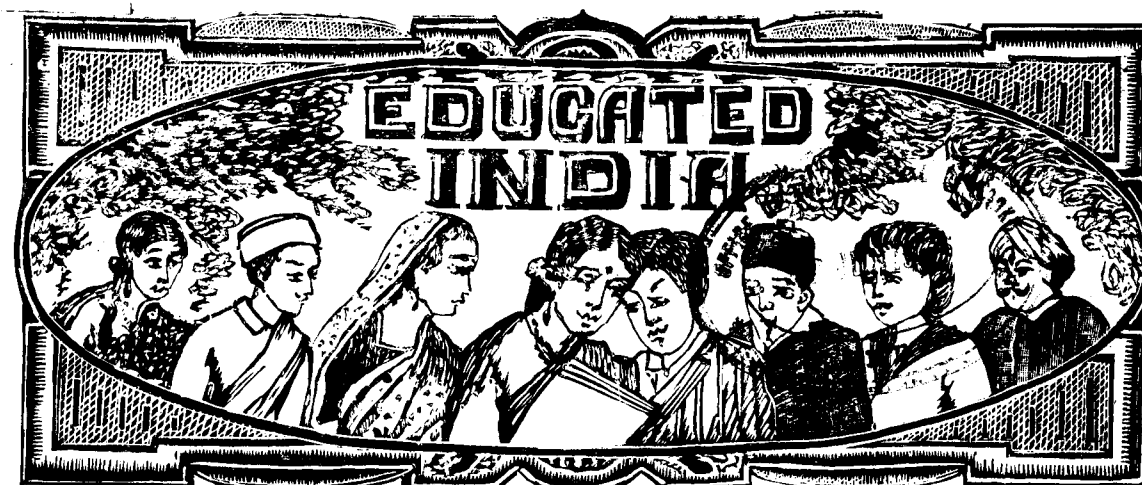
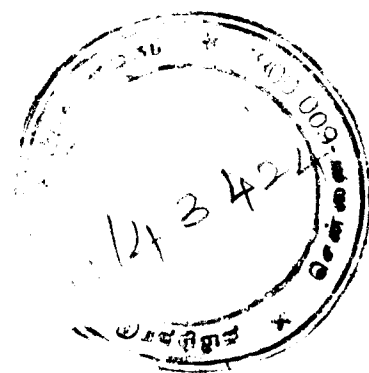




MOST INSTRUCTIVE MONTHLY MAGAZINE.

Annual Subscription Rs. 2-8-0. Postage Free. Single Copy Re. 0-3-6

VOL. 1

SEPTEMBER-OCTOBER 1934

NO

Popular Insurance Co., Ltd.

Head Office: MANGALORE, S. India.

THE FIRST DIVISION OF PROFITS

Falls to be made as at 31st December 1934:

**Do not fail to take a Policy now,
as participating Policies in the current
year will be entitled to participate in
the division of profits, if in force
as at 31st December 1934.**

The only house of 20 years standing
H. RAMA RAO & SONS,
 Car Street, MANGALORE, S. K.
*Awarded Certificates, Gold & Silver
 Medals for the Genuine Flavour &
 efficacy of High Class Snuff.
 Customers from all parts
 of the world.*

Leading Snuff manufacturers in Southern India

1 LB. (40 TOLAS) Rs. 3-7-0

1 SEER (24 TOLAS) Rs. 2-0-0

Special facilities for wholesale dealers

PACKING AND POSTAGE FREE.

SPECIALITIES:-

Best Medicated Snuff and Special Badami Snuff

Cures Cold, Headache, Bleeding from Nose etc.

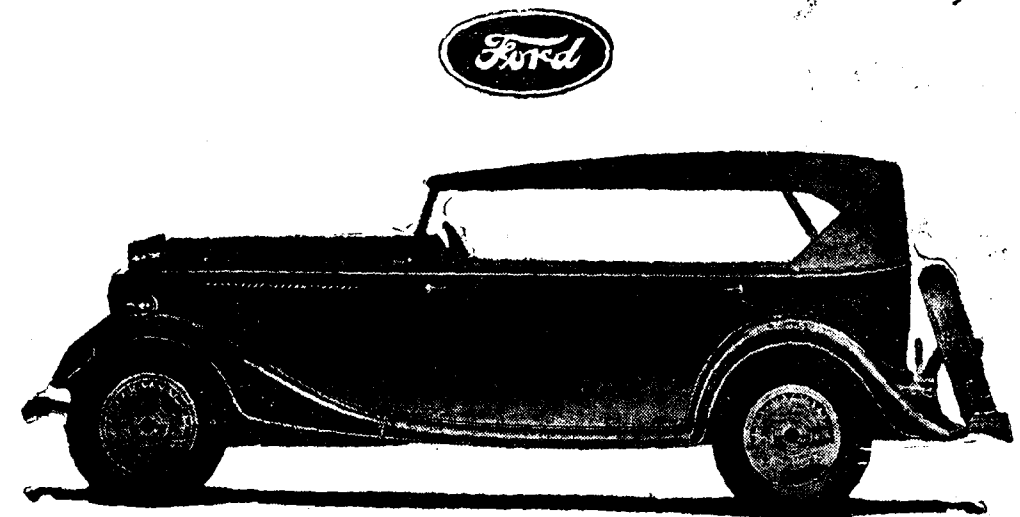
1 TOLA Re. 0-4-0

ON ORDERS OF MORE THAN 4 TOLAS RE. 0-3-0 PER TOLA
 POSTAGE EXTRA.

WHOLESALE RATE RS. 8 PER LB.

For samples send 3 annas in stamps or otherwise in advance
**FOR PROOF OF OUR POPULARITY—TRIAL ORDER WILL
 CONVINCE YOU TO YOUR ENTIRE & PERMANENT
 SATISFACTION.**

Only capable men need apply for agencies.



The generous interior dimensions of the New Ford, compare more than favourably, with any car in the same price group, and line up very closely to dimensions of much larger cars, selling at considerably more than the price of the Ford. The short, compact V-8 Engine makes this possible, as body room is not sacrificed to accommodate a large cumbersome Engine. Sit in one of the New Models, and see for yourself how comfortable it is.

V-8 PETROL ECONOMY

Greater than many "SIXES"
 and equal to that of most
 full sized "4's."

FORD SERVICE

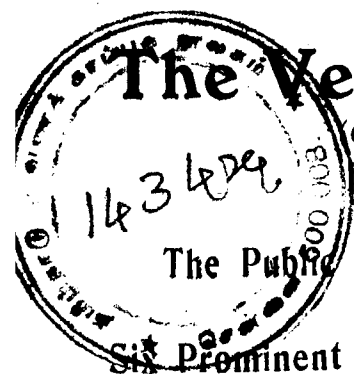
Which is as hard to duplicate
 as the value of the car itself
 is available throughout India,
 Burma and Ceylon.

Get the facts and you'll get a Ford

U. SUBRAYA NAYAK,

DEALER

SHIMOGA & MANGALORE.



The Venus Assurance Co., Ltd.

(Capital Life Office in the Capital City)

Head Office: Chandni Chowk, Delhi.

ESTD. 1920.

The Public has reason to deem Insuring with us an Ideal Investment.

Six Prominent Facts—

1. Business on hand exceeds Rs. 75 Lakhs.
2. Joint Life and Female Lives accepted.
3. Claims paid exceed 17 Lakhs.
4. Maximum Security deposited with Government.
5. Policies are also issued without Medical Examination.
6. Declared Bonus even in the very first valuation.

Special Features—

1. Purely Indian.
2. 90% of the profits go to Policy Holders.
3. Funds invested in safest possible securities.
4. Lowest possible Premium rates consistent with safety.
5. Policies are world-wide and free from vexatious restrictions.
6. Policies are non-forfeitable
7. Lapsed Policies can be revived within 12 months.
8. Liberal Surrender Value with a guaranteed minimum.
9. Guaranteed paid up Policies.
10. Policy holders can elect two Directors from among themselves.
11. Loans up to 95% granted to Policy holders on the surrender value.
12. Prompt payment of claims.

JOIN VENUS TODAY AND SHARE IN ITS PROSPERITY.

Every satisfaction Guaranteed.

Excellent Prospects for energetic, able, sincere agents. We want a few more of them. We give a substantial Remuneration to Honest, Influential and Hardworking representatives, by way of Commission and liberal allowances.

Delay not to Insure with us

It's worthwhile to Represent us

For further particulars write to

The District Agent,

or The Superintendent,

Venus Assurance Co. Ltd.,

The Venus Assurance Co. Ltd.,

Fernandes Mansions,

West Coast Branch

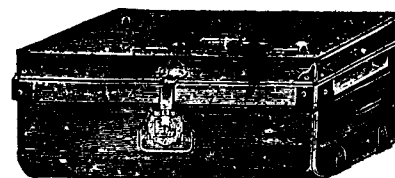
Hampankatta,

TELLICHERRY,

MANGALORE, (S. K.)

(Malabar)

THIRILOKA STEEL TRUNK WORKS



Manufacturers of Best Steel Trunks; Suit Cases; Medicine Chests; Jewellery Boxes or cases; Bottom lock cash Boxes; Cash & Jewel Cabinet, etc. etc., Varieties in all designs will meet your demands.

The Cheapest and the Best in the Market.

Delivery at Madras and Mangalore for large and small orders.

Prices Moderate. Splendid Satisfaction to the Public. Trial order Solicited.

Beware of imitations-See that the Trade Mark &

Word 'Thiriloka' the Mark of quality

Stamped on every trunk & suit cases you buy. They are the genuine ones.

For full particulars & price list apply to:—

THIRILOKA STEEL TRUNK WORKS.

Proprietor:—G. T. MANICKA NAYAGAR.

HEAD OFFICE:

22, Baker Street,

G. T. MADRAS.

BRANCH OFFICE:

Margaret Villa Compound,

Mangalore, (S. K.)

SNUFF!

SNUFF!!

SNUFF!!

Best Quality Guaranteed Satisfaction

FAMOUS MANGALORE SNUFF

FROM

K. VASUDEVA SHET, REPUTED SNUFF MANUFACTURER

Market Road, MANGALORE, S. K.

1st Class 1 lb 40 tolas Rs. 3-7-0

1 Seer 24 tolas Rs. 2-0-0

2nd Class 1 lb 40 tolas Rs. 2-8-0

1 Seer 24 tolas Rs. 1-8-0

Large and small orders are promptly attended to by us and we have the pleasure of having supplied high class Mangalore Snuff for several years to hundreds of customers everywhere in and out of Mangalore.

Trial order will convince you of the Excellence of our wellknown snuff.

THE MANGALORE TAILORING WORKS

BRITO BUILDING, MANGALORE. Proprietor—J. A. PINTO.

Gents up-to-date Tailors, Splendid workmanship, Personal Expert Supervision, Moderate Rates, Prompt Delivery.

Hundreds of customers come to us, Because we have given Guaranteed Satisfaction all round, to members of every community for years and years.

Trial Order Solicited.

Famous Mangalore Snuff

We supply the very best and Genuine Snuff, prepared by a well-known Expert in the line, under the personal supervision of M. M. Ali—The Medalist at our Snuff Factory "T. A. R. & CO." Bijey, Mangalore.

We use the very best Tobacco and we manufacture excellent Snuff.

Our Customers throughout India, specially from Bombay, Bengal & Madras Presidencies, Northern India, Mysore State, Coorg and many other places have expressed the highest satisfaction for our T. A. R. & CO.'S Superior Snuff.

Special Snuff per lb. of 40 Tolas.	...	...	...	Rs. 3-0-0
1st Class Snuff	...	...	...	Rs. 2-10-0
2nd Class Snuff	...	...	...	Rs. 2-2-0

All sorts of Scented Snuff Re. 0-3-0 per lb. extra. We send parcels post paid to all places in India, Burma and Ceylon.

WANTED AGENTS ON LIBERAL COMMISSION.

For Particulars please apply to:—Manager,

T. A. R. & CO, Bijey, MANGALORE



MOTORISTS!

IT IS TO YOUR BEST ADVANTAGE
TO DEPEND UPON

THE CANARA AUTOMOBILES MANGALORE

FOR YOUR PURCHASES OF
MOTOR SPARE PARTS, TYRES & TUBES
OF EVERY KIND AND MAKE

For High Class furnitures and up-to-date House equipments:—
Almirahs, Cabinets, Hexagonal Fancy Tables, Palmstands,
Dining Tables, Easy-Chairs, Toilet-Tables, etc., etc.

PLEASE ENQUIRE

N. DATHA NAIK,

TIMBER MERCHANT,
BUNDER, MANGALORE.

HERE IS THE PLANTERS' REAL FRIEND—

HAJEE K. ABDUL KADER BAVA,

General Exporter & Importer, & Commission Agent,

Mangalore.

SPECIALIST AS A DEALER

In High Class Fish Guano, Fish Oil, and all kinds of Fish products
of exceptionally good quality at very moderate rates.

Amongst other commodities, Coffee, Pepper, Cardamoms etc. etc. are
exported and imported on very favourable terms.

Splendid Satisfaction given to several leading European and

Indian Customers for several years.

All business on large and small scale, promptly, honestly and personally
executed by the Proprietor himself.

For Particulars Apply to:—

TELEGRAMS:—"MUBARAK"
Mangalore.

CODE:—A. B. C. Bentleys
5th Edition.

TELEPHONE:—No. 58.

Hajee K. Abdul Kader Bava,
Mubarak Building,
MANGALORE.

Photographs

For all kinds of high grade
Photography—Bromide enlarge-
ments—Portraits, Child Studies—
Amateur—D & P Work—Lantern
slides—Repairs to Cameras—a
Speciality

Go to—

E. B. Soans & Bros.

PHOTOGRAPHERS,

Old Light-House Road,

MANGALORE.

BOOKS! BOOKS!!

RAMA RAO:—Hallo James, where are
you going to now?

JAMES:—To purchase books etc. for
our boys and for myself as I am
now promoted to VI Form. I'm
going to K. BOJA RAO & CO., I will
see you after my return.

RAMA RAO:—But then why not go to
the nearest book-seller?

JAMES:—No, they are the cheapest
and most accommodating. I'm fond
of them alone.

RAMA RAO:—I see!—It's good that
you have introduced me to them—
Please give their full-address. I have
a lot of books, stationery etc. to buy
for our youngsters.

JAMES:—You will find it a bargain.
This is their address.

K. Boja Rao & Co.,
Car Street, MANGALORE.

Most Efficacious Medical Service even to the Poorest.
AT
**HOMŒOPATHIC POOR DISPENSARY,
MANGALORE.**

Post Kankanady—South India. (Estd. 1880).

Telegraphic Address:—"SPECIFIC" Mangalore.

PRICES MODERATE & REDUCED—Read our 'Guide to Health'
Price As. 7

Innumerable Testimonials from all parts of the world,
received everyday.

The ONLY Depot for Fr. Muller's S. B. Specifics

AND

Fr. Muller's Biochemic Tonic. We also import genuine
Homœopathic Medicines, Schuessler's Tissue Remedies.
Luytie's, Walker's and other Specialities.

FREE—Expert Medical advice and Effective Prescriptions.

All Correspondence treated Confidentially:—

Send for Our Latest Price List.

Senor Pedro Gorritepe—Buenos Aires—Argentine Republic, writes
to us,

"I had the satisfaction of contributing. to the cure of a young
boy—'Tuberculosis,' with (Specifics) No. 1 & 12. Unfortunately I had only 1
tube of No. 1; I was then obliged to content myself with Nos. 12 and 36.
Today HE IS ALMOST COMPLETELY CURED. I would desire to procure
for me Your Specifics."

(Sd.) Pedro Gorritepe.

Remember—Among all treatments, ours has been acknowledged to be
Harmless, Cheap, most Convenient and Efficacious in all
cases.

Thousands of patients are our Best Advertisers.

**NOW READY
THE LAST ENCHANTMENT**

(RECOLLECTIONS OF OXFORD)

BY

G. K. CHETTUR

Principal, Government College, Mangalore.

Intimate revelations of undergraduate life at Oxford

*Fascinating memories of W. B. Yeats, John Masefield, G. K. Chesterton, Winston Churchill
Rabindranath Tagore, Lord Oxford, Mrs. Sarojini Naidu, Canon Streeter, Bernard Shaw
Arthur Symons, and a host of other celebrities.*

Magnificent Library Edition, 210 Pages, 29 Full-page Photographs of Oxford
Strickingly pretty Three-colour Jacket PRICE Rs. 5.

4 more books by the same author:

THE GHOST CITY, Short Stories, 232 pages, Rs. 2/-

THE TRIUMPH OF LOVE—THE TEMPLE TANK—GUMATARAYA

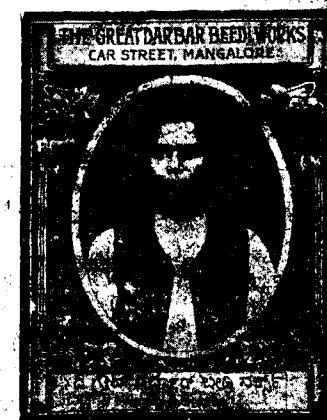
3 Book of Verse Rs. 1/2 each or in cardboard case Rs. 3/- only.

THE B. M. BOOKSHOP, MANGALORE

AHEAD OF ALL OTHERS!
MANGALORE
DARBAR BEEDIES
UNRIVALLED—UNEXCELLED—UNIMITATED

REGISTERED

It is Simply Impossible to Imitate them.



