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THE
TAMILNADU AYURVEDIC JOURNAL

Devoted for the Up-Keep of Health

Edited by :—Bishag-Ratna Pandit

E. S. GOPAN

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Maha "Gulmaroga Nivarani"

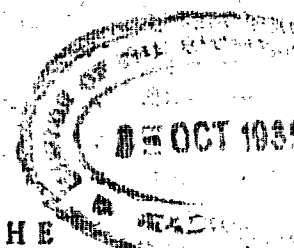
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THE CURE FOR DYSPEPSIA

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, anorexia, 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]



TAMIL NADU AYURVEDIC JOURNAL

Monthly Medical Journal for the
Preservation of One's Health.

Vol. 4.] SEPTEMBER, 1932 [No. 9

INDIGESTION

The Commonest of All Our Ailments

Indigestion is probably the commonest of all the diseases of our civilisation. When we realize how delicate is the apparatus devoted to the digestion of our food, and how continually it is abused and insulted, our surprise at the universality of indigestion vanishes. The real wonder is that there is not more dyspepsia (says Professor D. Fraser-Harris, in the "Daily Express.")

Whatever else the stomach is intended to do, it is intended to work rhythmically. A rhythm is a process in which something recurs at regular intervals. Digestion is intended to be conducted on the rhythmic principle, that is, one in which periods of activity are separated off by periods of inactivity.

No vital process is supposed to go on continually. We work, we rest; we sleep, we wake, and so on. Even the beating of the heart, which most people think of as a continuous process, is nothing of the kind. The heart contracts and then relaxes alternately.

Accurate computation has shown that the heart is in a state of relaxation or rest for a longer time than it is in

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contraction or work, so that in the twenty-four hours it rests longer than it works.

This is a valuable physiological demonstration for us; it shows us that inactivity or rest should occupy a longer time relatively, than activity or work.

Now, we can apply this to the digestive system without much difficulty. After we have eaten a meal the stomach gets into activity by churning up the food and begins to send it into a state of solution.

This is what the stomach or "gastric mill" is for, and it should be left in peace and quiet to carry out its function. We help it, indeed, by resting the entire body at this time.

When it has churned things up for a variable period, depending on the nature of the meal, and has reduced the food to the consistency of pease-soup, the lower aperture of the stomach opens and allows some of the mixture to enter the intestine.

Having repeated this process several times, the empty and contracted stomach then rests from its labours. It is entitled to rest, for it has been working, and it is resting in order to work again. Now, whereas the times of the periods of alternating work and rest of the heart are to be reckoned in fractions of a second, those of the stomach are reckoned in hours.

Just as the stomach has been working for one to four hours to reduce the mixed meal to a state of semi-solution, so it should be allowed a suitably proportionate time to rest. To disturb its rest at this time by eating more food is physiologically wrong.

It is not fair to the stomach to break into its rest and force it to begin its churning movements anew. It is the willing servant of the body, but one does not break in on the rest-room even of a willing servant.

The digestive apparatus is as sensitive, and should be as regular, as clock-work; and we do not dream of interfering with the rhythm of the clock. The human gastric machinery

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is as delicately adjusted as is the magneto-carburettor system of a modern motor car, and no one attempts to take liberties with this.

The habit of eating between meals clearly tends to upset the physiological rhythm of the stomach. In Victorian days it used to be the fashion to take a mid-morning "snack" at the pastrycook's. The young woman of to-day relieves a similar craving with a cigarette and as long as she does not smoke too many, her practice is to be preferred. She is rewarded by a slimmer figure and a more robust constitution.

To allow children to indulge the "sweets" habit at all times of the day is, to destroy appetite, and encourage indigestion. Appetite is the signal that the stomach is empty, and that it is quite "in order" to send down a fresh meal.

But eating between meals gives it no peace, and forces it to start working when it should be resting. When children want to eat sweets between breakfast and lunch say "No, but you may have them after your lunch." (Swarajya.)

SOUND SLEEP

How To Achieve It

Ninety-nine out of every hundred people are inefficient sleepers. They have forgotten how to go to sleep. No matter how early or how late they retire, they invariably lie awake for one, two or three hours. The really efficient sleeper is "sound" five minutes after his head touches the pillow, writes a specialist in the *Sunday Express*, London.

