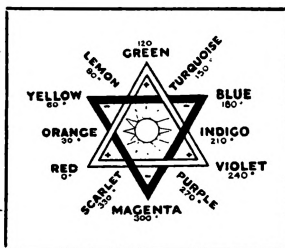


SPECTRO-CHROME

DECEMBER
1933
SCARLET



VOLUME
9
NUMBER
12

Trade Marks Registered In The United States Patent Office

Devoted To: Spectro-Chrome Metry

Dedicated To: Service Of Mankind



TRANSITION NUMBER

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 1933
U. S. America

REINCARNATION OF SPECTRO-CHROME AS WEEKLY NEWSPAPER

This is the last issue of our monthly Spectro-Chrome!

After doing faithful service as a magazine since 1922, seeing exceptional downs and ups in the Service Of Mankind, finding the need of greater scope to accomplish the aim of "Spectro-Chrome In Every Home," after mature deliberation, we resolved to convert it into a weekly newspaper of a unique character, with a unique purpose. The name of the newspaper will be

S P E C T R O - C H R O M E

It will be published each Sunday, dedicated to the Service Of Mankind, devoted to the Science Of Spectro-Chrome Metry. It will NOT be affiliated with any party, political, religious or social. It will take no sides and will have no paid advertisements, but will admit to its columns any and all matters which may uplift and ennoble mankind. Later, advertisements for public good may be accepted. If one has anything to benefit the World or enrich the scientific knowledge of the readers, its columns will give a warm reception.

Most newspapers depend for their existence on paid advertisements; as that ties them down to partiality, **SPECTRO-CHROME** will not have such paid advertisements to make an income, but, standing, on its own merits will establish a new type of independent, fearless, impartial, graftless human service in journalism.

Its circulation will be primarily among bona fide Members and Provisional Members of the Scientific Order Of Spectro-Chrome Metrists, whose subscriptions are actually paid through their Annual Dues and Fees. It will also be sold to the general public at the same rate as the Member subscribers. This rate will be as follows:—

Single Subscription for 12 months, inclusive of	
postage anywhere	\$3.00
Single Copy, at the News-stand	0.05
Single Copy from the Publisher, inclusive of	
postage anywhere	0.10
25 Copies, inclusive of postage anywhere	1.00
50 Copies, inclusive of postage anywhere	1.50
100 Copies, inclusive of postage anywhere	2.00

No Free or Complimentary Copies will be regularly issued to any-

one. Each copy must be paid either by the subscription of some individual or subscribed for him by some person interested in the dissemination of knowledge of the Science of Spectro-Chrome Metry. Its income will solely be through the sale of the newspaper and nothing will be derived from the sale of space, leaving it therefore on a totally independent basis, having none to cater and less to flatter.

SPECTRO-CHROME will maintain absolutely no censorship on its writers. Within the bounds of the Laws of God and Man, except preaching of obscenity, sedition, anarchy and libel, it will have wide open columns for the free expression of thought on any and every subject, without the slightest restriction. It will be open for the free expression of thought to all people, without regard to their views, castes, creeds, professions, vocations, religions, beliefs and standpoints, as long as the aim is "Service To Mankind."

To facilitate such service as it intends and expects to deliver, Spectro-Chrome Institute which owned **Spectro-Chrome**, voluntarily relinquished its ownership of the magazine and by consent of Dinshah P. Ghadiali, its Founder, transferred its rights, title and privileges, to the Scientific Order Of Spectro-Chrome Metrists, (a Not-For-Profit Corporation of New Jersey), to be used for the Service Of Mankind, through education of public opinion in matters of Health, Clean Legislation, Sane Living and the like.

Furthermore, Dinshah will act as the Editor of **Spectro-Chrome**, **without any salary or compensation**, so the Science Of Spectro-Chrome Metry may be placed before the truth-seeking public in its original beauty, so the welfare of the coming generations may be guarded and the interests of those who need help may be served in the most direct manner. He will also be its Publisher, taking the full responsibility.

It will not be a parched, Puritanic newspaper. Written under the editorship of Dinshah, the Originator of Spectro-Chrome Metry, each issue will mean some real good; his powerful pen will make it a vivacious, educational, family newspaper, whose clean expressions may inspire respect, love, confidence, faith, hope and patriotism. It will accept no gifts, gratuities and grafts. It will be most radical in the enunciation of the Truth and will endeavor to establish its reputation sheerly on its merits rather than on the support of some selfish partisans.

To cope with the responsibility of producing an attractive weekly

newspaper, we increased our printing facilities by installing Two Line Composing Machines, which with our other machinery will give us ample scope for service. Our printing plant is really a complete up-to-date plant. Besides the Line Composing Machines, we have two Saw Trimmers, a large Whitlock Cylinder, a High-Speed Miller, a Cottrell Pony, a Chandler and Price Automatic Jobber, a 36-inch Cutter, a Liberty Folder, a large Morrison Stitcher, a Boston Stitcher, a Matrix Casting Machine and many other smaller composing and printing outfits for a well-conducted newspaper.

Spectro-Chrome will be a Sunday newspaper. Its originality and unique character will go far to make it popular among our friends.

Our newspaper will not be used as the tool to harm somebody from ulterior aims. You may write your facts or type, but the signature and full address of the writer must be there for our information. Writing should be in ink and on one side of the paper, according to the usual rules of such work. Send nothing on approval or for return. Copyrights of others are not wanted. Let the work be your own and true and we shall print it for human good.

Send your articles. Our field is the World, our faith Truth in the Absolute. Use our columns to ventilate your grievances.

The First Issue of our Weekly **Spectro-Chrome** will be out by Christmas; it will be our first gift to the Medical Octopus. It will be dated ahead as of Sunday, January 7, 1934.

We want your co:operation; let us serve you.

Members and Provisional Members of the Scientific Order Of Spectro-Chrome Metrists are requested to send their Annual Dues and Fees of \$6.00 promptly, to be sure to get the newspaper from its first issue. Miss none, as Back Numbers may not be available later.

