



VIOLET RAYS

High Frequency

With Beauty Appeal



INTRODUCING a new line of Violet Ray Machines that, in addition to their highly regarded and unquestioned therapeutic value, have a beauty appeal in every line of their new design.

Molded from Bakelite in a harmonious blend of jade green and ebony black, these new MASTER machines have an angular surface that prevents slipping while in use and does away with the danger of rolling off the table or dresser. Never before has a Violet Ray Machine achieved such a handsome and striking symmetry. The carrying cases, too, have been improved in appearance to further the color scheme. Another important improvement of the carrying case is the coiling of the cord which prevents knotting and breaking.

These new green and black housings are now supplied on all Master one-piece machines: the No. 9, No. 2B, No. 15 and No. 17 Violet Rays.

Listed as Standard by Underwriters' Laboratories

The Violet Ray

High Frequency

ONE of the most remarkable developments of the wonderful science of electricity is that of the Violet Ray machine or high frequency generator. The Violet Ray may be said to be a diffusion of an electrical current of tremendous power and resistance, into millions of tiny harmless units which can be applied to the tenderest and most delicate parts of the body without the slightest harm. As applied to the human body, its results have been found to be of enormous benefit in innumerable instances.

Causes of Human Ailments

All human ailments, with the exception of certain highly contagious and infectious diseases, can be traced to faulty circulation and impure blood. When exercise is taken as a matter of course and sound sleep and appetite are natural, weakness and disease seldom develop for the reason that the blood is adequately supplied in its richest state to every part of the body, thereby nourishing every organ and muscle and providing adequate protection against any tendency to weakness. As persons grow older, however, there is a tendency to forsake physical exercise and to retire to a quieter and more secluded mode of living. The circulation suffers accordingly, and instead of being driven to every part of the body in its richest state, a portion collects in the internal areas and becomes stagnant because of the impurities thrown off by the body. These impurities are absorbed by the tissues and a condition of self poison results, as a consequence of which the body begins to deteriorate, the digestive organs fail to function properly, the internal organs become sluggish and weak, and weaknesses develop which are peculiar to men or women. This weakened condition of the blood and vital organs leaves the human body easily susceptible to any disease to which it may become exposed.

Counteracting These Causes by the Use of the Violet Ray

The Violet Ray has provided the means of bringing to every home, at a reasonable price, a method whereby every vital process can be quickened and the blood made to course through the body with renewed vigor. If necessary, the treatment can be concentrated on any organ, muscle or nerve, however delicate or tender, and the same results secured. By this treatment the impurities are washed from the affected organs by a rich, warm flow of blood which nourishes and stimulates the tissues and which is generated by the penetrating current of the Violet Ray, reaching the cells which supply life to the tissue, and causing them to vibrate. The stagnant pools of blood are thus set in motion and the poisons contained therein are relieved of by the purifying processes of nature. The blood thus being freed of poisons is able to take up oxygen from the lungs and nutrition from the digestive organs and returns laden with tissue-building material to every part of the body. In this way new tissue is

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formed to replace that destroyed by disease and carried away in the blood stream. This process of stimulation is called a "cellular massage" because of the fact that the vibration or contractile effect is expanded upon the individual cells making up the tissue, rather than on individual muscles. This is an important reason why the high frequency current produces such marked effect on nutrition and general health. Cellular massage is much more penetrating and beneficial than muscular massage as produced by mechanical vibration.

Application of the Ray

The Master Violet Ray is applied through vacuum applicators or electrodes made of annealed glass. The electrodes diffuse the electrical current in sprays of a beautiful, deep violet color. These sprays vibrate to and fro

thousands of times per second. This rapid vibration is what produces the pleasing, invigorating and corrective effect derived from Violet Ray treatments and described as cellular massage. A few minutes application each day, simply holding the applicator in the hand, furnishes a tonic to the system which does much to fight disease and keep the body in a healthy state. Inasmuch as prevention is to be desired a thousandfold rather than a cure, this point alone makes the Master Violet Ray indispensable in your home.

The Violet Ray, while introducing all of the tremendous power of electrical energy into the body, does so without the slightest pain, shock or contraction of muscles. Its application, on the contrary, produces a pleasing sensation, and the amazing results of the Violet Ray treatment have caused it to be accepted by physicians throughout the country as part of their equipment. The machine is ready for use by simply connecting it to any convenient light socket. The Master Violet Ray is the essence of simplicity and can be operated by a child with the utmost safety.

Methods of Applying the Violet Ray

Three distinct methods of application are in general use, according to the conditions present and the results desired.

First: LOCAL APPLICATIONS

Given with specific surface or orificial applicators made for that purpose.

A beneficial warmth is induced by the action of the Violet Ray, the capillaries

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of the skin are stimulated during the application and for some time thereafter. Any local application with a vacuum electrode is an effective antiseptic, largely on account of the ozone generated.

