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Wilshire's I-ON-A-CO

Amazing Invention Opens Pathway to Health!

Based on Discoveries of Professor Otto Warburg, who convinced Rockefeller Institute

REPRESENTATIVE WILL BE IN COTTAGE GROVE, THURSDAY, FRIDAY, SATURDAY, FEBRUARY, 3-4-5.

GAYLORD WILSHIRE's great invention, the I-ON-A-CO. Have you heard of its wonderful cures? Have you taken a delightful treatment with this marvelous new appliance? These are questions which everywhere people are asking each other. In the past decade, there has probably been no other scientific invention which has provoked such immediate and wide-spread comment.

Wherever Gaylord Wilshire demonstrates the I-ON-A-CO, thousands attend his lectures. Hundreds of thousands listen-in to his radio talks. His daily correspondence with people in ill health would stagger most men. In the San Francisco Chronicle, July 18th, 1926, George J. Durand said: "I-ON-A-CO, the invention of Gaylord Wilshire, is the talk of the town. The astonishing cures effected approaches the miraculous. The results confound the most stubborn skeptic."

GAYLORD WILSHIRE: In the invention of the I-ON-A-CO, Gaylord Wilshire has added another achievement to an already brilliant career. As a successful business man, his reputation is international. Go where you will around the world, from Cape Town to Calcutta, from London to Cairo, and you hear of the Wilshire District and the Wilshire Boulevard of Los Angeles. Gaylord Wilshire is the founder of the Wilshire District and the man for whom the boulevard was named. He is likewise the founder of the town of Fullerton, California. He is recognized as an authority on economics and political science. His work in exploring the Jungles of British Guiana is recorded in William C. Beebe's noted book "Our Search for a Wilderness." His circle of acquaintances includes such names as William Morris, Ambassador Bryce, G. W. Russell (A. E.), H. G. Wells, Havelock Ellis and Bernard Shaw.

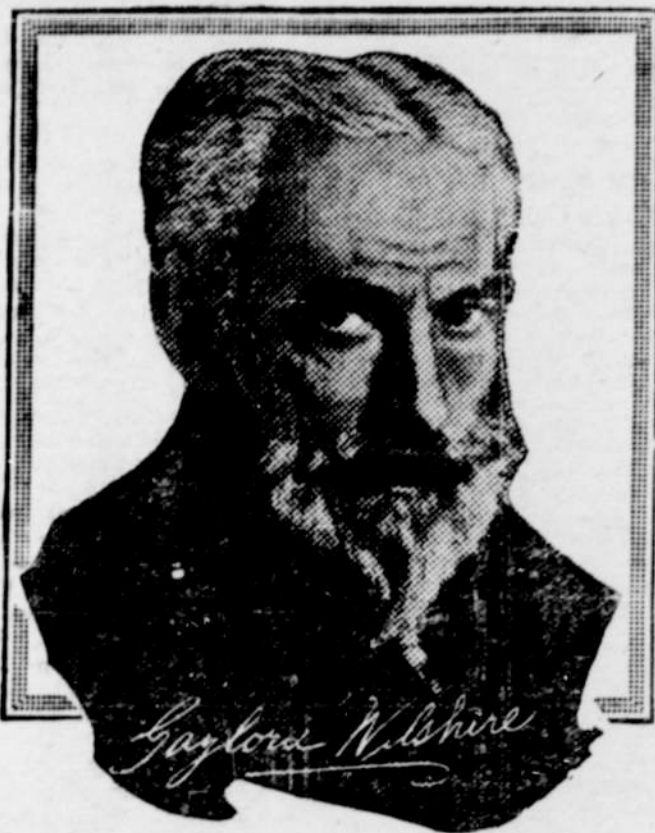
Such a man with such a record of business acumen and practicality, would scarcely rush into prominence with a half-baked theory or a treatment of disease which was evolved over night. Nor has Gaylord Wilshire done this. The history of the theory of the I-ON-A-CO goes back to 1834 when Berzelius, the great Swedish scientist, discovered a chemical process known as catalysis. It includes the experiments and discoveries of many other able scientists since then. Gaylord Wilshire has simply taken these discoveries and perfected a method of putting them to practical use in restoring health.

CAUSE OF DISEASE: As every student of elementary physiology knows, the body is made up of millions of cells. These cells are constantly being created and constantly dying. It is for the purpose of creating cells that we consume food. Hence nutriment, after it has left the stomach and passed into the intestines, is picked up by the blood and carried to all parts of the body. That is the only possible way we can get any benefit from it. For, obviously, it cannot go to create cells in the fingers, for instance, if it simply remains in the intestines until eliminated. After the nutriment has been converted into cells, these cells eventually die. They are then oxidized by oxygen carried by the blood, and quickly eliminated. But when these dead cells are not oxidized, when they do not combine with the oxygen in the blood, they cannot be eliminated. They remain in the body and become highly poisonous. It is this toxic condition which is the source of practically every disease.

WARBURG'S DISCOVERY: The foregoing is an orthodox explanation of the cause of disease. There is nothing new or radical about it. In the past, however, medical science had no way of removing the dead cells. Then, in 1924, came the discovery of Otto Warburg, the noted German biologist. He demonstrated before the Rockefeller Institute that it is the iron in the chemical make-up of our bodies which makes oxidation possible. In other words, the iron causes the dead cells and the oxygen to unite. Upon this fact, the operation of the I-ON-A-CO is based.