Under the amended By-Laws of the Order, **each** Member or Provisional Member pays \$6.00 a year, regardless of being husband or wife or relative of an Affiliate.

Already 2,500 copies are subscribed by our friends and as the first issue will be only 5,000 copies, we request you to place your order without delay. It will be a sound and sensible investment and its educational benefits will outweigh all other considerations.

All remittances for the weekly newspaper **Spectro-Chrome**, should be made at the rates stated above.

All Membership or Provisional Membership should be at the rate of \$6.00 a year, beginning January 1, 1934 to the end of the year 1934; this includes the Annual Subscription for the newspaper **Spectro-Chrome**.

The subscription of \$3.00 for the year, for purchasers of the Cabinet Spectro-Chrome after September 4, 1933, will be paid by Spectro-Chrome Institute to the owners of the newspaper.

Others who purchased the Cabinet Spectro-Chrome Equipment prior to September 4, 1933, will please send their \$3.00 for the subscription, should they desire to receive the **Spectro-Chrome** each week or \$6.00 including Provisional Membership, entitling them to attend the meetings.

No separate Favorscopes will be issued hereafter; the Favorscope in advance will be printed in the middle of each month, in the issue of **Spectro-Chrome**.

Kindly make all subscriptions and Membership or Provisional Membership remittances payable to:

Scientific Order Of Spectro-Chrome Metrists

and NOT to: Spectro-Chrome Institute. Both are separate Corporations and have separate accounts.

Make **nothing payable** to Dinshah P. Ghadiali; he works for both Organizations without any compensation or salary and outside of being their President-Treasurer, does not act in any personal monetary capacity toward either. He has no income.

Aufwiedersehn!

Spectro-Chrome—In Every Home

DOINGS IN DELAWARE

(1) Aviator Ray Hunt was arraigned before Municipal Judge John F. Lynn, in Wilmington, Delaware, on a charge of stunting over a congested area. The Defendant was under questioning by the Judge and His Honor looking out at the sky said, "How high do you think that airplane is in the sky?"

Defendant—May it please your Honor, that doesn't happen to be an airplane; that is a Turkey Buzzard!

The Court dismissed the case.

(2) In the same city, in the same Municipal Court, a Medical Doctor appeared for expert testimony; then another Medical Doctor came on the stand. He was asked, "Why were you called in that case?"

M. D. 2—Well, I was called because the other Doctor did not do what he should and the patient was not progressing!

We do not have the sequel.

(3) "On Thursday, November 16, 1933, I rented a machine (Spectro-Chrome) as my mother, has been confined to bed with a serious illness, mainly a very nervous weak heart and a low vitality, and then she broke out with what the medical doctor claimed to be shingles. Mother will be 75 years old on Thanksgiving Day of this year. After a series of treatments for three days with Spectro-Chrome, I am happy to say that today, Saturday, she is out of bed reading the newspapers, and was informed at my office by telephone that the shingles are healing up and mother is greatly improved due to Spectro-Chrome."

Wilmingtonian.

Tell that to the Mayor of your city.

THE SIGN ON THE WALL

Dr. Joseph A. Stephenson, Director, Department Of Moral Welfare, Presbyterian Board Of Christian Education, stated at the Logan Dry Rally, that "It is possible to repeal the 18th Amendment, but it is not possible to repeal the inherent evils of Alcohol and of the Alcohol traffic."

John Barleycorn ever was the enemy of Truth, Morality, Honesty and Health. By giving the public a tumbler of Alcohol, no nation will prosper. No nation can lift itself at the expense of Public Health. Alcohol was ever the despoiler of homes, the grafter of politicians, the corrupter of morals, the ruin of the generations to come. We know what it did in the past.

We know it is returning and the saloon with its horrors is looming on the horizon also. America, the greatest of all nations, to live under the impression that by the return of Alcohol prosperity will return, is slated for a sock in the jaw when the awakening will come. It is soon coming and how!

COME OUT OPENLY

In the "Letters To The Bulletin," in the "Answers To Queries," of Thursday, October 26, 1933, the following drew my attention:—

"SMOKING—TOBACCO: Smoking is largely a personal matter and affects some persons differently than others. Your family physician should be consulted. Dr. George A. Knowles, Assistant Director of Public Health, says for boys in formative period "the least smoking the better." He advises against inhaling because of harmful effects of carbon deposits and nicotine in delicate lung passages, and against excessive smoking, as productive of hyperacidity and indigestion.—(J. P.)"

Here is a great and influential newspaper trying to face an issue of vital importance, yet, appears to hesitate to set down the Truth. Here is evidently a conscientious Medical Doctor who **knows** Tobacco **is** harmful, but, endeavors to keep his foot on two swings at the same time. Why not give clean cut open advice that "Tobacco is a filthy poison and none should use it in any form"? There is no question of inhalation; the mouth, nose and throat have a mucous membrane and whether one inhales or not, the poisons are bound to be absorbed through it. Speak out and save the youth; if the old tough ones do not want to be saved, it is their privilege.

SPECTRO-CHROME METRY ENCYCLOPAEDIA

The first volume of our Encyclopaedia, with 43 chapters, 400 pages, 56 figures, received unanimous acclamation from its subscribers. It is the best gift for your family or friend. Buy your Set now and get the autographed copy for a Christmas present.

KILLING DOGS

Now the Health Service in Virginia reports that dogs are the carriers of Rocky Mountain Spotted Fever, because the ticks are infected with its germs and the dogs carry the ticks.

So there! Destroy those diseased dogs and end the trouble.

My firm belief is that if the same treatment be accorded to medical nonsense, there would be fewer disorders.

A WISE DECISION

John McCrea of Philadelphia, Pennsylvania died leaving a will for \$71,958, to be given to his grandchildren, if they abstained from boozing and smoking. The heirs tried to break that trust provision in the Orphan's Court, but failed. Judge John M. Gest ruled that the provision must be upheld.

It was just. What sensible man or woman would leave his or her hard-earned money to be wasted for such harmful habits? McCrea was sensible in not leaving his cash for grandchildren who would refuse to behave.