Lying awake at night is a bad habit. Like all bad habits, it can be erased by practice and patience. Most people accept this partial insomnia as a piece of the unalterable scheme of things. Their efforts to combat it are spasmodic and unsustained.

The only requirements are a little intelligence and a lot of persistence.

First, the poor sleeper must learn to relax. This is not a mere matter of lying down and closing the eyes. Every muscle must be relaxed, and this is by no means easy.

Are Your Toes Bent?

Any physical culture expert will confirm that it is much easier to contract a muscle than it is to relax it. Sport champions often owe their superiority to their ability to relax a particular set of muscles at the right moment.

The poor sleeper lies wide awake in the firm belief that he is completely relaxed when his body may be the home of a dozen different tensions.

It is essential that he should be able to recognise a tension. This can be done by deliberately tensing various muscles and noting the effect. The favourite tensions of the poor sleeper are wrinkled forehead, tensed biceps, bent toes, and strained neck (pillow too high?). Another common form of tension is the position of the eyes. In sleep the eyes roll upward slightly, and the sooner they assume this position the sooner their subject will go to sleep.

It is vitally important to remember that every change of position necessitates a fresh check of tensions. Numerous muscles are contracted in making the movements, and some will, almost certainly stay in a state of partial tension.

Obviously, changes of position should be eliminated as far as possible. Actually, most changes of position are unconscious attempts to relieve a particularly strong tension. The individual feels uncomfortable, and he turns over.

The act relieves the tension in question, but it often creates another. Hence the tossing and turning so frequently experienced by poor sleepers.

The First Step

Clearly it is much simpler to locate the tension and release it by an act of will. The individual who is completely relaxed is always comfortable.

Physical relaxation is only the first step towards the acquisition of good sleep habits. Mental relaxation is, perhaps, even more important. The individual who takes his worries to bed with him can expect long periods of wakefulness.

Physical relaxation and mental relaxation are to some extent interdependent. The person whose mind is fully occu-

pled with other matters cannot pay attention to muscular contractions.

It has been scientifically proved that a person who thinks far into the night automatically tenses various groups of muscles. Some specialists have advanced a tentative theory that man thinks with his muscles. This theory has never been proved, but it has been demonstrated that when the muscles are extremely relaxed, thinking and emotion tend to dwindle and cease.

A Trick To Learn

Thought cannot be turned on and off like electric light but the human mind does, nevertheless possess a "thought switch."

Unfortunately, few people know how to operate it. The technique can only be learned by a very gradual reduction of the intensity of thought and emotion.

The process is never very perfect or clear-cut. Mental relaxation has to be learned step by step over a period of months sometimes years, and for every person the *modus operandi* is different. Some people can turn off the flow of thought most at will; it is a natural gift with them. Others have to learn the trick by patient endeavour.

There are indications that dreaming is a sign of mental tenseness. When the mind has been very active just prior to sleep a nightmare often results. In dreams the imagination is active. There is evidence that imagination diminishes as relaxation progresses. Dreamless or relatively dreamless sleep is the more restful type, although considerable recuperation is secured by people who dream almost continuously.

Dreamless Sleep Best

The individual who sleeps dreamlessly, however, can obtain full recuperation in six hours or less.

The dreamer needs eight or nine hours' sleep, and he may find it desirable to rest during the day.

There is no doubt that famous "short sleepers" like Napoleon slept heavily and dreamlessly, and were able to do so because of nearly perfect relaxation.

If sleeplessness is caused by organic conditions, no amount of mental rearrangement will completely cure insomnia.

But after the organic cause has been medically or surgically removed, careful attention needs to be paid to relaxation otherwise the bad habits engendered by the organic cause will remain after the cause itself has been removed.—*Sunday Times*.

VITAMINS

What we know of them

Research has established the fact that normal nutrition requires a group of substances different from the long familiar proteins, fats, carbohydrates and mineral matters. These recently apprehended substances are at present collectively called vitamins. That they are thus designated by one group name is largely an accidental result of the fact that the discoveries of the existence and importance of these substances have followed one another too rapidly to permit actual physical isolation and chemical identification to keep pace.

Six vitamins are now recognized as essential to human nutrition and four of these have been sufficiently studied as to their chemical nature as to make it fairly clear that they are possessed of four different types of chemical constitution; but they are all organic compounds which are found in many foods and function in nutrition in exceedingly small quantities.