TRADE MARK



Because

THE PURITY OF TOBACCO
.. FRAGRANCE OF SMOKE
AND CHOICEST BLENDING

**MAKE THEM WHAT
THEY ARE.**

**TRIED AND PROVED
THE BEST.**

The Great Darbar Beedi Works, Car Street, Mangalore.

HALLO! FRIENDS!!
WHAT MAKES YOU SUFFER?
Tuberculosis? Venereals? Mental Diseases?
Dont miss this golden opportunity
Please try once with our
Jaya Karnataka Medico-Surgical Hall,
Car Street, MANGALORE, S. Kanara
AND BE CONVINCED.
Well experienced line of treatment in Oriento-
Occidental Methods for all sorts of ailments.

Unique Opportunity

All that is most reliable, cheap

AND

Just what you want.

JEEVANTHI:—The best specific for LEUCORRHOEA and all other uterine complaints. Price 60 pills: Rs. 5-0-0. 20 pills: Rs. 2-0-0.

JEEVAKA:—The guaranteed cure for GONORRHOEA and all other urethral discharges. Price 60 pills: Rs. 5-0-0. 20 pills: Rs. 2-0-0.

A SINGLE TRIAL would convince you. Our patients are our best advertisers all over.

All your ailments will be confidentially treated by

Dr. P. S. V. Sarma, A. V. M. C.,
Ayurveda Siromani,
Chickmagalur, MANGALORE.

Proprietor: R. A. VASU'S **MANGALORE** **Vijaya Restaurant**

Near Bus Stand—Chickmagalur.

Unrivalled for all modern Comforts.

Food to suit

the Taste of Everyone

Your Happiness and Complete Satisfaction is Our Absolute Guarantee
 Close to all offices, Courts, Banks, etc.
 Highest appreciation expressed for
 Our Cleanliness and Hygienic Preparations:—

You will always come to us if you give us the pleasure of a visit once.

Welcome to you all—we are ever ready at your service.

Christians—Hindus and others largely patronize us:—

EDUCATED INDIA

DEVOTED FOR
 PROMOTING EDUCATION



MOST INSTRUCTIVE
 MONTHLY MAGAZINE

EDITED AND PUBLISHED BY MRS. W. M. D'SOUZA
 AT THE SARASWATHI PRINTING WORKS, LTD., MANGALORE, S. INDIA

VOL. I }

SEPTEMBER-OCTOBER 1934.

{ NO. 6

Editorial

The subject of female education has been dwelt upon to some length in our Aug.-Sept. issue, and it is our pious hope that literacy among girls will go on spreading quickly and in great measure, offers as it does, manifold advantages which are well known. The idea in writing this time is to impress upon the public, the necessity of carefully economising resources and time, so that education gives the highest premium on life. From our reference last time to technical studies, it is evident that the general standard of education is indispensable in every one, and it is after such a preliminary course that some special education ought to be taken up.

We wish particularly to discuss here, the subject of 'business education' as it is worth-while to study carefully what it exactly signifies, so that it can be followed with interest and great utility. Scores of so called business

men either achieve success or become failures in life. What then are those qualities that we find in the hero in business? Is it the extent of crudition or learning; is it the magnitude of his bank account or reserves of gold; is it merely the effect of his personal magnetism or physical perfection; or is it the result of his ambition, and 'an upward striving' attitude of his mind? We would at once say that it is the harmonious combination of all these qualities and resources coupled with a thorough practical training in business. He must develop character above all with great care and strength of mind so as to be prepared to meet with any contingency in the course of his career, and ought to be able to steer his way clear of all complications and entanglements. A simple truthful straightforward nature, devoted to a career of strenuous work with patience and pleasure,

will before long make its mark, and command success beyond any measure of doubt. He must act with grace, and be able to command respectable credit, develop self-control, and with a cool mind pay attention to every detail in business, however, tedious it may be, not forgetting that he must be strictly honest and faithful to his word, so as to preserve a high reputation in life.

What an important position the man of business holds in this world! He has to depend upon himself, and his decision affects the welfare and progress of his career, instantaneously and permanently. His conduct will attract or repel customers. His choice judicious or otherwise, invites popularity or mars his success; his financial strength contributes so effectively towards the promotion of the best interests and welfare of society. He is as resourceful as he is courageous, as sincere as he is hard-working, as ambitious as he is truthful, as respectable as he is useful. The principles of a perfect businessman have to be held in view by everyone, whatever his profession in life may be. Their application will be found necessary to command success in this world, constituted as it is, with so many difficulties, and will be productive of the greatest benefit to all, whether for a merchant or others. Real business principles are not made but born, they are not taught but may be true to some extent, but what is business after all? It is the art of getting the most effect of an amount of capital at the least pains. If that is the case, then business is the art of getting the most for the least.

necessity of acquiring a proper business education. Whatever our station in life may happen to be, it is within the easy reach of everyone, specially in modern times. The business attitude of mind is developed with conscious effort, making it congenial to our temperament, and leading us to acquire a mastery over whatever is indispensable to command success.

We had already pointed out formerly that the present is an utilitarian age, and all our studies must bear practical value, to make our education productive. It is exceedingly necessary to pick up a business frame of mind, for such a mental attitude, will enable us to conquer the greatest obstacles, and will strengthen us against any discouragement or failure, which at some time or other, is sure to be the lot of even the most prosperous man. It is said that one great characteristic of every successful businessman, is his ability to preserve a calm disposition, and great presence of mind. He never loses courage, and rises superior to any temptation or excitement or pressure, and with a remarkable shrewdness saves himself from irritability and impatience, and comes out victorious under all circumstances. He relies upon himself, thinks for himself, decides for himself, guided by experience and study, and the aid of his sound principles stand him in good stead, and become a veritable touch to his real greatness. No doubt, the studies which are greatly concerned in business education, are essentially of a technical nature, but what is indispen-

sable is the knowledge of those subjects, that enable us to think with accuracy, and enable us to come to logical conclusions. He need not be a profound scholar, but so educate himself that he could be ever ready to face any situation that baffles intelligence, and be able to cleverly emerge out of it, with credit and ability that spells success. He must take particular pains to develop an analytical mind, attuned to classifying, arranging, and deciding on a sound basis, that is to say, he must be methodical, and logical, and clearly calculating in drawing up any scheme with patience and perseverance, so that he can observe the effects of his work with precision and certainty, and ascertain the eventual measure of success on a sure footing.

Another important element in the businessman's progress lies in cultivating a good command of the most

popular language, coupled with ordinary knowledge of as many languages as are used by the public, for that would enable one to express one's thoughts most effectively and clearly, while enabling one to understand another in whatever language he may speak, as also to be able to reply in that language tolerably well. This aptitude must be picked up from very early age, and systematically developed by constant practice. The style in writing of a businessman, ought to be quite plain and precise, in meaning, and the force of the idea is not to be sacrificed for mere beauty of composition, or literary excellence, for any irregularity will cost him a good deal. All business letters, therefore, must be drafted as they are, usually done, in a simple, and correct way, evidencing clearly a sense of method which will attract appreciation from a pure business point of view.

**When at Cannanore-Enjoy a Visit to
VICTORIA HOTEL**

MOTORISTS

Remember—

**THE ONLY REPUTED RELIABLE HOUSE FOR
ALL MOTOR PARTS, ACCESSORIES**

TYRES & TUBES

Come to—

NATIONAL AUTOMOBILES

Hampankatta, MANGALORE, S. K.

Tuberculosis

There ought not to exist any confusion with regard to our idea of Tuberculosis. This disease is the result of a peculiar deposit called Tubercle in the system which is productive of a peculiar state of constitution on exhibiting the dissemination of some minute articles of noxious matter through the Lymphatics. It has been believed that these minute particles may consist of caseous or purulent debris resulting from some existing abscess, ulcer, or glandular swelling. Scrofulous glands, abscesses and ulcers may exist for years without giving rise to Tuberculosis. All Tuberculous persons are scrofulous, but not all scrofulous persons are tuberculous. As seen by any observer, the peculiar deposit called Tubercle consists of little masses in the system, of the size of a hemp seed or a little larger, scattered throughout the various organs, specially the lungs, peritoneum, membranes of the brain, and lymphatic intestinal glands. They may be single or aggregated into considerable masses, either isolated, small, grey, but firm and even transparent or yellow and soft, but there may be every gradation between these two conditions. The great Tubercle consists of a living tissue of which the yellow is the dead and degenerate debris. It is agreed that Tubercle is a *cell-growth* relating to the bio-plasm of minute blood-vessels in the lungs or of epithelium or of adenoid lymphatic tissue. Any how, the Tubercle

can be expected to spread in the lungs, affecting tissue after tissue infiltrating them with an imperfectly vitalised cell-growth, causing a compression of the blood vessels. Gradually the Tubercle softens and breaks down with some inflammation and suppuration at the circumference, giving rise to hemorrhage and other phenomena of tubercular phthisis.

Tuberculosis may begin as an acute or as a chronic and most insidious disease. It is certainly the result of a certain extent of inflammation that affects not only the lungs, but also the brain and some other organs, but may also be confined to one organ as the lungs. Examples of acute form, are found in patients suffering from uneasiness, high temperature, and some symptoms of typhoid fever or internal fever, combined with the enlargement of the spleen, loss of digestive power, loss of vitality, weak digestive power, strong constipation, and finally even meningitis. The chronic form is much more common.

Tuberculosis or phthisis is a general term signifying wasting, and is applied specially to the wasting arising from chronic suppuration of the lungs. Consumption is contagious, as the tubercular deposit develops as a original suppurative disease, making even the breath of the consumptive foul and capable of conveying the disease.

The Carnatic Ayurvedic Medical Hall,

Near Sri Venkatramana Temple,

BAVANTHI STREET, MANGALORE, S. K.

Special Eye Expert:—A thorough success in all diseases such as:
1. Aepiphora or Watery Eye. 2. Ophthalmia. 3. Itch of the Eye lids. 4. Ulcer of the Cornea. 5. Iritis. 6. Cataracts. 7. Spots in the Eye Muscoe Volitantes. 8. Short Sight. 9. Squint Eye etc. etc.

Numerous Testimonials for our Guaranteed Cure.

*Gokarn Temple, Car Street,
22nd August 1934.*

Doctor S. Fernandez. Ayurvedic Specialist of the Carnatic Ayurvedic Medical Hall, Bhavanthi Street, Mangalore, has successfully treated my wife Mrs. Sitabai, of long standing and acute case of **Consumption** from a stage, when she was at death bed, being given up by eminent doctors as hopeless. It is only by sheer persevering personal attendance, and efficacious medicines of the kind doctor that my wife has been saved. I strongly recommend the suffering public for his benign treatment, however, chronic may be the disease.

Narashim Shenoy.

We are **Specialists in Women and Children's Diseases** of every kind.

Unfailing success in our treatment for Consumption, Elephantiasis, Paralysis, Cancer, Diabetes, Piles, Cholera, Small Pox, even acutest Cases of Malignant Malaria, etc. etc.

However chronic, the case may be, it must yield to the Efficacious "Sure Cure" from the Carnatic Ayurvedic Medical Hall.

Please Note that Our Terms are Very Moderate.

The first symptom noticed is a short, dry, cough, most troublesome on arising in the morning, which produces very great fatigue in the patient who develops a peculiar flush in the face on the slightest exertion, and experiences great difficulty in ascending heights or stairs. Then expectoration of mucous begins, followed by spitting of bright-coloured frothy blood, the pulse becomes quicker than in normal conditions, and there is generally an increase of temperature in the evening. This condition may persist for several weeks or months, even sometimes, for years. Many persons in the first stage of consumption are prevented from growing worse by the change of climate, but suffer either continually or periodically their

complaint, being often mistaken by themselves and their friends, as being merely due to weakness.

In the second stage of the disease, the cough grows worse, the expectoration more profuse, and assumes yellow colour forming into globular masses which float in matter, and are sometimes streaked with blood. The patient gets fever at night with profuse night sweats, and although the appetite may continue to be good, the strength and vitality in the body perceptibly diminishes. There are often sharp and cutting pains in the side and chest, and the patient may lose his voice, and diarrhoea may set in. Ultimately the patient dies from exhaustion or from a large blood vessel giving way in the lungs. When large quantities of bright coloured blood passes by the mouth, it may not necessarily bring about death, for until the latest stage of this malady, the patient is generally hopeful of recovery, but must not fail to recognise his danger.

Much more may be done to prevent the disease than cure it. It is generally hereditary, and those from a consumptive family must be very careful as to their mode of living. They should sleep in well-ventilated rooms, avoid late hours, live a comfortable life, but never go in for luxuries or intemperance, should shun exposure to cold or damp, and should

wear flannel next to the skin. When the disease has manifested itself, bowels should be kept regularly clean and great care should be taken with regard to digestion. Internal fever and wasting tendencies should be effectively checked by using blood purifying, and body-building tonics, containing particularly iron and quinine which are very necessary and beneficial. Circulation of the blood throughout the system should be maintained on a normal level to avoid blood pressure, and palpitation. Great care should be taken to control cough by proper treatment. Nourishing food, and Cod-liver oil should be taken during convalescent stage. The consumptives should be provided for with separate apartments in which healthy persons should not go in without taking proper care and caution. All attendants on the patient should be provided with plenty of fresh air. Members of a consumptive family should take particular care as regards their diet, personal hygiene, and general sanitary conditions of living, for otherwise, apart from actual consumption they are liable to suffer from many other ailments, in the nature of wasting diseases.

The Carnatic Ayurvedic Medical Hall undertakes to treat successfully even the acutest case of Tuberculosis and we would advise the public to try their treatment with confidence.

The Rich Heritage from Sanskrit

Though not living and spoken since about the second century before Christ, yet Sanskrit is the learned language in which the most important and voluminous literature of the Hindus has been written in very early times. It is a heritage from the great Aryan language specially adapted for conveying the literary, and sacred masterpieces to the mass of Indian people who then spoke in a language, called *Prakrit* from which the dialects used in upper India at the present time, originated. As Latin is a dead language among what are known as romance languages, so is Sanskrit to modern Aryan dialects of India.

Sanskrit literature is most comprehensive, and deals in all departments of human knowledge, but unfortunately not of history. We are surprised to see how in spite of extraordinary enlightenment and erudition, the Hindus in days gone by, have not been careful to record historical facts with the result that, at least, some room is given to uncertainty as regards the chronology of the literature as well as the development of the political life of the Hindu race. The Hindu mind had, however, selected to give expression to their knowledge, in metre, and even works on science and law have been couched in a poetical form. The language itself was more used for purposes of writing than speech, so that even after it ceased to be living, authors continued to add to the valuable mass

of Sanskrit literature. Among the masterpieces in Sanskrit language, the Vedas dating from about 1500 B. C. are universally acknowledged as literary monuments. The Hindus have even attributed to them a divine origin, and these sacred writings of the Hindus are so exhaustive that they dwell not only on religion, philosophy, ethics, but also science. The Brahmins make it a point to study prayers, hymns, religious theology, and philosophy from the Vedas. Prayers or hymns are called *mantras* or *ganas*, the *Brahmana* deals with theology, and the *Upanishad* treats of philosophy. The *puranas* treat about religious subjects, but are a much later production than the Vedas. These *Puranas*, reputed to have been the work of Vyasa are eighteen in numbers, and deal with the wide variety of subjects covering not only philosophy, and some sort of theology, but principally, mythology, legendary history, cosmogony, descriptions of places, medical literature etc., etc. They are in the form of a dialogue in which some person relates the contents in answer to the questions put by another. The *Puranas* are essentially connected with the worship of Vishnu or Shiva as supreme deities. The portion dealing with law is known as *Dharmashastra*. These *Puranas* are meant to guide the Hindus with regard to their mode of living, their responsibilities in public or private life, the significance of impurity, necessity of



penance and self-purification, as well as subjects directly connected with law. Manu is supposed to be the oldest law giver of Hindus. The legal literature from the code of *Yajnavalkya* and *Parasara* have given us the Mithakshara school of Hindu Law, and other commentaries and digests have given rise to, among others, the Dayabhaga School of Law.

Ramayana and Mahabharata constitute the grandest and greatest contribution of Sanskrit language, in the shape of epic poetry in India. It is curious to observe that these epic poems are the products of post-vedic period, and it would appear, that they were committed to writing some centuries after their first composition. We know that Ramayana is the older of the two, and that it was composed by Valmiki, and according to Professor Monier Williams, the great part, if not the whole of it, was well-known in India as early as fifth century B. C. In Ramayana, we have a history of the life and adventures of Ramachandra who is believed to be an incarnation of Vishnu. Indians are familiar with the story of Ramayana.

Rama was the prince of the dynasty of the rulers of Ayodhya, and he is described as having conquered Ceylon with the assistance of Sugriva, king of the monkeys, and Vibhishana, brother of Ravana, the king of Ceylon, and slaying Ravana who had taken Sita, recovers her, and Rama becomes a virtuous, famous ruler of the Empire of his ancestors at Ayodhya. The whole Ramayana contains 24,000 shlokas, divided into seven books with chapters,

and we have an English verse translation of it from Mr. Ralph Griffith.