THE SAME ELSEWHERE

In the "Desi Mitra," of Surat, India, dated February 9, 1933, I read an advertisement:

"WANTED a Lady Doctor, (L. C. P. S.,) on a salary of Rs. 85 p. m., with free furnished quarters. Apply with particulars to Dewan, Chhota Udepur."

The salary of Rupees 85 per month means $\frac{1}{3}$ of that in American Dollars. A Lady Doctor for \$28.33 a month salary! How she will fare when the Prime Minister of Chhota Udepur will place Spectro-Chrome in the State Hospitals is a matter for thought.

IS N. R. A. FIZZLING?

When the National Recovery Administration started its operations, we had our opinions, the same as other and deeper thinkers. It was supposedly an Emergency Measure and depended upon the voluntary co-operation of the people. We signed under the same impression, willing to do anything humanly reasonable to serve the country and help the President of the United States Of America straighten the kinks left by his predecessors.

Right after the start, there was a publication in some of the newspapers that General Hugh S. Johnson said to the effect that all must join and if anybody declined he would "give a sock in the jaw." Believing that to be an exaggeration of the press, we did not pay attention to it. All who read it took it with good nature.

Now come faint rumbles and lightning flashes about "discontent" "law" "Constitution" and the like. The N. R. A. does not like the independence of certain business people and they believe the Government has not the slightest power to compel or coerce. I agree with this without reserve. I admire and love Franklin D. Roosevelt, but, if he believes he can use an Emergency measure as a permanent big stick or muzzle, he will find himself rudely awakened.

The American public is gullible and easy-going, but, it will never stand any dictation or compulsion. I may candidly state that put to the impartial test of our glorious Constitution in the august Supreme Court of our country, the whole conception would be found unconstitutional. America would be another political messpot, if our Constitution can be interpreted to suit the views of any President or any Congress. The Constitution made America and Americans must follow the Constitution. No President or Congress can set up a dictatorial hierarchy or there will be an economical uprising and as for giving a "sock in the jaw," the General Administrator had better not be so quoted. He perhaps did not mean it.

A warning word—Do not test the N. R. A. in the U. S. Supreme Court; there will be trouble out of that issue. Certain muds had better not be stirred. Let us pull the country from the depression—there will be time enough to fight.

We shall join you in it wholeheartedly, if there be any humbug in it, but, we have to be shown the Truth.

A STORY OF SEX MISERY

So many persons ask advice on important matters pertaining to their emotional life, that a letter like the following is worthy of my special attention. Its printing will bring to many the incidents in their own private life and show them how to overcome certain defects in emotional make-up. For obvious reasons, the name and identification is completely withheld. The young man is a decent man and what he says may be said by millions of others all over the World. He writes:—

“I have attended your ten free lectures which you gave at Wisconsin Hotel in Milwaukee. I admit that I haven’t bought a Spectro-Chrome not because I don’t believe it to be as you claimed but because of financial reasons. But believe me if I ever get married and have a family I shall also have a Spectro-Chrome in my home.

Here are a few questions which I humbly wish you would answer me. My problem is a moral one. I am a young man of 26 years of age and am single. I have never had sex congress with any woman. And, as some of my associates say, this is a serious mistake. They tell me a man should have sex congress whether he is married or not if he wants to be healthier and efficient. What have you to say about this? Should I continue to live a continent life until I am married or shall I go seeking some woman of the street? Of course I firmly believe that a man should live a continent life until he is married, but, in my case, well, you see I am in a habit of masturbating. Have been masturbating ever since I was a child. I have made many attempts to break myself of this habit but somehow I always get back to it. If I try to live a clean life, at the end of two or three weeks I get sick and extremely nervous. This in turn affects my speech. I begin stammering more than ever before. You see, I am also in a habit of stammering. I have stammered ever since a child. It’s a hopeless case, yet, something tells me that it is possible for me to break away from these bad, demoralizing habits and live a normal happy life. Won’t you please advise me what I should do about my condition. Shall I persist living a clean life in spite of the fact that it makes me sick, or shall I masturbate occasionally? I really believe that the root of my speech impediment is masturbation.

I feel very much ashamed of writing you a letter like this, but I am desperate and despondent and am tired of living, and I feel that you can help me. Please don’t fail me.”

Most assuredly can I help you, young man, as I helped thousands of other unfortunates, in worse conditions.

Let me advise you step by step. Your problem is not solely a "moral" one—it has many phases besides. Morality is right conduct and Sex Congress as a normal function of emotional life is not a simple question of morality.

Sex has many aspects in its expression. It may be Physical as Sex Congress, Psychical as Affection or Mental as Love. Each aspect has its manifestations for normalcy or abnormalcy and the higher the conception of the Human Being, the greater the nearness to mentality.

You have innate morality if at 26 you did not connect with the opposite sex. Maintain by all means that purity and do not "seek a street woman." Purchased Sex Congress is devoid of the best in man and woman—Love. Love can not be bought and such promiscuous intercourse will stumble you into possible venereal disorder, which will make you sorry for life.

Your associates who advise you that a man **MUST** have Sex Congress are all wrong. There is chastity among men as among women and if you look forward to a happy future, uplift yourself from such wrong associations.

Your illness is not because of the continence, but, because of your brooding and Self-Abuse. A drop of male Semen lost from the body, is like losing 40 times that much in Blood and even in married life, in actual so-called "legal wedlock," profusion in Sex Congress produces just as disastrous results as Self-Abuse, because of wastage of life's vital fluid. In such cases, marriage is nothing but licensed debauchery.

Take my logical advice. A man like you can be a good husband to some good girl. Go among your female relatives and learn to associate with them in a congenial, fraternal manner. Look around you. Find a girl of good temperament and clean domestic habits, suitable to your ideals and marry her. Emotions were intended to be exercised in Human Beings, but **not** to be debased as your associates aver.

On the contrary, shun them.

To overcome Self-Abuse and Stammering, let me tell you point-blank that mere advice will not help you. You **MUST** help yourself. Change entirely to the Rational Food Of Man system as you learnt in my Free Course on Spectro-Chrome Metry. It will remove the false stimulation and clear your Blood System.

