

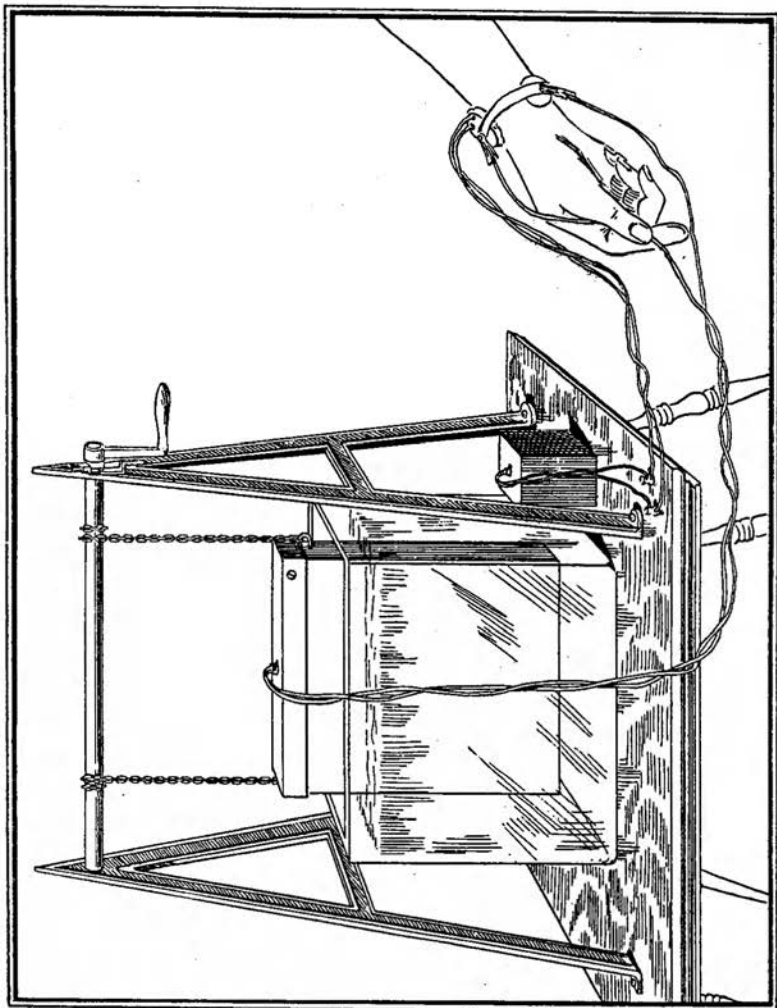
JA Burnett
Wister Oklahoma
Nov-24-1909

THE INTERNATIONAL SYSTEM OF
DIRECT MEDICATION

a thoroughly tried and tested system of
logical, natural therapeutics, eliminating
the internal use of drugs.



MAGNETIC APPARATUS CO., (Ltd.)
ALLENTOWN, PA., U. S. A.



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Nov-24 1909

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J. A. Burnett

TO THE MEDICAL PROFESSION.

Every thoughtful practitioner has noticed of late years a popular antagonism against "dosing" the system with drugs. In witness whereof notice the numerous sanitariums, health publications, dispensers of nature cures, etc., that have sprung up recently, and the strict legislation against patent medicines that has risen recently in response to public sentiment.

Recognizing this tendency and being in sympathy with it, I have, after many years of careful thought, studies, experiments, and at considerable expense perfected a system of "Direct Medication," an outline of which I have the honor of presenting to the Medical Profession in this pamphlet. The results already obtained in medical practice with this system have gained, and are daily gaining, many enthusiasts and friends for it. It has effected cures in different diseases from fever to cancer of the stomach. It has proven a blessing to many afflicted with tumor and cancer.

While the system is rather revolutionary, it has the great advantage that every practitioner can use it in addition to, or in conjunction with, the system of his school, no matter whether it is allopathic, homeopathic, eclectic or any other. At the same time the system of "Direct Medication" alone is amply able to cope with every disease and in almost all cases (unless too far advanced) will make unnecessary resorting to the surgeon's knife. It means a great step toward the point when medicine will be classed as an exact science.

