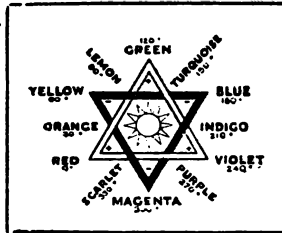


SPECTRO-CHROME

April
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Lemon



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Important



Articles

Read and let your friends read

ROYAL S. COPELAND OPENLY STATES HEALTH
BOARDS THREW OUR BILL OF RIGHTS
INTO ASH CANS

WAKE UP AMERICANS! FIGHT FOR YOUR RIGHTS

DINSHAH'S OPEN STATEMENT BEFORE
SENATE COMMITTEE

APRIL - 1934

Publisher and Editor
Dinshah P. Ghadiali

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UNITED STATES SENATE COMMITTEE ON COMMERCE

Hearing On "Pure" Food, Drugs, Devices**—An Experience Of Purity Of Air And Politics**

It was Tuesday the 27th day of February, 1934 that was to be another turning point in the history of Spectro-Chrome. Hubert D. Stephens, Chairman of the United States Committee On Commerce had sent a kind invitation to appear before his Committee and "briefly present the matter in which you are interested." I certainly accepted it.

Here was really an exceptional opportunity. For years the American Medical Association through its wide ramifications had hounded me, persecuted me, dogged my very steps with the intention of crushing my work completely and the Tugwell-Copeland Bill with its definition of "Devices" means "Drugs" was one hidden blow deliberately aimed to wipe my work—Spectro-Chrome—from the face of America, by placing it under their domination, subjugation and dictation.

Spectro-Chrome is my brain-child. It is the product of over 30 years of arduous and laborious scientific research in the face of untold privations, starvations, miseries and hardships and its truth, precision, logical deduction and clinical accuracy have been continuously in the public eye during the past 14 years of its existence. Cases thrown out of the hospitals as "incurable", sufferers told by the Medical Doctors "they had no hopes of recovery," thousands upon thousands of human beings in the last lap of desperation, were successfully normalatated and restored to the enjoyment of their customary activities by the unerring Spectro-Chrome.

All these years, when the merits of Spectro-Chrome were being proven and established for all time, I had endeavored by numerous requests and invitations to the American Medical Association and its ramificatory affiliations to investigate Spectro-Chrome, but without response. Their opposition and actual hostility apparently was not as much against the system, but, against the Originator as a man—perhaps their vanity was hurt that a comparatively obscure Parsee Zoroastrian of India should tell them openly to throw their age-old, moth-eaten, nonsensical, empirical, absurd, illogical, corrupt, unscientific, jargonic humbug of "Medicine" into the junk pile and turn to the

path of Spectro-Chrome with its unerring Automatic Precision.

It was bad enough for Spectro-Chrome to claim No Drugs—No Manipulation—No Surgery, but, when to that was attached No Diagnosis, their rage knew no bounds. How can Diagnosis be avoided? Why, that was the **one** grip they had on the throats of the practitioners of systems of healing different from those of the Medical Doctors and it was the one weapon to harass, persecute and bulldoze such others whose views did not gibe with theirs. That Diagnosis was the key to the citadel of healing and by that "Diagnosis", they ruled the kingdom of Heaven to Earth and below with domineering success.

In the conduct of their nefarious and subtle activities, the Medical Octopus has been maintaining a powerful and influential lobby in the nation's capital city. Step by step, under the guise of improving public health, it made inroads into the various healing systems in such a way that most or all of them had to submit to the domination of the Drug Trust more or less, to keep the head above the water.

Suddenly, the Benign Masters Who Watch The Welfare Of The World, sent a servant of Theirs to initiate the suffering into the true mystery of the Covenant Of God With Man Through The Rainbow and the advent of Spectro-Chrome extended to the ailing a new Ray Of Happiness, which made them rejoice; but the Medical Doctors saw in it their most formidable opponent—their Nemesis. With the most simple apparatus, composed essentially of an Electric Bulb and Five Slides of Glass of specially matched Colors or "Attuned Color Waves", used in accordance with an original conception of spectroscopy and chemistry in human life, a novel Science was placed before the suffering World, of such unprecedented accuracy and unerring Automatic Precision, that the Medical Doctors gasped at its claims. Those "claims" are no longer **claims** and Spectro-Chrome Metry as the perfect Healing Science, without the use of Diagnosis, Drugs, Manipulation and Surgery stands unrivalled and unchallenged on its demonstrated proven **merits**.

Various were the means devised and traps laid to stem the tide of Spectro-Chrome. Its opponents had the Originator framed for all kinds of "crimes", from Practising Medicine Without A License to Grand Larceny, Supernatural Powers, Hypnotism, Mesmerism, Mysticism, Astral Projection, Flying Through Space, Salem Witchcraft, Mann Act Violation, with various penalties and Sentences, including heavy Fines and Incarcerations; he saw the inside of 10 Prisons al-

ready! Once President Calvin Coolidge issued a Pardon to pull him out. He went through all these persecutions cheerfully, working without any salary so humanity may be served. There was a goal to reach.

When no legislation in 14 years could stop Spectro-Chrome because of its inherent scientific Truth, it appears that the Medical Lobby somehow had Rexford Tugwell and Royal Copeland introduce the Tugwell-Copeland Bill, S-1944, about which full mention was made in Spectro-Chrome of February 1934. In the issue of March 1934, the full correspondence about it was printed. I was invited to appear and ventilate my objections and for me it was an opportunity to iterate the Truth. So I obeyed the call and spoke the Truth.

Malaga, New Jersey, my headquarters is 141 miles from Washington, D. C. I always travel by automobile, but, this time the unprecedented cold wave with its five foot snow drifts and below Zero winds, having blocked the highways, I decided to go by train via Philadelphia, Pennsylvania.

Not finding any train that could take me early morning from my village, I left the prior night and arrived at the Union Station in Washington D. C. before daybreak. I lingered in the depot a few hours. The Senate Office Building is right opposite and I went there at 9 A. M. The Caucus Room where the Hearings were to be held was on the third floor and as I entered it, I expected to see it jammed to the door—but, I was the first one in that spacious room accommodating over two hundred persons.