With that change, go to a friend who has a Spectro-Chrome and irradiate with Lemon Systemic, Magenta on Area 4. Continue this till your Kardoscil and Spiroscil (Pulse and Respiration) becomes normal. Use Yellow to keep the Backelim clear, if necessary. Four weeks of such Irradiation with Spectro-Chrome, will perform wonderful results. If Area 11 be very harassing by wrong thoughts, an occasional Purple on it will decrease the Blood Pressure there. You will find when your system gains equilibrium, the hankering for Self-Debasement will disappear and your Stammering too will be decreased, because you will be enabled to look the World straight in the face.

Should you do this, your troubles will soon be over and you will have gained mastery over that which is ruining you now and if left uncontrolled, will blast your future and the future of the progeny which you may perhaps later beget.

Now is the time. Take this from your friend; approach E. A. Ernest our Distributor General and I am sure he will put you into the way of someone who will help you with Spectro-Chrome service. However, before going to him, change your **food**. Stop smoking and the use of all intoxicants, if you have such habits. They are both curses to civilized mankind and utterly worthless in every sense. Do as outlined and life will scent rosy to you once again.

When you feel a different outlook by Spectro-Chrome, marry and lead a clean, happy life, for which marriage to some noble girl fitted to your station is the ideal avenue.

Above all, do **NOT** go to a Medical Doctor for advice; he has nothing except Bromides to offer and they will desex you. Shun him as you will shun an undesirable person.

SOME HINTS ABOUT SPECTRO-CHROME METRY ENCYCLOPAEDIA

The first volume of the Spectro-Chrome Metry Encyclopaedia was published on October 7, 1933 and already very favorable comments are in our hands.

The second volume will be even more fascinating. Containing the Tonation of Imbalance, analysis of both schools of thought, medical and Spectro-Chrome, its study will open a vast field of unusually interesting knowledge.

Many who purchased a copy made one error. They filled the blank for Preliminary Examination and sent it to us, without even taking the trouble to enroll first.

Please note! If you wish to enter for the Home Training Course, first fill the Enrollment Blank on page V. When you are registered, study the volume and when you are thoroughly conversant with the Science of Spectro-Chrome Metry, apply for Preliminary Examination.

Do not for a moment believe that if you say, "I completed the Volume in 51 hours of actual study," we shall issue a Certificate. We have a method for exactly finding how much you really know. It is an infallible test for Long Distance Examination. Only when you pass that written test, will you be granted the Preliminary Certificate or subsequent Certificates.

Kindly follow the routine outlined, to avoid useless correspondence.

First Enroll; then study fully; then apply for examination.

No Diagnosis

No Drugs

No Manipulation

No Surgery

BRAINLESS IDIOCY

After being the cause of the death of countless innocent sufferers of Pulmonary Pthisis, by the use of foolish methods and obstinate ignorance, the Medical Doctors are seeing the errors of their ways and trying to reform. O how they must be feeling humiliated when they read this article syndicated by the New York Academy Of Medicine! Judge for yourselves:—

“Tuberculosis Surgery

Treatment Has Changed Since Disease Has Been Closely Observed

(By the New York Academy of Medicine)

In the treatment of tuberculosis 40 or 50 years ago the patient was exposed to all the rigors of the weather in the belief that what he needed most of all was a constant and unlimited supply of fresh air.

The rigors of winter weather no longer are considered essential to treatment, and though the tuberculosis sufferer is nowadays exposed to fresh air, he no longer is kept constantly out of doors.

The treatment style then shifted to food, and patients were stuffed like Thanksgiving turkeys. Milk by the gallon and eggs by the dozen were fed to the patient.

This, too, was abandoned. The tuberculosis patient, while in need of good food in generous quantities, is not benefited by being stuffed.

The present-day emphasis in tuberculosis treatment is upon rest. The tuberculosis patient with fever or other undesirable clinical manifestations is kept in bed and allowed but little activity.

The diseased lung is rested in a variety of ways. In a number of cases air is injected into the space between the chest wall and the lung.

Figuratively, the lung is compressed. In actuality it is allowed to contract or shrink. This surgical procedure is known as pneumothorax, meaning pneumo (air) in the thorax or chest.

Another surgical procedure sometimes employed is the cutting of the nerve which controls the movements of the diaphragm, more correctly speaking, only one-half of the diaphragm, becomes relaxed.

Subjected to the pressure in the abdominal space, the paralyzed diaphragm bulges upward and compresses the diseased lung.

In a more radical type of surgery called thoracoplasty a number of ribs are removed and the chest wall as a whole collapses, carrying with it the diseased lung.

The coverings of the ribs are left intact and subsequently new bone forms. The chest wall, however, does not re-expand. The collapse of the lung following this operation is permanent."

What a sad error they committed before and what horrible worse errors they are committing now! To expose a person in Tuberculosis, is very unwise. The sufferer not having enough circulation shivers in the cold and the Medicals call it "getting hardened". To collapse lungs, cut nerves and perform other licensed butchery on the Image of God, is a sin against Him and humanity.

Spectro-Chrome can take any case of Tuberculosis (not dead or dying) and restore the Lungs to normalcy in a short time. Our cases are unbelievable in their near-miraculous results.

Will some of our Graduates wake to the necessity of establishing a "Guest House", where Spectro-Chrome resident service may be given? They will earn undying gratitude and fame.

NOT WANTED THERE

Dr. Sam Higginbottom, agricultural missionary to India, (whatever that may be), speaking at a Presbyterian Church meeting asserted that "Among the religious beliefs that have kept India in poverty are the worship of the cow as a sacred animal and the belief that man has no right to kill any animal, bird or insect."

This agricultural gentleman ought to know better than stating the people of India "worship the cow." It would be far better if such men would stay here and not go to India; there is enough mis-

sionary work to be done in New York, Chicago, Detroit and Cleveland, to last 20 centuries.

Why malign the people of India? They live on farm products. The cow's dairy products are their main support, so they oppose cow slaughter done by the so-called Christians there, because, such action depletes their natural resources. Thus, they respect the cow as the support of their babies, much as we may respect our parents here.