For the convenience of practitioners who may desire to explain the benefits of Direct Medication to their patients or the lay public, we shall couch the following pages in "popular language."

INCEPTION.

It is safe to say that up to quite recently, ninety per cent. of all medicines prescribed were intended to enter the system through the stomach. In other words they had to undergo the usual process of digestion with all its chemical changes, as produced and influenced by the gastric juices of the stomach, the bile from the liver, the pancreatic and the intestinal juices.

It is practically impossible for the physician to know exactly

how these digestive liquids act even in a healthy person, let alone in a patient. It is also impossible for the doctor to know for a certainty whether and how the curative elements of the medicine, even after they have been assimilated, will reach the organs or tissues for which it was intended. Therefore, this method of introducing remedies into the system certainly seems somewhat illogical.

Every practitioner knows of dozens of cases where prolonged internal treatment had ruined the patient's digestive system, complicating matters more and more as the disease progressed.

It occurred to me that the old axiom, a straight line is the shortest distance between two points, must hold good in medical practice as well. In other words there must be a way of introducing the remedies of the pharmacopoeia direct to the organ or tissue to be treated; and this method must be such as to cause no injury, danger or undesirable reaction.

And this I have accomplished by means of my magnetic apparatus as described on page 15.

ELECTRICITY vs. MAGNETISM.

The magnetic current of flux generated by the apparatus is communicated to, and conducted through the parts of the body to be reached, by applying to them the two electrodes so that the flux must travel through the tissues in question in order to complete the circuit.

I desire to emphasize that I do not principally employ the electric current, but a magnetic current or flux—which is a radical innovation. The electric current has that characteristic of poison—and poisons for medicinal uses I always and emphatically condemn—that in large doses it is fatal and that its use, unless expertly directed, is harmful. It is well known that electricity destroys cellular tissue, both sound and diseased.

On the other hand, thermo-magnetic influence imparts vitality that cures by energizing the body so it can respond to the medical axiom of inherent curative power; that is, it increases the patient's vitality so his body can naturally throw off disease. The beneficial effect of magnetic influence is also proven by the fact that no matter how strong it is, it produces no deleterious effects upon the human body.

This was clearly demonstrated by magnetic experiments made

JA Burnett

some years ago at the United States Torpedo Station, at Willets Point, New York Harbor. By sending the electric current through numerous coils of wire wound around a large gun, the latter was converted into a huge magnet.

An idea of the extent of the magnetic power thus generated may be gained by the fact that this magnet attracted and held suspended five large cannon balls weighing two hundred and thirty pounds each. The magnetic influence at a distance of seventy feet from this gun magnet was equal to that of the earth in its influence on the compass.

The significant fact for our purpose was that a soldier standing immediately in front of the gun and in the path of the magnetic flux, did not feel the least physiological effect, and yet the magnetic current or flux passed through his body. This was proven by heavy iron spikes which were readily supported at different parts of his body in opposition to gravitation.

On the other hand, "the passage of an electric discharge through a nerve, muscle or indeed any organ of the body produces an alteration in its functional activity." (Houston and Kennley—*Electro Therapeutics*.) Electricity in therapeutics is by all sides conceded to be a stimulant. And a stimulant is always a sort of a last resort; its influence being rather unnatural and accompanied by more or less undesirable reaction.

Electric current is always felt by the patient in a more or less unpleasant manner, but the gentle magnetic flux is not perceptible except by a slight genial warmth where the current touches the skin.

The detrimental effect of electricity as compared with the gentle effect of magnetism is clearly, though unconsciously, voiced by popular language. We speak about electric "shocks." Also we say of persons who pleasingly attract us, they have personal magnetism.

The magnetic phenomenon of attraction was known before the birth of Christ and long before the discovery of electric phenomena. As the two are closely related and always occur together, it is not surprising that the more obvious phenomena of electricity should have received the lion share of attention as compared with its quiet and unobtrusive companion force, magnetism.

DIRECT MEDICATION.

The medical solution to be transfused into the diseased organ or tissue is put in the positive or therapeutic electrode as described on page 14. The latter is placed directly on or above the respective part of the body, as fully and clearly shown in the two reference volumes which form a part of this system and which will explain in detail the treatment covering the various diseases.

