

trained to eat salt. Their recovery is greatly retarded by the salt in their blood. Where cattle are fattened for the market,

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FOOD CONTENT OF SALT.

Science by itself says nothing on the burning questions of hygiene. It just says what the professing scientist makes it say. The reason is that science has no practical existence, apart from those who make bold to speak in its name, and who are accepted by the people as authorities. We can have no infallible science, until we could get infallible men.

Such as it is, science has up to now praised common salt as a wholly good thing, if used in 'moderation.' Common sense will ask, why this "if." But we shall come to that, later on.

Baron Liebig was in his day a great authority in the world of science. He had a notion, that all the nutritious principles of an ox could be boiled down into a quart cup, and that the concentrated aliment would confer strength upon invalids. Years of trial by believers has shown that this is pure imagination. Patients actually starve to death on "Extract of Beef." Thus the promises of science have all been broken. To go by authority, in science, is surely to court disaster. Our only hope is in resolutely testing the truth for ourselves. In the first place, we must be prepared to put on

habitual sinner—by over-eating—is happy over the result. It is only when the reserves of vital power in the brain exhausted, that he is going to pay for this ruinous policy. But when the time comes, he will not know that salt and hungerless eating, as well as over-eating, have led him to this fate. Cold air, cold water, fresh fruits, microbes, anything and every thing will be trotted out as the cause, in order that suspicion may not be raised against his well-beloved salt or other appetisers,—such as sugar.

It requires a keen insight to appreciate the argument against salt, that is drawn from its effects on the sense of taste. But if that is understood there is no need to go to other arguments. This only by itself is conclusive. Taste has been appointed to serve as guardian of the stomach, to examine what goes in, and to arrest it then and there, if it be unnatural and unwholesome. This duty it can fulfil, only if it be left free to itself. In nature, the taste cannot, and does not, begin to act; unless and until hunger comes, from which it receives its light and inspiration. Until then, the taste simply rejects everything. After that, it admits, or turns aside the food that is offered, according as it is natural and wholesome or not. It is by this law, that animals and little children before they are corrupted, govern their eating. But when taste is corrupted, by salt or sugar; it is always possible to eat in advance of hunger, and to eat much more than hunger would allow. From this, disease premature old age and death are inevitable. Who dares deny it?

Salt causes disease, not only by excess of food, but also by its own poisonous effects. If all the salt eaten be got rid of, regularly, there would be no serious harm done; but even there, there is the unnecessary waste of energy in getting rid of hostile element, which need not have been brought in at all, in the first place. But it rarely happens, that all the salt is got out safely, from time to time. For the plainest of reasons,

much of the salt is retained inside, to be dealt with, if possible, on a future occasion. This opportunity to deal with the enemy never arises in time to prevent mischief. So the drug—for, so it must be called—accumulates within and forms the seed of disease. It gets into the cells, even into the nerve cells, and wreck their efforts to carry on the vital processes according to Nature. Because of the salt in them, the nerves do not allow the current of life, descending from the brain, to flow freely along them to the organs, that are waiting for those currents in vain. The daily repair and renewal of the cells and organs is allowed to fall into arrears. Thus serious diseases, like diabetes, rheumatism, consumption of elephantiasis, are brought about. Ancient systems of medicine have found that a strict omission of salt from the diet gives the patient a chance of cure. (*Swarajya*.)

To be continued.

• MILK AS FOOD AND POISON.

No article of Food is so valuable as milk; but several popular notions are erroneous. Milk is most dangerous in certain diseases; at the same time the value of butter, both as food and medicine, is not yet fully recognised.

Milk whether in the animal or the human kingdom was originally meant for the support of the young ones of each species and not for other purposes. Selfishness of men however went to such an extent as to deprive the young ones of cows and other domestic animals of their natural food.

In fact man now lives at the cost of the animals, either actually killing them or allowing them a life of death while living. That the calves should be starved and man should be enjoying is a sin. It is a miserable sight to see the cows and calves. The milker or the purchaser of milk should have,

sufficient human feeling to allow the calf sufficient milk and to her food to make up for the deficiency when milk is drawn.

That a vast population of the world has been used to the drink of milk, especially of the cow, shows its usefulness as a nourishing element of food. The value of the milk none can deny. But the question arises, "Is milk a necessary article of food as both medical and lay people argue?"

Milk is a complete food in itself, supplying all the necessities of required diet and the best food for babies and a necessary part of diet even for grown-up people. There is however a wrong theory that similar tissues have to be introduced into the system as a necessary article of diet to build up similar tissues. They argue, out of flesh is built up flesh, and out of fat, fat, etc. But in our daily experience we see quite the reverse. Animals live entirely on vegetables and grains and build up their flesh. Similarly men living on vegetables alone build up the required amount of flesh, fat, etc. The power of building up the different tissues depend on the system more than the outside food stuff. It is possible to live on any particular food like rice alone, or wheat, almond, cocoanut, orange, etc. The body adjusts itself and manufactures the necessary ingredients for the growth of the body.

Cow's milk is almost equal to human milk and it is one of the most nourishing foods. It may be taken as an accessory or principal food. It is possible to live on milk alone without any other article of diet. It is equally possible to live entirely on any particular food; hence milk need not be a necessary article of diet. Under normal circumstances milk need not be either accessory or normal food at the cost of the calf or the cow. With the cow and calf well protected, it forms a good food for patients and invalids.

Western medical men use milk as a chief diet for almost all patients indiscriminately. By adopting milk diet they

are doing more harm than good. Fever and very many diseases have wrong food and deranged digestion as the chief cause and as milk is not easily digestible it is ill-advised for fever patients to take milk. Good digestion followed by sound appetite is the hint for milk diet when good nourishment is thought of. It is the worst food for people suffering from Indigestion, Dyspepsia, Diarrhoea, all kinds of fever, Typhoid, vomiting and excessive formation of phlegm and wind. It is equally harmful if taken by a diabetic patient. When the digestion is active it is a good diuretic and antibilious food. In all disturbances of urinary and generative system with scanty and irritable urination it is very useful.

When digestion is disturbed and the introduction of milk is found necessary, it may be given fresh soon after milking, *i.e.*, without boiling. Both vitamin and nourishing elements and digestibility are lost if milk is boiled; or it may be cooked with other ingredients of food and eaten; or it may be curdled and taken either as curds or butter-milk. When digestion is weak, milk can be best introduced as butter-milk.

Every kind of tinned milk must be condemned as an article of food. Butter-milk is the best food in Dyspepsia, Diarrhoea and dysentery. If the digestion is not much weakened, curds may be substituted for butter-milk.

Butter possesses superior qualities to ghee and vegetable fats like almonds, ground-nuts, cocoanut, gingelly, and valuable fatty-nuts. Fresh butter is more cooling and nourishing than ghee. Where fresh butter is not available, people will do well to have recourse to the use of fatty nuts and grains. It is waste of money and health to go after tinned butter and ghee which are generally adulterated with other fats. People must be free from the wrong notion that ghee and milk alone are the fat producers and therefore necessary articles of food.

The supply of milk, butter and ghee in cities like Madras, etc., is far from satisfactory. Both money and health are

wasted by taking such undesirable food stuff invariably adulterated. Both the nourishment and health of the cows in towns are neglected. The quality of milk depends on the health and nourishment of the cows and every one must admit that milk supply of towns is the worse possible. (Those who desire to build up their body with milk, butter or ghee and are unable to get them pure, will do well to use grains and nuts like Bengal gram, peas, almonds, cocoanuts, etc., in their fresh state.) (*Sunday Times*).

(To be continued.)

OURSELVES



THE TAMIL NADU AYURVEDIC PHARMACY LTD.



The prime object with which the Tamil Nadu Ayurvedic Pharmacy, Ltd., was founded in the year 1925 was to re-suscitate the Ancient Siddha Ayurvedic Science, from the depths to which it had been hurled down by centuries of ruthless neglect, and to establish once more its proud position in the front rank of medical science. It was with this sole aim the above Pharmacy was started by its Managing Director and Physician, Pandit E. Srinivasachari.

Within the very short period of its existence, the fame of the Pharmacy has spread far and wide, not only throughout the length and breadth of India, but in foreign countries also, like Burma, Ceylon, Malaya and East Africa. Ever since its inception, the popularity of the Pharmacy has been steadily on the increase. The number of patients treated and the sale of medicines have been increasing year after year. Encouraged by this popular support, the Directors of the Pharmacy unanimously decided and opened a Branch at 193, Mount Road, Madras, for the convenience of the patients in the City. The business and popularity of the preparations increased by leaps and bounds, and the zeal and liking of the foreign patients to undergo our treatment enormously increased. To cope with the demand and for the convenience of the foreign and outside patients, our chief physician, by previous engagements, is travelling throughout India, Ceylon, Burma and Straits Settlements to study the cases in person and to offer the best treatment possible.

And also to meet the great demand for medicines and enormous increase in the correspondence for treatment, we have very much improved the Laboratory with required establishment and the same is being attended to by many able

Physicians and also personally supervised by our Chief Physician Bhishag Ratna Pandit E. S. Gopan and Pandit E. Srinivasachari, Physician and Managing Director. The fact we are doing very sincerely for the suffering Humanity by supplying the most genuine and Sastric preparations with careful attention paid to every individual requirements may be easily gleaned from the hundreds of testimonials which are being received every day and also the glowing tributes paid to us by the various papers, all over India and Ceylon. The Siddha Pharmacopia is the oldest system of science for healing, handed down to the public in the way of Guru to Shishya (disciple) long, long ago. This method has made it possible to maintain the secret knowledge thus gained and this is the only real effective system suited to the people of Tropical countries which we can deliberately vouchsafe, as it is proved to be the case by our long research with the help of our chief Physician, Pandit E. S. Gopan.

Pandit E. Srinivasachari, by completing such true Shishyabhood under many Gurus and by association with several Mahans and Sadhus from Cape Comorin to the Himalayas, obtained vast experience for over twenty years in medical practice and is healing several chronic cases with the help of Mulligas revealed to him during his vast period of research. The Pandit is therefore endowed with unique qualities which make him fit to cope with the task entrusted to him.

Our Renowned Pulse Specialist and Chief Physician, Bhishag Ratna Pandit E. S. Gopan, hails from a historic family of South India and his ancestry of uncles have studied for the past three centuries and over, the Siddha, Ayurvedic Systems to the highest degree of proficiency and practising the system of treatment with a great measure of success. It may be mentioned here this historic family from which our Chief Physician descends was given lands worth about several thousands of rupees in appreciation of the service by Nawab Doss Ali Khan in 1725 A. D. The Pandit, by associating with many renowned Mahans, and by his own experience in having witnessed several treatments demonstrated to him by them, is in a position to treat cases wonderfully with much success. Another important feature of the Physician is the specialisation in the PULSE SYSTEM which he has perfected

with the originality of his own research works with the ancient Sastras and he can diagnose the cases accurately without asking the previous nature of the case, by mere Pulse Reading. In this art of diagnosing cases with a original proficiency in Pulse Reading, there is none to beat our Physician who has already a brilliant record in medical practice to his credit and several newspapers have published in their columns their high appreciation of the work of the Pharmacy and the skill of the two Pandits in curing all complicated and chronic ailments in a short time.

The following are some of the Papers that have reviewed their work:—

- The "Pioneer" Allahabad.
- The "Bombay Chronicle" Bombay.
- The "Indian National Herald" Bombay.
- The "Indian Daily Mail" Bombay.
- The "Hindustan Prajamitra" Bombay.
- The "Sanj Vartaman" Bombay.
- The "Hindu" Madras.
- The "Nagpur Mail" Nagpur.
- The "Maharashtra" Nagpur.
- The "Swarajya" Madras.
- The "Tamil Nadu" Madras.
- The "Daily Express" Madras.
- The "Andhra Patrica" Madras.
- The "Rangoon Daily News" Rangoon.
- The "Ceylon Independent" Colombo.
- The "Swedashiyamitriya" Colombo.
- The "Ceylon Morning Leader" Colombo.
- The "Daily Post" Bangalore.
- The "New India" Madras.
- The "Hyderabad Bulletin" Secundrabad.
- The FREE PRESS OF INDIA, BOMBAY

All the medicines in the Pharmacy are prepared under the immediate supervision of the two Pandits with great care

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and precision as advised by their Gurus. The Public may therefore expect that the preparations are of highest potency in the cure of disease. We take greatest pride in preparation of these medicines and their work of cure. We shall consider our labour fully recompensed if our patients are cured of their ailments and are put on the road to Good Health. We take this opportunity for thanking the Public for their support, and we do not think it too much to solicit their continued patronage in the future.

A few of the Testimonials of different diseases.

M. R. Ry. V. C. Seshachariar, Avl., B. A., B. L.,
Advocate and Editor, "The Law Weekly"
Madras.

I have very great pleasure in testifying to the fact that I have, for some months past, been using "Kayasiddhi Makaradhwaja" specially prepared as a Nerve Tonic by the Tamil Nadu Ayurvedic Pharmacy, Ltd., and I can confidentially recommend it to all who, owing to continued illness, are in a run down condition. It strengthens the nerves, builds up the tissues and enriches the blood. The effects are very pronounced even during a short course of using the Bathing Oil furnished to me by the above Company known as Vettivar Thailam has a very cooling effect. I heartily wish every prosperity to the two good brothers and to this great institution which is in their kind charge.

Myanjan Sahib, 4, Roomshee Kerk Street, Sorabaya,
Java.

By using your Kayasiddhi Makaradhwaja, I feel very strong, and my baby is improved to the greatest extent. I am not exaggerating when I say that it works magically and wonderfully. I wish you success.

Dr. R. N. Sexena, L. M. P., P. S. M. S., Senior Medical
Officer, Mental Hospital, Agra.

Your Kayasiddhi Makaradhwaja is really a tonic of its kind. Notably it is useful in restoring lost vitality, vigour and energy. It is a boon to sufferers of Nervous Debility, Backache, Spermatorrhoea, etc. I would strongly recommend its use to the Public.