Slowly and one by one the public interested in the Bill collected; by 9:50 A. M., every chair was taken. I was in the left hand section of the first row and was literally sandwiched. My appearance with the Parsee Zoroastrian cap and different features must have appeared strange in that motley crowd. At 10.00 A. M., the Chairman of the Committee On Commerce Honorable Senator Hubert D. Stephens, called the assembly to order and the performance began.

By this time, I was fairly choked. I had thought that the learned Medical Doctors, Scientists, Senators, Ladies and others were all there to promote public welfare, health and prosperity by giving "PURE" Foods, Drugs, et cetera. Judge my intense surprise when I found these champions of Pure foods, blowing their malodorous, filthy tobacco smoke into the air of the room where many non-smokers like me were seated. Women too joined in the smoking contest. My eyes smarted

with the smoke. The atmosphere became positively stinking and unhealthy. Were I there for just a pleasure jaunt, I should have promptly left that room to save my lungs, but, being there on a mission of Duty in defense of my Spectro-Chrome, I stuck to my post. What a disgraceful sight! An august council of the United States Senate, made of the Senators—the responsible legislators of the Nation, to sit in conclave puffing like locomotive engines with the public joining them in the smokathon, did not impress me much except as an imitation Opium den in Shanghai, China.

What surprized me more was to see Dr. Royal S. Copeland also smoking leisurely. Some years ago, in one of his newspaper syndicated articles, he published a story about his son whom he admonished against smoking and now the worthy doctor needed similar admonition. Politics is surely a wonderful game!

I thought I came in that room for hearing on the Tugwell Bill, S-1944; what transpired showed me that the hearing was to be on another similar Bill by Senator Royal S. Copeland, S-2800. I asked for a copy and was handed one. A quick scan showed me that it was just as vicious and irrelevant as the other and had the same nonsense of “a device” is “a drug” within the meaning of this Act, as well as the names of diseases not to be advertised and the like. That Bill looked like the funeral toll of Spectro-Chrome and aimed directly at its complete control if not extinction. Two other Bills S-2355 and S-2358 were also to be within the same hearing; they too had the same earmarks of medical domination with the restraint on advertising and the inclusion of therapeutical devices in the term “Drug”.

The first person to make a Statement was Charles Coolidge Parlin, of the Curtis Publishing Company. He appeared for the National Publishers' Association and endorsed the Bill. He said he spoke for publications with 50,000,000 circulation. He praised Copeland for protecting the consumers.

The next Statement was by Congressman Arthur P. Lamneck of Columbus, Ohio. He was in a rush to go back to the House Of Representatives, but, in 5 minutes he wiped the floor with the Bills. He spoke sensibly and registered unmitigated opposition. He said, “Take your definition of a drug. A drug is deemed misbranded if a disease is mentioned for which the drug is not a specific cure. Now, I am told there are only four specific cures known in medicine and I believe that a man that thinks aspirin is a good thing for a headache, as

I do, if he wants to call it a cure for headache, that is all right and if they advertise it as a cure for headache; it is to me in many cases; it cures my headaches; may be not permanently, but it cures it temporarily anyway. Now, it seems to me that one of the things that is back of this movement—I do not know where it originated—is probably to prevent the public from going to a drug store and buying some patent medicine that they think is good for the thing that ails them. This bill, in our judgment, is too drastic. It puts autocratic powers in the hands of executives." He voiced my views!

He was followed by Charles Wesly Dunn, a lawyer representing Associated Grocery Manufacturers Of America, American Pharmaceutical Manufacturers' Association, National Drug Trade Conference and other organizations like National Association Of Manufacturers Of Dog Food. This gentleman wanted "Boards" to be appointed, as if we did not have boards and more mahogany boards cluttering our administration and eating off the fruits of the soil. He spoke on Lea and Perrins Sauce, Beech-Nut Chewing Gum, advertisements, frauds, trade-puffs, boasting and the like for over 1 hour and 30 minutes; the Chairman finally requested him to stop at noon and a recess was declared till 2 P. M., Senator Stephens stating that the hearing was to be resumed in the Commerce Committee Room, instead of the Caucus Room.

Never having been a Senator, I did not have the slightest idea of where the Commerce Committee Room was. I was violently smothered by the Tobacco smoke in the Caucus Room and my sole desire was to stay as little as I could and be out of that infernal punishment to my health. I detest Tobacco most cordially and no smoking is permitted to anyone where I can enforce the rule. I want my food, water as well as air pure and the sight of these people poisoning the air which innocents have to breathe on compulsion, gave me a revulsion I shall not likely soon forget.

I asked a number of persons where the afternoon session would be held. One pointed in one direction, another sent me to the ground floor. The Capitol Guards told me to ask the elevator man. He took me to the next floor. I wandered in that place a number of times until a kind one gave me an exact number and I bent my steps thither. Barely had I opened the door and peeped, when a loud shriek rang from a young woman within: "O-o-o-o-o lookat 'im lookat 'im lookat 'im—ou u u —u—u uhhu—!" I was about rooted to the spot, when another and louder shriek greeted me and the woman rushed

toward me with a face terrified and convulsed with obvious horror: "U-u-u-uhhu—O can't you catch him—O-o-o- catch him!" I thought I was the one she wanted caught. I had many painful experiences with human beings in my life and to be thus given a howling reception in the Senate Office Building was not encouraging. I shouted therefore, "Please madam, please, I am here as a visitor only, I came to find— — —" "Yes, yes, lookat 'im, catch 'im, can't you— — O-o-o-o-h!" "Madam, but, what is it? What do I have to catch?" "There he is—theeerrr—"

Something whisked near my face; it was evidently a flying object endeavoring to get out of that room; the windows however were all closed, so it kept fluttering, to the consternation of the young woman. Gathering courage, I entered that room and opened a window, but the woman rushed again with her right shoe in hand; the high heel of the shoe was torn off in the quick runs she made hither and thither and she was limping on the unequal stilts. I tried in a few words to tell her the reason of my presence there, but, she lifted the telephone receiver and shouted to the Superintendent to hurry the janitor.

