

The Overbeck Rejuvenator

Publication/Creation

1925-1937

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PRESS CUTTINGS.
AND
ADVERTISEMENTS

H.P. 99866

MEDICINE

REJUVENATOR: *Inventor of Youth-Machine Pronounced Useless by Commonwealth Government Produces New Life Theory at 76*

IN return for a newspaper cutting, threepence in stamps and a statement of the nature of their complaint, hypochondriacs and valetudinarians who spend their Sundays clipping coupons for samples of treatments, cures and patent medicines, receive from Otto Christopher Joseph Ludwig Gerhard Overbeck, of Grimsby, Yorks, a 56-page art-paper booklet entitled *The Secret of Life, Health and Rejuvenation*.

The front cover pictures fork lightning; first page, a large picture of radiant Mr. Overbeck, F.R.S.A., F.G.S., F.C.S., a sparkling eyed, firm-skinned, Sealyham-moustached old gentleman of 76.

The threepenny volume claims that Otto Overbeck's life has been "one long romance of scientific research and discovery." He was equally well known for the discovery of "the meat value of yeast" as for the discovery of "Carnos" or the low temperature de-alcoholisation of beer.

"At considerably past the proverbial three-score-years-and-ten, Mr. Overbeck has banished his own old age infirmities and renewed his youth." "His stride," says the pamphlet, "has the unflinching vigour of a man in the prime. . . ."

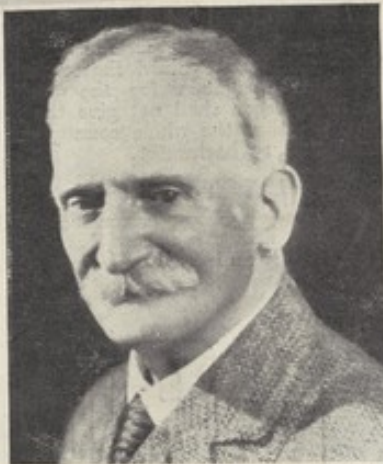
"Electronic Philosophy"

This month, the long-nosed septuagenarian, whose hobby is horticulture, who claims for his Salcombe estate the finest eucalyptus avenue in England, brings out his second tome, an "electronic philosophy of the universe," entitled *The New Light*.

Printed in large and clumsy type, *The New Light* runs throughout in the style in which it ends: "The marvelously successful Electronic-law created and led us and we have nothing to complain about. Gazing steadfastly into each other's eyes and with a long firm clasp of the hand, we go our respective ways again."

Dedicating his book to "the following scientists, notably W. E. Gladstone, Marquis of Salisbury, Sir William Crookes, Sir Lyon Playfair, Professors Kikule, Williamson, Tyndall, and many others," rejuvenator Overbeck discusses "electronically," such matters as force, reproduction, evolution, sleep, glands, and death, and talks of an "electronic religion."

Not long ago the author, state his advertisements, was "a prematurely aged man, with an old man's sallow skin and faded eyes, an old man's infirmities and maladies, the victim of chronic kidney trouble and rheuma-



REJUVENATOR OVERBECK

"... it was a painful sight to see him"

tism, his hair scanty, his sight blurred, his pulse feeble and erratic." His doctor advised him to settle his affairs; he had not long to live.

"It was a painful sight to see him slowly climbing the stairs, a step and a rest, a step and a rest."

Came his rejuvenator, an electric battery which produces current at the approximate strength of one milliamperé through the head or body. The effect on Otto Overbeck is seen in the testimonials. "In the true spirit of the scientist, he tried out his process on himself."

Eleven years ago rejuvenated Overbeck proclaimed: "I am a new man. . . . I feel like a man of thirty. . . . I once had little hair, but now, as you see, I have a plentiful supply, and it is turning from grey to brown. . . . My spectacles are no longer needed."

To the scientific chemist at Grimsby letters poured in, begging for his secret of life.

Promptly, the young-old scientist complied with requests by producing a Supreme model of his rejuvenator for £12, a popular version at £6 10s.

On his machine he obtained world patents. In forty-two countries, agents for Overbeck's Rejuvenators were established, from Jose Anjo in Antigua and Victor Gomes in Georgetown, Demarara, to Rodriguez Anido Hermanos in Montevideo, Uruguay, and

Luiz Hermann Filho in Rio de Janeiro.

Still the Same

First edition of his book explaining his machine—*Overbeck's Electronic Theory of Life*—was published in 1925. Its fourth edition, published four years ago, bore a startlingly similar, apparently identical photograph of the shining Otto to that which now appears in Sunday advertisements with the caption:

"On the right, Mr. Overbeck as he is to-day—the picture of youth and vitality."

"All-round health," wrote Mr. Overbeck, "consists of and depends on electric balance only." Page headings include: "Warts and Goitre Banished by Electricity"; "When Atoms Slide Over One Another"; "Wet Current Circulation of Blood"; "How Nerves Acquire their Dry Current."

Soon after publication the rejuvenated rejuvenator rushed joyously into advertisement print: "At the request of the Minister of Education, two copies of this most sensational and remarkable book, *New Electronic Theory of Life*, have been supplied to the Science Museum at South Kensington."

What the bubbling oldster forgot was that it is the custom for all authors of scientific or pseudo-scientific books to be invited to send two copies to the museum for consideration as to whether they should be stored in case research students wish to refer to them. From his advertisements he withdrew the proud claim.

Despite the general negative medical opinion that no great harm would be likely to result from use of "electronic" Overbeck's machine, unless in sustained, hopeless attempts to cure dangerous diseases, his business grew, till to-day British newspapers take between £15,000 and £20,000 annually from him for advertising.

Only legislature officially disapproving of the machine was the Australian Parliament. In 1934's first session it was stated for the Government: "In the opinion of the Health Department this apparatus is not regarded as a reliable method of treatment, and advice has been given to the Trade and Customs Department that the article may be regarded as coming within the list of prohibited articles in respect of which ignorant or innocent purchasers should be protected against themselves."

GREAT HEALTH DISCOVERY AROUSES WORLD-WIDE INTEREST

Changes the Lives of Thousands

In All Parts of the Globe

Why Mrs. Jack Hylton Conducted with left Arm



"I am delighted with my Overbeck and use it daily with excellent results. I had very bad neuritis in my right arm. It was so bad that I could not lift my arm and, being an Orchestra Conductor, I was seriously handicapped in my work. I had to conduct all the time with my left arm only. However, after a few treatments with my wonderful Overbeck, the neuritis left me and has not returned. Thanks to this marvellous invention, I have loads of vitality and am able to carry on my strenuous work without effort. I can only add that I am 'overworked' with my Overbeck."

ENNIS HYLTON.
London, 29th April, 1937.

Remarkable New "Constitutional" Treatment Increases the "Life Force," Tones up the Vital Organs, Strengthens Weak Constitutions, and Enables the Ailing and Elderly to "Throw Off" Their Afflictions and Infirmities, and Regain Health and Vigour

MANY DOCTORS ENDORSE NEW TREATMENT

Many medical men recommend, and themselves use, the Overbeck Rejuvenator. The following reports are from prominent members of the profession who have observed the effects of the Overbeck Treatment in actual cases.

"I would like to place on record my personal experience with your valuable medicine. In the first place I, myself, am a patient, and I have been treated in a special clinic in a case of chronic rheumatism. My condition has improved to such an extent that I am now a patient of the general practitioner."

"The last case I mentioned is more generally, and to illustrate somewhat, have found it of the greatest value."

"I would like to place on record my personal experience with your valuable medicine. In the first place I, myself, am a patient, and I have been treated in a special clinic in a case of chronic rheumatism. My condition has improved to such an extent that I am now a patient of the general practitioner."

"The last case I mentioned is more generally, and to illustrate somewhat, have found it of the greatest value."

The physical strain of conducting an orchestra can be felt by anyone who has ever conducted. Small wonder that bouts of neuritis frequently follow. In the message printed beneath her picture, Mrs. Jack Hylton, the renowned Orchestra Conductor, tells how neuritis compelled her to conduct with her left arm, and how she has been able to conduct with her right arm again.

AMONG modern health inventions which have been crowned with success in every civilized land, a distinguished place must be given to Overbeck's Rejuvenator. It is not too much to say that this amazing outfit has changed the lives of thousands of sick and suffering people in all parts of the world.

The new process of communicating life-giving energy to all the cells of the body is producing most gratifying results in the following cases:

RHEUMATIC AILMENTS

RHEUMATISM, RHEUMATOID ARTHRITIS, SCIATICA, NEURITIS, LUMBAGO.

NERVOUS DISORDERS

NEURASTHENIA, NEURALGIA, NERVOUS DEBILITY, FACIAL NERVOUS CONTRACTIONS, HEADACHES, INSOMNIA, STAMMERING.

BREATHING TROUBLES

ASTHMA, BRONCHITIS, CATARRH, CIRCULATORY IRREGULARITIES, DIGESTIVE DISTURBANCES.

ABNORMAL BLOOD PRESSURE, VASCULAR VIBRATIONS, HAEMORRHOIDAL AFFECTIONS, HEART AFFECTIONS, and EYESIGHT DEFECTS, LASSITUDE, MIGRAINE, DIZZINESS, HEAD PAINS, EAR AFFECTIONS, HEAD NOISES, HAIR GROWTH AND REGENERATION, VOICE PRODUCTION, WRINKLES.

Most Human Life Due to Lack of Bodily Energy

Treatment with the Rejuvenator does not claim to be a treatment for nerve diseases. Neither does it claim to repair the structural damage wrought by organic diseases.

Blue, not red, is the color of life.

A certain kind of energy is communicated from cell to cell by a process which may be given the name of "domino reaction" (see diagram), until the whole body is re-energized.

It is, however, discovered that most human life is due to lack of energy, and not to lack in the human machine. Provides that energy and the disorder disappears.

The process is based on a remarkable discovery, which was explained to a meeting of scientists, doctors, journalists and the general public at the Savoy Hotel, London.

It is, however, discovered that most human life is due to lack of energy, and not to lack in the human machine. Provides that energy and the disorder disappears.

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Old Age Decline Like Running Down of a Clock

The decline of old age is too often nothing more than the running down of a perfectly good time-piece.

"Constitutional" Treatment of Immense Value

"DOMINO REACTION"

How the activation of a few cells will be "neighbourly action" - about - activated throughout the body, can be illustrated by standing a number of dominoes in a row, and then tipping the first one. The same principle would apply. Just as the dominoes fall, so the energy of one cell will activate the energy of the next, and so on, until the whole body is re-energized.

Overbeck's Rejuvenator, in truth, gives the Rejuvenator's treatment, that it permits of general value in overcoming the various causes of nervous debility, and restores the vitality of the system.

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By activating and re-energizing the cells of the Rejuvenator, the vitality of the system is restored, and the energy of the system is increased.

Now Bodily Energy May be Supplemented When it is Deficient

These are exceptional claims, but they are based on the fact that the Rejuvenator's treatment, that it permits of general value in overcoming the various causes of nervous debility, and restores the vitality of the system.

Now the Overbeck Rejuvenator is designed to supplement the vitality of the system, and to restore the vitality of the system. It is a means of supplementing the vitality of the system, and restoring the vitality of the system.

The Rejuvenator's treatment, that it permits of general value in overcoming the various causes of nervous debility, and restores the vitality of the system.

Wonderful Recovery From a Nervous Breakdown

"Within four months, and in my 66th year, I have recovered from a nervous breakdown, and I am now as well as ever."

Mr. E. S. STEIN, 21, Cranbrook Road, Sidcup, Kent, January 1937.

General Debility & Nerves

"As I have been using your Rejuvenator for some time, I should like to tell you of the great benefit derived therefrom."

Mr. E. S. STEIN, 21, Cranbrook Road, Sidcup, Kent, January 1937.

THE FOLLOWING ARE SOME OF THE RESULTS

of the general treatment, as rejuvenation effected by the new exemplified in actual cases:—

—The SKIN is cleansed of all blotches, and regains youthful freshness and bloom.

—The HEART is strengthened, and its action is improved, and the circulation of the blood is restored.

—The LUNGS are strengthened, and the respiratory system is restored.

—The DIGESTIVE ORGANS are strengthened, and the system is restored.

—The NERVES are strengthened, and the system is restored.

—The VITAL ORGANS are strengthened, and the system is restored.

Now No Sign of Blood Pressure

"I have been using your Rejuvenator for some time, and I should like to tell you of the great benefit derived therefrom."

Sciatica

"I have been using your Rejuvenator for some time, and I should like to tell you of the great benefit derived therefrom."

Now No Sign of Blood Pressure

"I have been using your Rejuvenator for some time, and I should like to tell you of the great benefit derived therefrom."

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"I have been using your Rejuvenator for some time, and I should like to tell you of the great benefit derived therefrom."

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Sciatica

"I have been using your Rejuvenator for some time, and I should like to tell you of the great benefit derived therefrom."

Qualified Nurse's Testimony

"I am pleased to say that I got very satisfactory results from the Rejuvenator. I was in a state of nervous exhaustion, and I was unable to do my work. After a few treatments with the Rejuvenator, I was able to do my work again, and I am now as well as ever."

Great Blessing to One No Longer Young

"I have been using your Rejuvenator for some time, and I should like to tell you of the great benefit derived therefrom."

Sciatica

"I have been using your Rejuvenator for some time, and I should like to tell you of the great benefit derived therefrom."

Like One Paralyzed with Rheumatoid Arthritis

"I have been using your Rejuvenator for some time, and I should like to tell you of the great benefit derived therefrom."

Amazing FREE BOOK Offer

No one should miss the opportunity of obtaining a copy of the challenging and interesting book, which gives a full and revealing account of the remarkable health discovery announced on this page. It is offered free to every reader of this paper who applies for it on the Form below.

From now on, the book is of absorbing interest. Not a page but what contains something that will be a revelation to all who read it. It is a book of equal interest and importance to the Ailing and the Healthy, the Young and the Old, and it will certainly be for many an eye opener to remember as a definite landmark in their lives.

The book explains, with great wealth of detail, how, by the new health process rejuvenation is shown how and why this new health process:

- Stimulates the Vital Organs, including the Brain, and restores the vitality of the system.
- Purifies the Blood, and restores the vitality of the system.
- Improves the Sight, and restores the vitality of the system.
- Restores the Skin, and restores the vitality of the system.
- Restores the Nerves, and restores the vitality of the system.
- Restores the Digestive System, and restores the vitality of the system.
- Restores the Circulatory System, and restores the vitality of the system.
- Restores the Respiratory System, and restores the vitality of the system.
- Restores the Reproductive System, and restores the vitality of the system.
- Restores the Endocrine System, and restores the vitality of the system.
- Restores the Immune System, and restores the vitality of the system.
- Restores the Nervous System, and restores the vitality of the system.
- Restores the Muscular System, and restores the vitality of the system.
- Restores the Skeletal System, and restores the vitality of the system.
- Restores the Integumentary System, and restores the vitality of the system.
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- Restores the Respiratory System, and restores the vitality of the system.
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- Restores the Muscular System, and restores the vitality of the system.
- Restores the Skeletal System, and restores the vitality of the system.
- Restores the Integumentary System, and restores the vitality of the system.

TO OVERBECK'S REJUVENATOR, LTD. (Dept. N.C.8), CHANTRY HOUSE, GRIMSBY.

Please send me a free copy of each book containing a full explanation of the new health process, and a copy of the book "The Vital Organ" by Dr. E. S. Stein, and give the liberty to receive further information, and to receive a copy of the book "The Vital Organ" by Dr. E. S. Stein.

Name (Mr., Mrs., or Miss, etc.) _____
Address _____
City _____

Free Book Offer

Fill in and Post this Form

M.P. 998(66).

PATENT MEDICINES AND APPLIANCES.

Dr. R.D. Attwood,
Barley,
Nr. Royston,
Herts.

MP 598 (66)

AC/MA.

5th August 1931.

PRIVATE AND CONFIDENTIAL.

Dear Sir,

The Victorian Branch of the British Medical Association has been asked by the Advertising Association of Australia for help in suppressing an extremely objectionable type of advertisement which is appearing in the lay press in Australia in connection with an instrument known as Overbeck's Rejuvenator. One feature of the advertisements in question is the statement that the instrument is used in treatment by a number of English medical practitioners, and a long list of names and addresses is supplied which includes those of a few whose names appear in the Medical Register, of whom you are one.

The Victorian Branch has asked us to ascertain whether this use of their names has been sanctioned by the practitioners concerned, and I shall be obliged if you will let me know whether your name is being used in this manner with your knowledge and consent.

Yours faithfully,

(sgd) Alfred Cot.
Medical Secretary.

Dr. R.D. Attwood,
Barley,
nr. Royston,
Herts.

AC/MA.



Aug 6. 1931.

Dear Sir

I am much surprised to hear that my name is being used by Overbeck in connection with his Rejuvenator. This is done without my knowledge or consent.

I purchased one of these instruments about 5 years ago, in the forlorn hope that it might be of service to my daughter, who is suffering from Parkinsonianism, following Encephalitis.

I shall be glad to know if the Association will take any necessary steps in the matter, or whether you advise me to communicate with the Medical Defence Union.

Yr faithfully
R.D. Altwood.

ms 998(66)

AC/MA.

8th August 1931.

Dear Sir,

I have to thank you for your prompt reply of the 6th to my inquiry about the use of your name for advertising purposes in connection with Overbeck's Rejuvenator.

I do not think there is any need for you to communicate with the Medical Defence Union for the moment at least as, so far as I am aware, your name has been mentioned only in Australia, and I think that the matter can probably be dealt with most effectively by our Victorian Branch, if I may inform them that any such use of your name is unauthorised and that you take strong exception to it. If it should seem desirable to take any action in this country I will communicate again with you on the subject.

Yours faithfully,

(sd) Alfred Cot
Medical Secretary.

Dr. R.D. Attwood,
Barley,
nr. Royston,
Herts.

AM.

ae/ma.

ROYAL COLLEGE,
HOSPITAL

Aug 10. 1931.

Dear Sir

Thank you for your letter.

I will be glad if you will
inform the Victorian Branch
that the use of my name
is unauthorised & that I
take strong exception to it.

Yrs faithfully

RD Attwood.



M.P. 998(66).

PATENT MEDICINES AND APPLIANCES.

Dr. A.G. Buchanan,
1, Harley Street,
W. 1.

MP 9987 (6)

AC/MA.

5th August 1931.

PRIVATE AND CONFIDENTIAL.

Dear Sir,

The Victorian Branch of the British Medical Association has been asked by the Advertising Association of Australia for help in suppressing an extremely objectionable type of advertisement which is appearing in the lay press in Australia in connection with an instrument known as Overbeck's Rejuvenator. One feature of the advertisements in question is the statement that the instrument is used in treatment by a number of English medical practitioners, and a long list of names and addresses is supplied which includes those of a few whose names appear in the Medical Register, of whom you are one.

The Victorian Branch has asked us to ascertain whether this use of their names has been sanctioned by the practitioners concerned, and I shall be obliged if you will let me know whether your name is being used in this manner with your knowledge and consent.

Yours faithfully,

(Sgd) Alfred Cot.

Medical Secretary.

Dr. A.G. Buchanan,
1, Harley St.,
W.1.

ac/ma

LANGHAM 2519.

Miss C.
Aug 5th 6. 1931

1, HARLEY STREET,
W.

Dear Sir,



I have most certainly

not sanctioned the use

of my name in connection

with the advertising of

Overbeck's Repugnator in

Australia. I will demand

an explanation from the

Overbeck Co. faithfully

Dr Medical Secy?

A. G. Buchanan

A. G. Buchanan

AC/MA.

8th August 1931.

Dear Sir,

I have to thank you for your prompt reply of the 6th inst. to my inquiry in connection with Overbeck's Rejuvenator. I shall be very glad to hear the result of your protest.

Meanwhile I take it that I may inform the Victorian Branch of your repudiation of this use of your name.

Yours faithfully,

(sgd) Alfred Cox

Medical Secretary.

Dr. A.G. Buchanan,
1, Harley St.,
W.1.

LANGHAM 2519.

Augst. 10. 1931

1, HARLEY STREET,
W.

Dear Sir:

I enclose you a letter
I received today from
The Overbeck Co.

Yr. Truly,

W. Buchanan

Alfred G. G.

B. M. Assoc Home



ms 998(66)

AC/MA.

11th August 1931.

Dear Sir,

Many thanks for your note of the 10th inst. and the letter from Chantry House. I have taken copies of this and am sending one to the Victorian Branch, and I will let you know later the result of local inquiries.

Meanwhile I return the original of the letter from Chantry House as you may wish to keep it until the matter is finally settled.

Yours faithfully,

(sgd) Alfred Cot.

Medical Secretary.

Dr. A.G. Buchanan,
1, Harley St.,
W.1.

LANGHAM 2519.

Postmark
P. C. Oak
18.8.31, N.W.A.
Aug. 17. 1931

1, HARLEY STREET,
W.

Dear Sir



I enclose for another letter
I have received from The
Overbeck Co.

Y. Truly.

P. Buchanan

A. Cox & Co.
B.M.A. House.





CODES: BENTLEYS AND PRIVATE.
GRAMS: OVERBECK GRIMSBY.
PHONE: GRIMSBY 3980.

LONDON OFFICE:
ST GEORGES HOUSE,
103/107, REGENT STREET,
LONDON, W. 1.
TELEPHONE REGENT 3062.

OVERBECK'S REJUVENATOR

CHANCERY HOUSE.

GRIMSBY.



REG. TRADE MARK

O.C.M. Overbeck

QUOTE REFCE N° _____

13th August 1931. GWT/MAC.

Dr. A.G. Buchanan,
1, Harley Street,
LONDON, W.

MP 998 (66)

Dear Dr. Buchanan,

Further to our letter of the 7th of August last, I have cabled out to the company in Australia who have the sole selling rights for the Rejuvenator, as follows:-

"MY LETTER JANUARY SIXTH LAST REGARDING OVERBECKS TITLES STOP DOCTOR BUCHANAN INFORMS US HIS NAME BEING USED IN AUSTRALIA IN CONNECTION WITH AN ADVERTISEMENT AND BRITISH MEDICAL ASSOCIATION REQUIRE EXPLANATION FROM HIM THIS IS VERY SERIOUS MATTER AND CONTRARY TO OUR REQUESTS STOP. CABLE FULL EXPLANATION IMMEDIATELY AND CEASE ALL PUBLICATION OF CONFIDENTIAL INFORMATION IN LETTER REFERRED TO"

and I have to-day received a cable in reply, reading as follows:

"AUSTRALIA ADVERTISEMENTS CONTAIN ABSOLUTELY NO MENTION DR. BUCHANAN OR ANY OTHER MEDICAL MAN STOP. INSTITUTING ENQUIRIES BRANCH OFFICES VIEW ASCERTAINING WHETHER NAME MENTIONED CORRESPONDENCE AND WILL ADVISE"

I feel sure that this exchange of telegrams will re-assure you on the fact that no public announcement has been made in which your name has been associated with the Rejuvenator.

With compliments.

Yours sincerely,
for. O. OVERBECK,

W.C. Smith

M.P. 998. (66)

PATENT MEDICINES.
(Overbeck).

Dr. W.S. Cowan,
Bagshott House,
Bush Hill Park,
MIDDLESEX.



Overbeck

20. X. 28

In Care

B M A House

Taunton St

W.T. 998

Dear Sir

On it could be seen shaved
at the Royal Free Hosp^l an advertisement
for regenerative the hair unscathed
with the name of "overbeck"

He said to apply to you for
information as to where it could be
obtained.

If you can please
do so I will be greatly obliged

Your truly

W S Cowan

O. C. J. S. L. Overbeck,

Chantry House,

Jeansgate, Gainsby.

11/10/28

AC/MB

24th October, 1928.

Dear Sir,

In reply to yours of the 20th inst. the inventor of the Overbeck Rejuvenator is a Mr. O.C. Overbeck, Chantry House, Deansgate, Grimsby. I should be very careful how you approach this gentleman, because anything in the nature of medical recognition will probably be seized upon by him for advertising purposes, and the claims he makes for his instrument are so extraordinary as to seem ridiculous from a medical point of view.

Yours faithfully,

W. S. Cowan

Medical Secretary.

Dr. W.S. Cowan,
Bagshott House,
Bush Hill Park,
MIDDLESEX.

TEL.
ENFIELD 281.

ab
1/10/28

BAGSHOT HOUSE,
BUSH HILL PARK,
ENFIELD.

57. X. 28

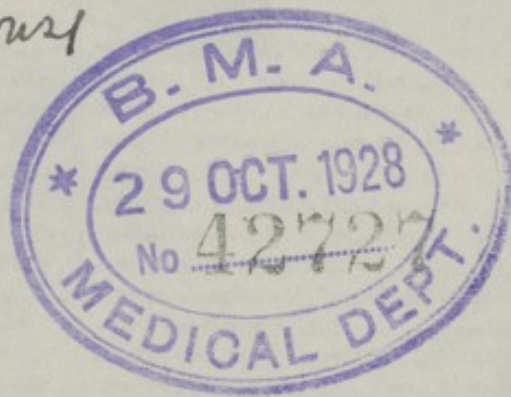
Dear Sir

Dr. Cox

ac/MB

Many thanks for sending
me address of Mr Overbeck
also for warning me of interest of
Carl in dealing with him

Yours faithfully
W. J. Cowen
apreciated by
BMA Unit/Trust



M.P. 998(66).

PATENT MEDICINES.

Dr. J.B. Dalal,
c/o Messrs. Thos. Cook & Son,
183-195 Via Balbi,
Genoa,
Italy.



Messrs Thos Cook & Son
183-185 Via Balbi
Genova,
Italy
29/4/1931.

Medical Secretary
British Medical Association
Tavistock Square
London W.C.1

Dear Sir,

I shall be much obliged if you will kindly give me any information, if possible, about the bonafides of the Claims made by a Mr O. Overbeck F.R.S.A., F.S.S., F.C.S., F.P.C. (Lond.), Chantry House, Grimsby, who has invented a "Rejuvenator" based on his "New electrotonic Theory of Life and Rejuvenation". The instrument, as described in

in his booklet, "Consists of a series of special batteries of large Capacity, a pair of metal multiple Combs with insulated handles, also a pair of plated metal cylinders & a pair of knobs, with the same style of insulated handles". He claims to cure, with the exception of "all purely germ diseases & malformations, all the Constitutional disorders, get rid of pain and, at the same time rejuvenate the system throughout, both in mind & body".

Personally I think that it is nothing but one of those electric out fits put on the market by quacks from time to time, to get money out of credulous people. A relation of mine having read an advertisement in the "Daily Mail", wants to go in

3

for it. He is a man of preConceived notions
and obstinate in his views. Hence this
trouble to you, for which I hope you will excuse
me.

Yours faithfully
J. B. Dalal



ms. 998(66)

GCA/AV

Private and Confidential

4th May, 1931.

Dear Sir,

In reply to your letter of the 29th April I have pleasure in giving you the following information.

In 1928 the list of diseases claimed by Mr. Overbeck as suitable for treatment with his apparatus were mostly of a chronic and largely non-fatal character. As the strength of the current supplied by the apparatus is hardly appreciable, its application is not in the least likely to do any harm in this type of disease and enhances the chances of successful self-suggestion. The patient may therefore consider that he attains great benefit from its use. On the other hand, the suggestion that the Rejuvenator should be used in diabetes and influenza falls into quite another category since delay in suitable treatment is calculated to jeopardise the life of the patient, and if claims in respect of these two diseases are still being advanced you will know how to deal with them.

The apparatus is said to be effective in promoting the growth of the hair. I may tell you in confidence that we have had reports from a competent authority on its experimental use for this purpose but they have established nothing definite since a case in which fresh growth did actually follow the use of the apparatus had previously received light treatment to the delayed effects of which the benefit may have been due.