Mahabharata is another great monumental epic containing 220,000 long lines with a sort of a story running through it, but having extensive digressions and episodes. As a book of reference of Hindu Mythology and legendary history and philosophy, perhaps, it is unequalled. As a matter of fact, it is a combination of the literary productions of various periods from different authors, divided into eighteen voluminous books, put together with a certain sequence so as to give it the shape of one huge work, probably by Vysa, who was very skilled in this art. The leading theme in Mahabharata relates to the history of the war between the one hundred sons of Dhritharastra, and their cousins, the five sons of Pandu, for the possession of the ancient Kingdom of Bharata which might have comprised the greater part of India. Dhritharastra ruled at Hastinapur or ancient Delhi, where the five Pandavas, and their one hundred cousins were educated. Pandavas are described as noble, brave, and of a charming disposition, while the latter are said to be mean, spiteful and wicked. The Pandavas escaped from the treachery of the Kurus, and were admitted into a share in the Government. Udhistira, Bheema, Arjuna, Nakula, Sahadeva, the five Pandavas were permitted to rule at Indraprastha, while Duryodhana and his ninety-nine brothers, the Kurus, ruled at Hastinapur. Udhishtira played dice with Duryodhana, and staked their kingdom, and when he



THE 1934 CHEVROLET TRUCK

INDIA'S LEADING TRUCK
CONTINUES TO LEAD WHERE OTHERS FOLLOW.
Here it is! The sturdiest truck that **CHEVROLET** has ever put on the market.

The best **Looking, the Fastest the Biggest** and yet, by far the most Economical.

You will profit by buying one of these New Models. Maximum Capacity, Greater Power, Higher Speeds and Greater Economy will reduce your operating costs to a surprising degree.

Available in 112" 131" and 157" wheel base chassis.

For further particulars please enquire at:—

MESSRS. RAO & RAO,
MAIDAN ROAD, MANGALORE.

"SREE VILAS"

GANAPATHY TEMPLE ST., MANGALORE.

THE MOST COMFORTABLE AND BEST RESTAURANT.

COME AND BE HAPPY

WITH

OUR VARIOUS HYGIENIC PREPARATIONS

Clean service!

Our duty your satisfaction!!

CATERERS FOR TEA, GARDEN AND DINNER PARTIES.

SMALL AND LARGE ORDERS PROMPTLY EXECUTED

UNDER PERSONAL SUPERVISION.

"YOUR SATISFACTION IS OUR GUARANTEE"

GOOD MORNING GENTLEMEN

PLEASE VISIT **"SREE VILAS"** AND YOU WILL

WANT TO COME AGAIN.

I WILL ALWAYS 'WELCOME YOU'

*

Why Spend on Gold During Time of Depression?

HERE IS THE POOR MAN'S DISTINGUISHED FRIEND!

M. VAMAN NAYAK,
Manufacturer of Rolled Gold Jewellery,
Hampankatta, MANGALORE.

Genuine 18 ct.
Rolled Gold

Guaranteed
10 years.

We undertake the following articles for Gold and Silver Electric plating:- Bangles, chains, rings, cups, necklaces, wristlets, watch cases, buttons, con-fraternity sets etc., etc., with guarantee. Our Jewellery is beyond comparison in quality, price and workmanship. They look like real Gold, and costs not even a fraction of its making charge. They are priced so low that every one can afford to buy them.

The supreme elegance of genuine 18 ct. rolled gold necklaces, bracelets, bangles, rings, crosses, earrings, collar-buttons, shirt-buttons, coat-buttons, fountain-pen clips of outstanding qualities, group candle sticks and ciorims, Processional crosses, Challices. Syriasis Syrious, hair-pins, saree-clips communion plates, crowns, wrist watches etc., etc., their artistic beauty and charming effect can only be felt by using them.

'A thing of beauty is a joy for ever'!

The Hillmann—Ten Horse power Car—travels 36 miles per gallon, and needs oil only after about 3000 miles.

Oldsmobile—Cheapest Car in the market, travels at 22 miles per gallon, with a Wonderful Front Spring Action styled 'Knee action' with very easy steering.

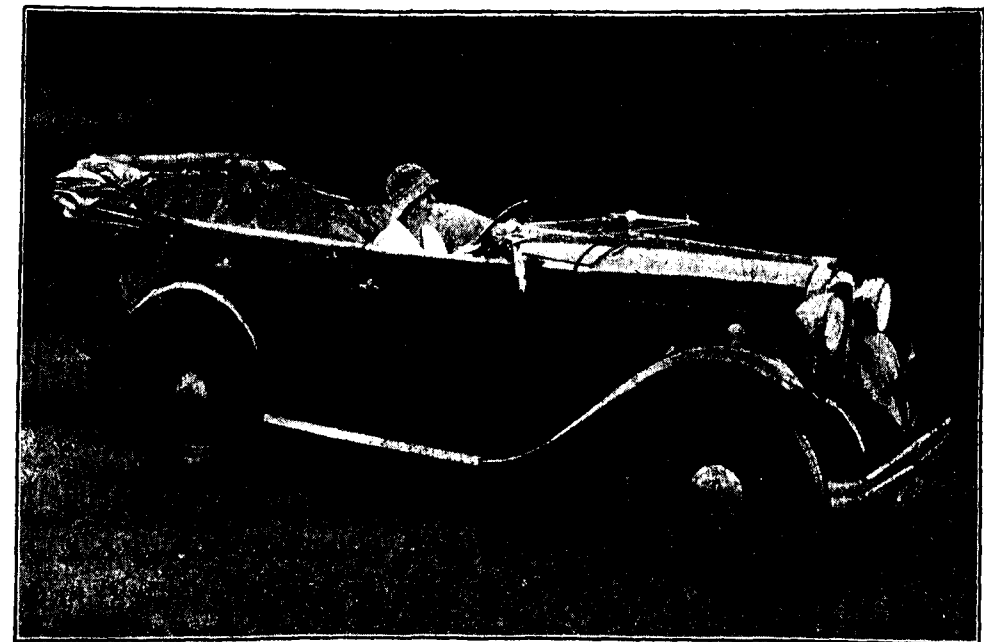
G. M. C. Truck—1934 Model, Buick Engine, Most Economic in use and Durable in Service.

Bedford Truck—1934 Model, can travel 20 milles per gallon. Easy in Steering, and Reliable in service.

Baby Humber—12 Horse Power Car, capable of travelling at 35 miles per gallon.

Major Humber—Travels at 23 miles per gallon.

THE HILLMANN



ALL PURE UPHOLSTERY

We also deal in—**PHILCO ALL WAVE RADIO SETS**—You can hear the Whole World. The Real Wonder of the Times—Price is cheap indeed!
FRIGIDER—What a Delight to have it, and enjoy the Cool Drinks and its other invaluable services!

HIGH FLEX BELTING FOR MILLS, FACTORIES ETC.

APPLY FOR PARTICULARS:—

To

**THE ENGLISH MOTOR COMPANY,
CALICUT.**

Increase Your Height!

WHY REMAIN A PIGMY,

Short-statured, Meek and Absurd ???

WHY NOT

Profit by our "SCIENTIFIC and GUARANTEED 4 weeks system of:—

'HEIGHT-INCREASE' adding 3, 4 or 5 inches to your present

STATURE TRANSFORMING yourself into a

COMMANDING, TALL, SMART and a

HANDSOME Well—proportioned Figure

REMEMBER:

It is always the difference of a "Few Inches"
that makes one look **Better**

DRUGS OR MEDICINES!

NO APPLIANCES!!
SEX RESTRICTIONS!!!
AGE LIMIT!!!!

But a few easy exercises and secret instructions with general rules and dietetic and natural treatment, which will hardly occupy 20 minutes of your valuable time every morning!!!

Price Rs. 3, by M. O. or Rs. 3-8-0 per V. P. P.

The Imperial Stores,

SCIENTIFIC PUBLISHERS (E. I.)

KASUR. (N. India)

lost it, he and his brothers retired into a forest, where he spent twelve years in disguise, after which they started warfare with their cousins again, and when the two armies met in a battle near Delhi, which lasted for eighteen days, all the Kauravas were slain, and Pandavas got possession of the entire Kingdom of Hastinapur.

We have already said that Mahabharata contains a number of episodes and digressions, amongst these *Bhagavath gita* or divine song takes the first rank. This great poem is presented in the shape of a dialogue between Krishna, and his pupil Arjuna, one of the Pandava princes, which takes place in the course of a battle. "The *Bhagavath gita* gives a most curious exposition of the half mythological, half philosophical pantheism of the Brahmans, and the general view of the whole mystic theology of the Hindus." Schlegel calls this episode the most beautiful and perhaps the only truly philosophical poems in the whole range of literature known to us. There is something striking and magnificent in the introduction of the solemn discussion on the nature of the Godhead, and the destiny of man, in the midst of the fury and tumour of civil war in which it occurs.

Another interesting episode in Mahabharata relates to the story narrated by a sage known Vrihadasna to Udhistira, when Pandavas were residing in the forests. He described that Nala was the King of Nishada, and his wife Damayanti, the daughter of Bheema, king of Berar. He narrated how Nala one day played at dice with his cousin,

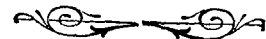
Pushkara, and having lost everything, Nala and Damayanti were forced to live in a forest. Nala, however, thought that it was better to leave Damayanti alone, and she manages, after several adventures, to go to her father, the king of Berar, while Nala managed to become the master of the horsemen of the king of Ayodhya. Damayanti wanted to discover whether her husband was alive, and for this purpose proclaimed that she was prepared to remarry, and amongst the candidates, the king of Ayodhya went to Bheema's court, and took with him Nala who was in disguise. On this occasion Damayanti finds Nala, and becomes reconciled, and lives with him. Thereafter, Nala fought for his kingdom with his cousin, Pushkara, and regaining his kingdom begins to reign happily.

We have really to appreciate the talent for dramatic poetry, manifested by the Hindus in early times. Of course, the language gave the authors some difficulty in composing as well as in rendering them in action, and hence, their dramas have not come up to the level of those of the Greeks or of modern Europe. The subject matter relates to either legends of the Gods depicted in the very best type of poetry or they are founded on incidents of common life, or connected with some historical incident. There are also some comical compositions, written in mixed prose and verse, and all the lower characters, and females are made to speak not in Sanskrit, but in *Prakrit*. There is no doubt, therefore, that the philosophy of the Hindus has given

birth to some of the most remarkable works. We admire how they attempted from the very antiquity to solve the riddle of the origin of the world, and similar problems, which is particularly apparent in the later portions of the Vedas, specially in the Upanishads.

The Sankhya system of Kapila regards the world as having gradually developed itself out of primitive and pre-existent matter; and as it does not teach the existence of a Supreme Being, it was accused by its opponents of being atheistical. The yoga system of Patanjali is a supplementary to the Sankhya, its main object being to establish the existence of a Supreme Being, and to show how the human soul may become permanently united to him. The *mimamsa* endeavours as its special object to reconcile and bring into agreement the doctrines set forth in the divine revelation, and to deter-

mine their true sense. The older *mimamsa* of Jaimini (generally called simply the *mimamsa*) is chiefly directed to matters of ritual, while the *Vedanta* (or younger *mimamsa*) of Vadarayana treats of the nature of the Supreme Being, and His relation to the world. The doctrines of these two schools form the dogmatic grounds on which the prevailing religious body of India is founded. The remaining schools are the *Nyaya* of Gautama, and the *Vaiseshika* of Kanada, both especially logical in character, and maintaining that the world arose from atoms which arranged themselves into various forms at the will of a ruling spirit. The ultimate object of all Indian philosophic inquiry is to show how we may escape the curse of transmigration, and attain everlasting happiness by becoming completely absorbed in the *diety*".



Malabar Hotel provides travellers with the best of
Comforts at Cannanore

UNRIVALLED KEROSENE OIL!!!

For Purity, Brightness in burning, absence of any offensive Odour and Commanding a Steady Flame, 'Jawahir Brand' stands first in the market. For all Cars, Motor trucks, Engines and other Machinery, Our Lubricating Oil and Greases have Proved Economical and Unquestionably Efficient.

Our Charges Moderate—Our goods are the Best

Visit Early:—

THE CANARA OIL DEPOT,

OPPOSITE GOVERNMENT COLLEGE,

Hampankatta, MANGALORE.

Robbing the Sea of its Secrets

While all eyes were anxiously turned to the first ominous sparks which have since flamed into the world's greatest war, two young Americans, not long out of their teens were experiencing what must surely be the most amazing adventure in history.

Without blowing of trumpets or banging of drums, these young men Ernest and George Williamson, were accomplishing what no man has ever achieved before, and what one would have been justified in asserting that it was beyond the possibilities of human power, for they were taking moving pictures of life on the bed of the ocean, and obtain cinematograph records of a fight between a man and a shark, far down in the depths of the sea.

The world marvelled at the achievements of Stanley and Livingstone, when they penetrated the heart of the African wilds, at the discovery of the North Pole by Peary on April 6th, 1909; at the sad, thrilling news of Captain Scott's tragic victory over the South Pole. We have become accustomed, of late years, to man's ever-growing mastery of the air, and we are thrilled no longer by the daring of those who ride beneath the surface of the seas in submersible craft, or of those earlier adventurers who walk and work on the beds of the oceans clad in diving suits and helmets.

As to the vast world beneath the waters, continents covering 72 per cent, or nearly three-fourths of the earth's surface it was scarcely considered seriously, as a new field for pioneer endeavour, for it was deemed impossible that anyone could eclipse the achievements of the diver and submarine mariner. The area of the oceans has been estimated at 142,000,000 square miles 142,000,000 of the globe almost entirely unknown and unexplored!

Now, however, the Williamson brothers have done for the vast regions under the seas what the Wright brothers did for broad highways of the air. It is fairly safe to prophecy that in ten years, it may even be in a shorter time, man will have progressed as far in his conquest of the submarine world as he now has in his mastery of the vast provinces of the clouds.

Our infinitesimal knowledge of the depths of the seas that was gleaned in tiny scraps by divers, has merely emphasised our colossal ignorance of the under-sea world. We have learnt that there are innumerable forms of animal and plant life there, that the bed of the ocean is a mighty world teeming with living organisms of amazing diversity and interest. We have charted the tops of the under-sea mountains; we know too, that there is wealth beyond one's wildest dreams lying there in the great silence out of our reach—millions upon millions of pounds in coins, gold and

143424.

silver bars, ivory, precious stones and jewels—buried at the bottom of the seas through the foundering of ships. We have always considered this treasure, lost, or the bulk of it, for few treasure hunts have proved successful. Now, however, the Williamson brothers have shown that much of this untold wealth may be recovered.

That we possess so little knowledge of the sub-marine world has been due to the lack of practical means of exploring the depths, and of obtaining photographic records of conditions there. This inability is now at an end, owing to the wonderfully simple apparatus perfected by Ernest and George Williamson. They have explored thoroughly one hundred miles of the bed of the ocean, have brought back cinematographic records of their adventures, so that the whole world will be able to see the wonders of the deep on the cinema screen! Not only is the sea giving up its secrets to the young inventors, but every man, woman, and child, wherever there is a moving picture theatre, be it upholstered "palace" or wooden shanty, relishes the entertaining and the educational value of the most wonderful films ever taken.

The history of the Williamson's apparatus is a romance of endeavour in itself. Before telling their adventures under the sea with the cinematographic camera, it is necessary to explain clearly their invention.

The youngmen's father, Captain Charles Williamson, had for some years

been working on a contrivance to take the place of the ordinary diving-suit. He wished to perfect an idea that he had, that means could be developed by which a man could go down beneath the waves unhampered by weights, ropes, compressed air, and water-pressure. Briefly his idea of the necessary apparatus was this: First, a floating vessel; second, a submersible terminal operating chamber, in which work or observations could be conducted on the bed of the sea; and third, a collapsible, flexible tube of metal, connecting the submerged chamber with the floating vessel.

During a gale off Cape Flatheras a few years ago, Captain Williamson's ship strained her side seams near the water-line. The water rushed in with every roll, and Captain Williamson realised that, to save his ship, the seams must be closed immediately. He thereupon put his invention to its first supreme test. It was lowered over side in his long metal and canvas bag, which was fitted at the end with legs like a breeches buoy, and had sleeves, and a thick glass-window through which he could see. Nothing like this quaint long bag had ever been used before, and it answered admirably, and he was enabled to save his ship by caulking the seams in time.

It was from this first diving bag, that an easy and more comfortable means of working under the sea was discovered. It was Ernest, the elder of the brothers, who first realised the great possibilities of his father's

invention. In the summer of 1912, when he was working as a cartoonist and photographer on the *Virginia Pilot*, his local newspaper, that he saw cinematograph pictures of fish taken in an aquarium tank. Then he had his inspiration. Was it not possible to use his father's tube to take moving pictures under water? Captain Williamson took but slight interest in his son's idea, but Ernest enlisted the aid of his brother, and the two youngmen set enthusiastically to work.

First, they turned their attention to the tube, and laboured hard to improve it. They decided that, instead of lowering it over the side of the ship, they would let it down into the water straight through the bottom of a vessel! By degrees they enlarged on their father's main idea, until at last they perfected the complete apparatus. It will be seen that the tube hangs from under the parent ship like a mighty chinese lantern, with perfect safety. It can be let down to a depth of 800ft, and is 3ft in diameter. The Williamson's tube has three essential features. It is large enough to allow a man to pass up and down inside it; it is strong enough to resist the tremendous pressure of the sea; it is flexible enough to 'give' against the leverage of the opposing mass of water. Without this flexibility the tube would be useless, for it would quickly be torn away by the movements of the vessel above and of the sea.