Mrs. N. Siegertsy, Vihare Lane, Wellawatte, Colombo

"As luck came our way, you have been more than kind as to have cured her as no other doctor I suppose could have done in the whole of Colombo. I shall, up to my dying day, never forget your kindness."

Mrs. F. S. Wijigoonuwardene Ratmalans South, Mount
Lavinia, Ceylon.

The medicines you were kind enough to send me for my chronic indigestion have done me immense good and I am ever grateful to Dr. E. S. Gopan for the correct diagnosis of my illness.

Williams, High Street, Kuala Lumpur, F. M. S.

Your one phial of Kayasiddhi Makaradhwaja, which I used for Chronic Colic patient for over 25 years standing, has given very wonderful effect. I used several English, American, and native medicines for the last 5 years, but it is this God-send Sanjeevi medicine that has relieved him of this long-standing complaint.

Nandisena, Esqr., Dondra, (Ceylon).

Though several clever doctors told me, that the severe sickness which had attacked me is an incurable disease, yet learned Dr. E. S. Gopan has entirely cured with a few medicines, and has given me entire satisfaction and everlasting happiness and joy. It is therefore my duty to thank from the bottom of my heart Dr. E. S. Gopan. "The sickness of Consumption which prevailed in me as an envelope of entire darkness is made to shine by the sun, Dr. E. S. Gopan, in the glory of Stars."

T. R. Naidu, Esq., Retd. Supdt., Officer of the Chief Engineers, P. W. D., Nagpur, C. P.

Dr. E. S. Gopan's examination of the *Pulse* is the most wonderful part of the Pharmacy, for, it unravels the root cause of the disease, no matter what the nature and duration of the disease is. Without being told anything, he, by his wonderful Pulse Reading, accurately described the nature of the disease. I have no hesitation in stating that any one in need of Expert advice cannot do better than consulting Dr. Gopan, the Renowned Pulse Specialist.

Mrs. L. L. Ahlys, "Hill Rise," Nugegoda, Ceylon.

My daughter is quite alright now by using your Cure for Menstrual Disorders. I shall have the greatest pleasure to recommend your medicine to any of my friends who may require it.

R. Arulappan, Treacery, Kuala Lumpur, F.M.S.

I had to thank you very much for your medicine having completely cured me from a disease which had been a misery to my life for over 6 years. I was suffering from Chronic Dyspepsia having all kinds of troubles. I tried many European patent medicines, treated in Hospital and by private practitioners and even Chinese and Indian Physicians. Thank God, though far away, you Physicians did marvelously understand my disease and with a course of 10 days' special medicine the Chronic Dyspepsia of 6 years' standing, which European and native physicians could not cure but at last been cured. It is beyond my power to thank you adequately for the relief given to me.

G. C. Doss, Station Master, Gadigam, M. & S. M. Ry.

Extremely glad to inform you that my wife gave birth to a female child on the 5th Feb. 1927. The Maha Oil you kindly gave her for easy delivery did wonders and she had easy delivery for which I thank you and the Almighty. I hope many sufferers will be benefitted by such medicines.

Rao Bahadur M.R.Ry. P. N. Jambulingam Avl., B.A., Fellow of the Royal Empire Society.

I have known the Tamil Nadu Ayurvedic Pharmacy ever since it was started. I have recommended a number of patients particularly consumptives who were left as hopeless by English Doctors. It was marvellous that some of them showed decided signs of improvement within a fortnight. I have personally used Kayasiddhi Makaradhwaja. They are wonderful in their effects. I am sure there is a great future for the Pharmacy.

S. A. Ramasamy Iyer, School Master, Porayar, Tanjore District.

I am glad to inform you that your Maha Kayamirtham did immense good to my wife and it is a healthy tonic to women.

A. Venkatappiah, A. S. M., Nayudupeta, M. & S. M. Ry.

Your medicines Madanakameswari Leghiyam and Sandana Sherbet have done much good to me. Please send one tin of Madanakameswari Leghiyam and one bottle of Sandana Sherbet.

* * *

P. P. Velas Utan (Than. Dt.)

I write this to inform you about the lady patient for whom I ordered from you the cure for menstrual diseases after taking the medicine, she had menses. Now her health is much better than what it was before menses.

* * *

Panchabhava Vadiraja Charlu, Esqr., District Board Office, Cuddapah.

I have great pleasure to inform you that I keep sound and good health after taking your 'Kayasiddhi Makaradhwaja' Pills you sent to me. I have recommended its use to one and all of my friends and I am sure that they also have good words to say.

* * *

Umashankar Bajbai Esqr., Judge, High Court, U. P., Allahabad.

"I was examined to day by Dr. E. S. Gopan, the Pulse Specialist of the Tamil Nadu Ayurvedic Pharmacy Limited, Madras, and I have much pleasure in stating that his diagnosis corresponded with that given by Allopathic doctors after a thorough examination of urine, stools, and chest, etc. I think he is a very efficient Pulse Specialist."

Hon. Dewan Bahadur Sir M. Krishnan Nair, B.A., B.L., Law Member to the Government of Madras.

I visited the Tamil Nadu Ayurvedic Pharmacy, Ltd. The Institution is apparently doing good work. I wish the Institution and Dr. E. S. Gopan, the physician in charge of it every success. From what I saw of it, I can say that the institution deserves encouragement.

A. Venkataraman, Esq., Barrister-at-law & Advocate, Land-holder, Narasapur.

I have known the Tamil Nadu Ayurvedic Pharmacy for over three years. I have recommended a number of consumptive patients who were all treated before by English Doctors and given up. Dr. Gopan has taken up those cases and cured most of them. I have tried their Kayasiddhi Makaradhwaja (regd.) pills; they have given me entire satisfaction as the best Nervine tonic. The redeeming feature of the Pharmacy is that Mr. Sreenivasachariar treats all the poor cases gratis. I wish the Pharmacy every success.

Rao Bahadur P. T. Kumaraswamy Chetti Garu, B.A., Ex-M. L. A., President, Corporation of Madras, Member of the Senate.

Of late I came to know that Dr. Gopan & Pandit Sreenivasachari are treating patients in the Tamil Nadu Ayurvedic Pharmacy and though I have not used the medicines that are presented and prepared by the Pharmacy, yet I am confirmed by the impression in the public eye that they are doing genuine work and their work is commendable. As regards Kayasiddhi

Makaradhwaja (regd.) I am also informed by my friends that it is very efficient and is one of the best Nervine tonics prescribed.

Sir K. V. Reddi Garu, B. A., B. L., Ex-Minister to the Government of Madras and now, the Agent-General to the Government of India in South Africa.

I have inspected the Tamil Nadu Ayurvedic Pharmacy Ltd., and found that the system of preparing the medicines is purely Ayurvedic. To those who believe in this System the medicines supplied from this Pharmacy will be found to be quite satisfactory. I wish it every success.

The Rajah of Khallikotta & Attagadar.

I visited the Tamil Nadu Ayurvedic Pharmacy and was very interested to have a look at the medicines prepared purely on Ayurvedic System. The Pharmacy is doing very useful work and deserves every encouragement. Pandit Dr. E. S. Gopan is to be congratulated on the useful work he is turning out and for his special treatment by the feeling of Pulse. The special preparation (Kayasiddhi Makaradhwaja) is very well spoken of.

Dewan Bahadur A. M. M. Murugappa Chettiar, Avl. Sheriff of Madras, Banker, Nattukottai Nagarathar Association.

I visited the Tamil Nadu Ayurvedic Pharmacy, Ltd., conducted by Pandit E. Srinivasachari, Managing Director and Dr. E. S. Gopan, Pulse Specialist. The institution is doing very good work. I wish the Pharmacy every success.

Raja R. K. Ranga Rao Bahadur, Raja of Kirlampudi

Writes:—

I have visited the Tamil Nadu Ayurvedic Pharmacy, Ltd., conducted by Pandit E. Srinivasachari, Managing Director and Pandit Dr. E. S. Gopan, Pulse Specialist and inspected the medicines prepared by the Pharmacy and special mention may be made of Kayasiddhi Makaradhwaja, the Nervine Tonic Pills, which has been spoken of very highly, by the

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testimonials. And also special mention may be made of diagnosing diseases by Pulse System by Dr. E. S. Gopan which is very efficient. I wish the Pharmacy every success.

Hon. Rao Bahadur C. V. S. Narasimha Raju Garu,
Ex-President, Madras Legislative Council, &
Surya Rao, Esq., President Religious Endow-
ments Board, Madras.

Mr. Surya Rao and myself visited the Tamil Nadu Ayurvedic Pharmacy and we are much pleased to see that the medicines are being freely used and are very popular. We are well impressed with the testimonials Dr. Gopan has obtained regarding the efficacy of his medicines and the special knowledge he has shown regarding pulse. We wish him every success.

Hon. Dewan Bahadur A. Ramaswamy Mudaliar, Esq.,
Ex-President, Madras Corporation and M.L.A.

It has given every great pleasure to visit this Pharmacy and to be shown the various medicinal preparations which are for sale here. The Pharmacy contains medicines for many acute diseases and I learn from Dr. Gopan that he has a special patent medicine for tuberculosis, which is the scourge of the country at present. I was much struck by the features of all the preparations. The institution is run by the brothers who are both well educated and have a knowledge of their work. I am sure there is a great future for this enterprise. I wish it all success and endorse the appeal for its generous support and encouragement.

Hon. S. Muthiah Mudaliar, Esq., B.A., M.L.A., Ex-Minister
of Public Health, Govt. of Madras.

I had the pleasure of visiting the Tamil Nadu Ayurvedic Pharmacy of Dr. Gopan this evening. I am glad to find that the medicines are popular. The institution is run on modern lines. Wish the same success. Dr. Gopan is treating his patients. Indigeneous system of medicine requires encouragement and advertisement. I am sure Dr. Gopan's efforts will be fruitful.

Dewan Bahadur C. V. Renga Reddi Garu, Late President, Hindu Religious Endowment Board.

Visited the Pharmacy at the kind invitation of Dr. Gopan. have been very much pleased with what I saw in it. The medicines are manufactured under the direct supervision of Dr. Gopan and Pandit Srinivasachari. I understand that these doctors are even curing advanced cases of consumption by special treatment. Dr. Gopan is said to be an expert in diagnosis by feeling the pulse. The Pharmacy is very popular and I wish the institution every success.

C. Venkataramanah, School Master, Pry. Boys' School, Closepet, Bangalore Dt. writes:—

Allow me to express the following. You are aware of the fact that I had been twice to you and intimated the disease of my boy and used "Kayasiddhi Makaradhwaja" of your Pharmacy. It is no exaggeration to tell you that it saved the life of my boy. Even now I believe that you will send me a bottle of your "Kayasiddhi Makaradhwaja" by post and oblige.

Hon. M. R. Sethuramsam Iyer, Esq., Ex-Minister of Development, Govt. of Madras.

I had the pleasure of visiting this institution this morning and was pleased to find the good and useful work which the Doctor brothers, Pandits Srinivasachari and Gopan are rendering to the public. The institution is run on modern lines and the medicines are purely Ayurvedic preparations which deserve encouragement. I wish the Institution all success.

Dewan Bahadur M. Gopalaswamy Mudaliar, Esq., B.A., B.L., M. L. C., President, District Board, Bellary,
writes:—Dated 6-1-32.

Dr. Gopan whom I met at Mount Road Branch examined me and other members of my family. It was marvellous how he was able to diagnose the ailments which were troubling us by means of examining our Pulses. He prescribed certain medicines for woman's complaint. I found that it was a sovereign remedy which had marvellous effects. We now regularly have recourse to his Makaradhwaja and have derived immense benefits.

M. R. Ry. A. Rangaswamy Iyengar Avl. B. A., B.L.,
Ex-M. L. A., Editor, "Hindu," Madras.

It has given me great pleasure to visit this Pharmacy which I find is maintained and run on business lines. I had heard of Dr. E. S. Gopan's popularity as a pulse specialist even in Bombay and I am glad to find that he is by his practice and study increasing his knowledge of the diagnosis and treatment of diseases and illness by this method. Both he and his brother come of a well-connected family of physicians and the hereditary knowledge and skill they have inherited ought to prove of great value to them in their work which is nowadays so much in need in the service of humanity. I wish them and their Institution every success.

M. R. Ry. Rao Bahadur B. V. Sree Hari Rao Naidu
Garu, Inspector-General of Registration, writes:—

I have had ample opportunities to test the efficacy of Dr. Pandit E. S. Gopan's Kayasiddhi Makaradhwaja and the Pandit's abilities as a Pulse Specialist and have great pleasure to testify to the marvellous way in which he diagnoses cases. His Kayasiddhi Makaradhwaja has proved very beneficial to me. I wish the Doctor's Institution continued prosperity and success in the medical field.

K. Bhasyam Iyengar Esq., B. A., B. L., Advocate,
Madras, writes:—

I have used their medicines and tonics and found them both beneficial and effective. The Kayasiddhi Makaradhwaja is a good nervine tonic.

B. N. Vijaya Deva Esq., M.A., Barrister-at-law, Public
Prosecutor & Government Pleader, Bangalore
Division, writes:—

They are capable in their line and their medicines like Kayasiddhi Makaradhwaja and other specifics are popular. I wish every prosperity to the two gentlemen.

VIM !

VIGOUR !!

VITALITY !!!

KAYA SIDDHI MAKARADHWAJA

(REGISTERED)

THE GREAT GENERAL TONIC PILLS

PREPARED WITH GOLD

Kayasiddhi means the preservation of human body from all illness and weakness. Rishis of old used Kayasiddhi Muligai for keeping their bodies free from illness and full of vigour throughout life. They knew the secret potency of the Muligai.

Our principal medicine is the compound of Kayasiddhi Muligai and the purest Makaradhwajam. Obtained from the correct sources and compounded in the approved manner, these two ingredients form the basis of the most potent nervine tonic.

It cleanses the blood, purifies it and infuses strength-giving properties into it, and, through it, attacks the diseased spots in the body and roots out every complaint. The patient taking a course of the tonic begins to feel the new strength coursing through the veins almost from the beginning.

