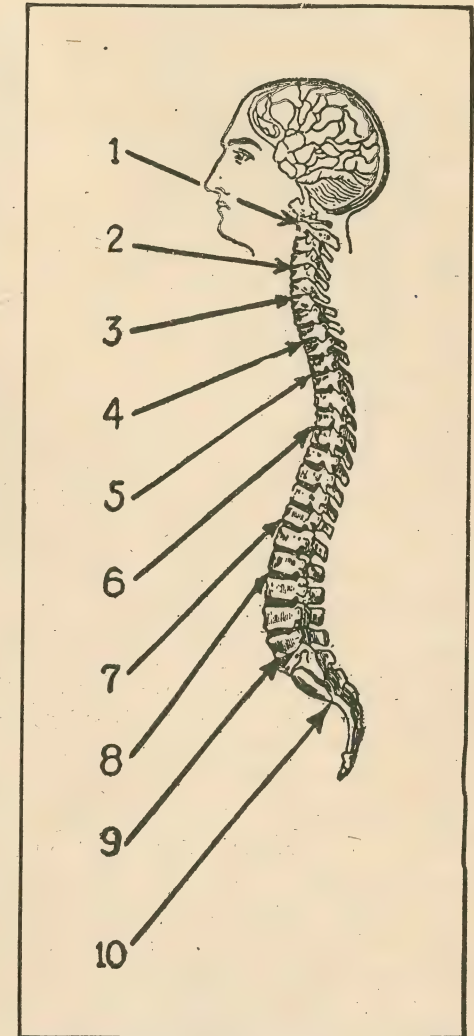


Chart showing spinal areas.



Get Your Violetta Now

YOUR Violetta is all ready to ship. We want you to have it and use it at once, so you yourself can feel the splendid benefits derived by so many others from its use.

If you are a sufferer from any of the numerous ailments mentioned throughout this book—if you are a physician with patients who are suffering from these ailments—if you are an osteopath,—a chiropractor—a drugless healer—you will find the Violetta Violet Ray Machine the highest type of high frequency current available, the highest type of electrical development used as a curative agent.

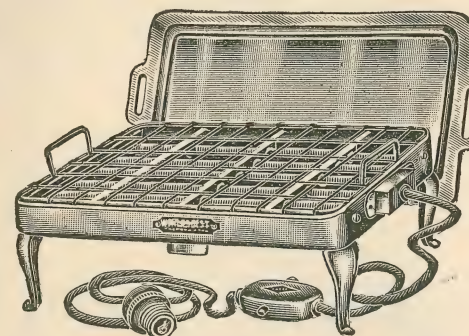
Throughout this book you will find the testimonials of actual users of the Violetta Violet Ray Machine.

Violet Rays are not new. They have been tried and proved successful in tens of thousands of cases for almost every known human ailment. There is nothing dangerous about them. In fact, they are harmless even to infants.

The great medicinal value of Violet Rays cannot be explained. We know that they are healing and that is all. We know that Violet Rays penetrate to every cell, tissue, and organ of the body. That they reach the most remote parts of the human organism. These facts are readily demonstrated.

In view of the testimonials printed in this book and the great mass of evidence which the limited size of this book forces us to omit, we urge you to order your Violetta at once. Try it. See how it gives almost instantaneous relief—see what beneficial effects it has—see how it soothes where soothing is needed—see how it stimulates where stimulation is needed—see how it revives every tissue of the human system—see how it vitalizes you into almost a new being. Don't put this important matter off. Send for your Violetta today. Order the Outfit No. 1 if you want to use it at home, or if you wish to have a complete outfit, No. 3, or one of the other outfits. See pages 29 to 37 for complete list of Violettas.

TOASTER STOVE AND GRILL



This efficient little worker serves the dual purpose of a fine toaster and an efficient stove for frying, boiling and baking.

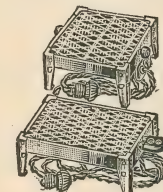
The six strands of super heating element in this sturdy little grill insure the attainment of a quick heat and the maintenance of an even degree of temperature, so necessary to perfect cooking.