The tube is made of hundreds of overlapping sections of steel scales,

or plates, of varying lengths. These steel scales are hinged together at their upper and lower flanges by sets of annular steel bands, about a foot apart, which thus form the skeleton tube. The hinges are so arranged that they open and shut in the form of rays or spokes, rather in the manner of a concertina. It is because of the collapsible nature of the tube, made possible by its being formed of these hinged 'concertina' sections, that it can easily be submerged, for each section displaces just a little more than its own weight in water. At a certain depth the water naturally overcomes this greater displacement, and then the tube automatically collapses, section by section from the bottom upwards. Its bottom folds become more and more squeezed together under the increasing water pressure, until, at considerable depths, a section of the tube would be, say 11 ft. long, when fully extended, and would weigh a ton. In short, through this construction, a given length of tube becomes heavier as it sinks deeper, and so, by this automatic adjustment, ensures the proper balancing of the tube in the sea. Over the metallic structure, or frame work, of the tube is a strong water proof fabric composed of canvas and rubber.

Thus, this tube with its top end at deck level, forms an open air shaft down beneath the sea, a vertical passage way, into which a man may step from the deck of the ship, and climb down to a depth of hundreds of feet below the surface of the water.

Having perfected their deep-sea tube, as explained, and submitted to severe tests, the Williamsons next spent many months in designing and building the observation chamber which was to be joined at the end of the tube, and also the apparatus for providing artificial light under the sea. These were tested in turn, until, at last, the whole paraphernalia was completed, ready for the supreme test. The invention upon which, two years before, they had first worked in the back-yard of their home at Norfolk, *Virginia*, was at last ready to enable them to explore the bottom of the seas.

Having described the tube, I must now mention the observation chamber

joined to its lower end. This is a hollow sphere of steel, 5 ft. in diameter, weighing four tons, and with one end projecting into a cone, 5 ft. long, 5 ft. in diameter at the large end, and 18 inches in diameter at its small end. The large end of the cone, or 'funnel,' of this steel room is covered with a glass disc, 1½ inches thick, with gauges and pumps to safeguard it from the pressure of the water; the small end has two glass port holes, 3 inches in diameter, and placed one above the other, with about 5 inches, between them. These are the 'eyes' of the photographer, and of his camera.

(to be continued)



SIMON & CO.

What Perfection in the execution of Large and Small Orders! Patronise the Leading Manufacturers of Statues of all kinds, Excellent Xmas Cribs in all sizes and subjects.

Engravers of Monumental Memorial Marble slabs etc. with attractive designs and perfect finish.

Sign Board Painters of distinction and of great popularity.

Church and Altar painters in all styles and designs with beautiful execution of work. Dealers for Catholics in lovely Rosaries, Medals, Crucifixes, Badges, Scapulars, Holy Pictures, Prayer books etc. etc. Public Satisfaction is Our MERITORIOUS ACQUISITION.

For particulars apply to:—MANAGER,

SIMON & CO.,
CHURCH GATE STREET,
HAMPANKATTA, MANGALORE.

Kelagur Tea Factory

The inauguration of the newly installed Tea Factory in the Kelagur Tea Garden (Kadur Dt.) belonging to Diwan Bahadur S. L. Mathias, K. S. G. and designed to accommodate 500 acres of tea took place on Friday the 10th inst. (St. Lawrence Day) when the Factory with the Holy Cross planted in front of it was solemnly blessed by the Revd. Vicar of Balehonnur after Holy Mass. The first manufacture has been started and the quality of the tea manufactured has been tested and found to be far superior to the average quality obtained in Mysore and Wynad. The tea garden was first planted in 1928 and the planted area today counts 325—29 acres as registered by the Tea Restriction Scheme of S. India.

It may be of general interest to know that Diwan Bahadur S. L. Mathias, K. S. G. a well-known and experienced Coffee Planter of 43 years standing in Mysore, was singled out by the Mysore Government to be a competent person to open tea plantation in Mysore as an Indian enterprise, and the Government was pleased to grant him on easy and favourable terms 423—5 acres of land adjoining his Kelagur Coffee Estate for the said purpose. In the opinion of the Mysore Tea Planters and the public of Mysore, this Tea Garden will in all probability stand foremost in respect of both the quantity and the quality of the manufacture at least in Mysore and Wynad. This is because the important factors which

contribute to the success of tea industry such as elevation, rainfall, soil, facing and other facilities are all to be found in the Kelagur Tea Garden. The elevation of the garden which is an essential requisite is the highest at least in Mysore and Wynad. The planting at Kelagur Garden has been successful, while the plantings of several other concerns started simultaneously with that of Kelagur, by some of the big companies, have failed miserably.

It cannot be denied that the success of the Kelagur Tea Garden is in a large measure due to the long and hard earned experience as well as to the knowledge of the climatic and physical conditions of Mysore gained by Diwan Bahadur S. L. Mathias, K. S. G. who it may be observed, is the only individual Tea Planter in Mysore. A careful and close study of local conditions which vary with different localities is indispensable for real success in agriculture, and this study has been made by the Diwan Bahadur. He happens to be a Member of the Tea Restriction Committee, S. India, the only Member for Mysore having been elected at the International Meeting held at Madras to appoint Members to represent the respective divisions of Indian Tea interest. Diwan Bahadur S. L. Mathias, K. S. G. the Proprietor of the Estate, deserves to be congratulated on the splendid result achieved by him as an Indian pioneer in the Tea Industry. May he live long to reap the fruit of his labour!

Self Help is the Best Help

Grand Opportunity for Bona-fide Students to win prizes every month or earn money.

Fountain-Pens-Watches-Clocks-Books etc., will be awarded every month to students, who do a little work.

Rules:—Enrol subscribers and remit the subscription to the Edictress, Educated India, Mangalore, with a coupon as shown below on plain paper filled up legibly and clearly. Prizes

or value in money will be given to all Bona-fide Students, in accordance with the number of Coupons sent. Hurry up Students!—Surely, you have some friends, relations and well-wishers, who would gladly subscribe for 'Educated India' while enabling you to win prizes every month. We want you to **Earn while you Study**—and cheer up your parents by your achievements in early life.

Educated India
Annual Subscription
Postage free Rs. 2-8
Name.....
Address.....
Student's Name
Address.....

FILL UP A COUPON

DRAWN UP LIKE THIS

A sure prize for enrolling even a single subscriber

THE BOMBAY WASHING & DYEING CO.,

Brito Building, Hampankatta, Mangalore.

Cotton Clothes washed on monthly moderate rates. Woollen clothes washed and cleaned by special French Process. Costly Muslins, Silk and Pleated Dresses, Sarees, and Floor Carpets, washed and cleaned by using Chemicals. Faded clothes are made to look new, by using pure and fast German Dyes. Fur over-coats and wrappers washed and ironed under steam.

Regularity and Punctuality Our Watchword. Urgent Delivery in 12 hours on special rates. Delivery at home in six days.

Trial Order solicited

KUNTAL KAUMUDI TAILA.

COOLING AND REFRESHING OIL FOR THE HAIR.



Pure vegetable oil, which is also an excellent brain tonic. Keeps the head cool and promotes the growth of hair, maintaining its natural colour. It has a very soothing and refreshing effect on the body as well. It is sweetly scented.

Highly praised by H. H. The Maharani of Cooch Behar.

Sir Rabindranath Tagore & other Maharajas etc. etc.

One bottle of 6 oz—Re. 0—12—0.

SOLD EVERYWHERE

Manufactured by—

Messrs. R. C. Sen & Co. Ltd.,

CALCUTTA.

Apply to Agent:—Kuntal Kaumudi Taila,

Opp. Wenlock Hospital, MANGALORE.

HOTEL MINERVA

The most comfortable Residential Hotel in Mangalore.

Centrally situated, near the Maidan, in close proximity to Post & Telegraphs, Collectorate, Banks, Port Trust, Customs etc. etc., Rooms provided with Electric lights and Fans.

A most convenient place for travellers by train, steamer and buses.

Food to the taste of every one prepared under expert supervision.

VISIT OUR UP-TO-DATE HOTEL.

A convincing visit solicited.

HALLO FRIENDS!

You have heard of the Unfailing Efficacy of Ayurvedic System of Medicine. Thousands have been cured by our treatment rapidly and completely and hence Our Popularity.

Consult us at once and safeguard your health and Happiness.

T. N. KELU NAMBIAR,
AYURVEDIC PHYSICIAN

ARYA VAIDYASHALA,

UDIPI, S. Kanara.

DHATHUPUSTI LEHAM

An unique remedy for sexual debility and lost manhood. Stops emissions, regulates motions, increases appetite, enriches blood, gives energy, strength and vitality and builds up brain, body and muscles. It enriches the semen, thickens the vital fluid, increases retentive power, rejuvenates the entire nervous system and makes a man fit to enjoy conjugal happiness.

Price 1 Tin Rs. 2-8; 3 Tins Rs. 7.

ASHOKARISHTA AND PILLS.

It cures painful, delayed, irregular, scanty and excessive menstruation, suppression of the monthly flow, leucorrhoea or white discharges, etc. with a host of other ailments such as severe pain in the abdomen, loins and the spine, head-ache, hysteria, indigestion, constipation, nausea, and even fever. It increases appetite, gives tone to the system, evacuates the bowels, renders the complexion beautiful and makes life enjoyable to women.

Price for one bottle and pills Rs. 2-4 0. 3 bottles and pills Rs. 6-6-0.

MALARIA NIVARINI.

It acts successfully in cases of Malaria influenza, pneumonia, intermittent fever, shivering, enlargement of the spleen, continued fever, etc.

Price per bottle of 8 Oz. Re. 1-8-0. 3 Bot. Rs. 4-0-0.

Our specifics are based on experience extending over 58 years

M. Ganapaya & Sons, Ayurvedic Physicians, Car-St., Mangalore.
Stockists:—Messrs. Kamath & Co., Girgaum, Back Rd., Bombay 4.
Messrs. Muller Paten Bros., 91 Chickpet Bangalore City.

Pregnant Women-Women after Confinement

Use—**SUKHAPRASAVA KARINI**—Indigestion, wind troubles debility, and all common complaints of pregnant women, even regarding labour positively cured by this medicine. Price: Rs. 5 per phial.

Use—**SOOTHIKAMRITHAM**—For Impure blood, uterus contraction, and improving general condition after confinement, there is no better remedy. Price Rs. 2 per phial.

Use—**SHOOLARI TAILAM**—Cures headache, Sprains, Bruises, Cuts, Rheumatic pains etc. Price: Re. 0-4-6 per phial.

Use—**DHATUVARDHAKA LEHAM**—For sexual bliss unrivalled. Price per lb. Rs. 3-8-0

for particulars apply to:—**Dr. N. V. Upadhyaya, L. A. M. S.**

Opp. Flower Market, Car Street. **MANGALORE.**

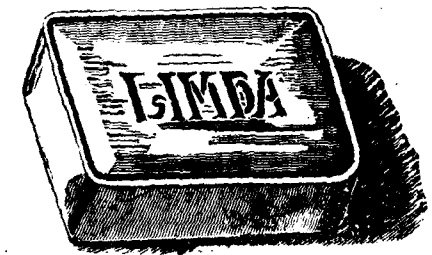
So perfect a way

**to keep your skin SMOOTH and
F - R - E - S - H !**



SANDALWOOD

An Exceptionally High-quality Toilet Soap prepared from pure Vegetable oils; alluring with the subtle fragrance of Mysore Sandalwood oil distilled by the Government of Mysore.



LINDA

The Finest Toilet and Medicinal Soap scientifically blended with Margosa (Neem or Vep) and Chaulmogra oils to ensure the highest curative value. You will be delighted with its Fascinating perfume.

**MALABAR
SOAPS**

FREE FROM ANIMAL FAT

Gujerath No. 101 washing Soap serves economy, works with ease and comfort.

THE VEGETABLE SOAP WORKS, CALICUT.

(Props:—Sait N. P. & Co., of Sun Brand Umbrella Fame).

Distributor:—Raghavendra Ranga Pai, Car Street, Mangalore.

'The Leading Quality House for Quality Ornaments'

Because we have been always distinguished by 'QUALITY'

CHRISTIANS, HINDUS, MUHAMMADANS & OTHERS

Remember us throughout the year.

WHY? Because we satisfy all of them, whether in QUALITIES, PRICES, EXCELLENCE of MANUFACTURE or in any other feature.

GOLD and SILVER ORNAMENTS of every variety for HOUSEHOLD and PRESENTATION PURPOSES are always ready, and manufactured according to instructions to suit all varieties of tastes, under our direct supervision by expert workmen.

CHARGES VERY MODERATE-GUARANTEED EXCELLENT EXECUTION-PROMPT DELIVERY, SETTING OF PRECIOUS STONES-A SPECIALITY.

BEST PEARLS and other reliable PRECIOUS STONES are always in stock. GOLD PURCHASED AND SOLD ON PURE BUSINESS PRINCIPLES.

Kind patronage of the General Public is solicited.

Once you have come, you will never forget us on any future occasion.

INDIA GOLD HOUSE,
CAR STREET, MANGALORE.

THE *Majestic Hindu Hotel,*

(MYSORE BRAHMINS)

Opp. Govt. College, Mangalore.

Why do you prefer the Majestic?

BECAUSE YOU WANT
FRESH HYGIENIC PREPARA-
TIONS.

EFFECTIVE EXPERT
SUPERVISION.

TIMELY SERVICE WITH UP-TO-
DATE VARIETY.

CAREFUL & CONTINUOUS
ATTENTION TO YOUR NEEDS
GIVES MUTUAL SATISFACTION

Charges Moderate, Cleanliness Perfect.

Modern Literary Agency

PIONEER AGENCY IN INDIA FOR
MARKETING FOR AUTHORS.

Manuscripts placed promptly and to the best advantage. Authors both old and new and literary aspirants are invited to send the Manuscripts of every description Verse, Prose, Drama, Short Stories, and Articles, Novels, and serials etc., Commission charged on work actually placed. No criticism offered unless desired and paid for. No charge for reading Mss. A small fee charged to guarantee the Agency against actual loss.

Mss. if so desired are typed at fair rates.

For further particulars apply to:—

THE DIRECTOR,
MODERN LITERARY AGENCY,
FERNANDEZ MANSIONS,
HAMPANKATTA, MANGALORE.

In Lighter Vein

An Would-be Lawyer's Soliloquy.

THE AGREEABLE LIAR

There are a good many different kinds of liars going to and fro upon the earth, and up and down on it. Some are agreeable and some are not—most decidedly not. The agreeable liar is the one who cultivates the game as a fine art, and who tells you at the psychological moment what you most want to hear. That sort is always welcome in any society. In fact, society could not exist without lying. Who could imagine a state of civilisation in which the the unvarnished truth was the rule, not the exception? What would become of politicians, of lawyers, doctors, and merchants, and the Press? And what of social amenities?

SOCIAL FICTIONS

All conventions are lies, though we are agreed to treat them as harmless, necessary fiction. There is 'Not at Home,' for instance, which is so bland as to deceive no one, not to mention the 'Must you go so soon?' spoken with a more or less convincing assumption of passionate regret by the wearied hostess to an adhesive caller. Also the note of effusive thanks written as a matter of duty after a particularly boring week-end. The hostess with any ambition towards social success must be cordial to her guests whether she hates the sight of them or not. And we all know the look of soulful interest in the eyes of the guileless young thing who privately wishes the man to whom she is listening a lengthy sojourn in Halifax, Calcutta, or some other reputedly hot clime.

WASTEFUL LYING

It is astonishing that since lying is, and must be, the basis of our social fabric, we devote so little attention to serious study of the art. And believe me, it is not so easy as it may seem. Ofcourse, the really successful liar is born, not made, but a great deal can be done by assiduous practice. Even the smallest natural gift can be developed to an amazing degree, if enough trouble be taken. By successful liar, I do not mean the man or woman who prevaricates continually and unnecessarily, simply because he or she cannot help it. Such a liar, if sufficiently cheerful, may be beloved of the Lord and his fellow-men, but he cannot be considered a true exponent of the art. No one would take his utterances seriously. If you get such a reputation that no one can even believe the contrary of what you say, you might as well stick to the truth and be done with it, for all the good it will do you. THE TRUTH, THE WHOLE TRUTH

In fact, sticking to the truth is often the safest game. To begin with, no one will believe you, and if your memory is not of the best, you will at least not run the risk of being caught out in ridiculous contradictions. One of the most successful liars I have ever known was a woman who invariably told the truth, the whole truth, and nothing but the truth with such exaggeration of emphasis as to deceive everyone. The most outrageous truths can safely be frothed out, if either of the methods be used: either an artificial blandness or an insolent insistence on

the credulity of the listener. An entirely impassive face is best in either case, but if this be found too difficult, great geniality or a frivolous demeanour will do admirably. Excessive sweetness should, however, be avoided.

A REALLY GOOD LIE

Contrary to the popular impression, women need quite as much training in the art of lying as do men. The very ease with which they can prevaricate is too often their undoing. They are apt to lie carelessly, too much at random, with little or no regard for consequences. They fall into the trap of saying whatever rises to their lips at the moment, and at once forgetting what has been said. No one should attempt to lie who has not an absolutely reliable memory; and no lying should be indulged in except in accordance with a reasoned plan of campaign. A good lie is far too valuable to be squandered without adequate cause, and the effect must be nicely calculated. Once you have chosen your lie, you must stick to it; nothing can be more disastrous in the end than undecided wobbling between truth and fiction, or a belated attempt to retrieve a past indiscretion, or trying to bolster up an unsuccessful effort by later additions. 'Now I will tell you the real truth' is a hopeless thing to say—think of the admission it implies! And do not get into the habit of saying things manifestly too good to be true.

