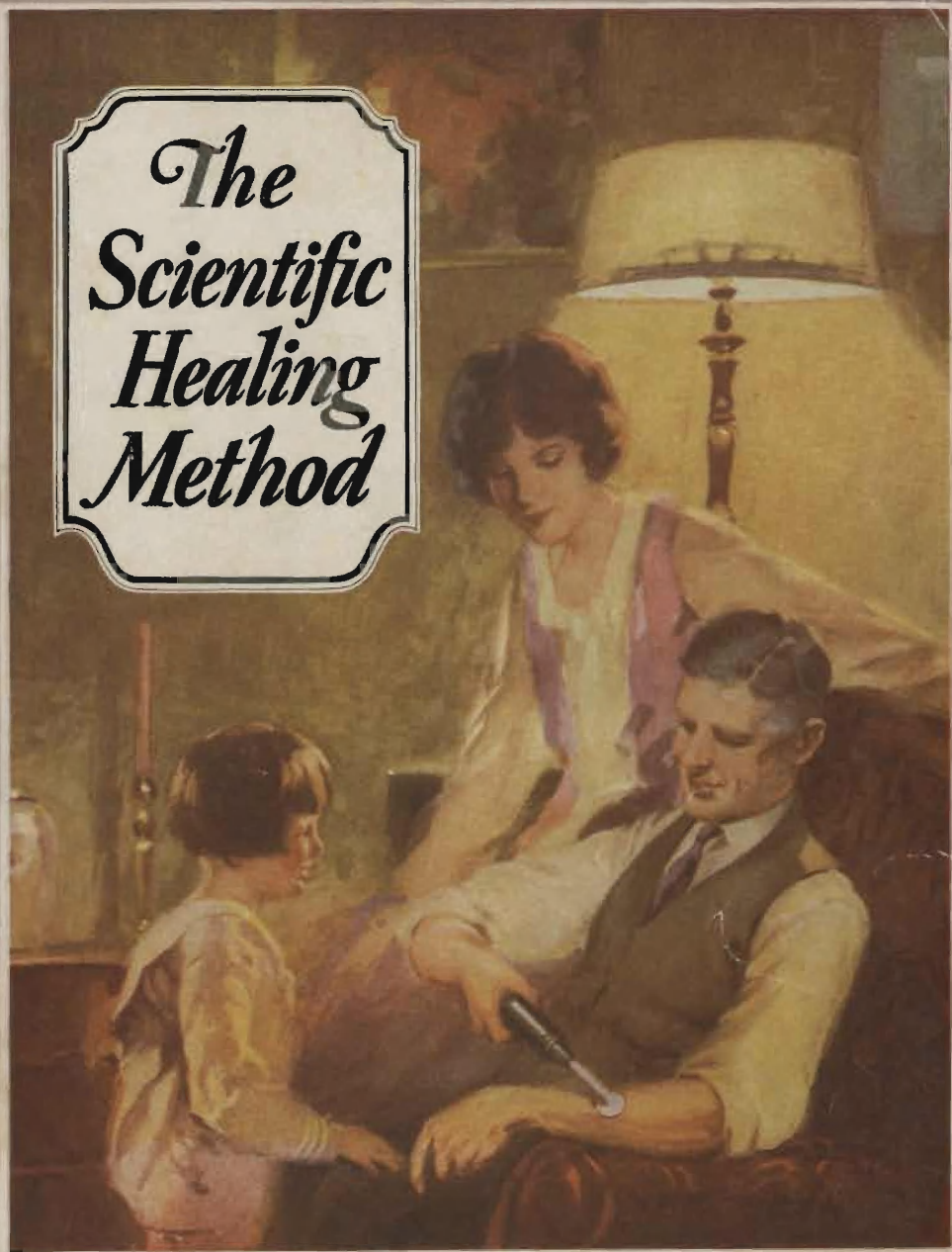


*The
Scientific
Healing
Method*



Violet Rays

*A BOOK of Information About
Violet Rays... What They Are...
What They Do... How and Why
They Heal Almost Every Known
Ailment to Which Flesh Is Heir*

*Chicago Electric
Scientific Co.
2300 Warren Blvd
Chicago Ill*

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The Vi-Rex Company, Chicago, Ill.

VIOLET RAYS

The Scientific Treatment

FOR over a quarter of a century, Violet Rays have been endorsed and used successfully by the medical profession in the treatment of almost every known ailment.

Today, practically every doctor has a Violet Ray outfit. The number of treatments given daily in this country runs into the thousands; the fee for each treatment from \$3 upwards. Violet Rays are as much a part of the progressive physician's arsenal of disease-destroying weapons as any of the old standard drugs.

Easily Understood

Some people look on Violet Rays as verging on the magical or supernatural. Others confuse them with the X-Rays and feel physicians alone can administer them.

There is nothing mysterious about Violet Rays. The beneficial results they give are due to scientific causes. Harmless, painless, they can be used satisfactorily by anyone. **Violet Rays can only help the user; they cannot possibly harm or hurt.**

The Body Its Own Best Doctor

To understand why Violet Rays heal you must first be familiar with the modern medical attitude towards all curative methods.

"The most any doctor can do to overcome disease," any modern physician will tell you, "is to put the patient's body in condition to fight the disease.

"Drugs, diets, surgery, massages, manipulations heal only in proportion to the help they give Nature in building up and strengthening the disease-resisting forces always present in the body. These forces are intimately connected with the uninterrupted *metabolism* or Life Process of the cells of the body."

Metabolism Explained

Your body is like a honeycomb of billions of microscopic cells. These cells make up your tissue, bones, blood, nerves, hair, nails. Though the various cell groups may differ in structure they all—*live!*

To live, they must—

First, absorb sufficient oxygen to feed the cell and keep it vigorous;

Second, burn up the oxygen absorbed;

Third, throw off the waste products created by this combustion.

If any one of these three functions stops or is hindered or thrown out of balance the health of the cell affected suffers; if all of them stop, the cell dies.

All Constitutional Diseases Basically Alike

Constitutional diseases are made possible by the failure of certain groups of body cells to carry out the Life Process properly.

VIOLET RAYS

Aid Metabolism

Every constitutional ailment—whether it be rheumatism, baldness or any other—can be traced to the failure of certain cells to either absorb sufficient oxygen, burn it up properly, or completely eliminate the waste.

In rheumatism, the failure is in the improper elimination of the waste that clogs up in the tissues and causes the painful swelling.

In baldness, the scalp cells have failed to absorb enough oxygen to keep them vigorous and strong enough to grow hair.

The causes of every constitutional ailment can be similarly traced to a non-functioning of some part of the Life Process of certain cells.

Violet Rays Promote the Life Process

Violet Rays have been proved to have the power of being able to painlessly penetrate the tissues, reach the ailing cells, cause them to absorb oxygen, burn it up, throw off the waste created—in other words, restore the sick cells to *normal functioning under*

the Life Process, thus putting them in condition to fight for health.

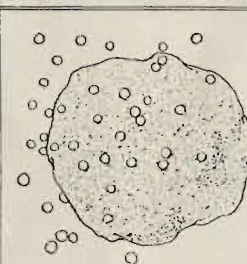
Medical science has found that Violet Rays aid the cells tremendously in carrying on the Life Process; hence, the high esteem in which they are held by the members of the medical profession.

