A B S T R A C T

In a positioning device, expandable bodies (23, 24, 146) which expand and contract by air pressure are disposed at opposite sides of a movable member (22, 144) in its moving direction, the movable member being able to reciprocate, and a valve device (45, 46, 163, 164) for holding the expandable bodies in their extended states by valve-closing action is provided in an air path device (32, 37, 148, 149) which supplies air from an air supplying device (25, 160) to the expandable bodies. In a massager including this positioning device, the movable member is movably guided in up and down directions by a guide member (44, 28, 141) provided in a back rest (4, 104) of a chair body (1, 102), and the movable member is provided with a massage element (16, 130) which is projected from a surface of the back rest and is abutted against a body of a person sitting on the chair body. The movable member is moved by supply and discharge of air to and from the air supplying device through the air path device to the expandable bodies provided at the opposite sides of the movable member in its moving direction, and the movement position of the movable member is adjusted by the valve device of the air path device.