THE LAW OF OPPOSITES

If you are found out and find yourself possessed of the reputation of being a seasoned liar, there is but

one thing to do. Nothing will ever change your reputation, so the game is obviously to take advantage of it, and, as I said before, to stick to the unmitigated truth. But it is far, better to establish a record for truth-telling; you can then lie, sparingly of course, but with absolute effect—that is if you can do so with conviction and the appearance of sincerity.

TRICKS OF THE TRADE

That is where women score; it is their natural prerogative. The most ingenuous-looking little slip of a curly headed girl can lie without the quicker of an eye-lash that would amaze the Ancient Mariner, and get herself believed. The innocent, wide-eyed method is by far the most successful, but it becomes unconvincing the moment one has passed the age of innocence. That is, when accessories must be studied. Hearty off-handedness should, as a rule, be left to the male sex. A woman has much subtler means at her command. Dressing the hair with a part in the middle, a *lavierge*, if becoming, will often do the trick, particularly if assisted by an upturned limpid eye. A reclining posture, a low sweet voice, an appealing manner, and a clinging pressure of the hand are also trump cards, if used with discretion. The effeminate man will not be taken in, but the manly type will fall every time. Above all let the fair liar beware of tempting the credulity of other women. That way madness lies—and discovery. Sometimes a blank stare will deceive another woman, but it is a dangerous game. A question, you see, of two of a trade.



The Law of Partnership

Partnership signifies an understanding between two or more persons who agree to share in the profit and loss, arising from the application of their combined capital, labour, and skill in some lawful business. One may supply capital and another skill and labour, or each may contribute labour and capital. The unity of interest between partners is of immense advantage in the conduct of the business. They may enter into any terms between themselves, but they are all equally liable to third parties that deal with them. In the absence of an express agreement as to the extent of the share of profits or liabilities for losses, all the partners stand on an equal basis. Partnerships may not necessarily be restricted to commerce, but may include in its scope, mechanical arts, agriculture, the practice of law, medicine, or anything else that is lawful. If a minor is included among partners he is entitled to all the benefits, but not for any losses in the trade, but on attaining majority, if he does not give up his position as a partner, he will be held liable for all contracts made thereafter. Partnership is usually reduced in the form of a written agreement, but even an oral agreement between the parties with regard to participation in profit and loss will be held binding on them.

There may be a partnership for a particular branch of business, or formed for conducting business gener-

ally without specifying limits. In special partnership, there are express terms, modifying and restraining the powers and rights of the members, wherein, however, each one of them has a joint and common interest, but governed according to their acknowledged relationship to one another. Each one of them may, by a contract made in the usual course of business bind the whole set of partners, and the partnership property, unless it is agreed to the contrary between them. Generally, however, from the conduct of the partners in the matter of managing the joint affairs, the third parties that deal with them will be protected, if they presume that the partner has a legal right, and is authorised to contract so as to bind all the co-partners from the effects of his act. Great care, therefore, must be taken, when entering into contracts with partners, because it would be dangerous to take risks without ascertaining the articles of co-partnership. For example, if a partner without authority were to execute a demand promissory note in the name of the firm, but where it is only for his own personal purpose, the firm will not be bound by the same. However, a peculiar position arises in this case. We have heard that in a negotiable instrument, the assignee will become a *holder in due course* whose interests are legally enforceable against the drawer. Generally, the presumption would be that all partners are entitled to act so as to bind one

another, and unless public notice is so given as to leave no room for doubt that the presumption will not hold good.

Even then it must be remembered that the powers of the individual partners are not arbitrary or unlimited, and if they act so as to suggest that it is openly damaging the interests of the other members, no presumption would lie that he is authorised to do so. For example, when some property is purchased from the joint business fund, it belongs necessarily to all of them, and the title will rest in all of them, and hence a partner could at most convey only his share, and without express authority there is no presumption that he can tamper or damnify the interests of the co-partner. A partner may, however, discharge any debt due to the firm, if it appears consistent with justice and good conscience, and there is no suggestion that there is any kind of collusion between him and the debtor.

There are three kinds of partners—they may be ostensible, nominal, and sleeping partners. The sleeping partner is generally not known as such, but he is entitled to take profits, and liable to bear loss as well, whereas a nominal partner has no real interest whatsoever in the business, but merely lends his name, and misguides the public to believe as if he is a real partner. Instances of the latter kind are not uncommon in India. They are only ostensible partners who are apparent as such, and are essentially concerned in the business, and take active part in the same.

If a partner dies, his personal representatives cannot as of right become co-partners with the surviving members, but generally the business concern is brought to some settlement with the demise of one of the members, and it will have a direct reference to the time of the death of the deceased partner.

The partnership may be brought to an end by the act, or agreement, or consent of the parties, including all kinds of it, whether it is terminable at will, or is originally contemplated to run for a certain period. The business may be also compelled to be dissolved by order of a civil court on the ground of fraud or gross irregularities or ill-health, or even incompetence arising from insanity of one of its members. The business may also be terminated through the operation of law applicable, when a partner changes his position, state or condition, for example, by becoming personally insolvent etc., or act against his qualifications as a partner, and so also, when war breaks out between the countries, of which the partners are respectively subjects.

We have already pointed out that partners who share in profits, are also liable for debts of the business concern, but it must be remembered that liability between them individually can be qualified by special agreement between themselves, in any case, the status of the partners must be definite, and they should not merely be having any sort of interest not identifiable necessarily with that of a real partner. A money lender who stipulates to take interest

having relation to the profits earned by business cannot be a partner, nor are agents or servants in any capacity, partners, nor the representatives of a deceased partner receiving by way of annuity, a share in the profits, can be entitled to the position of a partner. A partner who is guilty of any fraud or cheating will, however, bear his individual liability to be tried under

the criminal law, unless there is a strong presumption that the other partners had abetted, or otherwise formed themselves into a conspiracy, to commit a crime. Where the partners of a firm exceed a certain number, according to the law of the land, the partnership must be registered under the Companies Act.

The Canara Industrial & Banking Syndicate, Ltd.,

EST. 1925.

(INCORPORATED IN BRITISH INDIA).

Head Office, UDIPI. Branches:—Bangalore City, Belgaum, Hubli, Karwar, Sirsi, Kumta, Honavar, Brahmavar, Mangalore, Payyannur, Cannanore, Hulgarcutta.

AUTHORISED CAPITAL Rs. 5,00,000/-

Issued Capital Rs. 2,00,000/-

Paid up Capital Rs. 61,000/-

Subscribed Capital Rs. 1,31,000/-

Reserve Fund Rs. 30,500/-

PROGRESSIVE STATEMENT.

Year ending 31st Decem- ber	Subscribed Capital Rs.	Paid up Capital Rs.	Reserve Funds Rs.	Deposits Rs.	Investment in other Banks & G. P. Notes Rs.	Net profits Rs.
1926.	48,400/-	8,250/-	Nil	5,758/-	Nil	978/-
1929.	71,000/-	14,200/-	2,001/-	66,159/-	Nil	1,777/-
1932.	1,00,000/-	20,000/-	20,250/-	8,19,955/-	90,000/-	13,263/-
1933.	1,20,000/-	40,000/-	30,500/-	10,69,202/-	1,83,390/-	23,376/-
31st July '34. (Annas & pies omitted)	1,31,000/-	61,000/-	30,500/-	11,11,008/-	2,33,453/-	

Current at 2%, Savings Bank at 3½%, and Fixed Deposits @ 4 to 5½% according to the period and short term @ 3½% received.

Loans, Cash credits, etc., advanced on approved securities on favourable and easy terms. Bills, Drafts, Cheques, etc., discounted and collected on reasonable terms.

Remittances to Madras, Bombay and on all places where the Syndicate has Branches or Agencies, undertaken. Remittances to London, Malaya States and New York arranged.

MAKE YOUR SAVINGS GROW WITH OUR CO-OPERATION THROUGH THE FOLLOWING DEPOSIT SCHEMES.

1. Pigmy Deposit, Cumulative Deposit, Laxmi Provident Deposit, and Laxmi Cash Certificates.

SAVE WHILE YOU EARN and get 'THE ROAD TO PROSPERITY.'
Watch how your small savings grow.

Further information on application to Head Office or Branches.

7th August 1934.

P. A. PAI BROS.,

Managing Agents.

Some Idioms in English Language

TO TEMPT PROVIDENCE:—We say that providence is tempted, when we find that a certain person has by his reckless conduct earned the enmity of God, resulting in His taking away His care and protection over a man.

TO BREAK ANOTHER PERSON'S SPIRIT:—When a person has been broken down into a humiliating condition, where otherwise he may have been too proud to bow down, we make use of these idiomatic expression.

TO BE IN WITH:—When we wish to suggest that a certain person has been specially favoured, or friendly with his superiors, we say that he is in with his superiors.

TO BE DEAD AGAINST:—This expression is more emphatic than saying merely that we are opposed to a certain thing.

TO BE BORN UNDER A LUCKY STAR:—Formerly people believed in astrology in a much greater degree than at present, and it was held that certain stars brought good fortune. Hence even now the phrase is current as applied to in the case of a man who is suddenly lucky. People however, may believe in astronomy, but not so much in astrology, and yet they say 'you were born under a lucky star.'

TO BE WORTH ITS WEIGHT IN GOLD:—This phrase is used to express something as being of exceptionally very great value.

TO BE WELL UP IN A SUBJECT:—When a person has mastered a subject

thoroughly, we say that he is well up in it.

TO BE THE ORDER OF THE DAY:—This idiomatic expression refers to a course of action which is of common and very frequent occurrence.

TO PUT A THING IN BLACK AND WHITE:—When we want to be reduced to writing what is spoken, we say that it should be put in black and white.

TO PUT THE CART BEFORE THE HORSE:—When we attempt to do anything, by beginning it in a very confused manner, suggesting evidently that there is no proper plan, and rather that we have started at the wrong end, we say that the cart is put before the horse.

TO TAKE IN GOOD PART:—We say that a person takes a thing in good part, when he does not resent a thing, though it is disagreeable, and receives it well.

TO TAKE THE BREAD OUT OF ANOTHER'S MOUTH:—This phrase is used to signify that one has deprived another of his means of livelihood, and has innocently victimised him, to satisfy generally a sense of vengeance.

TO LET LOOSE:—When a thing is kept within certain bounds and limits and is then set at liberty, we use this expression.

TO LET BYGONES BE BYGONES:—We use this idiomatic phrase, when we want to express our wish to let things that are passed and gone, remain without being recollected again as it

would create unhappiness to think or speak of them again.

TO TALK SHOP:—This phrase is used when we talk about ourselves, our-business, our employment etc., at inappropriate time, or where others are forced to listen though they have no interest in our affairs.

TO TRAVEL INCOGNITO:—We say that a person travels incognito, when he wants to avoid being identified and prefers to go on his travels, under assumed name and unusual attire.

HE IS HIS FATHER'S SON:—We use this expression to denote that

whether in indisposition, appearance or talents, the son looks like his father, and we also sometimes say 'he is chip of the old block.'

TO BE FULL OF ONESELF:—We speak of a person as being full of himself, when he is conceited and entertains an exaggerated idea about himself as regards his powers or position.

TO BE OUT OF SORTS:—When a person is slightly indisposed, and does not keep good health to some extent, we say that 'he is out of sorts.'

ENLARGEMENTS!

HIGHLY FINISHED AT MODERATE RATES

BLACK & WHITE OR ON CANVAS

Sepia finish

in Oil Colours

COMPLETE WITH FRAME ON PAPER

15×12

Rs. 12—0—0

20—0—0

17×23

Rs. 20—0—0

30—0—0

Prices for larger size on application:—

SRI KRISHNA STUDIO,

CANTONMENT, MANGALORE.

Awarded Gold and Silver Medals.

BINUTRINE

A highly nutritive, restorative, stimulant liquid food, consisting of the active principles of meat and wheat in an easily assimilable form. Indicated in all cases of impaired digestion and wasting diseases. It improves the function of the digestive system and alleviates vomiting.

For Particulars apply to:—

PULMONURINE

A valuable remedy for cough, cold, bronchitis, consumption, catarrh, and all affections of respiratory tract. Nutritive, restorative, digestive, stimulant, expectant antiseptic, antitubercular, disinfectant and absorbent. Invaluable for both adults and children.

**K. WEIL & CO,
TELLICHERRY.**

Limitations to Science

Through the study of science, principally Natural science, we get accustomed to appreciate the wonderful creation of God, which is obedient with such marvellous regularity, to the laws governing the various operations in nature. 'The plants, the animals, the rocks, the sky bespangled with stars, all reveal to us wonders, supposing in beauty and grandeur the richest creations of human fancy or imagination'. Nature is like an open book, capable of being read by everybody, if we only care to do it; if we have an idea to enrich our mind with profitable and pleasing thoughts; if we want the most effective aid to guide us on our path to heavenly knowledge, in short, if we would be reminded of God and live in His fear, which is the highest wisdom. The student of science has the pleasure and opportunity to occupy his time every moment with something in nature, and recreate and enlighten his mind enviable by his ignorant brethren. Just see how flowers grow, and appreciate their natural design, and surely you will be struck by the pleasing development and existence, nay, gradually you will cultivate an interest in botany, which will enable you to be *friends*, with what you find in the field or the forests. Science has salutary influence on our mental, and moral faculties—we develop a sense of quick observation, an aptitude to trace relationship between objects that are apparently different,

and are able to appreciate the sequence of cause and effects, and finally leads us to make independent and original researches in every field.

'She has laboured' says Farar 'to extend human happiness, to economise human effort and to extinguish human pain.' Medical science has bequeathed very great blessings, in fine, she has 'lengthened life, minimised danger, controlled madness, and trampled on disease'. But science has even reached a stage of staggering perplexity to the layman. It has investigated every conceivable problem of which man is conscious, and has collected a formidable mass of data in all branches.

It discovers a phenomenon, and then sets to work, to find out the 'why and wherefore' of the same, but it is not always that it has succeeded in solving everything. Science has its limitations. There are an infinite variety of reasons why it will not be able to ascertain the last finality of every phenomenon. There is a realm of mystery which it cannot fathom and can never explain to us. Over this zone of mystery, the human spirit cannot pass, for it is within the full and mysterious control of the Divine.

Yet can there be a conflict between science and religion? Certainly not, for there is a line that clearly marks the end of human endeavours, and leads one into the domain of spirit and mystery. Twenty or thirty years ago

The Bombay Life Assurance Co., Ltd., **BOMBAY.**

ESTABLISHED 1908

Special Concession to Policy Holders.

As a Silver Jubilee Concession, a rebate of 2½% is allowed to all our Policyholders on Annual Premiums and hundreds of our Policyholders have already taken advantage of this. Those others desiring to pay annually are requested to communicate to us or to our Branch Offices quoting their Policy Numbers.

Messrs. Kochikar Brothers, Madras Branch Secretaries.

N. B.—Applications for agencies from energetic gentlemen are invited from unrepresented Districts.

— OFFICES AT —

- | | | |
|---|---|----------------|
| 1. Post Box 337, Mount Road, MADRAS. | 3. MANGALORE, S. I. | 4. UDIPI S. I. |
| 2. Vishweshwarapuram Circle,
BANGALORE CITY. | 5. Ismail Bldg., Lohar Chawl, BOMBAY 2. | 6. CALICUT. |

Rare Golden Opportunity for Ladies & Gents

ROCK BOTTOM PRICES! NEW ARRIVALS!! FIXED RATES!!!

See the great Varieties of

1. Sarees, and Khaddar cloth prepared in our own hand looms. They are simple, smart, elegant and cheap.
 2. Silk and Cotton Sarees of Benares, Ammapet, Bangalore, Flacher silk Saries, Dharmavaram, Hubli, Irkal, Madura, Jammalmadugu, Pullompet, Trichy, Padipet, Dodda Ballapuram, Arni, Valaja, Tanjore, Kumbakonam, Kornad, Coimbatore, Surat, Ahmedabad, Peddapuram, etc.,
- IN GREAT IMPROVEMENTS OVER THE OLD FASHIONED HEAVY SAREES, LACE LADEN IN VARIOUS DESIGNS WHICH WILL BRING LASTING JOY.
3. Sarees with Small Attractive Borders, and equally well designed anchals manufactured at Mangalore & Udipi looms.
 4. Silk, Cotton, and embroidered dhoties, shawls, coatings, shirtings, etc., etc., all in fast & fascinating shades.

LARGE & SMALL ORDERS PROMPTLY EXECUTED

Remember—SALEMKAR

A. VARADARAJU CHETTIAR,

Cloth Merchant, Market Road, MANGALORE.

A Kind Visit is Solicited for Complete Satisfaction of the Customers.

N. B.—we refund every pie of your money if our prices are found not cheaper—on return of the goods unspoiled within 8 days of the purchase.

A. Albuquerque & SONS.

ESTABLISHED 1868
TILE, BRICK & LIME
MANUFACTURERS

&
COMMISSION AGENTS
WORKS & HEAD OFFICE:
MANGALORE.

BRANCH OFFICE:

MAZGAON, BOMBAY.

TELEGRAPHIC ADDRESS:

'ALBUQUERQUE, MANGALORE'

TILE DEPOTS AT

Mazgaon, Bombay

Mormugao
Panjim

PORTUGUESE
INDIA

F. X. D'Souza & Sons

SPECIALISTS IN NEW
CUSHIONS, COVERS, HOODS
AND

MONSOON COVERS,
GENERAL UPHOLSTERY OF
MOTOR CARS UNDERTAKEN
AT VERY MODERATE RATES
STOCKISTS OF REXIN CLOTH
AND OTHER
ACCESSORIES

OPP. GOVT. COLLEGE
MANGALORE.