Invention of Nikola Tesla

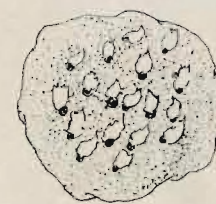
Nikola Tesla, the famous scientist, (the one-time associate of Thomas A. Edison), known throughout the world for his many inventions, especially his development of the dynamo and electric motor, invented the Tesla Coil, the forerunner of the modern, portable Violet Ray outfit, back in 1892.

Long before this, the medical profession knew that a current of electricity running through the body had a curative effect. This discovery led to the utilization of the so-called faradic and galvanic currents for healing purposes. Though many wonderful results were secured by their use, these currents gave the patient severe pain from the "shocks" they caused.

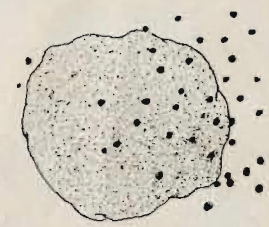
THE METABOLISM (Life Process) OF A CELL



I Absorbs Oxygen



II Burns it up



III Eliminates the Waste

VIOLET RAYS

Endorsed by Physicians

TESLA took the ordinary electric light current and by first passing it through a special coil of his own invention broke it up into an "electric mist" (high frequency) that could enter the body without causing a "shock."

He then took this "electric mist" and passed it through a vacuum tube. This action gave off a combination of genuine Ultra-Violet Rays, high frequency curative electricity ("electric mist"), and ozone.

The Violetta—the well known portable Violet Ray outfit we manufacture—is an evolution of Tesla's revolutionizing invention.

Medical Research Enlarges Violet Ray Usefulness

In the paper he read before a body of scientists in which he described his invention, Nikola Tesla showed that even he did not realize the curative possibilities of the results of his great genius. It has proved to be an infinitely greater boon to mankind than he ever dreamed.

Famous scientists, like Professor Apostoli and Professor D'Arsonval, continued the work Tesla had started. Many other investigators carried on numerous and varied tests to ascertain the healing scope of Violet Rays.

Out of the experiments and experience of more than a quarter of a century, the merits of Violet Rays have been definitely established, their use standardized, the effects to be expected from their use in different diseases accurately determined.



Scientifically Accepted Effects of Violet Rays

- 1—Cause cells to absorb more oxygen.
- 2—Speed up burning of oxygen.
- 3—Increase elimination of waste.
- 4—Restore cells to health.
- 5—Increase blood supply in given area.
- 6—Stimulate secretions of glands.
- 7—Raise body heat without temperature.
- 8—Destroy germs.
- 9—Soothe the nerves; build nerve tissue.
- 10—Remove dead tissue and adhesions.
- 11—Lower blood pressure.
- 12—Promote normal growth.

The above are the effects that Science has found Violet Rays have on the body. Is it any wonder that Violet Rays are recognized, endorsed, used by physicians?

VIOLET RAYS

Helpful for Most Ailments

THAT Violet Rays are efficacious for so many and varied ailments is no cause for wonder to those familiar with the scientifically accepted effects of Violet Rays on the human body.

The first Violet Ray outfits cost many hundreds of dollars, so that they were available only in hospitals or the offices of very wealthy physicians. The fame of these costly outfits created a demand for a portable Violet Ray outfit that any doctor could afford. The Violetta was the answer to this demand.

Physicians Have Purchased Thousands of Violettas

The hearty reception accorded the Violetta is best mirrored by the editorial comment of the "American Journal of Clinical Medicine":

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

Physicians, aware of the curative possibilities of Violet Rays, hastened to add the Violetta to their equipment. Today, there are thousands of Violettas in use by physicians. The ten years of service it has given has won it the commendation of the medical profession.

AILMENTS

Successfully Treated with

VIOLET RAYS

Asthma
Boils
Brain Fag
Bronchitis
Catarrh
Colds in Head
Colds in Lungs
Constipation
Dandruff
Deafness
Dyspepsia
Earache
Eczema
Eye Disease
Falling Hair
Hay Fever
Headaches
Insomnia
Influenza
Goitre
Lumbago
Nervousness
Neuralgia
Neuritis
Obesity
Pimples
Pneumonia
Prostate Gland
Rheumatism
Scars
Skin Diseases
Sore Throat
Sprains
Stiff Neck or Joints
Tonsillitis
Ulcers



Violetta Outfit No. 3

—the most popular Violet Ray Outfit made

Over 90% of our professional customers as well as an even larger percentage of those buying for home use choose this outfit.

Experience Unnecessary

No previous experience or technical knowledge is needed to use the Violetta No. 3. Its operation is simple. Just attach the cord to an electric light socket, insert the proper electrode in the black generator, and use according to directions. Turning the button on the generator regulates the intensity of the treatment from mild to strong as the case may require.

Uses All Electrodes

Though the electrodes included with this outfit—Nos. 1, 3, 5, 6, 18—are ample for the majority of ailments, additional electrodes can be added as needed.

The coil mechanism is enclosed in a one-piece, highly polished, hard rubber casing. The coil operates on either 110 volts A. C. or

D. C. current and can be made to operate on 32 or 220 volts. It uses but one-quarter the amount of current consumed by the ordinary 16 candle-power electric light bulb.

The entire outfit comes in a satin lined caratol covered carrying case, with a separate compartment for each part.

GUARANTEED FOR ONE YEAR

Because of the quality of materials, the scientific correctness of design, the absolute precision of workmanship, WE GUARANTEE TO KEEP EACH VIOLETTA GENERATOR IN REPAIR FOR ONE YEAR WITHOUT COST.

Ideal for Home Use

With this outfit you can treat asthma, boils, bronchitis, dandruff, colds, headaches, lumbago, rheumatism, nervousness, neuritis, pimples, skin diseases and a host of other ailments. It's a set that has been good enough for thousands of doctors. It's a set that will serve you perfectly in your home.

What Doctors Say About the VIOLETTA

RECOMMENDS AFTER THORO TRIAL

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

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

ALWAYS GIVEN SATISFACTION

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

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

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

INFANTILE PARALYSIS, GOITRE AND NERVOUSNESS

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

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



SEES GREAT FUTURE FOR VIOLETTA

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

—Dr. J. J. Smith, Beaver Dam, Wis.

NECESSARY INSTRUMENT

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

—Dr. Howard F. Clark, Stuart, Ia.

VERY SATISFACTORY

"About three months ago I purchased one of your Violettas, which has given me very good satisfaction."

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

GREAT RESULTS IN STUBBORN CASES

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

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

VIOLETTA INDISPENSABLE

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

—Dr. E. E. Giltner, Waseca, Minn.

GOOD RESULTS IN RHEUMATISM

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

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

WELL PLEASED

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

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

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

ESPECIALLY GOOD FOR LOWERED VITALITY

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

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

RESULTS OBTAINED BEYOND EXPECTATIONS

"It gives me great pleasure to endorse your Violetta. The results obtained are far beyond my expectations. The Therapeutic value of Violet Rays is underestimated."

