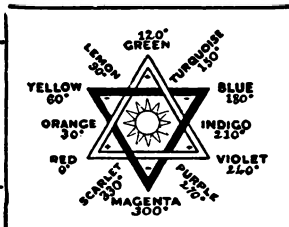


# SPECTRO-CHROME

SEPTEMBER 1925

VIOLET 1925



VOLUME 4

NUMBER 9

Devoted to: Spectro-Chrome Therapy

Dedicated to: Service of Humanity



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## ITISOMETER

### NUMBER

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## PICTORIAL

**Editor**

**Dinshah P. Ghadiali**

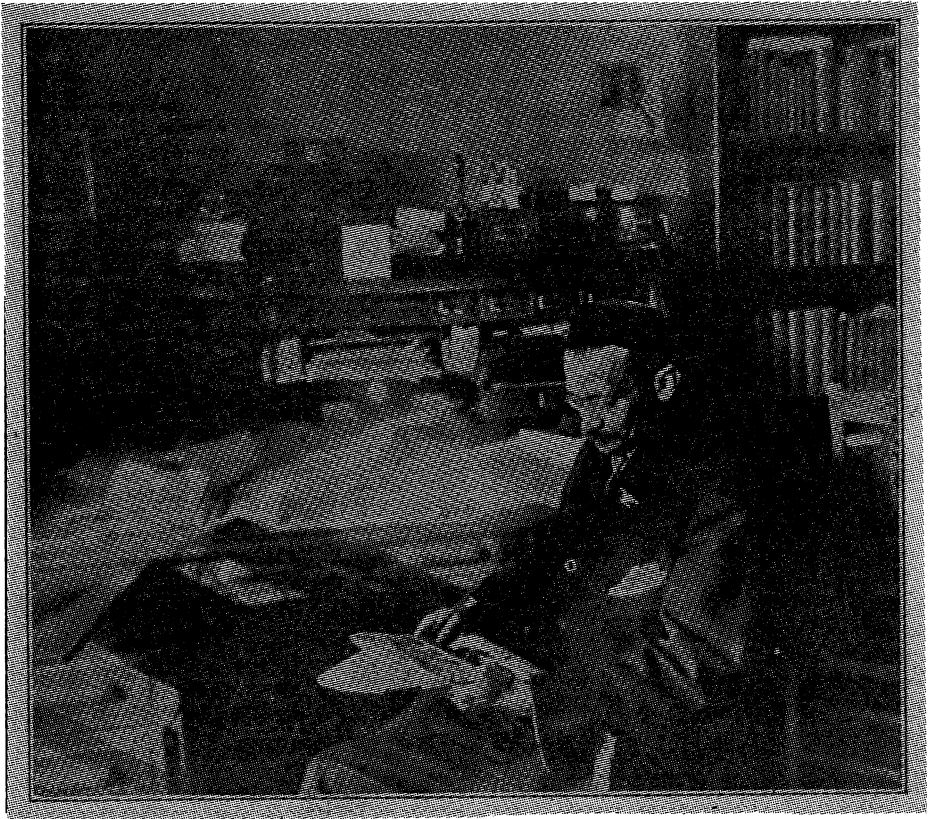
In course of life you reach a time,  
When Doctor, Lawyer, Priest alike,  
Does fail to give the sought relief,  
To troubled mind or burdened heart—  
Then come to me;  
I help you to help yourself.

SPECTRO-CHROME.

Copyright 1925

By **Spectro-Chrome Institute**  
U. S. America

COLONEL DINSHAH P. GHADIALI, M. D., M. E., D. C., PH. D., LL. D.  
Metaphysician and Psychologist.



**DINSHAH**

Humble Servant of Suffering Humanity

Originator of Spectro-Chrome Therapy

President

Spectro-Chrome Institute

AND

American Association of Spectro-Chrome Therapists

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**DINSHAH'S PLATFORM AS ADOPTED BY HIM SINCE 1891**

The Boundless Vibratory Ocean of Thought is Essentially Universal and All-pervading; it is the Individualized Monopoly of NO Person, and is the Common Heritage of Humanity's Evolution: thus, what a Development of Unrevealed Ages has given unto Me in the Form of Knowledge in My Present Incarnation is No Distinctive Acquisition of Mine for My Sole Use, Benefit or Elevation, but is All for Thee and Is Thine Without Condition, Without Obligation, Without Expectation. I Fear No One; Only God Above and Conscience Below, and From Them I have Nothing to Fear.

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Trade-Mark Registered at the United States Patent Office

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Official Organ of  
**Spectro-Chrome Institute**  
and  
**American Association of Spectro-Chrome Therapists**



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**Printed and Published Monthly by Spectro-Chrome Institute**

**MALAGA, NEW JERSEY**

**United States of America**

**Devoted to the Latest Revelation in the Healing Art**

**SPECTRO-CHROME THERAPY**

**Restoration of the Human Radio-Active and Radio-Emanative Equilibrium**

**(Treatment of Dis-eases) by**

**ATTUNED COLOR WAVES**

**No Drugs - No Manipulation - No Surgery**

**Conceived, Originated, Developed, Applied and Copyrighted, 1920, by**

**Colonel Dinshah P. Ghadiali, M. D., D. C., Ph. D., LL. D., &c.**

**Metaphysician and Psychologist**

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## **THIRTY FIRST CLASS**

The next class in Spectro-Chrome Therapy will be opened at the Research Laboratory of Spectro-Chrome Institute at 10 A. M. on Wednesday October 21, 1925.

Accommodations for the students, fees and routine of instruction are

the same as before.

The full resident Course has thirty discourses and completes in 11 consecutive days.

Send your friends and accompany them if you can.

—\*\*\*—

## Attuned Red Wave

The World Through the Eyes of Dinshah

### ITISOMETER

**The most wonderful apparatus for Therapeutical Precision**

**DELIVERY COMMENCED**

**LEASE PRICE ADVANCED**

Itisometer Number One was delivered to our esteemed and learned friend Kate W. Baldwin, M. D., F.A.C.S., First Vice-President American Association of Spectro-Chrome Therapists, on Sunday October 4, 1925.

Itisometer Number Two was delivered to our kind Associates Clara E. Sandbach, S.C.T., and Richard E. Sandbach, S.C.T., two days later.