One of the greatest benefits of the Violet Ray is the fact that it can be used with such excellent results in local conditions. When the Master Violet Ray is applied to any part of the body, it gives to a certain extent a general treatment by stimulating the circulation. In treating local conditions, these results are greatly increased by giving a local treatment to the part affected. Suppose one is afflicted with rheumatic pain in the shoulder, you apply the Violet Ray treatment to the painful part. The result noted, will be an immediate sensation of warmth. After a slight treatment it will be noticed that the part treated has become slightly reddened by the blood that is sent in response to stimulation secured from the treatment.

These local treatments can be given to any part of the body with very good results. They produce the desired results at the treated part quickly and also benefit to a remarkable degree the entire system. The body is penetrated by radiant atomized electricity, restoring energy and vitality to the entire system.

Second: GENERAL APPLICATIONS

Taken as electrification treatment for the effect on the general condition. The entire body is saturated with electrical energy by simply holding the electrodes in the hands. This produces a sedative or quieting effect.

Violet Ray High Frequency Currents have the tendency to establish a normal equilibrium of the entire nervous system. Arterial tension during a general treatment usually increases slightly while it falls a short time afterward. General treatments are recommended in all nervous disorders and diseases.

Third: INDIRECT APPLICATIONS

Combines local and general treatments and requires two people. The party to be treated holds the electrode firmly in the hand. A second party then may draw with either hand, finger-tips, or another electrode, the high frequency current to the desired spot of the patient's body.



Selective Effects Obtainable

A: AS A SEDATIVE

A sedative, quieting or soothing effect can be obtained and is of great benefit in all nervous ailments. This effect can be produced locally by keeping the electrode in close

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contact with the part to be treated. Painful sensations can be relieved, irritated nerves tranquilized and soothed. Nervous disorders are quickly and beneficially influenced by a sedative treatment.



B: AS A STIMULANT AND TONIC

A stimulating effect is produced when the electrode is lifted somewhat during the application or used through the clothing or a cloth which has been put over the part to be treated. The length of the stimulating sparks depends on the thickness of the clothing or cloth placed between the electrode and the body. Uniformity in spark length is insured by the cloth. This stimulation is caused by the many small sparks generally called High Frequency Spray. They cause a pleasant and tingling sensation and bombard thoroughly the area which they cover, resulting in a very beneficial heating effect. They also generate ozone which is directly driven into the tissue, causing the ozonation of the blood. These sparks are germ-killing and overcome infection.

Stimulating treatments through clothing are very beneficial in rheumatism, lumbago, and partial paralysis. Skin disorders, where the circulation is impaired, are often greatly benefited by a slight stimulation. A single layer of a handkerchief produces enough resistance in such cases. An ordinary towel is best to use in chronic rheumatism and similar affections.

Loss of weight, lack of appetite, general weakness, lassitude and similar conditions as a rule indicate Anemia or impoverished blood and poor circulation, commonly called a run down condition.

The Master Violet Ray primarily increases the blood circulation. It does what the worn out, run down body cannot do naturally. Disease germs are, therefore, fought and consumed, poisons are dissolved and carried away.

C: AS AN INTERNAL ANTISEPTIC

Wherever the Violet Ray comes in contact with the oxygen in the air it changes a part of that oxygen into what is known as ozone, a concentrated form of oxygen that is a great many times more active than that in the air. Oxygen in the blood has the remarkable quality of burning up dead or diseased cells without burning up those that are healthy, and it is the only antiseptic known that can be taken directly into the body with this effect.

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For this treatment the Master Ozone Generator shown on page 20 may be used with any Master machine for the purpose of obtaining large quantities of ozone for inhalation. The effect of inhaling ozone is much the same as that of inhaling large quantities of pure air, or even pure oxygen. It purifies and enriches the blood, invigorates the body and causes pure oxygen to be taken up in large quantities in the blood stream.

Ozone inhalation is of particular benefit in the treatment of respiratory disorders. Taken into the lungs it attacks the diseased cells and causes them to be oxidized and thrown off with the exhaled air. It is a most essential form of treatment for asthma, hay fever, and all lung, throat and nose cases.

This treatment may also be obtained by using a surface applicator and applying it to the surface of the body nearest the seat of the trouble. As the Violet Ray leaps from the applicator into the body it carries with it minute quantities of this concentrated oxygen which is thus injected directly into the tissues and blood. This is known as cataphoric action and has the effect of overcoming the lack of oxygen in the blood by charging it with an added quantity.