Both the toaster tray and the grill plate are interchangeable which makes it possible to switch from one to the other at the desire of the user. The sliding tray which fits in the base makes cleaning easy.

For the convenience of travelers it is fitted with detachable legs which makes packing possible in a box as small as 10 in. x 6 in. x 2 in. Size ready for use, 4 in. high, 5 in. wide and 9 in. long.

Fully Guaranteed for One Year
No. 1A.....List Price \$5.50

JUNIOR GRILL



An unequalled value in grills, for toasting or light cooking. Just the thing for your room or for travelers. Very light, yet practically unbreakable. Insulated handles prevent burns. Size 5x5x3 inches. Weighs 1 lb. Complete with cord and plug.

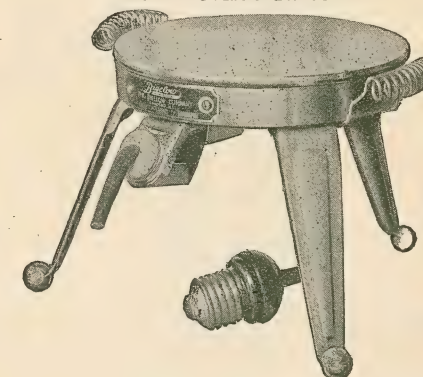
No. 1B.....Price \$1.95

GRILL STOVE

Dandy for light cooking. Large enough to toast two slices of bread at once or to keep coffee pot warm while toasting on other end. Ideal for travelers. Completely nickel plated. Weighs only 1½ lbs. Size 5x9 inches, 3 inches high. Supplied with cord, two-piece attachment plug and separable connector.

No. 1C.....Price \$2.95

ELECTRIC STOVE A Real Convenience



A wonderful little stove for cooking of all kinds.

Beautifully designed and substantially built to give the user uninterrupted service.

The heating element in this stove is of such size and quality that a perfect heat is quickly reached and steadily maintained.

While it is only guaranteed for one year it will give the user many years of satisfactory service without repair.

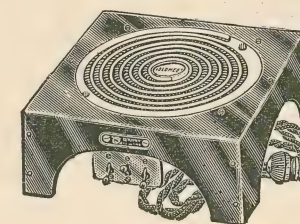
The disk is six inches in diameter, height of stove 5 inches. The legs which are gracefully formed are rubber tipped to prevent scratching and are detachable which makes it possible to pack the entire stove in a small space.

It is fully nicked and beautifully polished throughout.

Equipped with 7 ft. of cord and 2 piece socket plug. Weight 4½ lbs.

Fully Guaranteed for One Year
No. 3B.....List Price \$6.25

SECTIONAL HOT PLATE



A most useful appliance — for heavy duty cooking the same as a gas or coal range. Has three concentric heating areas,

each controlled by an independent trigger switch, making seven heat combinations possible. Switch on center, intermediate or outside area at will, or combine any two to give heat desired for size of utensil. Two or three of these plates may be bolted together to make a complete two or three burner hot plate. Burner 8½ inches in diameter. Plate 11x11x4½ inches high. Supplied complete with seven-foot cord and attachment.

No. 1E.....Price \$14.00

PERCOLATORS

Make Better Coffee

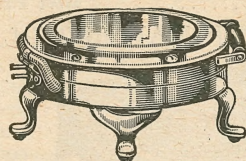


The Best of Coffee They Create—At Boiling Point—They Percolate

These Percolators are designed for hard, every-day use on your breakfast table. Good looking, yet economical. Extra heavy hard drawn aluminum. Improved principle makes better coffee. Pumps absolutely nothing but water at the full boiling point. Only the true coffee flavor is extracted, leaving the bitter tannic acid in the coffee grounds. Try a Percolator for your next cup of real coffee.