After the first demonstration in Philadelphia, Pennsylvania on February 21, 1925, fully seven months elapsed before the delivery began. During these seven months, its inventor Dinshah crowded more work and labor than he would have been called to normally in half as many years, to design and build this apparatus so as to avoid any complications of human equations and to produce an equipment whose finish and precision may command the admiration and confidence of the user and the public.

In strict accordance with the Integrity Policies installed by Spectro-Chrome Institute, this unique apparatus is capable of being leased exclusively by Associates of American Association of Spectro-Chrome Therapists, under an ironclad agreement which is contingent upon the lessee remaining connected with the said Association. It can not be had or used otherwise by any person.

Further deliveries are continuing. However, owing to the numerous additional features introduced by Dinshah in the perfection of this equipment, the lease price advanced according to the notice given in our last issue. No more orders will be accepted at the original pre-delivery price after November 1, 1925.

As is well known, Spectro-Chrome Therapy totally discards "Differential Diagnosis" and treats the Physical Body as one Unit. There is not an apparatus in the World that does even in part for the medical practitioner what the Itisometer does fully for the Spectro-Chrome Therapist. Medical "diagnosis" is a farce, a humbug, a perfect guesswork hooked onto unscientific jargon. In the Itisometer not only its inventor produced an instrument for what the medical practitioners would call "diagnosis," but, he originated and perfected an entirely new and complete science (Itisometry) which at once tells with 100 per cent precision where the disorder is, what the disorder is, how much the disorder is, what the remedy is and many more novel features of which the Medical Doctors never even dreamed and yet in Itisometry "Differential Diagnosis" is totally discarded!

And there is one beauty in Itisometry which Medical Doctors and their systems strived for but never attained. It is the registering and recording of the condition of each vital organ of the sufferer so as to be capable of permanent reference by either the treating practitioner or any other Spectro-Chrome Therapist, at any time and place, without any misconception or error. The

Itisometer Chart uniformized the work of the Itisometrist and introduced a novelty, in itself exceedingly valuable and desirable, producing a method of perfect check and recheck.

It is necessary here emphatically to warn our graduates, some of whom are Medical Doctors. The Itisometer may be used by them as Spectro-Chrome Therapists and in their capacity as Spectro-Chrome Therapists only but, the Spectro-Chrome Institute will not tolerate or allow its use by them as Medical Doctors, by working it in accordance with their vocabulary or age old moth-eaten systems. They must use this apparatus only in accordance with the teachings of Spectro-Chrome Therapy as laid down by the Originator and also in conjunction with the phraseology and language of the science of Itisometry. Any other use of the Itisometer will be a violation of the Itisometer Lease and will be in contradiction to the ethics of Spectro-Chrome Therapy; on such plain understanding is this apparatus leased and Spectro-Chrome Institute will absolutely refuse to lease it to an M.D. Spectro-Chrome Therapist wanting to use it otherwise, sooner than allow within its ranks the creation of another medical oligarchy, which would use this formidable weapon in a way detrimental to the interests of suffering humanity or of Spectro-Chrome Therapy.

The purpose of the invention of the Itisometer explains clearly the aims of the Originator of Spectro-Chrome Therapy. Since 1891, he has been steadily upholding the banner of "Therapeutical Emancipation" from the horrible bondage into which the Medical Doctors and Destructive Surgeons manacled the World. His aim and goal from earliest boyhood was to evolve a thera-

peutical system so accurate, natural, clean, scientific and precise, that it would stand the test of time and experience and would oust permanently the frauds of poison and knife. After over 30 years, when he laid before the World Spectro-Chrome Therapy, its quick progress was effected because of its true Fundamental Principles and later the establishment of the American Association of Spectro-Chrome Therapists laid the foundation of honest integral service to the World. But, one gap was still unfilled. The therapeutical science, the therapeutical apparatus, the ethical organization, the honest therapists, were there, but, the apparatus for precise knowledge of the inner conditions of the vitals of the sufferer to enable the therapist to know positively he what how why and where of the condition, to apply the exact At-tuned Color Wave, was not existent, except as in the judgment of the Spectro-Chrome Therapist, thus leaving a "human equation."

This was *one* vital point necessary to be solved in order to place the practising Spectro-Chrome Therapist on a professional level far higher than even the Medical Doctor and on a plane of efficiency far more accurate than the dreams of the Medical Doctor. In his haughty arrogance, the Medical Doctor, in the past has endeavored to choke gag and kill every system that threatened to pop its head above the waters of dark ignorance and the tremendous power of the Medical Trust succeeded in keeping them downtrodden and under the heel. Dinshah, with his absolute fearlessness of consequences, his utter disregard for conventional dogmas, his total independence of all human ties tending to curb his truthful onslaught against un-American tyranny, his unsullied scientific reputation, plunged into this problem

with vim and vigor and spent an enormous amount of time money and energy in fulfilling the aim. Night and day he worked; the Medical Trust with its octocean tentacles started to put obstacles in his path; the Money Trust behind them tried some terrible means to put him out of commission; there was a time when they even believed they *had him*; they machinated, plotted, schemed, tried to damage him and his reputation, did what they could to ruin him—but the Omnipotent Powers on High had ordained otherwise—the Itisometer was born and—the biggest nail was driven into the coffin of Drug Therapy and Destructive Surgery.

Fellow-workers, dear colleagues, here is the apparatus you clamored for so long; here is the "marvelous achievement" you frequently openly said no human mind could evolve. You know not the powers of the human mind! You in progressive America who are steeped in materialism, believe only in the seen and the seeable, the touchable, the objective only; Dinshah was born and trained in a country where for thousands of ages the invisible and the intangible have had their firm root in the minds of the people. He believes in Powers greater than we; he learnt in his younger days to contact them and even living in this glorious (though material) America he did not forget the teachings instilled by his mind moulders. The Itisometer, like other of his thinkings and evolutions, is not *his* brain child exclusively. It is the *result of* the knowledge of our ancestors left by them in the higher ethers as a heritage, for which he acted only as contacting entity and essentialized the invisible and the intangible onto the lower planes of the objective Universe.