Vitamin A

It is of more than historical interest that the existence of the substance now called vitamin A was discovered independently and almost simultaneously in 1913 by McCollu and Davis of the University of Wisconsin and by Osborne and Mendel of Yale, through researches in which it was found that experimental animals (rats) would grow and thrive or stop growing, and lose their vigor according as the fat in their food-mixture was butter-fat or lard. Very quickly it was found that egg-fat and cod-liver oil were like the milk-fat (butter fat) in this respect, while most vegetable fats were like the lard.

These latter fats are perfectly wholesome so far as they got the difference was not, strictly speaking, in the fats as such but in the fact that there occurs dissolved in the fats of milk, of eggs and of some other material a fat-soluble substance previously unknown, recognized in 1913 as an essential nutrient, and subsequently known first as "fat-soluble A" and then as "vitamin A". It has been very actively investigated during the past eighteen years and has been found to be of very great practical importance, because so many of our staple foods are poor in vitamin A and because a dietary poor in this vitamin causes such wide-spread weakening of the body and increases its susceptibility to so many infectious diseases.

Milk and its products, egg yolks and green and yellow vegetables are the most important and reliable known sources of vitamin A in the normal dietary. The amounts in meats may or may not be significant, depending upon the organ, the species of animal and the manner in which it was fed. The liver contains the main part of whatever surplus the animal may have stored, and so may be either rich or poor in this vitamin; all muscle meats thus far studied have been very poor in vitamin A. Sweets are practically devoid of it, excepting, of course, such sweet dishes as ice creams and custards which contain the fat of milk and eggs.

The recent work of a number of investigators, conspicuous among whom is Moore of Cambridge University, makes it highly probable that certain yellow plant pigments (often masked by green) are not identical with vitamin A, but are readily converted into it in the animal body, the vitamin A value of the green or yellow vegetable being, then, due more strictly to the presence of such a "precursor" than to that of fully formed vitamin A itself.

Vitamin B.

Studies by Eijkmann and others of the nerve disease beriberi, formerly very prevalent in the Orient, led to the discovery of the occurrence in many foods of an anti-neurotic substance capable of preventing this form of neuritis; and, through the work of many investigators, among whom Hopkins of Cambridge University was a pioneer, it was found to be also a normal nutrient. It came to be known as vitamin B; and Eijkmann and Hopkins were jointly

honoured with a Nobel award in recognition of their accomplishments in this field of research.

Recently, Jansen and Donath, working in the same laboratory in the Dutch East Indies in which Eijkmann formerly worked, have obtained a crystalline salt of what appears to be the actual vitamin substance—probably a nitrogenous base in its chemical constitution. Several chemists both in Europe and America are now working actively to complete the identification.

While a great deal of scientific interest centres upon vitamin B, we need not have it heavily upon our minds as we select our daily food, nor need we spend any extra money for it unless directed to do so by a physician, in which case it will probably be for the purpose of building up a better appetite.

Vitamin B is important in normal nutrition, but it is needed in an only extremely small quantity and it is widely distributed among foods of both animal and vegetable origin which have not been too highly refined. Milk and whole grain cereals contain vitamin B in sufficient concentration, so that even the diet of an infant or invalid restricted to these foods should contain ample amounts of vitamin B unless the foods mentioned are too greatly diluted by vitamin-deficient foods such as sugar or highly milled cereal products. ("Hindustan 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.

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 Patric" 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

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 Nervine 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. 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.

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.

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, Moun
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., Office 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.

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.

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.

1. Arulappan, Treasury, Kuala Lumpur, 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 or the relief given to me.

2. 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 personally used Kayasiddhi Makaradhwaja. They are wonderful in their effects.

**3. 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. R

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

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 or all of my friends and I am sure that they also have good words to say.

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

"I was examined by Dr. E. S. Gopan, and I have much pleasure in stating that his diagnosis corresponded with the 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 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 tried their Kayasiddhi Makaradhwaja (regd.) pills they have given me entire satisfaction as the best Nervine tonic.

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

I am confirmed by the impression in the public eye that they are doing genuine work and their work is commendable.

Sir K. V. Reddi Garu, B. A., B. L., Ex-Minister to the Government of Madras.

I 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.

The Rajah of Khallikotta & Attagadar.

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.

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

The institution is doing very good work.