No. 2A—8 cup.....Price \$8.00
No. 4B—6 cup.....Price \$6.00

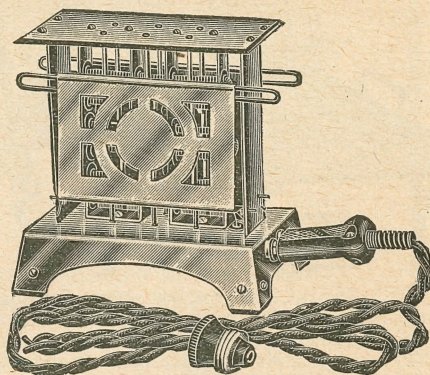
WAFFLE IRON



Serve delicious, piping hot waffles made right at the table. The waffles are just right in thickness. Even electric heat applied to both top and bottom at same time insures perfect results every time. Waffles made full size—7 5/16 inches in diameter—fully half again as large as made by the ordinary electric waffle iron. Top of iron is flat—may be used as a plate warmer while cooking waffles. Weight, 5 lbs. Height, 4 1/2 inches. Maximum leg span, 9 3/4 inches.

No. 1D.....Price \$12.00

No Electrically Wired Home is Complete Without a Toaster



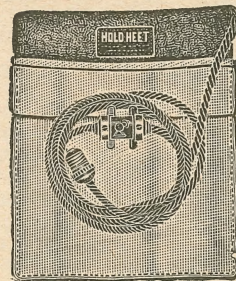
This is a masterpiece of the appliance builders art. Put side by side with any other toaster on the market it is the inevitable choice of the discriminating buyer. Its six horizontal strands of super heating element insure a degree of heat that not only toasts quickly but so distributes the heat that the bread is evenly toasted at all points. Its spring operated holders enable the user to toast two slices of bread at one time.

Fully nicked with a heavy plate that insures lasting beauty.

Size, 6 in. x 6 1/2 in. Equipped with composition plug and six foot extension cord. Fully Guaranteed for One Year.

No. 3A.....List Price \$4.00

HEATING PAD NO. 5

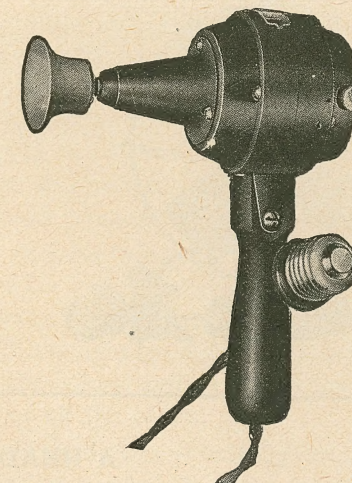


This is the modern application of heat. Useful wherever there is an ache or a pain. Invaluable in sickness. Stays hot as long as you wish. Three degrees of heat. Protected by reliable series thermostat. Costs only 1/2 cent an hour for current. Full size 12x15 inches. Covered with soft grey wool eiderdown. Supplied with white washable slip, ten feet of cord and three heat nickel-plated push button switch.

Heating Pad No. 5—110 volts, 45 watts.
Price \$8.00

One heat No. 5B.....Price \$5.00

A WONDER AT \$5.00

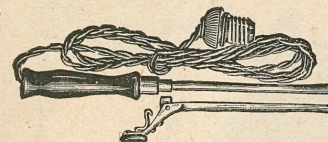


MARCEL
WAVER
NO. 6A

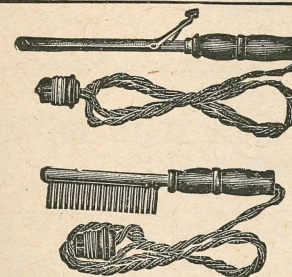
Marcel your own hair by means of this excellent article. No other product on the market so efficient and simple to operate. Never before could the home user get such excellent results without the assistance of a professional beauty culturist. The illustrations and directions with each waver are so clear that no difficulty will be experienced in accomplishing good results. Nothing looks prettier than a beautiful head of hair neatly marcelled with a deep, attractive wave. This is a very attractive article made of the very finest materials. All metal parts are heavily nickel-plated. Handle is black ebonized finish. Fully guaranteed against burnout for two years.