In a few moments entered a negro and a white man and they scampered from that room into the adjoining committee room after that flying devil, without success. Finally, the white one caught it by hitting it with a long pole and brought it to the offended woman. It was—a poor little baby bat !

The tenseness of the odd situation being relieved, we had a laugh about the incident. The white one opened the wings of the bat and I sensed he intended to tear them apart; I told the woman it was an innocent animal and a harmless creature, which was dazed by the daylight; I pleaded to let it go. She directed me to the Superintendent's office and I was glad to depart. On the ground floor, the Superintendent told me the Commerce Committee Room was not there but was in the Capitol. I went there, breathing a sigh of relief.

That room was the size of a small private office and could accommodate perhaps 50 people comfortably. To have such a cabin for a public hearing, where many hundreds would insist on justice and fairness seemed ridiculous. It looked to me that the Committee perhaps did not like the public to ventilate their grievances in plenty and this might be a political way of giving the gate to many. Anyhow, I felt that if I stayed there with those puffing locomotives a day, my breathing apparatus would be so injured that even the "Pure" food laws could not repair the damage.

Therefore, as Senator Stephens entered the room, I went to him quickly and introducing myself asked him to allow me precedence and relieve me from being there longer. He promised to do so and I promised I should be very brief; both fulfilled their promises. I thanked him for his courtesy; he was very kind.

As the hearing was resumed, the air of the room became positively nauseating with the stench of Tobacco fumes, mixed with all kinds of female perfumes. How anybody could sit in such poisonous air for any period and keep a steady thinking brain, I am unable to decipher. The Chairman stated that some of the Senators were busy and would come late. However, as the proceedings would be printed, those who would like to speak might do so. I promptly signalled.

THE CHAIRMAN. The hearing will come to order. Mr. Dinshah, I understand you desire to be heard.

MR. DINSHAH. Yes.

Statement Of Dinshah P. Ghadiali, President-Treasurer
Spectro-Chrome Institute, Malaga, N. J.

MR. GHADIALI. Honorable Chairman and Senators, I shall be very brief in my statement in regard to this bill, S-2800.

There is one point on which my Institute, the Spectro-Chrome Institute, Malaga, N. J., desires, if your Honors please, to protest against the inclusion of the word "devices" in the definition of food and drugs, that is devices, electrical contrivances, where, in the preamble of the bill, it is mentioned as foods, drinks, drugs, and cosmetics. That is the position taken by the Honorable Senator Copeland and Mr. Tugwell also. In the definition given on page 2, section b, the term "drug" shall include "all substances, preparations, and devices intended for use in the cure, mitigation, treatments, or prevention of disease."

I am the inventor and patentee of a number of electrical equipments for the treatment of diseases. In fact, in 1896, when I came first to the United States from Bombay, India, I was the first lecturer on X-rays in New York. I am a manufacturer. We have a big plant for manufacturing our own instruments. My inventions and patents were made after over 30 years of laborious Scientific research and they are used all over the United States. If, therefore, the word "devices" be included in this act, Your Honors, my institute contends that it will

put us completely out of business because it would put us under the power of the medical trust. It is well known that the medical trust has always opposed every other system or method of healing. To put a healing device of an electrical or mechanical or scientific character under the control of a gentleman like the Secretary of Agriculture, who is supposed to mind the business of food and drugs and the purity of those things—to put mechanical and electrical devices under his control is a problematical absurdity in itself.

A second point to which I wish to draw your attention is that it takes a stand here as to misbranded foods and drugs and so on, on page 7, section 6, where it says:

A food, drug, or cosmetic shall be deemed to be misbranded (a) if its labeling is false or misleading in any particular. Any representation concerning any effect of a drug shall be deemed to be false under this paragraph if that representation is not supported by substantial medical opinion or by demonstrable scientific fact.

Now, please, sir, the Honorable Senator Copeland means well, of course. I do not endeavor to impeach the honorable Senator's motives, but I do contend that the inclusion of devices within the meaning of drugs would deprive my invention and machines, patented under Government patents, from being used. A Government patent gives me the right to make, use, and vend my machines. I have introduced my healing system all over the United States and have hundreds using exclusively this system, and it will entirely put us out of business. My plant, which is a quarter of a million dollar plant for manufacturing, will close, because my work will then have to be substantially under medical opinion and if the medical gentlemen in their wisdom think fit to fight me as they have fought other systems, they are going to fight me in a way which would be really unfair competition, because that would give, through the power of the United States Senate, through the zeal of this august Congress, it would give them an absolute control of the entire healing art of the United States.

I therefore emphatically voice my protest against such an unfair method of including within a food and drug act the word "devices" and including all of us within that act. It is unfair.

Another thing that is very apparently unfair here is on Page 15, "false advertisement." If Your Honors will please look at this, section 9, line 15, paragraph b:

An advertisement of a drug shall also be deemed to be false if

it contains the name of any disease for which the drug is not a specific cure, and so forth.

I refer you to the authority of no less a medical expert than Dr. Richard C. Cabot, the great physician and brilliant master mind of America. Dr. Cabot has definitely put into the records of the American Medical Association that 52 per cent of medical diagnosis is on post-mortem examination found to be absolutely false. If there were a specific cure for any disease, nobody would die. There is no such animal as a specific cure for any disease.

I get something and it is a pain in the neck. Somebody else gets it and it is called malaria. Drugs are like women. They have different temperaments. That, Honorable Senators, is a fact. There is no such animal as a specific cure for any disease. Otherwise, we would have simply a bottle house under the opinion of Senator Copeland, or under his supervision perhaps, would be better because he is a medical doctor of renown. There is no specific cure for a disease. We have sneezing, coughing, shooting, cutting, any blessed thing in the world. If I sneeze 5 times instead of 2 times, I am going to a doctor who will give me a specific cure. That is, therefore, an incongruity and absurdity against which I emphatically voice my disagreement with the Honorable Senator. And it says, "is not a specific cure but is a palliative"—then it is a false advertisement.