It is a valuable and surest cure for Nervous Debility, Impurity and Poverty of Blood, Loss of Memory, Giddiness, Palpitation of the Heart, Asthma and Consumption, all Stomach Troubles, Loss of Appetite, Diarrhoea, Dysentery, Cholera,

Fevers, Backache, Loss of Vitality, Spermatorrhea, Eczema, and all other Skin Diseases, Eruptions and Leprosy.

Nervous debility, that too general complaint in modern life, has no more potent corrective, than Kayasiddhi Makaradhwaja. The shattered nerves, weakened by a variety of conditions, such as worry, overwork, excesses in youth and middle age, receive fresh life with every particle of Kayasiddhi Makaradhwaja.

Students, intellectual workers, lawyers, professional men, and others whose nerves are liable to break down, will find this tonic a great boon to them in the recovery of health.

The poor specimens of humanity often seen in life emaciated, broken down and incapable in early youth sighing for the enjoyment of life which to them is denied, need no more despair. Kayasiddhi Makaradhwaja will put them on their legs again, send a current of fresh life, vim, vigour throughout their body and fit them for life.

To those who had left youth behind and feel its want, this tonic will bring back good health quickly, positively and permanently.

Kayasiddhi Makaradhwaja is a general all-round tonic for all ages which can be taken without any restrictions of diet, climate or season.

80 pills for 40 days Rs. 10.

40 pills for 20 days Rs. 5.

[Full Directions with Phial]

Maha Jeerakathi Leghiyam

A HEALTH CONFECTION

This is a sweet preparation of various fruits, muligais, and other ingredients from a formula practised for several centuries. It is intended for the diseased and the healthy of all ages and both sexes, in all seasons, as a light "keep me-fit". Jeerakathi Leghiyam removes Biliousness, Bloodlessness, Jaundice, Indigestion, Colic-Vomitting, Weakness, Loss of Appetite, Constipation, Giddiness and impure blood, stimulates the circulation of blood, re-builds lost strength and generally keeps one fit. A daily use of this leghiyam prepares one for good health always and avoids all minor complaints.

[1 seer 24 tolas Rs. 2.]

Maha Tooth Powder

A medicated dentifrice specially prepared to cure all dental diseases such as toothache, bleeding, swelling of the gums, rotten teeth, germs in the teeth, etc., and to clean teeth and mouth and remove bad smell. Its regular use keeps the teeth firm and solid lustrous and purifies the breath and makes the mouth sweet.

[One tin annas 2.]

Maha Night Pills

The regular clearance of the bowels is the primary condition of health. Where constipation or irregularity or change of colour of the stool appears, one may be sure trouble is brewing. To enable everyone to have the bowels cleared regularly and normally without the worry of a purgative we have prepared these night pills from various muligais. A pill in the night gives the bowels the power to perform their work properly and expel all refuse. Useful for young and old of both sexes. Perfectly harmless laxative.

[Box of 20 pills As. 8.]

Maha "Gulmaroga Nivarani"

OR

THE CURE FOR DYSPEPSIA

Dyspepsia is one of the host of diseases and it is characterised by such symptoms as blowing of the stomach, constipation, weakness, Flatulence, Indigestion, fullness and tightness of the stomach, pricking pain in the abdomen, nervous pain in the head and neck, wind and stomach, ulceration in the stomach, creeping sensation like those of ants in the affected parts, acidity, coloured stools, perspiration, burning sensation in the body, yellowness of the skin of the face and body, drowsiness, redness of urine, excessive heat in the system, formation of phlegm in the throat, vomiting, reeling of the head when exposed to sun's heat, thirst, sleeplessness, fever, chilliness, nausea, nasal catarrh, discharge of forces while straining, hard breathing, Laziness, Palpitation of the Heart, Cough, watering of the mouth, fear, choking sensation as if by smoke in the throat, heaviness of the Head, trembling of the limbs, purging, and Presence of hard ball-like thing in and hardness and bloating of the stomach. Dyspepsia attacks some people in the morning till 10 A. M. others from 10 A. M. to 2 P. M. and certain others from 2 to 6 in the evening, causing great pain. In other cases, it lasts the whole night or even at all times.

The 'Cure for Dyspepsia' which we have prepared, cures such ailment as Indigestion, swelling of the stomach, numbness in the body, pain in the hips, false appetite and others referred to already, besides clearing the stomach of all impurities, regulating and correcting the bowels, inducing appetite, causing digestion, preventing frequent windy discharges and bad smell, and restoring the patient to good health and happiness in every respect.

[Rs. 15 per bottle]

Maha Amritamalak Thailam

A bathing oil with much cooling effect.

[Price: Rs. 1 per 6 oz.]

Maha Brihat Chandrodaya Makaradhwaja

Nervine Tonics are those that cure various kinds of complicated ailments and premature decay of the body and increase the vitality giving fresh vital energy and fluid and nutrition for the whole body. Excessive loss of vital fluid causes weakness of the Nervous system, loss of memory, consumption. Difficulty of breathing, pain in the chest, etc. With a view to prevent such decay in the Nervous system, we advise a powerful and good Nervine Tonic.

Brihat Chandrodaya Makaradhwaja is the surest medicine for Nervous debility, and loss of memory. As the ingredients which go and make up the medicine contain pure indigenous Muligals and valuable Basmals, and metals like Swarna (Gold), Silver, Iron, etc., which are compounded in the approved manner, sure it is that this will give complete satisfaction as an excellent Nervine Tonic.

Another redeeming virtue of this valuable specific is that a course of this medicine will give radical and everlasting relief for all chronic diseases such as Asthma, Diarrhoea, Gout, Rheumatism and all other skin and urinary troubles.

[Price: Rs. 100 per Tola]

[$\frac{1}{4}$ Tola for a month's course Rs. 25.]

Maha Ringworm Powder

Skin affections known as ringworm found in parts of the body, especially the waist, the inner thighs near the private parts, leaving ugly marks, and itching and burning, are the work of germs, which even bring on leprosy, and Leucoderma. They should be cured with this powder. It kills all germs completely, heals the ruptured skin smoothens it and restores its original healthy appearance. It is quick in cure.

[Price per phial As. 8.]

Maha Vettiver Thailam

THE MOST POWERFUL BATHING OIL

(For Bath and External use only)

Originally imparted by God Shiva to his Consort Pravatī Nandī, Rishis and Sages, and through them to mortals by way of master to disciple, the Tamil Ayurvedic System of Medicine is a supremely genuine system suitable for our countrymen.

God Shiva is fond of Abhishekam or the sacred-bath and the chief ingredient used is the Juice of Vettiver, or the root called 'Khus.' Without this Vettiver, Abhishekam is impossible. From this can be judged the real value and efficacy of Vettiver Thailam.

This Wonderful Oil extracted with great care from various valuable muligais whose property of invigorating the brain and increasing the power of memory is remarkable.

A feature of this Oil is in its high, pleasing fragrance. The application of this Oil daily, before bath cures many of the diseases which humanity suffers from, such as excessive heat in the body inordinate and untimely thirst due to biliousness, Diabetes, Jaundice, Fever, spreading Leprosy, pain in the neck and head, loss of vitality, burns, ulceration in breast, fainting, eye diseases, bubo, excitation of the three faults wind, bile and phlegm, Oozona, pain in forehead, burning of the eyes, dullness of hearing, Dropsy, burning sensation in the body, hardness of breathing, Dyspepsia, Haematuria, urinary disorders, drowsiness, Insanity, uneasy feeling, Venereals, impure blood, etc., and promotes the growth of hair. Its use adds lustre to the body, gives beauty, refreshes memory and the thailam acts as a splendid brain tonic. A single trial will convince the users.

A phial of 12 oz. bottle for a complete course of 12 baths

[Price Rs. 5 only.]

Maha Vilvathi Thailam

(A BATHING OIL)

This Oil is recommended for massage on the head before bath. Acting through the pores in the scalp, it clears the head, removes biliousness, heat, burning of the eyes, cold and cough, and refreshes the brain and improves the memory. Invaluable for brain-workers. One bath with this rare oil will prove its merits. [6 oz. for six baths Re. 1.]

Maha Chavana Prasana

Chavanaprasana is prepared according to the formula of Chyavana Maha Rishi and contains the best tonic. It is the infallible remedy for consumption of any type. It is a sure curative agent for fat, Pthisis, Bronchitis, Pneumonia, Asthma, cough, cold, pain in the chest, blood spitting, poverty of blood, constipation, loss of appetite, general weakness, etc. For all urinary troubles it gives marvellous results.

[Price: Rs. 3. per seer, 24 tolas.]

Maha Kayamirtham

(REGISTERED)

FOR MENORRHAGIA AND LEUCORRHOEA

The peculiar sexual function of women—the periodic discharge of blood—gives rise in present time to a peculiarly large number of diseases. Profuse Menstruation, Leucorrhoea, Dysentery, Blood Dysentery and Menorrhagia, scanty flow, delayed or prolonged periods, Menstruation attended with pains, and a host of other troubles bring misery to women, and condemn them to life-long suffering. These abnormalities should be stopped early by proper treatment. And what better treatment is there than our tried specific which is like real Amritam from Heaven? It makes new creatures of them.

A course of this extremely valuable specific will make the angels women on earth, destined to be happy, healthy, strong and vigorous.

Kayamirtham means nectar to the body.

[One bottle Rs. 2.]

20 THE TAMIL NADU AYURVEDIC PHARMACY LTD.

Madana Kameswari Leghiyam

VIGOUR TO YOUTH AND YOUTH TO THE OLD

To preserve youth as long as possible and to use it for wholesome enjoyment of life, to enable the old to feel young again, to ensure youthful vigour to those who have lost it, and to add vim to those who feel the want of it, there is nothing so helpful as this Leghiyam.

In short, this Leghiyam invests every man with that manliness which is his rare treasure. It adds lustre to the body, makes the eyes shine with health and generally keeps a man fit in youth and old age.

It also cures Cold, Cough, Fever, Consumption, Indigestion, etc. [Price per seer, 24 tolas Rs. 3.]

Maha Oil for easy delivery

Painless Child Birth

(REGISTERED)

Women who are too thin and delicate, weak women, nervous women, women who have always undergone hardship and who have been stricken by grief and who have rarely had domestic happiness, child-wives become mothers too early - all these are liable to have painful child birth, often leading to dangerous surgical operations and attendant troubles. Sometimes the result is loss of life to both mother and child.

This valuable Oil prepared according to a secret communicated by a Mahan is a rare boon to mothers. It preserves their body in good health and makes delivery quiet easy, unattended by any of the usual difficulties. Child-birth ought to be a natural action, free from any danger, and a course of our Maha Oil makes it so. The child is born as easily as a full ripe fruit drops from the tree! Every mother should take this Maha Oil (for) easy delivery from the 5th month of pregnancy. Perfectly harmless and effective. Has made several families enjoy supreme happiness.

[12 oz. bottle Rs. 2.]

Maha Diabetes Cure

Educated India, intellectual India, to-day offers the largest and most prolific field for diabetes. There is hardly a death among the well-to-do classes, which is not directly or indirectly traceable to this scourge. The best way to fight diabetes is to find the cure suggested in ancient Hindu Medicine. Our Maha Cure is such a one, handed down from days of old through Rishis and Sages. It has achieved wonderful cures in the most obstinate cases of Diabetes. Diabetes sets in as the result of wrong habits in youth, neglected Indigestion and Dyspepsia and shows itself in frequent Urination, abnormal flow of urine, the formation of sugar in urine, inordinate Thirst, Laziness, Burning of the Hands and Feet, confusion in the Brain, Diabetes, Mellitus, etc. The sugar in food which must go to furnish strength to the body is not assimilated but driven into the Urine. Our Maha Cure is specially meant to help the assimilation of the sugar in food, to prevent it from being separated and passed with the Urine and to impart strength to the digestive functions. It reduces the quantity of urine, stops the formation of sugar, quenches thirst, relieves pain and fatigue, stops the burning of the hands and feet and refreshes the Brain. Nobody having the least indigestion of Diabetes, should delay a moment in ordering for this rare medicine. The earlier the cure is administered the better for the patient, for Diabetes are notoriously excluded from the enjoyment of life. They are condemned to a life of many abstinences. Once this cure is taken, they become quite normal and robust free to embrace the pleasures of life fully.

[One course : Rs. 25.]

Maha Plague Cure

Both for external and internal use. A course of this specific will give instantaneous relief and will put the patient in perfect health.

[Price: Rs. 1-8-0.]

22 THE TAMIL NADU AYURVEDIC PHARMACY LTD.

Maha Kesari Pills

CURE FOR MENSTRUAL DISEASES

The genital functions in the female must go through their regular routine. Otherwise a number of diseases will arise. The periodic expulsion of blood and matter is a normal function, which in the present day, puts most women to a life of misery by improper action. Regularity of menses will free the subject from all diseases producing conditions, and bring fresh health. A stoppage, partial or full of the menses leads to the formation of clots in the regions of the womb, and brings false signs of pregnancy. The ball of blood moves about and puts the patient to much discomfort. This condition brings on menstrual cold, swelling of the womb, nausea, vomiting, indigestion, inordinate thirst, fatigue, cough, consumption, respiratory diseases, headache, weak memory, insanity, fits, pain in the neck, spinal pain, pain in the nap, various fevers, diseases of the eyes, ears, nose and mouth, heat in the womb dysmenorrhoea and a host of other fearful complaints. Even if the delayed menses come out, there comes these accompaniments. Only a radical cure of the condition leading to irregular functions can set the patient right again. Our cure contains the correct elements of Tamil medicine which give the quickest and most effective results. It will free the patient from every functional disorder and fit her for healthy normal functions and maternity.

[One bottle Rs. 2.]

Maha Trivruth Leghiyam

Constipation begets many troublesome complaints and should be arrested early. Our cure is a wholesome palatable preparation which not only cures Constipation but adds health to the person.

A dose of the size of a marble taken daily, will remove wind troubles, Stomach Pain, Colic Worms, falling of Hair, Bile, Distention of the Stomach, Constipation, aching of the Heel, rottering of Toes, burning, etc.

[Per seer of 24 tolas Rs. 2.]