At the time of our inquiries the instructions for use included some which involved definite danger in connection with treatment of the mouth and ears. According

to our information, painful, slow ulcers might easily be caused by the use of the electrodes in the mouth, and although it is unlikely that the tympana of the ears would be reached with the electrodes provided, it is suggested that the ears should be suringed with water which would provide a readily conducting path and a dangerously large current might therefore flow.

It is difficult to say definitely that currents such as those produced by the Rejuvenator cannot in any case produce beneficial results since, while it is generally accepted that currents of the order of milliamperes are required to produce therapeutic results, there is no proof of this and recent research suggests that much weaker currents may actually produce beneficial results. It is therefore impossible to say definitely that, apart from the subjective results already mentioned, the Rejuvenator must be useless in every case. On the other hand, the general claims advanced, if they have not been modified since 1928, are clearly absurd. The expense of the apparatus is a factor which, in the circumstances, may appeal to your patient.

I hope that these notes may serve your purpose.

Yours faithfully,

G. B. Anderson

Deputy Medical Secretary.

Dr. J. B. Dalal,
c/o Messrs. Thos Cook & Son,
183-195 Via Balbi,
Genoa,
ITALY.

PATENT MEDICI NES.

M. P. 998(66).

1

C. Drummond, Esq.,
Cadland Cottage,
Fawley,
Southampton.

TELEPHONE:
FAWLEY, HANTS 53.



CADLAND COTTAGE,
FAWLEY,
SOUTHAMPTON.

November 13th 1937

The Secretary
The British Medical Association
19B Tavistock Street
London W.C.

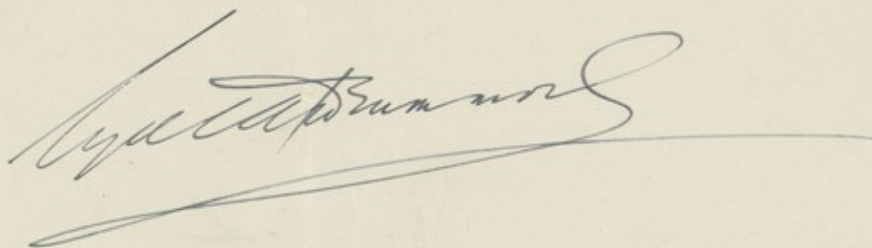
Sir,

I notice in a Sunday journal (The Sunday Dispatch) a full page advertisement setting forth a cure for numerous ailments, under the enormous headlines of "Great Health Discovery". This is styled "Overbeck's Rejuvenator". Letters are quoted purporting to emanate from medical men unsigned except with the letters of their Diplomas.

My point, as a layman, is that if this is in truth a marvellous discovery of world-wide importance it should be openly vouched for by the medical profession, but if on the other hand it is not, it seems that the profession, through its powerful organisation, should take some steps to prevent a large number of people and sufferers from being misled.

In other words if this is a panacea for all the evils which it claims to be it should be shouted from the housetops, but if the reverse it should be shouted down authoritatively and most incontinently.

Yours obediently,



AM/MG

17th November, 1937.

Dear Sir,

Thank you for your letter of November 13th. I wish that it were possible in a letter to describe all that this Association has done to prevent the appearance of undesirable advertisements of medical preparations and appliances in the public press.

We have had some success in our efforts to influence the advertising policy of the more reputable papers, and we have done our best to support a number of bills which, if they had commended themselves to Parliament, would have put a stop to the worst abuses. Unfortunately, however, our legislators remain somewhat indifferent to the problem, and I am afraid that a radical remedy will not be secured until their attitude is changed.

Yours faithfully,

(Sgd) A. Inaue.

Assistant Secretary.

C. Drummond Esq.,
Cadland Cottage,
Fawley,
Southampton.

M.P. 998. (66)

PATENT MEDICINES AND APPLIANCES.
(Overbeck Rejuvenator).

Messrs. Field's Advertising Service, Ltd.,
33, Strand,
W.C.2.

ADM/EK.

31st May, 1928.

Dear Sirs,

With a view to publication in the British Medical Journal as desired of the advertisement received from you to-day "Qualified Medical Practitioner in West End wanted immediately to act as London Consultant for well-known Medical treatment", please state (not for publication in the Journal) the name of the medical treatment in question and the address at which it is given or proposed to be given.

This enquiry is made pursuant to the standing instruction of the Council of the Association in respect of such cases.

Yours faithfully,

(Sgd) *Atmy Aspley*

Assistant Medical Secretary.

Messrs. Field's Advertising Service, Ltd.,
33, Strand,
W.C. 2.

P. 6. ack: June 4/28



33 STRAND
LONDON.
W.C.2.



DIRECTORS:
C. LANG NEIL.
H. DOUGLAS BURN.
HERBERT J. GILL.
JOHN WILLS.

TELEPHONE: GERRARD 0903 TWO LINES.

1st. June, 1928.

A. D. Macpherson, Esq.,
Assistant Medical Secretary.
British Medical Association,
British Medical Association House,
Tavistock Square, W.C.1.

Dear Sir,

In reply to your enquiry of 31st. inst.,
the advertiser is O. Overbeck of Chantry House,
Grimsby and the treatment in which he desires to
interest a Medical Practitioner is an electrical
one in connection with which he is the inventor
of a special electrical apparatus. *not on Register.*

Yours faithfully,
p.p. FIELD'S ADVERTISING SERVICE, LTD.,

C. Lang Neil
MANAGING DIRECTOR.

M.P.998(66)

PATENT MEDICINES AND APPLIANCES.

Overbeck Rejuvenator.

THE FINANCIAL SECRETARY.

EXCELLENCE

SUPERFINE

BRITISH MAKE

BOMBY

M.T. 998

AC/MB

31st May, 1928.

Dear Mr. Ferris Scott,

I enclose herewith cheque for £2.2.0 sent to me by the Advertising Association in payment of an Engineer's Report which we are obtaining for them in connection with the Overbeck Rejuvenator. Will you please pay in the cheque and let me have one for £2.2.0 in its place made payable to Dr. C.B. Heald.

Yours faithfully,

Arthur Lee

L. Ferris Scott, Esq.

W.T. 998

ADM/EK.

ENCLS.

5th June, 1928.

Dear Mr. Scott,

X There is returned herewith, and which we are unable to pass for publication so far as this department is concerned, the advertisement (2 editions) received from Field's Advertising Service "Qualified Medical Practitioner in West End wanted immediately as London Consultant for well-known medical treatment". We find on enquiry of Messrs. Field's that the advertiser is O. Overbeck of Chantry House, Grimsby, a person who is not on the Medical Register but who none the less would apparently propose to advertise himself as giving a "well-known medical treatment". We have had many complaints as to the proceedings of the individual in question. Altogether, in our opinion, the advertisement is not suitable for publication in the Journal.

Yours sincerely,

(Sgd) *Ady A. Plevin*

Assistant Medical Secretary.

The Financial Secretary.

LFS/BEP.

T./A.: ARTICULATE WESTCENT, LONDON,
Tel. MUSEUM 9861 (4 lines).

L. FERRIS-SCOTT, F.C.A.,
FINANCIAL SECRETARY AND BUSINESS MANAGER.

Enclosure.

4m 7.998
British Medical Association,

(FINANCE DEPARTMENT),

BRITISH MEDICAL ASSOCIATION HOUSE,

TAVISTOCK SQUARE,

LONDON, W.C.1.



June 5th, 1928.

Dr. Alfred Cox.

Overbooks

Dear Dr. Cox,

I send you herewith
a B.M.A. cheque for £2.2.0 which is
made payable to Dr. C.B. Heald as
requested in your letter of the 31st
ultimo.

Yours sincerely,

L. Ferris-Scott

DR. COX:

Jm

mb 998(66)

ADVERTISEMENT "OVERBECK'S REJUVENATOR" FOR SALE.

Herewith this draft advertisement offered by a lay man. Also our file re Overbeck. In my opinion it should not be accepted.

Will you please say?

A.D.M.

Jan. 8/31.

*I agree - we
can't improve it
a*

B R I T I S H M E D I C A L A S S O C I A T I O N
(Private and Confidential)

ADVERTISEMENT FOR B.M.J. DECLINED OR HELD OVER
INDEFINITELY BY MEDICAL DEPARTMENT.

1. Date: **January 10th, 1931.**
2. Date advertisement received: **January 7th, 1931.**
3. Description: **"Overbeck's Rejuvenator" for sale.**
4. Reason for refusal or holding over (for information of Journal Committee only): **Advertisements for Overbeck's Rejuvenator" treatment have already been refused when proffered for B.M.J., and we do not consider that any such advertisement as the present one can be accepted. To do so would be giving direct encouragement to that man and his representatives.**
5. Date, if any, on which Advertiser or Agent notified by Medical Department of refusal or holding over of advertisement:
6. Advertisement returned herewith? **Yes.**
7. Remarks:

Ady.

To the Financial Secretary and Business Manager.

M.P.998 (66)

PATENT MEDICINES AND APPLICANCES.
(Overbeck Rejuvenator^{etc.})

N.BISHOP HARMAN, F.R.C.S.,
108, Harley Street,
W.1

Miss L

Can we do anything?



24. iii '26

my dear Cox

Is not this a case for the newspapers National Vigilance association. The same abt. appeared in the New Statesman on March 10 last -

not recd for filing 11.4.28 uf

Yours sincerely
W. W. Chapman

In P. 998
✓ Schedule

AC/MA.

31st March 1928.

Dear Harman,

I have looked into the Overbeck campaign mentioned in your note of the 24th and find that the National Vigilance Committee has already made some inquiries and presumably has the matter in hand.

Of course any really effective steps against the man would entail not only criticism of his propaganda on general grounds but an examination of his apparatus which is rather an expensive one. I have suggested to the vigilance people that if they like to supply the apparatus I will have it tested for them.

Meanwhile we have called Neal's attention to the small-print statement at the foot of the Morning Post advertisement advertising free consultations by "Dr." R. Blakee and "Dr." Primrose Wallace.

Yours sincerely,

Apocals

Medical Secretary.

N. Bishop Harman, Esq., F.R.C.S.,
108 Harley Street,
W.1.

POSTAGE BY STREET MAIL

W 998



25. IV 246

my dear Les,

There are a number of ads like
the enclosed appearing in the front
page of the Morning Post of all papers.
I collected some others but have not had
them. May be the vigilance com-
mittee leak at them.

Best acknowledgments -

I thought the function today a
great success - my wife tho't so too

Yours sincerely
Walter D. Hanna

"ENCLOSURE."

108 HARLEY STREET, W. 1.

REGENT DRESS CO. 27, Cavendish-st., W. 1. GENTLEMEN'S DRESS AGENCY

A GENTLEMAN wishes to bring to the notice of any sufferers from ASTHMA one who specialises in that distressing complaint, and who up to the present has never failed to permanently relieve any case he has taken up.

The name and address will be supplied to any really bona-fide enquiry in writing sent to C. J. Bennett, 9, Harley-street, W. 1.

ARTHROITIS, SCIATICA, and FIBROSITIS.—Mrs. Thomas Noble was completely cured of these distressing complaints some months ago. The enormous relief and freedom from pain seems so wonderful that she will let anyone, so wishing, have the name of the Specialist who cured her when so many others failed. Only genuine inquiries will have attention.—Write Mrs. Thomas Noble, 8695, "Morning Post," E.C. 4.

BLOOD PRESSURE, Heart Attacks, Giddiness, Loss of Memory, Depression, Insomnia, Strokes, mostly result from Arterio-Sclerosis.—Informative booklet from Drosil, Box A. 25, 26, Sun-street, E.C. 2.

DIABETES, hitherto incurable, yields permanently to the NEW TREATMENT; no dieting; no inoculations.—D.H., 8486, "Morning Post," E.C. 4.

ARE YOU TOO FAT?

DR. HEYMANN'S TREATMENT for OBESITY reduces only where reduction is needed. Does not give the haggard appearance of other methods, removes fatness without ill-effects, and actually gives the body new vigour and tones up the whole system.

CONSULTATIONS FREE.

Please write or call for an appointment.

HOURS, 10 to 5.

ONLY ADDRESS:
27, New Cavendish-street, Harley-street, W. 1.
Telephone: LANGHAM 2022.

"LIVE" DRESS AGENCY for Gentlewomen has

Morning Post
8. v 28

5, WILLIAM-STREET, KNIGHTSBRIDGE

FIBROSITIS and ARTHRITIS.—Mr. Risley Scott, who, after suffering intense agony for a long period from those most acute and painful complaints, feels so grateful for his speedy and complete cure, when other efforts had failed, that he is anxious to let similar sufferers know of the wonderful treatment which cured him, and will gladly send the name and address of the specialist to any bona-fide inquirer.—F.A., 1601, "Morning Post," E.C. 4.

Morning Post
9 v 28

OSTEO-ARTHRITIS in HIP.—Brig. Gen. S.J.A.D. has been incapacitated for eight years, during which period he underwent many treatments prescribed by different specialists without any benefit, but has now been completely cured by a Specialist recommended by a brother officer, whom he also cured. Bona-fide sufferers will be supplied with his name.—O.A., 1750, "Morning Post," E.C. 4.

SUITS, COSTUMES, Overcoats TURNED and repaired.—Write Booklet, Price List, Leveson Repair Co., 5, St. ...

"ENCLOSURE."

SHEFFIELD PLATE, Old JEWELS also Purchased, or send registered.—HARRIS & CO., 37, Piccadilly, W.

ARTHRITIS, SCIATICA, and FIBROSITIS.—Mr. Thomas Noble was completely cured of these distressing complaints some months ago. The enormous relief and freedom from pain seems so wonderful that she will let anyone, so wishing, have the name of the Specialist who cured her when so many others failed. Only genuine inquiries will have attention.—Write Mrs. Thomas Noble, 8695, "Morning Post," E.C. 4.

CHRONIC COLITIS, Constipation, and all Intestinal Disorders CURED.—Results rapid and permanent—not merely palliative.—C.C., 8485, "Morning Post," E.C. 4.

BEAUTIFUL PICTURES.

COPIES of PHOTOGRAPHS, which appear on the **PICTURE PAGE** of the "MORNING POST" may be obtained at usual rates on application to the Circulation Manager, "Morning Post," 15, Tudor-street, E.C. 4.

EXTREME PRICES PAID FOR OLD GOLD.

1892), 101, Leadenhall-street, E.C. 3.

DIABETES, hitherto incurable, yields permanently to the **NEW TREATMENT;** no dieting; no inoculations.—D.H., 8486, "Morning Post," E.C. 4.

"EVE" DRESS AGENCY for Gentlewomen has "Beautiful Clothes," Footwear, &c.; all inexpensive.—08, Church-street, Kensington, Park 4521.

EXTREME PRICES PAID FOR OLD GOLD.

Discarded **JEWELLERY, Diamonds, Gems, Silver, Sheffield Plate, &c.** Prompt Cash. Call personally or post parcels, **HARRIS and CO., 37, Piccadilly, W. 1.**

TREBOR, 1, street. (May)

BEING good harder.—Mander, 16, C

HAVING the devil.—(P) Raby-place, Ba

C. d. t. d

Let of 33. B tive floo 22. I 13. I I

b. an er

M.P.998(86)

PATENT MEDICINES AND APPLIANCES.

Overbeck Rejuvenator

J.J.Hart, Esq.,
Advertising Association,
57, Fleet Street,
E.C.4.

M.S. 998

THE ADVERTISING ASSOCIATION

(DISTRICT FOURTEEN OF THE INTERNATIONAL ADVERTISING ASSOCIATION)



President :
RT. HON. CHAS. A. McCURDY, P.C., K.C.

57, FLEET STREET, LONDON, E.C.4

Telephones: City 4723-4

Telegrams: Adverclubs, Fleet, London

Vice-Presidents :
LT.-COL. E. F. LAWSON, D.S.O., M.C.
C. HAROLD VERNON.

*Pat. Med's
of schedule*

15th February, 1928.

Hon. Treasurer :
T. B. LAWRENCE.

Hon. Secretary :
STUART A. HIRST.

Miss A. L. Lawrence,
British Medical Association,
Tavistock Square,
W. C. 1.

General Secretary :
G. RUSSELL CHAPMAN.

*Affiliated Organisations
& Clubs :*

Dear Miss Lawrence,

British Direct Mail Advertising Assn.
British Poster Advertising Assn.
Business Research Assn. of Great Britain
Church Advertising Association
Envelope Makers' and Manufacturing Stationers' Association
Federation of Master Printers
Federation of Master Process Engravers
Inc. Sales Managers' Assn.
Inc. Society of Advertisement Consultants
Inc. Society of British Advertisers
Institute of Inc. Practitioners in Advertising
London Poster Advertising Assn. Ltd.
Manchester Publicity Association
Newspaper Society
Periodical Trade Press and Weekly Newspaper Proprietors' Assn. Ltd.
Press Advertisement Managers' Assn.
Thirty Club of London
Women's Advertising Club of London
Advertising Club of Hull
Advertising Club of Newcastle-upon-Tyne
Advertising Club of Ulster
Aldwych Club
Fleet Street and Advertising Club
Publicity Club of Birmingham
Publicity Club of Bradford
Publicity Club of Cardiff
Publicity Club of Glasgow
Publicity Club of Ireland (Dublin)
Publicity Club of Leeds
Publicity Club of Leicester
Publicity Club of London
Publicity Club of Nottingham
Publicity Club of Oxford
Regent Advertising Club

I have been asked to give an opinion concerning the enclosed, which, if I remember rightly, your attention was drawn to some little time ago. If you have been able to investigate the matter, or if you have any records about "Overbeck", I shall be very grateful if you will help me to reply to my enquirer.

Yours very truly,

James Hall

Encl:

ALL/MA.

25th February 1928.

Dear Mr. Hart,

Your letter of the 15th seemed to recall to me some earlier consideration of the Overbeck Rejuvenator but I have not been able to trace any notes I may have made, and accordingly I have waited to deal with your question until I could secure a copy of the free book from Grimsby. This I have now done, and in case you have not got a copy enclose mine for you to look over. You will note with interest that a price of 6d. is indicated on the cover whereas the book can be obtained post free for 3d.

I have read this interesting production carefully and find myself in the position of those "incredulous" who, to quote the inspired forecast of the Hull Daily Mail (see page 29 of the pamphlet) "will become more incredible still." Possibly this is because I am so ignorant of the general theory of electricity that I am unable to offer an adequate criticism of Mr. Overbeck's theory, in which he doubtless believes with the enthusiasm of the prophet. I may, however, draw your attention to the suggestion on page 9 that those who receive the new theory "may find it more difficult to die than to live."

I note from page 26 that Mr. Overbeck, who does not pretend to any medical qualification, will answer queries as to the special treatment it is desired to take. As regards the list of conditions in which the Rejuvenator has been used with wonderful success I would suggest that the application of electricity in the case of deafness and ear affections without proper medical supervision may well be extremely dangerous. The same remark applies to heart affections. Paraplegia may be the result of a number of different causes, but any claim to cure either that condition or creeping paralysis by the use of such an apparatus must be looked upon with considerable scepticism.

As regards the claim to reduce a golf handicap I can say nothing, but it is an attractive suggestion to those who play. I note that Mr. Overbeck also sells a special rejuvenating soap which should hardly be necessary to those who use his instrument.

The "celebrated London doctor, Count Ditcham" (see page 9) does not appear on the Medical Register nor can I find that he has ever done so. There is no indication in the telephone directory of any medical qualification. Testimonial No. 101, page 40, comes from a Doctor of Science who does not seem to have any medical qualification though he seems to be in medical practice. The so-called medical testimony on page 31 of course is of no value whatever; it is noteworthy only because it is so much less convincing than the medical testimonials usually quoted by vendors of panaceas.

You may like to see a few press notices which appeared in 1925 and 1926. If the medical men referred to in the Weekly Dispatch of March 29th, 1925, had qualifications of a different class from those of Count Ditcham and were as impressed as Mr. Overbeck suggests, and if the results of the "prolonged test" to be undertaken by a London physician in 1925 were favourable, one would expect to have seen some mention of the new method in the medical press. If there has been one I have missed it. Mr. Overbeck's literary style is decidedly weak.

Personally I should have no hesitation in rejecting advertisements of the Rejuvenator as opposed to advertisements of the book which purports to set out a new electronic theory of life. Although on the material before me I should hesitate to say that the use of the appliance is likely to cause any direct damage to the patient. The damage would probably be of the indirect kind, due to self-treatment in conditions requiring qualified medical attention. Please let me have the pamphlet and the cuttings back at your convenience.

Yours very truly,

(Sgd.) A. L. Lawrence.

Intelligence Officer.

J.J. Hart, Esq.,
Advertising Association,
57, Fleet Street,
E.C.4.

+vide press cuttings

"~~Enclosure~~"

"A NEW ELECTRONIC THEORY OF LIFE"

by O.C.J.G.L. OVERBECK,
F.R.S.A., F.G.S., F.C.S.,
F.P.S.

(Published at Chantry House, Grimsby, Lincoln)

The impression conveyed by this book is that its author believes that he has evolved a valid theory of the origin and nature of life. If this is so he must be capable of a sincere belief in the efficacy of its application through the appliance he has patented. Apparently he has found a considerable number of persons who think his exposition worthy of consideration, as this is the second edition and the six th thousand of his work.

The argument roughly appears to be as follows:-

Electricity is the source of life. All phenomena may be accounted for by reference to the operation of electricity. It follows that by substituting the words "electric" and "electricity" for every term used to indicate some unknown factor we have an adequate and full explanation of every phenomenon hitherto unexplained by science.

The author seems to have some knowledge of physics, chemistry and physiology or at least of the terms used in physics, chemistry and physiology, but he would seem to be mentally unbalanced.

(Sgd) A. L. L.

17.5.1928.

ALL/EA.

Imp. 998

30th March 1928.

Dear Mr. Hart,

If you have done with the literature about the Overbeck Rejuvenator which I sent you on the 25th ultimo I should be glad to have it back as we are receiving some inquiries about the appliance.

(Material not to be returned. NNA 3.4.28)

Meanwhile, Dr. Cox wishes me to say that if your Vigilance Committee cares to procure the appliance he will be very glad to submit it to an expert test and let you have a report upon it. The advertisement campaign seems to be gathering strength and it would be interesting to know the real nature of the batteries used.

I see in an advertisement in the Morning Post of the 24th inst. that consultations and examinations in connection with the Rejuvenator are now conducted free of charge by "Dr. R. Blakoe, D.Sc., Phys.B. and Dr. Primrose Wallace (Lady) of 46 Bryanston Street, Marble Arch, W.1., telephone Paddington 4073." You will observe that the man concerned appears to be ^{qualified} ~~a doctor~~ of several subjects but not ~~of~~ medicine whilst the woman (we are glad to know that she is a lady) seems to be innocent of any quotable degree. The name of neither appears on the Medical Register. It is really disgusting to see that the Army and Navy and Harrods are lending themselves to the campaign.

Yours truly,

(sgd.) A. L. Lawrence.

Intelligence Officer.

J. J. Hart, Esq.,
National Vigilance Committee,
Advertising Association,
57, Fleet St.,
E.C.4.

THE ADVERTISING ASSOCIATION
(INCORPORATED)



President :
RT. HON. CHAS. A. McCURDY, P.C., K.C.

57, FLEET STREET, LONDON, E.C. 4

Telephones: City 4723-4

Telegrams: Adverclubs, Fleet, London

Vice-Presidents :
LT.-COL. E. F. LAWSON, D.S.O., M.C.
C. HAROLD VERNON.

GRC/BL.

10th May, 1928.

Hon. Treasurer :
T. B. LAWRENCE.

Hon. Secretary :
STUART A. HIRST.

General Secretary :
G. RUSSELL CHAPMAN

Dear Miss Lawrence,

You will recall offering, on behalf of Dr. Cox, full investigation of Overbeck's Rejuvenator if we could obtain for you an instrument.

As we have again had enquiries regarding this Overbeck's advertising, we have procured a de luxe instrument together with Mr. Overbeck's books, which I will place in your hands for inspection.

Please let me know if I am to send these to you or to Dr. Cox.

I presume it will not take long to get a report.

Yours sincerely,

Miss A.L. Lawrence,
British Medical Association,
Tavistock Square,
W.C.

*Affiliated Organisations
& Clubs :*

- British Direct Mail Advertising Assn.
- British Poster Advertising Assn.
- Business Research Assn. of Great Britain
- Church Advertising Association
- Envelope Makers' and Manufacturing Stationers' Association
- Federation of Master Printers
- Federation of Master Process Engravers
- Inc. Sales Managers' Assn.
- Inc. Society of Advertisement Consultants
- Inc. Society of British Advertisers
- Institute of Inc. Practitioners in Advertising
- Lancashire & North Western Counties Poster Advertising Assn.
- London Poster Advertising Assn. Ltd.
- Manchester Publicity Association
- Newspaper Society
- Periodical Trade Press and Weekly Newspaper Proprietors' Assn. Ltd.
- Press Advertisement Managers' Assn.
- Thirty Club of London
- Women's Advertising Club of London
- Advertising Club of Hull
- Advertising Club of Newcastle-upon-Tyne
- Advertising Club of Ulster
- Aldwych Club
- Fleet Street and Advertising Club
- Publicity Club of Birmingham
- Publicity Club of Bradford
- Publicity Club of Cardiff
- Publicity Club of Glasgow
- Publicity Club of Ireland (Dublin)
- Publicity Club of Leeds
- Publicity Club of Leicester
- Publicity Club of London
- Publicity Club of Nottingham
- Publicity Club of Oxford
- Regent Advertising Club

W.T. 998

ALL/MA.

11th May 1928.

Dear Mr. Chapman,

Thank you for your letter of the 10th inst.
I am very glad to hear that you have secured a
Rejuvenator. If you will send it and the literature
to Dr. Cox we will get you the desired report as soon
as possible.

Yours sincerely,

(sgd.) A. L. Lawrence.

Intelligence Officer.

G. Russell Chapman, Esq.,
General Secretary,
The Advertising Association,
57, Fleet Street,
E.C.4.

THE ADVERTISING ASSOCIATION

(INCORPORATED)

President :
RT. HON. CHAS. A. McCURDY, P.C., K.C.

57, FLEET STREET, LONDON, E.C. 4

Telephones: City 4723-4

Telegrams: Adverclubs, Fleet, London

Vice-Presidents :
LT.-COL. E. F. LAWSON, D.S.O., M.C.
C. HAROLD VERNON.

GRC/BL.

12th May, 1928.

Hon. Treasurers :
T. B. LAWRENCE.

ADVERTISEMENT INVESTIGATION DEPARTMENT.

Hon. Secretary :
STUART A. HIRST.

Dear Dr. Cox,

General Secretary :
G. RUSSELL CHAPMAN

Here are the books issued by Overbeck of Rejuvenator fame. I will send you on the instrument as soon as it arrives. Miss Lawrence tells me that you will be able to get a report upon this treatment for our information.

Affiliated Organisations & Clubs :

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Business Research Assn. of Great Britain
Church Advertising Association
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Regent Advertising Club

We are very much concerned at the large number of Sunray Advertisements being received by Newspapers in all parts of the country and about which our advice is asked.

We look to the British Medical Association for guidance and feel that the matter is urgent.

Most of these ex-herbalists and others who are now posing as Sunray specialists are careful to ~~offer~~ offer treatment for various complaints and not cures. That they are finding their new mode of making a living profitable, there can be no doubt.

Yours sincerely,

G. Russell Chapman
GENERAL SECRETARY.

Dr. Cox,
British Medical Association,
Tavistock Square,
W.C.1.

THE ADVERTISING ASSOCIATION

(INCORPORATED)



57, FLEET STREET, LONDON, E.C. 4

Telephones: City 4723-4

Telegrams: Adverclubs, Fleet, London

President :

RT. HON. CHAS. A. McCURDY, P.C., K.C.

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C. HAROLD VERNON.