I appeal to the Senate of the United States, which is the greatest legislative body in the world. Why should we disgrace our American citizenship—and I am an American Citizen sirs—why should we disgrace our American intelligence by putting such an incongruity there, that unless a thing is a specific cure, it shall not be sold? Why, nothing can be sold. Even ice cream contains gelatin. Flour is white, which makes us white-livered. Everything is chemicalized, and only God Almighty knows what is in any food or drug. You go to the corner drugstore and get some bromo-seltzer. That contains a poison called acetanilid. I practiced medicine 30 years and I treated 30,000 people and I left it. I am a retired medical doctor. I practiced medicine in India. In India there is no medical legislative act of any kind. We just kill them and leave them.

The last thing that is utterly absurd, which will absolutely put my Institute out of business and put my inventions on the blink, is this: This is something, Honorable Sirs, which must be completely wiped out from the legislation. It is in regard to advertising. It is on Page—

(At this point Senator Copeland entered the committee room.)

SENATOR COPELAND. Pardon me, I just got here and I did not get your connections.

MR. GHADIALI. I am president and treasurer of the Spectro-Chrome Institute, Malaga, N. J., which is a New Jersey corporation, chartered in every State of the Union, from coast to coast. I have been in 10 prisons because of the machinations of the Medical Trust. They have locked me up ten times in the United States. Why? Because I teach the public not to take any drugs at all. Under this clause that is put here, "False advertisement"—this is the utmost absurdity in any proposed legislation that I in my life ever saw.

Some years ago I wrote a thesis on criminal law. If I had read this act, I would have included this also in it. It is page 15, paragraph c. The purpose of this is to discourage the public advertisement for sale in interstate commerce of drugs for diseases wherein self-medication may be especially dangerous.

The medical people do not want people to medicate themselves. They want to get the money from the public and pocket it for their own use.

It continues "wherein self-medication may be especially dangerous." Who is going to rule on whether a medicine is dangerous or not, except the American medical gentlemen that are licensed for that purpose? The Secretary of Agriculture with this document in his hand will not know anything when you give him the power. You are making a toy, an automaton, out of the Secretary of Agriculture, the great minister of the Cabinet of the United States President. You put into his power the food law for purity of food. I do not want to speak about food and drugs. Others have spoken. Let them do that. I shall only take two more minutes and close my discourse.

All I want to show you is the absurdity of this proposition of the Medical Trust here patently contrary to the interests of the public.

The question is here; "How can anything be contradictory to the interests of public health if the people medicate themselves?" It would be contrary to the interests of the medical profession to have the public take its own drugs. A man, for instance, takes Bromo Seltzer, a poison. He gets it in the drug store. That is made in Baltimore by the Emerson Drug Co. Why doesn't the Food Administration take

cognizance of that as a poison? Is it contained in the United States Pharmacopoeia? It says on the label to take so many grains, doses and you either die or you recover. They say that an advertisement shall be a false advertisement, to discourage any advertisement of a drug, and that drug includes a device also. There are 38 diseases here and may it please you, sir, there are the nerve diseases, in which my machine has proved its value thousands of times within the last 14 years of existence. They want to stop me from doing my business, a thing for which I gave my whole life. It will stop every inventor from progressing. It will stop all patenting. It will stop the progressing of every true-souled American. It will give a monopoly to the healing arts process only to the physicians.

They say this, that "an advertisement shall be deemed to be false" if it says it can remedy appendicitis. Give me a case of appendicitis and I shall send the man back in 1 night, having his appendix inside of him instead of in a glass bottle and \$300 out.

"Carbuncle." We have with our system, gentlemen—and I appeal to your own honorable intelligence—we have never had a case of carbuncle without healing it by Spectro-Chrome.

I can take any person and break his carbuncle in less than 2 weeks' time without the knife and the man goes home keeping his money (and his life) in his pocket.

Then it says "diabetes." Four weeks of Spectro-Chrome has cured diabetes. Why should we be prevented from putting it before the public? It will stop me from saying that Spectro-Chrome did this or that. Even the United States mails will stop me.

I print a monthly magazine called "Spectro-Chrome". That, because it does not get the privilege of medical sanction, will be debarred from the mails. I couldn't label it. I couldn't use my machine at all. I appeal to the honorable Senators—therefore to consider that—

SENATOR COPELAND. I am sorry that I missed the early part of your speech.

MR. GHADIALI. I may say that I have the highest respect and honor for Dr. Copeland as a medical gentlemen. I am not opposed to Dr. Copeland, and I appeal to his own high intelligence. Why does he include these disorders about which the medical profession is unable to do anything? My system has remedied diabetes. I have put

people out of bed from consumption in 4 days and because I spoke about those things on the public platform I am every month being fought by the medical profession and they send me to prison. I have been in 10 prisons, sirs and this bill is not going to put me again behind the bars.

I appeal to your sense of honor. Why does the honorable Senator Copeland want to put something in this about appendix and typhoid? Give me typhoid and I will cure it and I won't treat him with quinine or any other medicine. It has been done.

I didn't come here to boost my methods. Here is the point, Senators: You are giving a complete monopoly of the healing art to one branch of the American medical profession called the "Medical Trust." I have said it. I appeal to your sense of honor, gentlemen, not to allow any such injustice to people who are thinking far ahead of others and stop their brainwork from doing a service as they have been doing for years. If you pass this bill, all invention in medicine will stop. It can be passed only when the medical men can stand forward and say they have a specific cure for any one of these diseases, which they haven't. I have.

I thank you, sirs, for your kind courtesy.

As I finished the short summary, I bowed and walked out—glad to be out of Tobacco smoke. The outright and open opposition expressed by me in plain language, must have been unusual for politicians, but, I prefer to speak my own mind.

A few days later, as I was in the Capitol on other business, I was informed by the clerk in the Committee On Commerce Room that a copy of the entire Hearing was mailed to me and that the Copeland Bill S-2800 was revised by its writer and reported to the United States Senate, with amendments. He gave me the revised copy. The 38 diseases about which the Medical Doctors wanted all to stop advertising, were struck off from the Bill, some words here and there were changed, but "Devices" were still defined as "Drugs". Evidently, they do not want to yield to common sense and horse sense, but will persist in using donkey senselessness.