No. 6A, complete with detailed directions.
Price \$8.00

COMBINATION CURLER AND WAVER ROD NO. 6B



Undoubtedly the finest curling iron on the market regardless of price. Beautifully nickel-plated and ebonized handle. Just fits the hand. Clamp is removable for use as a waver rod. 11 1/2 inches long, 3/8 inch rod. No. 6B—each, 110 volts, 18 watts.Price \$4.00



No. 6C Curling Iron the greatest buy on the market. Small and very light for fine work. 10 1/2 inches long, 5/16 inch rod. No. 6C—each, 110 volts, 16 watts.

Price \$3.50

No. 6D Hair Drier in comb shape. Dry your hair quickly after swim or shampoo. Avoid colds and save time. Straightens out snarls while combing the hair.

No. 6D—each, 110 volts, 30 watts.

Price \$3.50

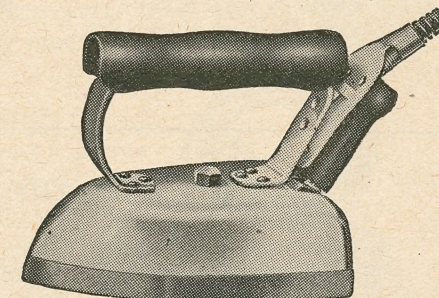
A powerful electric motor vibrator at \$5.00! Incorporates the many attractive features of the expensive vibrators, and is equally reliable. Covered by an iron clad guarantee, this article may be bought with absolute confidence, and expectancy of excellent service. Gives a wonderful massage, and has so many important uses as to make its possession a necessity. Why pay beauty specialists, barbers and physicians for these treatments that may be had in your own home at trifling cost?

Vibrator 7A—110 volts, A. C. or D. C.
Price \$5.00

Vibrator 7B—Similar to 7A model but with a selective switch making various intensities of vibration possible and other improvements.
Vibrator 7B—110 volts A. C. or D. C.

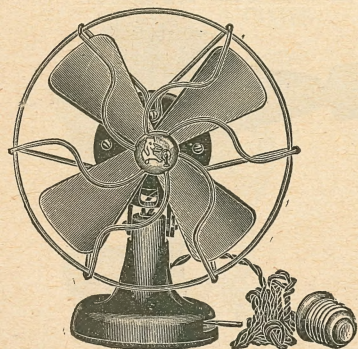
Price \$10.00

AN IRON YOU WANT



You may get cheaper irons, but none better! This No. 6A six pound iron is the housewife's friend. Top section consists of heavy sheet steel hood to which are firmly riveted the handle supports. Black rubberized wood handle. Bottom section consists of heating element imbedded in bottom plate, and clamp plate which also serves as heat reservoir. The ironing face is smooth as glass and edges are rounded. Ironing face measures 3 3/4 inches x 6 1/4 inches. The heating element produces the most amount of heat from current used. Base polished bright, other exposed metal parts nickel-plated. Six foot cord, complete with plug of best design. Do not neglect ordering this iron at once, is the best on the market.

No. 9A Iron.....Price \$5.25



KEEP COOL WITH THESE STURDY FANS

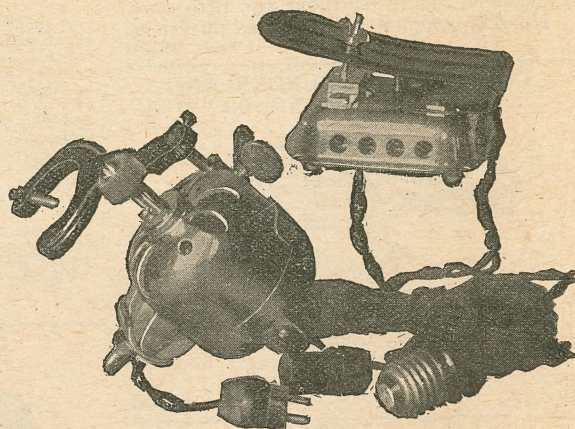
We recommend these fans as splendid bargains, easily worth the low prices asked.