Maha Paralysis Cure

Paralysis is the immobility caused on one side of the body completely or half on one side and half on the other side, by something which arrests digestion, or brings on giddiness, or by sleeping or setting in cold beds, exposure to cold, or even by excessive sexual exercise. The blood is vitiated and held up in parts of the body which become immovable, and causes pain, fear, giddiness, Lumbago, Backache, Paralysis, Gout, Stammering, Sprains, Hemiplegia, Spastic, Paraplegia, Tetanus, Angina, Pectoris, Hemiplegia, etc. The cure is to revive the blood and make its course normal. Our cure is the best medicine to stop all the suffering of paralyzing of paralysis and cure is complete so that after its treatment the patient is again enabled to move about and live a normal human life. Paralysis is often given up hopeless of recovery, such is the grip of the disease. They resign themselves too late and patiently bear the suffering and even attempt suicide. They need only yet to know of our medicine. It is prepared by our expert whose experience in the cure of paralysis is unique and remarkable. Paralysis need no more despair. Our cure is at hand.

[One Course Rs. 50.]

Maha Rheumatism Cure

Rheumatic pains are most unbearable, what with swollen joints, limbs that refuse to move, and bails of painful matter in various parts of the body. They come upon one unawares, and when they begin to torture, life would seem almost hell on earth. How many persons suffering from rheumatism spend painful days and restless nights with ointments and balms in hands trying to rub out the pains. If you drive the pain from one spot, it gets to another and from that spot it gets on to another and from there to another. The correct cure should not merely relieve the pain, but remove the cause of it. Our medicine does that and does it so quick and well that the patient who once gave up hope finds himself a new being healthy, strong and vigorous.

[One Course Rs. 25.]

24 THE TAMIL NADU AYURVEDIC PHARMACY LTD.

Maha Piles Cure

The mention of this disease must rouse feelings of fear in people. Pain, suffering, surgical operations for temporary relief, these are all avoidable by our special cure. Piles are of different kinds according as they are formed, and are accompanied by discharge of blood and matter. They are internal or external, and consist of sprouts of hard or soft tissues in the anus. The disease is brought by heredity or acquired, by abnormally hot foods and indigestion, constipation, etc. Discharge of blood with stools, burning of the anus, hardening of stools, wind in the bowels, oozing of urine, pain in the head and chest, laziness, fatigue, weak memory, irritability, unrest, are some of the symptoms and may lead to more unbearable ones. By our cure, the risk of surgical operation is avoided. Pills and Application of the medicine melt away the pile growths and completely remove them quickly. The patient will begin to feel the relief from the first day, and find that his life will then be a happy one.

[One Full Course Rs. 5.]

Maha Kushmaanda Leghiyam

This is a sweet preparation of various fruits, and herbs and is prepared according to the Ayurvedic Pharmacopoeia. It can be taken as a Nerve Tonic, by all, irrespective of age, sex, and climate. It cures Nervous Debility, Loss of Appetite, Indigestion, Dyspepsia and any form of Constipation, etc.

[Price: Rs. 2 per seer, 24 tolas.]

Maha Vilvathi Leghiyam

This Leghiyam gives good health, strength and beauty to the body. It purifies and enriches the blood, strengthens the system and gives good vitality. It is the surest cure for constipation, indigestion, Dyspepsia, and all bilious complaints. This is prescribed for both the sexes.

[Price: Rs. 2 per seer, 24 tolas.]

Maha Bringamalaka Thailam

For cooling the brain and the eyes and curing headaches and promoting the growth of hair, the use of this special thailam is very much recommended. It cures Cataract and grey hair, etc.

[Price Rs. 1-for 4 oz.]

Maha Sandana Sherbet

This is a wholesome drink, cooling, refreshing and invigorating to both sexes. It reduces excessive heat, cools the system, refreshes the brain, increases appetite, digests food, stimulates the liver and generally keeps one in good temper. Can be taken in any season and any weather with the best results. It brings glow and lustre to the body and keeps both men and women "fit" for conjugal life.

[6 oz. bottle Rs. 1.]

Maha Cure For Swelling of Testicles

This swelling goes by different names according to various symptoms. It is brought about by a scattering of the fine tissues of the testicle and arises from bathing in extremely cold ponds and lakes, jumping into water, fighting, carrying heavy weight, walking long distances, lying down on uneven surface, abnormal gymnastic exercises, riding fast on cycle, horse-back and in carriages, etc. The fibres of the testicles get distended and hang down at the same time becoming bloated. In some cases, there will be pain without swelling. The accumulation of water in the testicles will bring on vomiting, diarrhoea, and giddiness. The size of the testicles may grow enormously.

It may surprise the reader to know that women are also subject to this inconvenient disease. We do not describe the symptoms here as they are very confidential.

There is complete cure and relief in our specific for this complaint.

[One full course: Rs. 15.]

Mahanjan (Registered)

It removes Headache, Rheumatism, Sciatica, Lumbago, Neuralgia, pains in the joints and other parts, Sprains, relieves poisonous bites and Stings and Cold and Cough.

(One bottle As. 8.)

Maha Kasturi Pills

It is a most valuable and unique preparation for Cold Cough, Fevers, and all infantile cold affections. The phlegm which forms down the throat is removed by its use and perfect digestion is effected.

[Price per bottle : As. 8]

Maha Mohabindu Ointment.

Our 'Maha Mohabindu Ointment' is the best and guaranteed specific for all defects of weak and poor retentive power and this is prepared with a view to preserve the semen without loss, increase the retentive power, strengthen the nerves and afford fullest happiness in sexual congress. The application of this will help one in regaining the youthful vigour and vitality and the best retentive power to the organ.

[Price, one bottle Rs. 5.]

Maha Chandanathi Thailam

A VERY FRAGRANT AND POWERFUL
BRAIN TONIC

This Oil is the direct outcome of long study of the Ayurvedic System of Medicine and is prepared from very valuable drugs highly praised for their curative qualities. It cures baldness of the head, Loss of Memory, Burning of the eyes, Brain Fag, Short Sight, Melancholia, Headache, Elephantiasis, Cough, Asthma and Consumption : by rubbing a little of this Oil over the head or under the feet while retiring to sleep. For external use only 12 Baths.

(12 oz. Rs. 3).

Maha Hysteria Cure

There are many kinds of fits, each of them accompanied by pain in the body, fainting hands and legs remaining motionless, grinning, perspiration in the neck and the head, blood pressure in the chest, shoulders and back, turning of the face to the side of the shoulders, turning of the jaw, ear, lips and eyes, convulsion, passing of stools in paroxysms drying of the throat and tongue, flow of saliva, etc. The fit comes on at sight of water, or if water is sprinkled on the subject, or at sight of fire, or in crowds, or touch. These are frightful conditions, and must be cured without delay as delay may mean danger.

[One Full Course Rs. 10.]

Maha Eye Drops

Our Eye Drops is a best soothing, cooling, and healing preparation. It is perfectly harmless and can be safely administered. It relieves the optic nerves from tension and undue fatigue, removes redness and extra growth of flesh over the eyes, and eye-lids, and cure ulcerations, watering of the eye, short-sight, redness, sore eyes, profuse flow of tears, purulent discharge, fear or intolerance of light, etc.

[Price per phial Rs. 1.]

Maha Panja Sanjeevi

THE CHILDREN'S FRIEND

Children undergo numerous trials before they are set on the path of life free from worry and anxiety. Complaints arising from mistake in the diet, from bowel complaints arising from mistake in the diet, from bowel complications, thinness, weakness, restlessness, itch, boils, scabies, swelling, vomiting cold and a host of other child diseases are completely cured by our rare medicine. It is more than a mother to the children, for while a mother may, by her own diet communicate disease to her child this medicine removes every disease and make children chuffy little angels.

Every mother should possess the Sanjeevi.

[One bottle Rs. 1.]

30 THE TAMIL NADU AYURVEDIC PHARMACY LTD.

Maha Substitute for Coffee & Tea

Coffee and Tea drinking have become a regular habit with all classes of people of either sex. At the beginning it may stimulate nerves and make the person busy and energetic. But in the long run, this leads to various forms of diseases, such as biliousness, Diabetes etc. Our substitute contains pure and harmless drugs, such as, Kaya siddhi Muligai, herbs, roots and tubers which were used by the Rishis of old. It has a fine smell and good taste. Coffee and Tea Powder can be safely replaced by this powder and can be used by all of either sex. This will not only purify the blood, but also act as a Tonic and add vigour, energy and vitality.

[Price per tin : Rs. 1.]

Maha Dental Ointment

Maha Dental Ointment is an unique and special liquid preparation which cures all diseases pertaining to teeth, swelling of the gums, germs in the tooth, etc. The very first application of the medicine will prove effective.

[Price per Bottle Rs. 1.]

Maha Fever Cure

There are numerous varieties of fevers which do not all show high temperature, and high temperature, does not always mean fever. The administration of quinine in all these fevers not only fails to effect a cure, but often makes the Patients worse. Our fever-cure strikes at the root of the fever in double quick time and completely eradicates it before it can vitiate the blood. A course of this rare medicine will drive every variety of fever once for all, and remove enlarged spleen.

[Phial of 20 pills As. 12.]

Maha Ear Drops

Our Maha Ear Drops is a well tried specific which has a remarkable power in curing Otorrhea, Otitis, Tympanitis, Inflammation and all other distressing diseases of the ear, including deafness (if not longstanding). It is prepared from harmless drugs. It tones the auditory nerves and removes all pains from the head and ears and evacuates the Pus and all other septic matter.

[Price per phial, As. 12.]

Maha Gorojana Pills

This pure Shastrie Medicine cures infallibly all the diseases of the children. It is of immense value to them when they suffer from Fevers, Cold, Cough, Apoplexy, Coryza, and Phlegm which forms down the throat. It is an unique preparation and the best remedy for all infantile cold affections.

[Price per phial, As. 12.]

Maha Hair Destroyer

By using our Maha Hair Destroyer, one may very easily remove the hair from the body and there will be no burning sensation or itch or any such thing. It is not poisonous and can be used freely to any part of the body.

[Price : Per bottle, As. 12.]

Maha Ulcer Cure

When the blood in the body is rendered impure by some cause or other, it finds an outlet by way of an ulcer or abscess, and causes pain. The ulcer may be soft or hard, open or closed, dry or wet. The presence of the impure blood in the form of evil-smelling matter of blood or other colour, and its almost continuous out-flow not only gives pain but also keeps the ulcer alive. Impurity of the blood reaches the bones and attacks it there. An ulcer may also be caused by blows, falls, abrasions, contusion, stings, knife cuts or thorns, or by venereal contamination. As the ulcer grows, the grow of germs may be stimulated. The application of our medicine in cases of these ulcers will kill all poison in them, purify the blood and heal the ulcers, and patch up a fresh tissue and skin.

[One bottle, Re. 1]

Munmatha Kalpam (Gonorrhoea Cure.)

A real God send to the sufferers from this dire disease in this specific revealed by a Sadhu. Gonorrhoea, Chancre, Bubo, Eruption, Ulcers, Impotency, Syphilis and Nerve Weakness, Giddiness, Loss of Appetite, Constipation, Pimples, Blotches, Leprosy, Pthisis, Gout and Spormatorrhea, and the many other varieties of venereal disease brought about by excessive and promiscuous sexual intercourse and intercourse with diseased women, can be completely and permanently cured by a course of this invaluable medicine. Such is its potency that even cases given up as incurable by eminent practitioners have recovered under its use. It heals up all urethral sores vitalises so that the patient is enabled to exercise wholesome intercourse with pleasure and joy after treatment. We can say that there is hardly another medicine to compare with our Maha Gonorrhoea Cure. Awarded many Testimonials.

[One Full Course Price per bottle, Rs. 5.]

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FOOD CONTENT OF SALT.

(Continued from the last issue.)

Salt is an irritant. While it is in the body, it attacks every part of it, and sets up decay of the part. The almost universal decay of the teeth, among the civilised races, long before their usefulness is over, is due to salt. Those who have given up salt in time, have been able to arrest the further progress of the decay of their teeth.

Being a violent drug, next only in virulence to arsenic and mercury, its effects on the digestion are to hurry up the whole process, contrary to Nature. The repeated use of salt on the digestion is to exhaust the organs and the nerves connected with them, and lead to Dyspepsia. In this respect salt resembles the violent purgatives or laxatives, at first so useful, and finally so deadly, in that it may be finally lose their natural tone altogether, and cannot move and to move by the most violent doses of the most violent

No sane person will contend that drugs are in any better Nature to be used habitually, as if it were a part of possible but only occasionally, to meet a temporary need. It is which once it is recognised that salt is a drug, it will be als.

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its use is subject to the same law. An occasional doze of salt can be handled and disposed of by Nature, given time enough. But to go on deluging the body with salt, without stoppage, and to expect Nature to save one harmless is surely the way of madness.

The notion, that moderation will save the indulgent, is due to ignorance of this very principle. Those who hug this excuse to their bosoms, do not stop to think that salt is a drug, that requires to be eliminated. They are also unaware of the simple truth, that what may be put into the body in a few minutes actually requires many weeks and months of eliminative effort on the part of the vital organs, to wholly expel from the body. Besides, few people know that inorganic drugs, such as salt, need more time and vital effort to get rid of them, than purely organic poisons, taken accidentally or otherwise. It may be said, as concluding the matter, that where there is regular indulgence in a thing, there is no such thing as moderation. Nature keeps account of every dose, and exacts the fullest penalty, in the course. She never forgives, until the sinner repents, and begins to make amends for his sinful past.

The salt lover will say, many men have eaten salt, and still lived to a great old age. But salt being so universal among the civilised, it is not fair to argue from these few cases. These long-lived persons really resemble the few survivors of many battles. They survive, not because war is an art, but in spite of its fatality. To be just, we must turn our eyes on the far greater number of their whom war has devoured as its victims.

Let us take our stand at the gate of any of our city burn-and investigate the case of every one, whose remains are left there for disposal, we shall see that more than half are children under five. If salt be not unfavourable to longevity, let the friends of salt explain why, in a

salt-eating race, so many should die off before they are even five years of old. If it be fair to point to the very few old men who have reached their age in spite of salt, it is fairer still to bring up on the other side the enormous legions of those, who have been slain by salt, and cut off before their prime.