In the printed report of all the Statements following mine, I found the post of honor held by Dr. William C. Woodward, of Chicago, Illinois, Legislative Counsel of the American Medical Association,

which was expected, of course. Senator Copeland repeatedly asked him to make clear that the S-2800 was not initiated by the A. M. A. and Dr. Woodward emphatically declared it was not! Copeland and Woodward must have thought the public is deaf, dumb and blind; evidently Copeland does not know how the Medical Octopus operates—at least he makes matters look so innocent, yet, he gave public notice to Dr. Woodward to draft certain parts for him.

The public who have votes ought to learn about how much respect Copeland bears for our glorious Constitution. He was formerly the Health Officer of New York, N. Y., so Health Boards and their frequently questionable activities must be known to him. This learned gentleman who acts every inch like a suave politician, made an open confession when Dr. James H. Beal, of Cocoa, Florida, representing the interests of The National Drug Trade Conference was making his Statement. Here is it from the printed report of the Hearing page 116:—

“Dr. Beal.—But even in the case of the rascal, they should have the benefit of the Bill Of Rights. I would say permit any of these establishments to be searched from a warrant showing probable cause, describing the place to be searched and the things to be seized.

Senator Copeland.—Doctor, you know the **Bill Of Rights went into the ash cans when they established Boards Of Health.**

Dr. Beal.—Well, I think that is a mistake—I mean that opinion.”

I came home a wiser and sadder man. America is headed to such domination, bureaucracy, autocracy, egotism, vanity, self-elation and selfishness that the very momentum of its fooldom will eventually unbalance its economical equilibrium, in the near future.

Come what may, Spectro-Chrome will NEVER yield to the power of the Medical Octopus. Its momentum of Truth In The Absolute is so great, that any such endeavor will annihilate its opponents by their own inertia. Try it! There is a Power in the Higher Ethers greater than the abominable Medical Trust whose corrupt methods enslaved the country.

Awake Americans, fight for your birthrights.

—o—

PIG IRON

By:— Roshan Dinshah (Age 7)

It is called pig iron because it contains germs that pigs have!

VIVISECTION.

By:— Agnes F. Chase

Vivisection is the name given to the practice of burning, cutting, twisting, boring, baking and inoculating the bodies of living animals, which, through determined medical advertising, has come to be associated, in the mind of the general public, with so-called "scientific research", although actually it is no more scientific than the old custom of prescribing pulverized spiders and the hair of dog that bit you, for human ills.

Vivisectionists claim that the practice is necessary for the health and survival of the human race, even though a rapidly growing number of honest and wise medical men not only admit that experiments upon animals are useless as aids to discovering the cause and cure of human disease, but frankly warn that such experiments are dangerously misleading and the final experiment must always be upon man.

Vivisection is cruel and unnecessary. Its continuance is made possible by the careful secrecy that surrounds it and the unwillingness of many persons to investigate and involve themselves in an unpleasant matter. The sensitive individual fears the shocking discoveries that must follow any real investigation of vivisection and the coward shrinks from becoming entangled in a controversy wherein his conscience may force him to array himself upon the unpopular side.

Vivisection degrades and brutalizes those who practice it. The depths of falsehood and chicanery to which its agents will descend in an effort to defend its outrages are beyond belief to the inexperienced, but are only too well known to Antivivisectionists. For Antivivisectionists are members of an ever-increasing army of honest, humane men and women who have the brains and courage to think for themselves; who find it impossible even to tolerate tacitly the wanton cruelties of vivisection and whose righteous and accurate judgments of the practice are based upon the detailed reports of vivisectors themselves as published in medical journals. No other evidence is necessary to condemn animal experimentation as a lapse into barbarism and no manufactured stories of these cruelties—however lurid—could equal the sickening details of the actual facts.

Nevertheless, such is the blind ignorance of the average citizen, when the vivisectional forces, becoming alarmed by the increasingly wide spread of Antivivisectionists, hastily send a suave, well-groomed vivisector, such as Simon Flexner, for instance, before a

gathering of susceptible and determinedly stupid women and this man, despite the published and spoken testimony of his colleagues, has the audacity to go on record with claims and representations so evidently false as to reflect upon his own intelligence; the susceptible females actually fall upon his neck in servile ecstasies and solemnly pledge their organization to support a practice that is not only an affront to civilization, but actually a menace to themselves and their children.

Vivisection is not a vaguely-understood "scientific" practice that safely may be "left to the doctors". It is a Moloch, demanding **human** as well as animal victims, and **getting them** in hospitals, foundling homes and other institutions.

He who willfully ignores the facts concerning vivisection makes himself equally responsible with the vivisector for the continuance of its dangers and the suffering it involves. The cries of tortured animals, though paralyzed by the gag and such drugs as Curare, lest they offend the ears of the vivisector, yet do most clearly reach the ears of the Maker and Judge of us all "in Whose hand is the soul of every living thing." Can you afford to meet the question: "What have **you** done to oppose the infliction of these cruelties upon the helpless animals for whose care and well-being you are surely held responsible?"



Heads Marines



WASHINGTON . . . Maj.-Gen John Henry Russell, is the new head of Uncle Sam's Fighting Marines. This photo was taken at his desk in the Navy Department, when he took over the command last week.

Columbia's Queen



NEW YORK . . . Pauline Revere (above), descendant of Paul Revere, has been selected by faculty members as the most beautiful girl at Columbia University . . . an honor which completely "floored" the young freshman.

WARNING TO PUBLIC

Milwaukee Medical Doctors Declare Certain Drugs Killing People

Rexford Tugwell and Royal Copeland should attend to this.

In a paper read before the Milwaukee County Medical Society last month, Dr. Fred W. Madison and his co-worker Dr. Theodore L. Squier emphatically declared that the result of their research indicated that recent deaths from a rare disease "Agranulocytic Angina" were owing to the use of Pyramidon. The disorder is also called Primary Angina Agranulocytotica, in which there are destructive ulcerative lesions of the throat, leukopenia or destruction of white corpuscles in the blood and sometimes jaundice. All this is brought on self by the use of Pyramidon and similar drugs, sold at any drug counter, without restriction.