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

Kayasiddhi Makaradhwaja, 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.

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

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.

Hon. S. Muthiah Mudaliar Avl., B.A., B.L., Ex-Minister Govt. of Madras.

I am glad to find that the medicines are popular. The institution is run on modern lines.

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

The Pharmacy contains medicines for many acute diseases and I learn from Gopan Dr. 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.

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

I understand that these doctors are even curing advanced cases of consumption by special treatment. The Pharmacy is very popular.

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

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 Govt. of Madras.

The institution is run on modern lines and the medicines are purely Ayurvedic preparations which deserve encouragement.

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.

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

Dr. Gopan 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.

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.

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.

VIM ! VIGOUR !! VITALITY !!!

KAYASIDDHI MAKARADHWAJA

(REGISTERED)

THE IDEAL TONIC PILLS RECOMMENDED AND
APPRECIATED BY MANY LEADING DOCTORS
AND LAYMAN THROUGHOUT
INDIA, AND FAR EAST.

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 other Valuable Burmas. 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, Loss of Appetite, Diarrhoea, Loss of Vitality, Spermatorrhoea.

POST BOX NO. 278, MADRAS.

11

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.

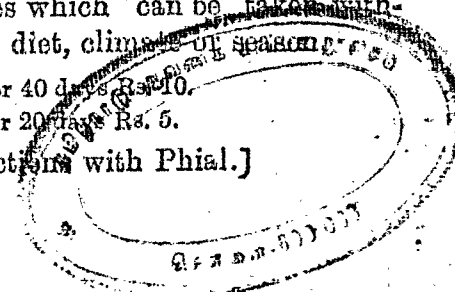
To those who had left youth behind and feel its want, this tonic will bring back good health quickly, positively and permanently.

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

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 Billousness, 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.

[1 seer 24 tolas Rs. 2.]

Maha Tooth Powder

A medicated dentifrice specially prepared to cure all dental diseases.

[One tin annas 2.]

Maha Night Pills

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 Amritamalak Thailam

A bathing oil with much cooling effect.

[Price: Re. 1 per 6 oz.]

Maha Leucoderma Cure

Leucoderma commonly called 'White Leprosy', may be hereditary or self-acquired due to many causes. Our Maha "Leucoderma Cure" is the best and well tried specific for any type of 'White Leprosy', completely purifies the impurities of blood, restores pure red blood and the original natural colour of the skin. We assure complete success with special preparation of medicines for internal and external application.

[One full course Rs. 100/-]

Maha Brihat Chandrodaya Makardhwaja

Brihat Chandrodaya Makardhwaja 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]

[$\frac{1}{2}$ Tola for a month's course Rs. 25.]

Maha Ringworm Powder

It kills all germs completely, heals the ruptured skin, smoothenes it and restores its original healthy appearance. It is quick in cure.

[Price per phial As. 8.]

Maha Vilvathi Thailam

(A BATHING OIL)

This Oil is recommended for massage on the head before bath. 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.

[6 oz. for six baths Re. 1.]

Maha Chavana Prasana

It is the infallible remedy for consumption of any type. It is a sure curative agent for Pthisis, Bronchitis, Pneumonia, Asthma, cough, cold, pain in the chest, blood spitting, poverty of blood, constipation, loss of appetite, general weakness, etc.

Maha Vettiver Thailam

THE MOST POWERFUL BATHING OIL

(For Bath and External use only)

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, loss of vitality, burns, ulceration in breast, Jaundice, pain in fainting, eye diseases, excitation of the three faults wind, bile and phlegm, pain in forehead, burning of the eyes, dullness of hearing, Dropsy, burning sensation in the body, hardness of breathing, 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 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.

Its daily use, will remove wind troubles, Stomach Pain, Colic Worms, Bile, Distention of the Stomach, Constipation, etc.

[Per seer of 24 tolas Rs. 2.]

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 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)

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 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, Hemicrania, 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 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 is 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 Sandana Sherbet

It reduces excessive heat, cools the system, refreshes the brain, increases appetite, digests food, stimulates the liver and generally keeps one in good temper. It brings glow and lustre to the body and keeps both men and women "fit" for conjugal life.

[6 oz. bottle Rs. 1.]

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 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 Rheumatism Cure

Rheumatic pains are most unbearable, what with swollen joints, limbs that refuse to move, and hails 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 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 exercise, 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 case, 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.]