The last objection will be "How can I be sure that, if I give up salt, I shall not come in for some serious disturbance, which may endanger my life?" The reply is by another question: "How can you be sure that, by continuing salt, you will not invite sickness, which may be so much the more serious, or even fatal, because of the greater storage of salt in your body?"—(*Swarajya*).

MILK AS FOOD AND POISON

(Continued from the last issue.)

Butter for sleep :—Butter may be rubbed well to the head in sleeplessness and irritation of the head and eyes. A palm or two may be consumed in cases of irritation of the bowels, and stomach, when the bowels are not loose. A palm or two taken in warm conjee water acts as a milk purgative in constipation. Equal quantities of butter, cocoanut milk and lime juice may be well rubbed to the head and the body, as a cooling agent. In all irritable sores, butter may very well take the place of vaseline in ointments, especially in the preparation of ointments for the eye and the genital organs.

When breast milk is not available, cow's milk may be constantly rubbed to the head and the belly in high fever and it has a decisive effect in reducing fever.

Compared with cow's milk, goat's milk is much better especially for invalids and patients and wherever possible goat's milk may be substituted, but not buffalo's milk which is very hard for digestion, even by healthy individuals.

WHAT IS NATURE CURE?

Few people know what is actually meant by the term "Nature Cure." Some think that it is a cure brought about by the use of natural agents such as water, air and sun, but this is only partly true.

All the remedies in the world, whether natural or unnatural will bring about beneficial effects only as they elicit a definite physiological response from the organs. Nature cure is the process by which disease is cured."

Disease itself is a condition in which either the body has accumulated more waste than it can eliminate, or it has been deprived of elements necessary for the repair of waste tissues and the support of the processes of life. Medical science says that disease is an infection caused by germs but this theory has been exploded on many occasions.

What is Disease?—Lack of health means that the individual is out of harmony with the laws of his existence. In other words he has contracted "bad habits." Bad habits waste nervous energy and cause enervation. Enervation interferes with secretion and excretion, and this means delayed elimination. Delayed elimination means the accumulation of waste morbid matter which is the basic cause of disease. When this point has been reached, the body is in danger, and something happens. This "something" is called disease.

Disease is a vital reaction of the life force to expel from the system the poisons that wrong living have allowed to accumulate. Its tendency is towards health. In fact the tendency in all life is towards the normal. There is a constant urge in every living thing, and that urge is towards health.

Nature's Warning:—All that is necessary is to discontinue wrong methods of living and back to normal it goes. Nature uses the same agents and forces for effecting a return to health. In fact these are the only forces she can use.

It is strange that physicians of all schools and all ages—no matter how much they differed about the cause of disease—have all been agreed on one point: namely that disease itself is an unmitigated evil, every symptom of which must be suppressed or "cured," else life will be destroyed.

Each and every one looks upon the disease, as an attack upon the body which must be combated and subdued before it kills the patient.

And what does the nature cure practitioner do? As mentioned the life force uses the process called "disease" to eliminate waste matter from the system. It is therefore a health-restoring and not a health-destroying process.

Disease is a Remedy:—We often hear such remarks as: "I've got a wretched cold. I do wish my nose would stop running. I keep on coughing up phlegm." They fail to see that the coughing and sneezing and nose running is nature's way of eliminating waste matter which, if allowed to remain in the system would result in death, or at least chronic disease.

The disease is really the treatment itself and should be managed and in a short time the patient would be restored to health. Always remember this: no matter what symptom you may have, whether it be a boil, a rash, a catarrh, or a fever: whether it be measles, scarlet fever, diphtheria, or chicken-pox, it is a process through which poisons are expelled through the skin.

For instance, in diarrhoea or dysentery the bowels are used as the channel by which poisons are thrown out.

Don't "Suppress"—Cure!—When these diseases have done their work every function of the body is greatly improved but if these diseases are "cured", by which I mean "suppressed" by drugs, serums, or other artificial means, the result will be pleasing. Chronic disease is nothing more and nothing less than suppressed acute disease.

All chronic sufferers are in that condition because they have not obeyed the laws of life.

Abusing the body :—"Chronic" is another name for "incurable," and I am sorry to say that chronic diseases are difficult to be cured because the sufferer keeps up his enervating habits so that the life-force is not strong enough to do the work of elimination. The intake of waste matter is at least equal to, and in most cases greater than, the output, so there is bound to be an accumulation of residue in the system.

If the patient is putting into the system, by means of excess food, tobacco and drink, more than the organs of elimination can throw out, how can the patient recover? Chronic disease is a subdued effort at cure. Enervating habits must be stopped. The intake of excess food and all other poisons from the outside must be discontinued. The organism must be given the opportunity of recuperating its dissipated forces. This may be done by mental, physical and organic rest.

The necessary elements for the repair of tissue must be supplied and the laws of health complied with.

The truly enlightened physician can generally discover the nature of the disease and the disturbing cause, so that he is able to ascertain the means that must be employed for the restoration of healthy action and condition every organ and part and thus he assists Nature in her work of healing and enables the body to return to health.—(*Sunday Times*)

REST OF BACKACHE

A pain in the back is very rarely due to disease of the kidneys. It is a mistake to call every backache a pain in the kidneys. The ache is really in the muscles of the loins. You must remember your proud position in the scheme of creation. You are the only animal that walks upright. An animal walking on four legs would not get backache, but you have to hold

yourself upright, and that puts a strain on the muscles that hold the spine erect. When you are tired out these muscles are the first to feel the fatigue. The best cure for this kind of backache is to lie down flat on your back. I have often found splendid results from this simple recommendation. If you are like me and have to be on the run all day and every day, I cannot help you. I merely shed a silent tear of sympathy and pass sorrowing on my way. Heaven help the poor wretches who have to work as hard as I do all day, and are called out at night! But if you suffer from backache, and especially if you are a woman, try lying down for an hour, say from two to three or half-past, and, if you can manage it, again from six to seven. Your back muscles will bless you, and in gratitude for the rest and consideration they will refrain from backache. Good advice. Try rest for a backache.

Treating a Sprain :—In the treatment of a sprain we deal with the injury in two stages. First stage, rest; second stage, movement and massage. Unless this proper procedure is followed recovery will be delayed. Walking on a sprained ankle before the inflammation has died down delays recovery. It is often done. The man with the sprained ankle is in such a hurry to get back to work that he adopts a misguided plan that leaves him stuck in the mud. I have often seen cases where I have been called in after the patient has been struggling about for a few days, and then has had to give up. If he had rested in the first place he would have been back in the front rank of the workers instead of lying on his back. Give Nature a chance. Three days' absolute rest and then start walking about. The other mistake may be made of prolonging the first stage of rest beyond the proper limits. If you keep a sprained wrist in a sling too long it will grow stiff and give no end of trouble. I have known shoulders remain stiff for weeks and months because the joints were not properly exercised from the first. Ease the stiff joint a little every day when once you start, and do not allow the stiffness to grow

worse. The golden rule is to rest completely until all swelling and inflammation has gone, and then begin movements, at first very slight, and finally working the joint through the whole range of movement.

Gallstones :—It is very common for stones to form in the gall-bladder : sometimes there is only one, sometimes a hundred. They may lie quietly in the gall-bladder and never give any trouble. I have often seen gall-stones in a gall-bladder at a post-mortem examination on a patient who never showed any signs of gall-stones during life. On the other hand, if the stones get into the duct which leads from the gall-bladder to the intestine, they give rise to most excruciating agony. If they get stuck in the duct and completely block it, the patient then suffers from jaundice. The bile ought to escape along the duct into the blood-vessels, and is carried all round the body. The bile, being yellowish, gives the well known tint to the skin.—(*The Madras Mail*).

(To be Continued.)

OURSELVES

THE TAMIL NADU AYURVEDIC PHARMACY LTD.

The prime object with which the Tamil Nadu Ayurvedic Pharmacy, Ltd., was founded in the year 1925 was to re-suscitate the Ancient Siddha Ayurvedic Science, from the depths to which it had been hurled down by centuries of ruthless neglect, and to establish once more its proud position in the front rank of medical science. It was with this sole aim the above Pharmacy was started by its Managing Director and Physician, Pandit E. Srinivasachari.

Within the very short period of its existence, the fame of the Pharmacy has spread far and wide, not only throughout the length and breadth of India, but in foreign countries also, like Burma, Ceylon, Malaya and East Africa. Ever since its inception, the popularity of the Pharmacy has been steadily on the increase. The number of patients treated and the sale of medicines have been increasing year after year. Encouraged by this popular support, the Directors of the Pharmacy unanimously decided and opened a Branch at 193, Mount Road, Madras, for the convenience of the patients in the City. The business and popularity of the preparations increased by leaps and bounds, and the zeal and liking of the foreign patients to undergo our treatment enormously increased. To cope with the demand and for the convenience of the foreign and outside patients, our chief physician, by previous engagements, is travelling throughout India, Ceylon, Burma and Straits Settlements to study the cases in person and to offer the best treatment possible.

And also to meet the great demand for medicines and enormous increase in the correspondence for treatment, we have very much improved the Laboratory with required establishment and the same is being attended to by many able

Physicians and also personally supervised by our Chief Physician Bhishag Ratna Pandit E. S. Gopan and Pandit E. Srinivasachari, Physician and Managing Director. The fact we are doing very sincerely for the suffering Humanity by supplying the most genuine and Sastrie preparations with careful attention paid to every individual requirements may be easily gleaned from the hundreds of testimonials which are being received every day and also the glowing tributes paid to us by the various papers, all over India and Ceylon. The Siddha Pharmacopia is the oldest system of science for healing, handed down to the public in the way of Guru to Shishya (disciple) long, long ago. This method has made it possible to maintain the secret knowledge thus gained and this is the only real effective system suited to the people of Tropical countries which we can deliberately vouchsafe, as it is proved to be the case by our long research with the help of our chief Physician, Pandit E. S. Gopan.

Pandit E. Srinivasachari, by completing such true Shishyahood under many Gurus and by association with several Mahans and Sadhus from Cape Comorin to the Himalayas, obtained vast experience for over twenty years in medical practice and is healing several chronic cases with the help of Muligas revealed to him during his vast period of research. The Pandit is therefore endowed with unique qualities which make him fit to cope with the task entrusted to him.

Our Renowned Pulse Specialist and Chief Physician, Bhishag Ratna Pandit E. S. Gopan, hails from a historic family of South India and his ancestry of uncles have studied for the past three centuries and over, the Siddha, Ayurvedic Systems to the highest degree of proficiency and practising the system of treatment with a great measure of success. It may be mentioned here this historic family from which our Chief Physician descends was given lands worth about several thousands of rupees in appreciation of the service by Nawab Doss Ali Khan in 1725 A. D. The Pandit, by associating with many renowned Mahans, and by his own experience in having witnessed several treatments demonstrated to him by them, is in a position to treat cases wonderfully with much success. Another important feature of the Physician is the specialisation in the PULSE SYSTEM which he has perfected

with the originality of his own research works with the ancient Sastras and he can diagnose the cases accurately without asking the previous nature of the case by mere Pulse Reading. In this art of diagnosing cases with a original proficiency in Pulse Reading, there is none to beat our Physician who has already a brilliant record in medical practice to his credit and several newspapers have published in their columns their high appreciation of the work of the Pharmacy and the skill of the Pandits in curing all complicated and chronic ailments in a short time.

The following are some of the Papers that have reviewed their work :—

- The "Pioneer" Allahabad.
- The "Bombay Chronicle" Bombay.
- The "Indian National Herald" Bombay.
- The "Indian Daily Mail" Bombay.
- The "Hindustan Prajamitra" Bombay.
- The "Sanj Vartaman" Bombay.
- The "Hindu" Madras.
- The "Nagpur Mail" Nagpur.
- The "Maharashtra" Nagpur.
- The "Swarajya" Madras.
- The "Tamil Nadu" Madras.
- The "Daily Express" Madras.
- The "Andhra Patrica" Madras.
- The "Rangoon Daily News" Rangoon.
- The "Ceylon Independent" Colombo.
- The "Swedashiyamitriya" Colombo.
- The "Ceylon Morning Leader" Colombo.
- The "Daily Post" Bangalore.
- The "New India" Madras.
- The "Hyderabad Bulletin" Secundrabad.
- The FREE PRESS OF INDIA, BOMBAY

All the medicines in the Pharmacy are prepared under the immediate supervision of the two Pandits with great care

and precision as advised by their Gurus. The Public may therefore expect that the preparations are of highest potency in the cure of disease. We take greatest pride in preparation of these medicines and their work of cure. We shall consider our labour fully recompensed if our patients are cured of their ailments and are put on the road to Good Health. We take this opportunity for thanking the Public for their support, and we do not think it too much to solicit their continued patronage in the future.

A few of the Testimonials of different diseases.

M. R. Ry. V. C. Seshachariar, Avl., B. A., B. L.,
Advocate and Editor, "The Law Weekly"
Madras.

I have very great pleasure in testifying to the fact that I have, for some months past, been using "Kayasiddhi Makaradhwaja" specially prepared as a Nerve Tonic by the Tamil Nadu Ayurvedic Pharmacy, Ltd., and I can confidentially recommend it to all who, owing to continued illness, are in a run down condition. It strengthens the nerves, builds up the tissues and enriches the blood. The effects are very pronounced even during a short course of using the Bathing Oil furnished to me by the above Company known as Vettivar Thailam has a very cooling effect. I heartily wish every prosperity to the two good brothers and to this great institution which is in their kind charge.

Myanjan Sahib, 4, Roomshee Kerk Street, Sorabaya,
Java.

By using your Kayasiddhi Makaradhwaja, I feel very strong, and my baby is improved to the greatest extent. I am not exaggerating when I say that it works magically and wonderfully. I wish you success.

Dr. R. N. Sexena, L. M. P., P. S. M. S., Senior Medical
Officer, Mental Hospital, Agra.