Praise be to the Great Souls who

left for us the store which he partially tapped! His head bows in solemn reverence to those Benign Masters of Occult Wisdom Whose Illuminated Teachings precipitated the

## ITISOMETER

May it serve the human race for its uplift, betterment and evolution toward the goal of Therapeutical Emancipation!

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### SPECTRO-CHROME INSTITUTE

*What it now is*

From a single room office in New York in 1920, Spectro-Chrome Institute expanded to a well-organized working body in only five years and the photo-engravings on the succeeding pages will suffice to show what ceaseless labor and untiring effort can accomplish when combined with singleness of righteous purpose.

Without compensation except that of human service, the Originator of Spectro-Chrome Therapy helped by his wife Irene and daughter Kashmiria extended his system from Coast to Coast, invented and marketed his products and established a reputation for his followers as unselfish workers in the cause of suffering humanity, through American Association of Spectro-Chrome Therapists. Though opposed by the strongest of vicious elements—the Medical Trust—he swept away everything before his sledge-hammer oratory in exponence of his science of Therapeutical Precision.

The photo-engravings will speak more than a hundred oratorical discourses—and this is merely the beginning. Particulars will follow later.

Just wait and watch 12 months more! There is a power in Truth the most formidable energy in the Manifested Cosmos.



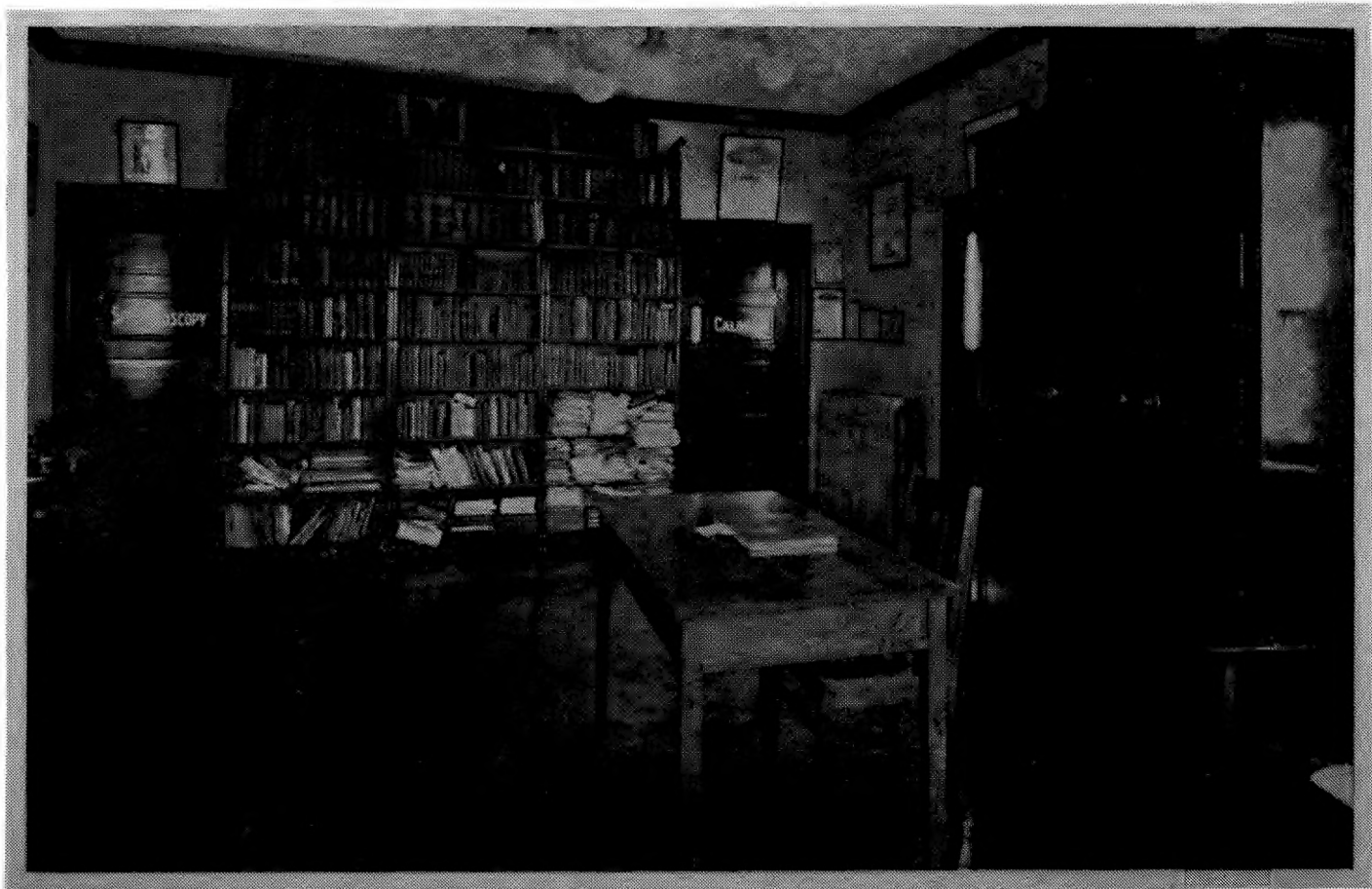
Spectro-Chrome Institute—Central Office and Research Laboratory.



Spectro-Chrome Institute—Side View of Central Office and Research Laboratory, Engine House, Light Tower and Recreation Building; the various plants stand on an area of 23.23 Acres.



Spectro-Chrome Institute— Office of the President.



