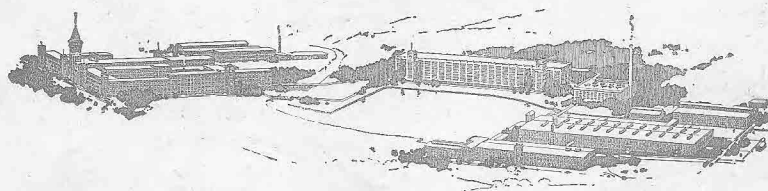
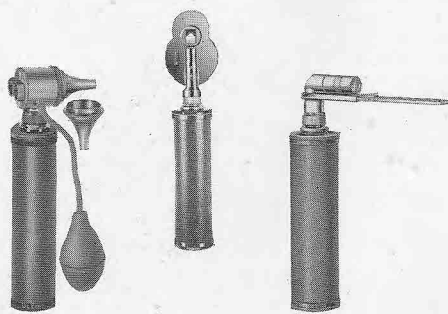


*Improved*  
**WELLSWORTH  
DEZENG  
"SIMPLEX"**  
*Electric Diagnostic Instruments*



American Optical Company

# *Simplex Diagnostic Instruments*

“SIMPLEX” diagnostic instruments incorporate the principles of acknowledged authorities into a simplicity of detail that renders them highly practical for the use of every specialist, general practitioner, and student.

For the general practitioner nothing is more provoking than an examination under poor or improperly placed light. The most valuable aid he can have when going direct to the home, is a thoroughly reliable, scientifically accurate diagnostic set . . . . self-luminous. An eye, ear, nose, and throat diagnostic set is required; one that is easy to operate, scientifically precise, and mechanically durable. Only then is the professional man entirely independent of the unreliable or out-of-the-way illumination found in urban and rural homes alike.

Simplex instruments live up to their name. It is simplicity itself to use them. Ordinary flashlight bulbs provide their illumination, and, with battery handles, ordinary flashlight batteries suffice. Simplex instruments can also be supplied with a cord handle for use with rheostat or transformer. Then again, Simplex handles are interchangeable, whatever the instrument.

The inexpensive ordinary flashlight lamp distinguishes the Simplex Line of diagnostic instruments. At 15 cents it is purchasable in any electric supply house, from American Optical Company, or jobbers.

If the purchase is made direct from an electric supply house, care should be taken to select only lamps that have the point-filament directly in the center of the globe, and not to one side or the other as from the top center. This is important. The center of light must be within at least one millimeter of the center of the condensing lens. This avoids a prismatic effect which bends the beam of light to one side of the tube and materially diminishes the volume that goes through the condensing lens. When selecting lamp, have clerk test it, and at the same time note the filament position in relation to the center of the globe.

## **American Optical Company**

*Executive Offices and Factories at SOUTHBRIDGE, MASS.*

*Sales Headquarters, 70 W. 40TH ST., N. Y.*

*Sales Branches in 145 Principal Cities of the Country*

## Improved Simplex Ophthalmoscope

The Simplex Ophthalmoscope is the latest development in a scientifically designed hand instrument for ocular diagnosis.

**Double Lens Condensing System** carries adjustment for focusing the light.

**Mirror** of non-tarnishable metal has no hole or slot. A perfect view of the fundus is assured, free from annoying shadows.

**Lamps** are ordinary flashlight bulbs, 15 cents each at any electric store. Flashlight lamps give long service with Simplex

instruments, contributing to economy in Simplex upkeep.

**Handles** of cord or battery tube are furnished with the Simplex Ophthalmoscope, facilitating its use with rheostat or transformer as well as under the most annoying lighting conditions. Simplex instrument handles are interchangeable.