As Applied for Specific Conditions and Ills, The Hair, Scalp and Skin

If you do not feel well you cannot look well. Many women realizing that good health is essential to real beauty and the prolonging of youth use the Master Violet Ray with faithful regularity. The results obtained through its applications will be a revelation to you and in a remarkably short time will bring your body, health and appearance to that condition that Nature intended it should be. Rich, red blood is brought to the skin with the use of the Violet Ray. It nourishes the tissues and cells and brings the radiant hue of health and beauty to the skin. All facial blemishes quickly vanish.

Practically every disease of the scalp and hair, as dandruff, falling hair, etc., can be traced to the improper circulation of the blood flowing through the scalp. The roots are fed through the blood, which flows through small capillaries in the scalp almost microscopic in size. Because of their smallness, they become clogged very easily, as a consequence of which most persons are affected with some form of scalp disease. To overcome scalp disease, it is first necessary to remove the cause, and as this is poor nutrition due to faulty circulation, the Violet Ray naturally suggests itself as the ideal remedy.



For treating the scalp we have a special comb electrode which conforms to the shape of the head and pulls easily through the hair. Millions of tiny electric sparks jump from

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the applicator to the scalp, carrying with them pure ozone which acts as a germicidal agent and destroys any foreign organism which may be present. The tiny nerve and blood vessels are gently massaged, the blood starts flowing and nourishment is brought to the roots of the hair



By the first treatment a warm, glowing, healthy feeling is brought to the scalp, and with a few successive treatments great improvement will be noted. The hair very quickly takes on a natural, glossy and healthy appearance. The use of the Violet Ray for a few minutes each day will make the hair, thick, healthy and beautiful.

The Violet Ray is used by all modern beauty specialists in the treatment of the hair and skin.

Neuritis

Neuritis, as commonly understood, is rheumatism of the nerves. Although any nerve may be involved, the name neuritis is confined almost entirely to inflammation of the

brachial nerves, which run from the upper part of the spine across the shoulders and down the arms. When the arms are lifted slightly, sharp, twinging, shooting pains are felt in the arms and shoulders. Temporary relief can be secured by the use of properly applied heat, but a cure can be effected only by relieving the inflammation and removing the cause of the pain.

Treatment should be with a very mild current gently applied to the pain area for about three minutes several times daily. As these nerves react very quickly, the first few treatments should be mild and short, but as the nerves become accustomed to it the treatment should be increased in strength and duration.

Not only does the Violet Ray improve health, but a permanent relief is secured by relieving the inflammation and removing the cause of the ailment.

Rheumatism—Lumbago

One function of the blood is to dissolve and carry away poisons. When circulation becomes sluggish or impaired these poisons, instead of being carried away, are deposited throughout the system, most commonly at the joints. At first this causes slight annoyance, but continued deposits results in the joints becoming solid, swollen, and severely painful. This condition is known as Articular Rheumatism, and will act upon the muscles in a similar manner, resulting in what is commonly called Muscular Rheumatism.

Inflammation of the nerve or muscles situated immediately below the small of the back is known as Lumbago. These pains are most apparent when the body is inclined forward or sideways, or when these muscles and nerves are brought into use.

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Application of the Violet Ray to the affected parts restores circulation to normal, drives oxygen directly into the blood and results in a consequent dissolution of the poisonous deposits causing the ailment, thereby relieving the inflammation. Increased quantities of nourishment brought by the invigorated circulation build up and restore the affected part to normal.

Headaches—Insomnia—Brain Fog

A headache is a symptom of some local or constitutional derangement and not a distinct disease. Few drugs are directly curative and some are paralyzers of the heart while others destroy the red blood corpuscles.

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

Adequate and refreshing sleep and brain rest is necessary to good health. Inability to obtain these necessities is a very troublesome symptom which one should not neglect. There is no substitute for adequate sleep and rest. The Violet Ray, by its sedative action, tends to soothe and calm the nervous system and equalize the circulation, thus restoring this most essential capacity to normal.

Metabolism—The Secret of Health

Perfect health depends upon the proper functioning of the combined building up and tearing down processes that are continually going on within our bodies and which are commonly described as Metabolism. Human energy is produced by the oxidizing, or burning up of certain elements in the cells and tissues throughout the body. This process is responsible for the heat of the body.

For the purpose of maintaining health, these elements that are being burned must constantly be replaced by nature. *All too frequently, however, the balance ordinarily maintained between these processes is disturbed by a deficiency or surplus of new material. In cases where there is a deficiency the parts affected become wasted, weakened, and an easy prey to disease. In the second case they become flat, flabby and enlarged and, as a consequence, are unable to function properly. In either case the result is poor health.



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A person's age, in terms of health and appearance, is governed by this process of metabolism. In early life the building up process is dominant and we have a period of growth and development. In the early twenties the stationary point is reached where



the two are balance. As long as this balance is maintained health is good and the human body is possessed of the buoyant energy and vitality characteristic of young manhood and womanhood. A disturbance of this balance results in the loss of this vitality.