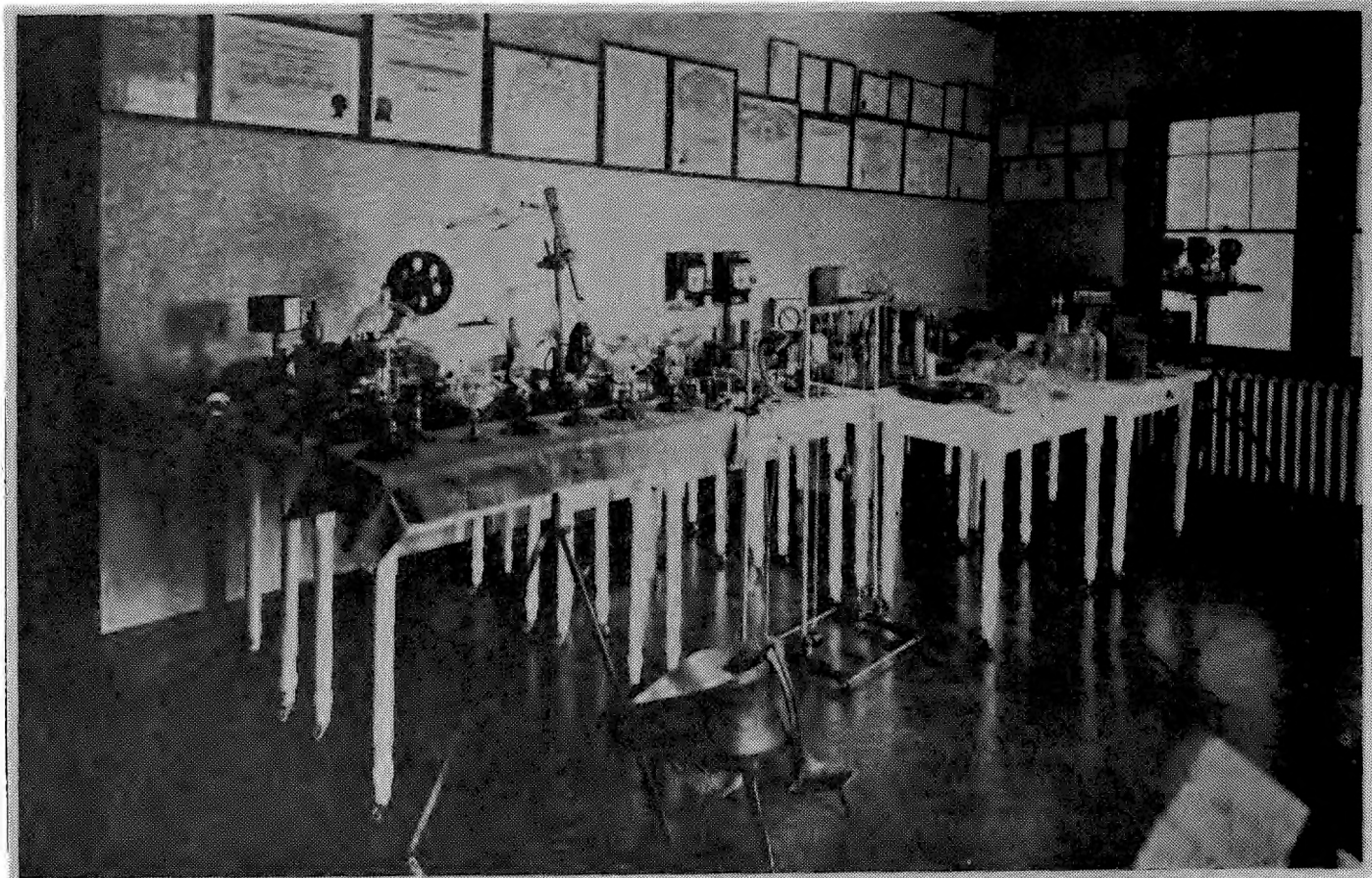
Spectro-Chrome Institute—Reference Library of Central Office.



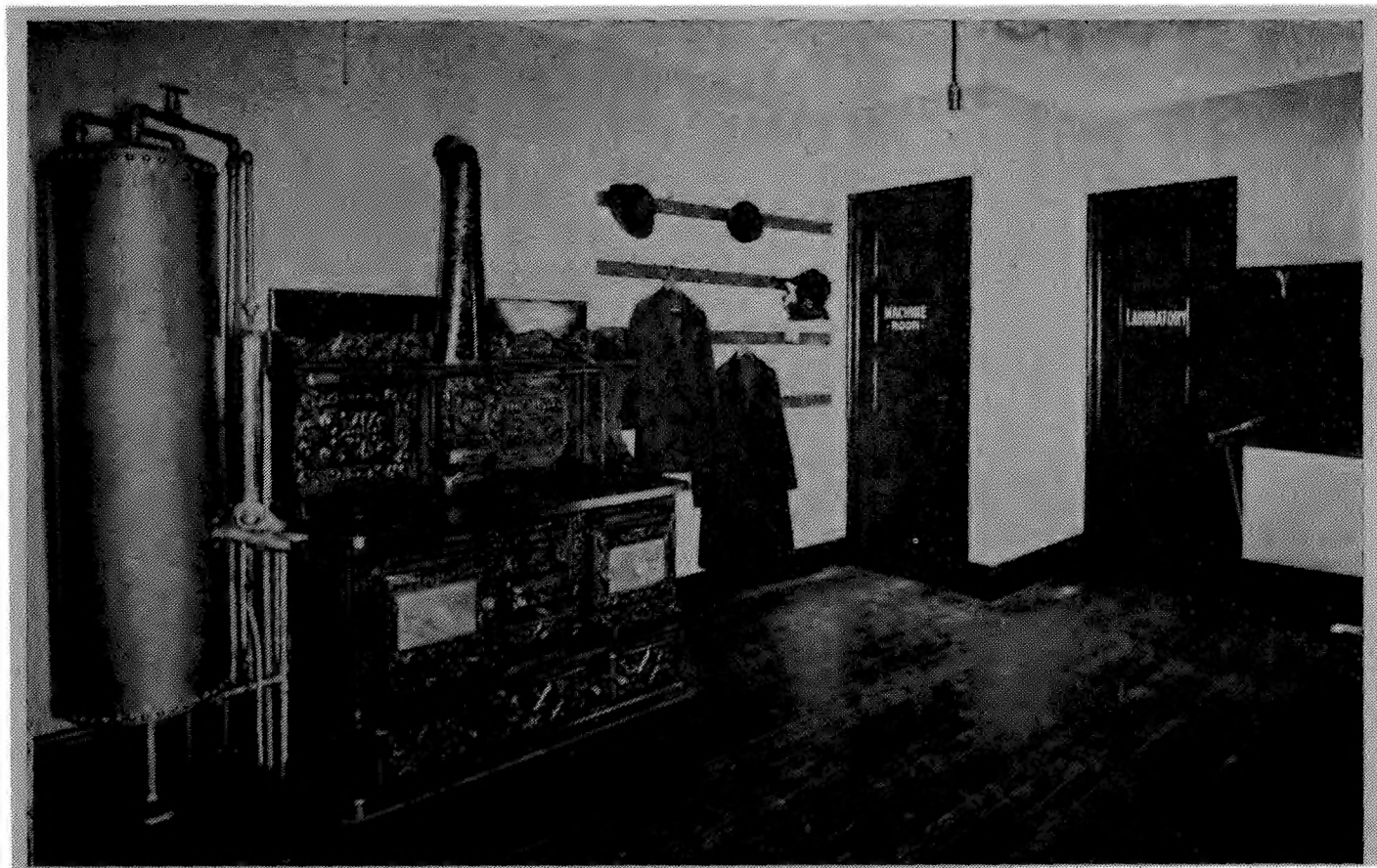
Office of the Secretaries of Spectro-Chrome Institute and American Association of Spectro-Chrome Therapists.