Hon. Treasurer :

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G. RUSSELL CHAPMAN

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Regent Advertising Club

15th May, 1928.

ADVERTISEMENT INVESTIGATION DEPARTMENT

Dear Sir,

Under separate cover we are sending you, as arranged, the Overbeck Rejuvenator. This is being sent you unopened, exactly as it arrived.

Yours faithfully,

G. Russell Chapman
HIRST.

GENERAL SECRETARY .

Alfred Cox, Esq., O.B.E., Hon. M.A., M.B.
British Medical Association,
19b, Tavistock Square,
W.C.1.

Private & Confidential.

113

MT 998

AC/MA.

22nd May 1928.

Dear Mr. Chapman,

On receipt of the Overbeck Rejuvenator which you sent me last week I approached a medical expert with a view to obtaining an opinion on its adequacy. I now learn from him that he considers a technical report on the appliance from an electrical engineer is a necessary factor in any inquiry into the merits of the appliance. For such a report he would, of course, have to pay and he says that he can obtain it for two guineas. Will the Advertising Association be willing to incur this expense or, alternatively, to procure its preliminary report from an electrical engineer of their own choice?

If you will let me know this I will proceed accordingly.

Yours sincerely,

Agnes Lewis

Medical Secretary.

G. Russell Chapman, Esq.,
General Secretary,
Advertisement Investigation Dept.,
57 Fleet St.,
E.C.4.

*Anti
Monsieur
L
ab*

THE ADVERTISING ASSOCIATION

(INCORPORATED)



J.B.

23rd May, 1928.

President :

RT. HON. CHAS. A. McCURDY, P.C., K.C.

Vice-Presidents :

LT.-COL. E. F. LAWSON, D.S.O., M.C.
C. HAROLD VERNON.

Hon. Treasurer :

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General Secretary :

G. RUSSELL CHAPMAN

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- Regent Advertising Club

57, FLEET STREET, LONDON, E.C.4

Telephones: City 4723-4

Telegrams: Adverclubs, Fleet, London

ADVERTISEMENT INVESTIGATION DEPARTMENT.

Dear Dr. Cox,

I have your May 22nd letter and I am glad to learn that you will be able to obtain for us a technical report on the Overbeck Rejuvenator. We will certainly bear the cost of obtaining this opinion and if you will proceed we will forward you a cheque for £2. 2. 0. in due course.

Yours sincerely,

J. Russell Chapman

GENERAL SECRETARY.

Alfred Cox, Esq., O.B.E., Hon. M.A., M.B.,
British Medical Association,
19 Tavistock Square,
W.C.1.

Private & Confidential.

Imp 998

AC/MA.

25th May 1928.

Dear Mr. Chapman,

I am glad to hear that you are prepared to bear the cost of obtaining the preliminary report from an electrical engineer upon the Overbeck Rejuvenator. I have to-day written to have the matter put in hand and hope to be able to give you the opinion soon.

I shall expect the cheque for two guineas at your convenience.

Yours faithfully,

Arguedless
Medical Secretary.

G. Russell Chapman, Esq.,
Advertising Investigation Dept.,
Advertising Association,
57, Fleet St.,
E.C.4.

THE ADVERTISING ASSOCIATION

(INCORPORATED)

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G. RUSSELL CHAPMAN.

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Regent Advertising Club



57, FLEET STREET, LONDON, E.C. 4

Telephones: City 4723-4

Telegrams: Adverclubs, Fleet, London

29th May, 1928.

GRC/MS.

ADVERTISEMENT INVESTIGATION DEPARTMENT.

Dear Dr. Cox,

Herewith cheque for £2.2.0. in payment of the Electrical Engineer's report upon the Overbeck Rejuvenator.

You will be interested to see the enclosed copy of a letter I have received from the Science Museum in reply to one from myself drawing their attention to the fact that Overbeck was using a statement in his literature and advertisement to the effect that the Minister of Education had asked him to supply copies to the Science Museum.

Yours faithfully,

GENERAL SECRETARY.

Alfred Cox, Esq., O.B.E., Hon. M.A., M.B.,
British Medical Association,
Tavistock Square,
W.C.1.

"ENCLOSURE."

C O P Y

The Science Museum,
South Kensington,
London, S.W.7.

24th May, 1928.

Dear Sir,

Your letter of May 8th with reference to Mr. Overbeck's book "Rejuvenator" has been passed to me to answer. I have accordingly to inform you that the Science Museum find it convenient from time to time to invite authors to send copies of their books to the Museum, in order that it may be considered whether the books could usefully be placed in the Library of the Museum so as to be available for the general public, and, in particular, the research students, who make use of the Library. It was in accordance with this practice that Mr. Overbeck was invited to present a copy of his book to the Library; but the fact of his so being invited should not be understood as implying any expression of opinion, favourable or otherwise; on the part of the Museum authorities, or the Board of Education as the Department responsible for the administration of the Museum, on the merits of the book. Mr. Overbeck has been informed accordingly, and it is understood that he realises the position and will cease to make use of the name of the Board of Education or of the Museum in connection with any advertisement of his book.

Yours faithfully,

Signed: H.G. Lyons.

AC/MB

4th June, 1928.

Dear Sir,

I beg to thank you for your letter of the 29th May and for the cheque for the Engineer's report. This has been forwarded to the doctor who is reporting on the Rejuvenator and I hope shortly to be able to send you his report.

Thanks for the copy of the letter from the Science Museum.

Yours faithfully,

Argueless

Medical Secretary.

The General Secretary,
The Advertising Association,
57, Fleet Street,
E.C.4.



THE ADVERTISING ASSOCIATION

(INCORPORATED)

57, FLEET STREET, LONDON, E.C. 4

Telephones: City 4723-4

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RT. HON. CHAS. A. MCCURDY, P.C., K.C.

Vice-Presidents:

LT.-COL. E. F. LAWSON, D.S.O., M.C.
C. HAROLD VERNON.

GRC/BL.

3rd July, 1928.

Hon. Treasurer:

T. B. LAWRENCE.

Hon. Secretary:

STUART A. HIRST.

ADVERTISEMENT INVESTIGATION DEPARTMENT.

Dear Dr. Cox,

General Secretary:

G. RUSSELL CHAPMAN

I wonder whether it will be possible to receive a report regarding Overbeck's Rejuvenator in time for the meeting of my A. I. D. Committee to be held on Monday next, July 9th.

We should greatly like to have this if possible.

Yours sincerely,

G. Russell Chapman
GENERAL SECRETARY.

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& Clubs:*

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British Poster Advertising Assn.
Business Research Assn. of Great Britain
Church Advertising Association
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Regent Advertising Club

Dr. Alfred Cox,
British Medical Association,
Tavistock Square,
W.C.

AC/MB

4th July, 1928.

Dear Mr. Chapman,

Overbeck Rejuvenator.

I have your letter of the 3rd and I will do my very best to get you the report you ask for by Monday.

Yours sincerely,

Armed

Medical Secretary.

G. Russell Chapman, Esq.,
General Secretary,
The Advertising Association,
57, Fleet Street,
E.C.4.

AC/MA.

6th July 1928.

Dear Mr. Chapman,

I am now in a position to give you our report on the Overbeck Rejuvenator. The basis of the report is a statement as to the nature of the apparatus made by Mr. Harold Bright, the electrical engineer who examined the Rejuvenator which you submitted. This statement I enclose.

From the medical point of view Mr. Bright's comments on the possible dangers of carrying out the instructions issued with the battery are fully justified. There is real danger of causing sores when these bare electrodes are put into the mouth, and painful slow ulcers might very easily be caused. Apart from this, it seems to be reasonable to suppose that the instrument, which yields virtually no current, is in itself harmless. Its use for self-treatment according to the directions issued might be beneficial since it ensures that the patient shall take a certain amount of exercise daily. Beyond this, the strong suggestion conveyed by the testimonials and the descriptive literature supplied with the machine, to the effect that it is a potent curative agent, is in itself calculated to convince many persons that they are receiving real benefit from its use. The diseases included as suitable for treatment are mainly conditions notorious for their chronicity and are largely non-fatal in character. It is in this type of disease that self-suggestion is most likely to produce beneficial results, at least for a time. The list includes, however, two diseases, diabetes and influenza, which fall into quite another category. In these conditions delay in obtaining suitable treatment is likely to jeopardise the life of the patient, and any advertisement which refers to them as suitable for self-treatment by the Rejuvenator must be considered as misleading to the uninstructed public and a potential source of danger to individuals.

As regards Mr. Overbeck's "New Electronic Theory of Life" which is put forward as the scientific basis of his system of treatment it need only be said that he fails to demonstrate either the validity of his argument, or the practical utility of his method of treatment, however sincere he may be in his intentions.

I return the literature on the subject, with the exception of the main work on the new electronic theory of life, which has not yet been returned to us. The Rejuvenator itself is now in the hands of an expert who will, in time, give us some notes on any results he is able to obtain by its use in the course of his practice.

Meanwhile, I hope that this statement will be a sufficient basis for any decision your Committee may wish to make.

Yours faithfully,

Arp

Medical Secretary.

G. Russell Chapman, Esq.,
The Secretary,
National Vigilance Committee,
57 Fleet Street,
E.C.4.

Memorandum from
Harold Bright, M.A., M.R.I.
Electrical Engineer.

"ENCLOSURE"

4 St. Andrew's Place,
Regent's Park,
London, N.W.1.

June 14th, 1928.

THE OVERBECK REJUVENATOR.

The OVERBECK REJUVENATOR as submitted to me for examination consists of a large capacity dry battery and a number of different shaped electrodes which may be connected to it.

The battery, which is contained in its own case, is in two blocks of $4\frac{1}{2}$ volts each, and sockets are provided so that either $4\frac{1}{2}$ or 9 volts may be obtained at will. This Mr. Overbeck terms "low power" and "high power."

The electrodes, of which three pairs are provided, comprise one pair each of "combs," "knob pieces" and "cylinder pieces". These, together with a pair of connecting cords, are supplied in a second case fitted to receive them. An instruction book also accompanies the outfit.

According to the technique described by Mr. Overbeck, the first stage in the treatment of any complaint is to comb the head, using no great pressure - "just a gentle rubbing movement, backwards and forwards." The combs are of aluminium, with flat teeth arranged in six rows. On one side of the electrode the teeth are $\frac{3}{64}$ " wide, and the other side nearly double this. I find that with any normal head of hair, using the instruments as directed, that the teeth of the combs hardly ever reach the scalp, owing to their width. Dry hair, whether slightly greasy or not, is practically non-conducting, and the instructions state that it is never necessary to dampen the head. Under these conditions I have been unable to obtain any measurable current, except transitory currents of about 0.00001 ampere lasting a fraction of a second when the scalp is reached.

In the treatment of the face and neck the current flowing is infinitesimal, as there appears to be a non-conducting film of natural grease on the skin. If the combs are held stationary for at least two seconds, using considerable pressure, this film breaks down, and as much as 0.0005 ampere may flow, but although I have made measurements with a number of subjects whom I have asked to follow Mr. Overbeck's instructions, I have not found one who has passed more than a few microamperes. If the skin has been recently washed, say within the last fifteen minutes, a larger current will flow, but this practically constitutes dampening, which Mr. Overbeck deprecates.

Using the combs or cylinder pieces on other parts of the body, having previously dampened the part to be treated, I was able to record currents of from 30 to 100 microamperes.

The knob pieces used at low power in the mouth passed as much as 5 milliamperes, 2.5 being the average.

Although it is generally accepted in the medical profession that currents of the order of milliamperes are required to produce therapeutic results, there is no proof of this, and in view of recent research it would appear likely that much weaker currents may produce beneficial results, - currents of the same order as those which naturally circulate in the human body. For this reason I feel that any treatment in which these currents are employed should be investigated, but under qualified supervision.

I see no harm in Mr. Overbeck's methods or apparatus when used for treating the trunk or limbs, but only a small fraction of the currents I have recorded is carried through the body, but rather through the superficial film of moisture, and it is extremely doubtful if any curative effect is produced.

As regards the self-treatment of the mouth and ears (which latter, it will be observed, are to be syringed with water), I consider this to be extremely unwise, as painful and dangerous burns may be produced with currents of over 1 milliamperere applied over a very limited area. Although it is unlikely that the tympana of the ears would be reached with the electrodes provided, the water would provide a readily conducting path, and a dangerously large current might flow.

I am of opinion that the combing of the hair is quite ineffective, as I have been unable to detect a current of one ten-millionth of an ampere, but I find that many subjects grasp the combs in such a way that the connecting sockets rest against the bases of the thumbs, allowing a current of several microamperes to pass from hand to hand, which is possibly beneficial.

The instrument is manufactured by the Ediswan Company, and is of good appearance and construction. Mr. Overbeck's method of testing the batteries seems somewhat archaic; I would suggest that a flash lamp bulb in series with the sockets would be preferable and would prevent accidental discharge of the cells. Also, reassembly of the combs after cleansing is difficult without a spanner, which should be provided.

Mr. Overbeck's orthography in his "Directions for use" is at fault occasionally; viz. "billiousness" and the "prostrate" gland.

(sgd.) Harold Bright.

THE ADVERTISING ASSOCIATION

(DISTRICT FOURTEEN OF THE INTERNATIONAL ADVERTISING ASSOCIATION)

GRC/ARV. 57, FLEET STREET, LONDON, E.C.4

Telephones: City 4723-4

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C. HAROLD VERNON.

Hon. Treasurer:

T. B. LAWRENCE.

Hon. Secretary:

STUART A. HIRST.

General Secretary:

G. RUSSELL CHAPMAN.

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- Regent Advertising Club

Private & Confidential. 12th. July, 1928.

ADVERTISEMENT INVESTIGATION DEPARTMENT.

Dear Dr. Cox,

Very many thanks for your two reports regarding the Overbeck Rejuvenator.

I am issuing a confidential precis of these to the newspapers and the Advertisement Managers' Committee.

I think your treatment of Mr. Overbeck has been distinguished by great moderation and fairness. Our conclusions are that at best, the instructions and the instrument may do something for those whose cases are susceptible to treatment by "suggestion" and a regard to the laws of health, but that the advertising is extravagant, his claims cannot be substantiated and that generally, it is misleading.

I think the action that we are taking will have the effect of a number of papers excluding the advertising altogether, and of others insisting upon its modification.

I shall have to return the instrument in due course to the firm from whom I obtained it. Perhaps, therefore, you will advise me when it is finished with, when I will have it collected.

I shall, of course, be glad to have any further reports that you are able to send me.

Yours sincerely,

G. Russell Chapman
GENERAL SECRETARY.

Dr. E. Cox,
British Medical Association,
19 Tavistock Square,
W. C. 2.



W.T. 998

Overbeck

AG/MB

16th July, 1928.

Dear Mr. Chapman,

Many thanks for your letter of the 12th inst. and I am glad to think that the reports we have been able to secure for you have been useful.

The instrument is at present in the possession of the specialist whom we asked to help us in this matter, and he would like to keep it for a time as I understand he intends to try it on one or two of his patients. If there is a time by which the instrument must be returned perhaps you will let me know.

Yours sincerely,

Overbeck

Medical Secretary.

G. Russell Chapman, Esq.,
General Secretary,
The Advertising Association,
57, Fleet Street,
E.C.4.

THE ADVERTISING ASSOCIATION

M.J. 998

(DISTRICT FOURTEEN OF THE INTERNATIONAL ADVERTISING ASSOCIATION)

57, FLEET STREET, LONDON, E.C.4

Telephones: City 4723-4

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STUART A. HIRST.

General Secretary:

G. RUSSELL CHAPMAN.

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Publicity Club of Oxford
Regent Advertising Club

PRIVATE & CONFIDENTIAL.

18th. September, 1928.

ADVERTISEMENT INVESTIGATION DEPARTMENT.

Mus L

Dear Dr. Cox,

Reverting to your letter of July 16th. concerning Overbeck. In view of the fact that we are being pressed by Mr. Overbeck to state our Committee's views on his advertising, Mr. Chapman has asked me to enquire whether the specialist who has been testing the instrument has now anything further to report and also when we may expect the return of the Rejuvenator.

In response to our request, Mr. Overbeck has sent us a copy of one of his most recent advertisements and Mr. Chapman has asked that I send this to you for your perusal. He would be interested to have your opinion on the paragraphs he has marked.

Yours sincerely,

Hugh M. Thornborough

ASSISTANT SECRETARY.

Dr. A. Cox,
19 Tavistock Square,
W.C.1.



ELECTRICITY AS THE ELIXIR OF LIFE

Chemist Discovers a New Method of Supplying that Deficiency of Electricity in the Body which is the real Cause of Constitutional Diseases and Premature Old Age.

The well-known scientist, Mr. O. Overbeck, whose recent book, entitled "A New Electronic Theory of Life,"* has aroused so much interest in scientific circles, has invented an electrical instrument, which it is claimed will banish those diseases of middle-age which are due to a deficiency of electricity in the body. Such a discovery cannot but be of interest to readers of this magazine, and it is worth while going into the subject in some detail.

Mr. Overbeck maintains that the human machine is in essence an electrical machine driven by electric power, the human body being made up of millions upon millions of atoms of electricity, each a planetary system with its central sun. If this is so, it is easy to see that wonders may be performed in the way of healing if a controlled force of electricity pure and simple can be directed to the spot where there is failure of function.

It may, for instance, be possible to set up new vibrations, and *arouse sleeping cells into a new burst of energetic motion.*

For generations, as a fact, electricity has been a useful force in the hands of the specialist in electro-therapeutics, and numerous machines for electrical treatment have been invented. Unfortunately, however, in the past the use of electrical appliances has been associated in the public mind with the production of a disagreeable "pins and needles" sensation, and the degree of benefit which one would have been led in theory to expect has not in fact been realized.

Mr. Overbeck, who has devoted a great deal of time to electrical research and experiment, became convinced that if only the right method of administration *could* be found, electricity pure and simple, in the form of positive and negative current, could be absorbed in the system *practically without sensation*, just as we absorb electricity without sensation from the food we eat and the air we breathe. He further came to the conclusion that if this method of administering electricity should be discovered, health benefits would result such as have rarely been associated with any new advance in curative science.

A man of various interests, as may be gathered by his fellowships of so many learned societies (he is a F.R.S.A., F.P.C. (Lond.), to mention but two), Mr. Overbeck found here a problem which he was urged to solve as much by his own condition of health as by the pure zeal of a scientific mind.

In truth, after a lifetime spent in creative scientific work, Mr. Overbeck, at sixty-two, felt the burden of his years. His bodily machine was a clock that had run down. His heart was so weak that his doctor advised him to make his will. He was also greatly afflicted by kidney trouble, from which he had long been a chronic sufferer.

The final results of Mr. Overbeck's researches and experiments was the electrical instrument we have referred to, which has been appropriately named Overbeck's Rejuvenator. This machine Mr. Overbeck tried on himself, with the result that in four months' time he was a new man.

To-day, at nearly seventy, Mr. Overbeck has the manner and appearance of a man twenty or thirty years his junior. Indeed, it is rare to see a man of fifty or even forty-five with the sprightly step, agility, and quick-wittedness which Mr. Overbeck displays at sixty-seven years of age. When Mr. Overbeck first perfected his Rejuvenator, he had no idea of the world-wide interest it would arouse, but it was not long before the Press of five continents was talking about it, and entirely unsolicited orders for the Rejuvenator began to pour in not only from all parts of the British Isles, but from all parts of Europe, from North and South America, from Africa, from the Far East and the Antipodes.

Mr. Overbeck realized then that he had no right to keep the benefits of his discovery to himself, and from the peaceful quietude of the laboratory he cheerfully stepped out into a positive whirlwind of business activities. He was very soon making arrangements for the manufacture of the Rejuvenator in sufficient quantities to meet the vast and ever-growing demand from sufferers in all parts of the world, and to-day his correspondence alone, which often chains him to his desk until far into the night, is sufficient to keep any ordinary man fully occupied. But Mr. Overbeck is *not* an ordinary man, thanks to the astonishing daily renewal of the energies of the very prime of life brought about by the Rejuvenator.

This marvellous invention of Mr. Overbeck's has now been put to the practical test in hundreds upon hundreds of cases, and in every instance where it has been given an honest trial it has justified the claims which have been made for it. Medical men who have carefully examined it unhesitatingly pronounce it to be an invaluable new addition to the armamentarium of the electro-therapist.

Since the diseases of middle-age are due simply to a deficiency of electricity to run the "belts" of the human machine, they are without excuse now that Overbeck's Rejuvenator has solved the problem of supplying without sensation, in a wholly beneficial way, and in sufficient quantity, the electricity required efficiently to run the bodily machine.

Full particulars of Mr. Overbeck's discovery and conclusive evidence of the remarkably beneficial results which follow the use of the Rejuvenator in all rheumatic and gouty affections, nervous diseases, deafness, heart weakness, and many other ailments, are given in a little book which will be sent to readers of *Discovery* on application to **MR. O. OVERBECK, F.R.S.A., ETC., CHANTRY HOUSE, GRIMSBY.** *3d. in stamps should be enclosed to cover postage.*



Mr. O. OVERBECK, F.R.S.A., F.P.C. (Lond.), the Grimsby Chemist, author of "A New Electronic Theory of Life," and inventor of the "Elixir of Life" Machine known as Overbeck's Rejuvenator.

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Inf. 998

AC/MA.

PRIVATE AND CONFIDENTIAL.

20th September 1928.

Dear Sir,

I have your letter of the 18th inst. and am asking the specialist who has had your Rejuvenator for test whether he is able to make any further report.

Meanwhile, as regards the paragraphs marked on Mr. Overbeck's most recent advertisements I can only say that if the "medical men" indicated in the second marked passage are those who have been mentioned by Mr. Overbeck in other publications they are not registered medical practitioners. It is, of course, impossible to say definitely that no registered medical man has been led to pass a favourable opinion on this instrument. If any have done so, however, I personally should not be disposed to place much confidence in their judgment.

As regards Mr. Overbeck's present state of health I can hardly be expected to express an opinion. The vitality of individuals at a given age varies greatly and doubtless Mr. Overbeck is extremely vigorous at the present time. In this connection I would recommend you to study the series of photographs of himself which Mr. Overbeck uses for purposes of advertising. I am told that the impression of rejuvenescence which they convey can very easily be produced by the method of reproduction for advertising purposes.

Yours faithfully,

Arp. 1928
Medical Secretary.

The Assistant Secretary,
Advertising Association,
57 Fleet St.,
E.C.4.

ab M.P. 998

THE ADVERTISING ASSOCIATION

(INCORPORATED)

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HMT/MS.

21st September, 1928.

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G. RUSSELL CHAPMAN.

ADVERTISEMENT INVESTIGATION DEPARTMENT.

Dear Dr. Cox,

Very many thanks for your September 20th letter and for the opinions contained therein concerning Overbeck's latest advertisement. We look forward to hearing whether the specialist who has been testing the Rejuvenator has any further report to make.

Yours faithfully,

Hugh M. Thomborough.

ASSISTANT SECRETARY.



Alfred Cox, Esq., O.B.E., M.B.,
British Medical Association,
Tavistock Square,
W.C.1.

PRIVATE & CONFIDENTIAL.

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Publicity Club of Leeds
Publicity Club of Leicester
Publicity Club of London
Publicity Club of Nottingham
Publicity Club of Oxford
Publicity Club of Sunderland
Regent Advertising Club

AC/MB

Private and Confidential.

12th October, 1938.

Dear Mr. Chapman,

On the 18th of September Mr. Thornborough wrote asking if we had anything more to report about the Overbeck Rejuvenator. I have just seen the specialist who is testing it and his report was so interesting that I feel I must ask you to let us keep the Rejuvenator for a little while longer. As you know the report of the electrical engineer was that the amount of electricity generated was practically infinitesimal, but that did not preclude the possibility of results being obtained, because, as we know, there are some medicines which have remarkable effects in very small doses. Well, our expert has been testing the machine on several cases and gave instructions at the hospital where the tests were being made that if any result was forthcoming he had to be informed. As he received no report he came to the conclusion that nothing had happened and we so informed you. However, as I pressed him to say whether he was really satisfied that the thing was no use and, if so, to return the Rejuvenator, he asked for the hospital cases to come up on a day when he was there and he finds at least one case in which apparently there has been a distinct growth of dark hair in a man who previously was nearly bald and what hair he had was gray. This may or may not be the result of the treatment from the rejuvenator, though the patient naturally thinks it is. Previously the patient had been having light treatment and it is just possible that the growth of the hair may be a delayed effect of the light treatment. Our expert is now thoroughly interested and he has an excellent case for experiment in his private practice which has resisted light treatment for a year, and he is now going to test the thing thoroughly out on this patient. So I must ask you to let us keep the instrument for a little while longer.

Yours sincerely,

C. Russell

G. Russell Chapman, Esq., Medical Secretary.
General Secretary, The Advertising Association.

THE ADVERTISING ASSOCIATION

TELEGRAMS
ADVERCLUBS
FLEET-LONDON

56-57 FLEET STREET
LONDON E.C. 4

TELEPHONE
CITY
4723-4

15th October, 1928.

Overbeck

Dear Dr. Cox,

By all means, keep the "Rejuvenator"
and allow the experiments to go on.

What you tell me is most interesting
and I am very glad that we were guarded in what we
said about the "Rejuvenator".

Do you know anything of Professor
Pearson's Electric Comb? - large space advertisements
for which have been appearing and regarding which the
most positive claims are made.

Yours sincerely,

P. Russell Chapman
~~GENERAL SECRETARY.~~

Dr. Alfred Cox,
British Medical Association,
Tavistock Square, W.C.

Private & Confidential.

W.T. 998

AC/MB

17th December, 1928.

Dear Mr. Chapman,

I am afraid you will think we have been a long time in investigating the Overbeck Rejuvenator, but only those who have taken part in investigations of this kind know how carefully they must be done and how many cross checks are necessary. X

The specialist whom I asked to undertake this investigation reports that there have been some results which seem to show that the apparatus may be useful in some cases of loss of hair, though the results have been very contradictory. But he is of opinion that the use of the apparatus for treating internal passages or mucous surfaces such as the ears, mouth, etc., is not justified by anything that he has seen of the instrument. He is inclined to think that for use for the hair and for general purposes there may be a possible psychological benefit resulting to the patient and no possible harm.

I have asked my friend to return the apparatus and shall let you know when it is at your disposal.

Yours sincerely,

Agnes Lewis

Medical Secretary.

E. Russell Chapman, Esq.,
General Secretary,
The Advertising Company,
56-57, Fleet Street,
E.C.4.

M.T. 998

THE ADVERTISING ASSOCIATION

INCORPORATED

56-57, FLEET STREET, LONDON, E.C.4

Telephones: City 4723-4

Telegrams: Adverclubs, Fleet, London

Private & Confidential.

19th December, 1928.

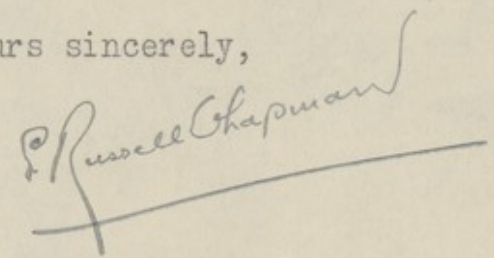
Dear Dr. Cox,

Many thanks for yours of the 17th. We were very willing that you should carry on investigations with the Overbeck Rejuvenator. It is infinitely better that the work should be done thoroughly.

The small meed of praise which your friend is able to give this instrument, makes it impossible for us unconditionally to condemn the advertising. We can, of course, ask for elimination of references to treatment involving risk to the delicate parts, but I fear that forms of words would be used by Overbeck to convey the impression that this is a 'cure-all'.

We are having a considerable amount of difficulty at the moment with some of the Rupture advertisers; the Rice treatment, for instance, copiously supported by testimonials referring to absolute cures. The Advertising Agents ask us what they are to believe when faced with hundreds of obviously genuine testimonials couched in emphatic language. All the better class Agents are willing to co-operate with us, but many of them know if they refuse to insert terms and words implying a cure, their clients would only take the work elsewhere.