In all probability you are familiar with the remedies recommended in these two volumes. These drugs are all found in the regular pharmacœpia, and are frequently prescribed by physicians for internal use—for which purpose they are diluted to one-third the strength recommended in the system of "Direct Medication."

Numerous cures effected through this system prove its efficacy. Theoretically it can readily be proven, and has been proven in the following manner: the medical tablet was placed in the therapeutic electrode. The latter was then applied to the lower jaw under the chin. The other electrode was placed behind the ear and kept hot by an electric pea lamp. Thus a circuit was established passing through the organs of taste and the characteristic flavor of the medicine could be plainly recognized. This is but a logical extension of the remedial principle of all liniments or other applications intended to be rubbed into the skin and intended for the tissue beneath it.

OXYGEN AND OZONE TREATMENT.

Another great advantage of this apparatus is its utilization for increasing the general vitality of the patient by introducing oxygen and ozone (which is triatomic oxygen). This is accomplished by keeping wet the negative electrode and placing both electrodes next to the skin so that the current passes through an artery, generally at the wrist or the ankle. (See directions on page 16.)

This must be kept up for twenty minutes. Under the electric influence present (electric influences always accompanying magnetic force and vice versa), the water will be dissolved into its components, oxygen and hydrogen, and as is always the case in the electrolysis of water, ozone is created.

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While each molecule of water contains two atoms of hydrogen and one part of oxygen, the latter is much heavier, constituting in weight eight-ninths of the molecule. Hydrogen being exceedingly light, instantly rises. But the oxygen, on account of its weight and its affinity for the iron and the red corpuscles in the blood, is transfused into, and oxidizes the latter.

The ozone, of course, acts in a manner similar to the oxygen, only with more intensity. It is the presence of ozone in the woods, on the ocean, etc., that makes the air there so invigorating. The intense and antiseptic action of ozone was forcibly demonstrated by the "Imperial Board of Health" at Berlin, Germany. It was found through experiments under its auspices that ozone destroys cholera microbes in three minutes, typhoid germs in five minutes, diphtheria germs in three minutes, consumption germs in five minutes. These results give an indication of the beneficial action of ozone when introduced into the circulation of the blood as is done by our method.

In other words, we have a process of blood oxidation exactly like that accomplished in the lungs by respiration. Even the laymen will understand that the more lung capacity, the greater the vitality, and this process of oxidizing the artery is equivalent to adding to the lung capacity of the patient. It has the same beneficial effect as "deep breathing," without its fatiguing consequences.

APPLICATION OF MAGNETIC CURRENTS OR FLUX.

A further curative use of the apparatus consists in its generation of magnetic force which is imparted to the body in the same maner as the oxygen and ozone. The results of this treatment are highly satisfactory whenever it is tried. It is, therefore, but meet that we should first cite the results, which fully justify its application, before attempting a theoretic explanation. We present here the results of pioneer work and in pioneer work, particularly in the fields of electricity and magnetism, results and phenomena were always first. Theories, many times largely speculative, came afterwards.

That magnetic influence should impart vital force to the human or animal body does indeed seem very logical. According

to all theories thus far advanced about magnetism, for example in its influence upon a bar of iron, the effect produced is an orderly systematic arrangement of molecules. Does it not seem very reasonable that magnetic influence should have the same effect of producing an orderly arrangement or re-arrangement of the molecules that compose the cell tissue? Does it not seem reasonable to presume that the human body with its molecules arranged in orderly form should show more vitality, and thus be in a better position to throw off diseases or all influences pending thereto?

MEDICAL REFERENCE BOOK.

In addition to the generating apparatus described on page 15, we furnish two volumes of reference books* as a guide in the practice of this system of "Direct Medication."

As a part of this system, we recommend "The Nature Cure," or "Hydrothesapy," as fully explained in Volume 1, page 31.

This system, as you know, is based on the principle that the patient, and not the disease, is to be treated and that the curative force is inherent in the body. It explains all the effects of thermic action and reaction, the Wet Sheet Pack, the Dry Pack, the Cold Ablution, the Internal Bath, etc.