Fan 11A—6 Inch.....	Price \$ 5.00
Fan 11B—6 Inch with switch to change strength of current.....	" 8.50
Fan 11C—8 Inch.....	" 8.50
Fan 11D—9 Inch.....	" 12.50

A REAL LABOR-SAVER

A labor saving device that is one of the most useful items a woman needs and appreciates. Operates practically all makes of sewing machines, attaching by means of a removable clamp that allows several different adjustments, and from which the motor hangs directly against the sewing machine wheel so that it cannot possibly get out of alignment. Speed is controlled by a rheostat with lever operated by the foot. Cost of operation only about 3/10 of one cent per hour. Detailed directions for installation. Sewing Machine Motor

No. 8A.....Price \$12.00

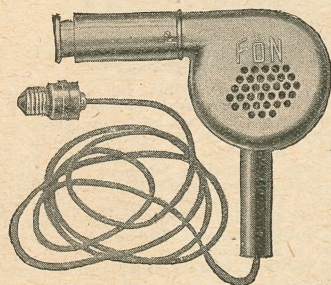


THE VERY BEST HAIR DRYER IN THE MARKET

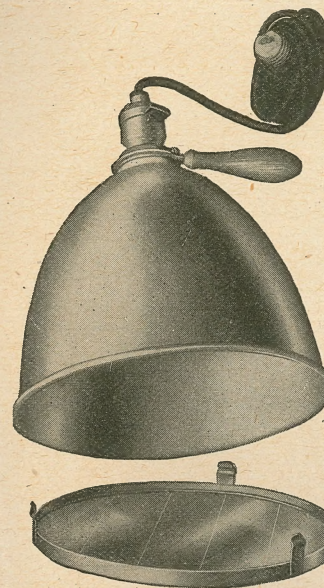
Casing made of highly polished aluminum and mechanism is absolutely fool proof. A heating element of special wire throws a large volume of hot or cold air almost instantaneously. The universal motor allows operation on both alternating and direct current 110 volts.

Light of weight, the only dryer constructed of aluminum with nickel finish, self-lubricating bearings, has a porcelain heating element easily accessible and guaranteed to give thorough satisfaction.

No. 14A.....Price \$12.50



THERAPEUTIC LAMP—A WORTHY HEALTH APPLIANCE



Therapeutic Lamp 12A—
\$12.50

The meagreness and uncertainty of literature concerning Light Therapy has kept many physicians from employing one of the most powerful of therapy appliances. We read that the Actinic Ray is the only ray that is destructive to germ life. We are also told that the arc light is the only light capable of penetrating bone matter.

The fact remains, however, that various colored lights differ only in wave length, and the shorter the wave length, the greater the penetrating power. White light has a shorter wave length than any of the colors, and as we all know is a combination of all the colors.

The electric arc light is practically disqualified for therapeutic purposes. Dr. Rogers says, "The chemical action of light depends upon the substance upon which the rays strike, and not on any chemical quality inherent in the rays themselves." Oxygen enters the blood through the lungs, but light is absolutely essential in the generation of perfect red corpuscles.

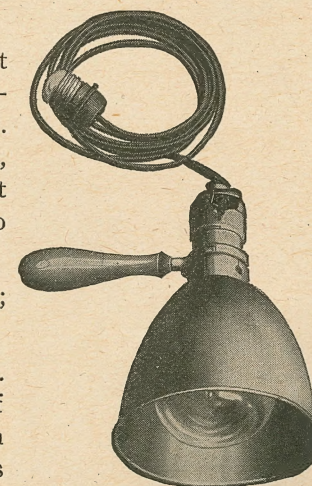
The white light, that is, the light obtained from the usual incandescent or stereopticon bulbs, is indicated wherever the normal physical condition has been disturbed or impaired from most any cause.

The reflector on the "Therapeutic Lamp" is made of highly polished aluminum, spun to true parabolic shape, and owing to its simple clamping device, is readily removed for re-finishing at any time. The inside diameter is nine and one-half inches.