Yours sincerely,



Dr. Alfred Cox, O.B.E.
British Medical Association,
Tavistock Square, W.C.1.

P.S.

I will send for the apparatus as soon as you let me know when it is at our disposal.

AC/MB

21st December, 1928.

Dear Mr. Chapman,

Thanks for your letter of the 19th inst. By this time you will have received the Overbeck Rejuvenator. Advertisers as a class are such ingenious persons that I have no doubt the Overbeck people will be able to find a means of making large but very vague claims without your finding any really solid reason for excluding them. But the public love it, and I suppose they must find some way of getting rid of their money, all we can do is to see that the objects on which they spend it, when they are matters over which you or I may have any control, are not at any rate harmful.

I am afraid I know nothing more about the Rice Cure than you already know. I suppose you have read what we say about it in our "Secret Remedies" page 158, and the short section on page 415 of Volume I of the American Medical Association's "Nostrums and Quackeries". The discoverer of a real cure for rupture without operation would be a public benefactor and I can assure you that large numbers of medical men interested in this matter have experimented and enquired on the subject for many years, without result. Rice, Ltd., certainly have not convinced them that they have found a cure.

Yours sincerely,

Arpess

Medical Secretary.

E. Russell Chapman, Esq.,
The Advertising Association,
56-57, Fleet Street,
E.C.4.

M.P.998(66)

PATENT MEDICINES AND APPLIANCES.

Overbeck Rejuvenator.

Dr.C.B.Heald, C.B.E.,
27, Park Crescent,
W.1.

W.I. 998

AC/MA.

15th May 1928.

Dear Dr. Heald,

I believe that Dr. Anderson recently told you something of the activities of the Advertisement Investigation Department of the Advertising Association in connection with a case of unqualified treatment by radiation in Brighton. We have since been asked by the Department to help them in connection with a very widely advertised appliance known as the Overbeck Rejuvenator. Harrods and the Army and Navy amongst other firms are acting as agents for the distribution of the Rejuvenator and it is being widely advertised in the daily press.

You will see from the enclosed copies of correspondence how the matter arose. As a result of these inquiries I promised the department that if they would purchase the appliance I would secure for them a reliable expert opinion as to its character and efficacy as a basis for criticism of the bona fides of the advertisements. I now hear that the appliance has actually been ordered and I shall be most grateful if you can help me by testing it and giving me an opinion. There will be no need for your name to appear in the matter at all if you wish any opinion you may give to be treated as confidential. In any case the discretion of the Advertisement Investigation Department may be relied upon, and it because they have already proved not only their good faith but their ability to take effective action towards the restriction of fraudulent and undesirable advertisements that I am venturing to ask your help in the matter.

We constantly find ourselves up against the difficulty of being unable to give a valid opinion in matters of this kind because we have not the means of testing the appliance or investigating the preparation complained of.

I am sending you some literature in advance so that if you have not noticed any of the advertisements you may see the kind of thing you are being asked to criticise. I will not send the apparatus until I have your consent to examine it.

Yours faithfully,

Armedness

Medical Secretary.

Dr. C.B. Heald, C.B.E.,
27, Park Crescent,
W.1.

x "Overbeck's Rejuvenator" and Reports of leading Articles
on "Electronic Theory of Life" etc.

COPY MA.

"ENCLOSURE."

The Advertising Association,
57 Fleet Street,
E.C.4.

Miss A.L. Lawrence,
British Medical Association,
Tavistock Square,
W.C.1.

15th February 1928.

Dear Miss Lawrence,

I have been asked to give an opinion concerning the enclosed, which, if I remember rightly, your attention was drawn to some little time ago. If you have been able to investigate the matter, or if you have any records about "Overbeck", I shall be very grateful if you will help me to reply to my enquirer.

Yours very truly,

(sgd) Jas J. Hart.

Encl.

"ENCLOSURE."

ALL/MA.

25th February 1928.

ENCLOSURES.

Dear Mr. Hart,

Your letter of the 15th seemed to recall to me some earlier consideration of the Overbeck Rejuvenator but I have not been able to trace any notes I may have made, and accordingly I have waited to deal with your question until I could secure a copy of the free book from Grimsby. This I have now done, and in case you have not got a copy enclose mine for you to look over. You will note with interest that a price of 6d is indicated on the cover whereas the book can be obtained post free for 3d.

I have read this interesting production carefully and find myself in the position of those "incredulous" who, to quote the inspired forecast of the Hull Daily Mail (see page 29 of the pamphlet) "will become more incredible still." Possibly this is because I am so ignorant of the general theory of electricity that I am unable to offer an adequate criticism of Mr. Overbeck's theory, in which he doubtless believes with the enthusiasm of the prophet. I may, however, draw your attention to the suggestion on page 9 that those who receive the new theory "may find it more difficult to die than to live."

I note from page 26 that Mr. Overbeck, who does not pretend to any medical qualification, will answer queries as to the special treatment it is desired to take. As regards the list of conditions in which the Rejuvenator has been used with wonderful success I would suggest that the application of electricity in the case of deafness and ear affections without proper medical supervision may well be extremely dangerous. The same remark applies to heart affections. Paraplegia may be the result of a number of different causes, but any claim to cure either that condition or creeping paralysis by the use of such an apparatus must be looked upon with considerable scepticism.

As regards the claim to reduce a golf handicap (vide press cuttings) I can say nothing, but it is an attractive suggestion to those who play. I note that Mr. Overbeck also sells a special rejuvenating soap which should hardly be necessary to those who use his instrument.

The "celebrated London doctor, Count Ditcham" (see p.9) does not appear on the Medical Register nor can I find that he has ever done so. There is no indication in the telephone directory of any medical qualifications. Testimonial No. 101, p.40, comes from a Doctor of Science who does not seem to have any medical qualification though he seems to be in medical practice. The so-called medical testimony on page 31 of course is of no value whatever; it is noteworthy only because it is so much less convincing than the medical testimonials usually quoted by vendors of panaceas.

You may like to see a few press notices which appeared in 1925 and 1926. If the medical men referred to in the Weekly Dispatch of March 29th, 1925, had qualifications of a different class from those of Count Ditcham and were as impressed as Mr. Overbeck suggests, and if the results of the "prolonged test" to be undertaken by a London physician in 1925 were favourable, one would expect to have seen some mention of the new method in the medical press. If there has been one I have missed it. Mr. Overbeck's literary style is decidedly weak.

Personally I should have no hesitation in rejecting advertisements of the Rejuvenator as opposed to advertisements of the book which purports to set out a new electronic theory of life, though on the material before me I should hesitate to say that the use of the appliance is likely to cause any direct damage to the patient. The damage would probably be of the indirect kind, due to self-treatment in conditions requiring qualified medical attention.

Please let me have the pamphlet and the cuttings back at your convenience.

Yours very truly,

(sgd) A.L. Lawrence.

Intelligence Officer.

J.J. Hart, Esq.,
Advertising Association,
57 Fleet Street,
E.C.4.

27, PARK CRESCENT,
PORTLAND PLACE, W.1.

LANGHAM 1221.

21st May 1923.

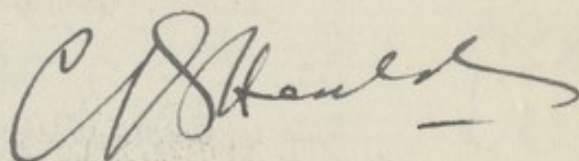


Dear Dr. Cox,

Thank you for forwarding
the correspondence about the
Overbeck Rejuvenator. I have
already had one of these instru-
ments submitted to me for test,
and have had a technical report
on it from an electrical engineer
whom I employ. I should not
however feel justified in sending
his report on to you unless you
could be sure of offering him

some small fee, say 2 guineas. If
however, you agree to this, I will
do what I can to assist you in
this matter.

Yours truly,

A handwritten signature in dark ink, appearing to read 'C.B. Heald', with a long horizontal flourish extending to the right.

C.B. HEALD.

A. Cox, Esq., O.B.E., M.B.,
British Medical Association House,
Tavistock Square, W.C. 1.

AC/MA.

22nd May 1928.

Dear Dr. Heald,

Thank you for your letter of the 21st inst. I am asking the Advertising Association whether they are willing to pay for the report from the electrical engineer or, alternatively, would prefer to procure their own technical report. I take it that in either case you will be willing to comment, in the light of the report, upon the therapeutic properties of the appliance.

I am sending you under separate cover Overbeck's magnum opus as you do not say that you have read it and you will probably wish to see it before giving a final opinion.

Yours truly,

Agreals

Medical Secretary.

Dr. C.B. Heald, C.B.E.,
27, Park Crescent,
Portland Place, W.1.

MP. 998

AC/MA.

25th May 1928.

Dear Dr. Heald,

efficiency of the

I have now heard from the Advertisement Investigation Department that they would be glad to find the fee of two guineas you mention for the electrical engineer's report on Overbeck's Rejuvenator. I am sending you the actual Rejuvenator submitted for examination by the Advertising Association as obviously if they are going to publish any statement reflecting upon the Rejuvenator for the purposes for which it is sold their observations must refer to a definite ascertainable article. The Rejuvenator which I am sending you is exactly as it was received from the vendor and has not been opened or interfered with in any way.

Thank you for the help you have offered us in the matter.

Yours faithfully,

Agnes Lee

Medical Secretary.

Dr. C.B. Heald, C.B.E.,
27 Park Crescent,
Portland Place,
W.1.

M.T. 998

AC/MB

6th June, 1928.

Dear Dr. Heald,

-£2.2.0

I enclose cheque in payment of the Engineer's Report on the Overbeck Rejuvenator, which perhaps you will see is transmitted to the proper quarter.

Yours sincerely,

Agnes Lewis

Medical Secretary.

Dr. C.B. Heald, C.B.E.,
27, Park Crescent,
N.W.1.

27, PARK CRESCENT,
PORTLAND PLACE, W.1.

LANCHAM 1221.



4 Enclosures

15th June 1928

Dear Dr. Cox,

I attach Mr. Bright's report on the Overbeck
Rejuvenator. I am in agreement with all that he
says, and ^{especially} ~~that~~ as regards the danger of causing
sores when these bare electrodes are put in the
mouth, nothing would induce me personally to carry
out this direction ^{of Mr Overbeck} as painful slow ulcers might
very easily be caused.

Apart from this, I should imagine that the
instrument is quite harmless, and might have a
powerful suggestion on patients, as well as
making them do a certain amount of exercise
every day.

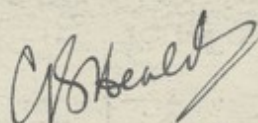
I cannot suggest any means by which this
sort of things can be curtailed except by time,
which usually brings them to nothing, though I

must admit that they bring the subject of Electro-therapeutics into disrepute. X

If there are any other points which you would like me to bring out, please do not hesitate to let me know. Also would you kindly let me know what you wish done with the apparatus and books.

I enclose a cutting from the Evening Standard 13th June arising out of a coroner's inquest that was reported in the Daily Mail. Would you let me have any similar cuttings that your Investigation Bureau can find in England or abroad on misadventures from electrical treatment with X-rays, Radium, Ionisation, Diathermy, etc., etc., for the purpose of my paper at the B.M.A. meeting at the end of next month.

Yours faithfully,



C.B. HEALD.

A.Cox, Esq., O.B.E., M.B.,
British Medical Association House,
Tavistock Square, W.C. 1.

AG/MA.

20th June 1928.

ENCLOSURES.

Dear Dr. Heald,

Thank you for your letter of the 15th inst. and Mr. Bright's report on the Overbeck Rejuvenator, which I have read with much interest.

You ask whether there are any additional points in connection with the Rejuvenator which you might usefully bring out. We must remember that the Advertising Association on whose behalf we are reporting on the Rejuvenator is a lay body and has to deal with an un-instructed public, or rather a public whose chief source of instruction is such advertisements as those under consideration. They deal with the matter from two points of view, first the danger, if any, to the individual of using such an appliance, and second the bona fides of the claims made in the advertisement. They are not concerned with the ordinary advertising puff, the value of which the average individual is supposed to be able to discount for himself, but they are concerned with definitely fraudulent/misleading claims. ^{or} You have already dealt quite explicitly with any question of direct danger involved in the use of the appliance, but I think it would be helpful if you could make some comment upon the list of conditions in which it is supposed to be beneficial, and the propriety of suggesting that the patient should treat himself by the application of electricity in this or indeed in any form.

I take it that we may pass Mr. Bright's report to the Advertising Association as it stands. I ask this because I see that in writing to you in the first instance I suggested that there would be no need to mention the source of our information. This was, of course, before we had entered into the arrangement by which the Advertising Association provided the requisite fee.

I may say that the Advertising Association has in several cases been able to take very effective action to curtail undesirable advertising campaigns.

If you will return the book and advertisements to us we will see that they are passed on with the report to the Advertising Association.

I am afraid that we have very few reports on misadventures from electrical treatment but send you those we have and will add any more which may appear before the Annual Meeting. Will you let us have them back at your convenience? You may find the following references to the British Medical Journal of use in this connection if you have not already noted them:-

| | | |
|-------------------------|---|--|
| B.M.J. 11.12.26, p.1142 |) | |
| " 22.1. 27, p. 164 |) | Correspondence |
| " 10.12.27, p.1115 |) | |
| " 26.3.27 , p.565 | - | "The Uses and Limitations of Ultra-Violet Radiation." |
| " 18.2.28 , p.259 | - | "The Use and Abuse of Ultra-Violet Radiation Therapy." |

I return the cutting from the Evening Standard.

Yours faithfully,

Agnes Lees
Medical Secretary.

Dr. C.B. Heald, C.B.E.,
27, Park Crescent,
Portland Place,
W.1.

mt. 998

27, Park Crescent,
Portland Place, W.1.

2nd July 1928.

Dear Dr. Cox,

I find that I can test out some of the Overbeck Rejuvenator statements without harming a patient, should you care to return the instrument to me.

Many thanks indeed for giving me your time so generously last week. On looking over my papers and the information you gave me, I should now very much like to know what you would consider would be the best method to recommend in my paper for giving effect to the recommendations of the Representative Body presuming they pass the ones put up to them by the Council.

.....

Yours sincerely,

(sgd) C.B. HEALD.

A. Cox, Esq., O.B.E., M.B.,
British Medical Association House,
Tavistock Square,
W.C.1.

COPY MGH

AC/MB

4th July, 1928.

Dear Dr. Heald,

I am sending the Rejuvenator and I should be glad if you could possibly let me have your further report in time for me to get it into the hands of the Advertising Association by Monday, as they have a Committee on that day and are very anxious to have the report. If it is not possible, as I imagine it may not be, in that time to try the rejuvenator out on patients I think it would suffice if you would say from your knowledge of electrical treatment what you think of the value or the harmlessness or otherwise of the suggested treatment for the long list of complaints which Overbeck puts forward. The Advertising Committee I am sure would find particularly useful a considered expression of opinion from one who knows as to the risks that might be run, in addition to a statement as to the uselessness of any such treatment in connection with many of the complaints mentioned. I hope you will be able to let me have an answer by Saturday or at latest Monday first post.

.

Yours sincerely,

(sgd) ALFRED COX,

Medical Secretary.

Dr. C.B. Heald, C.B.E.,
27, Park Crescent,
Portland Place,
W.1.

27, PARK CRESCENT,
PORTLAND PLACE, W.1.

LANGHAM 1221.



5th July 1928

Dear Dr. Cox,

In reply to your letter of the 20th June,
I note in Mr. Overbeck's 'instructions for use'
pamphlet he has an alphabetical list of diseases
suitable for treatment with his apparatus.

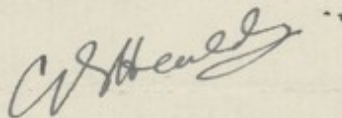
I note also that with two exceptions, namely
Diabetes and Influenza, he has cleverly selected
a list of diseases notorious for their chronicity
and largely non-fatal character.

It is therefore clear that the administration
of an apparatus that yields virtually no current
is not in the least likely to do any harm to this
type of disease and enhances the chances of suc-
cessful self suggestion.

His claims however, in Diabetes and Influenza
are however in quite another category and
delay in suitable treatment is likely seriously

to jeopardise the life of the patient, and in respect of these two diseases alone makes any advertisement of the apparatus misleading to the uninstructed public. X I have no objection to Mr. Bright's report going in, and I now return the books as you asked.

Yours sincerely,



C.B. HEALD.

A. Cox, Esq., O.B.E., M.B.
British Medical Association House,
Tavistock Square, W.C. 1.

MT. 998

AC/MA.

overbed

21st September 1928.

Dear Dr. Heald,

I have just had the attached inquiry from the Advertisement Investigation Department and shall be glad to know if you have anything further to report on the subject.

Yours sincerely,

C. F. Heald

Medical Secretary.

Dr. C.B. Heald, C.B.E.,
27 Park Crescent,
Portland Place,
W.1.

COPYMA.

The Advertising Association,
57 Fleet Street,
E.C.4.

"ENCLOSURE." 18th September 1928.

Dear Dr. Cox,

..... In view of the fact that we are being pressed by Mr. Overbeck to state our Committee's views on his advertising, Mr. Chapman has asked me to inquire whether the specialist who has been testing the instrument has now anything further to report and also when we may expect the return of the Rejuvenator.

.....

(sgd.) Hugh Thornborough,
(Assistant Secretary)

D. Cox

27, PARK CRESCENT,
PORTLAND PLACE, W. 1.

LANGHAM 1221.



Your Ref. 28th September 1928
AC/MA

Dear Sir,

Dr. Heald asks me to say
he has nothing further to
report on the subject of the
Overbeck Rejuvenator.

He would however, be glad
if you would kindly let him
know what you would like done
the instrument.

Yours faithfully,

A. F. Gilchrist

Secretary.

A. Cox, Esq., OBE. MB.,
British Medical Association House
Tavistock Square, W.C.1.

4m.T. 998

AC/MA.

3rd October 1928.

Dear Dr. Heald,

2 I was disappointed by your letter of the 28th ultimo saying that you have nothing further to report on the subject of the Overbeck Rejuvenator. I had understood when I sent you the apparatus for the second time about the middle of July that you proposed to try it out yourself and see if you could get any appreciable result by its use, and I told the Secretary of the Advertising Association that this would be done. I should be very sorry therefore to have to tell him now that we have not been able to follow this course. Can you not manage something on the lines we originally agreed?

Yours truly,

Arfreder

Medical Secretary.

Dr. C.B. Heald, C.B.E.,
27, Park Crescent,
Portland Place,
W.1.

M.T. 998

27, PARK CRESCENT,
PORTLAND PLACE, W.1.



LANCHAM 1221.

Dr. Cot

6th October 1928

Dear Sir,

Dr. Heald asks me to thank you for your letter with regard to the Overbeck Rejuvenator and to say that he has tried again on a case.

He thinks however, that it would be better if he could make an opportunity of seeing you some time about this matter, as he has just torn up a letter to you about it as being unsatisfactory.

Yours faithfully,

A. T. Cochrane

A. Cox, Esq, M.B., Secretary.

AG/MB

8th October, 1928.

Dear Dr. Heald,

I shall be very glad to see you about the Overbeck Rejuvenator, because I feel most uncomfortable at the idea that I should have to tell the Advertising Association that we cannot give them any further help. Perhaps you will get your Secretary to make an appointment over the telephone. My programme is exceedingly full during the next two or three weeks; morning is always my best time, but I will do my best to make an appointment at a time which will suit you.

Yours sincerely,

Aspeckler

Medical Secretary.

Dr. C.B. Heald, C.B.E.,
27, Park Crescent,
Portland Place,
W.1.

998

Royal Free Hospital.

President & Chairman:
The Rt. Hon. Lord RIDDELL.

Hon. Treasurer:
ALBERT LEVY, Esq.

Hon. Secretary:
DR. MAY THORNE, O.B.E.

Secretary:
REGINALD R. GARRATT
TERMINUS 4331.

For Men, Women & Children.

FOUNDED IN 1828

GRAY'S INN ROAD, W.C.1.

**YOUR GIFT MAY SAVE
A LIFE!**

750

PATIENTS TREATED
DAILY.

PLEASE SEND YOUR
DONATIONS (which are
urgently needed) TO THE
HON. TREASURER.

SECTION: SUPPLY.

Nov. 10th 1928.

Dear Dr Cox,

Dr Heald has asked me to
write to you about the Owenbeck's
Rejuvenator which he is testing. X

He wishes me to say that he
now has many opportunities for using this
apparatus, and if you would like to
let him have another 'Rejuvenator'
he could make full use of it for
purposes of trial.

Yours truly,

D. Joyce Peake



AC/MB

13th November, 1928.

Dear Miss Peake,

In reply to your letter of the 10th inst. would you please tell Dr. Heald that there is no likelihood of our getting possession of another Overbeck Rajuvenator. They are very expensive instruments and the advertising people bought the one Dr. Heald now has for the purpose of a test in order not to be under any obligation to Overbeck. I am being asked how soon it will be before the test will be complete and the instrument returned. Please ask Dr. Heald to do what he can to expedite the tests he is now making.

Yours faithfully,

Arpealor

Medical Secretary.

Miss D. Joyce Peake, M.R.C.B., L.R.C.P.,
Royal Free Hospital,
Grays Inn Road,
W.C.1.

M. 1. 998



27, PARK CRESCENT,
PORTLAND PLACE, W.1.
LANGHAM 1221.

Overbeck

15th November 1928

Dear Cox,

Thank you for your letter to Miss Peake with regard to the apparatus. I tried this apparatus on the patient in private to whom I spoke to you about and it has not done the slightest good of any sort or kind.

Therefore in view of your letter I am returning the apparatus to the Hospital where I have three cases waiting for it to be tried upon. Your Advertising Agency must realise that the growing of hair, however efficient the method, takes a long time. If they want facts now, I am prepared to state them as they stand, but in view of what I told you, I fear Mr. or Overbeck would take out of such a report the sentences he wanted and use them for advertising purposes.

Perhaps you would let me have your comments on these points.

Yours sincerely,

C. B. Heald

C. B. HEALD.

AC/MB

20th November, 1928.

Dear Dr. Heald,

Thanks for yours of the 15th inst. I do not know whether to be glad or sorry that the apparatus has had no effect on your private patient.

I think the Advertising Vigilance Committee quite realises that testing an apparatus of this kind must be a slow job, and I would rather you took such time as you feel to be necessary before you report. But please do not keep me waiting any longer than is really necessary.

Yours sincerely,

Arfrealer

Medical Secretary.

Dr. C.B. Heald, C.B.E.,
27, Park Crescent,
Portland Place,
W.1.

W.P. 998

AC/MB

14th December, 1928.

Dear Dr. Heald,

X
On my return to the office this morning I have received your message in reference to the Overbeck Rejuvenator. As the test has gone on for some time now I think perhaps the best thing would be for you to report on the instrument in the way you suggest. If you will let me have the report I will transmit it to the Advertising people.

Yours sincerely,

Agnes Lewis
Medical Secretary.

Dr. C.B. Heald, C.B.E.,
27, Park Crescent,
N.W.1.



27, PARK CRESCENT,
PORTLAND PLACE, W.1.

M.T. 998

LANGHAM 1221.

14th December 1928

Dear Dr. Cox,

We have now investigated the Overbeck Re-
juvenator from a good many points of view. X

X I think if Mr. Overbeck would undertake to
remove from all his advertisements and pamphlets
any reference to using this apparatus for treat-
ing internal passages or mucous surfaces, such
as the ears, mouth, etc., etc., I could see
no possible harm and possibly a psychological
effect resulting to the patients. X

Yours sincerely,

C.B. HEALD.

A. Cox, Esq., M.B.,
British Medical Association House,
Tavistock Square, W.C.1.

AC/MB

17th December, 1928.

Dear Dr. Heald,

Overbeck Rejuvenator.

Many thanks for your letter of the 14th inst.,
the gist of which I have passed on to the Secretary of
the Advertising Association.

Would you kindly let me know from where I
should collect the apparatus, as the advertising people
are anxious for its return.

Yours sincerely,

Agnes Lewis

Medical Secretary.

Dr. C.B. Heald, C.B.E.,
27, Park Crescent,
W.1.

Royal Free Hospital.

President & Chairman:
The Rt. Hon. Lord RIDDELL.

Hon. Treasurer:
ALBERT LEVY, Esq.

Hon. Secretary:
DR. MAY THORNE, O.B.E.

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**YOUR GIFT MAY SAVE
A LIFE!**

750
PATIENTS TREATED
DAILY.

PLEASE SEND YOUR
DONATIONS (which are
urgently needed) TO THE
HON. TREASURER.

SECTION: SUPPLY.

M.P. 998

Dear Dr Cox,

I have sent this patient round with
X the Ovenbeck apparatus and he will tell
just what it has, & has not done for
him. (I find that you have the
apparatus already)

Yours in haste

Atkinson...

10 min
28/12

M.T. 998

27, PARK CRESCENT,
PORTLAND PLACE, W.1.

LANGHAM 1221.



18th December 1928

Dear Dr. Cox,

The Overbeck Rejuvenator
is at the Royal Free Hospital
in the Electrical Department,
and I should be glad if you
would arrange to collect it
from there. I will inform *them*
that it will be called for
shortly.

X

done
19/12/28

Yours sincerely,

C.B. HEALD.

A. Cox, Esq., M.B.,
British Medical Association.

M.P. 998(66).

PATENT MEDICINES.

Dr. E.L. Hopewell-Ash,
71, Grosvenor Street,
W.1

AC/MA.

5th August 1931.

PRIVATE AND CONFIDENTIAL.

Dear Sir,

The Victorian Branch of the British Medical Association has been asked by the Advertising Association of Australia for help in suppressing an extremely objectionable type of advertisement which is appearing in the lay press in Australia in connection with an instrument known as Overbeck's Rejuvenator. One feature of the advertisements in question is the statement that the instrument is used in treatment by a number of English medical practitioners, and a long list of names and addresses is supplied which includes those of a few whose names appear in the Medical Register, of whom you are one.

The Victorian Branch has asked us to ascertain whether this use of their names has been sanctioned by the practitioners concerned, and I shall be obliged if you will let me know whether your name is being used in this manner with your knowledge and consent.

Yours faithfully,

(Sgd) Alfred Cot.

Medical Secretary.

Dr. E.L. Hopewell-Ash,
71 Grosvenor St.,
W.1.

hurich



71, GROSVENOR STREET,
GROSVENOR SQUARE,
W. 1.

7th August, 1931.

The Medical Secretary,
British Medical Association.

Dear Sir,

In reply to your communication of August 5th, 1931, I have to say that I have never used the instrument known as Overbeck's Rejuvenator; moreover I have not at anytime given permission for the use of my name in connection with advertisements for that apparatus.

But whilst gladly answering your enquiry I must say that I object to the ~~form~~ of your letter. If you will kindly look at it from my point of view I feel sure that you will see how unpleasant it is to receive the barest suggestion that I could have possibly given such permission. I note that your letter is marked "private and confidential" but I must ask you to relieve me of any restriction which prevents my showing this correspondence to colleagues and fellow-members of the B.M.A.

Faithfully yours,

E. L. Hapgood-Arch

ms 998 (66)

AC/MA.

11th August 1931.

Dear Sir,

I have to thank you for your letter of the 7th inst. in which you state that, as I fully expected, you have not at any time given permission for the use of your name in connection with advertisements of Overbeck's Rejuvenator.

I much regret that you found cause for complaint in the form of my inquiry. I can assure you that it was not intended to convey any "suggestion" that you had given such permission, or to carry any criticism or innuendo whatsoever, and I may say that the other members of the Association to whom I addressed letters in identical terms have taken no exception to them - quite the contrary. *They have thanked me for drawing their attention to the matter.*

The inquiry was made primarily in the interests of members whom I wished to protect against what I naturally assumed to be an unauthorised use of their names. But as I had no information as to the circumstances of the several cases I think that on reflection you will agree that I had no right to express either this or any other assumption until I had been informed of the facts of the matter by the members concerned.