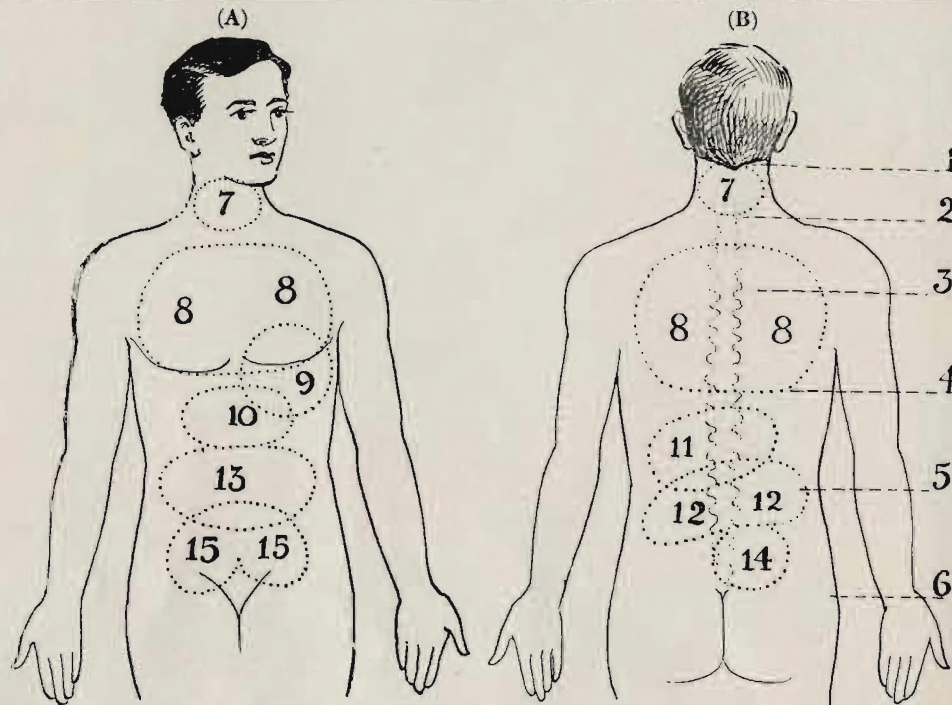
—Dr. Carl E. Brown, Marion, Iowa.

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

—Dr. Daniels, Lisbon, N. D.

VIOLET RAYS

Absolutely Painless



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

The dotted areas shown on the two figures are the regions of the body to which the electrodes should be applied

How to Treat Various Ailments with the Violetta

IN a general way, we have described the effects of Violet Rays on the system—how they promote the Life Process of the cells—how they make the tissues more resistant to disease—how they nourish, strengthen, and soothe the nerves—how they increase elimination—how they destroy germs—how they remove dead tissue—how they revitalize the entire system.

In the following pages we will show you just how Violet Rays overcome each different ailment and the specific effects they have on specific diseases.

ASTHMA Caused by a sudden narrowing of the smaller air tubes in lungs, due to swelling of mucous membranes. The use of Electrode No. 1 over body areas A-8, Electrode No. 5 over A-7, and inhalations from the Ozone Generator will soothe the inflamed tissues and nerves, reduce the swelling of the mucous membranes, correct the faulty elimination, restore the cells to health.

"I used Violet Rays for Asthma," writes Granville Holden, 86 Eagle St., North Adams, Mass., "and I got such wonderful relief I wouldn't part with my Violetta for any money."

"I am happy to write you that my Asthma is entirely gone," says Bradford Daniels, Franklin, N. D. "Violet Rays cured me quick."

VIOLET RAYS

An Established Curative Method

BOILS Result of pus-producing germs attacking run down tissues. Electrode No. 1 over boil and surrounding area will destroy germs, deaden pain, soothe nerves, restore cells to normal functioning, cut short duration and seriousness of attack.

Dr. D. J. Hackman, Ottumwa, Iowa, reports great success in curing boils and carbuncles with the Violetta. Dr. B. F. McGreevy says, "My Violetta has accomplished wonderful things, especially in cutaneous eruptions."

BRONCHITIS Inflammation of mucous membrane of bronchial tubes. Electrode No. 1 on areas A-8 and B-8 until skin reddens brings quick relief. Its repeated use with inhalations from Ozone Generator relieves congestion, kills germs, soothes inflamed tissues and surfaces, increases oxygen in blood, produces a feeling of well being.

"Have used the Violetta in such cases as Bronchitis and find it very beneficial; in fact would not be without it in my office."—Dr. Daniels, Lisbon, S. D. A. J. Coombs, 2112 Chestnut Ave., Ft. Worth, Tex., writes, "I am well pleased with the Violetta. I wouldn't take any price for it if I could not get another one. I have tried it successfully on Bronchitis and nerves and pains."

CATARRH Affects nasal organs; if neglected, extends to front cavities of head, to throat, to tubes leading to ears, and passing down threatens patient with confirmed pulmonary disease. Made possible by debilitated condition of system complicated by swelling of mucous membranes. Catarrh yields with surprising quickness to ozone inhalations that improve the circulation of the mucous membranes and clear up "stiffness" in the head. Electrode No. 1, applied in region of the nose, restores the flow of blood to the affected tissues so that the patient will feel like a new person in a week.

J. O. Van Winkle, Salem, Ore., writes, "My patient says that Violet Rays did him more good for his catarrh than all the other medicines I had given him."—"I had intense catarrhal conditions," wrote Anthony Lehn, St. Paul, Minn., "but they have given way to wonderful clearness, due to Violet Rays."

CONSTIPATION Generally due to sluggishness of the bowels caused by debilitation of the nerves or muscles controlling their action. The use of Electrode No. 1 at A-13 and A-15 stimulates the nerves and muscles responsible for the bowels, wakes them up, restores their billions of cells to activity, motivates the bowels without recourse to drugs.

"I suffered severely for the past four years from Stomach Trouble, but now after using Violet Rays

twice a day for less than a month I feel well," says John Talbot, 910 Salisbury St., St. Louis. Mr. Geo. T. Bennett, 262 North Union St., Delaware, Ohio, writes: "Both my wife and I had splendid results using Violet Rays. I was troubled with indigestion and a terrible misery in my stomach for several years. I tried every kind of medicine but only got temporary relief. Since using Violet Rays, I can see a marked improvement and my stomach bothers me very little."

DEAFNESS Partial and temporary deafness are usually caused by a swelling of the mucous membranes in the Eustachian tubes and the middle ear that results in a congestion. The use of Electrode No. 1 externally in the ear area has a general revitalizing effect, while the insertion of Electrode No. 11 or 11-A in the ear reduces the inflammation, helps break down the congestion, restores the delicate ear organs to health.

Says Dr. Chas. Brydges, 711 East 37th St., Chicago, "I am having wonderful success in the treatment of Partial Deafness. The patients seem to improve with every treatment. Dr. Richardson of Englewood is a case of long standing and even in his case, we are getting wonderful results." "I am very deaf," writes Maud Webb, East McKeesport, Pa. "I took two treatments with the Violetta and they helped me more than anything I ever tried. I have not heard a bird sing for years, but now I can hear a canary we have here in a cage about 15 feet away. A few days ago I could not hear it sing if I put my ear right on the cage."

DYSPEPSIA Largely the failure of the digestive organs to produce enough of the digestive juices to properly digest the foods consumed. Violet Rays, together with a proper diet, afford permanent relief. Electrode No. 1 applied to areas A-10 and A-13 stimulate the digestive organs and cause them to resume their normal functioning.

Dr. Louis H. Leight, Millerton, N. Y., says, "I am having wonderful success in the treatment of all stomach disorders. I could not be without this wonderful health instrument. No doctor's office is complete without a Violetta. I have given over 2,000 treatments with my Violetta and she still keeps her pep."—W. C. Pinchin says, "If the Violetta could be introduced into all families, numberless doctor bills could be avoided. I have found it beneficial in stomach trouble, intestinal derangements, etc."