THE I-ON-A-CO: Everyone knows that iron can be magnetized. The I-ON-A-CO is simply a magnetic device. When it is placed about a patient's shoulders or waist, he is within a magnetic field. Through magnetization, the I-ON-A-CO improves the catalytic value of the iron—that is its ability to unite oxygen with the cells. The poisonous materials are then oxidized, and eliminated. Thus the very source of the disease is removed; and sometimes so rapidly that results are instantaneous.

The effects of the I-ON-A-CO are so amazing you must actually see them, or experience them for yourself. That is why Gaylord Wilshire has established offices in this city. That is why he offers delightful 10 minute free treatments. You are not asked to take anyone's word for the results which the I-ON-A-CO has produced. You can visit us, take a free treatment and judge by your own experience what the I-ON-A-CO will do for you.



GAYLORD WILSHIRE, whose invention, the I-ON-A-CO attacks disease at its source. Results produced by this new method of drugless healing are nothing short of miraculous. It marks one of the most tremendous advances in the entire history of medical science.



Literally thousands of people throng the I-ON-A-CO offices daily to see the I-ON-A-CO demonstrated, to take a delightful 10-minute free treatment. You, too, are invited to visit us.

Make This Simple Test

If you are ill—no matter what the nature of your illness—investigate the I-ON-A-CO. Attend the FREE lectures. See I-ON-A-CO demonstrated or, better yet, come in and take a delightful 10-minute treatment. Or if one does not convince you, take several. There is no charge. You will not be obligated nor urged to buy. We simply want you to experience the amazing results which the I-ON-A-CO produces. Make this simple, delightful free test.

Come in Thursday, Friday and Saturday, Hotel Bartell, Cottage Grove.

The I-ON-A-CO is attached to the electric light socket and placed over the shoulder or around the waist without removing the clothes. There is no electric shock, no discomfort of any kind. On the contrary, the experience is delightful. A treatment takes about 10 minutes.



Send for FREE BOOK

If you live out of town or cannot visit the I-ON-A-CO offices or the office of one of our dealers, send for our book which explains the I-ON-A-CO and tells how this new method of drugless healing is used right in the home. The coupon brings a free copy. Mail it today.

GEO. W. PUGHE, 307-8-9 Miner Bldg., Eugene, Ore.

Gentlemen: Without obligation on my part, send me your free booklet.

Name

Street

City State

Geo. W. Pughe

AUTHORIZED DISTRIBUTOR

307-8-9 Miner Building

Eugene, Oregon

Phone 2665



Bernard Shaw, the great dramatist, and Gaylord Wilshire, the inventor of the I-ON-A-CO have been friends for many years. Gaylord Wilshire is one of the few men in the United States with whom Shaw corresponds. Friends have often spoken of the resemblance between the two men. In fact, in a recent letter to Wilshire, Shaw said: "Your forehead is exactly like mine, everyone notices it."

Young People Attend Meeting.
About 20 members of the Christian Endeavor of the Presbyterian church will attend a supper to be given at Pleasant Hill this evening. Plans will be made at this supper for the Lane county Christian Endeavor convention to be held early this year.

Cottage Grove Loses to Eugene.
The Cottage Grove high school basketball team lost 37 to 13 to the Eugene high school in a game played Friday evening in Eugene at McArthur court. The locals

scored but four points from baskets, the others being made on converted free throws.

The local lineup was Scheunfeld and Caton, forwards; Bricher, center; Goff and King, guards; Bennett, substitute.

COTTAGE GROVE TEAM WINS ORATORY MEET

An oratorical contest between the agricultural department of the Cottage Grove high school and that of the Corvallis high school was held Friday night at the Farmers Union meeting at Dorena. Cottage

Grove was awarded the large cup given to the winning school and Millicent Burrows won the individual merit cup. She had 95 points and Mary Allen was second with 94½ points. The subjects of the local team were: "The Child Labor Amendment," Millicent Burrows; "Holstein Fresian Cattle," Mary Allen; "Mero Hampshire Sheep," Leonard Johnson.

Following the contest H. H. White, instructor of practice teaching at Oregon Agricultural college and two of his practice teachers gave short talks. Later refresh-

ments were served. About 150 were present.

EUGENE OFFICERS TAKE 11 ON LIQUOR CHARGE

Officers from Eugene arrested 11 residents of Dorena and vicinity at a dance there Saturday evening on a charge of possession of liquor. It is said that state prohibition officers were with the

Eugene officials and that those arrested were drunk and disorderly.

Dorena Resident Dies.
Mrs. Louise Elizabeth Baker of Dorena passed away Thursday at a Eugene hospital. Funeral services were held Sunday afternoon from the Mills chapel, Pastor Cleve Taylor of the Christian church officiating. Interment was in the A. F. & A. M. O. O. F. cemetery.

Mrs. Baker was born at Ironton, Ohio, October 12, 1868. She was married in 1891 to David Baker and came to Oregon in 1893. She is survived by two step-children, Ezra Baker of Portland and Mrs. Lora Hubbard of Silver Lake, and a brother and a sister, Marvin Hoffman of Marshfield and Mrs. Christina Ream of Waltham.

Mrs. Baker's husband died about three years ago.

Mr. Credit: "I thought you were economizing!"
Mrs. Credit: "I am. I haven't paid any bills for six months."—Good Hardware.