Let us see what this curse to mankind is. Pyramidon is the trade name of a coal tar derivative, called Amidopyrine, which is an antipyretic and anodyne and is widely used for Tuberculosis, Colds, Rheumatism and Neuritis, in 5 grain doses. Its chemical formula, like that of other coal tar products, is very complex: $C_6H_5.N(CO.CH_3).N(C_2H_5).C(CH_3).N(CH_3)$. It is used extensively as an Anti-asthmatic by persons suffering from Asthma. The Drug is also named Dimethylamino-antipyrene and is used for Insomnia, Headache and similar disorders, by the public without realizing that this wretched product is the very one that **causes** all the symptoms which it is supposed to remove.

It is a matter of regret that the public trusting the Medical Doctor as its guardian, is treated thus by the Medical Charlatan, who does not know much about the sequelae of Drugs. Pyramidon destroys the power of the Blood Stream and is in the same class as Antifebrin, Phenacetin, Antipyrin and other Blood Pressure Diminutives, which operate upon the Human Being through the Purple Wave.

In our Spectro-Chrome of July 1922, under the heading "Coal Tar and Cancer", we exposed the dangers of using **Bromo-Seltzer**, a concoction palmed off on the public as a "speedy and reliable remedy for Headache and Neuralgia". That remedy is a poison to the Cardiac and Circulatory System. It acts by dilating the blood vessels, thus lowering actually the very dynamic energy necessary for nutrition. The United States Pharmacopoeia prescribes a full dose of Antifebrin or Acetanilid (which is the active drug in Bromo-Seltzer) at 3 grains;

the Emerson Drug Company of Baltimore, Maryland right on its label declares the contents of a teaspoonful to represent 3 3-5 grain of Antifebrin or Acetanilid, recommending at the same time: DOSE—A heaping teaspoonful in half glass water; repeat in half an hour if not relieved.

What a crude way of dealing with the trusting public! The Medical Doctors are responsible to The Almighty as the cursed destroyers of the Image Of God and the defilers of His Holy Temple for the development of the Soul.

Instead of trying to pass new so-called Food and Drug Laws, let Tugwell and Copeland pay attention to the enforcement of the existing laws and remove Bromo-Seltzer and similar poisons from the lunch counters.

Formerly, Drug Stores were selling Drugs; then they began to sell Safety Razors and Stationery; then they started with Soda Water and Ice Cream; this was followed by some with Boston Beans and Valentines; now, with the advent of Spectro-Chrome, it may not be long before they will be renting to the ailing Spectro-Chrome Cabinets at a quarter a day.

It will bring real blessing to the public.

Dillinger Sheriff



CROWN POINT, IND. . . . Sheriff Lillian Holley, who ruled over the "escape proof" Lake County Jail, from which John Dillinger, notorious killer and bank robber made his escape with a wooden pistol he had whittled out during spare moments.

New N. E. A. Head



CLEVELAND. . . . Edison E. Oberholtzer, Superintendent of Houston, Tex., schools, is the new president of the National Educational Association. He was born at Patricksburg, Ind. and is 54 years old.

LET THERE BE LIGHT

Radio Broadcast, 5:15 P. M., March 12, 1934
over Station W C F L

By:—Dr. John Maxwell

The Originator of Spectro-Chrome Metry frequently sent on the Radio public messages about his System in years past and in many cases, the local medical authorities brought pressure to bear on the Radio Station to stop allowing him the use of the Station. The Station being threatened with revocation of License, in many cases bowed to the will of the autocrats. In this connection, the activities of the Federal Radio Commission may bear an investigation.

However, recently Dr. John Maxwell, an independent thinker and writer of Chicago, Illinois, who constantly broadcasts his "Health messages" via Radio, after commencing a study of Spectro-Chrome Metry, thought it fit to broadcast the message of Spectro-Chrome voluntarily and the following was his address on the air:—

"The prophet Isaiah drew attention to what man lacked through being out of tune with his Creator's great plan. Straying from the path of truth we get into a quagmire, a maze, a fog. We must come back to have a receptive mind, our ears must become attuned, the scales must fall from our eyes, before many eternal truths can be grasped by us.

"Since the beginning of the world men have not heard, nor perceived by the ear, neither hath the eye seen, . . . what He hath prepared for him that waiteth for Him."

Sometimes men think these things have only a spiritual significance. But where will you separate the spiritual from what is called temporal? Let us take man as a whole, with his spiritual, moral, physical aspirations, his needs and desires for understanding, for health, for happiness, for a long, useful and well-rounded life, with a well-stored mind replete with worthwhile experiences.

Many of the great masters have had their ears attuned to the marvelous rhythmic harmony of fitly arranged sounds. Years ago in a London museum I looked with reverence and veneration upon the spinet used by Handel, as I thought of the score of his Hallelujah Chorus, and wondered how many bright sparks of genius might have

flowed through his mind and been recorded by his pen, if he had had access to a modern concert grand piano.

In a New York museum I spent an interesting time as my reflective mind was busy when I viewed the marvelous display centered there of ancient and modern musical instruments, wind and reed and string, from the early harps and the zither, the dulcimers and cymbals, to the primitive harpsichord and spinet, and the gradual developments of the centuries until we come to the present day grand piano, the modern percussion instruments and the solo and trumpets.

My friend Percy Grainger has traveled through many European countries, England, Germany, Sweden, Norway and Denmark, gathering and recording the ancient tuneful folk songs and melodies, handed down from parent to child in the past centuries, available now for us with this great master's full score added to those rhythmic airs, helping us to

“Wake to energy each social aim,

Attuned spontaneous to the sill of Jove,”

as Beattie puts it. Jove or Jupiter, who with his azure influence was regarded as giving joy or mirth and serene happiness, as Shakespeare says: “Be bright and jovial among your guests.”