Your Kayasiddhi Makaradhwaja is really a tonic of its kind. Notably it is useful in restoring lost vitality, vigour and energy. It is a boon to sufferers of Nervous Debility, Backache, Spermatorrhoea, etc. I would strongly recommend its use to the Public.

Mrs. N. Siegertsy, Vihare Lane, Wellawatte, Colombo

"As luck came our way, you have been more than kind as to have cured her as no other doctor I suppose could have done in the whole of Colombo. I shall, up to my dying day, never forget your kindness."

Mrs. F. S. Wijigoonuwardene Ratmalans South, Mount
Lavinia, Ceylon.

The medicines you were kind enough to send me for my chronic indigestion have done me immense good and I am ever grateful to Dr. E. S. Gopan for the correct diagnosis of my illness.

Williams, High Street, Kuala Lumpur, F. M. S.

Your one phial of Kayasiddhi Makaradhwaja, which I used for Chronic Colic patient for over 25 years standing, has given very wonderful effect. I used several English, American, and native medicines for the last 5 years, but it is this God-send Sanjeevi medicine that has relieved him of this long-standing complaint.

Nandisena, Esqr., Dondra, (Ceylon).

Though several clever doctors told me, that the severe sickness which had attacked me is an incurable disease, yet learned Dr. E. S. Gopan has entirely cured with a few medicines, and has given me entire satisfaction and everlasting happiness and joy. It is therefore my duty to thank from the bottom of my heart Dr. E. S. Gopan. "The sickness of Consumption which prevailed in me as an envelope of entire darkness is made to shine by the sun, Dr. E. S. Gopan, in the glory of Stars."

6 THE TAMIL NADU AYURVEDIC PHARMACY LTD.

T. R. Naidu, Esq., Retd. Supdt., Officer of the Chief Engineers, P. W. D., Nagpur, C. P.

Dr. E. S. Gopan's examination of the *Pulse* is the most wonderful part of the Pharmacy, for, it unravels the root cause of the disease, no matter what the nature and duration of the disease is. Without being told anything, he, by his wonderful Pulse Reading, accurately described the nature of the disease. I have no hesitation in stating that any one in need of Expert advice cannot do better than consulting Dr. Gopan, the Renowned Pulse Specialist.

Mrs. L. L. Ahlys, "Hill Rise," Nugegoda, Ceylon.

My daughter is quite alright now by using your Cure for Menstrual Diseases. I shall have the greatest pleasure to recommend your medicine to any of my friends who may require it.

R. Arulappan, Treasury, Kuala Lampur, F.M.S.

I beg to offer my sincere thanks to you for having completely cured me from a disease which had been a misery to my life for over 6 years. I was suffering from Chronic Dyspepsia having all kinds of troubles. I tried many European patent medicines, treated in Hospital and by private practitioners and even Chinese and Indian Physicians. Thank God, though far away, you Physicians, did marvelously understand my disease and with a course of 10 days' special medicine, the Chronic Dyspepsia of 6 years' standing, which European and native physicians could not cure has at last been cured. It is beyond my power to thank you adequately for the relief given to me.

G. C. Doss, Station Master, Gadigam, M. & S. M. Ry.

Extremely glad to inform you that my wife gave birth to a female child on the 5th Feb. 1927. The Maha Oil you kindly gave her for easy delivery did wonders and she had easy delivery for which I thank you and the Almighty. I hope many sufferers will be benefitted by such medicines.

**Rao Bahadur M.R.Ry. P. N. Jambulingam Avl., B.A.,
Fellow of the Royal Empire Society.**

I have known the Tamil Nadu Ayurvedic Pharmacy ever since it was started. I have recommended a number of patients particularly consumptives who were left as hopeless by English Doctors. It was marvellous that some of them showed decided signs of improvement within a fortnight. I have personally used Kayasiddhi Makaradhwaja. They are wonderful in their effects. I am sure there is a great future for the Pharmacy.

S. A. Ramasamy Iyer, School Master, Porayar, Tanjore District.

I am glad to inform you that your Maha Kayamirtham did immense good to my wife and it is a healthy tonic to women.

A. Venkatappiah, A. S. M., Nayudupeta, M. & S.M. Ry.

Your medicines Madanakameswari Leghiyam and Sandana Sherbet have done much good to me. Please send one tin of Madanakameswari Leghiyam and one bottle of Sandana Sherbet.

* * *

P. P. Kolas Utan (Thana Dt.)

I write this to inform you about the lady patient for whom I ordered from you the cure for menstrual diseases after taking the medicine, she had menses. Now her health is much better than what it was before menses.

* * *

Panchabhava Vadiraja Charlu, Esqr., District Board Office, Cuddapah.

I have great pleasure to inform you that I keep sound and good health after taking your 'Kayasiddhi Makaradhwaja,' Pills you sent to me. I have recommended its use to one and all of my friends and I am sure that they also have good words to say.

* * *

Umashankar Bajbai Esqr., Judge, High Court, U. P., Allahabad.

"I was examined to day by Dr. E. S. Gopan, the Pulse Specialist of the Tamil Nadu Ayurvedic Pharmacy Limited, Madras, and I have much pleasure in stating that his diagnosis corresponded with that given by Allopathic doctors after a thorough examination of urine, stools, and chest, etc. I think he is a very efficient Pulse Specialist."

Hon. Dewan Bahadur Sir M. Krishnan Nair, B.A., B.L., Law Member to the Government of Madras.

I visited the Tamil Nadu Ayurvedic Pharmacy, Ltd. The Institution is apparently doing good work. I wish the Institution and Dr. E. S. Gopan, the physician in charge of it every success. From what I saw of it, I can say that the institution deserves encouragement.

A. Venkataraman, Esq., Barrister-at-law & Advocate, Land-holder, Narasapur.

I have known the Tamil Nadu Ayurvedic Pharmacy for over three years. I have recommended a number of consumptive patients who were all treated before by English Doctors and given up. Dr. Gopan has taken up those cases and cured most of them. I have tried their Kayasiddhi Makaradhwaja (regd.) pills; they have given me entire satisfaction as the best Nervine tonic. The redeeming feature of the Pharmacy is that Mr. Sreenivasachariar treats all the poor cases gratis. I wish the Pharmacy every success.

Rao Bahadur P. T. Kumaraswamy Chetti Garu, B.A., Ex-M. L. A., President, Corporation of Madras, Member of the Senate.

Of late I came to know that Dr. Gopan & Pandit Sreenivasachari are treating patients in the Tamil Nadu Ayurvedic Pharmacy and though I have not used the medicines that are presented and prepared by the Pharmacy, yet I am confirmed by the impression in the public eye that they are doing genuine work and their work is commendable. As regards Kayasiddhi

Makaradhwaja (regd.) I am also informed by my friends that it is very efficient and is one of the best Nervine tonics prescribed.

Sir K. V. Reddi Garu, B. A., B. L., Ex-Minister to the Government of Madras and now the Agent-General to the Government of India in South Africa.

I have inspected the Tamil Nadu Ayurvedic Pharmacy Ltd., and found that the system of preparing the medicines is purely Ayurvedic. To those who believe in this System the medicines supplied from this Pharmacy will be found to be quite satisfactory. I wish it every success.

The Rajah of Khallikotta & Attagadar.

I visited the Tamil Nadu Ayurvedic Pharmacy and was very interested to have a look at the medicines prepared purely on Ayurvedic System. The Pharmacy is doing very useful work and deserves every encouragement. Pandit Dr. E. S. Gopan is to be congratulated on the useful work he is turning out and for his special treatment by the feeling of Pulse. The special preparation (Kayasiddhi Makaradhwaja) is very well spoken of.

Dewan Bahadur A. M. M. Murugappa Chettiar, Avl. Sheriff of Madras, Banker, Nattukottai Nagarathar Association.

I visited the Tamil Nadu Ayurvedic Pharmacy, Ltd., conducted by Pandit E. Srinivasachari, Managing Director and Dr. E. S. Gopan, Pulse Specialist. The institution is doing very good work. I wish the Pharmacy every success.

Raja R. K. Ranga Rao Bahadur, Raja of Kirlampudi
Writes:—

I have visited the Tamil Nadu Ayurvedic Pharmacy, Ltd., conducted by Pandit E. Srinivasachari, Managing Director and Pandit Dr. E. S. Gopan, Pulse Specialist and inspected the medicines prepared by the Pharmacy and special mention may be made of Kayasiddhi Makaradhwaja, the Nervine Tonic Pills, which has been spoken of very highly, by the

testimonials. And also special mention may be made of diagnosing diseases by Pulse System by Dr. E. S. Gopan which is very efficient. I wish the Pharmacy every success.

Hon. Rao Bahadur C. V. S. Narasimha Raju Garu,
Ex-President, Madras Legislative Council, &
Surya Rao, Esq., President Religious Endow-
ments Board, Madras.

Mr. Surya Rao and myself visited the Tamil Nadu Ayurvedic Pharmacy and we are much pleased to see that the medicines are being freely used and are very popular. We are well impressed with the testimonials Dr. Gopan has obtained regarding the efficacy of his medicines and the special knowledge he has shown regarding pulse. We wish him every success.

Hon. Dewan Bahadur A. Ramaswamy Mudaliar Avl.,
Ex-President, Madras Corporation and M.L.A.

It has given every great pleasure to visit this institution and to be shown the various medicinal preparations which are for sale here. The Pharmacy contains medicines for many acute diseases and I learn from Dr. Gopan that he has a special patent medicine for tuberculosis, which is the scourge of the country at present. I was much struck by the features of all the preparations. The institution is run by the brothers who are both well educated and have a knowledge of their work. I am sure there is a great future for the Pharmacy. I wish it all success and endorse the appeal for its generous support and encouragement.

Hon. S. Muthiah Mudaliar Avl., B.A., B.L., Ex-Min-
ister of Public Health, Govt. of Madras.

I had the pleasure of visiting the Tamil Nadu Ayurvedic Pharmacy of Dr. Gopan this evening. I am glad to find that the medicines are popular. The institution is run on modern lines. Wish the same success. Dr. Gopan is also treating patients. Indigenous system of medicine requires encouragement and advertisement. I am sure Dr. Gopan's efforts will be fruitful.

Dewan Bahadur C. V. Renga Reddi Garu, Late Presi-
dent, Hindu Religious Endowment Board.

Visited the Pharmacy at the kind invitation of Dr. Gopan. have been very much pleased with what I saw in it. The medicines are manufactured under the direct supervision of Dr. Gopan and Pandit Srinivasachari. I understand that these doctors are even curing advanced cases of consumption by special treatment. Dr. Gopan is said to be an expert in diagnosis by feeling the pulse. The Pharmacy is very popular and I wish the institution every success.

C. Venkataramaniah, School Master, Pry. Boys'
School, Closepet, Bangalore Dt. writes :—

Allow me to express the following. You are aware of the fact that I had been twice to you and intimated the disease of my boy and used "Kayasiddhi Makaradhwaja" of your Pharmacy. It is no exaggeration to tell you that it saved the life of my boy. Even now I believe that you will send me a bottle of your "Kayasiddhi Makaradhwaja" by post and oblige.

Hon. M. R. Sethuratnam Iyer Avl., Ex-Minister of
Development, Govt. of Madras.

I had the pleasure of visiting this institution this morning and was pleased to find the good and useful work which the Doctor brothers, Pandits Srinivasachariar and Gopan are rendering to the public. The institution is run on modern lines and the medicines are purely Ayurvedic preparations which deserve encouragement. I wish the Institution all success.

Dewan Bahadur M. Gopalswamy Mudaliar, Avl.,
B.A., B.L., M. L. C., President, District Board, Bellary,
writes :—Dated 6—1—32.

Dr. Gopan whom I met at Mount Road Branch examined me and other members of my family. It was marvellous how he was able to diagnose the ailments which were troubling us by means of examining our Pulses. He prescribed certain medicines for womb complaint. I found that it was a sovereign remedy which had marvellous effects. We now regularly have recourse to his Makaradhwaja and have derived immense benefits.

M. R. Ry. A. Rangaswamy Iyengar Avl., B. A., B.L.,
Ex-M. L. A., Editor, "Hindu," Madras.

It has given me great pleasure to visit this Pharmacy which I find is maintained and run on business lines. I had heard of Dr. E. S. Gopan's popularity as a pulse specialist even in Bombay and I am glad to find that he is by his practice and study increasing his knowledge of the diagnosis and treatment of diseases and illness by this method. Both he and his brother come of a well-connected family of physicians and the hereditary knowledge and skill they have inherited ought to prove of great value to them in their work which is nowadays so much in need in the service of humanity. I wish them and their Institution every success.

M. R. Ry. Rao Bahadur B. V. Sree Hari Rao Naidu
Garu, Inspector-General of Registration, writes:—

I have had ample opportunities to test the efficacy of Dr. Pandit E. S. Gopan's Kayasiddhi Makaradhwaja and the Pandit's abilities as a Pulse Specialist and have great pleasure to testify to the marvellous way in which he diagnoses cases. His Kayasiddhi Makaradhwaja has proved very beneficial to me. I wish the Doctor's Institution continued prosperity and success in the medical field.

K. Bhasyam Iyengar Esq., B. A., B. L., Advocate,
Madras, writes:—

I have used their medicines and tonics and found them both beneficial and effective. The Kayasiddhi Makaradhwaja is a good nervine tonic.

B. N. Vijaya Deva Esq., M.A., Barrister-at-law, Public
Prosecutor & Government Pleader, Bangalore
Division, writes:—

They are capable in their line and their medicines like Kayasiddhi Makaradhwaja and other specifics are popular. I wish every prosperity to the two gentlemen.

VIM !

VIGOUR !!

VITALITY !!!

KAYA SIDDHI MAKARADHWAJA

(REGISTERED)

THE GREAT GENERAL TONIC PILLS

PREPARED WITH GOLD

Kayasiddhi means the preservation of human body from all illness and weakness. Rishis of old used Kayasiddhi Muligai for keeping their bodies free from illness and full of vigour throughout life. They knew the secret potency of the Muligai.

Our principal medicine is the compound of Kayasiddhi Muligai and the purest Makaradhwajam. Obtained from the correct sources and compounded in the approved manner, these two ingredients form the basis of the most potent nervine tonic.