(Continued on Page 11)

The testimonials quoted are but a few of the thousands of unsolicited testimonials in our files. The general trend of them all is the same—that Violet Rays relieve pain and overcome disease.

How to Treat Various Ailments with Violet Rays

(Continued from Page 10)

EYE DISEASES The technique is simple: Electrode No. 18 over the closed eye—that's all! The beneficial results are due to revitalizing the cells of the eye to a normal functioning of the Life Process.

L. Webster Fox, A. M., M. D., Professor of Ophthalmology, Medico-Chirurgical College of Philadelphia, in a published report states, "I had my chief of clinics select a variety of eye cases, from blepharitis marginalis (inflammation of the eyelid) to atrophy of the optic nerve for tests. One hundred cases of inflammation of the eyelid were successfully treated with Violet Rays."



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

HAY FEVER Possible only when the nervous condition is below par, the fine blood vessels in the mucous membrane dilated, and irritation occurs from some substance like the pollen of plants. Violet Rays can correct the first two conditions before Hay Fever time by toning up the entire nervous system and strengthening and toughening the dilated tissues.

When suffering with Hay Fever, use Electrode No. 1 and the Ozone Generator as you would with a cold. The former tones up the affected tissues; the latter soothes them and allays the irritation.

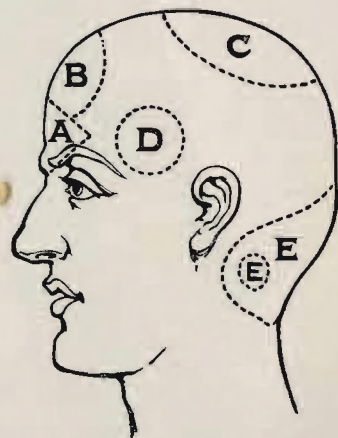
"I have been a terrible sufferer of Hay Fever," writes Joseph Bridges, Johnstown, Pa. "I received your Violetta today and I used it right away and I haven't sneezed since I used it."

"Your machine stopped my Hay Fever instantly," writes W. Wagner, 1303 Providence St., Houston, Tex.

HEADACHES A headache is the symptom of some constitutional disorder; it is not a distinct disease. The diagram below shows how you can tell the cause of any headache. It will be useful in suggesting the probable line of treatment.

Headaches at A or B are congestive or frontal and may be relieved by passing Electrode No. 1 back and forth over the seat of pain. At A they may come from errors in refraction, frontal sinus disease or nasal disease. Stomach diseases also frequently cause pain at A. Constipation, A-B. Decay of front teeth, A-B. Anemia, endometritis, bladder disease, C. Middle ear disease, throat disease, eye disease, decayed teeth, D-E. Womb disease, spinal irritation, nervousness, E. Ovarian reflex pains usually at C and E. Neurasthenic headaches involve the back of the neck.

"I suffer periodically from sick headaches and have found the Violetta the only thing that will give me any relief," writes Mrs. E. W. MacQueen, Winnipeg, Canada. "I have used my Violetta twice already," writes O. H. Sharp, 42 Summit St., Nyack, N. Y., "and it stopped my headache in less than 10 minutes this morning." "For the past three years, at times I could not stand for the back of my head to touch the pillow. The Violetta has done me more good in the short time that all the doctors have done me in a year," writes Mrs. L. R. Figg, Cleveland, Ohio.



Showing areas where headaches occur.

INSOMNIA Using Electrode No. 1 at areas A-7 and B-7, tranquilize the central nervous system, equalize the circulation, restore the capacity to rest.

"My operation was a serious one," writes Mrs. Al Wolf, Lancaster, O. "Night after night I laid awake and could not close my eyes until I used Violet Rays. Now I sleep fine, haven't missed a night's sleep, awake rested and refreshed."—Says R. M. Eubanks, East St. Louis, Ill., "I was so nervous that I suffered from insomnia. Violet Ray treatments enable me to sleep like a log."

GOITRE An enlargement of the thyroid gland—Electrode No. 5 over affected part eliminates and absorbs the unnecessary and waste tissues.

A. Clavering, Grundy Center, Iowa, writes, "I have used the Violetta No. 3 for a year. My trouble was goitre. This machine has done me more good than iodine treatments (both internally and externally) in 9 months."—Dr. R. W. Adams, Minneapolis, Minn., writes "I am relying on the Violetta especially in the treatment of Goitre which I have found the Violetta gives wonderful and speedy results." Mary Huber, 2900 University Ave., Minneapolis, Minn., writes, "My goitre has been reduced considerably by your Violetta and I hope to have it cured in a very short time."

INFLUENZA An infectious disease, similar to a cold, attacking the respiratory organs, and debilitating the entire system.—Inhalations from the Ozone Generator at the very beginning often "kills" the disease before it gets a foothold. Their use shortens the sickness in all events by killing the germs. This treatment combined with the use of Electrode No. 1 over the spine, eyes and the sides of the nose, also allays the irritation of the mucous membranes, builds up the sick cells, soothes the nerves, increases the general body vitality.

E. D. MacDougall, Bird City, Kans., writes, "I am satisfied my Violetta has knocked the 'flu' on several occasions, when I felt I was coming down with it. It would be a Godsend if the schools could successfully use Ozone Generators at this time."—R. H. Pickens, Superintendent, Southern Public Utilities Company, Clemmons, N. C., says, "It might interest you to know that I have found the Violetta invaluable in the treatment of influenza."

NERVOUSNESS A derangement of the nervous functions. Readily relieved and overcome by Violet Rays. Latest investigations show that Violet Rays not only

soothe the nerves but actually rebuild the nerve tissue. Electrode No. 1 over the spine at areas A-7, B-7, and A-13 usually produce immediate results. By holding Electrode No. 6 in the hand a few minutes each day, the results secured will be beyond your expectations; tension relaxed, worries gone, the "blues" departed.

Henry Miller, Savannah, Ga., writes, "My health was completely gone due to a nervous breakdown, and your machine has helped me wonderfully."—Edwin R. Barger, N. Lima, Ohio, "I was troubled with nervous trouble. After using the Violetta, my trouble has vanished."—Mrs. Chas. Nelson, Rockford, Ill., says, "The Violetta is fine for nervousness. I would not like to be without mine for any money."

NEURALGIA Caused by insufficient nutrition of the nerves.—Aided by Electrode No. 1, Violet Rays will unfailingly reach those starved, tortured nerves, stop the pain, start the blood circulating, force the dormant body cells to activity and feed the nerves. The first treatment may only give relief for a short time and the pains may return, but with lessening severity. Relief from the second treatment lasts longer and so on until the relief is permanent.

Dr. Bert H. Rice, Vinton, Iowa, says, "I have good results with the Violetta in all cases of neuralgia, and almost instant relief in facial neuralgia. One case of 5th nerve neuralgia of 15 years' standing for which everything in the medical line had been tried, was relieved at once."—"We have found the Violetta useful in cases of neuralgia of the face," writes M. M. McCabe, Duluth, Minn. "A member of my family had considerable trouble in this respect. One treatment removed the trouble."

NEURITIS Inflammation of a nerve—is best treated by applying Electrode No. 1 to seat of pain. In cases where the pain is intolerable, the use of Electrode No. 6 and the indirect treatment is preferable. The general beneficial effects are the same as in neuralgia.