Spectro-Chrome Institute—Spectroscopy and Design Room.



Spectro-Chrome Institute—Part of Physics Room.



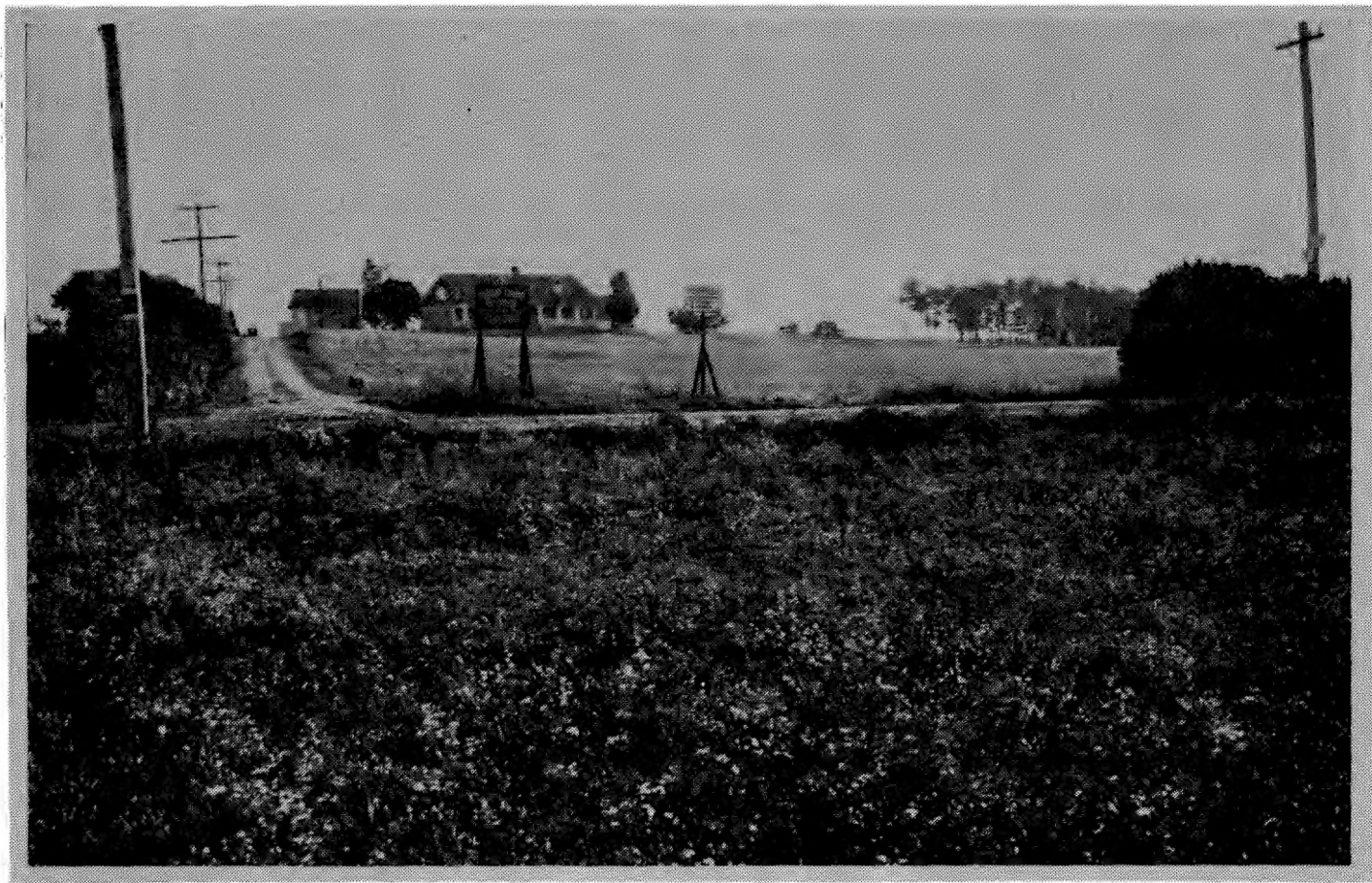
Spectro-Chrome Institute—Part of Caloric Room.



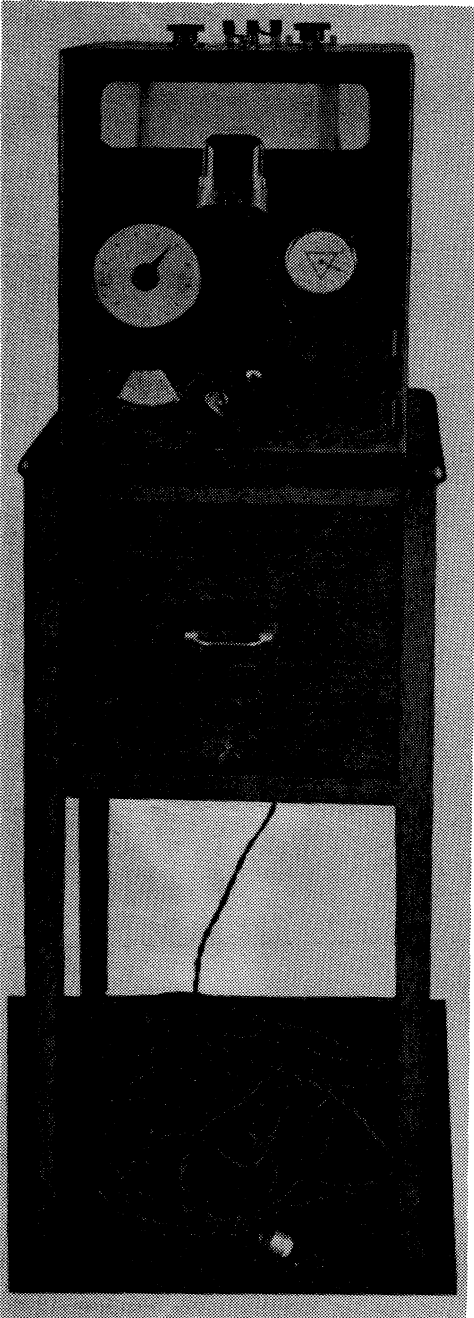
Spectro-Chrome Institute—Part of Lecture Room.