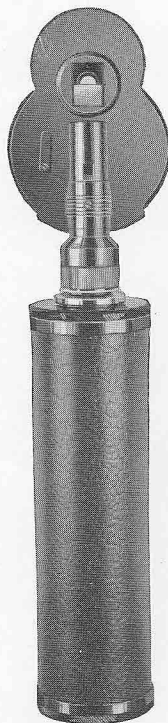
A Simplex Ophthalmoscope can be furnished in set complete with other diagnostic instruments.

[ Fig. 1 ]

Focal Adjustment slide makes possible the instant control of light from a flood to a sharp point of intense light.

No. 14 flashlight lamp used in all Simplex instruments . . . durable, economical.

Finely finished, standard dry-cell battery handle. Cord handle for use with rheostat or transformer can be furnished if desired.



Patented

Large aperture over mirror allows angling of light directed into eye, avoiding annoyance from corneal reflex.

One piece non-tarnishable metal mirror.

Loring type of single-dial head and lens system with range:

"0", -1., -2., -3., -4., -5., -6., -10., -15., -20., +1., +2., +3., +4., +5., +6., +8., +12., +16., +20.

Switch for light. No waste of battery through leakage when switch is turned off.

Improved Simplex Ophthalmoscope

111-6

Complete in case

Price \$25.50

## Simplex Tongue Depressor

The Simplex Tongue Depressor is the improved diagnostic instrument for throat examination. As with all Simplex instruments, the same inexpensive flashlight bulbs are used with battery or cord handle.

**Focusing Device** directs light down patient's throat in general or intense focus.

**Standard Wooden Blades** effectually hold the tongue down, and out of the way. These blades can be readily replaced.

The Simplex Tongue Depressor can be included in the complete set of Simplex diagnostic instruments.

[ Fig. 3 ]

Switch for light. No waste of battery when switch is turned off.

Provided with either battery or cord handle.



Grooves hold ordinary  $\frac{3}{8}$ " wooden blades and permit ready change of spatula.

Adjustable lamp condenses and focuses light for general or intense illumination.

*Patented*

New Simplex Tongue Depressor

1266

Complete in case

*Price \$21.50*

## Simplex Laryngoscope

The Simplex Laryngoscope provides a quicker, more thorough throat diagnosis.

It is indispensable in tonsil, adenoid, or other throat examinations where clear definition is required. No matter what focus or angle is needed, the Simplex Laryngoscope provides it. A twist of the mirror gives an entirely new view. Illumination can be concentrated to a brilliant intensity or sent streaming down in a flood light.

**Greater Adjustability** gives the light-projecting lens a wide range in the degree of focus intensity. The sleeve carrying the mirror can be rotated to survey upper, lower, or side fields of desired observation.

**Two Interchangeable Mirrors**  $\frac{3}{4}$ " and  $\frac{5}{16}$ " are provided. The omission of the mirror in diagnosis, gives a general mouth and throat illumination.

**Simplex Economy** of upkeep is maintained by using ordinary No. 14 flashlight lamps with either battery or cord handle.

The Simplex Laryngoscope can be provided in the complete set of Simplex diagnostic instruments.

[ Fig. 4 ]



Adjustable sleeve with condensing lens or focusing, and angular rotation of light.

Two interchangeable mirrors are supplied  $\frac{3}{4}$ " and  $\frac{5}{16}$ " in diameter.

Switch for light. No waste of battery when switch is turned off.

Finely finished battery handle; cord handle can be supplied if desired.

Patented

Simplex Laryngoscope

1286

Complete in case

Price \$25.50

## Simplex Transilluminator

The Simplex Transilluminator is a powerful little diaphanoscope indispensable in the detection of foreign bodies, the study of the iris, the circumcorneal zone in glaucoma and intraocular tumors. It is especially designed according to Dr. Wurdemann for frontal sinus examination.

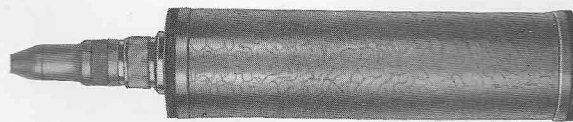
Arrangement of a condensing lens and quartz tip gives a powerful light, for ophthalmic illumination, or transillumination by the oblique method.