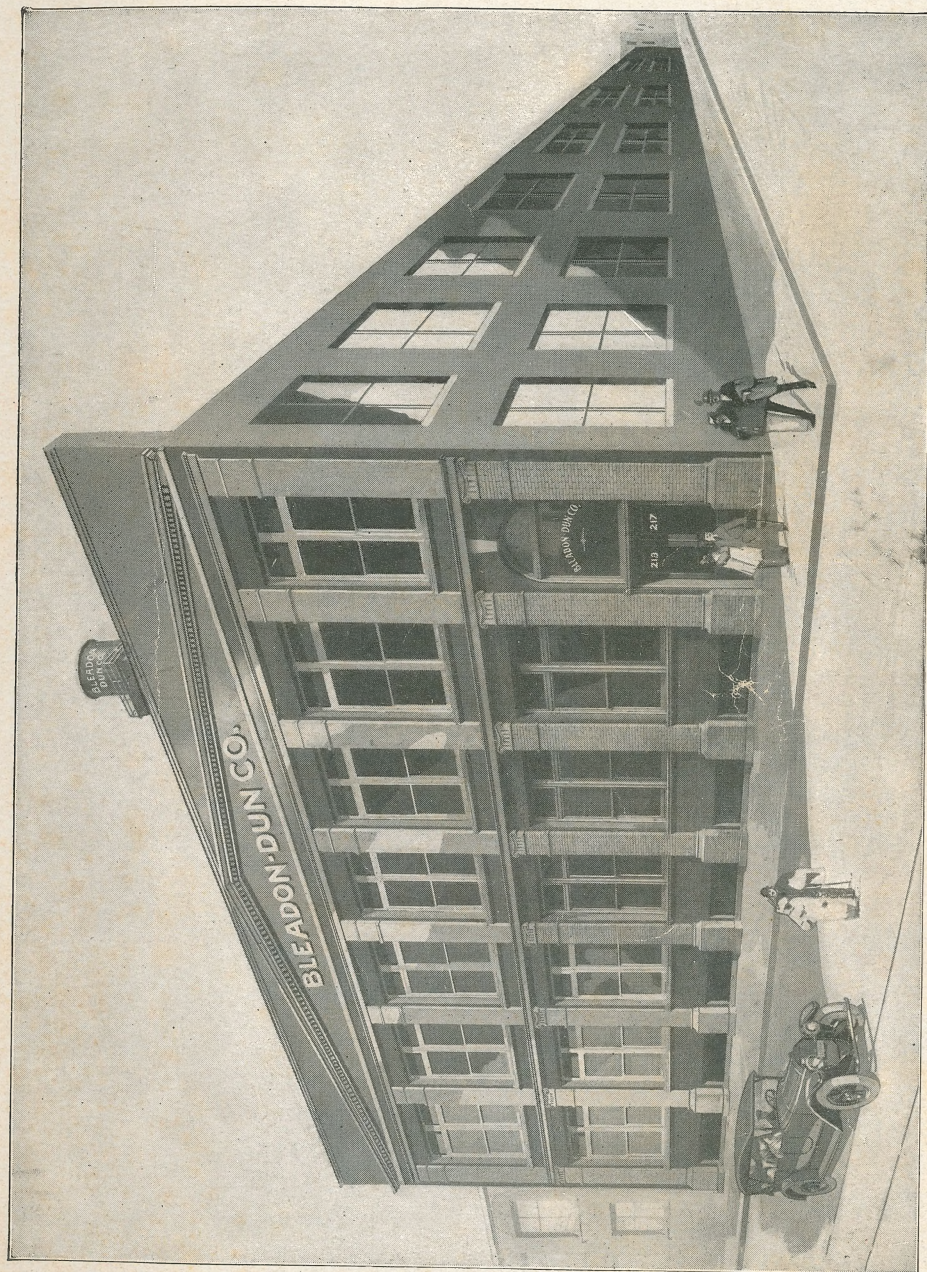
The lamp bulb itself is of the carbon filament stereopticon type (of 375 watts capacity), permitting the rays to be concentrated at the focal point. The rays, therefore leave the hood in parallel lines, covering sufficient surface for the average treatment and permitting few, if any, rays to be deflected into space.

The handle is firmly held by a metal band clamp; no solder being used.