Spectro-Chrome Institute—Showing Printing Plant, Cabinetry, Administration Buildings and Park in the Distance



Spectro-Chrome Institute—Flying Field



# ITISOMETER

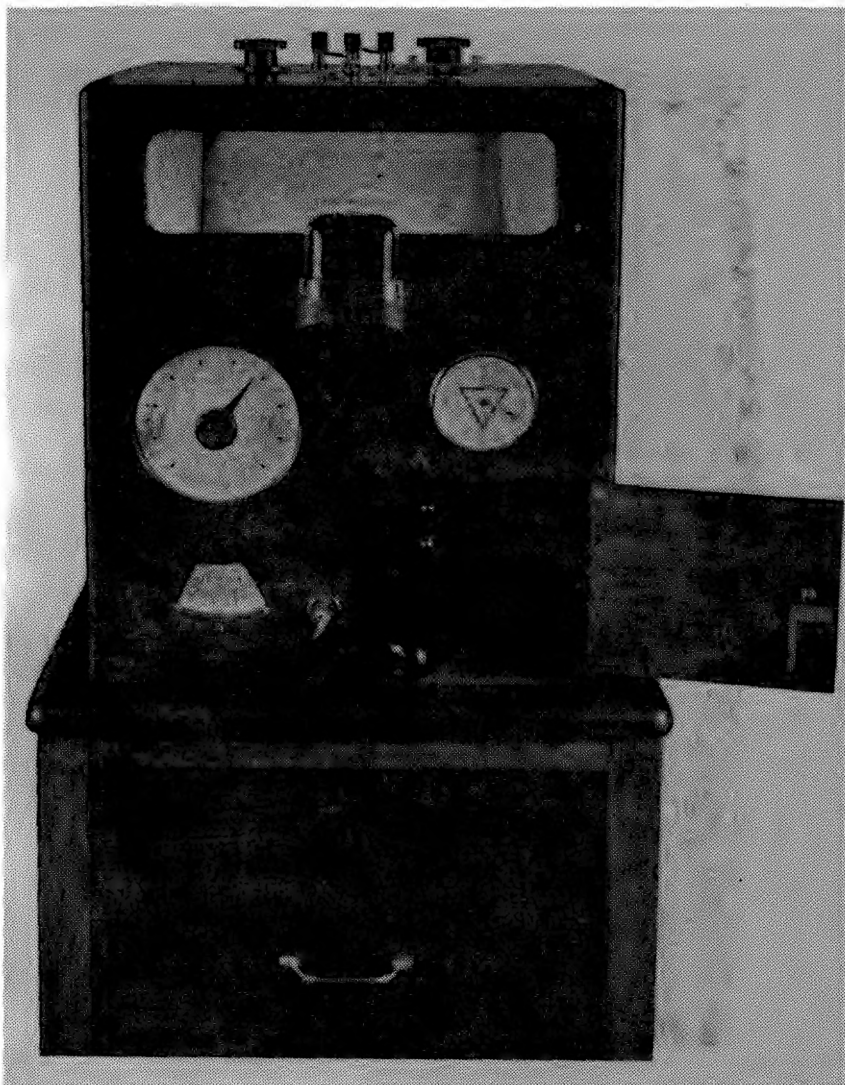
## FULL FRONT VIEW

—\*\*\*—

The complete Itisometer, showing Bakelite Control Board, Main Indicator Dial, Illuminator, Chronometer Auriculator Dial, Ratio Dial, Tanger Locker, Mahogany (or Oak) Stand, Chart Drawer and Alternating Current Connector.

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This marvelous apparatus for Therapeutical Precision costs less than ½ cent per hour to run it continuously.



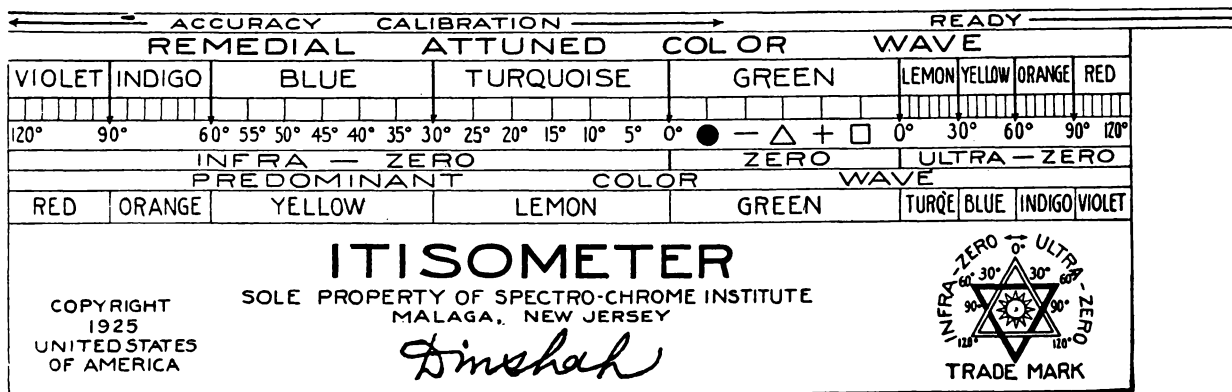
## ITISOMETER

Another Front View of the Bakelite Control Board and the Dials, with the Tanager Locker open, showing the Caloric Chamber, Tanager, Battery Switch and Alternating Current Switch.