The Christians going there, take with them the Brandy Bottle in one hand, the Bible in the other, Beefsteak in the mouth and Profanity with Tobacco on the tongue. They call them heathens, forgetting that the Master distinctly laid down in the Sixth Commandment "Thou shalt not kill." That phrase is unqualified. I fail to comprehend how any person can be so absurd as to argue that God gave him the power of killing what he could not create.

India's poverty is caused and continued by wrong political policies of the British Government, which allows the cow slaughter against Indian protest. Beef-eating is carrion-eating and is the producer of economic troubles in a farming country. The people of India no more worship a cow than Dr. Sam Higginbottom placing a wreath on his relative's grave would be worshipping the carcass within. The cow feeds your baby with milk when the baby has no teeth and in that sense becomes its "mother"; the spiritual-minded Indians reverence such a grateful idea, but, the inconsiderate Christian who respects nothing, butchers the animal that fed it when he was feeble—the ungratefulness may well be styled matricide.

No use writing more about this. The arrogant Christians believe they know all, but, India, impoverished though it be, can teach much real wisdom to these overrelated, misguided materialists.

ADVICE AND REPLACEMENT OF SLIDES

As already many misunderstandings took place in regard to our FREE Mail, Telegraph and Telephone Advice Service and the replacement of broken, Dinshah Attuned Color Wave Slides, it is again thought necessary to give this warning.

Ernest Distributing Company is our Exclusive Distributor for the United States, but, it has no responsibility of the Advice Depart-

ment or the Replacement of Broken Slides.

The reasons are clear. The Slides are the LIFE of the Spectro-Chrome. None knows the Attuning process outside of the Dinshah family and as it is absolutely necessary to have them correctly matched to their Set, that work is done only in our Research Laboratory at Malaga, New Jersey. With all the good intentions and reliability of our worthy Distributor General, we did not see fit to encumber him with that portion of our activities.

The Advice Department is also exclusively conducted by us from the Central Office. Such service is maintained here 24 Hours of the Day, 365 Days in the Year.

However, the service is given solely to our Spectro-Chrome purchasers and the general public having no Equipment to use is not given its benefit.

Personal interview about any case with Colonel Dinshah, the Originator of Spectro-Chrome is thus not possible, because of his numerous engagements. All business is conducted solely by Mail, Telegraph or Telephone in Interstate Commerce and our friends are requested not to endeavor to reach the Originator for any interview without definite appointment.

Dinshah wants to live and serve. Let him unhampered by social engagements which he neither craves nor has any time to fulfill.

Advice by Mail is given Free, but, the seeker of the Advice must use the Blank supplied Free by us. Incompletely filled or unsigned Blanks will receive no attention.

Furthermore, because of the peculiar nature of the unique service, the Advice in the use of Spectro-Chrome in the Home, is given without any liability at Law and (or) in Equity being incurred by Spectro-Chrome Institute, its President or other Officers and the Originator of Spectro-Chrome Metry.

Those who desire such telegraphic or telephonic advice, will have to sign a permanent Waiver Of Claims and Liability and Release at Law and (or) in Equity, before their request will be granted.

We desire to serve Mankind **without compensation**, but, have no desire to do so and be subjected to the tyranny of the fool Medical

Laws. We can fight anybody, anytime, anywhere, but why waste time in fruitless actions which may bring us glory and fame, but disgrace and shame to our opponents?

We live and let live. The opponents will die their natural death without our creating of Karma; the Retributive Justice of the Grand Architect will take its countless toll when the eventual reckoning will come. Let us hold the banner of

No Diagnosis

No Drugs

No Manipulation

No Surgery

Spectro-Chrome—In Every Home

SPECTRO-CHROME INSTITUTE ON 24-HOUR BASIS

When the World of workers is clamoring for a day of less and still less hours, Spectro-Chrome Institute voluntarily went the other way. Believing that the sick sorely needed our services, believing that it is not work that kills but laziness and worry, we started by joining the NRA under its Code Rules and began to work on a 24-Hour basis—that is **not** 24 hours a week, but, all 24 hours of the day with shifts for the workers.

As a professional establishment we were exempt, but, because of manufacturing and printing being also connected with our activities, we preferred to place all under the 40-Hour a week basis and to conform strictly to the President's Code co:operation, we cheerfully added a number of helpers. We were glad to do so, as it increased the scope of our public service and employed more helpers; we now have 18 workers in all and each week or so are in need of more.

There are positions for non-smokers and non-boozers still vacant; other assistants will be needed for our Editorial Department as our Spectro-Chrome transforms into a Weekly Newspaper under the ownership of the Scientific Order Of Spectro-Chrome Metrists. Apply now.

The 24-Hour system applies solely to our Free Advice Department, which helps you to help yourself with Spectro-Chrome.

Such Advice may be sought at any time of the Day and Night by Mail, Telegraph or Telephone, by a Spectro-Chrome purchaser, duly registered as such on our records. Positively **no** personal interviews or "consultation" will be rendered by the Originator, at any time, in this connection.

The regular business hours of 8 A. M. to 4 P. M., are maintained for other departments and friends are requested to follow the routine and not persist in asking for Dinshah on matters to which his assistants might just as well attend.

PRESIDENT HAS COLD

I read with concern in the Milwaukee Sentinel of October 26, 1933, that our busy President Franklin D. Roosevelt was "still confined to his living quarters" by a "cold" and was being treated with "Infra-Red Rays." If the last be true, whoever administers it ought to

read Spectro-Chrome Metry Encyclopaedia for the true cause and remedy for the said complaint.

The life of Roosevelt is worth billions in the present political and economical upheaval and the best that could be done would be to put him in perfect health. Some time ago, he retrenched expenses by removing the Medical Doctor of the White House—a very wise move; I recommend that Spectro-Chrome be installed there for him and the foot of the Medical Doctor be removed from that palace; it would be a service to the country.

WHAT WILL YOU DO?