We have felt the soul-stirring effects of music, the healthful stimulation as the silver chords were struck. We have learned something of the therapeutic value of musical harmony, the tuneful vibrations which have greeted our ears.

Now, in this our day, we are being introduced to the potency and therapeutic value of attuned color waves. There's rhythm in color as well as in sound. The very colors themselves are the effect of attuned vibrations and oscillations, proceeding from the source of light, the resplendent sun.

Sir Isaac Newton introduced us to the order of colors in the spectrum. Take a piece of clear glass, a bar with parallel sides which form an equilateral triangle. Rest one side flat on the nose and look through that clear prism at the sun or at the light in a clear electric bulb and you find displayed before your eyes all the seven colors of the rainbow, in a definitely arranged order. The colors always follow in the same sequence. Red always appears at one end of the prismatic wedge, and violet always appears at the other end. Here we have the

order,— Red, Orange, Yellow, Green, Blue, Indigo, and Violet.

The study of color harmony is not only deeply interesting as a matter of general knowledge. It should also bring us to the understanding of an exact science of color therapy.

The doctor of the future will doubtless find a most valuable ally in the potency and therapeutic value of color.

“No two elements have similar spectra,” one authority avers. For instance, in a chart made by Bunsen, it is shown that potassium appears in the spectrum with a “very bright, wide red line on the left, with a faint violet line on the extreme right.” Thus we get magenta. Sodium is found to give a yellow line.

To many people color seems as a daub of some particular tint. Each color is sometimes classed under many tints, but there is a definite true shade for each and every color and there is in each attuned color wave a mighty potency of a chemical character, said to have a velocity of 186,324 miles a second.

As the G string on a violin is known by the rate of vibration following the plucking of that string, and the A and E strings having other determined vibrations when they are in tune, so we have the oscillations of colors.

There have been many master minds investigating color from chemical, physical, metaphysical and psychophysical standpoints. Newton, The Herschels—father and son—Faraday, Kirchhoff, Bunsen, Tyndall, Darwin, Lommel, Huxley, Brewster, Crookes, Young, Babbitt and others.

S. Pancoast published in 1877 a book on “Blue and Red Light, or Light and Its Rays as Medicine”.

Dr. Edwin Dwight Babbitt was, perhaps, the most active exponent on the effects of color. He was established at his Science Hall in New York in 1876 and published a treatise on the “Discovery of the form and constitution of atoms and their working connection with etherial forces, to produce the effects of heat, cold, electricity, magnetism, chemical action, light, color and many other effects”. Then in 1878 another book on “The Principles of Light and Color” was published. These publications produced quite a furore at the time, and brought forth bitter opposition from his medical compatriots who

refused to believe that light and color can have any effect upon the human body.

Babbitt did not meet with success that his painstaking efforts and deep thinking deserved. Part of that may be due, it is maintained, to the fact that he based his theories on the statement that the primary colors are Red, Yellow and Blue, and that the Secondary colors are Orange, Green and Purple. This led to other errors, so that he was unable to build up a system of healing which was thoroughly scientific and mathematically correct.

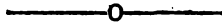
It has remained for another Scientist, Colonel Dinshah, a Parsee of Bombay, India, to bring out Spectro-Chrome Metry which, whilst giving due credit to every previous investigator, for what appears to him really scientific discoveries, has himself reasoned out step by step, this subject of attuned color waves, going to show that the true primary colors are Red, Green and Violet (as first proclaimed by Dr. Thomas Young of Milverton, Somerset, England): that the secondary colors are Yellow, Blue and Magenta; that the tertiary colors, or the third class, are Orange, Lemon, Turquoise, Indigo, Purple and Scarlet and that the true shades of each of these colors are, in their proper order, commencing with Red, each a step up to thirty degrees above the preceding one. Thus, that their accuracy and their therapeutic value can be definitely asserted.

Colonel Dinshah says that with these 12 colors is established a Spectro-Chrome measurement, forming a complete cycle of attuned color waves, oscillatory frequencies of a specific color, graded to a specific position, to produce uniformly specific wave lengths, with specific effects, the whole cycle being formed of colors in the following order: Red, Orange, Yellow, Lemon, Green, Turquoise, Blue, Indigo, Violet, Purple, Magenta and Scarlet.

He maintains that these colors cover the whole field so far as color can be of therapeutic value. Admitting that there are infra-red invisible rays below the red, the ultra-violet invisible rays to be accounted for above the true violet ray, he insists that these two are both highly burning destructive rays. The Infra-Red burns by its coarse grade, low frequency heat oscillations by a process of 'impress', and the ultra-violet burns by its fine grade high frequency cold oscillations by a process of 'express'. The effects were similar in many respects, the infra-red producing burns like steam-scalding or fire-scorching, the ultra-violet producing 'burns' like frost biting or chilblains. In the former the heat works by injection of Energy; in the latter by extraction of Energy."

It is Colonel Dinshah's contention that as the sun's action is such a prominent factor in producing color and health in the vegetation, so each attuned color plays its part in producing therapeutic effects in the human body; that those colors when backed by a strong light are ready to be taken in by the aura of the body and produce definite effects in breaking up congestions, in clearing the body of toxins which have brought about the heavy encumbrances and crippled normal functions. That, for instance, the attuned purple waves may be called "Blood Pressure Diminutive Waves"; the Scarlet waves may be considered to have an augmentative effect upon the blood pressure. That no burning or any other harmful effect can take place within the range of the 12 color waves from Red to Violet. His thesis is deeply interesting, and sounds very, very logical.

Every cell in our body has its own rate of vibration, so, as Colonel Dinshah says: "Just as hydrogen and oxygen have an attraction for one another and on the application of a spark, rush towards combination to produce water, similarly the Attuned Color Waves pick up Affinity waves (waves of an opposite nature) wherever they be found and convert into neutrality."



Birth Control Hearing



WASHINGTON . . . Mrs. Margaret Sanger, a leading advocate of birth control, appeared before a senate committee to urge approval of the Hastings bill which would permit dissemination of birth control information.