## ITISOMETER

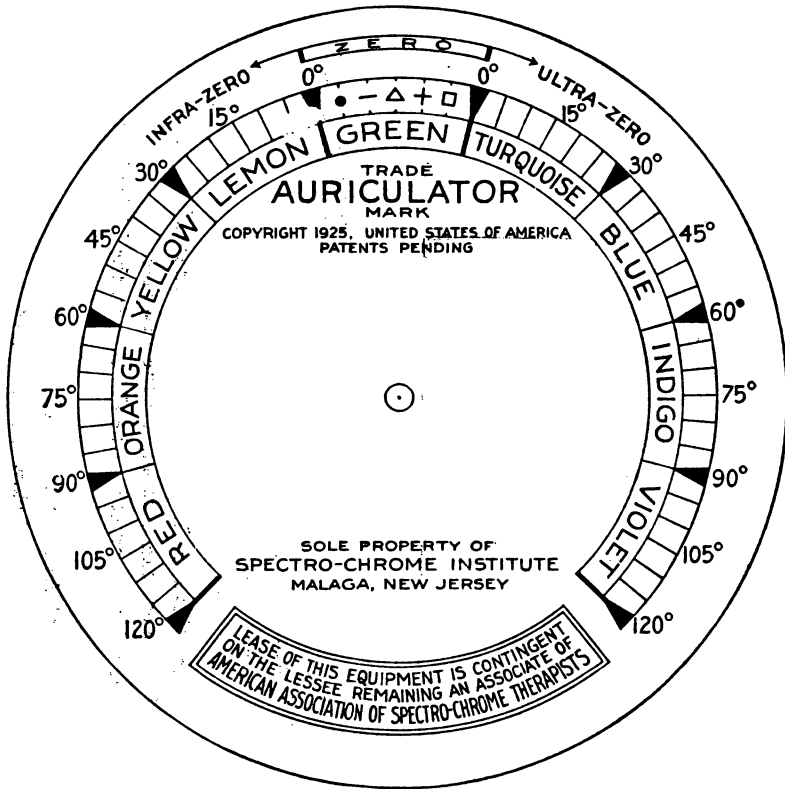
Part of Back View, showing the Bakelite Control Board with Accuracy Calibrator, Accurator and Tanger Switch, Zero Adjustor, Tanger Connectors, Alternating Current Attachment and Battery Locker.



## Actual size of the Main Indicator Dial of Itisometer

At a glance, with a single sweepindex, it proves the following:—

- 1—Is the working Battery sufficient for maximum and minimum records?
  - 2—Is the Itisometer in working order and ready for itisization?
  - 3—What is and how much is the Predominant Color Wave in the itisized Area or Intarea?
  - 4—What is the extent to which the sufferer's internal powers can compensate the dis-ease?
  - 5—What is the Remedial Attuned Color Wave necessary for correcting the dis-ease in the itisized Area or Intarea?
  - 6—Is there danger lurking in the functioning of the itisized Area or Intarea?
  - 7—To what extent is the itisized Area or Intarea working above or below the normal?
  - 8—What is the improvement in the sufferer's condition since last itisization?
- Many other features are exhibited by combining the readings of the Indicator Dial with the Auriculator.

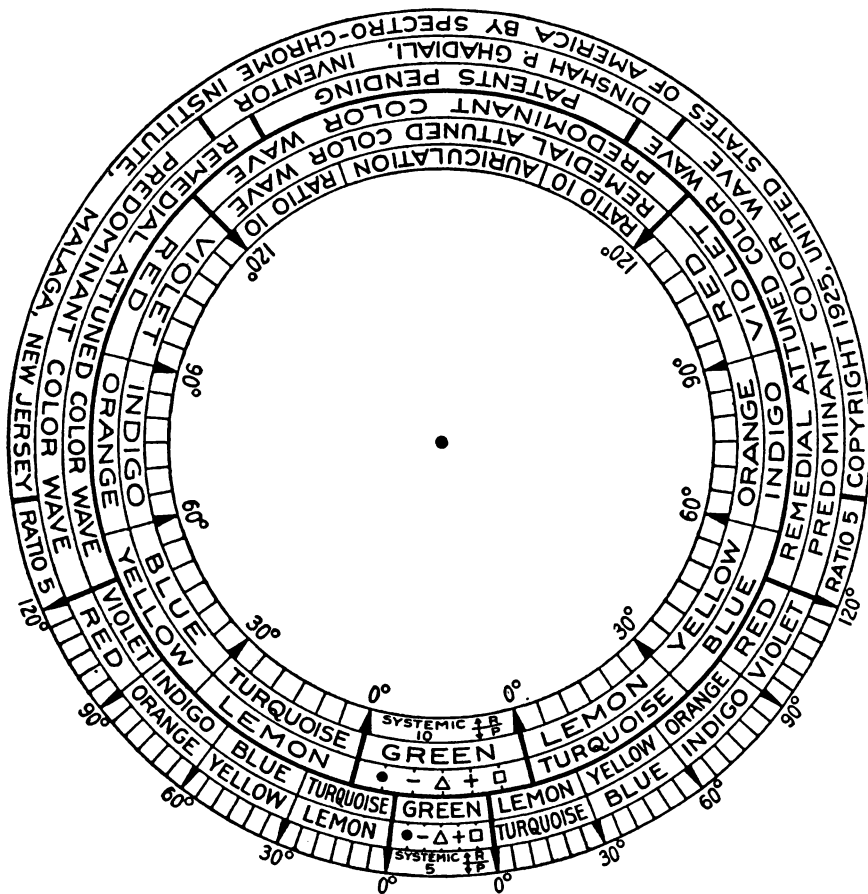


## ACTUAL SIZE OF AURICULATOR DIAL.

After itisizing the five Intareas A,B,C,D,E of Areas 1 and 15 they are transferred from the Itisometer Chart to this ingenious device, in accordance with the science of Itisometry.