Miss Trixie Friganza, famous actress, writes, "Cheerfully will I add my praise for Violetta. It's the best 'pain chaser' and 'soother' I've ever had the good fortune to find. It's WONDERFUL. It cured my brother of neuritis. As for myself, I use it for facial treatments and general massage. I cannot say too much for it."—Dr. E. E. McCormick, Buffalo, N. Y., writes, "It affords me great pleasure to say that the Violetta does more than you warrant it to do; I have used it on one case of Neuritis of 13 years' standing and it has proven most successful."

PARALYSIS Not a disease but a symptom of certain forms of injury causing the partial or complete loss of the muscle.—While some good results may be secured by a very few treatments with Electrode No. 1 along affected area, more obstinate cases require several months. Violet Rays reach the seat of the trouble, stimulate the cells, start the Life Process functioning in the deadened tissues, awaken the sleeping nerve centers.

R. M. Eubanks, East St. Louis, Ill., writes: "I was injured the 12th day of April and lost the use of my left arm. The Violetta is the only thing which has helped me and has done wonders."—A. C. Estrado, Andrade, Calif., says: "I have had very good results with the application of high frequency current in my wife's case of paralysis. She is already cured with the Violet Ray Machine and I have quick relief."

PROSTATE GLAND Caused by the enlargement of the gland in many men over 40. Our special Electrode 9-A designed by a physician of large knowledge and experience is being used successfully by many. It tends to reduce the size of the gland to normal.

RHEUMATISM (Lumbago) —Violet Rays can cure rheumatism and similar ailments quicker than any other known curative method. No other agent is so safe and sure a pain reliever. Often the stiffness and pain from a new lumbago is banished in five or ten minutes. There's nothing to equal Violet Rays for rheumatism!

Rheumatism is the result of improper elimination of the uric acid crystals and the consequent debilitation of the tortured cells. Before a cure can be made, this waste, whose clogging causes the inflammation, must be eliminated and the sick cells revitalized. The use of Electrode No. 1 over the affected parts starts this elimination. The experiments of Professors Apostoli and D'Arsonval proved that Violet Rays increase the elimination of urea, carbonic acid and water 40% to 50%, reducing correspondingly the uric acid in the system. With Violet Rays, rheumatism in any form will gradually disappear and the improved nutrition will finally correct the fault at the fountain head.

Dr. C. M. Franson, Eau Claire, Wis., writes: "I had a call to see an old lady 72 years old who had not walked for one year. I gave her twenty treatments with the Violetta and now she gets up and walks around as well as ever. She was victim of rheumatism. All the swelling left after one week."—J



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

suffered two years with rheumatism and was all but helpless," writes Handy Crump, Piqua, Ohio. "I saw your machine in a catalogue. The Violetta has done wonders for me. Many travelling men who stop at my hotel, knowing my condition for two years and more, have asked me what brought me out and I take them upstairs to our rooms and show them the Violetta." Claude Tift, Seattle, Wash., writes: "I feel so thoroughly pleased with the results of the first day's use of the Violetta that I am herewith informing you that in one application of 15 minutes I was relieved of a rheumatic pain of two years' standing. I had not been entirely free from this pain until yesterday after using the Violetta."

Sore Throat, Hoarseness, Tonsillitis

All these ailments are the result of inflammatory conditions of the throat, vocal cords, or tonsils. Electrode No. 5 at A-7 acts upon the muscle fibers and blood vessels, rapidly abates congestion and inflammation, induces a new blood supply, tones up the nervous mechanism and produces benefit with remarkable certainty and rapidity.

Comments of Prominent Publications Regarding the VIOLETTA

"The Philadelphia Record":

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

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

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

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

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

"Electrical Record":

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

Extract from editorial from "Popular Science":

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

"Electrical Experimenter":

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

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

Extract from "Electrical World":

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

"Electrical Review":

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

"It is really a luxurious electrical treatment. The manufacturers, Vi-Rex Company, Chicago, furnish with each instrument a booklet on the subject of High-Frequency Violet Rays."

Violet Rays STOP PAIN

Have you had the distressing experience of seeing a loved one suffering from a sudden, lasting pain? Haven't you said, "If I could only stop that pain until the doctor comes!"?

Haven't you personally experienced the tortures of unnecessary pain—pain that no amount of money could hire you to endure?

With Violet Rays available for every home, pain is mostly unnecessary.

Pain is generally caused by unusual or intense pressure on certain nerves. To stop the pain, the proper remedy is at the seat of the trouble—and at the Spinal Nerve Center governing the suffering area.

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

The illustration shows the points where Violet Rays should be applied to stop pain.

1. Apply at this point for headaches, eye diseases, deafness, insomnia, wry neck, facial paralysis, locomotor ataxia, etc.

2. Apply at this part of the spine for throat trouble, neuralgia, pain in the shoulders and arms, goitre, nervous prostration, la grippe, dizziness, bleeding from the nose, catarrh, etc.

3. Locates the part of the spine where high-frequency stimulation is used for bronchitis, pain between the shoulder-blades, rheumatism of arms and shoulders, hay fever, etc.

4. Apply at this point for asthma, pneumonia, tuberculosis, difficult breathing, other lung troubles, writers' cramp, etc.

5 and 6. Stomach and liver troubles, enlargement of the spleen, pleurisy.

7. Bright's disease, diabetes, ovarian troubles, skin disease, eruption.

8. Spinal applications at this point give relief in such cases as appendicitis, bladder diseases, peritonitis, uterine troubles, irregular menses, lumbago, etc.

9. Apply for constipation, rectal troubles, piles, sciatica, prostate trouble.

10. Sciatica, rectal, uterine, and prostatic troubles, together with many other diseases of the pelvis and lower extremities.

The owner of a Violetta has the superb satisfaction of knowing that he can spare his loved ones from pain—that his Violetta is like a doctor ready instantly at any time to do his bidding.

Isn't protection from pain worth having?

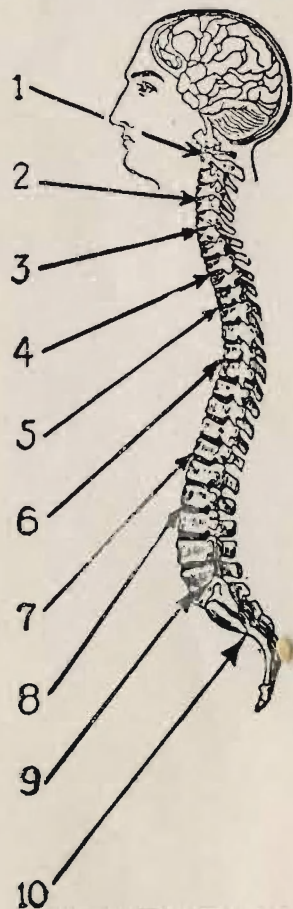


Chart showing spinal areas.

From Drugless Healers and Sanitariums

Though physicians, osteopaths, chiropractors may differ radically on many phases of medical thought, they agree on the efficacy of Violet Rays.

FROM PRESIDENT OF STATE BOARD OF EXAMINERS OF NORTH DAKOTA

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

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

FROM A MAN HIGH UP IN HIS PROFESSION

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

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

—Dr. J. L. Sharp,
President Davenport School of Chiropractic,
Davenport, Iowa.

HAS GIVEN 4,000 TREATMENTS IN MANY CASES

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

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

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

"Thanking you for the past year's courteous service."