My letter of the 5th inst. was marked "Private and Confidential" as a routine matter, firstly because, as you will be aware, legal issues are sometimes involved in reflecting upon the value of proprietary articles, and secondly to indicate the personal and private nature of the inquiry so far as it affected a member of the Association. I see that in this particular case criticism is strictly confined to the method of advertising, and in the circumstances you are of course free to make such use of the letter as you may deem advisable.

I take it that I have your permission to inform the Victorian Branch of your views with regard to the use of your name in this connection and ask it to take such steps as it may think desirable to protect your interests.

Yours faithfully,

(sgd) Alfred Cot.

Medical Secretary.

Dr. E.L. Hopewell-Ash,
71, Grosvenor St.,
Grosvenor Square,
W.1.

M P
9982



X

ackd pc
13.8.31
C.M.

71, GROSVENOR STREET,
GROSVENOR SQUARE,
W.1.

12th August, 1931.

The Medical Secretary,
British Medical Association.

[Handwritten signature]

Dear Sir,

I am much obliged by your letter of 11th August and greatly appreciate what you say.

Yes; please inform the Victorian Branch how strongly I object to the use of my name in connection with Overbeck's Rejuvenator. I shall be only too glad to hear that the B.M.A. has been able to do something definite to protect its members' interests in this affair. My best thanks are certainly due to the Victorian Branch and yourself for bringing the matter to my notice.

Believe me,
Faithfully yours,

E. C. H. [Handwritten signature]

M.P. 998(66)

PATENT MEDICINES.

Overbeck Rejuvenator $\frac{1}{2}$

EXCELSIOR

SUPERFINE

Dr. S. W. A. F. Wilson,
Tree house,
Burl ey,
New forest,
HANTS.

ACTION HERE.

Miss Lawrence.

Will you please
draft a reply

W.M.

Telegrams : " Burley, Hants.
Telephone 13.
Station : Holmsley, S.R.

D.A.
TREE HOUSE,
BURLEY,
NEW FOREST,
HANTS.

AT HOME.
9-30 TO 10-30 A.M.
6-30 TO 7-30 P.M.



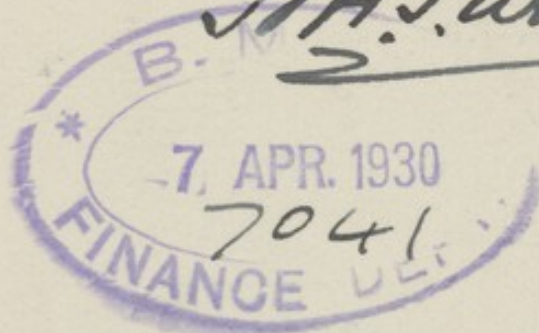
4-4-30.

Dear Sir

Could you kindly give me
any confidential information
about Overbeck's Rejuvenator
(Electrical machine, made at
Grimsby). I have been asked
by a patient as to whether it
fulfills the claims in the
prospectus.

Yours faithfully

J.A. Hickson



*Keled?
B.M.A.
London.*

99869

GCA/MA.

8th April 1930.

Private and Confidential.

Dear Sir,

You say in your letter of the 4th inst. that you have been asked by a patient whether the Overbeck Rejuvenator fulfils the claims in the prospectus. This is rather a large question and as I have not before me the particular prospectus referred to and it may differ from those on our files, which were issued some two years ago, I cannot base my reply on them. I will therefore give you such general information as we have on the subject.

In 1928 the list of diseases claimed by Mr. Overbeck as suitable for treatment with his apparatus were mostly of a chronic and largely non-fatal character. As the strength of the current supplied by the apparatus is hardly appreciable, its application is not in the least likely to do any harm in this type of disease and enhances the chances of successful self-suggestion. The patient may therefore consider that he attains great benefit from its use. On the other hand, the suggestion that the Rejuvenator should be used in diabetes and influenza falls into quite another category since delay in suitable treatment is calculated to jeopardise the life of the patient, and if claims in respect of these two diseases are still being advanced you will know how to deal with them.

The apparatus is said to be effective in promoting the growth of the hair. I may tell you in confidence that we have had reports from a competent authority on its experimental use for this purpose but they have established nothing definite since a case in which fresh growth did actually follow the use of the apparatus had previously received light treatment to the delayed effects of which the benefit may have been due.

At the time of our inquiries the instructions for use included some which involved definite danger in connection with treatment of the mouth and ears. According to our information, painful, slow ulcers ~~ef~~ might easily be caused by the use of the electrodes in the mouth, and although it is unlikely that the tympana of the ears would be reached with the electrodes provided, it is suggested that the ears should be syringed with water which would provide a readily conducting path and a dangerously large current might therefore flow.

It is difficult to say definitely that currents such as those produced by the Rejuvenator cannot ~~in~~ any case produce beneficial results since, while it is generally accepted that currents of the order of milliamperes are require to produce therapeutic results, there is no proof of this and recent research suggests that much weaker currents may actually produce beneficial results. It is therefore impossible to say definitely that, apart from the subjective results already mentioned, the Rejuvenator must be useless in every case. On the other hand, the general claims advanced, if they have not been modified since 1928, are clearly absurd. The expense of the apparatus is a factor which, in the circumstances, may appeal to your patient.

I hope that these notes may serve your purpose, but I shall be glad to try to amplify them if there is any particular point upon which you would like further information.

Yours faithfully,

Spencer C. Anderson

Deputy Medical Secretary.

Dr. S.W.A.F. Wilson,
Tree House,
Burley,
New Forest,
Hants.

M.P. 998. (66)

PATENT MEDICINES AND APPLIANCES.

(Overbeck's Rejuvenator).

Dr. A. Kidd,
2, Sunnyside,
Gravesend.

2, SUNNYSIDE,
GRAVESEND,
KENT.

Mar 29th/28

Dear Sir

Whilst I have no
desire to start a correspondence
in the Journal about a presumably
quick remedy I should be glad if
you could give me any information
about Mr. O. Overbeck's Resuscinator
which I am told is largely
advertised & sold by the
A. & H. Street & Harrods. I
also understand that free
consultations are given by
Dr. R. Blakelock & Dr. Primrose
Wallace at 46 Bryanston Sq
The reason I ask is that my
opinion has been sought by
a lady with chronic rheumatism



I find that it is useless for
me to condemn the thing on
general grounds, when at the
same time I have to admit
that I know nothing of it which
had not previously heard of this
particular appliance, which as
far as I can gather is some
form of electrical apparatus.

Yrs. faithfully

Richard Kidd.

My 998
Schwartz

AC/MA.

31st March 1928.

Dear Sir,

Your letter of the 29th has been passed to me by the Editor for reply. I fear we cannot at the moment give you the information which would be of most use to you as there is no report of any reliable test of Overbeck's Rejuvenator available at the moment. The advertising campaign which Overbeck is conducting at present in the lay press, notably the Morning Post and the New Statesman, is of a character in itself sufficient to condemn his methods of treatment out of hand. The mildest claim advanced is that the use of the Rejuvenator "brings back lost youth, wipes out the tell-tale marks of old age, banishes constitutional disease and builds health in every body cell." The claims as to the effect of the treatment in a large variety of conditions are mainly advanced by the method of quoting alleged testimonials. According to Overbeck's own account of his apparatus it is some form of electric battery, the use of which is unaccompanied by any physical sensation. The description supplied in the literature is couched in the worst kind of pseudo-scientific jargon. "Dr. R. Blakoe" and "Dr. Primrose Wallace" mentioned in your note do not appear to have any medical qualifications; the former claims to be a doctor of science.

I am at the moment making some further inquiries into the whole matter and will let you know if I find out anything likely to be of use to you.

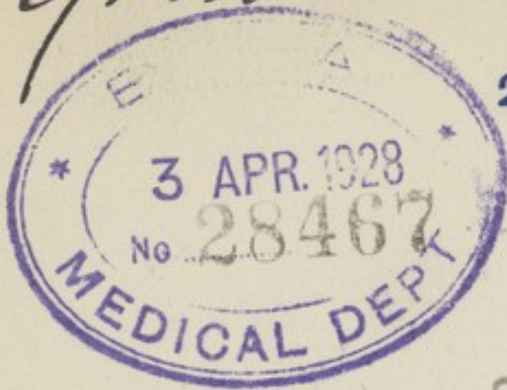
Yours faithfully,

Argreless
Medical Secretary.

Dr. Archibald Kidd,
2 Sunnyside,
Gravesend.

AC/MA.

JCB



2, SUNNYSIDE,
GRAVESEND,
KENT.

Apr 2nd / 28

Dear Sir. M.T. 998

Very many thanks

In your letter re Overbeck's
Requirements, which concerning
as it does the specimen I referred
to the patient will I hope
restrain her from exhibiting
the advertisement to the extent
of 266.

The gullibility of even educated
persons is however a constant
source of annoyance. Please do
not trouble any further about
the matter.

Yr. faithfully
Arthur Kidd

M.P.998(66)

PATENT MEDICINES AND APPLIANCES.

Overbeck Rejuvenator.

Dr. James Neary.
General Secretary,
Medical Defence Union,
49 Bedford Square,
W.C.1.

4m.T.998

(COPY GBO).

ALL/MA.

30th March 1928.

Dear Dr. Neal,

.

Another case which has possibly come under your notice is that of the propaganda for Overbeck's Rejuvenator. In the Morning Post of March 24th there was a three column advertisement of this excellent machine which included the following statement:-

"London Consultations and Examinations free of charge by Dr. R. Blakoe, D.Sc., Phys.B., and Dr. Primrose Wallace (Lady) of 46, Bryanston Street, Marble Arch, London, W.1. Tel. Paddington 4073".

"Dr." Blakoe has presumably covered himself by indicating the nature and quality of his degrees, though not their source. The lady in the case has omitted to do so. We are getting some inquiries about the Rejuvenator and if you have or secure any information in connection with it I shall be very grateful if you will pass it on.

Yours truly,
(Sgnd) A.L. Lawrence
Intelligence Officer.

Dr. James Neal,
General Secretary,
Medical Defence Union,
49, Bedford Square,
W.C.1.

4.1.998

(COPY GBO).

MEDICAL DEFENCE UNION,
49, Bedford Square,
London, W.C.1.

LD.

2nd April, 1928.

Dear Miss Lawrence,

I am very much obliged for your letter of the 30th of March. I have not previously heard of either of the matters of which you write, but I really cannot see any possibility of instituting proceedings in either case on such information as you have at present been able to obtain.

.

In the other case, although the lady, "Dr. Primrose Wallace" has not mentioned the source of her degrees, there is nothing to show that they are claimed to be medical. We shall have to have something more definite I feel sure before we could contemplate any effective action, and I hope you will let me know if you should be successful in obtaining such evidence as would justify proceedings.

Yours sincerely,
(Sgnd) James Neal.

Miss A.L. Lawrence,
British Medical Association.

Tunnies

11. 1. 29.

Otto C. J. G. L. Overbeck, 68, described as a retired scientist, was yesterday committed by the Chapel-en-le-Frith (Derbyshire) magistrates for trial on 11 charges of misconduct alleged to have taken place at Castleton, Derbyshire, between May 26 and August 5, 1928. Bail was allowed in sureties of £2,000.

PATENT MEDICINES AND APPLIANCES.

M.P. 998. (64)

O.C.J.S.L. Overbeck, Esq., F.R.S.A., F.G.S., F.C.S., F.P.S.,
Chantry House,
GRIMSBY.

M.T. 998

Overbeck's Rejuvenator.

Chantry House,
Beansgate,
Grimsby.

Telegraphic Address: "Overbeck, Grimsby".



REFCE. NO. _____

REGISTERED TRADE MARK

TELEPHONE NO
GRIMSBY 3980.

OCJH Overbeck

26th March 1928

Dear Sir,

HEALTH - PERFECT HEALTH - the joy of it.

Was it the desire for happy, joyous health that prompted you to write to me a few weeks ago for the booklet describing my Rejuvenator?

YOU PERHAPS ARE SUFFERING FROM AN AFFLICTION WHICH ROBS YOU OF THE JOY OF LIFE - HEALTH, PERFECT HEALTH.

You will have found dieting, drugging and medical treatment of no avail. These are costly and their failure induces despair.

WHY ARE YOU A SUFFERER? Because, as the latest scientific researches prove, there are losses in your body's electric power. That, and no other, is the cause of all constitutional and nervous disorders.

HOW THEN CAN YOU BE CURED? You can be cured by restoring balance to your electric force - by revivifying it - by sweeping away those causes which result in pain, suffering and misery.

AND THIS YOU CAN DO BY USING THE OVERBECK REJUVENATOR. From all over the world, from people in all walks of life, there pours in testimony and persistent proof of the marvellous curative properties of this instrument.

Take an important step towards the recovery of good health to-day - now - by filling in the enclosed coupon and posting it with remittance.

Yours faithfully,

OCJH Overbeck

"ENCLOSURE." M.T. 998

To Mr. O. OVERBECK

F.R.S.A., F.G.S., F.C.S., F.P.S.

**CHANCERY HOUSE
GRIMSBY**

*Please dispatch immediately, carriage paid,
the Overbeck Rejuvenator marked below. Remittance
value £ : : is enclosed.*

| | | |
|-------|--|-----------------|
| | The Complete Standard Instrument.. .. | £6 6 0 |
| | Special High Power Instrument | £7 10 0 |
| | Special Portable Model .. | £6 0 0 |
| | Standard Model De Luxe .. | £8 8 0 |
| | High Power Model De Luxe | £10 10 0 |

Signed

Address

.....

Nearest Railway Station

Remittances can be made by cheque, money order,
postal order which must be crossed, or by treasury notes
which must be registered.

(See over)

The Overbeck Rejuvenator

PRICES

The Complete Standard Instrument .. £6 6 0

Special High Power Instrument £7 10 0

(For severe cases or those of long standing)

Replacement batteries for above, 45s. per set, carriage paid.

Special Portable Model £6 0 0

(Especially designed for travellers and patients who are often moving about)

Replacement batteries for above, 17s. 6d. per set, carriage paid.

Standard Model De Luxe £8 8 0

Cases specially padded and covered with finest black rexine of exceptionally heavy quality. All fittings plated, and instrument case lined throughout with crimson silk plush. Of superior finish and best possible workmanship.

Replacement batteries for above, 30s. per set, carriage paid.

High Power Model De Luxe £10 10 0

Similar to standard model de luxe, but with the special high power batteries. A beautiful instrument and the best possible.

Replacement batteries for above, 45s. per set, carriage paid.

(See over)

A brief survey of that Wonderful Discovery—The Electronic Theory of Life

Electricity has now been irrefutably proved to be the creator of the material universe. Think how such a universally agreed scientific conception simplifies nature.

Since nothing exists anywhere but electricity, we ourselves are electricity, and so, perforce, must be our life also, and everything appertaining to us, for our system can, on that account, only respond physically to the electricity of which it is constituted.

Our life is therefore now proved to be, as has long been considered possible, an electric phenomenon, neither more nor less; not mysterious or supernatural, but completely natural.

By the new theory we know that not only is electricity life, but the lack of it alone produces old age, and since we can now keep ourselves supplied with it artificially, in the proper proportion, and in its own peculiar state or style, we can understand the enormous possibilities of this new discovery.

We know too that constitutional and nervous disorders such as bronchitis, neuritis, neurasthenia, rheumatism, sciatica, lumbago and similar affections are due solely and entirely to losses in the body's electric force and to no other cause.

The value of drugs in urgent cases such as poisoning and many others, is, of course, duly accredited, fully recognized and valued, but only as the exponents of electrical action in a system of electrical effects.

We have been brought up to consider and accept the most important things so lightly, by taking them for granted—that is—unproved, that it is not at all easy to disabuse ourselves of the shortsightedness of our misled childhood.

From the new theory of the real meaning, existence and presence of the elixir of life, as properly and scientifically understood within us, we acquire a far greater interest in ourselves and our little world.

Every physical action represents electric energy, just as much as all we are represents the chemistry of electronic matter. Practically all movement is produced from the electric energy obtained in chemical form from our food and our breathing, possibly with some acquired as well from an electric atmosphere or from the sun's rays, which are, of course, also electric.

Our food can be compared with the fire that is used to produce electricity at a generating station, and the lungs we can regard as our chimney for the draught of combustion required for the oxygen.

We have undeniable proof, therefore, that we must be producing electricity all the time we are using it up, for we cannot store this electrical energy or obtain it in any other way to so great an extent. This we may term a new Herveyan circulation in our system, our electric quasi-fluid being the true elixir of life.

Our brain acquires it and distributes it as a flashing current through the nerves, and the complementary return system is conveyed in its maximum quantity by the blood, which carries extra electricity in the form of electrically unbalanced chemical bodies—mainly the hormones—together with superficially electrified bodies (colloids).

A dormant or sleeping cell is lazy because it lacks distributed energy, just as with any of us in a like state, i.e., lacking electricity, which is the only active energy we possess. The absence of electricity alone makes us lazy, the reason being that we cannot, under such feeble electric mental conditions, be anything else or do any more.

We can now fully appreciate why a medical process of feeding the brain with electricity should be in time logically capable of curing, or at least alleviating considerably, all constitutional and nervous diseases.

All disabilities are, in their origin, alike. In part they represent the brain's inability as a whole to supply the demands of all the local brain centres.

Demands are constantly made on all these specific centres, for the fulfilment of various local energies or duties, which may often thus be capable of being affected by the automatic or balancing reflex system. This proves also that the current is continually being produced, because otherwise, being constantly drawn upon, it would soon fail.

All bacteria-free illnesses represent simply electric unbalance. Just as bacteria can produce electrical unbalance by their inimical chemical reactions, all drugs used for curative purposes must ultimately depend solely upon their electric qualifications.

Take the case of the acute and agonising pain of lumbago; under electric treatment it becomes a totally negligible matter, vanishing as electric balance sets in, because beyond this unbalance there was nothing whatever the matter, and after repeated electric feeding the pain may not recur for very long periods, if at all. The same applies to rheumatics, neuralgia and similar affections.

Take too heart disease. Mr. Overbeck, the inventor of the Overbeck Rejuvenator, was told by his doctor seven years ago that his heart was so weak he had better make his will, but Mr. Overbeck, after using his instrument for restoring the balance of electricity in his body, is to-day a new man, free from heart disease as well as kidney trouble from which he had suffered for twenty years.

Take again the case of the hair. When the hair cells are fully active they produce colour and growth. When their activity fails the hair loses its colour, becomes thin and in time falls out.

**You should read Mr. Overbeck's wonderful book—The New Electronic Theory of Life
You may have a copy for 4/6 post free by ordering immediately**

"ENCLOSURE."

More remarkable testimony of the wonderful curative powers of the Overbeck Rejuvenator

85 years old. Rheumatism disappears.
Palsied hand becomes steady.

SUNBURY WAY,
HANWORTH,
MIDDLESEX.

"I have now used your Rejuvenator about three months. You may remember I got it in the hope that it might cure the Rheumatism from which I had suffered for two years, in my right shoulder, following an injury on being knocked down by a 'road hog.'

"I also hoped it would steady my palsied right hand, which for eight years had prevented me writing in ink, except with the greatest difficulty and extremely slowly.

"The results are—First: My Rheumatism disappeared after ten days' Treatment, and has never returned. Second: My hand has gradually become steadier, so that as you see, I can now write in ink after being unable to for years, and in pencil quite rapidly. Third: My hair has ceased to fall out, and is gradually turning darker. It was white, as I am well on in my 85th year. Fourth: I feel perfectly fit in every way and enjoy my daily walks and cycle rides, my hard labour in my garden and a hot foursome at tennis with the best in my club.

"I invested in your Rejuvenator against the opinion of a friend, a celebrated West End specialist, but now that he has seen what it has done for me in three months he jokingly remarks: 'I shall have to borrow it.'"

(Signed) A. MORSE.

You need not despair if your ailment is of
long standing or considered incurable.

*Send to Mr. Overbeck, Chantry House, Grimsby, for
an Overbeck Rejuvenator—now—to-day—and benefit as
others have and are benefiting. Use the enclosed form.*

M.T. 998

Telegrams:—OVERBECK, GRIMSBY.
Telephone:—Grimsby, 3980.

Chantry House,
Grimsby.

Dear Sir or Madam,

In response to your recent enquiry, I sent you particulars of my Patent Electrical Rejuvenator. I have not had the pleasure of hearing from you on this matter, and would like to know if there is any further information which I may give you. Do not hesitate to write for my advice regarding any particular complaint from which you may be suffering, it is freely and willingly given.

Science now knows that the brain is the electrical heart of the body. It assists in the distribution of the life energy of electricity via nerves and blood to all parts of the system. The Overbeck treatment is the only one which first charges the brain with electricity, and then takes it to whatever part of the body is requiring additional current on account of pain or illness.

In this treatment, the electricity is actually absorbed and distributed by the brain, not merely passed through the body from one point to another.

No harm whatever can occur to the patient. There is no sensation and absolutely no fear of any shock.

The cost of treatment averages out at about twopence per day, and the instruments and cases are practically indestructible. The only expense therefore in the maintenance of the treatment is the cost of new batteries, approximately once every six months. The instrument can be operated by the patient himself, or by a second person.

Everyone realises to-day the enormous advances that are being made almost daily in electrical science and research. Broadcast Wireless Concerts would have been ridiculed a few years ago, but to-day they are a standard institution in the life of the working man.

In the same manner, this new method of treating pain and illness broadcasts the cure throughout the system. It goes hand in hand with all the wonderful electrical and wireless discoveries of the age.

YOU CANNOT AFFORD TO BE WITHOUT ONE. Fill up your order and post it to-day. That pain or illness from which you are suffering will vanish under persevering treatment, for such disabilities always represent only a lack of electricity. But this deficiency must be made good in the proper manner and this can only be done by the Overbeck treatment.

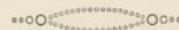
I am convinced that were you not in need of such a health giving appliance as mine, you would not have written to me about it, and I can assure you that from the letters I am constantly receiving from satisfied users the world over, great and lasting benefits are being derived in illnesses of all natures. When you have this instrument, you have a perfect doctor in the house without the attendant evil of a big account every quarter. Please go through my booklet and testimonials again and convince yourself of the genuine nature of the cure that is offered you. Some of the testimonials attached may refer more to your own case than those in my booklet. Then send me your order for immediate delivery; you will thus soon become another of my satisfied users.

Yours faithfully,

O. C. H. Overbeck

F.R.S.A., F.G.S., F.C.S., F.P.S., etc.

Overbeck's Rejuvenator.



Further recent Testimonials.

ADDITIONAL MEDICAL ENDORSEMENT.

June 1st, 1927. Success in electrical treatment largely depends on the nature of the appliances used. Mr. Overbeck's instrument conforms to the latest ideas in Electro-Therapeutics, being designed to supply a continuous current of low potential practically without sensation. It may be used with self treatment with perfect safety if the very clear and simple instructions are adhered to, and should prove very beneficial in conditions which respond favourably to electrical treatment.

(Signed).....L.R.C.S., L.R.C.P.

TESTIMONY OF SATISFIED USERS.

- No. 178. My eyes are noticeably benefited, I am not suffering nearly so much from eyestrain and resultant headache.
- No. 179. I am very pleased with the Rejuvenator bought from you last November (1926).
- No. 180. I have been using your Rejuvenator for a few months and find it is doing me much good.
- No. 181. I have used your Rejuvenator for nearly a month with much benefit.

No. 182.

We have used the Rejuvenator regularly since March, and even in this short time we both feel much better and have more joy in life. People who have not seen me for some time say I look much younger, and the muscles of my heart which I strained last autumn are certainly better.

No. 183.

I am glad to be able to tell you that Mrs. has derived much benefit from the treatment.

No. 184.

I am glad to be able to report that I have derived very considerable benefit from using the Rejuvenator which you supplied to me last October.

No. 185.

I have been working regularly with your wonderful machine now for a fortnight or so, and am noticing much improvement generally, the bronchial condition of chest being quite cleared already, eyesight better, and hair a little thicker.

No. 186.

My wife found such great benefit to her hair, which is now double the thickness.

No. 187.

The Rejuvenator arrived safely, and its application to the head and other parts of the body certainly seem to have a revivifying effect on the system.

No. 188.

I am pleased to say my hair improved greatly under the treatment.

No. 189.

I am well satisfied with the results to date. My hands have improved in condition and are much more useful. I have more control of my lower limbs and feel generally more robust, and expect to do much better now the weather is getting warmer as the current seems to be more effective when the nerves are not exposed to the cold. People are remarking on my improved appearance, and incidentally, my bald head is showing distinct signs of rejuvenation.

No. 190.

I received the instrument about a fortnight ago and my wife and I have certainly slept better since.

No. 191.

The instrument arrived safely and both my husband and myself are very pleased with it. I waited a few days before writing to see what effect the treatment had on me and the result is quite satisfactory.

No. 192.

My hair has stopped coming out already.

No. 193.

I promised to let you know how I progressed, and I am decidedly better. One good thing is, I sleep better.

No. 194.

My daughter feels certain that already her eyesight feels improved, and I feel a great benefit from treating the spine.

No. 195.

I feel that the machine is doing me a lot of good. It certainly has done my right shoulder good. It has done my neurasthenia and depression of spirits a lot of good already.

No. 196.

My wife is most decidedly better in health, her headaches have been conspicuous by their absence.

No. 197.

I can say how thankful I am to know what good can come from your Rejuvenator. I am going on fine and cannot find words to express my thoughts and gratitude to your machine.

No. 198.

Three months ago I got one of your Rejuvenators for acute neuralgia in the tongue, and I am thankful to say I have derived the greatest possible benefit from it.

No. 199.

The Rejuvenator arrived yesterday and I put it to use at once. Strange to say, when I woke up this morning, I heard a clock ticking in my bedroom that I had not heard for a long time.

No. 200.

Please repair the enclosed "lead" as soon as possible as my wife and I would not be without the Rejuvenator for anything as it is doing us both so much good.

No. 201.

I have now used the Rejuvenator for three months and you will be glad to hear that my health has considerably improved, and weight increased 5 lbs. My hair which was very grey is changing colour slowly but surely and is now quite noticeable by those who have not seen me for any length of time.

No. 202. I have so much faith in your instrument that I speak about it whenever I come across anyone that I think would be benefited by it.

No. 203. When I go out it is quite a "triumphal progress." It is quite funny, everyone saying no need to ask how you are, what have you done. Now I am telling everyone. My daughter is feeling a distinct improvement in eyesight and energy. It seems good for the heart.

No. 204. A girl who is 18 in June came here as a maid on the 21st Feb. last (1927). As a child of about 12½ she got a severe fright and in consequence lost all her hair, eyebrows, eyelashes, etc., and when she came to me in Feb. she wore a wig; under this she had grown hair at the sides and lower back part of the head. She was bald from the brow to within an inch or so of the back of the neck. I put her on to your machine right away and used the cylinders as they were more convenient than the combs for these absolutely bald surfaces. Now, after three months treatment, she has a bald patch rather larger than a five shilling piece, where a monks tonsure is situated, and the eyebrows and eyelashes have also begun to grow.

No. 205. It certainly has done my nerves good for I feel very much brighter.

No. 206. I have been using it for three weeks now and already I notice an improvement in my general health and I am quite sure my heart has slightly improved.

No. 207. You will be glad to hear my rheumatism is very much better and I can now get about without pain when walking.

No. 208. I certainly sleep much better since commencing the treatment, and last week after using a screwdriver I found my right wrist very stiff and sore. I applied the apparatus twice as per instructions, once at night and once in the morning, and all pain and stiffness vanished.