Hotel Jawahar

NEAR GANAPATHI HIGH SCHOOL,
MANGALORE.

Most Popular Restaurant

WHERE

The best food is served to suit all
the tastes, at all times.

Central situation; Close to bus,
Railway Stations, Govt. Offices,
Theatres, etc., and fitted with
up-to-date equipments.

Unrivalled in comforts.

FOR
BOARDING AND LODGING AT
MODERATE RATES.

Public Satisfaction is our
Guarantee.

From Year's End to Year's End

Make it a Point to purchase your
Clothing, Furnishing, Fancy and Similar
Requirements at

Vithalji Madhavji's Shop

BECAUSE IT IS

The Right Shop for Bright Values
and Light Prices

VITHALJI MADHAVJI

Retail:—Piecegoods & Saree Department
Opp. Wenlock Hospital Hampankatta

Retail Piecegoods Branch:—Bunder Road.

Wholesale Shop Piecegoods & Yarn:—

Opp. Town Police Station

MANGALORE S. K.

WHOOPING COUGH

Don't allow your Children to go on for 3 months helplessly
struggling in the grip of a prolonged and suffocating Cough until
it turns into Pneumonia and Asthma when you can cure them
within 12 days with Dr. Pereira's Whooping Cough Specific.
Rs. 2-12-0 per bottle.

ASTHMA CURE

If you have failed with other medicines, make a last trial
and be sure to succeed, as has been the case with so many.
Rs. 4-8-0 per bottle.

ANTIDIABETIN

Its use for six months will restore you to your former condition
being free from your long standing Diabetes. Rs. 4-12-0.

PEREIRA & Co., Chemists, No. 46, Calicut (S. India).

PETITIONING MADE TOO EASY

Modern Official Correspondence. An ideal book of reference. 'Useful both to persons seeking appointments and to those already in service.'

Rs. 3-12-0 postage Extra.

Apply:—Manager.

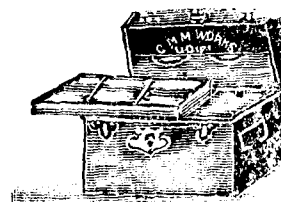
Modern Commercial House,
Field Street, Mangalore. S. K.

PURCHASE ONLY GENUINE ARTICLES THAT LAST LIFE LONG!

All Brass and no Zinc or Iron sheets are used. Indian Money.
Indian Labour and Best Workmanship.

Satisfaction Guaranteed.

Write to-day for trade prices and Catalogue of:—
Suit cases, Office Boxes, Cash & Jewel boxes,
Trunk boxes, Shaving boxes, Cradles
for Babies etc. etc.



THE CANARA METALWARE MANUFACTURING WORKS,
CAR STREET, UDIPI POST, S. INDIA

Novelty Washing and Dyeing Company,

Old Sedigudha, MANGALORE.

Washing, Dyeing, Dry Cleaning of High Class Type.

Silk and Muslin cleaned by Special French Process.

Rates Moderate—Delivery 6 Days.

Work Promptly executed. Satisfaction Guaranteed.

UNIVERSAL SPORTS HOUSE,

MAIDAN ROAD, MANGALORE.

Premier house for the best and cheapest Sport Materials
and all necessary requisites; supplied on large or small orders.
All Indoor Games are also available.

Our Repairs are a Speciality Well Known.

Hallo! Fairy Beedies!!

The best in the Market!!!

Unrivalled for their Well-Known Purity and Excellence.
Winner of Certificates of Merit at Bellary-Dharmastala in 1933.

Acknowledged all over as the very Best.

TRIED ONCE, WILL MAKE YOU ALWAYS PATRONISE THEM.
SPECIAL RATES TO MERCHANTS. WANTED EFFICIENT AGENTS
ENQUIRE AND APPLY FOR PARTICULARS:

FACTORY AT: **Fairy Beedi Works,**
SHEDIGUDDE, MANGALORE. Kodialbail, P. O., MANGALORE.

SOLE PROPRIETOR—A. SEQUEIRA.

KANARA PHOTO WORKS

Artists, Photographers, & Stationers,
Bendoor, MANGALORE.

The highly recommended Studio for Photos of individuals, groups and wedding photos etc. Enlargements by high class artists. Photos of Mangalore Views, Swamijees, Bishops, Jain Basties etc., may be had in full and cabinet sizes at cheap rates.

School books, Exercise books, Slates, Pencils, Toilets, Perfumes, Sweets,
Household and Fancy goods are available.

Special Prizes to winners of Lucky Numbers on our Exercise books. Hundreds of students are our patrons and as Photographers, we are second to none.

"Your Watch goes wrong"-why?

Because you have not come to the Right Place.

'Swiss Watch Works', not only deal with Guaranteed Watch Repairs, but also with the best of Cricket Materials. Genuine, Famous, Harmoniums and Musical Instruments,—Economy is the Secret of Success.

SWISS WATCH WORKS,
Opposite Government Well,
HAMPANKATTA, MANGALORE.

the question of this conflict was widely discussed, but even today man has been forced to accept the limitations to science, where scientific investigation has its field, the domain of spirit remains apart, and though we may delve into its secrets, yet it will ever be the Sacred Province of God Almighty.

No scientist has yet measured, classified, defined or described the mysterious working of the spirit. It is there, a power, a force, and a reality. It is essentially divine in its nature. God is a spirit, and they that worship Him must do so in spirit and truth.' We cannot conceive of Him in any form, but only feel that He is ever present everywhere, satisfying the divinely bestowed attributes of the human soul independent of man's material and mortal being, mysteriously enveloping and controlling us. There is no use in thinking of God as a person, with the traits of a mere

human being. The Greeks and Romans had viewed God as a sort of superman, and Spinoza remarked 'I believe that a triangle, if it could speak, would say that God is eminently triangular and a circle, that the divine nature is eminently circular.' Since the time of Spinoza, the world has made radical changes in its concept of God, and the idea of a personal Deity has been a story of the past, yielding place to the accepted present concept that He is a Spirit which is working great wonders daily, which baffles the scientist, opening a clear avenue for everybody to realise the truth—fortifying the most admirable deeds of men, which almost appear super-human, and helps us to feel veritably that there is about us a Divine Power, unseen, undefinable, and yet 'shaping our ends to the surprise of the finite man.'

The Scientist.

BIRTH CONTROLLER

Double the amount refunded in case of Failure

Those who consider fecundity beyond human control may use our medicine and get rid of this belief. What was considered at one time to be outside the domain of science is now an accomplished fact and you can now regulate pregnancy just as you regulate your daily work.

Taken during menses, the medicine acts as a preventive for the month and thus pregnancy is postponed indefinitely by using the medicine during each course. The effect of the medicine is such that pregnancy is secured by stopping its use, so that it does not produce sterility, nor is its use harmful to the health of the lady.

The use of our medicine does not preclude co-habitation and it may be used at all stages of life, giving best results all the while, is a very effective and reliable preventive Price—Medicine to last for 6 months Re. 1-12 only; for 12 months Rs. 2-8 only.

Postage Extra:

THE ANGLO-AYURVEDIC HOME, 170, Manicktola Street, CALCUTTA.

A Matrimonial Plunge

(By Dhala)



'We are up against it' said Rema 'you know father has such queer ideas about my future husband.'

'But Rema, dear, I know he loves you so. If you would only be tactful, and coax the old man, we shall be happy very soon,' protested Shunker, a young man of athletic build with a fair complexion, and just a daub of hair adorning his upper lip.

Rema pouted her lips, and shook her head despondently.

'I've told you Shunk, I am prepared to do anything for you, even to

run away with you; but I have to be a very dutiful daughter at present. I dare not displease father just now. He has not, as yet, got over the shock of darling mother's death.'

Shunker lit a cigarette and watched the curling smoke in deep thought. 'Right oh!' he answered 'I quite see your side of the question. I can wait. Somehow I have a hunch that matters will come to a head soon, and all will be well.'

They sat on the sands in Elliotts' Beach, these two love birds billing and

cooing to each other as the moon crept out of a dark cloud and smiled at them. They were college-mates and both having taken their degrees were on the threshold of life's tumultuous turmoil; but each knowing the disabilities of the other, had plighted their troth to each other, parted with buoyant hopes common to lovers.

Rao Bahadur Champatta Muligatonni Mudaliar was a big gun. His boom was even boomier than those big guns which hurled 'Jack Johnsons' into the enemy lines during the Great War. After piling up a huge fortune in military contracts, while yet a small bore rifle, he had now bulged into a big field-piece after taking to politics. He was a M. L. C., and rumour had it that by clever tactics and well-cut political somersaults in the Council Chamber, he had hopes of becoming a minister. His daughter, Rema, was his only child, accomplished and as pretty as a well-to-do Mudaliar girl could be. Her college career, though to the outsider had only crowned her with the seal of an university degree, had also in these days of greater freedom for women, cut her wisdom-tooth in getting a balanced View of the Ways of this naughty World. Though a blue stocking, she was not unsophisticated.

Among those youngsters who sported flashy ties, colourful blazers, and well creased trousers to attract this Miss Moneybag's admiration, was Shunker who, though not of the intellectual type, was an out and out athlete. Shunker's achievements in the field of sport had dazzled Rema

and the calf-love that sprouted up between them had matured into that gushy sort of intense adoration which leaves its victims moonstruck.

That was why the moon smiled on them, while they were spooning at Elliott's Beach.

Shunker was, as I told you, a presentable young man, and, none, not even the critical of the old cronies who generally play a mischievous part in match-making, could have said that Shunker was not a good match for Rema. But there was a fly in the ointment, a spanner in the cogs, a puncture in the tyre, a short circuit in the coil and what not, in the matter of these love birds' matrimonial ideas. Rao Bahadur Champatta Muligatonni Mudaliar's ambition to become a minister was running in double harness, with his anxiety to marry Rema to no less a person than an I. C. S. man. Shunker's chances to adorn that coveted service were as impossible as trying to run a car with the spark plugs removed. Even fifty per cent of grace-marks would not have given Shunker a place in the Competitive Examination, and unfortunately, an absence of even a minute percentage of support from high placed officers stood in his way of getting atleast a nomination to that service. So, love-lorn Shunker, mooning for Rema, was verily a nonstarter in the Rema-matrimonial stakes. Such was the Stalamate which threatened to stem the tide of free flow of love's sweet dreams between the two.

But the hunch which Shunker had, that all would we well, materialised in a queer way.

Rema's father, the big gun, was to boom as the president of the All India Political Acrobats' Conference at Benares. He was invited for it a month prior to the Conference, and he had drafted, redrafted, moulded and remoulded his presidential address with the help of his political henchmen. In addition, he had remedied that disconcerting tendency to lisp and slur difficult words, while making speeches, on account of certain gaps in the line of his dental growth. He had placed himself at the tender mercies of a dentist, and had a full set of false teeth fitted to take the place of the hitherto irregular protruding natural teeth. Thus equipped, the Rao Bahadur left for Benares all aglow with happy anticipation of earning an All India fame by his breath-taking presidential harangue. Rema was also with him. She had coaxed her father to take her, because Shunker was then at Benares.

The old man's rise in the political world had not affected his orthodoxy as a true Hindu. In the back of his mind he had a vague superstitious idea that all his glory was due to his devotion to the Gods he worshipped. On the day after his arrival at Benares, he and Rema went to the bathing ghats to do the devout Hindu's soul-cleansing act of taking a dip in Mother Ganges. Rema, with her modern ways and consequent disregard of ancient customs, would not join her father in the ceremony. She stood by, while her father waddled into the river, and stood in water breast-high. The old man plunged once, and came up spouting

out water like an otter coming up to breathe after a long chase for a fish. He plunged again, lost his foothold, and after a while the head came up to the surface struggling for breath. He shook his head and spat out the water to relieve suffocation. In doing so, both the plates jerked off his mouth and volplaned down to Mother Ganges, with all the zest of a devotee. The Rao Bahadur's eyes, dimmed by the trickling water, saw his precious set, making a fancy dive. His right hand went after it to grab it like an absent-minded second slip clawing at a cricket-ball after it had streaked past him. The plates had a good start, and found rest in the bed of the river. The old man did not make his third plunge. He ran up the steps in toothless despondency, and looked round for a boatman to retrieve his teeth, but none was to be seen. His toothless face paled, and the thought that he was to deliver his presidential address that evening, suddenly flashed in his mind. He made frantic gestures with his hand to the passersby, but they heeded not the toothless old man, who, shorn of his usual rig-out, looked like a wet rat taken out of a tub of water. He gulped in despair. A dog robbed of a juicy bone could not have looked more desperate. He sat on the steps and groaned.

Meanwhile, Rema was having a pleasant talk with Shunker who had been informed of her visit. They saw the old man sitting, hunched up all wet, and looking forlorn. Both went down to him.

'Oh! Sir, what's wrong?' asked Shunker, while Rema threw a towel to her father.

'Fmy Tfeefth' articulated the Rao Bahadur, pointing helplessly at the spot where he had dropped his dental adornment.

'Oh! what shall we do?' wailed Rema.

'Do you say that your set of teeth has fallen into the river?' questioned Shunker suppressing a smile.

The big gun nodded with the air of an infant unable to express its thoughts.

Shunker had a brainwave. Constant activities on the sporting field had given him the gift of quick decision. His opportunity had come, and he used it artfully.

'And you have to deliver your presidential address this evening, Sir', he commented exasperatingly. The Rao Bahadur nodded again. His lips unsupported by their dental back-ground hung loose.

'Oh! father, if only there is somebody to dive for it', exclaimed Rema in anxious tones.

'Ith's rafhar deepf dhere' lisped the father. 'Sir' snapped Shunker with a superior air. 'I think I can get it for you, but there is one condition.' Mr. Mudaliar looked at Shunker with perplexed eyes; at the same time a gleam of hope rejoiced his tooth-lorn heart.

'Fwhatsh the conditshion?' asked Rema's father. 'That if I retrieve your

denture from its slimy retreat you shall consent to my marriage with Rema.' 'Oh! Shunk' remonstrated Rema.

'Fwhat' asked her father, his eyes goggling with wonder. 'We have been loving each other for a long time, but I could not ask your consent as I was afraid you would turn it down' informed the young man, his face suffused with an acid smile. 'Don't you agree Rema?'

The old man, a big gun in the political world, lost his usual nerve. He was well caught. 'Yes father admitted Rema 'Shunker can dive so well, and I am sure he will get back your denture; I love Shunker, and you must consent'.

'Aw right' intoned the toothless parent with a feeble smile.

In five minutes, Shunker, the champion swimmer, secured the lost treasure from the river, and duly presented it to his charmer's father.

The old man beamed with joy. The presidential address would not suffer. All-India fame was looking round the corner.

Two months hence. A blue stocking married an athlete.

AT CALICUT

THE GOPAL KRISHNA CYCLE MART:—
Guarantees Satisfaction. Wholesale Cycle Merchants and Dealers. Our electric Novelties, Petromax lamps, Batteries, Stoves, Gramophones, etc., etc. THE ONLY RIGHT PLACE WHERE YOU CAN HAVE FULL VALUE FOR YOUR MONEY.
A TRIAL WILL CONVINCE YOU.

Miscellaneous

The Malariana Company, Mangalore, S. India.

This well-known Company was established in the year 1890, and earned its reputation first by its valuable manufacture of 'Malariana' a guaranteed Specific for Malaria and Spleen troubles. They have since introduced various other specialities which have proved as unfailing cures for innumerable diseases. Malariana of course has stood the test of the medical and public opinion, as unrivalled in the treatment of Malaria.

Naturally their numerous customers in various parts of the country pressed upon them to exhibit their products in All-India Exhibitions, and it is no wonder that they have been awarded the following honours for their 'Malariana' and Babytone:—Gold Medal All India Exhibition 1933. Kumbakonam. Silver Medal. All Karnatic Exhibition 1933 Dharmasthal. Certificate of Merit. All India Exhibitions 1933 held at Trivandrum, Trichnopoly, Kumbakonam, Ahmedabad Ajmeer and Madras.

We have personally known them for years rendering invaluable service by their efficacious service, and tried with great benefit their wonderful 'Malariana' as well as 'Babytone'. They richly deserve to be readily patronized by the public, and it is a unique feature that such effective medicines are sold at so low a cost.

The Company has also established a reputation as the Leading House for the latest novelties in the Eye-wear. Their splendid officers in charge of this department offer the best services for the treatment of eye troubles in this town. Ophthalmic prescriptions, both local and moffusil are carefully attended

to, so far as the experience of all their customers is concerned.

They are also direct importers of German optical goods, Quinine, Homoeopathic Medicines, etc., and are able to supply genuine stock at any time.

For a special notice of their Malariana and Babytone, readers are advised to read their advertisement in our magazine.

Steven & Sons, Mangalore, S. India.

Among the leading manufacturers of Cakes, Biscuits etc. in India, we have to appreciate the high quality products from Steven & Sons, Mangalore. They appear to have an aptitude over this work, which compares, no doubt, favourably with others in the cities in India. Their Cakes, Biscuits, Chocolates, Toffee, Sweets, Preserves of Ginger, etc. are delicious, and in superiority can stand any test at any time. Their charges are quite moderate, and they are very punctual in carrying out the orders. There is expert personal supervision of the proprietor, which accounts for the great reputation earned by them. Of late they have begun to manufacture Toffee from Cashewnut seeds which is unrivalled in the market for their delicious taste and attractive appearance. Our hearty congratulations to them, and we wish them glorious prosperity in future. Readers would do well to see about the different varieties of their manufactures, and the moderate rates in their advertisement in our magazine. A trial will convince anyone about the truth of what we have said, and in these days when we patronize Indian Industries, it would be proper to remember the well known manufacturers of Cakes Biscuits, etc., Steven & Sons, Mangalore.