As with all Simplex instruments the Simplex Transilluminator uses the ordinary inexpensive No. 14 flashlight lamp and is procurable with either battery or cord handle.

[ Fig. 5 ]

Special arrangement of quartz tip and condensing system.

Finely finished battery handle. Cord handle supplied when desired.



Switch for light. No leakage of battery.

Patented

Simplex Wurdemann Transilluminator

374

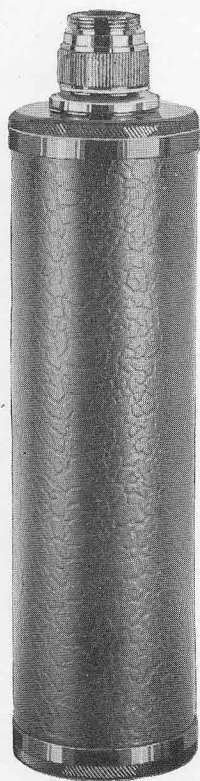
Complete in case

Price \$14.00

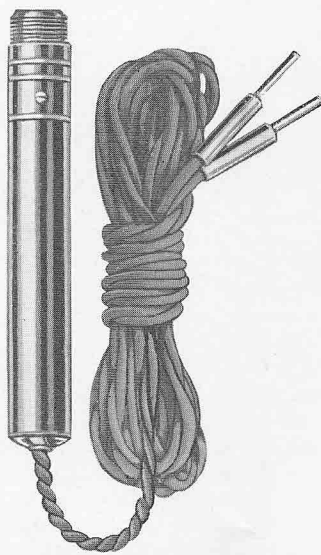
# Simplex

## Self-Illuminating Diagnostic Instruments

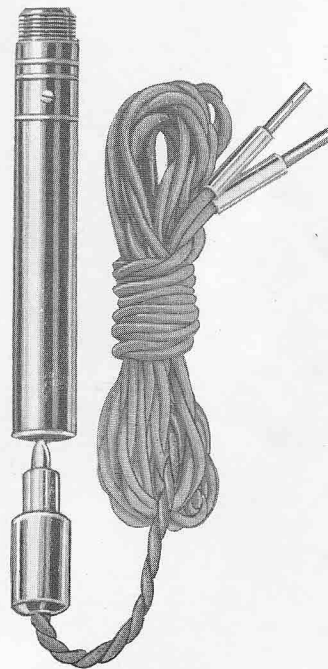
<i>Number</i>	<i>Description</i>	<i>Each</i>
No. 111	Improved Simplex Ophthalmoscope head only with 2 No. 14 flashlight lamps (No case) . . .	\$16.50
No. 1010	Simplex Otolaryngoscope head only with 2 specula (one 5 mm for adults and one 3 mm for children); Also rubber aspirator and massage attachment, 2 No. 14 flashlight lamps (No case) . . .	13.50
No. 1260	Simplex Tongue Depressor head only with 2 No. 14 flashlight lamps (No case) . . . . .	12.50
No. 1280	Simplex Laryngoscope head only with 2 mirrors (one $\frac{3}{4}$ " in diameter and one $\frac{9}{16}$ " in dia- meter); also 2 No. 14 flashlight lamps (No case) . . . . .	16.50
No. 379	Simplex Wurdemann Transilluminator head only with 2 lamps (No case) . . . . .	5.00
No. 1063	Large-size Battery Handle (No rheostat) . . . . .	7.00
No. 1067	Large-size Battery Handle with rheostat for light control . . . . .	9.00
No. 1072	Cord Attached Handle . . . . .	4.00
No. 1073	Detachable Cord Handle . . . . .	7.50
No. 1074	Handle for use with city current (without cord and plug) . . . . .	4.00
No. 1077	Cord and plug for Handle to be used with city current . . . . .	3.50