More Mad Monk Suits



NEW YORK . . . Princess Irina Alexandrovna (above), who was awarded damages of \$126,750 in a London libel suit against an American Moving picture concern for the picture of Rasputin, the mad monk, is now reported turning her eyes toward the U. S. for future action against the company and exhibitors here.

FIRST MILWAUKEE WISCONSIN PLANET

Report Of Regular Meeting Of March 1, 1934

By:— Otto H. Lutz, Deputy.

The meeting was opened by Otto H. Lutz, Deputy, reading the subject of "The Poor Foodbag" followed by the Two Words that spell Death. This was read from the Spectro-Chrome of 1922. Albert Franz reported a case in the family, of pain in the left side. The Colors used were Turquoise and Indigo. This pain would come and go, but with 10 tonations it was normalated.

Sara E. Bangs used Magenta for Heart Trouble on a friend of hers, with good results.

John L. Susek told us there was so much war and death all around us, that he and his better half decided to buy an Equipment and put themselves in health. He is using it for Sensory Trouble and is now using the Orange. He said, "it surely cleans you out."

We had quite a discussion on Curvature of the Spine. Last month Pauline Wilde brought this subject due to a fall she had. She was advised to consult The Central Office and she got her answer as to what Attuned Color Waves to use.

This month, Harold Weinholtz said he tried so many times to find out if Spectro-Chrome will do the work on the Spine or not. But no definite answer is ever given to him. One man said, "the Home Guide has in it, 'Do Not Expect the Impossible'; he thought that was enough said. Others said, "we have a right to ask questions, as we are all mostly laymen in this field of work." The question is, "will Spectro-Chrome do the work or will it not?" We know your station in life but the Members should know if it is a mechanical defect. You can answer that, then they could use their own judgment.

E. A. Ernest informed us that he had been to Malaga, New Jersey since our last meeting and was working with Dinshah to solve the problem of crackage of Slides. They decided to make each Slide 4 X 4 inches instead of 4 X 6 inches; the beam of light would strike the center of the Slide more evenly and in that way avoid concentration. This was tested and found to be very favorable. We were told that he saw Dinshah answer the large pack of mail that came in that morning. That answers a question, for some of our members thought the mail was answered by the Secretary. He also said some very good results and even orders came in from sending out those February magazines. We also heard of the big snow storms and very cold weather out there, and E. A. Ernest said he just had to pick that

cold day to go out there! It was their coldest day in many years. C. B. Keppler wanted to interview a person that was normalatated for diabetes. Otto Lutz told him there are cases in the Spectro-Chrome issues that he could read. He said he did not care a hoot for testimonials; he wanted to talk to the person. People are skeptic when you tell them about Attuned Color Waves and you can not blame them because he too is skeptic. This man came to Otto Lutz when he had the Cancer case and asked to see the man and talk to him. The sufferer told him he got more results from one month of Spectro-Chrome than he did in a year of medical aid; and after getting such good results what do you think happened to him? The company from which he got his compensation ordered him back to medical aid. He is now in the hospital and not doing so well. Our feelings can not be expressed in words for the man in this case.



We advise you to make a systematic study of the Spectro-Chrome Metry Encyclopaedia, each month. Our Planets are not gossip clubs or scandal houses and whether Tom, Dick or Smith believes a thing or not does not concern us. We deprecate personal testimonials, because, it would degrade our Science into a quackery. Neither the questioner nor anybody else will be given names of Sufferers, because, it would mean violation of professional confidence, obtained by us through our Free General Advice Charts.

Supposing, tomorrow somebody would ask us about cases of Gonorrhoea or Syphilis in some persons normalatated. Do you for a moment believe that we should state, "Surely, go to the wife of Jim Jam Hootsen; she had it twice in a year; once from her husband and once from somebody else's husband and Spectro-Chrome set her right!" Please, friends, be reasonable; use common sense. In 14 years, the Originator sold thousands of Spectro-Chromes to homes sheerly by teaching the Science **without personal endorsements**; why not study for yourselves? We need no electro-plating on Spectro-Chrome; its merits shine.

In regard to Spine Disorders, as in our System we discarded all names and Differential Diagnosis, no general opinions on medical names are given by us. Fill the General Advice Chart and get the Free Guidance. You have the way pointed; follow it; why criticize our conscientious staff, when we all strive to serve you **without any compensation?**

None went to Heaven or elsewhere by proxy; experience is the best tutor. Study for yourself.

OUR EXPANDED ACTIVITIES

More Help Wanted

Owing to the expansion of our numerous activities in every direction and the inability of coping with it through the necessity of giving 24-hour service to Suffering Mankind, we need more assistants. All are permanent positions and are open to those who can follow consistently the principles of Spectro-Chrome and can deliver service without grumbling. They may live in or out, but **must** conform to the strict Rules of Spectro-Chrome Institute, by being non-boozers and non-smokers as well as vegetarians.

Apply in writing, stating age, nationality, religious beliefs, affiliations, experience, salary wanted.

POSITION 1—ASSISTANT GENERAL MANAGER

We need an Assistant General Manager, man or woman. Must have thorough business knowledge, high sense of responsibility, unquestionable integrity, broad and open mind, ability to meet problems with quick decision and efficiency for eventual advancement to the post of General Manager.

POSITION 2—EXECUTIVE SECRETARY

We need an Executive Secretary, woman. Must be competent and capable stenographer-typist, thorough bookkeeper with ability to shoulder full responsibility and relieve the President of all details.

POSITION 3—CORRESPONDING SECRETARY

We need a Corresponding Secretary, woman. Must take full charge of the Free Advice Department and be capable of handling confidential Advice to the Suffering in a conscientious manner. She must be a first class stenographer-typist and used to supervising the work of others.

POSITION 4—PLANT SUPERINTENDENT

We need a Plant Superintendent, man. He must be familiar with cabinet and metal work, courteous to subordinates but firm in handling them.

POSITION 5—HOUSEKEEPER

We need a Housekeeper, woman. Must take full charge of domestic responsibilities in our Resident Quarters, be familiar with working among children, clean and refined in habits and language.

SPECTRO-CHROME INSTITUTE, MALAGA, NEW JERSEY