The "International System of Direct Medication," as explained in these books, uses no poisons. Indeed, why should these poisons be used when without recourse to them, cures for all diseases have been effected by our method. Will it not be also a great comfort to the patient to know that no poisonous agent will be introduced into his body? Will it not inspire in him more confidence in his physician?

It may be said that the patient need not know. But in this age of rapidly increasing popular intelligence, people *want to know* and confidence in the doctor is gained more readily by a frank explanation than by mystifying secretiveness.

For these reasons we have always followed in our practice the Thomsonian or Phisio-Medical System to which belong the medicines I recommend. The nature cure, as recommended in these books, is the system as practiced by Dr. August F. Reinhold, at

*These books are fully protected by copyright in the United States, England, and all other civilized countries.

J. A. Burnett

the Nature Cure Sanitarium, New York City, which for some time was under our superintendence. As a natural, efficient but harmless cleanser, this system has no equal.

The diet, as indicated in these books, is that taught by the members of the "Order of the Golden Age," England, and also by Dr. L. H. Anderson and Mrs. Dr. L. H. Anderson of Chicago. The writer considers it the only natural diet.

The system of Direct Medication and the remedies as indicated in the treatment by these books are my own and are original.

The "Elixir" which is included in this system has been used and prescribed by the writer for ten years with such remarkable, beneficial results that it deserves a special word. It is exceedingly effective in cleaning and building up the system. That is the verdict of all physicians who have used it. They have become as enthusiastic about it as the writer, declaring that the compound justly deserves the name "Elixir of Life." The formula is protected by copyright and trade mark; but is included in the system of Direct Medication, of which it is a very important part.

OTHER MEDICAL SCHOOLS.

The claim is not made that the other schools of medicine, the allopathic, the homeopathic, the eclectic, the Chromo-thermal and the psychopathic contain no good points at all. But they also recommend much that is pernicious and should, therefore, be used with considerable and careful discrimination.

A great advantage of our magnetic apparatus and our system of Direct Medication is that both can be used in connection with any school of medicine.

ELIMINATING THE SURGEON'S KNIFE.

The cures logically effected by the system of Direct Medication make it possible to dispense in most cases with the surgeon's knife. You will readily see the importance of this blessing upon a moment's reflection of the contrast between Direct Medication and surgical rectification.

Consider the inroads on the patient's vitality even before the operation, made by his nervousness and dread of it.

In addition to this nervous shock we have the physical shock

of incisions into the tissues, and the interference with the natural function of the body, calling for a vast amount of recuperative vitality to which the patient can ill respond.

Nor is this all. The benumbing anaesthetic and its deleterious reaction; the pain, suffering, odors of disinfectants, confinement, and general surroundings—all form a heavy strain on the patient's vitality and nervous system.

Any one of these causes will often bring about a fatal issue.

Contrast with these distressing factors, the elating influence of the system of Direct Medication. It brings hope and confidence instead of fear and nervousness which will not down, even with will power, and even before the re-assuring smiles of the surgeon.

And instead of dangerous anaesthetics we have vitalizing energy through the magnetic and ozone treatment.

Instead of drugging the stomach we have gentle healing, non-poisonous medicines applied direct through the skin.

Which system would the patient rather choose, which the medical practitioner? Can there be the slightest doubt that this system of medication is bound to quickly achieve the greatest popularity?