No. 209. We have been very pleased with the result on a lady with bad neuritis.

No. 210. I feel heaps livelier already since using the instrument and have great hopes for the future.

No. 211. I am pleased to say I have derived great help from the Rejuvenator. Since I commenced its use, it has relieved my Rheumatism a great deal and I already feel a lot better.

No. 212. I am feeling great benefit from my Rejuvenator and thank you very much for your last advice.

No. 213. A few months ago, I put a patient of mine who is over 70 years of age on your Rejuvenator treatment for asthma and other chest troubles which for over twenty years have resisted medical and other treatments. This patient is now quite cured of the old complaint and your Rejuvenator has greatly improved his general health, also a long standing condition of constipation.

No. 214. My lumbago is already somewhat better.

No. 215. I am pleased to say that I am deriving great benefit from your Rejuvenator to my knees and ankles. My sister had neuritis in her arm, and I am thankful to say that after about three weeks constant treatment, has got practically all right again.

No. 216. It has certainly been of benefit to my wife who suffers from nervous debility.

No. 217. The high power set is relieving the rheumatism and neuritis.

No. 218. I am glad to say that I have derived considerable benefit from the treatment both in my general health and in greatly improved eyesight.

No. 219. People in Florence and the best Doctors are beginning to be interested in your wonderful invention, it has done me so much good.

No. 220. It is just two years since I first read of your Rejuvenator and got one from you. The effect was really quite wonderful. I bought one also for my friend in Australia and it gives me extreme pleasure to tell you her case is simply marvellous. Her sight had got so bad she was told only one degree stronger glasses could be given her. Through using your machine, the inflammation has gone and she can now read for an hour at a time. Her husband had been unable to lift his leg for several months for severe pain, which he can now do and his spirits are much more cheerful than they have been for a long time as his rheumatism had depressed him so much.

No. 221. I am pleased to say that my headaches have not troubled me so much.

No. 222. I must say I feel much brighter and can walk better.

No. 223. I certainly feel more fit since using the instrument.

No. 224. I am being told constantly that I am renewing my youth, and of course I at once let people into the secret. The other day a friend exclaimed "Why Mr. H....., you look younger to-day than you did ten years ago," and I at once told them about your instrument and the wonderful effect it had on me.

No. 225. I have now had six weeks treatment and I think the Rejuvenator a wonderful instrument. There is a marked improvement in my face and neck, also my hair. I sleep soundly and waken in the morning refreshed, work is no longer a trouble. The blood circulation is almost normal again. I don't feel the cold now although the cold winds still continue here. I find the treatment splendid for removing bad bruises, a few applications with the cylinders and the bruised blood disappears.

I got cold last week and as I am subject to bronchitis I started chest treatment and continued up to my chin, my throat has improved much in the few days.

No. 226. I cannot find words to express my thoughts of praise for your wonderful machine. I am a new man compared to six months ago. I can go to bed and sleep sound all night now. Blood pressure is down to normal and catarrh is 90 per cent. gone, my joints are more active and I have a good head of hair now; my age is 60 years. Mrs B..... has been restored to hearing after being stone deaf in one ear for 30 years.

No. 227. I have been using your Rejuvenator for nearly four weeks and I am decidedly gaining benefit.

No. 228. I am pleased to inform you the instrument arrived to-day in perfect condition and I am very pleased with its appearance.

No. 229. My sisters pain in the head is better already.

No. 230. I am still singing the Rejuvenator's praise all over H..... There is not a shadow of doubt about the effect on the hair, my daughter's is so much improved and everyone notices it and my snow white locks are turning pale yellow. My daughter is wonderfully better in health, more energy, and feels life is worth living.

No. 231. It is now five months since I started daily applications of your apparatus as directed by you and the condition of my blood has improved considerably, the last two monthly blood counts indicating an absence of Leucaemia. In addition to this happy result, I have enjoyed an immunity from colds which used to worry me considerably out here, and this immunity I attribute to the daily use of your Rejuvenator.

No. 232. The Rejuvenator I received from you some time ago is working wonders, and I am greatly improved every way and more contented.

No. 233. It is now about 2 months since I got your standard instrument and I have used it, I might say, two and sometimes three times every day since I got it. I feel almost afraid to speak in gushing terms as others might only say it is all fancy. But I can safely say I believe it to be the best investment I have ever made. I can endorse all you say and claim for it; I have felt its benefits in every way. Headaches, sore eyes, etc., have now given place to ease and pleasure in reading and writing. My wife has also benefited greatly by its use, and I do not wish to miss its soothing effects.

No. 234. I have now used your Rejuvenator for nearly two months and have experienced a decided benefit through the application.

No. 235. I am pleased with and enjoy using the high power machine received from you a little while ago and wish to continue it with regularity. It has done my heart good already, and also cured a bad attack of rheumatism from which my daughter had been suffering for a long time before we received the rejuvenator.

No. 236. The instrument relieved my son and wife of headaches.

No. 237. I am improving in health, my energy has increased wonderfully. I feel quite alert and quite different, and don't have the neuritis half so much as before.

No. 238. I have used one of your rejuvenators since June 1st, 1927, with the following results:—
Hair:—Gradually darkening.
Eyes:—Eyesight slightly stronger.
Sleep better.

No. 239. I am very pleased with the instrument and the treatment so far is satisfactory.

No. 240. I have used the Rejuvenator three times a day with much benefit.

No. 241. I have been using your instrument now for about three weeks and have certainly obtained benefit from it, my complexion becoming clearer and the effect on my nerves being very soothing.

No. 242. I am delighted to report that I am now in the convalescent stage and my doctor has allowed me to get up for the greater part of the day. We attribute this speedy recovery to the constant use of your instrument for which I must thank you very much.

No. 243. My eyes are certainly better than they were.

No. 244. I have used the Rejuvenator for eight weeks, and feel sure you will like to know the results. My left leg was numb above the knee for two years, and now I can feel life in it. It is tender where before it seemed dead. My eyes have also begun to improve. My sister has used the machine for neuritis and has found real benefit. She is also using it on the spine for nervous troubles and can already feel the effect.

No. 245. I have been suffering from acute rheumatic gout in my right foot. I have had six treatments with the batteries since I returned home, 15 minutes each time, and to my surprise I can walk properly where before I could scarcely put my foot to the ground. I shall always sing its praises wherever I go as I think it is a wonderful little instrument.

No. 246. Your Rejuvenator arrived quite safely on Wednesday, and I like it very much. It is beautifully made.

No. 247. My husband has had a bad nervous breakdown, and in consequence some trouble with his throat. He seems already relieved after the first treatment. It seems a splendid invention, for once, something rational and logical.

No. 248. I have been using Rejuvenator daily since 19/2/27, and feel generally fit. I am quite confident of good results in continuing.

No. 249. I have been using one of your Rejuvenators, special High Power Instrument, for a very severe case of rheumatoid arthritis. I have had it in use now for 2 months, and am pleased to be able to tell you that I can feel a most decided improvement.

No. 250. Having now had the Rejuvenator which I purchased from you in use about 4 months, I am pleased to inform you that it has made a very great improvement in my wife's health.

She has none of the violent headaches and head noises now, and her blood pressure, which at the time of commencement of the treatment was 180 is now down to 153, which her Doctor considers normal for her age, 62.

My wife's case is a rather severe one as she has been ill for about 10 years, having suffered some years from Brights disease, and I am glad to say there is now no trace of it.

I have now reduced the solar plexus and spine treatment to twice a week, as her Doctor, who is watching the cure, considers it inadvisable to further reduce the blood pressure.

I am pleased to tell you that she has not had any further epileptic attacks since using the apparatus.

No. 251. My nerves are much steadier since using your Rejuvenator.

No. 252. I have been using your Rejuvenator for just on three months and am grateful to say the neuritis in my back and chest is not so painful.

No. 253. I duly received your instrument and have had it in regular use during the past 12 days, and so far it has done my knee a great deal of good.

No. 254. I have now used your Rejuvenator nearly 3 weeks and I am pleased to tell you that the rheumatism in my shoulder has already practically disappeared, and the palsy in my right hand is distinctly better, so that I can write much quicker with pencil, and better with a pen. My friends comment on my improvement.

No. 255. I received Rejuvenator in good condition and am delighted with it. It exceeds my anticipation.

No. 256. I can truthfully testify personally to the benefit derived from only a two weeks use of the machine.

No. 257. Your machine has done a marvellous bit of work already and I have only had it a week.

No. 258. I certainly feel steadier in the region of the heart already which naturally helps to tone up the whole system. I feel sure I am going to improve in every physical way.

No. 259. I have benefited very much by the use of the Rejuvenator I purchased from you about two months ago.

No. 260. The treatment I have had since I started two months ago is doing me a lot of good.

No. 261. I have not had an attack of asthma since receiving the instrument.

No. 262. I am glad to say that my general health and appearance have very much improved since the use of your treatment. I have little or no rheumatism or neuritis now.

No. 263. The nerve pains in my brother's head are becoming steadier, thanks to your treatment.

No. 264. We have now been using your Rejuvenator for three weeks, and are so far quite pleased with the results.

No. 265. My Rejuvenator arrived quite all right last Friday, and so far I find it very satisfactory.

No. 266. We played in a golf competition last week against a gentleman who lives quite close to you, and we spoke very highly of your treatment. We advised him to try it himself for rheumatism.

No. 267. I received delivery of the Rejuvenator all right, and have been using it for a matter of 10 days, and feel that I am deriving benefit from the treatment.

No. 268.

I am pleased to say we are both feeling benefited by the use of the Rejuvenator.

No. 269.

I have had inflammation of the sciatic nerve which has confined me to bed with two doctors in attendance, father and son, who blistered my leg and dosed me with medicine without bringing relief.

I have been now using your rejuvenator for 4 weeks, using it morning and night for 15 minutes each time, and it is very much better.

No. 270.

Am glad to say I feel better already and get more restful sleep.

No. 271.

I received your Rejuvenator quite safely about a month ago and am completely satisfied with the results of the first six weeks treatment, for nervousness and general debility. I am feeling much better in general health. I was also able to put the instrument to the test the other day as regards headache. I suffer very little from headaches, but a week ago I had a real bad one all day. On arriving home in the evening I made a dash to the instrument, and after the head treatment plus the cylinders on the forehead, my headache had completely vanished. I was amazed.

No. 272.

I delayed acknowledging receipt of the Rejuvenator till I could give a good account of the benefit I had received. It has done my neuritis good and my rheumatism is very much better.

No. 273.

I have now been using your high power model 88 days, taking four treatments a day of 15 minutes. I am sleeping very much better.

No. 274.

I have received considerable benefit from my lumbago, and have just advised a friend to send for one who is thinking of taking special electrical treatment.

No. 275.

Pleased to say the instrument arrived this afternoon, and I must say we are delighted with it.

No. 276.

The Rejuvenator arrived safely a week ago, and I am finding it most satisfactory.

No. 277.

I am very pleased with the Rejuvenator. I have only used it four times, starting Thursday evening, and feel stronger already.

No. 278.

So far, the effect so noticeable, is the wonderful way the patient looks so much better.

No. 279.

I am pleased to say that I am losing all the tired aching behind the eyes.

No. 280.

When using the Rejuvenator before retiring, I get a good nights rest and have none of the 'below par' discomforts when I wake. I think you should always emphasize the use of the Rejuvenator, especially for insomnia.

[Received 17.4.28]

Overbeck's Rejuvenator

Chantry House,
Beansgate,
Grimsby.

Telegraphic Address: "Overbeck, Grimsby".

REFCE. NO. _____

REGISTERED TRADE MARK

TELEPHONE NO.
GRIMSBY 3980.

W.T. 998
O.C.F. Overbeck



16th April, 1928

Dear Sir,

If you or any of your family are suffering from any complaint (except infectious or surgical cases) you should, for your own sake and that of your household, use an OVERBECK REJUVENATOR.

This is now available at a price which, for such an apparatus, is very low. It is admitted by both the medical profession and the Press to be the most wonderful and the most efficacious instrument yet invented for the cure of all kinds of bodily ailments.

There are few forms of disease in which it has failed to bring about an actual cure. That may sound an exaggerated claim, but complete proofs are at the disposal of any who desire to be convinced.

The treatment is painless and harmless, and is recommended even to those who are well in health as a means of keeping the system in perfect tone, thus enabling effectual resistance to be made against the insidious attacks of disease.

An OVERBECK REJUVENATOR in the home can be used to keep the whole family always in a joyous state of health and happiness.

Don't spend any more money on medicines and treatments. Join the thousands of happy men and women who have found such wonderful relief in the OVERBECK REJUVENATOR. Use the order form enclosed, please.

Yours faithfully,

O.C.F. Overbeck

"ENCLOSURE."

THE DISCOVERY OF LIFE'S HEALTH SECRET

The encroachments of age defied

Marvellous cures effected with a simple apparatus

NOBODY wonders to-day at the achievements of electricity, yet the astounding cures which have been brought about by Mr. Overbeck's **ELECTRIC REJUVENATOR** in cases of almost every class of disease have been spoken of as nothing less than miraculous.

From asthma to baldness, insomnia to catarrh, deafness to rheumatoid arthritis, goitre to bladder weakness, eye trouble to paralysis agatans, and so on through nearly the whole gamut of bodily complaints these cures have been made.

Mr. Overbeck's **REJUVENATOR** is an electrical apparatus based upon a principle which the latest scientific research confirms as the fundamental reason for both health and disease. Dr. Bernard Hollander, the famous brain and nerve specialist, stated that "Man is simply a mechanism run by electricity and chemical reaction. The brain is the chief power station, each tiny cell a miniature storage battery, and our nerves are wires equipped with sub-power stations. **ELECTRICITY IS LITERALLY THE VITAL SPARK.**"

The whole of medical science to-day agrees with this theory which Mr. Overbeck (himself the holder of various important scientific diplomas) had made his chief study for many years before perfecting the invention now becoming so widely used for these remarkable cures.

Every part of the brain has now been scientifically charted, showing how the various sections directly control, through the nervous system, every bodily function. We know, for instance, just which parts of the cranium cover those portions of the brain respectively which govern the fingers, the elbows, the knees, the big toe, the tongue, the stomach and intestines, and so forth.

We now know that these several areas of the brain maintain these various parts of the body in proper functional order by transmitting a certain measure of electrical current to them along the nerve branches, thus preserving the right electrical balance in the respective spheres.

When, for any reason, a portion of the brain itself becomes deficient in the power to generate sufficient electrical current, the part which it controls suffers from deficiency also, and develops some form of disease or ailment peculiar to that part.

The problem is, therefore, simply one of maintaining the electrical efficiency of the brain, and that exactly is the purpose of Mr. Overbeck's **REJUVENATOR** and exactly also what it so perfectly does.

MR. OVERBECK CURED HIMSELF FIRST

Real romance is associated with the short history of OVERBECK'S REJUVENATOR, for there was a time, but a few years ago, when the inventor was so stricken with bad health as to give little hope of the research upon which he was then engaged ever being completed. A man of over sixty years of age, he suffered from a small host of complaints, the principal of these being rheumatism, kidney trouble, a weak heart and defective eyesight.

In his enthusiasm for the theories he held, he struggled on with his research and experiments, gradually evolving the apparatus now supplied as OVERBECK'S REJUVENATOR. His one aim was to enjoy the satisfaction during his own lifetime of seeing successfully produced the instrument that he knew would bring universal blessing for all time to sufferers even more ailing than himself.

It was a REJUVENATOR much more crude than the present perfected instrument that ultimately cured Mr. Overbeck of all his disorders, for in the course of his experiments (himself invariably the subject of them) his rheumatism gradually became better, and finally left him altogether; his heart became strong, his eyesight good, and his kidneys healthy, while his scanty grey hair grew thickly, with the normal colour of more youthful days being restored; further, his face lost its painful haggardness, and assumed the aspect of a hale and healthy man.

Within a couple of years now of seventy, Mr. Overbeck's appearance and activity are those of a man not over fifty. His mental faculties are keener than ever, and his personal control of the busy institution now established for the supply of REJUVENATORS is to him a daily joy, every letter containing a detail of a sufferer's own case being perused and considered by himself.

Mr. Overbeck is a well-known resident of Grimsby, where his research and his cure took place, and many of the most prominent local personalities have vouched for all the above facts as personally known to them.

Could there be a better testimonial to the efficacy of Mr. Overbeck's REJUVENATOR than his own case? Yet hundreds of testimonials have been received of cures just as remarkable.

A County Council nurse cured of chronic indigestion, acidity of the stomach, constipation and rheumatism

I am pleased to tell you I am delighted with your little Rejuvenator. I have been suffering from chronic indigestion, also constipation and rheumatism, and uric acid, which caused terrible acidity of the stomach. I had rheumatism so badly until I was obliged to give up nursing under the County Council last October, owing to being so much exposed to climate as health visitor. However, I am now steadily improving since using your instrument; the indigestion and the trail of other functional disorders are now disappearing, and I am very grateful to you.

Man cured of heart trouble and fainting fits, also kidney and liver trouble His wife cured of chronic pains in the head and body

I am pleased to say that I am in much better health than I have been for years. Some years ago I got poison into my system as the result of influenza following immediately upon an operation, and have ever since been liable to heart trouble and fainting fits, for which every few weeks I had to have injections. Since I have had your machine I have had no return of the trouble, and have not been to the doctor once. I have also had kidney and liver trouble, which the machine seems also to have removed.

My wife also has derived very great benefit. Pains in the head and body from which she has suffered for years have been removed, and her general health is much better.

*Make up your mind that you will be cured too—and
You should use the*

Nervous depression and rheumatism cured in a man of fifty, and the colour of his hair restored

I feel the following details of my case will be of interest to you. For the last few years I have suffered from Nervous Depression and Rheumatism and have tried more patent medicines, etc., than I now care to count the cost of, and all of no avail.

I started using your Rejuvenator last May and the alteration in my health is most marked, and I am steadily improving and my hair, which was turning grey, is gradually going back to its original colour (blond). It seems to me that I have only been getting in the "ground work" as it were, and that even better and more marked results will manifest themselves.

I can only add that I would not miss my daily treatment with the Rejuvenator on any account, and my own personal experience is that for anyone who faithfully follows out the instructions daily there can be only one result, "A New Lease of Life." Can I say more? I neither look nor feel my fifty years of age.

A golfer's sciatica cured and eyesight improved

I am writing to say that I have found your Rejuvenator entirely satisfactory. I used to suffer very much from sciatica and could scarcely walk 100 yards without feeling agonies of pain. This has now almost entirely disappeared and I am now able to walk miles or play golf the whole day without feeling the slightest pain. I am treating my eyes and have already noticed an improvement, and hope soon to be able to report the discontinuance of glasses.

General weakness and neurasthenia cured, and weight much increased

It is with much pleasure that I write regarding your Rejuvenating instrument. I have been using it fifteen minutes night and morning with being in such a weak state after an operation, and suffering with neurasthenia. At the time I started to use the instrument I was only 6 st. 4 lb. and you will be surprised to hear that I now weigh 7 st. 6 lb.; it is simply wonderful the difference it has made to me. If only I had known about it sooner. I bless the day that I saw about it in the "Health and Efficiency," which a friend had lent me to read. Everyone remarks about the great change in me. I shall never be without one.

Eight months' severe neurasthenia of the head cured in two weeks

Having been for eight months incapacitated from work and under the treatment of four doctors without receiving any benefit whatever from any of them, I was induced to try the Overbeck Rejuvenator. From the first application I felt an improvement in my severe neurasthenia of the head, and after the first few treatments I felt that the disease was distinctly vanishing. To my great delight, after two weeks' use three or four times per day of 15 minutes each, I am thankful to say I am fully restored and back at work, and all the symptoms have disappeared completely, leaving me a far more energetic and stronger man than I have been for years, even before this long affliction.

A man's friends call it a miracle—he dispenses with spectacles, nervous irritability cured, and kidney pains vanish

In no way can I express my gratitude and delight at the results obtained from your machine. Whereas I was listless and irritable before, I am vitally alive and cheerful after a few weeks' treatment. My eyes were very defective, but I have now dispensed with my spectacles. Also I have suffered great pain through my kidneys, which I am relieved to say has vanished entirely. My hair, white but a few weeks ago, is gradually returning to its normal shade of brown. My friends are amazed at what seems to them almost a miracle. Wishing you the greatest success in your effort to relieve suffering humanity.

*Send to-day for one of these remarkable instruments
The order form enclosed*

Deafness, debility and depression cured, and growth of hair renewed with restoration of colour

It is with much pleasure that I write regarding your Rejuvenating instrument, and I will always recommend it to anyone whom I believe to need such treatment. Exactly one month ago my father who is in his 83rd year, and was at that time very deaf, listless, despondent and feeble, with a very small amount of hair and that naturally white, commenced using your machine once daily. After the first treatment he seemed brighter and stronger, and having continued it daily now seems ten years younger, is bright and lively and his deafness has almost gone. It is equally remarkable to us that his hair now almost entirely covers his head and brown ones are becoming numerous. New hairs showed in from three to four days after commencing the treatment, and in a week were from a quarter to half-inch long. It is also much thicker. He has a good appetite and the change in his appearance has been remarked upon by friends who do not know of his treatment. This we naturally consider somewhat in the nature of a miracle at such an age, and I can assure you that we feel extremely grateful to you for placing such a wonderful cure within our reach. It seems almost incredible that an instrument which works such wonders should, through your extreme generosity, be of such moderate cost.

Valvular lesion of the heart cured, nerves better and weight improved

I have pleasure in testifying to the great benefit I have derived from using your Rejuvenating Instrument. I suffered with valvular lesion of the heart that incapacitated me from all laborious work, but after using your machine a very short while, I began to feel great benefit and my breathing became more normal. By continuous short daily treatments for six months I am now feeling a different man. My nerves are better, gradually gaining weight and feeling a greater joy in living than I have felt for many years.

Retired Government Official cured of long-standing insomnia and bronchial asthma—colour of hair restored

Levanto, Italy.

I have now been using the high-power Rejuvenator, purchased from you, for about five weeks. I bought it, hoping that it might cure Insomnia of old standing, partly due to emphysema, the result of bronchial asthma. As I am only able to inhale fifty per cent of the normal amount of air into my lungs, I found that during the night, when the intake is presumably still less, my system ran down, and for years I have been obliged to have a small spirit lamp and a warm drink of some kind by my bedside, and invariably felt very run down in the early mornings. Since using your apparatus, I have been able to abandon the use of any kind of nourishment during the night, and though I wake once or twice, I am able to get to sleep again, and at 7 a.m. feel as if I had had a good night's rest, which is actually the case.

THE SIMPLICITY OF THE APPARATUS FOR HOME TREATMENT

The OVERBECK REJUVENATOR is an extremely simple form of apparatus, without any complicated parts. There are first (contained in a cabinet) a series of special batteries, which are supplied ready charged with current sufficient to last six or eight months, should the instrument be used regularly so long. Next, there are a pair of metal multiple "combs" of special construction, a pair of metal cylinders and a pair of ear applicators, making up, with the necessary flex to render every part of the body readily reachable, the complete equipment. The apparatus is safe in the hands of a child, as it is in those of the most careless user. Special information will be gladly supplied to any patient who feels it is needed.

"ENCLOSURE."

The Overbeck Rejuvenator

PRICES

The Complete Standard Instrument .. £6 6 0

Special High Power Instrument £7 10 0

(For severe cases or those of long standing)

Replacement batteries for above, 45s. per set, carriage paid.

Special Portable Model £6 0 0

(Especially designed for travellers and patients who are often moving about)

Replacement batteries for above, 17s. 6d. per set, carriage paid.

Standard Model De Luxe £8 8 0

Cases specially padded and covered with finest black rexine of exceptionally heavy quality. All fittings plated, and instrument case lined throughout with crimson silk plush. Of superior finish and best possible workmanship.

Replacement batteries for above, 30s. per set, carriage paid.

High Power Model De Luxe £10 10 0

Similar to standard model de luxe, but with the special high power batteries. A beautiful instrument and the best possible.

Replacement batteries for above, 45s. per set, carriage paid.

(See over)

To Mr. O. OVERBECK

F.R.S.A., F.G.S., F.C.S., F.P.S.

CHANTRY HOUSE
GRIMSBY

Please dispatch immediately, carriage paid,
the Overbeck Rejuvenator marked below. Remittance
value £ : : is enclosed.

| | | |
|-------|--|----------|
| | The Complete Standard Instrument | £6 6 0 |
| | Special High Power Instrument | £7 10 0 |
| | Special Portable Model .. | £6 0 0 |
| | Standard Model De Luxe .. | £8 8 0 |
| | High Power Model De Luxe | £10 10 0 |
| | Extra for passenger train 2/- | |
| | Voltmeter for testing strength of batteries | 10 6 |
| | Special Pure de-alkalised Soap Per doz. | 6 0 |

Signed.....

Address.....

Nearest Railway Station

Remittances can be made by cheque, money order,
postal order which must be crossed, or by treasury notes
which must be registered.

(See over)

"ENCLOSURE."

Further Recent Testimonials
to the
Overbeck Rejuvenator

ADDITIONAL MEDICAL ENDORSEMENT

June 1st, 1927. Success in electrical treatment largely depends on the nature of the appliance used. Mr. Overbeck's instrument conforms to the latest ideas in Electro-Therapeutics, being designed to supply a continuous current of low potential practically without sensation. It may be used with self treatment with perfect safety if the very clear and simple instructions are adhered to, and should prove very beneficial in conditions which respond favourably to electrical treatment.

(Signed).....L.R.C.S., L.R.C.P.

TESTIMONY OF SATISFIED USERS

No. 178

My eyes are noticeably benefited, I am not suffering nearly so much from eyestrain and resultant headache.

No. 179

I am very pleased with the Rejuvenator bought from you last November (1926).

No. 180

I have been using your Rejuvenator for a few months and find it is doing me much good.

No. 181

I have used your Rejuvenator for nearly a month with much benefit.

No. 223

I certainly feel more fit since using the instrument.

No. 224

I am being told constantly that I am renewing my youth, and of course I at once let people into the secret. The other day a friend exclaimed "Why, Mr. H....., you look younger to-day than you did ten years ago," and I at once told them about your instrument and the wonderful effect it had on me.

No. 225

I have now had six weeks' treatment and I think the Rejuvenator a wonderful instrument. There is a marked improvement in my face and neck, also my hair. I sleep soundly and waken in the morning refreshed, work is no longer a trouble. The blood circulation is almost normal again. I don't feel the cold now although the cold winds still continue here. I find the treatment splendid for removing bad bruises, a few applications with the cylinders and the bruised blood disappears.

I got cold last week and as I am subject to bronchitis I started chest treatment and continued up to my chin, my throat has improved much in the few days.

No. 226

I cannot find words to express my thoughts of praise for your wonderful machine. I am a new man compared to six months ago. I can go to bed and sleep sound all night now. Blood pressure is down to normal and catarrh is 90 per cent gone, my joints are more active and I have a good head of hair now; my age is 60 years. Mrs. B..... has been restored to hearing after being stone deaf in one ear for 30 years.

No. 227

I have been using your Rejuvenator for nearly four weeks and I am decidedly gaining benefit.

No. 228

I am pleased to inform you the instrument arrived to-day in perfect condition and I am very pleased with its appearance.

No. 229

My sister's pain in the head is better already.

No. 230

I am still singing the Rejuvenator's praise all over H..... There is not a shadow of doubt about the effect on my hair, my daughter's is so much improved and everyone notices it and my snow-white locks are turning pale yellow. My daughter is wonderfully better in health, more energy, and feels life is worth living.

No. 231

It is now five months since I started daily applications of your apparatus as directed by you and the condition of my blood has improved considerably, the last two monthly blood counts indicating an absence of Leucaemia. In addition to this happy result, I have enjoyed an immunity from colds which used to worry me considerably out here, and this immunity I attribute to the daily use of your Rejuvenator.