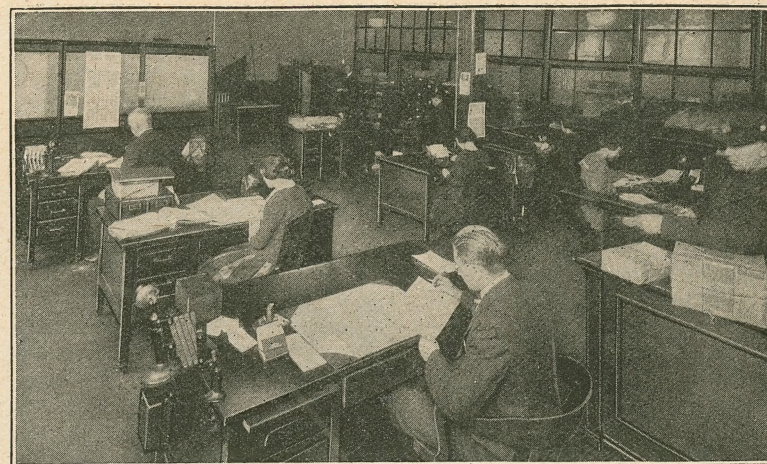
This lamp is truly portable in spite of its size. It weighs only a few ounces, and is the product of thought, study and experiment. It is a lamp which commends itself to the busy practitioner who wants to get results.



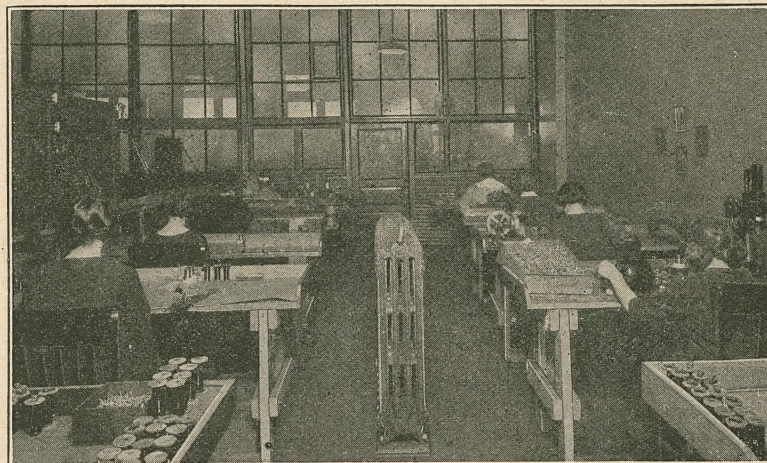
Lamp 12B—\$6.50



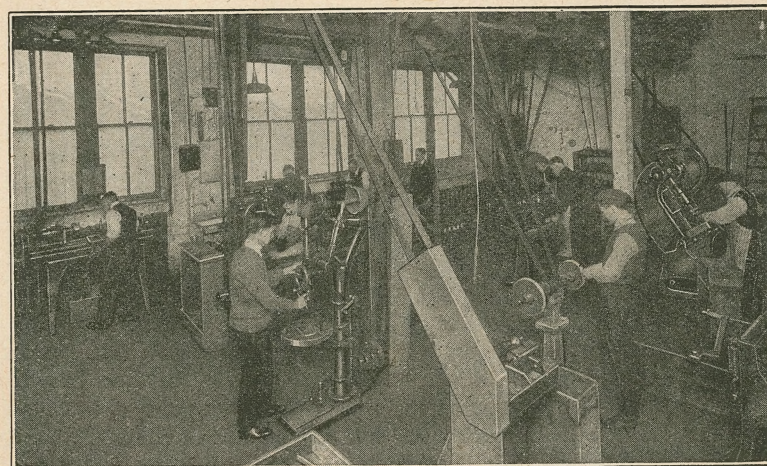
Largest Factory of its kind devoted exclusively to the manufacture of Violet-Ray High Frequency Instruments.