J A Burnett
Wister

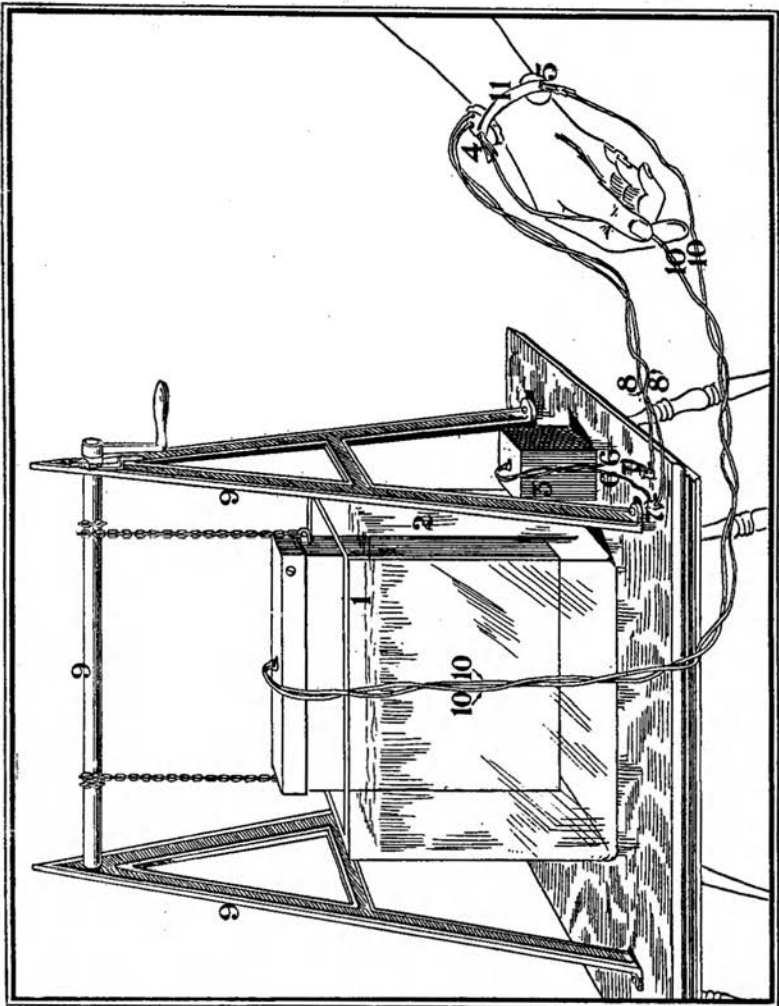
Oklahoma

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Nov. 24 1909

FOR FULL DESCRIPTION
SEE THE FOLLOWING PAGES.



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DESCRIPTION OF OUTFIT FOR PHYSICIAN'S OFFICE.

The invention is protected by United States patent No. 86,533, granted September 1, 1907:

- 1 Is the frame that supports
- 2, a shaft, turned by
- 3, a crank. This will permit lowering into, or raising from, the water the generator of the force. To produce the latter, the generator is lowered into ice water or a very cold water solution of saltpetre. Ice water is preferable; for the colder the water the greater the force generated. (See "Physical Laws," page 18.) When the treatment is finished the generator is lifted from the water by turning the crank.
- 5 This is the water tank, of glass or earthen ware and free from all metallic trimmings or parts. This is very important. Any metal in its make-up would draw the force from the generator instead of letting it pass through the wires. We do not send this tank, as the risk of breakage would be too great and the cost of expressage would exceed the cost of the tank.
- 6 These are the positive and negative wires carrying the force from the generator to the terminals, "poles" or "electrodes," as they are popularly called (though the term "electrode" strictly speaking applies only to electrical terminals).
- 7 Is the positive electrode on which is placed a disc containing the medicine to be transfused into the body.
- 8 Is a negative pole containing a sponge and an insulated, tiny electric "pea" lamp which, during the treatment, keeps the electrode warm. The warmer the latter and the colder the generator, the greater will be the force.
- 9 Is the elastic band which fastens the two folds or electrodes on the part of the body to be treated. This is simply a rubber band with holes punched through so as to fasten the electrodes.
- 10 Are wires that fit the "pea" lamp in the negative electrode, and that bring the current from
- 11 The box containing some electric battery cells. These wires pass through
- 12 Binding posts. When the apparatus is not in use, only one

wire need be removed from the Binding Post, so as to break (stop) the circuit.

Before unpacking the apparatus, be sure to study the instructions on page 62 of reference volume No. 1.

Unpack apparatus with care and you will find everything clasped as it should be for the treatment.

It is highly important that the producer or generator (4) should always be kept clean. The wires or cords should not be wrapped around it unless it is first protected by heavy paper; otherwise the current will be lost.

DESCRIPTION OF "POLES" OR "ELECTRODES."

Figure 2 shows a perspective view of the electrodes. Figure 3 shows a cross section of the positive or therapeutic electrode. Figure 4 represents the absorbent pad or disc that carries medicine and that is placed in the positive electrode. Figure 5 is a cross section of the negative or heating electrode. The figures are uniform in all the illustrations.