No. 232

The Rejuvenator I received from you some time ago is working wonders, and I am greatly improved every way and more contented.

No. 233

It is now about two months since I got your standard instrument and I have used it, I might say, two and sometimes three times every day since I got it. I feel almost afraid to speak in gushing terms as others might only say it is all fancy. But I can safely say I believe it to be the best investment I have ever made. I can endorse all you say and claim for it; I have felt its benefits in every way. Headaches, sore eyes, etc., have now given place to ease and pleasure in reading and writing. My wife has also benefited greatly by its use, and I do not wish to miss its soothing effects.

The Overbeck Rejuvenator is obtainable from

No. 234 I have now used your Rejuvenator for nearly two months and have experienced a decided benefit through the application.

No. 235 I am pleased with and enjoy using the high-power machine received from you a little while ago and wish to continue it with regularity. It has done my heart good already, and also cured a bad attack of rheumatism from which my daughter had been suffering for a long time before we received the Rejuvenator.

No. 236 The instrument relieved my son and wife of headaches.

No. 237 I am improving in health, my energy has increased wonderfully. I feel quite alert and quite different, and don't have the neuritis half so much as before.

No. 238 I have used one of your Rejuvenators since June 1st, 1927, with the following results :—
Hair :—Gradually darkening.
Eyes :—Eyesight slightly stronger.
Sleep better.

No. 239 I am very pleased with the instrument and the treatment so far is satisfactory.

No. 240 I have used the Rejuvenator three times a day with much benefit.

No. 241 I have been using your instrument now for about three weeks and have certainly obtained benefit from it, my complexion becoming clearer and the effect on my nerves being very soothing.

No. 242 I am delighted to report that I am now in the convalescent stage and my doctor has allowed me to get up for the greater part of the day. We attribute this speedy recovery to the constant use of your instrument for which I must thank you very much.

No. 243 My eyes are certainly better than they were!

No. 244 I have used the Rejuvenator for eight weeks, and feel sure you will like to know the results. My left leg was numb above the knee for two years, and now I can feel life in it. It is tender where before it seemed dead. My eyes have also begun to improve. My sister has used the machine for neuritis and has found real benefit. She is also using it on the spine for nervous troubles and can already feel the effect.

No. 245

I have been suffering from acute rheumatic gout in my right foot. I have had six treatments with the batteries since I returned home, 15 minutes each time, and to my surprise I can walk properly where before I could scarcely put my foot to the ground. I shall always sing its praises wherever I go as I think it is a wonderful little instrument.

No. 246

Your Rejuvenator arrived quite safely on Wednesday, and I like it very much. It is beautifully made.

No. 247

My husband has had a bad nervous breakdown, and in consequence some trouble with his throat. He seems already relieved after the first treatment. It seems a splendid invention, for once something rational and logical.

No. 248

I have been using Rejuvenator daily since 19/2/27, and feel generally fit. I am quite confident of good results in continuing.

No. 249

I have been using one of your Rejuvenators, special High Power Instrument, for a very severe case of rheumatoid arthritis. I have had it in use now for two months, and am pleased to be able to tell you that I can feel a most decided improvement.

No. 250

Having now had the Rejuvenator which I purchased from you in use about four months, I am pleased to inform you that it has made a very great improvement in my wife's health.

She has none of the violent headaches and head noises now, and her blood pressure, which at the time of commencement of the treatment was 180 is now down to 153, which her Doctor considers normal for her age, 62.

My wife's case is a rather severe one, as she has been ill for about ten years, having suffered some years from Bright's disease, and I am glad to say there is now no trace of it.

I have now reduced the solar plexus and spine treatment to twice a week, as her Doctor, who is watching the cure, considers it inadvisable to further reduce the blood pressure.

I am pleased to tell you that she has not had any further epileptic attacks since using the apparatus.

No. 251

My nerves are much steadier since using your Rejuvenator.

No. 252

I have been using your Rejuvenator for just on three months and am grateful to say the neuritis in my back and chest is not so painful.

No. 253

I duly received your instrument and have had it in regular use during the past twelve days, and so far it has done my knee a great deal of good.

M.T. 998

Overbeck's Rejuvenator

Chantry House,
Beansgate,
Grimsby.

Telegraphic Address: "Overbeck, Grimsby."

REFCE. NO. _____

REGISTERED TRADE MARK

TELEPHONE NO

GRIMSBY 3980.

OCJ. Overbeck.



30th April 1928

Dear Sir,

IS THERE ANYTHING TO COMPARE WITH THAT WONDERFUL FEELING OF CONFIDENCE AND WELL BEING, THE JOY AND THE HAPPINESS THAT PERFECT HEALTH GIVES US?

Yet there are many men and women who despair of perfect health because they believe they are suffering from incurable afflictions.

The cause of constitutional and nervous disorders is to many sufferers quite a mystery and the ever present pain and misery makes good health appear a mockery.

The latest scientific researches prove beyond all doubt that the cause of these ailments is a breakdown in the body's electric force.

IF YOU ARE A SUFFERER YOU WILL ASK "HOW CAN I BE CURED"? You can be cured by restoring balance to your electric force - by revivifying it - which will sweep away the affliction - and with it the pain, suffering and misery.

And this you can do by using the OVERBECK REJUVENATOR. Persistent proof of the marvellous curative properties in this instrument continue to pour in from people in all walks of life and in all parts of the world.

MAKE GOOD HEALTH YOUR RESOLUTION and take an important step towards it to-day by filling in the enclosed form and sending for one of these wonderful health bringing instruments.

Yours faithfully,

OCJ. Overbeck.

"ENCLOSURE."

The Overbeck Rejuvenator



*What it is and why it effects
such remarkable cures*

Electricity has been found to be the LIFE FORCE—THE VITAL SPARK—within us and further research has shown that bodily disorders are the result of electrical inefficiency.

Among the results produced by electrical inefficiency in our bodies are the painful illnesses of old age, neuritis, rheumatism, lumbago, sciatica, blood pressure and those other disorders and disabilities which are, unfortunately, the sad experience of many of mankind.

It has been definitely proved that the brain is the electrical heart of the body, half of the free current passing through the nerves and the other half chemically through the blood.

Our life consists of this twin type of compound circulation, and as long as these currents are of ample power and equally balanced, so long will our life be absolutely healthy.

The object of the OVERBECK REJUVENATOR is to restore the electrical balance of the body wherever it may be failing.

Previously incurable weaknesses such as heart and kidney troubles are relieved and in many cases absolutely cured.

Ailments such as asthma, bladder weakness, blood pressure, bunions, bronchitis, chilblains, corns, catarrh, cramp, constipation, debility, deafness, ear affections, eyesight, general weakness, gout, goitre, headache, heart affections, hair growth and recoloration, insomnia, indigestion, loss of vigour, lumbago, nervous debility, neuritis, neurasthenia, rheumatism, sciatica, toothache, voice production, wrinkles, etc., have been successfully treated, and medical men as well as hundreds of men and women in all stations of life are testifying to the astounding curative properties of this instrument.

The instrument is truthfully described as a REJUVENATOR, because it has been proved to be capable of replacing artificially the electricity which is lacking in us and to which our ailments are due, and for lack of which we descend rapidly from our prime.

DESCRIPTION OF THE INSTRUMENT

The Rejuvenator is an ingeniously-made electrical instrument which enables supplies of electricity to be applied to the human body.

It consists of a series of batteries of large amperage, a pair of special metal multiple combs, in shape somewhat similar to ordinary combs, but with insulated handles about eight inches long.

The combs are at the same angle as a safety razor blade but are formed of six rows of teeth and are reversible with coarse and fine points respectively.

The combs, one positively and one negatively charged, are connected to the batteries by two flexible cords of sufficient length to enable the user to reach all parts of the body with ease.

The electrical heart of the body being the brain, a charge of electricity is applied by means of the two combs to that part of the brain shown by the chart enclosed with the instrument to control the affected part or limb.

After this operation, which takes but a few minutes, electricity is applied by the combs to the part of the body affected and as a result of this daily treatment, which is simple to the extreme, **THE LIFE FORCE OF THE BODY—ELECTRICITY—IS gradually brought to a point of balance, when disorder and disease are banished and the patient becomes once more the possessor of abundant, perfect, joyous health.**

In addition to the combs the instrument is fitted with a pair of metal cylinders with insulated handles which take the place of the combs for applying electricity to some affected parts. Enclosed with the instrument is a pair of special fittings for the treatment of ear and eye troubles.

The Overbeck Rejuvenator has been patented and is made for Mr. Overbeck by the Edison Swan Electric Co. Ltd., one of the foremost electrical firms in England.

Tributes from medical men and testimonials from hundreds of patients who have benefited by the Overbeck treatment have been, and are continually being received by Mr. Overbeck.

If you are a sufferer from constitutional or nervous disorder, you can banish your ailment in a short time by means of this remarkable invention.

Some astonishing tributes

"I feel myself benefiting by its use already and have slept better since using the Rejuvenator, and have also felt the pains in the head disappearing.
(Signed) L. M. B."

"I am very much obliged for your letter on the 8th November and your kindness in sending the two small terminals for which you make no charge. I think you will be interested to know that while your electric treatment has not cured the injury to my back, which, of course, I do not expect, yet it has done more to keep down the pain than anything I have tried before. If I am treated regularly twice a day, the old trouble does not occur. By using your electrical treatment, therefore, it can be prevented from getting any worse.
(Signed) H. D. D."

"I know a decided improvement in the strength and quality of my voice when I sing. It is more resonant, and I feel more inclined to sing than before using the instrument.

"I may mention that my general health is excellent for my age, being in my seventy-eighth year, and people tell me I am renewing my youth. I am able to sing for an hour without fatigue, and my friends tell me that my voice is stronger than it was a year ago.
(Signed) Wm. McL."

Names and addresses are not printed in deference to the wishes of clients, but the originals are open to inspection at Chantry House, Grimsby, any day during usual business hours.

More tributes to the OVERBECK REJUVENATOR

O. Overbeck, Esq.,
Grimsby.

The Anchorage,
Thorpe-Chertsey, Surrey.
7th November, 1927.

Dear Sir,

I have been using your wonderful Rejuvenator for one month and, although passing through a period of great mental strain, I am delighted to say that I experience a decided general improvement. My eyes feel as if they are being opened, the heart is less troublesome, nerves improved, and sexual debility shows marked improvement. I can only say that I am extremely satisfied and hope to report in the near future still greater improvements. You can use this report with pleasure.

Believe me, Yours gratefully,
(Signed) T. L. THOMPSON.

To Mr. O. Overbeck,
Grimsby.

94 Thaxted Road,
Saffron Walden, Essex.
11th November, 1927.

Dear Sir,

My husband is just recovering from acute agitated melancholia and really your batteries have helped him wonderfully, and I trust in the near future he will have a complete recovery. I shall always recommend your instrument.

Yours truly,
(Signed) Mrs. KITCHENER.

L65 New Street, Horsham, Sussex.

Dear Sir, *8th November, 1927.*

The standard Rejuvenator ordered by me on 26th October last arrived in perfect condition.

I have tried many forms of electric batteries and appliances but after my short experience with yours I judge it to be the most effective, as certainly it is the simplest and most convenient of them all.

Will you kindly send me another standard instrument at £6 6s., cheque for which amount I herewith enclose.

Yours truly,
(Signed) HENRY JOHNSON.

To O. Overbeck, Esq., F.R.S.A., F.G.S., F.C.S.,
Grimsby.

Health and happiness can be yours just as surely as it has been brought to all these men and women. Why then should you delay? Send your order for the OVERBECK REJUVENATOR on the enclosed form to

Mr. O. OVERBECK, Chantry House, GRIMSBY

"ENCLOSURE."

The Overbeck Rejuvenator

PRICES

The Complete Standard Instrument .. £6 6 0

Special High Power Instrument £7 10 0

(For severe cases or those of long standing)

Replacement batteries for above, 45s. per set, carriage paid.

Special Portable Model £6 0 0

(Especially designed for travellers and patients who are often moving about)

Replacement batteries for above, 17s. 6d. per set, carriage paid.

Standard Model De Luxe £8 8 0

Cases specially padded and covered with finest black rexine of exceptionally heavy quality. All fittings plated, and instrument case lined throughout with crimson silk plush. Of superior finish and best possible workmanship.

Replacement batteries for above, 30s. per set, carriage paid.

High Power Model De Luxe £10 10 0

Similar to standard model de luxe, but with the special high power batteries. A beautiful instrument and the best possible.

Replacement batteries for above, 45s. per set, carriage paid.

(See over)

To Mr. O. OVERBECK

F.R.S.A., F.G.S., F.C.S., F.P.S.

CHANTRY HOUSE
GRIMSBY

Please dispatch immediately, carriage paid,
the Overbeck Rejuvenator marked below. Remittance
value £ : : is enclosed.

| | |
|--|----------|
| The Complete Standard Instrument | £6 6 0 |
| Special High Power Instrument | £7 10 0 |
| Special Portable Model .. | £6 0 0 |
| Standard Model De Luxe .. | £8 8 0 |
| High Power Model De Luxe | £10 10 0 |
| Extra for passenger train 2/- | |
| Voltmeter for testing strength of batteries | 10 6 |
| Special Pure de-alkalised Soap Per doz. | 6 0 |

Signed.....

Address.....

Nearest Railway Station

Remittances can be made by cheque, money order,
postal order which must be crossed, or by treasury notes
which must be registered.

(See over)

"ENCLOSURE."

Can your complaint be cured by the Overbeck Rejuvenator?

After suffering—long and patiently borne—you may feel sceptical about the curative powers claimed for the Overbeck Rejuvenator. But read this testimonial—one of many hundreds received from men and women cured and relieved of pain and suffering after short periods of treatment with the Overbeck Rejuvenator.

209 Maida Vale,
London, W.9.

Mr. O. Overbeck,

Novr. 17th, 1927.

Dear Sir,

After 10 weeks' treatment by your Rejuvenator it is only fair that I should tell you something by way of a report on the results, which are as follows:-

I am a man about 46 years old. My hair which was quite white is coming back to its original colour and is getting thicker. Lines and wrinkles due to war service are beginning to disappear. I was long-sighted and could only read and write when I wore glasses, specially adjusted by an eye specialist. I wear no glasses now - I forget about them. My general health has improved, I can eat better, and sleep better.

I have more confidence in myself and have none of those worries due to nerves. Speaking for myself alone, I should like to express gratefulness for your advice and assistance, and I heartily congratulate you as the inventor. You can use this letter in any way you like.

I am, Sir,

Yours faithfully,

(signed) J.N.Walpole, F.R.C.A.

Could anything more convincing

be written or said about the remarkable success of this Rejuvenator? Don't hesitate another day. Fill in the enclosed form and post it to Mr. O. Overbeck, Chantry House, Grimsby. The Rejuvenator will be dispatched immediately.



TELEGRAPHIC ADDRESS:
"OVERBECK, GRIMSBY."
TELEPHONE NO
GRIMSBY 3980.

M.T. 998
Chantry House,
Deansgate,
Grimsby.

7th May 1928

Dear Sir,

You wrote to me a little while ago
about my REJUVENATOR.

If you are suffering from some ailment
I want to help you.

My invention has brought health and
happiness to hundreds of men and women.

Every day brings me letters telling
of cures in cases where even the most
optimistic might have despaired.

My REJUVENATOR is a new hope - a new
remedy. It costs but little when compared
with the cost of medicines and treatments.

But I realize you may find it difficult
to pay for a REJUVENATOR in one amount. I
want to make it easy for you.

Send your order now on the enclosed
form and say how much you could pay monthly.

I will then arrange for you to have one
of the instruments and to pay for it on easy
terms.

Yours faithfully,

O.C.H. Overbeck

"ENCLOSURE."

W.T. 998

To Mr. O. OVERBECK

F.R.S.A., F.G.S., F.C.S., F.P.S.

CHANTRY HOUSE

GRIMSBY

*Please dispatch immediately, carriage paid,
the Overbeck Rejuvenator marked below. Remittance
value £ : : is enclosed.*

| | | |
|-------|---|----------|
| | The Complete Standard Instrument | £6 6 0 |
| | Special High Power Instrument | £7 10 0 |
| | Special Portable Model .. | £6 0 0 |
| | Standard Model De Luxe .. | £8 8 0 |
| | High Power Model De Luxe | £10 10 0 |

Extra for passenger train 2/-

| | | |
|-------|--|------|
| | Voltmeter for testing strength of batteries | 10 6 |
| | Special Pure de-alkalised Soap Per doz. | 6 0 |

Signed.....

Address.....

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Replacement batteries for above, 45s. per set, carriage paid.

(See over)

"ENCLOSURE."

Rheumatism and Neuritis

No. 2/25 I purchased a Rejuvenator about two months ago, and my wife has derived considerable benefit from it in curing sundry rheumatic and neurotic pains.

General Tonic

No. 2/26 I have been up to London for three weeks staying with a nephew and his wife, and they were utterly astonished at the way I was able to go about, in fact, I was amazed myself. It is many years since I was able to do anything like so much, so that I know I have greatly benefited.

General

No. 2/106 I have had the Rejuvenator now for two months, and the work it has done has given satisfaction to us (wife, self and daughter). It has accomplished all you said it would do.

Alopecia

No. 2/107 The Rejuvenator I received in November has proved of great benefit to my head. I suffer from Alopecia. The pains I had in the head are almost gone, for which I am very thankful.

Muscular Rheumatism

No. 2/111 I should like to let you know that I have received much benefit to my muscular rheumatism by the use of your instrument.

Insomnia and Debility

No. 2/117 I have persevered for three months, and have improved in general health—my trouble being insomnia and debility.

Headaches and Nerves

No. 2/118 Allow me to convey to you my sincere thanks for the good that your Rejuvenator has done me, during the short period that I have had it.

I have suffered less from headaches, my nerves seem to be getting stronger, and there is a general improvement all round.

ADDITIONAL MEDICAL ENDORSEMENT

June 1st, 1927. Success in electrical treatment largely depends on the nature of the appliances used. Mr. Overbeck's instrument conforms to the latest ideas in Electro-Therapeutics, being designed to supply a continuous current of low potential practically without sensation. It may be used with self treatment with perfect safety if the very clear and simple instructions are adhered to, and should prove very beneficial in conditions which respond favourably to electrical treatment.

(Signed) _____ L.R.C.S., L.R.C.P

M.T. 998

Further Recent Testimonials to the Overbeck Rejuvenator

TESTIMONY OF SATISFIED USERS

Insomnia, Nerves and Hair

No. 2/88 1 Highbury New Park,
Dear Sir, London, N. 5. 3rd December, 1927

I must write and tell you how wonderfully I have benefited from using your Rejuvenator. You will remember when I first wrote to you, I told you I was suffering with very bad insomnia and nervous strain. I started using the instrument on 18th October, and after a fortnight's treatment the improvement was very noticeable both to myself and friends. Indeed one lady whom I had not met for fifteen years told me how juvenile I looked. Both letter-writing and typing was a great strain, that is why I did not reply to your kind letter. Now after six weeks' treatment, I reckon I am quite cured. I have used the instrument regularly three times daily, and strongly recommended it to my friend Miss Shreeve, who I know sent for one, and I shall continue to recommend it wherever I go. I do thank you very much for making life worth living again. I reckon it would have been worth having if only for the great improvement it has made in my hair alone—it is not nearly so grey or lifeless.

With all good wishes for your future success.

I remain, yours very gratefully,

(Miss) H. A. BRITTEN.

A Remarkable Testimonial

No. 2/62 The Anchorage,
O. Overbeck, Esq. Thorpe-Chertsey, Surrey.
Dear Sir, 7/11/27.

I have been using your wonderful Rejuvenator for one month, and although passing through a period of great mental strain, I am delighted to say that I experience a decided general improvement, my eyes feel as if they are being opened, the heart is less troublesome, nerves improved, and the sexual weakness shows a marked improvement. I can only say that I am extremely satisfied, and hope to report in the near future greater improvements. You can use this report with pleasure.

Believing me, yours gratefully,

T. L. THOMPSON.

Nervous Debility and Neurasthenia

No. 2/100 15 Southbourne Road,
Bournemouth, 13th December, 1927.

Dear Sir,
I wish to send this unsolicited testimonial on gratitude to you, for being the inventor of an instrument that has taken me out of despair to a joy of living I never experienced before.

For three years I have been simply tortured with nervous debility, and as hundreds can testify scarcely able to crawl about, the depression was worst of all, and I despaired of ever getting better. Nothing interested me, and had I not a strong will I should have ended it in a despicable way.

The last Sunday in September I saw the advert in the "Sunday Herald" and decided to give it a trial. The first fortnight I feared to go on with it, for it had a strange effect on me, I was restless with twitching sensations and felt weird. I, however, persevered and gradually I began to view life with less jaundiced eyes, and to-day, after three months' use twice per day, I am getting my own self, and am beginning to take an interest in my home and do light house work. Mind, I am not cured completely yet but am sure of being so in the near future, am picking up daily

Yours gratefully,
(Mrs.) H. R. MARTIN.

Complete Exhaustion

No. 2/29 I have pleasure in informing you that though on rising I feel very groggy, after five minutes' head treatment I am brighter and able to shave and get to business. Also at night I arrive home "whacked" but after a further five minutes' treatment again brighten up and eat my meal and sometimes go out, whereas before would lay down in a state of exhaustion.

Headaches

No. 2/33 Received the "High Power Model de Luxe" in good condition three days ago, and already the headaches, which I have had for a long time now seem to be getting much better.

Neuritis

No. 2/37 I have been using your Rejuvenator for five weeks now, and I am pleased to say that there is a decided improvement in my legs. The neuritis seems to be completely gone out of them and I can move about with greater freedom than I have done for years.

Rheumatoid Arthritis

No. 2/43 Having tried it on my wife who has suffered from rheumatism, etc., for some years, and having one leg quite deformed, we are delighted with the results obtained in so short a time. She can already get about better, and feels in every way benefited by the use of it. She is 58 years of age.

Hair Growth

No. 2/45 After using your Rejuvenator for about a month, I am pleased to tell you my head is covered with a crop of fine hairs. I think I must have tried every Hairgrower, and spent pounds on it without so much as growing one hair, let alone anything else.

General Appreciations

No. 2/55 I am delighted with the instrument. It is splendidly made; it looks the part. Certainly it is a better instrument than I anticipated.

I make the above remarks because some time ago I had dealings with a much advertised firm of electrical instrument makers (a body belt) a shoddily-made appliance £7-7-0, and very ineffective. Consequently I appreciate such an instrument and value as yours.

I have made one application and note the tonic effect.

General Benefit and Eyes

No. 2/15 I may say that although I have only used the instrument about four weeks, my general health has considerably improved, and the effects of eyestrain are subsiding to a great extent.

Heart Weakness and Nervousness

No. 2/17 I commenced using your Rejuvenator in August, and it has relieved and dispelled my heart pains, dull intermittent ones, which used to trouble me day and night from last Christmas to the end of July, when I commenced its use. Extreme irritability and nervousness nearly vanished is what I can truthfully testify so far. I am 67.

Low Vitality and Debility

No. 2/20 I received one of your Rejuvenator instruments through Mr. Woolfall, and have been using the same for the past seven weeks with very beneficial results in my general health. As a result of a very serious operation, my nerves and vitality were in a very serious predicament. Since I commenced using the instrument I am improving wonderfully.

Breathing

No. 2/22 We received the Rejuvenator, and have been using it about a week. For myself, I have not breathed through my nose for more than an hour or so since a child, but since using, I have had no difficulty. My wife also has been better since using the instrument.

General Benefit

No. 2/24 I have now used your Rejuvenator for two months regularly once a day, and nearly always twice a day, for ten minutes. I had a very serious illness a year ago, which left me a wreck with no energy, and I was aged before my time, and always depressed and tired. I think I owe it to you to let you know how much better I feel, how my energy is returning, and life is beginning to feel worth living once more.

The Overbeck Rejuvenator is obtainable from Mr. O. Overbeck, Chantry House, Grimsby

M.P. 998 (66)

PATENT MEDICINES AND APPLIANCES.
(Overbeck's Rejuvenator).

L.E. Owen, Esq.,
49, Tavistock Square,
W.C.1.

MUSEUM 8160
2 MAY 1928
A

B.M.A.
12 MAY 1928
MEDICAL DEPT.

Handwritten scribble in red ink

D.A.

49, TAVISTOCK SQUARE,
W.C.1.

Ch. T. 998

Pat. Med.

Dear Sir

As there seems no way of verifying the claims of the alleged medical cures as advertised in the newspapers except by reference to your organisation, will you be good enough to tell me in strict confidence what general medical opinion is of Overbeck's Rejuvenator.

One does not care to pay £7-7-0 without making some enquiry first.

Thanking you for your courtesy
Yours truly

L. E. O'Kelly

The Secretary
British Medical Assoc.
193 Tavistock Sq
W.C.1.

P.S. This request is from my father who will not consult a doctor unless he is ill.

GCA/DH.

14th May, 1928.

Dear Sir,

I have to acknowledge receipt of your letter of May 11th. I have no personal knowledge of "Overbeck's Rejuvenator" but the nature of the advertisements of this apparatus would be sufficient to persuade me not to advise any friend of mine to pay 7 gns. for it. Your best plan would be to get your father to consult his medical adviser who would be able to decide upon the advisability of your father undergoing such a form of treatment, from his knowledge of the state of your father's health.

Yours faithfully,

(Sgd) G. S. Anderson

Deputy Medical Secretary.

L. E. Owen, Esq.,
49, Tavistock Square,
W.C. 1.

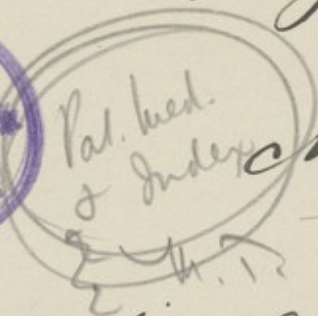
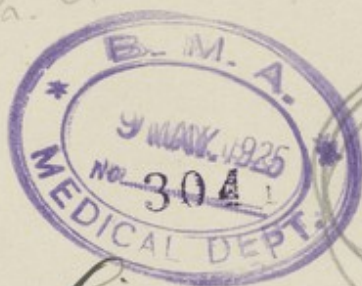
M.P. 998. (66)

PATENT MEDICINES.
(Prof. Overbeck's treatment for Ataxic Paraplegia").

C.W. Porteous, Esq.,
34, Pugh Road,
Aston,
Birmingham.

D. A.

84 Pugh Road,
Astton,
B'ham
May 8th 1925



Dear Sir, I am directed to write you, asking your opinion as to whether the latest discovered treatment by Professor Overbeck of Grimstly would be suitable in my case.

For your guidance I am suffering from "Spastic Paraplegia" and having tried all the most modern medical treatments without success, I was thinking of trying the above treatment.

But before doing so I am advised to write you as to the efficacy of the above in such cases as mine. I am enclosing literat-

we on the claims of his
appliance, so you will be bett-
er able to advise me on the
matter.

In view of your
keen interest in the alleviat-
ion of human suffering, I
feel my appeal will not be
made in vain.

Thanking you in
anticipation.

I am Dear Sir,
Yours faithfully,
C. W. Porteous.

May 9th 1925

DM

ENCLS.

Dear Sir,

I am in receipt of your letter of the 8th inst., and in reply have to inform you that this Association does not give to lay persons advice such as that you require. I suggest that your best plan would be to consult your own medical attendant regarding the matter.

I return your enclosures herewith.

Yours faithfully,

G. B. Anderson

Deputy Medical Secretary.

C.W. Porteous, Esq.,
84, Pugh Road,
Aston,
Birmingham

COPY MA.

66

The Advertising Association,
57 Fleet Street,
E.C.4.

Miss A.L. Lawrence,
British Medical Association,
Tavistock Square,
W.C.1.

15th February 1928.