—Ralph Shaddock, D. O., Chicago, Ill.

HAS HAD QUICK RESULTS

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

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

HAS NOT FOUND ITS POWER EQUALED

"I have your No. 3 Generator in daily use with entire satisfaction, not only on account of its portability but for its power which I have not found equaled in any of the portable instruments and so far in but one of the very large generators. I find it doing as good work as even machines with a large resonator. I am using it in my private hospital."

—R. M. Johnson,
The Johnson College of Naturopathy,
Oklahoma City, Okla.

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

—F. C. Davison,
Kelso Sanitarium, Bloomington, Ill.

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

—T. C. Weltmer, Vice President,
The Weltmer Institute, Nevada, Mo.

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

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

—D. J. Hackmann, D. C.,
The Hackmann Electric Sanitarium,
Ottumwa, Iowa.

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

—Dr. James F. Blanchard,
Supt. Grand Island Sanitarium,
Grand Island, Nebr.

Reprint from the Chicago Journal

Violet-Ray Treatments Given in the Home

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

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

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

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

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

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



Scalp treatments with the Violetta are usually successful when applied with Electrode No. 3.

Superb for Falling Hair and Baldness

Falling hair and baldness are due to a failure of the scalp cells to carry out the Life Process. They fail to absorb sufficient oxygen, the circulation of the blood slows down, the cells literally starve so that they are a prey for bacterial and parasitic germs. Dandruff appears, the hair begins to fall out.

Some authorities state that the life-giving principles in the hair follicles are never dead, only checked, and that

they merely have to be stimulated to start them growing.

The action of Violet Rays is simple; they restore the scalp cells to normal functioning under the Life Process. Under their beneficial influence the circulation of the blood in the scalp is stimulated, the starved cells fed and strengthened so that they begin producing hair, while the Ozone liberated by the Violet Rays destroys any organism present in the scalp, making dandruff well nigh impossible.

A Violet Ray scalp treatment consists of passing Electrode No. 3 back and forth on the scalp.

"I have used the Violetta for a dry, flaky scalp. It has done more than a good many dollars' worth of tonics, oils and salves which brought no relief. At times my coat would look as though someone had been sprinkling salt on it. That condition is gone altogether

leaving a healthy scalp free from dandruff."
—P. Naar, Rensselaer, N. Y.

Sergeant John J. Latwas, Washington Barracks, Washington, D. C., writes: "I have found that the Violetta caused my dandruff to disappear after 3 applications."

Miss Blanche M. Mosler, Chickasha, Okla., says: "In the short time I have had your Violetta, I have found it very good for sore throat, cold, to grow hair, and a wonderful remedy for dandruff."

Facial Treatments

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

A good skin is one whose cells are carrying out the Life Process. Let those cells lie down on the job, stop absorbing enough oxygen, or burning it up, or eliminating the waste, the skin grows muddy, the complexion suffers, and skin diseases are apt to commence.

Using Electrode No. 1 daily is an easy way of having a perfect complexion and insuring it against skin disease. A daily treatment will invigorate the skin—give it a healthy, natural color—revitalize the tissues—keep the face young. The reason? Violet Rays promote the Life Process of the cells.

If the face is attacked by pimples, acne, eczema or any skin disease, using Violet Rays will tend to destroy the germs, gently remove the dead tissue, stop the swelling, and restore the cells to normal functioning. The spray from the Ozone Generator is splendid for open sores,

Miss E. Redford, Norfolk, Va., writes: "I have been suffering from eczema for 16 years. With only two months' use of the Violetta, I am almost cured. I think it marvelous and I wouldn't do without it after spending as much as a thousand dollars a year in doctor bills with absolutely no good results."

Joseph T. Vail, Plainfield, N. J., reports: "For more than eight years I have been troubled with skin cancer on my nose and have been under treatment all that time by two specialists without result. I accidentally heard of Violet Rays and ordered a set but did not have much faith in it. Just before using it my nose seemed to be getting worse and I was getting desperate. After using the Violet Ray treatment about two weeks, the sore healed and my nose cleared up."

H. J. Kobber, Chicago, writes: "I used the Violetta for a severe case of Acne of the face. It helped me considerably for the Acne is gone."

Dr. Edwin T. Jaynes, Waterloo, Iowa: "Have accomplished some wonderful things with the Violetta, especially in skin diseases."

VIOLET RAYS

Used by Beauty Specialists



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

What Beauty Specialists Say

Extract from "American Hairdresser"

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

Cannot Do Without

"Have been using your H. F. A. for some time in my beauty parlor. The beneficial results are simply wonderful, in connection with both facial and scalp work. I simply could not be without it."—Mrs. C. Cunningham, 1046 E. 43rd St., Chicago.

Simple, Compact, Durable

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

For Lowered Vitality

M. Barnett, Meadville, Tenn., writes:

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

Enjoyed by All Patients

"I have found the VIOLETTA excellent in my work. It has many desirable features. It is easily applied and most beneficial in results. It refines the texture of the skin and is very effective in removing soreness of the glands of the neck and about the ears. Have found it fine for removing any deep seated soreness of internal nature. Its use in scalp treatment is splendid. One very desirable feature about the VIOLETTA is that it is enjoyed by everybody."—May F. Joyce, 605 Alhambra Bldg., Milwaukee, Wis.

"We are very much pleased with the VIOLETTA and we give more VIOLETTA treatments, both scalp and facial, than any other; having almost 400 tickets on file at the present time."—Mrs. McConn, Mgr., Geld-Schlick, St. Paul.

"I have used the VIOLETTA for nearly a year. In Neuritis and Nervous headaches have had very good results. Have removed warts and moles with success. Cannot say too much in praise in the treatment of the scalp."—Mrs. Mary Gilger, 107 Jefferson St., Green Bay, Wis.

"We have now used your machine, the 'VIOLETTA' for over one year in each of the ten departments, which we control throughout the country and have found it satisfactory in every respect. During the time we have used them, not one has gotten out of order. My operators like this machine in preference to any others as it is so safe and easy to handle. Because we are so pleased with your 'VIOLETTA' we are sending this unsolicited and of our own accord. It is a wonderful piece of mechanism."—Math. I. Thome, 22 W. Monroe St., Chicago.

"I have been using one of the Violet Ray outfits in my shop three years and they are all right."—Major Theo. Parker, Jefferson St., Danville, Va.

"I have opened up in a line of work where I use this instrument constantly, and I must commend it in the highest terms."—Mrs. G. L. Rogers, Lynchburg, Va.

"I have done wonderful things with my little machine."—Ida L. Traer, Burlington, Iowa.

VIOLET RAYS

Should Be Used Daily

A Few Minutes a Day with VIOLET RAYS

Will Keep the Doctor Away



VIOLET RAYS can be used wisely when you're well. They not only restore health, but they stimulate the general well being. Their daily use will prevent the majority of ailments and add years of youth, vigor, and happiness to your life.

A Daily Health Program

While you are making your toilet, you can use your Violetta as casually as you would a towel. Inserting the comb rake electrode in the generator, you run it back and forth over your scalp to invigorate it, to keep the hair growing normally, to keep it from falling out or becoming prematurely gray.

Facial Massage

Replacing Electrode No. 3 with Electrode No. 1, you give your face a thorough cellular massage so that your skin will glow and tingle. Next you run the electrode over the muscles of your arms, chest, and the back of your legs to give them "pep."