The positive wire (the red cord, 40,) and the negative wire (the green wire, 41,) connect the electrodes with the generator.

The positive electrode (figure 3) is formed by a metallic disc (45) to which the wire (40) is connected by the binding post. On the inside of the metallic plate there is a metallic pin (48) on which the medicine-absorbent pad is fastened so that it can be easily removed. This pad is placed immediately next to the skin during the treatment. The current is distributed over the positive electrode by means of fine wires (44) passing from the outside through a central opening in the disc.

Figure 5 shows the negative electrode. It consists of a plate (50) to which the negative wire (41) is connected by binding post (51). The current passes through a center opening in the disc (50) to a sponge (53) fastened to the disc, and placed immediately next to the skin of the patient. Between the metal plate and the sponge—held in position by the latter—is a small lamp (54). The latter is connected by wires (55) to a small battery (as shown by 8 — 8 on plate 1). The object of the lamp is to keep warm the sponge, which should always be saturated with water.

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FIG. 2.

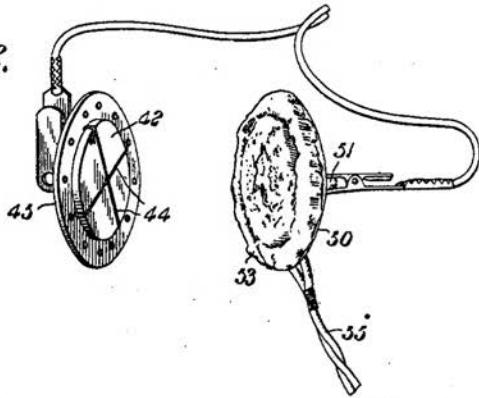


FIG. 3.

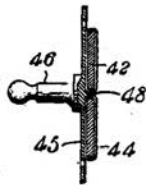


FIG. 5.

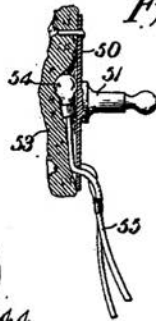
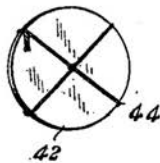


FIG. 4.



LAW AFFECTING TEMPERATURE AND MAGNETISM.

It is a well-known physical law that heat weakens the strength of magnetism. For example, when a magnetized bar of iron is warmed to the point of red heat, its magnetism is destroyed. By the same logic, the lower the temperature the stronger will be the magnetic power. The greater intensity of magnetic influences in the polar regions of the earth demonstrates this law which can also be verified by the following simple experiment:

Take a small horseshoe magnet and by a silk thread attach a tiny basket to the keeper (a small, thin piece of bright iron connecting the poles). In the latter put as much shot as the magnet can sustain. In the experiments of the writer the basket and shot weighed ten ounces. The thermometer in the room stood at 70° Fahrenheit. The magnet was placed outside on the window sill. The next morning, the mercury showing 10° Fahrenheit, the magnet was found to sustain four ounces additional weight.

GENERATION OF MAGNETIC CURRENT.

The generator or producer consists of a case in which there are two magnets with wires leading from the North and South poles respectively. In addition there is a series of metallic bars surrounded by several minerals and chemicals in a finely pulverized condition.

The electricity generated by the immersion of the generator intensifies the action of the magnets, creating a strong magnetic flux from them to the electrodes, and from the latter into the body.

We determined by careful experiments that by the immersion of the generator into water thirty or more degrees colder than the electrodes, a force was developed sufficiently strong to decompose the water at the positive electrode and to transfuse its oxygen and ozone, or the medicine into the diseased tissue. The greater the difference in temperature between the generator and the electrodes, the greater the force.