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 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.

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

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.

[Price per bottle : As. 8]

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 Chandanathi Thailam

A VERY FRAGRANT AND POWERFUL
BRAIN TONIC

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, 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. [One Full Course Rs. 10.]

Maha Eye Drops

It relieves the optic nerves from tension and undue fatigue, removes redness and extra growth of flesh over the eyes, and eye-lids, and cures 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

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.

Every mother should possess the Sanjeevi.

[One bottle Re. 1.]

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 Cough and Cold Remedy

It 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.

[Price per phial : As. 8.]

Sterility Cured

Write for Particulars with Four annas stamp.

Maha Substitute for Coffee & Tea

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 : Re 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 Re. 1.]

Maha Fever Cure

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).

[Price per phial, As. 12.]

Maha Gorojana Pills

For Fevers, Cold, Cough, Apoplexy, Coryza, and Phlegm which form down the throat.

[Price per phial, As. 12.]

Maha Ulcer Cure

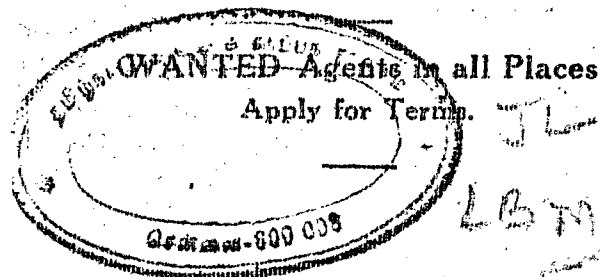
The application of our medicine in cases of ulcers will kill all poison in them, purify the blood and heal the ulcers and patch up a fresh tissue and skin.

[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 Maha Gonorrhoea Cure. Awarded many Testimonials.

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



Maha Cure For Impotency

Sexual indulgence at an age when one has not arrived at the stage of Puberty, Loss of Vital semen by bad practices and Excessive indulgence in sexual pleasures, causes thinness of the vital fluid and its discharge during moments of amative thoughts. Erotic dreams, during sleep also, cause discharge. As a result of the thinness of the semen, the same is discharged quickly during connexions, and also during straining at stools or passing urine. It is also attended with the other symptoms like loss of appetite, constipation, vertigo, weakness, love of solitude, etc. In chronic stage discharges occur even without erection and power of erection is lost. Thus Impotency arises. It also arises as a result of sudden grief, fear, or any mental perturbations, having connexions with abominal women, decay of seminal ducts, through disease, not gratifying the sexual instinct, when it is uppermost eating sour and pungent things, etc. Other causes also lead to Impotence.

Our Impotency Cure has been prepared with a view to preserve the semen without loss, increase the quality and quantity of the vital fluid, arrest discharge of semen while straining at stools and during micturition, give retentive power, bring back to life the dead seminal ducts, strengthen the nerves and afford complete satisfaction in sexual congress. It is the only medicine in Ayurvedic system that can cure successfully Impotency of any type and nature and we have no hesitation in openly declaring that it is a safe and guaranteed remedy for the above complaint.

One complete course for 40 days Internal and external medicines Rs. 25.

GOOD HEALTH

YOU MUST HAVE IT TO ENJOY IT!

LET US MAKE YOU HAVE IT.

Do not lose any time to have your physical
condition correctly diagnosed by

AN EXPERT

BISHAG RATNA PANDIT - E. S. GOPAN

(Pulse Specialist and Chief Physician.)

Our Chief Physician will give you a diagnosis
by reading your pulse in person, or by consulta-
tion by post. By correct diagnosis half the
battle with the disease is fought. Our medicines
will give you GOOD HEALTH, quickly, positive-
ly and permanently.

GUARANTEE OF CURE

In cases of Leucoderma, Diabetes, Paralysis,
Rheumatism, Venereal, Asthma, Consumption,
Piles, Menstrual Disorders, Sterility and all other
chronic and complicated ailments, left hopeless
undertaken.

Consult in person or write in detail.

At Head Office:—44, GOVINDAPPA NAICK ST., MADRAS.
Between 9 to 11 A.M.

At Branch:— 193, MOUNT ROAD, MADRAS.
Between 3 to 6 P.M.

The

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Tel. Address: 'KAYASIDDHI', Madras. Telephone: 3767.

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