Obesity Prevented

You give your abdomen an extra "dose" of Violet Rays to both tone up the digestive organs and prevent constipation, as well as to either prevent or overcome obesity.

The happy faculty of Violet Rays in removing waste tissues makes them ideal weight removers. They break up these masses of useless fat and cause it to be redistributed over the body.

The Spinal Massage

The most important part of the morning Violet Ray program is the Spinal Massage. Every muscle of the body, every gland is controlled by a certain nerve, all of which are gathered in ten great nerve centers at the spine as shown by the illustration on page 16.

By stimulating those nerve centers, you can absolutely control the action of the muscle or organ they control.

For instance, if your digestion is sluggish, by applying the electrode first to the stomach and then to Spinal Nerve Centers 5 and 6, you can give the stomach exactly the stimulation it needs.

The Spinal Massage for the morning, however, consists of applying the electrode a few seconds to each of the Spinal Nerve Centers. The effects are as invigorating as a cold shower, only infinitely more energizing and lasting.

Sound Sleep Insured

In the evening, after a strenuous day, if social demands require that you keep going, a Violet Ray Spinal Massage will overcome your weariness and inject new life into you.

If before retiring you feel restless, inserting Electrode No. 6 in the generator and holding it in your hand five or ten minutes while you read, will quiet your nerves and insure you a sound, refreshing, healthful sleep.

Ordering a Violetta Is Installing a Health-Machine in Your Home

A Violetta is as much a part of the modern home as a stove or refrigerator. Where a stove helps in the preparation of food, the refrigerator in its preservation—all contributing to the health of the family—the Violetta is like a doctor always on duty ready to preserve or protect the family health.

With a Violetta in your home, the peace of mind and the improved health you all would enjoy would be incalculable.

With a Violetta in your home, you would never have to see a loved one tortured by a sudden pain, nor would you have to endure the terrible sensation of realizing you could do nothing until the doctor's arrival. A Violetta would enable you to stop sudden pains.

With a Violetta in your home, you would be able to end those sleepless nights, overcome nervousness, banish fatigue, build your bodily resistance to disease, put new life, hope, vigor in you.

With a Violetta you would be able to stop falling hair, prevent premature grayness, keep your face looking youthful. With it, you could remove pimples, eczema, blemishes, clear up your skin, have a complexion of which you would be proud.

With a Violetta you could "kill" a cold, cough, or the "flu" before it gained

a foothold, overcome headaches, nervous depressions, constipation, keep yourself in trim.

Is a Violetta worth having?

Is good health worth having?

In reality, a Violetta will not cost you a cent. It will pay for itself many times in the money it saves on doctor bills and costly medicines. As long as you will be paying for a Violetta anyhow, hadn't you better have the advantages of owning one?

Especially is this true if you or some loved one is suffering from an ailment Violet Rays can heal. Violet Rays have helped thousands of despairing sufferers.

Consider the logic of Violet Rays—their nature—their effect on the Life Process—their recognition and use by the medical profession—the thousands of cures they have made—the manner they work on your ailment—then ask yourself, "Aren't the chances more than favorable that Violet Rays can help me?"

Why delay? The sooner you send for a Violetta, the sooner will you enjoy its precious benefits.

For the sake of the health and happiness, present and future, of you and yours, order your Violetta today.

THE VI-REX COMPANY

2300-2304 Warren Avenue

CHICAGO

ILLINOIS, U. S. A.



Violetta Electrodes

(Violetta Outfit No. 3 Contains Electrodes Nos. 1, 3, 5, 6, 18)

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

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

No. 1-A Patented.—Double duty Electrode. For use same as No. 1 Electrode,

but arranged so that from one surface a strong current is produced for energetic stimulation, and from the other a very mild effluve for light treatments.

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

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



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

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

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

INSULATED ELECTRODES

The advantage of insulated tubes is the fact that the current may be introduced without loss into the orifice of the body. In using a plain electrode for an orifice, much of the current is lost at the first point of contact. For instance, if the prostatic gland is being treated with a plain elec-

trode, much of the current is drawn off at the opening of the rectum, but if an insulated tube No. 9 or 9-A is used, the current is conveyed to the desired point without loss.

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

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

No. 8 Vaginal Electrode (without perforations).

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

No. 9-A Prostatic Electrode.—Our exclusive design, and superior to any other. Length just right to reach prostate. Shape just right for most comfortable position. Insulated to the tip.

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

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

No. 11-A Special Ear Electrode.—For deafness and earache. Insulated to the tip and fits in ear passage.

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

PLAIN ELECTRODES

No. 13 Vaginal Electrode.

No. 14 Rectal Electrode.

No. 15 Throat Electrode.

No. 16 Nasal Electrode.

No. 17 Urethral Electrode.

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

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

No. 20 Caution Electrode.—This has a platinum wire sealed in the glass. For removing warts, moles, or growths of any nature, it cannot be excelled. Very seldom is it necessary to give more than

two treatments, most often one application is all that is necessary. In use glass tip should be pushed down over end of wire.

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

No. 41 Dental Electrode.—Convex electrode. Concave electrode same size is No. 42.

No. 44 Small Cataphoric (cocaine) electrode. Medicated cotton to be placed in end and cocaine is driven into tissues by the sparks.

No. 45 Dental Abscess Electrode.

No. 50 Dental Electrode for outside gum treatment.

No. 53 Dental Electrode.—For treating inside of gums, right side. Same for left side is No. 54.

We make special electrodes according to your own designs, or specially designed to fit your needs. Only a few of our special dental electrodes are shown here.

Violetta Ozone Generator

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

When using the Ozone Generator, support the VIOLETTA on a table so that it will not roll and insert the Ozone Generator the same as any other electrode. The hand must be in contact with the glass stem of the Ozone Generator as in the illustration on page 31.

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

The treatments are exceedingly agreeable.

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



Patented April 26, 1921.



VIOLETTA OUTFIT No. 7

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

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



VIOLETTA OUTFIT NO. 1

This outfit includes the Violetta One-Piece Generator and the General Electrode No. 1, the most important electrode of all, encased in a handsome satin lined carrying case.



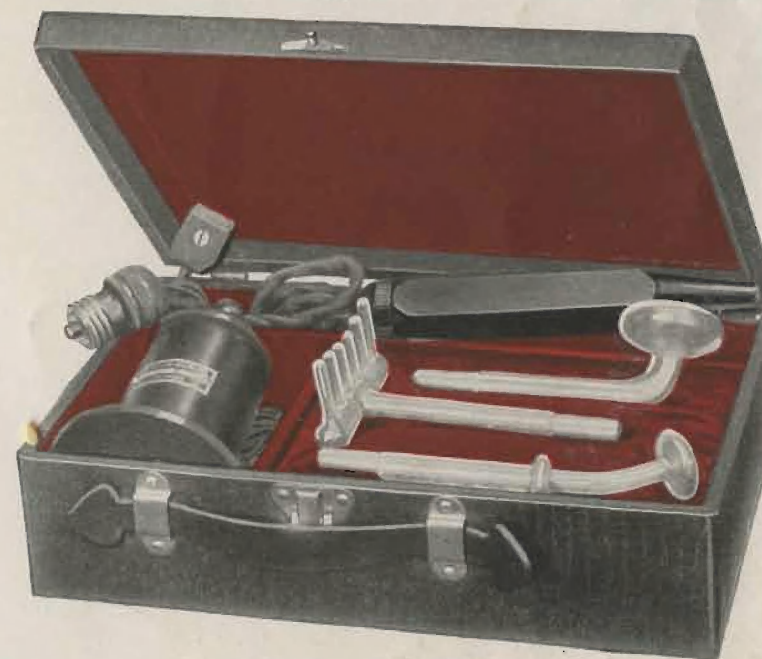
BABY VIOLETTA TYPE A

The smallest, most compact, standard two-piece outfit, used and recommended where size and economy are considerations.