It cleanses the blood, purifies it and infuses strength-giving properties into it, and, through it, attacks the diseased spots in the body and roots out every complaint. The patient taking a course of the tonic begins to feel the new strength coursing through the veins almost from the beginning.

It is a valuable and surest cure for Nervous Debility, Impurity and Poverty of Blood, Loss of Memory, Giddiness, Palpitation of the Heart, Asthma and Consumption, all Stomach Troubles, Loss of Appetite, Diarrhoea, Dysentery, Cholera,

Fevers, Backache, Loss of Vitality, Spermatorrhea, Eczema, and all other Skin Diseases, Eruptions and Leprosy.

Nervous debility, that too general complaint in modern life, has no more potent corrective, than Kayasiddhi Makaradhwaja. The shattered nerves, weakened by a variety of conditions, such as worry, overwork, excesses in youth and middle age, receive fresh life with every particle of Kayasiddhi Makaradhwaja.

Students, intellectual workers, lawyers, professional men, and others whose nerves are liable to break down, will find this tonic a great boon to them in the recovery of health.

The poor specimens of humanity often seen in life emaciated, broken down and incapable in early youth sighing for the enjoyment of life which to them is denied, need no more despair. Kayasiddhi Makaradhwaja will put them on their legs again, send a current of fresh life, vim, vigour throughout their body and fit them for life.

To those who had left youth behind and feel its want, this tonic will bring back good health quickly, positively and permanently.

Kayasiddhi Makaradhwaja is a general all-round tonic for all ages which can be taken without any restrictions of diet, climate or season.

80 pills for 40 days Rs. 10.

40 pills for 20 days Rs. 5.

[Full Directions with Phial.]

Maha Jeerakathi Leghiyam

A HEALTH CONFECTION

This is a sweet preparation of various fruits, muligais, and other ingredients from a formula practised for several centuries. It is intended for the diseased and the healthy of all ages and both sexes, in all seasons, as a light "keep me-fit". Jeerakathi Leghiyam removes Biliousness, Bloodlessness, Jaundice, Indigestion, Colic-Vomitting, Weakness, Loss of Appetite, Constipation, Giddiness and impure blood, stimulates the circulation of blood, re-builds lost strength and generally keeps one fit. A daily use of this leghiyam prepares one for good health always and avoids all minor complaints.

[1 seer 24 tolas Rs. 2.]

Maha Tooth Powder

A medicated dentifrice specially prepared to cure all dental diseases such as toothache, bleeding, swelling of the gums, rotten teeth, germs in the teeth, etc., and to clean teeth and mouth and remove bad smell. Its regular use keeps the teeth firm and solid lustrous and purifies the breath and makes the mouth sweet.

[One tin annas 2.]

Maha Night Pills

The regular clearance of the bowels is the primary condition of health. Where constipation or irregularity or change of colour of the stool appears, one may be sure trouble is brewing. To enable everyone to have the bowels cleared regularly and normally without the worry of a purgative we have prepared these night pills from various muligais. A pill in the night gives the bowels the power to perform their work properly and expel all refuse. Useful for young and old of both sexes. Perfectly harmless laxative.

[Box of 20 pills As. 8.]

Maha "Gulmaroga Nivarani"

OR

THE CURE FOR DYSPEPSIA

Dyspepsia is one of the host of diseases and it is characterised by such symptoms as blowing of the stomach, constipation, weakness, Flatulence, Indigestion, fullness and tightness of the stomach, pricking pain in the abdomen, nervous pain in the head and neck, wind and stomach, ulceration in the stomach, creeping sensation like those of ants in the affected parts, acidity, coloured stools, perspiration, burning sensation in the body, yellowness of the skin of the face and body, drowsiness, redness of urine, excessive heat in the system, formation of phlegm in the throat, vomiting, reeling of the head when exposed to sun's heat, thirst, sleeplessness, fever, chilliness, nausea, nasal catarrh, discharge of forces while straining, hard breathing, Laziness, Palpitation of the Heart, Cough, watering of the mouth, fear, choking sensation as if by smoke in the throat, heaviness of the Head, trembling of the limbs, purgings, and Presence of hard ball-like thing in and hardness and bloating of the stomach. Dyspepsia attacks some people in the morning till 10 A. M. others from 10 A. M. to 2 P. M. and certain others from 2 to 6 in the evening, causing great pain. In other cases, it lasts the whole night or even at all times.

The 'Cure for Dyspepsia' which we have prepared, cures such ailment as Indigestion, swelling of the stomach, numbness in the body, pain in the hips, false appetite and others referred to already, besides clearing the stomach of all impurities, regulating and correcting the bowels, inducing appetite, causing digestion, preventing frequent windy discharges and bad smell, and restoring the patient to good health and happiness in every respect.

[Rs. 15 per bottle]

Maha Amritamalak Thailam

A bathing oil with much cooling effect.

[Price: Rs. 1 per 6 oz.]

Maha Brihat Chandrodaya Makaradhwaja

Nervine Tonics are those that cure various kinds of complicated ailments and premature decay of the body and increase the vitality giving fresh vital energy and fluid and nutrition for the whole body. Excessive loss of vital fluid causes weakness of the Nervous system, loss of memory, consumption. Difficulty of breathing, pain in the chest, etc. With a view to prevent such decay in the Nervous system, we advise a powerful and good Nervine Tonic.

Brihat Chandrodaya Makaradhwaja is the surest medicine for Nervous debility, and loss of memory. As the ingredients which go and make up the medicine contain pure indigenous Muligais and valuable Basmās, and metals like Swarna (Gold), Silver, Iron, etc., which are compounded in the approved manner, sure it is that this will give complete satisfaction as an excellent Nervine Tonic.

Another redeeming virtue of this valuable specific is that a course of this medicine will give radical and everlasting relief for all chronic diseases such as Asthma, Diarrhoea, Gout, Rheumatism and all other skin and urinary troubles.

[Price: Rs. 100 per Tola]

[$\frac{1}{4}$ Tola for a month's course Rs. 25.]

Maha Ringworm Powder

Skin affections known as ringworm found in parts of the body, especially the waist, the inner thighs near the private parts, leaving ugly marks, and itching and burning, are the work of germs, which even bring on leprosy, and Leucoderma. They should be cured with this powder. It kills all germs completely, heals the ruptured skin smoothens it and restores its original healthy appearance. It is quick in cure.

[Price per phial As. 8.]

Maha Vettiver Thailam

THE MOST POWERFUL BATHING OIL

(For Bath and External use only)

Originally imparted by God Shiva to his Consort Prayati Nandi, Rishis and Sages, and through them to mortals by way of master to disciple, the Tamil Ayurvedic system of Medicine is a supremely genuine system suitable for our countrymen.

God Shiva is fond of Abhishekam or the sacred-bath and the chief ingredient used is the Juice of Vettiver, or the root called 'Khus.' Without this Vettiver, Abhishekam is impossible. From this can be judged the real value and efficacy of Vettiver Thailam.

This Wonderful Oil extracted with great care from various valuable muligais whose property of invigorating the brain and increasing the power of memory is remarkable.

A feature of this Oil is in its high, pleasing fragrance. The application of this Oil daily, before bath cures many of the diseases which humanity suffers from, such as excessive heat in the body inordinate and untimely thirst due to billiousness, Diabetes, Jaundice, Fever, spreading Leprosy, pain in the neck and head, loss of vitality, burns, ulceration in breast, fainting, eye diseases, bubo, excitation of the three faults wind, bile and phlegm, Ozona, pain in forehead, burning of the eyes, dullness of hearing, Dropsy, burning sensation in the body, hardness of breathing, Dyspepsia, Haematuria, urinary disorders, drowsiness, Insanity, uneasy feeling, Venereals, impure blood, etc., and promotes the growth of hair. Its use adds lustre to the body, gives beauty, refreshes memory and the thailam acts as a splendid brain tonic. A single trial will convince the users.

A phial of 12 oz. bottle for a complete course of 12 baths

[Price Rs. 5 only.]

Maha Vilvathi Thailam

(A BATHING OIL)

This Oil is recommended for massage on the head before bath. Acting through the pores in the scalp, it clears the head, removes billiousness, heat, burning of the eyes, cold and cough, and refreshes the brain and improves the memory. Invaluable for brain-workers. One bath with this rare oil will prove its merits. [6 oz. for six baths Re. 1.]

Maha Chavana Prasana

Chavanaprasana is prepared according to the formula of Chyavana Maha Rishi and contains the best tonic. It is the infallible remedy for consumption of any type. It is a sure curative agent for fat, Pthisis, Bronchitis, Pneumonia, Asthma, cough, cold, pain in the chest, blood spitting, poverty of blood, constipation, loss of appetite, general weakness, etc. For all urinary troubles it gives marvellous results.

[Price: Rs. 3. per seer, 24 tolas.]

Maha Kayamirtham

(REGISTERED)

FOR MENORRHAGIA AND LEUCORRHOEA

The peculiar sexual function of women—the periodic discharge of blood—gives rise in present time to a peculiarly large number of diseases. Profuse Menstruation, Leucorrhoea, Dysentery, Blood Dysentery and Menorrhagia, scanty flow, delayed or prolonged periods, Menstruation attended with pains, and a host of other troubles bring misery to women, and condemn them to life-long suffering. These abnormalities should be stopped early by proper treatment. And what better treatment is there than our tried specific which is like real Amritam from Heaven? It makes new creatures of them.

A course of this extremely valuable specific will make the angels women on earth, destined to be happy, healthy, strong and vigorous.

Kayamirtham means nectar to the body.

[One bottle Rs. 2.]

Madana Kameswari Leghiyam

VIGOUR TO YOUTH AND YOUTH TO THE OLD

To preserve youth as long as possible and to use it for wholesome enjoyment of life, to enable the old to feel young again, to ensure youthful vigour to those who have lost it, and to add vim to those who feel the want of it, there is nothing so helpful as this Leghiyam.

In short, this Leghiyam invests every man with that manliness which is his rare treasure. It adds lustre to the eye, makes the eye shine with health and generally keeps a man fit in youth and old age.

It also cures Cold, Cough, Fever, Consumption, Indigestion, etc.

[Price per seer, 24 tolas Rs. 3.]

Maha Oil for easy delivery

Painless Child Birth

(REGISTERED)

Women who are too thin and delicate, weak women, nervous women, women who have always undergone hardship and who have been stricken by grief and who have rarely had domestic happiness, child wives become mothers too early—all these are liable to have painful child-birth, often leading to dangerous surgical operations and attendant troubles. Sometimes the result is loss of life to both mother and child.

This valuable Oil prepared according to a secret communicated by a Mahan is a rare boon to mothers. It preserves their body in good health and makes delivery quiet easy, unattended by any of the usual difficulties. Child-birth ought to be a natural action, free from any danger, and a course of our Maha Oil makes it so. The child is born as easily as a full ripe fruit drops from the tree! Every mother should take this Maha Oil (for) easy delivery from the 5th month of pregnancy. Perfectly harmless and effective. Has made several families enjoy supreme happiness.

[12 oz. bottle Rs. 2.]

Maha Diabetes Cure

Educated India, intellectual India, to-day offers the largest and most prolific field for diabetes. There is hardly a death among the well-to-do classes, which is not directly or indirectly traceable to this scourge. The best way to fight diabetes is to find the cure suggested in ancient Hindu Medicine. Our Maha Cure is such a one, handed down from days of old through Rishis and Sages. It has achieved wonderful cures in the most obstinate cases of Diabetes. Diabetes sets in as the result of wrong habits in youth, neglected Indigestion and Dyspepsia and shows itself in frequent Urination, abnormal flow of urine, the formation of sugar in urine, inordinate Thirst, Laziness, Burning of the Hands and Feet, confusion in the Brain, Diabetes, Melilitus, etc. The sugar in food which must go to furnish strength to the body is not assimilated but driven into the Urine. Our Maha Cure is specially meant to help the assimilation of the sugar in food, to prevent it from being separated and passed with the Urine and to impart strength to the digestive functions. It reduces the quantity of urine, stops the formation of sugar, quenches thirst, relieves pain and fatigue, stops the burning of the hands and feet and refreshes the Brain. Nobody having the least indigestion of Diabetes, should delay a moment in ordering for this rare medicine. The earlier the cure is administered the better for the patient, for Diabetes are notoriously excluded from the enjoyment of life. They are condemned to a life of many abstinences. Once this cure is taken, they become quite normal and robust free to embrace the pleasures of life fully.

[One course : Rs. 25.]

Maha Plague Cure

Both for external and internal use. A course of this specific will give instantaneous relief and will put the patient in perfect health.

[Price: Rs. 1-8-0.]

Maha Kesari Pills

CURE FOR MENSTRUAL DISEASES

The genital functions in the female must go through their regular routine. Otherwise a number of diseases will arise. The periodic expulsion of blood and matter is a normal function, which in the present day, puts most women to a life of misery by improper action. Regularity of menses will free the subject from all diseases producing conditions, and bring fresh health. A stoppage, partial or full of the menses leads to the formation of clots in the regions of the womb, and brings false signs of pregnancy. The ball of blood moves about and puts the patient to much discomfort. This condition brings on menstrual cold, swelling of the womb, nausea, vomiting, indigestion, inordinate thirst, fatigue, cough, consumption, respiratory diseases, headache, weak memory, insanity, fits, pain in the neck, spinal pain, pain in the nap, various fevers, diseases of the eyes, ears, nose and mouth, heat in the womb, dysmenorrhoea and a host of other fearful complaints. Even if the delayed menses come out, there comes these accompaniments. Only a radical cure of the condition leading to irregular functions can set the patient right again. Our cure contains the correct elements of Tamil medicine which give the quickest and most effective results. It will free the patient from every functional disorder and fit her for healthy normal functions and maternity.

[One bottle Rs. 2.]

Maha Trivruth Leghiyam

Constipation begets many troublesome complaints and should be arrested early. Our cure is a wholesome palatable preparation which not only cures Constipation but adds health to the person.