Dear Miss Lawrence,

I have been asked to give an opinion concerning the enclosed, which, if I remember rightly, your attention was drawn to some little time ago. If you have been able to investigate the matter, or if you have any records about "Overbeck", I shall be very grateful if you will help me to reply to my enquirer.

Yours very truly,

(sgd) Jas J. Hart.

Encl.

ALL/MA.

25th February 1928.

ENCLOSURES.

Dear Mr. Hart,

Your letter of the 15th seemed to recall to me some earlier consideration of the Overbeck Rejuvenator but I have not been able to trace any notes I may have made, and accordingly I have waited to deal with your question until I could secure a copy of the free book from Grimsby. This I have now done, and in case you have not got a copy enclose mine for you to look over. You will note with interest that a price of 6d is indicated on the cover whereas the book can be obtained post free for 3d.

I have read this interesting production carefully and find myself in the position of those "incredulous" who, to quote the inspired forecast of the Hull Daily Mail (see page 29 of the pamphlet) "will become more incredible still." Possibly this is because I am so ignorant of the general theory of electricity that I am unable to offer an adequate criticism of Mr. Overbeck's theory, in which he doubtless believes with the enthusiasm of the prophet. I may, however, draw your attention to the suggestion on page 9 that those who receive the new theory "may find it more difficult to die than to live."

I note from page 26 that Mr. Overbeck, who does not pretend to any medical qualification, will answer queries as to the special treatment it is desired to take. As regards the list of conditions in which the Rejuvenator has been used with wonderful success I would suggest that the application of electricity in the case of deafness and ear affections without proper medical supervision may well be extremely dangerous. The same remark applies to heart affections. Paraplegia may be the result of a number of different causes, but any claim to cure either that condition or creeping paralysis by the use of such an apparatus must be looked upon with considerable scepticism.

As regards the claim to reduce a golf handicap (vide press cuttings) I can say nothing, but it is an attractive suggestion to those who play. I note that Mr. Overbeck also sells a special rejuvenating soap which should hardly be necessary to those who use his instrument.

The "celebrated London doctor, Count Ditcham" (see p.9) does not appear on the Medical Register nor can I find that he has ever done so. There is no indication in the telephone directory of any medical qualifications. Testimonial No. 101, p.40, comes from a Doctor of Science who does not seem to have any medical qualification though he seems to be in medical practice. The so-called medical testimony on page 31 of course is of no value whatever; it is noteworthy only because it is so much less convincing than the medical testimonials usually quoted by vendors of panaceas.

You may like to see a few press notices which appeared in 1925 and 1926. If the medical men referred to in the Weekly Dispatch of March 29th, 1925, had qualifications of a different class from those of Count Ditcham and were as impressed as Mr. Overbeck suggests, and if the results of the "prolonged test" to be undertaken by a London physician in 1925 were favourable, one would expect to have seen some mention of the new method in the medical press. If there has been one I have missed it. Mr. Overbeck's literary style is decidedly weak.

Personally I should have no hesitation in rejecting advertisements of the Rejuvenator as opposed to advertisements of the book which purports to set out a new electronic theory of life, though on the material before me I should hesitate to say that the use of the appliance is likely to cause any direct damage to the patient. The damage would probably be of the indirect kind, due to self-treatment in conditions requiring qualified medical attention.

Please let me have the pamphlet and the cuttings back at your convenience.

Yours very truly,

(sgd) A.L. Lawrence.

Intelligence Officer.

J.J. Hart, Esq.,
Advertising Association,
57 Fleet Street,
E.C.4.

Memorandum from
Harold Bright, M.A., M.R.I.
Electrical Engineer.

4 St. Andrew's Place,
Regent's Park,
London, N.W.1.

June 14th, 1928.

THE OVERBECK REJUVENATOR.

The OVERBECK'REJUVENATOR' as submitted to me for examination consists of a large capacity dry battery and a number of different shaped electrodes which may be connected to it.

The battery, which is contained in its own case, is in two blocks of $4\frac{1}{2}$ volts each, and sockets are provided so that either $4\frac{1}{2}$ or 9 volts may be obtained at will. This Mr. Overbeck terms "low power" and "high power."

The electrodes, of which three pairs are provided, comprise one pair each of "combs," "knob pieces" and "cylinder pieces". These, together with a pair of connecting cords, are supplied in a second case fitted to receive them. An instruction book also accompanies the outfit.

According to the technique described by Mr. Overbeck, the first stage in the treatment of any complaint is to comb the head, using no great pressure - "just a gentle rubbing movement, backwards and forwards." The combs are of aluminium, with flat teeth arranged in six rows. On one side of the electrode the teeth are $\frac{3}{64}$ " wide, and the other side nearly double this. I find that with any normal head of hair, using the instruments as directed, that the teeth of the combs hardly ever reach the scalp, owing to their width. Dry hair, whether slightly greasy or not, is practically non-conducting, and the instructions state that it is never necessary to dampen the head. Under these conditions I have been unable to obtain any measurable current, except transitory currents of about 0.00001 ampere lasting a fraction of a second when the scalp is reached.

In the treatment of the face and neck the current flowing is infinitesimal, as there appears to be a non-conducting film of natural grease on the skin. If the combs are held stationary for at least two seconds, using considerable pressure, this film breaks down, and as much as 0.0005 ampere may flow, but although I have made measurements with a number of subjects whom I have asked to follow Mr. Overbeck's instructions, I have not found one who has passed more than a few microamperes. If the skin has been recently washed, say within the last fifteen minutes, a larger current will flow, but this practically constitutes dampening, which Mr. Overbeck deprecates.

Using the combs or cylinder pieces on other parts of the body, having previously dampened the part to be treated, I was able to record currents of from 30 to 100 microamperes.

The knob pieces used at low power in the mouth passed as much as 5 milliamperes, 2.5 being the average.

Although it is generally accepted in the medical profession that currents of the order of milliamperes are required to produce therapeutic results, there is no proof of this, and in view of recent research it would appear likely that much weaker currents may produce beneficial results, - currents of the same order as those which naturally circulate in the human body. For this reason I feel that any treatment in which these currents are employed should be investigated, but under qualified supervision.

I see no harm in Mr. Overbeck's methods or apparatus when used for treating the trunk or limbs, but only a small fraction of the currents I have recorded is carried through the body, but rather through the superficial film of moisture, and it is extremely doubtful if any curative effect is produced.

As regards the self-treatment of the mouth and ears (which latter, it will be observed, are to be syringed with water), I consider this to be extremely unwise, as painful and dangerous burns may be produced with currents of over 1 milliampere applied over a very limited area. Although it is unlikely that the tympana of the ears would be reached with the electrodes provided, the water would provide a readily conducting path, and a dangerously large current might flow.

I am of opinion that the combing of the hair is quite ineffective, as I have been unable to detect a current of one ten-millionth of an ampere, but I find that many subjects grasp the combs in such a way that the connecting sockets rest against the bases of the thumbs, allowing a current of several microamperes to pass from hand to hand, which is possibly beneficial.

The instrument is manufactured by the Ediswan Company, and is of good appearance and construction. Mr. Overbeck's method of testing the batteries seems somewhat archaic; I would suggest that a flash lamp bulb in series with the sockets would be preferable and would prevent accidental discharge of the cells. Also, reassembly of the combs after cleansing is difficult without a spanner, which should be provided.

Mr. Overbeck's orthography in his "Directions for use" is at fault occasionally; viz. "billiousness" and the "prostrate" gland.

(sgd.) Harold Bright.

Memorandum from
Harold Bright, M.A., M.R.I.
Electrical Engineer.

4 St. Andrew's Place,
Regent's Park,
London, N.W.1.

June 14th, 1928.

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I see no harm in Mr. Overbeck's methods or apparatus when used for treating the trunk or limbs, but only a small fraction of the currents I have recorded is carried through the body, but rather through the superficial film of moisture, and it is extremely doubtful if any curative effect is produced.

As regards the self-treatment of the mouth and ears (which latter, it will be observed, are to be syringed with water), I consider this to be extremely unwise, as painful and dangerous burns may be produced with currents of over 1 milliamperes applied over a very limited area. Although it is unlikely that the tympana of the ears would be reached with the electrodes provided, the water would provide a readily conducting path, and a dangerously large current might flow.

I am of opinion that the combing of the hair is quite ineffective, as I have been unable to detect a current of one ten-millionth of an ampere, but I find that many subjects grasp the combs in such a way that the connecting sockets rest against the bases of the thumbs, allowing a current of several microamperes to pass from hand to hand, which is possibly beneficial.

The instrument is manufactured by the Ediswan Company, and is of good appearance and construction. Mr. Overbeck's method of testing the batteries seems somewhat archaic; I would suggest that a flash lamp bulb in series with the sockets would be preferable and would prevent accidental discharge of the cells. Also, reassembly of the combs after cleansing is difficult without a spanner, which should be provided.

Mr. Overbeck's orthography in his "Directions for use" is at fault occasionally; viz. "billiciousness" and the "prostrate" gland.

(sgd.) Harold Bright.

PATENT MEDICINES AND APPLIANCES.



VICTORIAN BRANCH.

The Secretary: C. Stanton Crouch Esq., B.A., F.R.S.

Had no draft reply

British Medical Association (Victorian Branch)

MEDICAL SOCIETY HALL

C. STANTON CROUCH B.A. LL.B. F.A.I.S.
SECRETARY
TELEPHONE CENTRAL 1434



D. Cro

E. Melbourne C.2 23rd June, 1931.



Mr. L. Ferris Scott,
Secretary, B.M.A.,
Tavistock Square, LONDON.

Dear Sir,

There is a well organised Body called the "Advertising Association of Australia" with Branches in each State and a Federal Committee, also a National Vigilance Committee which stands for truthfulness in advertisements.

Lately there appeared in our evening paper the "Herald" an advertisement re "Overbeck's Rejuvenator" - "An amazing discovery, used by the leading medical men in Great Britain - banishes sickness, renews youth, restores hair and blindness and stamina for young and old".

The Association protested to the "Herald" against this advertisement. The paper made inquiries from the Manager of the Company in Victoria, and reported -

1. Mr. Overbeck in England holds at least 8 degrees. (none of these are by examination, such as Fellow of the Royal Society of Arts and similar degrees, which possibly may be purchased).
2. Mr. Overbeck has had the honor of "Commander in the World Order of Humane Merit" for services rendered to humanity and for valuable papers dealing with treatment of diseases to English Scientific Societies.
3. That a full page advertisement appeared in the Daily Sketch.
medical
4. That English/practitioners use the Rejuvenator on themselves and on their patients. A long list is supplied.

I have personally been able to identify at least 10 in the list from the Medical Register and some are subscribers to the "British Medical Association", e.g., ~~B.M.A.~~

You may perhaps wish to deal with this but if not I will do the necessary

M Dr. A. G. Buchanan 1 Harley St.
M Dr. E. Hopewell Ash London.
M Dr. R. D. Attwood Royston.
N } Dr. L. O. Fuller Bedfordshire.
N } Dr. T. J. George Birmingham.
N } Dr. G. Hector Newcastle on Tyne,

J. March
1931.

The Advertising Association has asked for our moral support in suppressing this type of advertisement and the Executive of my Council has asked me to write to you for any information you may be able to supply with regard to Overbeck's Rejuvenator.

The Association pertinently asks whether permission has been given by the medical gentlemen for use of their names.

Thanking you in anticipation,

Yours faithfully,

W. Stanton Couch

Secretary.



AC/MA.

5th August 1931.

Dear Sir,

I am in receipt of your letter of the 23rd ultimo and I hope to send you a detailed answer shortly. Meanwhile, I am asking the three members of the Association whose names are included in the list of practitioners who are said to use the Rejuvenator whether they are aware of the use which is being made of their names. As soon as I have their replies I will write you more fully on the subject.

I may say that we have suffered considerable annoyance from the advertising campaign in connection with the Rejuvenator in this country, but so far as I am aware the general statements as to the attitude of the medical profession have not here been backed by publication of the names of qualified medical practitioners.

Yours faithfully,

(Sgd) Alfred Crt.

Medical Secretary.

C. Stanton Crouch, Esq., B.A., LL.B., F.A.I.S.,
Business Secretary, Victorian Branch,
Medical Society Hall,
East Melbourne, C.2.,
Victoria.

Dr. Case.

We have expressed permission from Dr. Atwood to
Conroy his disclaimer to Australia, & ask their assistance
in suppressing the reference to his name. In the other
two cases I have indicated the proposed procedure
to the members, and assumed their consent.

AM.

W.P. 998(66)

AC/MA.

11th August 1931.

PRIVATE AND CONFIDENTIAL.

Dear Sir,

In further reply to your letter of the 23rd ultimo I think that I cannot do better than give you a copy of the report upon Overbeck's Rejuvenator which we obtained from a competent electrical engineer in 1928, when we were asked to advise the Advertising Association of this country in connection with an extensive advertising campaign then being promoted by Mr. Overbeck. (Enclosure 1.) This will enable the Branch to form its own opinion of the actual merits of the article.

In connection with this report we obtained opinions from a competent medical authority (Enclosure 2).

One of the claims made for the Rejuvenator is that it is effective in promoting the growth of hair. We have had reports from a competent authority on its experimental use for this purpose but they have established nothing definite, for a case in which fresh growth did actually follow the use of the apparatus had previously received light treatment, to the delayed effects of which the benefit may have been due.

The final report of the authority who undertook the clinical tests is contained in Enclosure 3.

It is claimed that the principles underlying the use of the Rejuvenator for therapeutic purposes are those which have been established in a pseudo-scientific work by Mr. Overbeck published some years ago. I do not know if copies of this work have reached Australia, but a member of the staff

here was at considerable pains to criticise it and made the note, a copy of which is attached as Enclosure 4.

Passing from the general merits of the Rejuvenator to the questions raised in your letter. In the first place you will probably agree that the information at our disposal in no way justifies the extravagant claims which, according to your statement, take much the same form in Australia as they do in this country. As regards Mr. Overbeck's degrees, we have not of course the Australian advertising literature before us, but to the best of my recollection your general criticism supplies a correct estimate of their value as credentials. As regards the "World Oder of Humane Merit", I regret that I have been unable to find any information as to its status; it is not mentioned in standard works of reference, such as Whitaker. As regards the advertising in the Daily Sketch, this must not be taken as any indication of either the bona fides or the value of a proprietary remedy.

As regards the medical use of the Rejuvenator you mention a long list. The general statement has repeatedly been made in literature that we have seen, but I cannot recollect the mention in England of the names of any living qualified medical practitioners. On the other hand, there is no difficulty in believing, in view of our information as to the nature of the appliance, that in many cases a qualified practitioner would not necessarily object to the use of the appliance if his patient thought it beneficial, and in other cases it is of course quite possible that medical practitioners have purchased the appliance for experimental use and their names have been recorded by the vendors. Out of the list of six qualified practitioners which you supply, the last named, Dr. G. Hector, died in March of this year. The first three, Dr. A.G. Buchanan, Dr. E.(L.) Hopewell-Ash and Dr. R.D. Attwood are members of the British Medical Association. All three deny emphatically that they have sanctioned the use of their names in connection with the advertising literature of the Rejuvenator. Dr. Buchanan has demanded an explanation from the Company; Dr. Attwood did actually purchase one of the instruments five years ago and is anxious for the Association to take any possible steps to defend him from the use which has consequently been made of his name without his knowledge or consent. I have told him that I will request the Victorian Branch to take such action locally as may be possible. Dr. E.L. Hopewell-Ash has never used the instrument and has not given permission for the use of his name in connection with advertising literature.

I have not thought it necessary to approach the non-members, Dr. L.O. Fuller and Dr. T.J. George, but I have little doubt that if the Advertising Association of Australia likes to approach them direct similar disclaimers will be forthcoming. The present addresses are Dr. L.O. Fuller, Three Counties Mental

Hospital, Arlesey, Bedfordshire; Dr. T.J. George, 284,
Birchfield Road, Birmingham.

I have marked this letter "Private and Confidential"
for reasons that will be obvious to you, but I do not wish
to place any restriction upon your discretion in using the
information I have supplied for the assistance of the
Advertising Association of Australia.

Yours faithfully,

(srd) Alfred Cost

Medical Secretary.

C. Stanton Crouch, Esq., B.A., LL.B., F.A.I.S.,
Business Secretary, Victorian Branch,
Medical Society Hall,
East Melbourne, C.2.,
Victoria.

COPY

Memorandum from
Harold Bright, M.A., M.R.I.,
Electrical Engineer.

4 St. Andrew's Place,
Regent's Park,
London, N.W.1.

June 14th, 1928.

THE OVERBECK REJUVENATOR.

The OVERBECK "REJUVENATOR" as submitted to me for examination consists of a large capacity dry battery and a number of different shaped electrodes which may be connected to it.

The battery, which is contained in its own case, is in two blocks of $4\frac{1}{2}$ volts each, and sockets are provided so that either $4\frac{1}{2}$ or 9 volts may be obtained at will. This Mr. Overbeck terms "low power" and "high power."

The electrodes, of which three pairs are provided, comprise one pair each of "combs", "knob pieces" and "cylinder pieces." These, together with a pair of connecting cords, are supplied in a second case fitted to receive them. An instruction book also accompanies the outfit.

According to the technique described by Mr. Overbeck, the first stage in the treatment of any complaint is to comb the head, using no great pressure - "just a gentle rubbing movement, backwards and forwards." The combs are of aluminium, with flat teeth arranged in six rows. On one side of the electrode the teeth are $\frac{3}{64}$ " wide, and the other side nearly double this. I find that with any normal head of hair, using the instruments as directed, that the teeth of the combs hardly ever reach the scalp, owing to their width. Dry hair, whether slightly greasy or not, is practically non-conducting, and the instructions state that it is never necessary to dampen the head. Under these conditions I have been unable to obtain any measurable current, except transitory currents of about 0.000001 ampere lasting a fraction of a second when the scalp is reached.

In the treatment of the face and neck the current flowing is infinitesimal, as there appears to be a non-conducting film of natural grease on the skin. If the combs are held stationary for at least two seconds, using considerable pressure, this film breaks down, and as much as 0.0005 ampere may flow, but although I have made measurements with a number of subjects whom I have asked to follow Mr. Overbeck's instructions, I have not found one who has passed more than a few microamperes. If the skin has been recently washed, say within the last fifteen minutes, a larger current will flow, but this practically constitutes dampening, which Mr. Overbeck deprecates.

Using the combs or cylinder pieces on other parts of the body, having previously dampened the part to be treated, I was able to record currents of from 30 to 100 microamperes.

The knob pieces used at low power in the mouth passed as much as 5 milliamperes, 2.5 being the average.

Although it is generally accepted in the medical profession that currents of the order of milliamperes are required to produce therapeutic results, there is no proof of this, and in view of recent research it would appear likely that much weaker currents may produce beneficial results - currents of the same order as those which naturally circulate in the human body. For this reason I feel that any treatment in which these currents are employed should be investigated, but under qualified supervision.

I see no harm in Mr. Overbeck's methods or apparatus, when used for treating the trunk or limbs, but only a small fraction of the currents I have recorded is carried through the body, but rather through the superficial film of moisture, and it is extremely doubtful if any curative effect is produced.

As regards the self-treatment of the mouth and ears (which latter, it will be observed, are to be syringed with water), I consider this to be extremely unwise, as painful and dangerous burns may be produced with currents of over 1 milliampere applied over a very limited area. Although it is unlikely that the tympana of the ears would be reached with the electrodes provided, the water would provide a readily conducting path, and a dangerously large current might flow.

I am of opinion that the combing of the hair is quite ineffective, as I have been unable to detect a current of one ten-millionth of an ampere, but I find that many subjects grasp the combs in such a way that the connecting sockets rest against the bases of the thumbs, allowing a current of several microamperes to pass from hand to hand, which is possibly beneficial.

The instrument is manufactured by the Ediswan Company, and is of good appearance and construction. Mr. Overbeck's method of testing the batteries seems somewhat archaic; I would suggest that a flash lamp bulb in series with the sockets would be preferable and would prevent accidental discharge of the cells. Also, reassembly of the combs after cleansing is difficult without a spanner, which should be provided.

Mr. Overbeck's orthography in his "Directions for use" is at fault occasionally; viz. "billiousness" and the "prostrate gland."

(sgd) Harold Bright.

OPINIONS OF MEDICAL AUTHORITY.

2

15th June 1928.

... I attach Mr. Bright's report on the Overbeck Rejuvenator. I am in agreement with all that he says, and especially ~~with~~ regards the danger of causing sores when these bare electrodes are put in the mouth; nothing would induce me personally to carry out this direction of Mr. Overbeck as painful slow ulcers might very easily be caused.

Apart from this, I should imagine that the instrument is quite harmless, and might have a powerful suggestion on patients, as well as making them do a certain amount of exercise every day.

I cannot suggest any means by which this sort of thing can be curtailed except by time, which usually brings them to nothing, though I must admit that they bring the subject of Electre-therapeutics into disrepute. ...

5th July 1928.

... I note in Mr. Overbeck's "Instructions for use" pamphlet he has an alphabetical list of diseases suitable for treatment with his apparatus.

I note also that with two exceptions, namely Biabetes and influenza, he has cleverly selected a list of diseases notorious for their chronicity and largely non-fatal character.

It is therefore clear that the administration of an apparatus that yields virtually no current is not in the least likely to do ^{any} harm to this type of disease and enhances the chances of successful self suggestion.

His claims, however, in Diabetes and Influenza, are in quite another category and delay in suitable treatment is likely seriously to jeopardise the life of the patient, and in respect of these two diseases alone makes any advertisement of the apparatus misleading to the un instructed public....

FINAL OPINION OF MEDICAL AUTHORITY.

3

14th December 1928.

.... I think if Mr. Overbeck would undertake to remove from all his advertisements and pamphlets any reference to using this apparatus for treating internal passages or mucous surfaces, such as the ears, mouth etc. etc., I could see no possible harm and possibly a psychological effect resulting to the patients.

" NEW ELECTRONIC THEORY OF LIFE" 4

by O.C.J.G.L. OVERBECK, E.R.S.A., F.C.S., F.P.S.

(Published at Chantry House, Grimsby, Lincoln.)

The impression conveyed by this book is that its author believes that he has evolved a valid theory of the origin and nature of life. If this is so he must be capable. of a sincere belief in the efficacy of its application through the appliance he has patented. Apparently he has found a considerable number of persons who think his exposition worthy of consideration, as this is the second edition and the sixth thousand of his work.

The argument roughly appears to be as follows:-

Electricity is the source of life. All phenomena may be accounted for by reference to the operation of electricity. It follows that by substituting the words "electric" and "electricity" for every term used to indicate some unknown factor we have an adequate and full explanation of every phenomenon hitherto unexplained by science.

The author seems to have some knowledge of physics, chemistry and physiology or at least of the terms used in physics, chemistry and physiology, but he would seem to be mentally unbalanced.

17.5.1928.

W.P. 998(66)

AC/MA.

11th August 1931.

Dear Sir,

Since completing my general communication of even date on the subject of Overbeck's Rejuvenator I have received from Dr. Buchanan a letter, a copy of which I attach, and which you may find useful in dealing with the Australian advertisers of the Rejuvenator.

Will you kindly let me have the information asked for in the letter from Grimsby at your convenience?

Yours faithfully,

(sgd) Alfred Cot.

Medical Secretary.

C. Stanton Crouch, Esq., B.A., LL.B., F.A.I.S.,
Business Secretary, Victorian Branch,
Medical Society Hall,
East Melbourne, C.2.,
Victoria,
AUSTRALIA.

COPY

OVERBECK'S REJUVENATOR

Chantry House,

Grimsby.

7th August 1931. JRV/FGB

Dr. A.G. Buchanan,
1, Harley St.,
W.1.

Dear Sir,

In reply to your letter of the 6th inst., we regret to note that our agents in Australia have apparently used your name in one of their advertisements. We are extremely surprised to learn this, and this is the first that we have heard of it, and as far as we are aware at Chantry House, they have had no permission to do so.

It would assist us greatly if you would let us have the name of the newspaper or periodical in which it was published, and also the date, and we will then take ^{up} the matter strongly with our people in Australia.

We very much regret that trouble has arisen, and you may rest assured that we will do our best to get to the bottom of it, so that a repetition cannot occur.

Yours faithfully,

for O. Overbeck

(sgd) G.C. Ayre.

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for O. Overbeck

(sgd) G.C. Ayre.

PATENT MEDICINES.

Correspondence with:-

C. Walker, Esq., Essex.

461

M Page (66)

WVH

~~WVH~~

The Haven

Vadsoe Rd

Canvey Island

Essex

20/2/40



The Secy
B.M.A.

I shall be obliged if you
will advise me whether the Overbeck
Rejuvenator Coy is still in existence
and if so the address of the Registered
Office or any London address
I enclose a stamped
envelope for reply.

Yours faithfully
C. Walker

AM/FK. 10th April, 1940.

Dear Sir,

I regret the delay in replying to your letter, due to pressure of emergency work.

We do not possess any register of commercial firms, and I have no knowledge of the company to which you refer.

Yours faithfully,

(Agd) *Amassac*

Assistant Secretary.

C. Walker, Esq.,
The Haven,
Vadsoe Road,
Canvey Island,
Essex.

PATENT MEDICINES

M.P. 998(66)

OVERBECK'S REJUVENATOR

Dr. J.A. Watson,
67 Constant Spring Road,
Halfway Tree,
Jamaica,
B.W.I.

Med. Secretary



would you kindly
take over? No

Friendship Pen,
67 Constant Spring Rd.,
Halfway Tree,
Jamaica B. W. I.

Feb 19, 1935.

66

Dear Sir,

There has just been brought to my notice "Overbeck's Rejuvenator" which is being advertised as superior to treatment by medical men. Patients have asked my advice on it. I know nothing about it, but look on it as an ordinary electric battery. I should not like to condemn it without knowing something about it.

Could you give me some information concerning it? What form of electricity does it supply? Is it effective and reliable? Are the results obtained commensurate with the price asked for it? I would be greatly obliged to you, and apologize for any inconvenience caused you.

Yours faithfully
J. Watson (L.M.S.)

Editor B. M. Journal,
London.

Wm. B. ...





GCA/MA

PRIVATE AND CONFIDENTIAL

6th March 1935

Dear Sir,

In reply to your letter of the 19th ult. in connection with Overbeck's Rejuvenator, this apparatus is advertised extensively in this country for a very wide variety of conditions such as asthma, catarrh, ear affections, gout, goitre, heart affections, neurasthenia, rheumatoid arthritis, etc.

As the strength of the current supplied by the apparatus is hardly appreciable its application is not likely to be harmful in cases of chronic and non-fatal conditions, but the general objection to this type of unqualified treatment is that it may delay securing skilled attention by a qualified medical practitioner, which may prove disastrous in certain cases.

At the time when this Association was conducting inquiries into the value of the Rejuvenator the instructions for use included some which involved definite danger in connection with treatment of the mouth and ears. According to our information, painful, slow ulcers might easily be caused by the use of the electrodes in the mouth, and although it is unlikely that the tympana of the ears would be reached with the electrodes provided, it is suggested that the ears should be syringed with water which would provide a readily conducting path and a dangerously large current might therefore flow.

The question as to whether the apparatus has any positive value is more difficult to answer. In this, as in other forms of treatment, suggestion may play a great part in benefiting the sufferer. I think, however, that it

may fairly be said that if the current supplied is sufficiently strong to produce definite results, its application should be in skilled hands only, and the apparatus should not be advertised direct to the lay public, especially in such exaggerated terms as those used by Mr. Overbeck. If the current is not sufficiently strong to produce such results, then the claims made in the advertisements are fraudulent.

I hope I have given you sufficient information for your purpose.

Yours faithfully,

(sac) W. L. Anderson.

Medical Secretary.

Dr. J.A. Watson,
67 Constant Spring Road,
Halfway Tree,
Jamaica,
B.W.I.