Now that your favorite Spectro-Chrome is making its transformation from a monthly magazine into a Weekly Newspaper, a dream of your life too might be easily realized.

Many of you want to write your views about something—your pet hobby—but have no channel of expression. Here is your long-sought opportunity. Let Spectro-Chrome be **your** newspaper. Write, write anything; write, write all you wish on your own hobbies—it will be printed without expurgation or censorship.

Spectro-Chrome will be the one newspaper that will not sell its free soul to graft. Make it the biggest newspaper for Human Service.

Write; what will you do for Human Service?

Should you desire to write an article each week or at some regular interval, write to us and we shall be glad to place your name as one of our Associate Editors, on the newspaper staff.

Will you shoulder the troubles?

ERNEST DISTRIBUTING COMPANY MICHIGAN STATE REPRESENTATIVE APPOINTED

Among the various State Representatives of the Ernest Distributing Company, the first to be appointed was Thomas Ness, S. C. N., 3458 Eastern Place, Detroit, Michigan. He is now the exclusive Michigan State Representative and already started to build his territory by sending orders for Cabinet Spectro-Chromes. We are sure of his success, because, he has one behind him to push him into success,

even though he might not like to succeed! We allude to his beloved wife, Jessie E. Ness, who for several years has been identified as the First Vice-President of the Scientific Order Of Spectro-Chrome Metrists, in the Cause.

It may be mentioned incidentally that the Representatives and Agents of Ernest Distributing Company are all thoroughly investigated for their integrity and ability and the suffering public may therefore rely on them implicitly. They are in constant contact with the headquarters and any information on Spectro-Chrome may be obtained from them.

Join the Spectro-Chrome forces and terminate the reign of the Drug Peddlers. Be the Representatives and Agents of Ernest Distributing Company and be independent for life.

Write to E. A. Ernest, S. C. N., President, for further information; do not miss this exceptional opening for an honorable and profitable vocation with limitless possibilities. Apply now. Next month, more State Representatives will be aligned and at least 100 more Agents will be absorbed.

SPECTRO-CHROME HOME GUIDE

From the pen of Dinshah, came another book of 102 pages, which promises to be the greatest step ever taken to place Spectro-Chrome—In Every Home.

Spectro-Chrome Home Guide is designed primarily for that purpose and will be issued Free Of Charge to those who have Cabinet Spectro-Chrome Equipments. A copy was sent by Insured Third Class Mail to each purchaser of the Cabinet and any delay in receiving it should be promptly drawn to our notice.

Spectro-Chrome Home Guide is not obtainable by any person outside of a Cabinet owner, except on payment of \$65.00. There are no exceptions and it will be of no use asking for it otherwise.

You are further requested to **Register** yourself as the purchaser, to receive Free Advice by Mail, Telegraph or Telephone. Use the blank on page 101 of Spectro-Chrome Home Guide.

Such registration will entitle you to **Provisional Membership** and

the receipt of the Spectro-Chrome each week for 12 months, as such.

Kindly act promptly.

NOTICE TO MEMBERS

Your subscription as a Member of the Scientific Order Of Spectro-Chrome Metrists, expires on December 31, 1933.

Unless your remittance of \$6.00 to cover the Annual Dues and Fees for 1934, be received on or before the end of the month, you will have no authority to act as a Member in good standing having the privilege of signing Collaborators.

Please note therefore, that unless you comply with the above Rule, no Spectro-Chrome or Favorscope will be sent and your privilege of attending our Planet Meetings will cease.

Each Member pays \$6.00 a year; Joint Membership Rule is discontinued.

No Diagnosis

No Drugs

No Manipulation

No Surgery

Spectro-Chrome—In Every Home

Attuned Green Wave

(Spectro-Chrome Metry, Spectro-Chrome Normalators)

AN ODE TO THE DOG BOX

A smart Mēdico, while on the witness stand recently, referred to the latest Spectro-Chrome Cabinet equipment as a DOG BOX, thereby inspiring the lines which follow:

Well folks, I've a story I want you to get
 "Bout a DOG BOX.
 Some Doctor guy said, when he saw it, "I bet"
 "It's a DOG BOX.
 A box on a stand, with a bulb inside,
 Some pieces of glass that work in a guide,
 You turn on the switch, let the light strike your hide,
 THAT'S THE DOG BOX.

A fellow called Dinshah invented this thing
 Like a DOG BOX;
 And one of our neighbor folks gave us a ring
 'Bout the DOG BOX.
 He told us the Doctors were all in a fret,
 Says he, "They're out this Dinshah to get"
 "He's spoiling their racket, that's why they're set
 "Gainst the DOG BOX."

The Missus says, "Bill, do let's go and see
 That DOG BOX."
 "This Dinshah is giving some lectures free
 On the DOG BOX."
 I says, "Now Melinda, you're crazy as H - - - L,
 "It's only a fake, and it can't make you well."
 But, as usual, SHE WON, and I'M here to tell
 It's SOME DOG BOX.

Melinda went clean off her nut when she saw
 THE DOG BOX.
 She wanted to buy one, but I said "NAW,"
 "Who wants a DOG BOX?"
 But what was the use? She'd have her own way,
 (It never DID matter what I had to say)

So I dug up the cash, in order to pay
For a DOG BOX.

Melinda and me almost fought for first try
At the DOG BOX;

I nearly won out, but she started to cry
For HER DOG BOX.

Her stomach was aching, and so was her head,
So I stripped off her things and put her to bed,
And BELIEVE IT OR NOT, HER TROUBLES ALL FLED
Through THAT DOG BOX.

So now, when we're sick, both Melinda and I
Use the DOG BOX;

And even the kiddies will blubber and cry
For the DOG BOX;

So folks we're all through with powders and pills,
I'm telling you true, IT'S THAT JUNK THAT KILLS,
There's only one thing that can ease all your ills,
THAT'S THE DOG BOX.

Just give it a whirl; you never will rue
Dinshah's DOG BOX.

'Twill chase all your aches, and make you anew,
Will the DOG BOX.