A dose of the size of a marble taken daily, will remove wind troubles, Stomach Pain, Colic Worms, falling of Hair, Bile, Distention of the Stomach, Constipation, aching of the Heel, rottering of Toes, burning, etc.

[Per seer of 24 tolas Rs. 2.]

Maha Paralysis Cure

Paralysis is the immobility caused on one side of the body completely or half on one side and half on the other side, by something which arrests digestion, or brings on giddiness, or by sleeping or setting in cold beds, exposure to cold, or even by excessive sexual exercise. The blood is vitiated and held up in parts of the body which become immovable, and causes pain, fear, giddiness, Lumbago, Backache, Paralysis, Gout, Stammering, Sprains, Hemiplegia, Spastic, Paraplegia, Tetanus, Angina, Pectoris, Hemiplegia, etc. The cure is to revive the blood and make its course normal. Our cure is the best medicine to stop all the suffering of paralyzing of paralysis and cure is complete so that after its treatment the patient is again enabled to move about and live a normal human life. Paralysis is often given up hopeless of recovery, such is the grip of the disease. They resign themselves too late and patiently bear the suffering and even attempt suicide. They need only yet to know of our medicine. It is prepared by our expert whose experience in the cure of paralysis is unique and remarkable. Paralysis need no more despair. Our cure is at hand.

[One Course Rs. 50.]

Maha Rheumatism Cure

Rheumatic pains are most unbearable, what with swollen joints, limbs that refuse to move, and bails of painful matter in various parts of the body. They come upon one unawares, and when they begin to torture, life would seem almost hell on earth. How many persons suffering from rheumatism spend painful days and restless nights with ointments and balms in hands trying to rub out the pains. If you drive the pain from one spot, it gets to another and from that spot it gets on to another and from there to another. The correct cure should not merely relieve the pain, but remove the cause of it. Our medicine does that and does it so quick and well that the patient who once gave up hope finds himself a new being healthy, strong and vigorous.

[One Course Rs. 25.]

Maha Piles Cure

The mention of this disease must rouse feelings of fear in people. Pain, suffering, surgical operations for temporary relief, these are all avoidable by our special cure. Piles are of different kinds according as they are formed, and are accompanied by discharge of blood and matter. They are internal or external, and consist of sprouts of hard or soft tissues in the anus. The disease is brought by heredity or acquired, by abnormally hot foods and indigestion, constipation, etc. Discharge of blood with stools, burning of the anus, hardening of stools, wind in the bowels, oozing of urine, pain in the head and chest, laziness, fatigue, weak memory, irritability, unrest, are some of the symptoms and may lead to more unbearable ones. By our cure, the risk of surgical operation is avoided. Pills and Application of the medicine will melt away the pile growths and completely remove them quickly. The patient will begin to feel the relief from the first day, and find that his life will then be a happy one.

[One Full Course Rs. 5.]

Maha Kushmanda Leghiyam

This is a sweet preparation of various fruits, and herbs and is prepared according to the Ayurvedic Pharmacopia. It can be taken as a Nerve Tonic, by all, irrespective of age, sex, and climate. It cures Nervous Debility, Loss of Appetite, Indigestion, Dyspepsia and any form of Constipation, etc.

[Price: Rs. 2 per seer, 24 tolas.]

Maha Vilvathi Leghiyam

This Leghiyam gives good health, strength and beauty to the body. It purifies and enriches the blood, strengthens the system and gives good vitality. It is the surest cure for constipation, indigestion, Dyspepsia, and all bilious complaints. This is prescribed for both the sexes.

[Price: Rs. 2 per seer, 24 tolas.]

Maha Bringamalaka Thailam

For cooling the brain and the eyes and curing head aches and promoting the growth of hair, the use of this special thailam is very much recommended. It cures Cataract and grey hair, etc.

[Price Rs. 1 for 4 oz.]

Maha Sandana Sherbet

This is a wholesome drink, cooling, refreshing and invigorating to both sexes. It reduces excessive heat, cools the system, refreshes the brain, increases appetite, digests food, stimulates the liver and generally keeps one in good temper. Can be taken in any season and any weather with the best results. It brings glow and lustre to the body and keeps both men and women "fit" for conjugal life.

[6 oz. bottle Rs. 1.]

Maha Cure For Swelling of Testicles

This swelling goes by different names according to various symptoms. It is brought about by a scattering of the fine tissues of the testicle and arises from bathing in extremely cold ponds and lakes, jumping into water, fighting, carrying heavy weight, walking long distances, lying down on uneven surface, abnormal gymnastic exercises, riding fast on cycle, horse-back and in carriages, etc. The fibres of the testicles get distended and hang down at the same time becoming bloated. In some cases there will be pain without swelling. The accumulation of water in the testicles will bring on vomiting, diarrhoea, and giddiness. The size of the testicles may grow enormously.

It may surprise the reader to know that women are also subject to this inconvenient disease. We do not describe the symptoms here as they are very confidential.

There is complete cure and relief in our specific for this complaint.

[One full course: Rs. 15.]

26 THE TAMIL NADU AYURVEDIC PHARMACY LTD.

Mahanjan (Registered)

It removes Headache, Rheumatism, Sciatica, Lumbago, Neuralgia, pains in the joints and other parts, Sprains, relieves poisonous bites and Stings and Cold and Cough.

(One bottle As. 3.)

Maha Kasturi Pills

It is a most valuable and unique preparation for Cold Cough, Fevers, and all infantile cold affections. The phlegm which forms down the throat is removed by its use and perfect digestion is effected.

[Price per bottle : As. 2.]

Maha Mohabindu Ointment.

Our 'Maha Mohabindu Ointment' is the best and guaranteed specific for all defects of weak and poor retentive power and this is prepared with a view to preserve the semen without loss, increase the retentive power, strengthen the nerves and afford fullest happiness in sexual congress. The application of this will help one in regaining the youthful vigour and vitality and the best retentive power to the organ.

[Price, one bottle Rs. 5.]

Maha Chandanathi Thailam

A VERY FRAGRANT AND POWERFUL
BRAIN TONIC

This Oil is the direct outcome of long study of the Ayurvedic System of Medicine and is prepared from very valuable drugs highly praised for their curative qualities. It cures baldness of the head, Loss of Memory, Burning of the eyes, Brain Fag, Short Sight, Melancholia, Headache, Elephantiasis, Cough, Asthma and Consumption : by rubbing a little of this Oil over the head or under the feet while retiring to sleep. For external use only 12 Baths.

(12 oz. Rs. 3.)

Maha Hysteria Cure

There are many kinds of fits, each of them accompanied by pain in the body, fainting hands and legs remaining motionless, grinning, perspiration in the neck and the head, blood pressure in the chest, shoulders and back, turning of the face to the side of the shoulders, turning of the jaw, ear, lips and eyes, convulsion, passing of stools in paroxysms drying of the throat and tongue, flow of saliva, etc. The fit comes on at sight of water, or if water is sprinkled on the subject, or at sight of fire, or in crowds, or touch. These are frightful conditions, and must be cured without delay as delay may mean danger.

[One Full Course Rs. 10.]

Maha Eye Drops

Our Eye Drops is a best soothing, cooling, and healing preparation. It is perfectly harmless and can be safely administered. It relieves the optic nerves from tension and undue fatigue, removes redness and extra growth of flesh over the eyes, and eye-lids, and cure ulcerations, watering of the eye, short-sight, redness, sore eyes, profuse flow of tears, purulent discharge, fear or intolerance of light, etc.

[Price per phial Re. 1.]

Maha Panja Sanjeevi

THE CHILDREN'S FRIEND

Children undergo numerous trials before they are set on the path of life free from worry and anxiety. Complaints arising from mistake in the diet, from bowel complications, thinness, weakness, restlessness, itch, boils, scabies, swelling, vomiting cold and a host of other child diseases are completely cured by our rare medicine. It is more than a mother to the children, for while a mother may, by her own diet communicate disease to her child this medicine removes every disease and make children chuffy little angels.

Every mother should possess the Sanjeevi.

[One bottle Re. 1.]

28 THE TAMIL NADU AYURVEDIC PHARMACY LTD.

Maha Barani Specific

OR

THE RIGHT CURE OF ALL SNAKE-BITES

The possessor of this medicine can fearlessly and boldly travel anywhere in forests, thick bushy places, mountains, places frequented by snakes, either by day or night. If the medicine is previously used, the snake that bites will immediately meet its death, and the person will be unharmed. There is no harm in using the medicine even if he is not a victim to snake-bite. It will make the body poison-proof.

The tests for ascertaining whether life is extinct or not, and the directions for use are supplied with the medicine.

[Per bottle Rs. 5.]

Maha Cure for Consumption, Asthma, Tuberculosis and Respiratory diseases

There is an idea among people that these diseases are incurable and any announcement of a cure must be humbug. Tamil medicine has anticipated all these diseases and found a cure which has proved efficacious for long years. The consumptive or the tubercular patient is a sorry figure, beyond the pale of the society of friends and shut out from normal life. He is considered an outcaste, and as a danger to his neighbours. Is he to be thrown out helpless? Pity for him must move his friends and relations to obtain cure.

The general symptom of this disease are too well-known but there are a hundred and one minor symptoms every one of them frightful and sorry.

A course of our specific will completely remove all trace of the disease and change the patient into a normal healthy being.

[Complete Course : Rs. 10.]

Maha Cholera Cure

Our cholera cure is quick in action and is so efficacious that we can claim cent. per cent. cure for cases of Cholera.

(One phial: As. 12.)

Maha Scorpion Sting

This is the best specific for Scorpion Sting and will give instantaneous relief. The virtues can better be realised by giving a trial to it than expressed. This is to be applied by putting three or four drops over the part and rub over it well for a few minutes. Relief will be instantaneous and can be used freely to any part of the Body.

[Price: One bottle. As. 8.]

Maha Cough and Cold Remedy

This cough and cold remedy is a well tried specific for all kinds of coughs, simple cough, whooping cough, or cough due to cold and change of weather, or any condition. Its action is immediate and effective. It reinvigorates the lungs and the Patient will feel a quick sense of relief even at the very first dose. It is an indispensable and invaluable companion to travellers and a necessary cure in the household.

[Price per phial : As. 8.]

Sterility Cured

Write for Particulars with Four annas stamp.

30 THE TAMIL NADU AYURVEDIC PHARMACY LTD.

Maha Substitute for Coffee & Tea

Coffee and Tea drinking have become a regular habit with all classes of people of either sex. At the beginning it may stimulate nerves and make the person busy and energetic. But in the long run, this leads to various forms of diseases, such as biliousness, Diabetes etc. Our substitute contains pure and harmless drugs, such as, Kaya siddhi Muligai, herbs, roots and tubers which were used by the Rishis of old. It has a fine smell and good taste. Coffee and Tea Powder can be safely replaced by this powder and can be used by all of either sex. This will not only purify the blood, but also act as a Tonic and add vigour, energy and vitality.

[Price per tin : Rs 1.]

Maha Dental Ointment

Maha Dental Ointment is an unique and special liquid preparation which cures all diseases pertaining to teeth, swelling of the gums, germs in the teeth, etc. The very first application of the medicine will prove effective.

[Price per Bottle Rs. 1.]

Maha Fever Cure

There are numerous varieties of fevers which do not all show high temperature, and high temperature, does not always mean fever. The administration of quinine in all these fevers not only fails to effect a cure, but often makes the Patients worse. Our fever-cure strikes at the root of the fever in double quick time and completely eradicates it before it can vitiate the blood. A course of this rare medicine will drive every variety of fever once for all, and remove enlarged spleen.

[Phial of 20 pills As. 12.]

Maha Ear Drops

Our Maha Ear Drops is a well tried specific which has a remarkable power in curing Otorrhea, Otitis, Tympanitis, Inflammation and all other distressing diseases of the ear, including deafness (if not longstanding). It is prepared from harmless drugs. It tones the auditory nerves and removes all pains from the head and ears and evacuates the Pus and all other septic matter.

[Price per phial, As. 12.]

Maha Gorojana Pills

This pure Shastrie Medicine cures infallibly all the diseases of the children. It is of immense value to them when they suffer from Fevers, Cold, Cough, Apoplexy, Coryza, and Phlegm which forms down the throat. It is an unique preparation and the best remedy for all infantile cold affections.

[Price per phial, As. 12.]

Maha Hair Destroyer

By using our Maha Hair Destroyer, one may very easily remove the hair from the body and there will be no burning sensation or itch or any such thing. It is not poisonous and can be used freely to any part of the body.

[Price : Per bottle, As. 12.]

Maha Ulcer Cure

When the blood in the body is rendered impure by some cause or other, it finds an outlet by way of an ulcer or abscess, and causes pain. The ulcer may be soft or hard, open or closed, dry or wet. The presence of the impure blood in the form of evil-smelling matter of blood or other colour, and the almost continuous out-flow not only gives pain but also keeps the ulcer alive. Impurity of the blood reaches the bones and attacks it there. An ulcer may also be caused by blows, falls, abrasions, contusions, etc., or by chemical burns or by contact with poison. As the ulcer grows, the growth of granulation may be stimulated. The application of our medicine in cases of these ulcers will kill all poison in them, purify the blood and heal the ulcers, and patch up a fresh tissue and skin.

[One bottle, Rs. 1.]

Munmatha Kalpam (Gonorrhoea Cure.)

A real God send to the sufferers from this dire disease in this specific revealed by a Sadhu, Gonorrhoea, Chancre, Bubo, Eruption, Ulcers, Impotency, Syphilis and Nerve Weakness, Giddiness, Loss of Appetite, Constipation, Pimples, Blotches, Leprosy, Pthisis, Gout and Spermatorrhoea, and the many other varieties of venereal disease brought about by excessive and promiscuous sexual intercourse and intercourse with diseased women, can be completely and permanently cured by a course of this invaluable medicine. Such is its potency that even cases given up as incurable by eminent practitioners have recovered under its use. It heals up all urethral sores vitalises so that the patient is enabled to exercise wholesome intercourse with pleasure and joy after treatment. We can say that there is hardly another medicine to compare with our Munmatha Kalpam Gonorrhoea Cure. Awarded many Testimonials.

[One Full Course Price per bottle, Rs. 5.]

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