Reflections on Prof. Sekkar's services

Perhaps there is no one in the realm of mental science, who has achieved so much popularity and marked eminence as Prof. Sekkar of Ellore. We have had the pleasure and privilege of perusing his most instructive and interesting books on pure mental science, and in view of their invaluable service to the public, we readily propose to review them in our magazine, and verily hope that not a single enlightened home would be without the invaluable literature from the powerful pen of Prof. Sekkar.

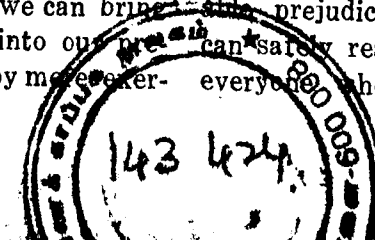
HOW TO INFLUENCE PERSONS

WHEN AT A DISTANCE?

This book describes in simple, clear and convincing manner the scientific and effective methods of silently influencing persons at a distance. It enables the reader to grasp unmistakably and fully, all the hidden forces in man, and invites him to avail himself of the opportunity given by God to make use of the latent faculties. It is so agreeable to read about the power of concentrated thought-waves of compelling force from one brain to another, in spite of distance. Ofcourse, this implies a certain proficiency in the party to influence persons coming in direct contact, and regarding which the Professor's book on 'How to influence persons when in their presence,' reveals all the necessary secrets. It is marvellous to discover how we can bring persons at any distance into our presence by psychic contact, by means of

cise of our visualising powers and nothing else. This book describes in detail the different practices and methods to be followed, guaranteeing absolute success, though some may achieve it earlier than others. We have carefully gone through this valuable book, and sincerely recommend that this invaluable treasure at our hands should be availed of at the earliest possible moment by everyone, to ensure happiness and success in life. The Professor says nothing whatsoever about Spiritualism, Witchcraft, Black magic or Mantram, but only deals with pure natural phenomenon. Hence, no mistake need be made about the Professor's instructions regarding his books on mental science. We are particularly struck by the highly refined and noble disposition of the author, and we say this, because, apart from other evidences, his positive warning and advice is, that no power within us should be used for SELFISH-PURPOSES.

The book also reveals to us how we can protect ourselves from any evil influence of others. We think that there is an inexhaustible mine of valuable information in the Professor's book, with regard to sending and receiving messages from a distance through the effort of our own mind and nothing else. Members of all schools of thought in religion, or any bias from unreasonable prejudices born out of ignorance, can safely read, and in other words, everyone who can command simple



English language, cannot dispense with this most valuable book published by the learned Professor.

HOW TO INFLUENCE PERSONS WHEN IN PRESENCE?

This book gives very interesting, easy, useful instructions, so as to enable every one to influence all those who come in one's presence, and is undoubtedly quite comprehensive. We have never, in all our experience of years, come across such a useful piece of literature. Even an ordinary man with an average mental development, can easily master sufficient knowledge to be able to deal effectually with any kind of person. The Professor enunciates such easy rules, which after all, are capable of being comprehended by any ordinary man and yet withal, are necessary for any sustained successful action in life. A reader will at first be impressed by the fact that we can influence easily the mind of another, nay, be able to sway it, if we follow the directions given within this book. This secret inborn power can really be acquired by everyone undoubtedly, who has only to spare a few minutes a day, to be able to completely master it, irrespective of any class, creed or sex. This book particularly assists the reader also from saving himself out of the effects of undue influence exerted by others at any time, under any circumstances whatsoever, and such being the utility of this book, we venture boldly to suggest that it is indispensable in every educated home.

HOW TO INFLUENCE LARGE CROWDS AND GATHERINGS INDIRECTLY?

This book clearly shows how the minds of even a multitude can be moved by our suggestions, and thought-forces. The Professor emphasises particularly to keep in view the influence arising from voice, manner, and appearance, and a reader will be undoubtedly enabled to move multitudes of people, if he carefully follows the Professor's instructions. Thought force is extremely emphasised, and is effectively presented as the real key to silently influence crowds of people, in spite of their dispositions and temperaments. The instructions are quite simple, and can be followed with benefit by any one, whatever his station in life may happen to be, provided that he has a *desire* to achieve something that will be applauded by a public gathering. The Professor will make the reader undoubtedly magnetic, and give him the full dignity of a leader of men and women, if only his easy instructions are followed. There are some special directions, ofcourse, regarding the care of our body, particularly, in this book and these are *worth their weight in gold*. No one who reads this valuable book will fail to acquire supreme *will power*, or be able to achieve the heights of success and ambition, by attracting people with thoughts impressed upon them by the force of your own way of thinking. If one really wants to study psychic attraction, one cannot fail to read this book with pleasure and gratitude to the distinguished Professor.

META CREAM CHIPS

A Few Chips Dropped in Boiling Milk will Freeze it into
META-CREAM

Dear Sirs,

We are glad to introduce you to META-CREAM CHIPS for four reasons:

FIRST. A majority of people has got a natural dislike for milk. To others milk is indigestible and creates wind in their stomach and they feel heavy. Such people generally give up the use of milk. Milk is a valuable food & dispensing with it is really detrimental to health. Meta Cream Chips form with Milk a Cream-like preparation, WHICH IS NOT ONLY VERY SWEET AND DELICIOUS BUT IS MOST EASILY DIGESTED.

SECOND. You will agree with us that your Menu should consist of Delicious and Nourishing articles of food but light at the same time. META-CREAM PREPARATIONS ARE ALWAYS LIGHT AND EXTREMELY ATTRACTIVE IN TASTE. YOURSELF—YOUR FAMILY & CHILDREN WILL SIMPLY LOVE IT. The food that can be enjoyed most is digested soonest.

THIRD. Daily use of META-CREAM preparation with milk, WILL KEEP YOUR DIGESTIVE SYSTEM IN A VERY GOOD CONDITION. IF YOUR BOWELS ARE CONSTIPATED, IT WILL GIVE YOU RELIEF. It's almost like discovering Gold in your Cellar. The Amazing possibility of Getting rid of CONSTIPATION in an absolutely natural way.

FOURTH. In case you like heavy articles of diet, your cook can make a number of preparations with the help of META-CREAM CHIPS. There is no hard and fast rule regarding its preparation. Flavours, Concentrates, Dried fruit Scrapes, may be added with these chips, while the milk is being boiled.

A tin of META-CREAM CHIPS is therefore the necessity of every HOME.

Price per tin sufficient to make 150 dishes Rs. 1/8/- only.

Yours Sincerely,

PADAM CHAND & CO.,
Sole Suppliers, META-CREAM CHIPS,
844, Pahari Imli, Chitli Kabar, Delhi.

*

Try some of our
MALABAR
Specialities.

**SHAVING
STICK**

LIQUID SOAP

UNRIVALLED
FOR
EXCELLENCE
IN
ALL RESPECTS

JASMIN SOAP

**VEGETABLE SOAP WORKS
CALICUT.**



SRI KRISHNA CINEMA,

The Premier Perfect Talkie Picture House,

MANGALORE.

A HAPPY ANNOUNCEMENT!

The Proprietor of the SRI KRISHNA CINEMA, MANGALORE, while thanking the numerous patrons for their continued patronage, wishes to announce to the public, that besides the Metro Goldwyn Mayers best pictures, special Jewel Pictures from Paramount Films of India Ltd., Radio Pictures Corporation, Fox Film Corporation India, Ltd., etc., have been contracted for, and hopes to satisfy the public with the best entertainment possible, and requests them to extend for ever their kind co-operation and support, as hitherto.

September is well filled with selected best pictures such as "KING OF THE JUNGLE" Paramount's Extra Super Picture. This is a Gigantic spectacle starring BUSTER CRABBE whom you have seen recently in TARZAN THE FEARLESS.

AFRICA SPEAKS—This is a most Thrilling, Amazing, Wonderful, Wild Animal Picture, you have ever seen hitherto. No faked Lions, no faked Scenes and no enfeebled Zoo beasts but it has everything Real and Genuine.

CHANDU THE MAGICIAN—Starring Edmund Lowe with Marjorie Burns. This is an outstanding Fox Entertainment, symbol of Mystery and Enchanting Situations, from the Radio Drama.

Metro Goldwyn Mayer India, Ltd., have given us their best Thrilling Pictures of popular appeal SPEAK EASILY with Buster Keaton and Jimmy Durante, and BEN HUR with Ramon Novarro & May Mc Avoy.

R. K. O. Export Corporation has offered for the month, Most Gripping Sea Spectacle SUICIDE FLEET, A superb John Barrymore producing TOPAZ selected by the National Board of Review of Motion Pictures as the best American Film for the year 1933. The Radio picture De Luxe of the year KING KONG the eighth wonder of the World with Fay Wray, Robt.—Armstrong and Bruce Cobot. None can afford to miss this mammoth spectacle.

BADSHA'S

Specialities in Fountain Pens

These pens are of the best British workmanship & could be depended upon to give Long and Efficient Service.

Badsha's long established firm on the Malabar Coast is well known for its Reliability and Efficient Service.

"Badsha" a magnificent pen in cardinal colour R. G. clip on, with strong 14 ct. gold nib irridium tipped. Price Rs. 3-4-0. only

"Badsha Gold" An aristocrat among pens. Parker Junior model with R. G. clip and band. Magnificent Value for Rs. 4-12-0 only.
Special rates for trade on application.

S. H. BADSHA SAHEB & CO., CALICUT, (MBL)
Piece goods, Fancy goods & Oilmanstores Merchants, (Wholesale & Retail)

Agents for Flex Shoes. Stockists of Passing Show Cigarettes, etc. etc.
Thousands of Customers are our best Advertisers.

Muhammad Moosa Mangera,

CLOTH & GENERAL MERCHANT,

12 Shops Street (near Mission Road,) MANGALORE, S. K.

Fixed Rates! Terms Cash!! Unrivalled quality in goods!!!
Ladies, Gents and Children flock to us because we are the Cheapest and Best.
Haji Kassam Haji Jousab's Umbrellas:—at rock-bottom prices. Challenge competition!

Superior Caps, Shoes, Banians, Furniture etc., etc., wholesale and retail sold here

Soliciting a Convincing Visit, Sure Satisfaction.

WONDERFUL MEDICINES GUARANTEED CURE.

Amruthasanjivni Leham—For all stomach disorders in men and women Rs. 4/-per lb.

Mrthimjaya Pills—For all kinds of fevers, malaria, typhoid, pneumonia etc. Re. 0-12-0 per bottle of 12 pills.

Vrdhisamhari Tailam—Most efficacious for Elephantiasis, Hydrocele, Bowel troubles, etc. Re. 0-12-0 per ounce.

Shwasananda Pills—For Asthma, Bronchitis, Throat complaints Re. 0-12-0 per dozen pills.

Asthma Cure—Sure satisfaction Rs. 1-8-0 per bottle of 24 ounces.

Shwasakasa Gratha—Asthma, Consumption, Chest complaints, completely cured by this medicine and our instructions Rs. 6/-per lb.

Mari Mani Tailam—Unrivalled medicine for Paralysis—Rs. 10 per bottle of 24 ounces.

In all cases postage extra.

C. KUTTAPPA VYDYAR,

The Kerala Vidyashrama,
Kandath Palli St., MANGALORE.

Murdeshwar's Banking Institute.

Specialised Banking courses for
Diploma Examinations by:—

The Institute of Bankers (London) C. A. I. B.

The Indian Institute of Bankers C. A. I. I. B.

ORAL OR POSTAL TUITION.

Other specialised courses for the Banking Diploma of the London Chamber of Commerce and the Indian Merchants Chamber, D. Com. (I. M. C.) *Non-matrices can use either of these Diplomas in lieu of the Matriculation Certificate required of a Candidate appearing for the C. A. I. B. or C. A. I. I. B. Examination.* Expert tuition by well qualified and experienced teachers.

FEES VERY MODERATE

For further particulars apply to:—

THE PRINCIPAL,

2, FERNANDEZ MANSIONS,

HAMPANKATTA, MANGALORE.

EDUCATED INDIA

Most instructive monthly magazine.

Annual subscription Rs. 2-8-0.

Postage Free.

ADVERTISEMENTS PAY 100%

THEORY AND PRACTICE

EXERCISES.

All the above mentioned books can best be appreciated along with the Professor's serial No. 1. containing instructions on Theory and Practice with appropriate exercises. These are simple directions to develop Personal Magnetism through silent influence which is not the same as Hypnotism at all, and yet, is much more powerful than hypnotism. Simple rules that can be followed with ease and interest, are given with a special suggestion that success could be acquired by repeated practice. The Professor has clearly depicted that the mind must be developed just as the bodily muscle, and that our desire to achieve our object must be *definite*, and arising out of clear thought. Reading this book, we find that one can make oneself master of one's own success. The Professor earnestly invites the reader to develop the power of Concentration, which there appears no doubt, whatsoever, is able to achieve anything in this world. The very first time that the literature from this book is read, one feels oneself as if one has developed Personal Magnetism. The treatise is quite comprehensive and we are able to see the extraordinary sincerity of the Professor in describing the different methods of influencing others silently.

Everyone, specially in these times, is anxious to achieve success and make himself or herself, a worthy child of

the motherland, and feeling as we do most sincerely for all of them, do wish that the public takes advantage of the course of the invaluable lessons from Professor Sekkar of Ellore, so that success and prosperity is undoubtedly ensured. We are not writing this merely to engage ourselves in any propaganda, but we feel sincerely satisfied that India of the day would be poorer, if the valuable, yet cheap literature, from Professor Sekkar of Ellore were not to be made use of at the earliest possible opportunity throughout India.

NOTICE

Lapsed Policies Nos. 19281 and 17191 on the life of Michael Alvares, Lapsed Policies Nos. 16014 and 24633 on the life of Edwin Steven Alvares, Lapsed Policy No. 19280 on the life of A. F. X. Alvares.

All in the National Insurance Co., Limited, having been lost, notice is hereby given that failing any objection to reach the company within one month of this date, from any interested party, with production of the policies, the company will proceed in matters pending, concerning the policy.

7, Council Street, CALCUTTA. } R. G. Das & Co.,
Managers,

National Insurance Company, Ltd.,



What do they say about Educated India?

Carnatic Ayurvedic Medical Hall,
Near Shri Venkatramana Temple,
Bravanti Street,
Mangalore, Date 23-8-1934

MRS. W. M. D'SOUZA,

Editress, 'Educated India,'

Margaret Villa, MANGALORE.

Madam,

We heartily thank you for our advertisement published by you in your July issue, and also for reference to us made in the article on Elephantiasis etc.

We are glad to inform you that hundreds of patients are flocking ever since, and we can hardly cope with the increasing work. This only shows what patronage your Magazine has gained within such a short time. If business concerns could find a place for advertisement in your valued Journal, they would have no anxiety as regards success in their business.

We in turn wish your esteemed Journal every success.

Yours Faithfully,
(Sd) S. Fernandez.

Ayurvedic Specialist.

THE 'SUNDAY NEWS' Says

'Educated India' is a monthly Magazine, the first volume of which we have received recently. The monthly is devoted to the cause of education, which noble object is worthy of public patronage. The volume under reference deals with a variety of topics of wide interest from 'Shivaji the Great Maharatta' to 'Goethe was Human After All.' And has also a chapter on 'Idiomatic English Language,' etc., etc., We wish the new venture every success.

THE 'HINDU' Says:

The first (April-May) issue of the Educated India, which we have the pleasure to acknowledge, contains a variety of articles of educational and cultural interest. The editor has purposely refrained from giving the names of the authors, and wants the articles to be judged on their merits. 'The Principles in the law of Crimes' and 'Shivaji the Great Maharatta' are two interesting contributions... etc., etc.

MESSRS. SHAH COMPANY

Merchants and Manufacturers' Representatives, Mangalore, 22nd May '34
Madam.

We thank you for the review published by you in your May issue: the Calendar, we gave you from our Zandu Pharmaceutical Works Ltd. The review, we are glad to inform you, has done its work splendidly, for though it was published a few days ago, we have been receiving several enquiries, about our medicines from far and near. We conclude from this, that your magazine commands good circulation. We would strongly recommend your magazine to all our friends in business, as it is, in our opinion, a paper which no business man should miss to advertise, if he wants to introduce his products in the market.

We heartily congratulate you, on the popularity earned by your magazine within so short a time of its inception, and wish it all success and popularity in future.

Yours faithfully,
(Sd). C. R. KAMATH.

Proprietor.

'KONKANI DIRVEN' a widely read newspaper of South Kanara.

'Educated India is the name of a new monthly magazine published in Mangalore, whose third number has been sent to us for review. We are glad to find that it is *really educative unlike many others* whose contents betray the name. We find that the articles are unsigned and from a review published therein, we notice that it is done on purpose, so that the articles may be judged on their merits. *This magazine is suited for all communities and is good for all classes of people.* It deals with very useful topics—literary, legal, cosmopolitan subjects of general interest and utility, and even religious. Few journals in India are edited by ladies and this is one by Mrs. W. M. D'Souza, its able editress.' The 'MANGALOREAN, BOMBAY' says:

'We welcome in our midst another Mangalorean periodical 'Educated In-

dia', edited by Mrs. W. M. D'Souza. The journal shows considerable enterprise and has a variety of topics which must interest the educated. As it grows in standard, it is bound to attract a very wide circle. We wish it every success.'