GENERAL OFFICES

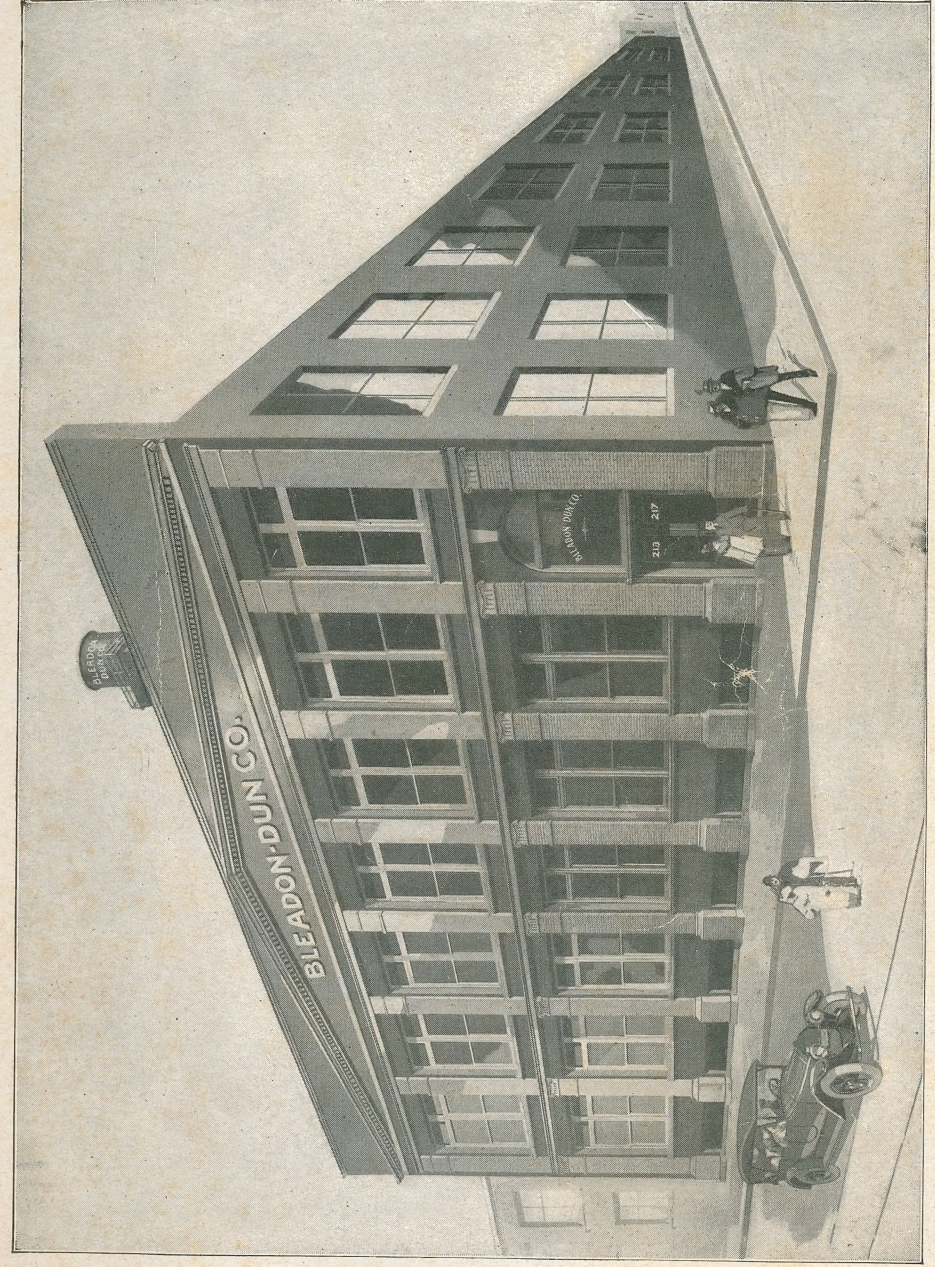


COIL WINDING ROOM



MACHINE SHOP

THE wise man of Bagdad named Hakeem once said: "The priceless ingredient of every product is the honor and integrity of him who sells it; consider his name before you buy." Three words of this old tale, "the priceless ingredient," tell the story of Bleadon-Dun Company, revealing the secret of its service and success.



Largest Factory of its kind devoted exclusively to the manufacture of Violet-Ray High Frequency Instruments.