The body of the instrument is composed of molded composition with metal inserts, assuring perfect assembly and most accurate adjustment.

Handle of highly polished hard rubber. Equipped with seven feet of cord to lamp socket and six feet of heavy cord to handle.

Furnished complete with carrying case, cords, general and metal electrodes. Weight three pounds. Guaranteed for one year.



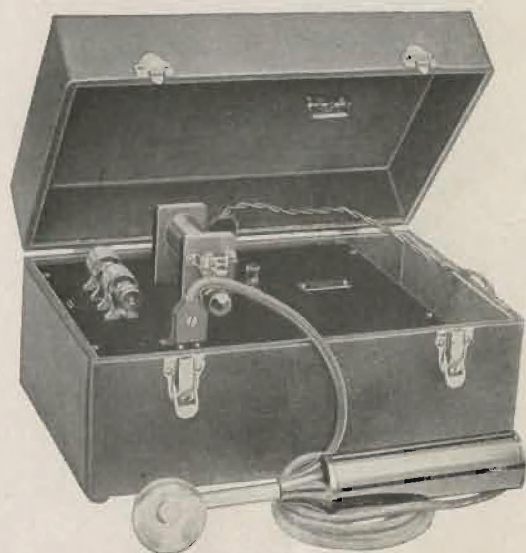
TYPE M VIOLETTA

A very attractive two-piece outfit with three electrodes encased in a red lined carrying case, size $12\frac{1}{2} \times 7\frac{1}{2} \times 4$ inches.

The magnet coil and condenser are contained in a rigid, vertical tube mounted in a die molded base and top on which is the adjusting attachment. Removable from the case.

Tesla coil is contained in a one-piece shock-proof, highly polished hard rubber handle, very light and convenient to use. Six feet of double cord with plug to light socket and six feet of heavy cord to handle.

Electrodes are No. 1 general, No. 3 scalp and No. 18 for eye and face.



Portable Battery Outfit No. 6

*Can Be Made to Operate
on Your Radio or Stor-
age Battery.*

For Use Where No Current Is Available

This is an ideal outfit for use where no commercial current is available, and has been found suitable for all kinds of treatments. This outfit can be operated with 8 to 10 standard dry cells connected in series. Dry cells can be obtained at any electrical store.

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

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

This is the first time that the High-Frequency current has been successfully produced to operate on low voltage.

State voltage of your battery when ordering machine.

Complete with Storage Battery if Desired

This storage battery is made especially to operate our Battery Outfit No. 6 and contains 5 cells. Its capacity is 50 ampere hours producing 10 volts. Will run in connection with the instrument 20 hours at full charge. Can be recharged at small cost in any charging station.

The plates are very durable and the battery should last several years.

Size—7 ins. high; 10½ ins. in length, and 7½ ins. wide. Weight, about 35 lbs.

Violetta Multifrex Machines



MULTIFREX TYPE "E"

Since the science of High Frequency has become of such importance a certain classification of the High-Frequency discharges which vary in wave-form, pressure and volume, was made. This formed a period of extensive and elaborate experimenting from which emerged the Multifrex.

Special attention has been given to the various High-Tension discharges. By a unique arrangement of capacities, windings and resistances, the standard electric current of 110 volts A. C. or D. C. is transformed to a great variety of high pressure currents at varying frequencies.

"Multifrex" is the last word in Violet-Ray apparatus, providing three stages of Multi-frequency current together with the most complete attachments. The panel board is of formica plate, the strongest and best insulator and brilliantly polished. Trimmings of violet plush, and all metal parts nickel-plated.

Type "E" has a red pilot lamp to indicate when current is on, diagnostic lamp, general and metal electrodes.

Type "D"—Similar, without pilot or diagnostic lamps.

Type "H"—The most complete outfit, comprising the greatest variety of applications. Electrodes included are numbers 1, 2, 3, 4, 5, 6, 10, 14, 18 and 20. Built-in Ozone Generator in form of mask. Ampere meter to show volume of current used. The handsomest outfit on the market.

RADIANT HEAT

THE great value of heat for relieving pain cannot be overestimated. The superior method of applying such heat is by means of radiation—the same way in which the sun supplies heat to the earth—the same way in which the B-D THERMIC LAMP supplies heat to an aching or diseased part of the body. This radiant heat is far more soothing and pleasant than conducted heat—the heat that is obtained by applying a hot article to the body. Conducted heat also lacks the light rays, which are beneficial. Radiant heat is dry heat, can be evenly distributed and perfectly regulated.



B-D Thermic Lamp

Reflector is made of highly polished aluminum, especially designed for an even distribution of heat rays. Equipped with nickel-plated switch for turning lamp on or off, ebony finished handle, black silk cord and 260 watt specially designed bulb. Complete for use on 110 volts A. C. or D. C.\$9.00



B-D Thermic Lamp Jr.

Slightly smaller in size and containing the same high grade features as the B-D THERMIC LAMP, equipped with specially designed 200 watt bulb. Complete for use on 110 volts A. C. or D. C.\$6.50



Vibrator No. 18B

Speeds, Three.	Practically Noiseless.
Six Applicators, as shown.	Perfect Balance.
Ebonized Handle.	Net Weight, 5 lbs.
Universal Motor.	Gross Weight, 5 1/2 lbs.
Nickel and Black Finish.	Leatherette Carrying Case, Nickel Trimmings.
	Treatment Book and Colored Chart.
No. 18B—110 volts, with 8-foot cord, packed one in a cartonPrice \$16.00	

Vibrator No. 18A

Speeds, One.
Four Applicators, as shown.
Universal Motor.
Nickel and Black Finish.
Net Weight, 4 lbs.
Gross Weight, 4 1/2 lbs.



Cardboard Carrying Case.
Treatment Book and Colored Chart.
No. 18A—110 volts with 8-foot cord, packed one in a cartonPrice, \$11.00



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

Heating Pad No. 5A—110 volts, 45 watts.	Price, \$8.00
One heat No. 5B	Price, \$5.00

The Ozone Generator In Use



As a Final Word

If the Violetta Outfit you select does not include an Ozone Generator, be sure to order one without fail. Our customers tell us it is the electrode most used and most appreciated by the entire family.

The passage of electricity through the electrode generates Ozone, a concentrated form of oxygen. Ozone increases the oxygenation of the blood and tissues, increases the number of red corpuscles, destroys germs and toxins, builds up tissue resistance. Inhalations of it are tremendously beneficial in all Respiratory and Infectious Diseases.

Every home should have an Ozone Generator. As a preventive of colds and coughs, and bronchial affections, its value is incalculable. For overcoming catarrh, asthma, hay-fever, it has no equal. Used as a spray for disinfecting and healing ulcers and skin eruptions, it is superb.

Physicians—We Also Manufacture Diathermy Equipment

The Prescription for Vitality
ViRex
VIOLET RAY