For sixty-five bucks, you can Tonate the GANG,
The Doctors ARE THROUGH, so let them go hang,
And UNITE to help Dinshah put o'er WITH A BANG
THE NEW DOG BOX.

Tom Ness to Dinshah.



Say Tom, you are now an Associate Editor; beware of what you write! The Dog might bark out of the Box; it surely will from next month.

Dinshah to Tom Ness.

FOREWORD

By:—Thomas Ness, Associate Editor, Spectro-Chrome

Almost simultaneously with the announcement of the birth of Hom, the sixth son to Colonel and Irene Grace Dinshah, comes the news that in January, 1934, Spectro-Chrome magazine will be re-incarnated in newspaper form. This latest child of Dinshah's ever active brain will be published weekly.

Being born under the Zōdiac sign Capricorn, the mouthpiece of Spectro-Chrome science, will find itself in most distinguished company. Sir Isaac Newton, Daniel Webster, William E. Gladstone and Woodrow Wilson first saw the light of day under that sign. Surely it is significant that a periodical devoted to the Science of Light with its boundless potentiality for healing, should make its bow to the American public under the same auspicious sign that saw the birth of Sir Isaac Newton, famous scientific researcher.

As century succeeds century and the scroll of human life and endeavor unfolds, men write indelibly upon it, the record of their achievements along scientific lines. So it comes to pass that leaders of men, outstanding personalities in their day and generation, bless this old world not only by their presence, but by their contributions to the accumulated knowledge of the ages. Such was Newton in his day, a man whose discovery and practical application of certain natural laws undoubtedly laid the foundation for great scientific advancement on the part of his fellowmen.

Such also is Dinshah, Apostle of Light in the 20th Century. The story of his life is one of intensive study, struggles against great odds, disappointments, triumphs over the forces opposing him and finally his crowning achievement, Spectro-Chrome Metry, a system in which remedial Wave Lengths of Color take the place of dangerous and habit forming Drugs. Under these beneficent Rays, the sufferer's imbalance is corrected and health returns.

Harnessing the forces of Nature, man made use of water to manufacture Electricity. This powerful ally, he uses to drive the machinery he invented, to light and heat his home and office, to chill his food, to carry his words to the farthest corners of the Earth, via Telephone, Telegraph and Radio, to weld metals. In short, Electricity, a formidable and dangerous master, becomes in the hands of the scientist, a veritable "Genii of the lamp" in the service of man.

How apt is this description of Dinshah's Spectro-Chrome equipment with this exception however! You do not rub the lamp; you simply plug in on your house circuit and the NEW ERA GENII OF THE LAMP awaits your pleasure. That his tasks are efficiently performed there can no longer be room for doubt. Thousands of men and women whose Dis-Eases were declared incurable, have been raised from beds of suffering and pain to a newness of life and an enjoyment of such health as they had despaired of ever regaining.

Knowing the man and his work, one cannot but believe that Dinshah was born for the express purpose of benefiting generations of sufferers through the evolution of this mathematically precise method of health restoration, to an exposition of which, in the interest of humanity at large, our weekly newspaper SPECTRO-CHROME will be dedicated.

Its pages will reveal the Truth, the WHOLE Truth, and NOTHING BUT the TRUTH regarding Light as a life giver. Let every Spectro-Chrome Normalator, every student of Spectro-Chrome Metry, every human being who was benefited by the application of the Dinshah Attuned Color Waves, grasp the opportunity now presented and join in a holy crusade against the age-old superstition of drug and dope swallowing, by carrying the TRUTH to the people of America, via the pages of our baby newspaper.

WHAT AN AGENT SAYS

An Agent of the Ernest Distributing Company, in writing his order for a Cabinet Spectro-Chrome, says some words which have deep import. He says, "Mrs. N.— is faithfully pushing the Dog Box whenever possible. Her enthusiasm for Spectro-Chrome Metry is infectious, as this sale bears witness, therefore she gets the credit, I (BIG ME) get the commission, (which in turn she gets) and everybody is happy. Incidentally the purchaser gets restored health and she too is happy. THE N. R. A. can't beat that.

"All joking aside, we begin to see the opening up of a new era of opportunity for Spectro-Chrome. There are thousands of sufferers eagerly awaiting healing, even as they did when the Lord Christ came. Even as in His day also, they are sick of professional quacks. They have spent their little all for evil tasting nostrums. Now comes the Gospel of Spectro-Chrome. a Therapy sans pills, drugs, serums and

hand carving of the anatomy, but plus simplicity, efficiency to the Nth degree and mathematical precision. WHAT A REVELATION! In a few years, your claims will be vindicated, your labors rewarded and the value of your contribution to the science of healing fully recognized. God speed the day."

That day already arrived. It **is** here. It dawned on the horizon of life and its effulgence will increase until the clouds of crass ignorance will be dispelled completely and the Lord's words be fulfilled:—

"Let there be Light"

And Spectro-Chrome was born.

NOVEMBER 1933 REPORT OF FIRST MILWAUKEE WISCONSIN PLANET

Otto H. Lutz, Deputy,
Harry Goebel, Sub-Deputy,
Elaine Astor, Recorder.
Room 157, Hotel Wisconsin.

Twenty-one Affiliates were present.

Ella Lutz and the Members present request me to ask if it would be possible to receive the Favorscope in time to use it for their cases necessitating accuracy. Although E. A. Ernest explained how difficult it has been for you to handle all your many business interests exactly on schedule.

Two particularly interesting cases were by Laura B. Gross of the man who was in the insane asylum and recently entirely unaware of his surroundings, with Heart registering 160; was unusually improved with Green and Magenta in two Tonations, enough to go back to work and secure two orders, one of over \$100 and the other over \$200; feels he does not even need anymore. Wonderful, I think!

The other concerned a woman having either Rheumatism or Arthritis, with terrible knobs constricted over the Body, very stiff joints and heart weak. With Green, Lemon and Magenta used, in six weeks together with the Dinshah Food System, she was well.

After our general discussion, E. A. Ernest spoke a few minutes, telling us of the results even already that are accomplished in the sales

of Spectro-Chrome and the requests of people in other States to handle sales. He reminded us of our need to shoulder the wheel as well, to make the great plan and work a greater future and foundation through efforts and continued support.