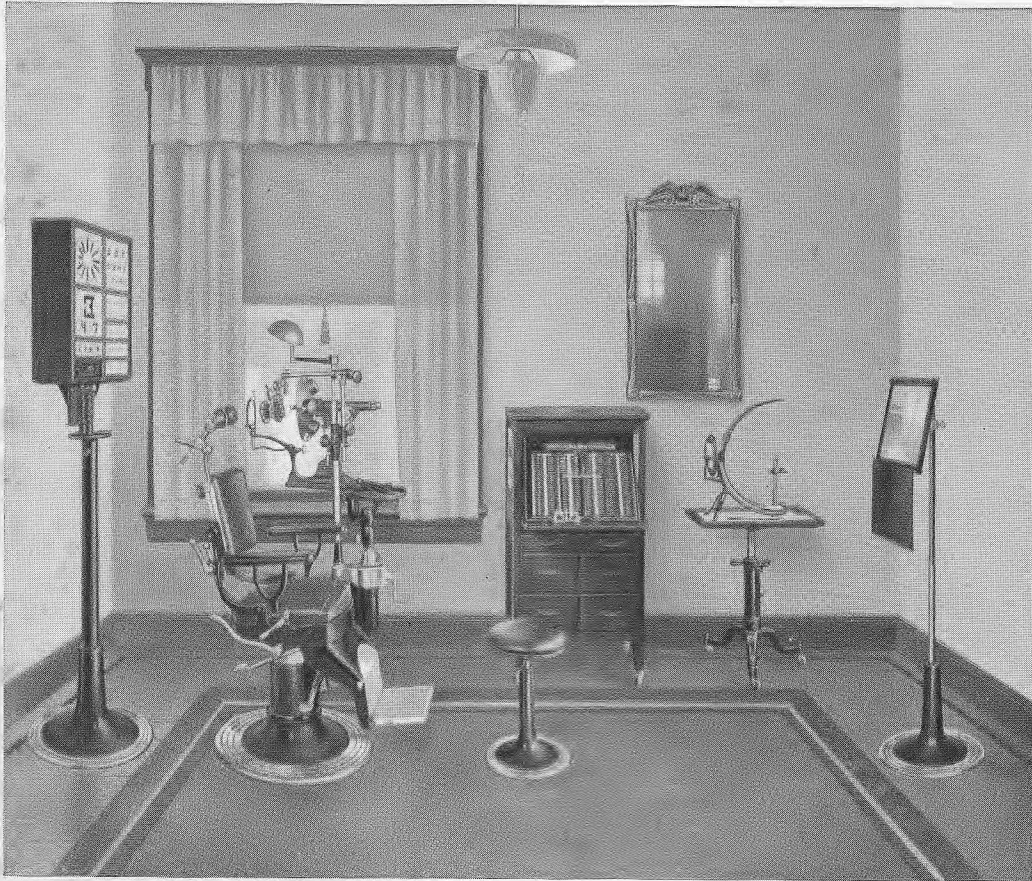
*Patented*  
No. 1063  
Battery Handle  
\$7.00



No. 1072  
Cord Attached Handle  
\$4.00



No. 1073  
Detachable Cord Handle  
\$7.50



## PROFESSIONAL EQUIPMENT *for* Diagnosis and Refraction

FROM time to time, the refractionist desires to make changes in his professional surroundings. Methods advance, or equipment becomes obsolete. One of the greatest joys of the progressive man's life is the selection of a new instrument, to aid him in diagnosis and accuracy.

We have represented above our idea of a room artistically fitted with optical precision instruments and equipment. With some thought given to the arrangement and color scheme, and a complete Wellsworth DeZeng outfit, an environment both pleasing and of highest optical efficiency, is attained. Such surroundings are conducive of good work on the part of the practitioner and the desired relaxed condition of the patient.

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