The tearing down process dominates during the period of old age or decline. It is independent of years, however, and frequently begins in persons under thirty. With proper care, however, the building up process can be made dominant for many years and the ravages of old age postponed indefinitely.

Metabolism depends largely on the quality and proper circulation of the blood. A proper amount of oxygen is necessary in the blood to oxidize the body tissues and thus furnish energy. Tissue building elements must be supplied through the blood to replace those

that are oxidized, and disease germs which find their way into the body must be overcome.

Every person who needs concern himself or herself with the subject is familiar with the symptoms of old age. Suffice it to say that the first indication is the loss of buoyancy felt in early life, followed by minor disorders which gradually grow more serious. It is highly important that these symptoms be overcome in their earliest stages.

The Violet Ray not only prevents the premature appearance of these symptoms, but will remove the cause of them after they have become apparent, if properly used. It does this by normalizing Metabolism—by working through the blood stream and equalizing the two processes necessary to perfect health.

Violet Ray treatments increase the oxygen content of the blood, thus hastening the oxidizing process in the tissues and causing waste material to be thrown off. It energizes every cell, causing new tissues to be built in a normal way and assisting in the removal of surplus fat and foreign deposits. It prevents the formation of injurious mineral matter in the walls of the veins and arteries and elsewhere in the body. By the addition of its aiding the processes of digestion, assimilation and excretion it can be readily seen that it will correct the tendency to premature age by the normalizing of every body function.

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Prostatic Diseases

The most distressing ailment, common to so many men of middle age, is one in which the high frequency current is almost a specific.

Medical authorities agree that more than sixty per cent of all men past middle age (many much younger) are afflicted with a disorder of the prostate gland. Aches in feet, legs and back, sciatic pains, and impotence are some of the signs. No man should approach the prime of life content to regard these pains and conditions as inevitable signs of approaching age. The Violet Ray may be used to restore youthful health and vigor and to restore the prostate gland to its proper functioning.

In treating the Prostate through the rectum place the patient on one side in the Sims position with the knees well drawn up. Electrode No. 22 well lubricated, is then inserted in the rectum about six inches with the depression in the tube turned toward the front or anterior wall of the rectum so the gland rests into depression for best results. In Prostatic diseases of all kinds the High Frequency current has proven most efficacious. The duration of each treatment is three to five minutes. Extraordinary results are accomplished in all of Prostatic diseases. Enlarged Prostate should show improvement from the very first—about two or three treatments a week. Treatment by or under direction of a physician is advised. Same treatment for senile hypertrophy, impotence, etc. Two or three treatments a week, then skip a month.



Nervous Affections

No wider field of application is served by High Frequency current than that of affections of the nervous system.

In the treatment of nervous diseases by the use of drugs there is always a question of reaction and the elimination of the drugs. No two people are alike and cannot be treated alike; some are susceptible to certain drugs and others not, whereas the Violet Ray can be so applied as to be tolerated by everyone.

The average sufferer from nervous disorders is chary of electrical treatment because of the fear of shock, burning, etc. His impression has been gained from experience with galvanic and faradic batteries and other devices, the treatment from which is harsh and unpleasant.

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To such sufferers the mild, soothing, painless Violet Ray current comes as a positive boon. The tendency to tear is entirely eliminated, and the sedative restful after effect is welcomed and enjoyed.

Most of the functional neuroses may be benefited by High Frequency.

Keep This in Mind

Do not be afraid of the Violet Ray High Frequency current. It never harms. It causes no shock. Use Violet Rays freely so that you may familiarize yourself with their peculiar nature.

Violet Rays grow in their usefulness the more you study their action and effect. Make it clear to yourself what you wish to accomplish. If you want a soothing effect, do not apply a strong spray by holding the applicator distant from the part to be treated: make a close contact inside with the bare skin. If you wish stimulation treat through the clothing with a current strong enough to reach your tissues. If a tranquilizing effect to quiet the nervous system is desired, do not use a current strong enough to cause irritation. Let these be the guiding principles to you and the result in the use of the Violet Rays will be surprising.

In simplicity of operation, wide range of adjustment, durability, beauty and unique construction, Master Violet Rays are the ideal all-purpose generators. Their superiority has remained unchallenged for twenty years.

Unless otherwise specified, all machines will be furnished to operate on standard voltage of 110 to 120 A. C. and D. C.

Machines can also be furnished to operate on 220 volts and 32 volts. Our 220-volt windings will run on both A. C. and D. C. current. Voltages are from 200 to 240 volts.

The new models of Master Violet Ray machines shown herein, are the result of years of experience in the exclusive sale and manufacture of these products. All Master machines are manufactured of the best material obtainable by highly skilled, experienced workmen. Our various inspections are the most rigid it is possible to give.