Without you here personally, it is a great aid and comfort to us folks to have someone like Ernest, to turn to and be in our midst as a spokesman for you.

Elaine Astor, Recorder.



The complaint of your Members is just, but, we mailed Spectro-Chrome on October 30, 1933 and they should have reached you all by November 1, 1933. The Third Class Mails are slow as snails. However, as the SPECTRO-CHROME will be a Weekly Newspaper next month, this complaint will permanently disappear as the Favorscope will be printed each month ahead.

We have certainly many duties to perform, but, as business is not built by excuses, we do not present any.

E. A. Ernest is the right man in the right place and it is certain that he will make an immense success by his straight-from-the-shoulder methods. Stand by Spectro-Chrome and the Distributor General; we shall stand by you. Thank you.

PAGE SPECTRO-CHROME

By:—Irene Grace Dinshah, Associate Editor, Spectro-Chrome

In an article published in the Evening Journal of Wilmington, Delaware, Thursday, November 16, 1933, page 1, on "Dread Tropical Disease Hits Chicago Visitors," by Dr. Morris Fishbein, Editor, Journal of the American Medical Association and of Hygeia, the Health Magazine, it was stated, "Recent death of Texas Guinan, famous night club hostess, brings into national prominence the outbreak of amebic dysentery that has been prevalent in Chicago for several months. Miss Guinan's sudden death is ascribed to this disease. The epidemic is believed to be under control.

"Amebic dysentery is caused by invasion of the body by an organism larger than the bacteria, known as entamoeba histolytica. This

organism undermines the upper layers of the large bowel.

“The symptoms begin with frequent, scanty evacuations, often containing mucus and blood, severe abdominal pain and depression. Sometimes the early symptoms relating to the abdomen are so severe that in the failure of an accurate diagnosis, surgical operation for appendicitis or peritonitis or for other abdominal infection may be performed.

“Until rather recent times, this disease was associated universally with the tropics. More recently it has been found that it can be transmitted by food handlers in any part of the world.

“It was by this method that the epidemic arose in Chicago.

“In 1927, seven or eight cases were traced to a large hotel there. Apparently a person still carrying the germ in the spring of 1933 obtained a position in another hotel.

“Cases of amebic dysentery are not usually reported in Chicago; in fact, the average is one or two a month.

“However, about the middle of August, 1933, two cases were reported, and by the end of August 13 cases had been reported, all traced to the same hotel.

“Therefore, examinations were made of all food handlers in this hotel, and by October 1, it was found that of 412 food handlers examined, 92 were infected.

“The examination for the presence of the organism is a highly technical procedure which can be carried out only by a competent laboratory investigator.

“There is an incubation period of from 9 to 94 days after the invasion of the body before severe symptoms appear. In fact, the cases investigated by one group of authorities indicated that the average time from the infestation by the organism to the first appearance of the intestinal symptoms was 65 days.”

Dr. Morris Fishbein might relate a different story if he and his fellow-medicoes would use Spectro-Chrome. Then, his report need not be, “The epidemic is **believed** to be under control,” but, “The

epidemic is under control.”

The untimely decease of Texas Guinan and others with similar disorders could easily have been averted.

What a disgrace to medical “science”—to an “honorable profession” to admit wrong diagnosis, hence unnecessary surgical operation and probable death in the wake! Appendices are removed when medical diagnosis and treatment should be for Dysentery.

How wonderful to work with the Spectro-Chrome Metry simplicity and one does not have to sit and wait 65 days with a calender in hand, for “symptoms”.

The user of Spectro-Chrome cares nothing about the size of the organism, whether it undermines the upper layers of the large bowel or the lower layers of the small bowel or its name—it as well might be called entamoe—bah hiss! Furthermore, Appendicitis, Peritonitis, Dysentery and so on are just so many words, indicating Inflammations.

Spectro-Chrome followers know **without diagnosis** — without complicating terms, that this Disorder, about which there appears to be so much ado, lies on the Infra section of the Spectrum and the indicated tonation is Ultra-Green.

Simply Irradiate with Turquoise Systemic and worry not about the invasion of the body by the entamoe—bah hiss army!

SIGNS OF THE TIMES!

By:—Marguerita W. Simon, Associate Editor, Spectro-Chrome

The following newspaper article tickled my funny bone to such an extent, that I could not refrain from commenting about it.

“Entire Lung Removed

Pittsburgh Physician Fully Recovered From Cancer Operation

St. Louis, Oct. 28—(AP)—A report on the successful removal of an entire lung from a patient of Dr. Evarts A. Graham was made public today by Dr. Morris Fishbein, editor of the Journal of the American Medical Association.

In an article appearing in the current journal, Dr.

Graham and Dr. J. J. Singer, both of the Washington University School of Medicine here, state: "It is apparently the first time in which the whole lung has been deliberately removed at one stage."

Cancer necessitated removal. The operation was performed last April 5, but no previous reports of it had been made public. The patient, a Pittsburgh physician, is reported fully recovered."

It is certainly a good sign of the progress of **Spectro-Chrome in Every Home** when the M. D.'s have such a small amount of business that they must butcher one another to keep in practice and enlarge their collections of anatomical "pickles"!

While it is humorous to those who practice Spectro-Chrome and who know the opposition to our work by the Medical Trust, it arouses one's sympathy for the poor Pittsburgh physician who must for the rest of his life be a one-lunger. If he had come to Spectro-Chrome, he would have finished his life hitting on all cylinders and kept the spark plugs firing in proper order in his patients.

I should like to know if the Pittsburgh M. D. pickled his lung in alcohol after it was removed or whether it was removed because it was pickled in alcohol; no cause was mentioned. Who has the lung?

The American Medical Association is proud of the new accomplishment of its Members, but, it would appear by the absence of his name that the Pittsburgh physician does not share their egotism in walking around minus half his bellows!

No Diagnosis

No Drugs

No Manipulation

No Surgery

Spectro-Chrome—In Every Home