But unlike the electric current, always more or less violent, the magnetic flux cannot be felt, as shown by the experiments with

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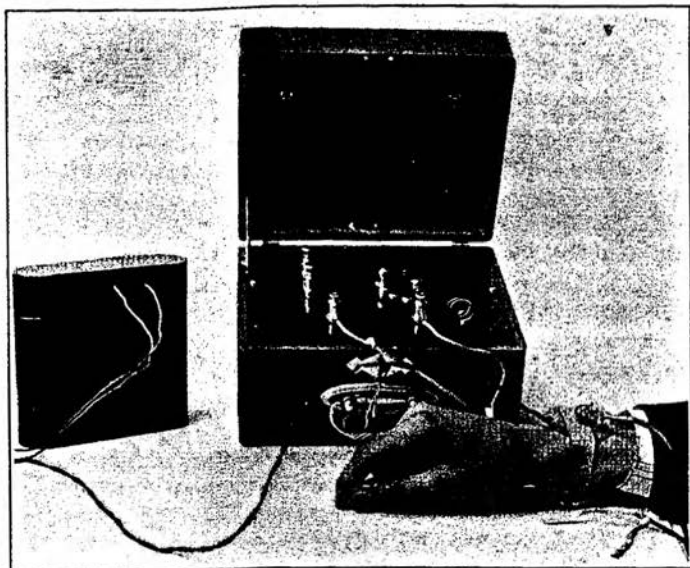
a gun magnet (see page 7). But the existence of the flux is recognized by a sensation of gentle warmth at the positive pole.

As stated above, if the generating tank would contain any metallic parts the flux would be short-circuited and apt to rupture the vessel. If the difference in temperature between the generator and its pole reaches 250° Fahrenheit, and the two poles are brought together so as to make a short circuit, the generating tank and case would be ruptured in a few minutes. Even a steel tube can thus be ruptured.

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Oklahoma

Nov-24 1909



HOME APPARATUS.

The simplicity of the system permits self treatment at home. For the increase of vitality through the application of ozone, oxygen and magnetism, the system is far superior to the use of "Spring Medicines" or tonics.

When medication is necessary the treatment may also be taken at home, but always under the direction of the physician, through whom we supply a smaller home apparatus as illustrated above.

In the latter the use of the water tank is replaced by electric batteries. Otherwise the apparatus is the same as that of the physician, only on a much smaller scale. While it answers for family purposes, it has not—and is not intended to have—the capacity of the physician's apparatus.

This home apparatus was devised by us at the suggestion of numerous physicians who found it a great convenience where they could not spare the time necessary for administering the treatment at their office through pressure of work or other reasons.

J. A. Burnett

TO SUM UP THE GREAT REVOLUTIONARY BENEFITS OF THE SYSTEM OF DIRECT MEDICATION.

The invention of our apparatus and the perfection of our system have all the ear marks of a great fundamental discovery; they simplify the practice of medicine and bring it very near to the state of an exact science.

First.—The System of Direct Medication does away with the evil of dosing the stomach, which is always a tax upon the system of the patient.

Second.—It eliminates the uncertainty of reaching diseased tissue with the medicine prescribed.

Third.—It eliminates all risk of poisonous medicines, effecting cures without them.

Fourth.—It provides, without drugs and under the control of the physician, a method of purification and enrichment of the blood by the introduction of ozone and oxygen.

Fifth.—It increases the vitality of the patient through the application of magnetism, a force that, unlike electricity, can never be harmful.

Sixth.—It eliminates almost entirely the knife of the surgeon and for this reason is bound to spring quickly into popularity.

Seventh.—It can be used in connection with any other system or school of medicine.

Eighth.—It can be applied by the doctor in his office, or by the patient at home under the doctor's direction.

Ninth.—It is adapted to the needs of all people, from a delicate child to the largest man.

Tenth.—For the above reasons it is bound to quickly become a popular system, not only with medical practitioners, but also with the public at large.

Eleventh.—It is quickly understood by the practitioner, requiring practically no study, owing to its logic and simplicity.

PRICE.

The price of the Physician's Outfit is \$100.00, packed ready for shipment, f.o.b. Allentown, Pa. This includes the apparatus as described (except for the table and the tank which can readily be supplied by the recipient), and the two volumes of medical reference books explaining the treatment of the various diseases, the nature cure, etc. There is also included the copyrighted formula of the "Elixir."

The price of the Home Apparatus, with complete instructions, \$35.00.

Address all inquiries to

~~MAGNETIC APPARATUS COMPANY (LTD.),~~

Allentown, Penna., U. S. A.

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