The result automatically indicates on the Ratio Dial, the Auriculator Zero of the itisizee, from which as the gauge of his prevailing energy for governing other organs, the itisization is made for subsequent Areas and Intareas. Thus, within a few minutes, an absolutely precise record is obtained of the normalcy subnormalcy or supernormalcy of the Areas and Intareas of the whole body, as well as the potential value of the Radio-Emanations of the Front Aura and Back Aura computed automatically and registered through the window below, in full sight of the Itisometrist.

Itisometry totally discards all medical terms and methods; it is an absolutely original science.

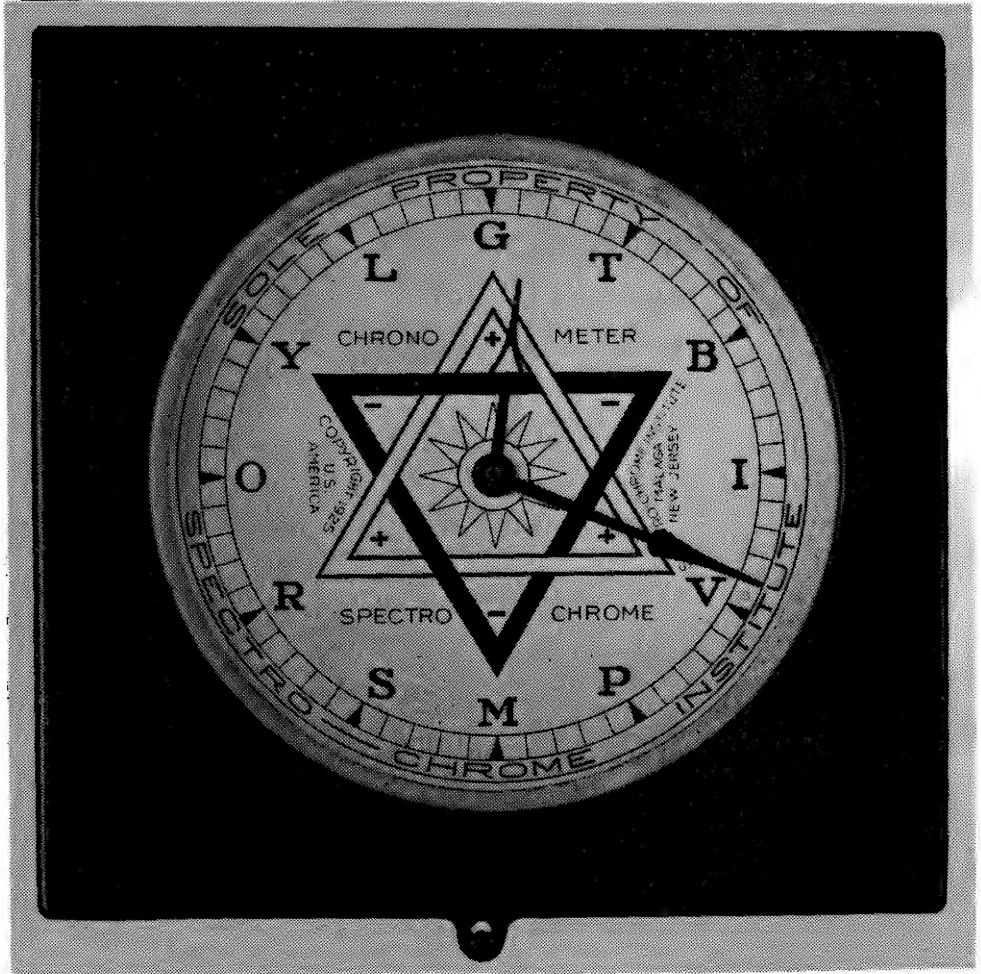


## Actual Size of Ratio Dial

This dial proves automatically the Auricular Zero, the amount of disorder in each Area and Intarea, the character of the disorder in each Area and Intarea, the Remedial Attuned Color Wave for each, the value of the Auric Vehicle, the Systemic Front and Back treatment and many other features.

It is through this Ratio Dial that the Auricator promptly registers whether the sufferer will recover from the dis-ease or whether his vital powers are so far exhausted as to let him succumb under their acceleration or retardation.

The registration is in 5 degrees or 1-6th of the value of one Attuned Color Wave. Its accuracy is 100 per cent.



## Chronometer Spectro-Chrome

The new Attuned Color Wave time clock designed by Dinshah for Spectro-Chrome Institute.

This clock needs no winding or oiling. It keeps accurate time and is run by electricity, costing less then One Dollar a year to keep it going.

It is leased only to Associates of American Association of Spectro-Chrome Therapists for marking the Itisometer Chronos and for general use and would form an attractive addition to the office of any Spectro-Chrome Therapist.

The dial is 8 inches in diameter.



YEAR-	M	D	M	D	M	D	M	D	M	D	M	D	M	D	M	D	M	D	M	D	M	D	M	D	M	D	M	D	M	D	UNMARRIED	FEMALE
AREA	INT-AREA	I	T	I	T	I	T	I	T	I	T	I	T	I	T	I	T	I	T	I	T	I	T	I	T	I	T	I	T	WIDOWER	DIVORCED	
1	F																														RACE:-	AGE:-
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	E																															
LUNA																																
TISOMETRIST																																AUXILIARY DIVISION



Two poses of **CYRUS DINSHAH,**

Son of Irene Grace Dinshah and Dinshah P. Ghadiali, who completes his first year of this life on the Physical Plane on Sunday, October 25, 1925.

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**IMPORTANT WARNING:-**

Projecting, copying, transcribing, duplicating, photographing or reproducing in any manner, any part of the subject matter or illustrations of the *Itisometer* and its co:related apparati the *Auricularator* and the like, is protected by law and is *positively forbidden*.

The word *Itisometer* is registered as a *Trade Mark*, at the United States Patent Office, Number 201631, August 4, 1925.

The double triangle design, with degree values, appearing on the main dial of the *Itisometer* is registered as a *Trade Mark*, at the United States Patent Office, Number 201632, August 4, 1925.

All the dials and descriptions are protected by Copyrights and patents are pending on all the apparati.

The sole owners of the *Trade Marks* and the *Copyrights* as well as the inventions are *Spectro-Chrome Institute*, Malaga, New Jersey President,

*Dinshah P. Ghadiali*