Educated India has met with great popularity and has a wide circulation. The journal seeks to promote the interest of education which is admittedly a noble cause. It is a Layman's Guide in all branches of study, in Arts, Science, Religion, Law, Medicine, philosophy, History, Literature, etc., etc., and deals also with matter in 'Lighter Vein.' The journal has deservedly merited the appreciation of the public everywhere. As a valuable medium of giving wide publicity to goods, it has received best of patronage.

JAIRAM SNUFF & BEEDI WORKS, MANGALORE, S. INDIA. PRICE LIST.

Pure Mangalore Snuff	
Mangalore Special Snuff	Rs. 3 7 0 per lb.
Mangalore Snuff Quality No. 1	" 2 12 0
Do do. 2	" 2 8 0
Kasturi Nasik Churna	" 6 0 0
Special Badami Snuff price per tola	0 4 0
For orders of more than 4 tolas	0 3 6

Postage Extra.

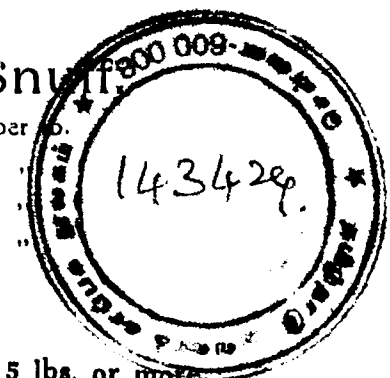
Wholesale rate Rs. 8 per lb. for orders of 5 lbs. or more.

Free of Packing & Postage.

Mangalore Special Beedies

For orders of half a lakh or more, Free of packing and delivery charges.
For particulars apply to:—

The Proprietor.



- Please Note -

The change of address of subscribers must be intimated to us in time, and if any one of them does not at any time receive his copy, he is requested to write to our office immediately about it.

The services of Jos. U. Rasquino of Mangalore have been terminated for reasons best known to him, and it is particularly requested that all payments on whatever account should be made directly to our office, or through

such agent or representative who is able to **expressly** produce a letter of authority under our office seal, and our signature to make collections on our behalf **and give receipts** therefor.

Our current rates for advertisement as given below are lower than that of any other magazine of the kind in India, and have been kept specially at low figures, for the advantage of our numerous advertisers in India.

ADVERTISEMENT TARIFF.

	Month.	Year.
Full page 7½"x6"	Rs. 5-8-0	Rs. 60-0-0
Half page 3½"x3"	" 3-8-0	" 36-0-0
Quarter page 1½"x1½"	" 1-12-0	" 20-0-0
"Shop window" Short space	" 1-4-0	" 12-0-0

Cover pages are charged 50% extra.

Advertisement charges are payable half in advance and the balance on delivery of the first issue.

TILES REALLY PERFECT!

SATISFACTION GUARANTEED.

GOLD MEDALS OBTAINED.

TESTIMONIALS POURING IN EVERY DAY.

Write **TODAY** for price and particulars to:-

THE STAR TILE WORKS, LTD.,

KALLAI, SOUTH MALABAR.

Manufacturers of:-

Roofings	Terrace Ceilings	Skylights	Hourdis	Ornamental Ridges
Ridges	Floorings	Valley tiles	Flowerpots	etc. etc. etc.
Ceilings	Ventilators	Balusters	Hanging Vases	

All renowned for their quality, colour and strength.

Telegrams: Code Used: Telephone:

"STARTILES" 5th Edition No. 21

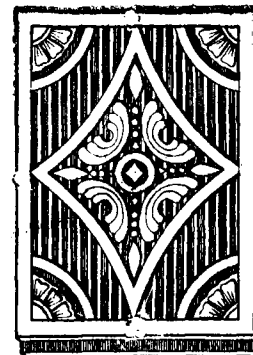
CALICUT. A. B. C.

Managing Director's Office No. 22,

" " Residence No. 22-A.

Estd. 1918.

Tele: 'SUJIRKAR

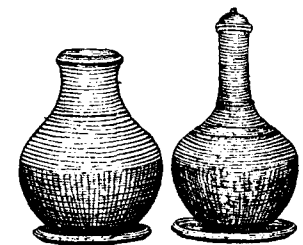
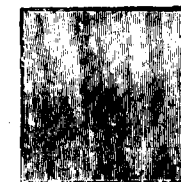


ARROW BRAND

The Mark of Strength & Design
SURE AS THE ARROW!
TO HIT YOUR MARK OF
EFFICIENCY!

IN THE MATTER OF YOUR
REQUIREMENTS FOR

1. Schools,
2. Hostels,
3. Gardens,
4. Museums,
5. Colleges,
6. Laboratories,
7. Boarding houses,
8. Staff Quarters etc.



Place your orders
with us.
FOR

Roofing,
Ceiling,
Flooring,
Ridge &
Draining etc.

HIGHLY HYGIENIC-LASTING & LOVELY.

Varities of Manufacture-That have widely Stood the test of time.

The Sujirkars' Tile Works Limited, Kudroli, MANGALORE

THE KOHINOOR RESTAURANT CALICUT.

The only Restaurant of the kind on the West Coast to suit the tastes of EVERY COMMUNITY and run on Eastern and Western style, managed and supervised by expert and efficient staff. Complete satisfaction to all our customers and clients is given, as that is our Watchword and Motto.

Lodging provided for all visitors. The buildings are situated in the most sanitary locality of the town. A trial will convince you. The Proprietor has been awarded various certificates and testimonials by prominent men of the whole Presidency, some of which are from Messrs. A. Thirumaliah & N. R. Ubaya. Directors of Public Health Madras.

Arrangements may be made for ladies, and for Muhamudans to offer their prayers

For particulars apply to:

N. MUHAMUD ALI,

Proprietor.

READ KANTEERAVA

WEEKLY THAT IS READ BY ALL CLASSES OF KANADIGAS LIVING IN
EVERY NOOK AND CORNER OF INDIA BURMA AND CEYLON.

Dr. N. D. Suvarna, M. B., & H. S.,
AARTHA CHIKITHSA BHAVANA, Bunder Road, MANGALORE.

A Safe Cure For
Billiousness, Jaundice Etc.

Why remain a sufferer from these
distressing complaints?

DR. N. D. SUVARNA'S
KAMALAHARI

is a specific cheap remedy and
certain cure for loss of appetite,
constipation, Billiousness, Jaundice
and also a blood purifier. It
promotes good health by comple-
tely eliminating intestinal poisons
from the system.

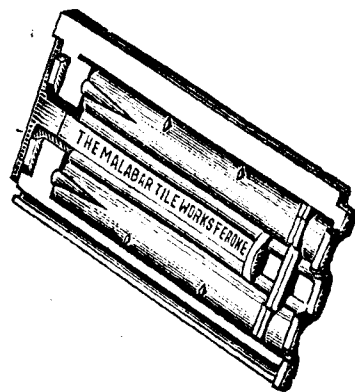
Convince yourself by trying a bottle

DR. N. D. SUVARNA'S
MALARIAHARI
A Panacea for Malaria

Once a man becomes a victim to Mala-
ria, he becomes anaemic, gets disfigured,
and above all, his life resolves itself
into one longdrawn struggle between
life and death. Every right thinking
person, who is generally within the
danger zone, should fortify himself,
with the 'Panacea' for all evils connec-
ted with Malaria, by using the well-
known MALARIAHARI, which destroys
Malarial germs, purifies blood, invigo-
rates the Heart and improves the
Digestion.

Cures Malaria within 24 hours &
completely eradicates it in 48 hours.

Guaranteed even in Chronic cases.



THE MALABAR TILE WORKS.

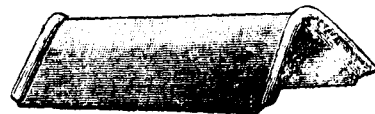
FEROKE (S. MALABAR)

Established in 1920.

Tele 'NAIR'

P. K. NAIR, Managing Proprietor.

Capital, Management, Labour, and material, all Indian.
Indian House for best 'Crown' Brand, Roofing, Ceiling,
Flooring, Ridge and other Ornamental tiles.



Awarded Gold Medals & Certificates of Merit for
excellence of tiles and Ornamental Pottery.

Read—INSURANCE HERALD.

And Equip yourself with an Insurance Career.

Managing Editor:—ASHUTOSH BANERJEA.

"Insurance Herald has heralded in insurance journalism, a new era,—an era which
is full of enthusiasm and bold straightforwardness of the workers. Its claim to stand as
an impartial exponent of insurance morality, has been fully maintained and the more it
goes on in its years of activities, it will undoubtedly occupy the foremost place of honour
in insurance journalism."

Annual Subscription Rs. 5. (including postage) Single copy. As. 8

S. N. BANERJEA, A. C. I. I. (Lond.) Office:—2, Royal Exchange Place, Calcutta.

WHY DON'T YOU BUY
OUR

BONUS

BONDS

Single investment of Rs. 11-8-0 once for all

MAY BRING YOU

Thousands in life and afterwards.

RS. 100000 FREE, EVERY YEAR.

WANTED. Gents & Ladies as our Chief Agents on
most liberal terms.

PLEASE APPLY TO—

J. D. CHOPRA,

General Secretary,

THE SIND ALLIANCE BANK LIMITED,
JULLUNDUR CITY, (PANJAB).

The Malaria Company, Mangalore, 4 South India.

Malaria:—The most powerful and unfailing remedy for every type of Malaria
Spleen, Ague, and Intermittent Fevers. Large size per bottle Rs. 1-8-0 only. Small
size, per bottle Re. 0-14-0 only.



Babytone:—The best nerve tonic for weak Skeleton-like babies
and children. It promotes a healthy growth of bone, teeth, nerves,
and muscles.

Price per phial. Re. 0-14-0 only.

For the meritorious services of this famous Company, please read
our 'Appreciation' elsewhere in this Magazine.

HOTEL WESTCLIFF ON SEA

Cannanore's Hotel de Luxe.

Own private bathing beach.

Best Health Resort.

MANAGEMENT:

F. N. Heerjee & Co.,
CANNANORE.

Established 1929.

Incorporated 1934.

THE RADHA BANK, LTD.,

REGISTERED OFFICE: CALCUT.

BRANCHES:— KUNDOTTY, MALAPPURAM, KOTTAKAL, TIRUR AND PONANI.

A New Branch will be opened in September at Old Court Road, Mangalore Under the Management of M. R. Ry. H. S. RAMA RAO, Avl. B. A., L. L. B., To give further Facilities to our various Constituents in S. K.

Directors:—

1. M. R. Ry., H. S. Rama Rao, Avl., B. A., L. L. B., Director and Ex-Secretary, The Jayalakshmi Bank, Ltd., Mangalore. (South Kanara.)
2. M. R. Ry. K. B. Shanker Rao, Avl., B. A., B. L., Vakil, Mangalore. (S. K.)
3. Sreemathi U. Varada Bai, Radha Bank Buildings, Calicut.
4. M. R. Ry., U. B. Somesh Rao, Avl. Banker and Proprietor, The Radha Ice Co., Calicut. (Managing Director)

Auditor:— M. R. Ry., M. S. Krishna Rao, Avl., Certified Public Accountant and Auditor, Mangalore. (South Kanara)

Secretary:— M. R. Ry., M. Sundareswaran, Avl. B. A., Ambalakaat House, Chalapuram, Calicut.

Advances on gold at favourably low rates of interest—a speciality. Discounting of cheques & Bills, issue of drafts and all other kinds of banking business undertaken. Overdrafts granted to bankers and other approved constituents, at favourable rates which can be had on application.

Fixed deposits are received at the following rates.

6½%	...	...	24 months	Interest paid half yearly
6%	...	...	12 months	
4½%	...	...	6 months	
3%	...	...	3 months	

The Head Office and branches also receive Current and Savings Bank Deposits at 2½% and 4% respectively.

For further particulars, please apply to the H. O. or to any of our branches.

Calicut,

1-8-1934.

M. Sundareswaran, B. A.,
Secretary.

INSURE WITH THE OLDEST INDIAN LIFE OFFICE.

THE BOMBAY MUTUAL LIFE ASSURANCE SOCIETY LIMITED.

Estab. 1871.

A purely Mutual Concern with no shareholders to participate in profits, entire profits being divided among policy holders and entire funds being owned by them. Hence, low premiums and high bonus.

Premium rates are lowest possible, and thus an assurance of about Rs. 1200/- may easily be secured at this Society, with the same amount of premium required for an assurance of Rs. 1000/- in other first class insurance Companies, this additional sum of Rs. 200/- being another extra bonus. 2½% rebate on annual payments.

TRIUMPH MUTUALITY.

Bonus of Rs. 26 and Rs. 21 on whole Life and Endowment policies, respectively, per Rs. 1000/- per year declared in 1931 is repeated in 1933 also.

Join today and share in the Society's prosperity.

For particulars apply to:—

M. D'SOUZA, District Agent,
"Diamond Building," Opp. Govt. College, MANGALORE.

IT IS A PLEASURE TO SMOKE!
Great Taj Mahal Beedies.



FACTORY

Market Road, Mangalore.

Fine Finish! Pleasant to Smoke!

Wanted Agents

In Unrepresented Areas

ಪರಿಮಳದಲ್ಲಿಯೂ ಪರಿಪೂರ್ಣತೆಯಲ್ಲಿಯೂ
ಅದ್ವಿತೀಯವೆನಿಸಿರುವ

ಗ್ರೇಟ್ ತಾಜ್ ಮಹಲ್ ಬೀಡೀಗಳನ್ನೇ ಉಪಯೋಗಿಸಿರಿ.

ಫ್ಯಾಕ್ಟರಿ:—ನಾರ್ಕಟ್ ಪೋರ್ಟ್, ಮಂಗಳೂರು.

STEVEN & SONS

GOLD MEDALISTS

Certificates of Merit from Viceregal Household and other
Eminent Persons in India.

CHOCOLATES, TOFFEE, BISCUITS, CAKES, SWEETS, AND PRESERVES

MANUFACTURERS, MANGALORE.

Per lb.	Rs.	As.	P.	Per lb.	Rs.	As.	P.
1. Plum Rich Fruit and Almond Cakes (Iced or uniced)	1	0	0	9. Chocolate Cakes	1	4	0
2. Fancy Decoration Cakes	1	4	0	10. Lemon Cakes	1	2	0
3. Almond Icing Cakes	1	12	0	11. Ginger Cakes	1	0	0
4. Chocolate Icing and Ribbon Cakes	1	8	0	12. Medura Cakes	1	0	0
5. Chocolate Slicing Cakes	1	8	0	13. Seed Cakes	1	0	0
6. Viceroy Cakes	1	8	0	14. Sultana Cakes	1	0	0
7. Victoria Sandwiches Cakes	1	4	0	15. Dark Cakes	1	0	0
8. Ribbon Cream Cakes (Sandwiches)	1	4	0	16. Currants Cakes	1	0	0
				17. Almond Cakes	1	0	0
				18. Cocoanut Cakes	1	0	0

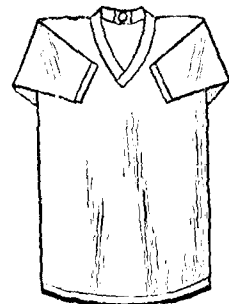
THE FOLLOWING CAKES ARE DESPATCHED IN DOZENS

Per lb.	Rs.	As.	P.	Per lb.	Rs.	As.	P.
1. Cheese Cakes	1	0	0	6. Jam Totlets	0	12	0
2. Finger Chocolate Cakes	1	0	0	7. Queen Cakes	0	12	0
3. Butter Beans	1	0	0	8. Rock Cakes	0	8	0
4. Fancy Cakes	0	12	0	9. Jam Sanvices	0	8	0
5. Finger Cakes	0	12	0	10. Sponge Cakes	0	8	0

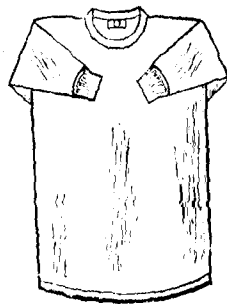
OUR CAKES COMPARE FAVOURABLY WITH ANY OF THOSE
OF BOSOTTOS OR HARRISSONS OF MADRAS.
TRIAL WILL CONVINCE YOU!!!

*

THE MALABAR HOSIERY WORKS
(Established in 1924.) FEROKE (S. MALABAR) Tele: NAIR.

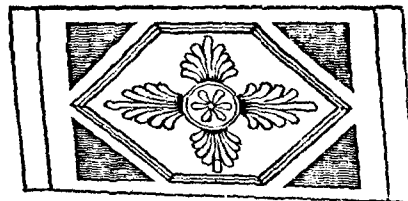


P. K. NAIR, *Managing Proprietor.*
PURELY INDIAN HOUSE FOR
SUPERIOR UNDERWEAR.
Capital, Management, Labour, and Material,
all Indian.
*Awarded Gold Medals & Certificates of Merits in
various Exhibitions for best Hosiery.*



FOR
ALL KINDS OF HOSIERY
Reliable! Cheap! and Attractive!
APPLY TO—
RAMA HOSIERY WORKS,
CALICUT.

The Kerala Tilery, Feroke, Malabar.



Kerala Capital. Kerala Labour.
*Manufacturers of—Roofing, Eve, Ridge, Ceil-
ing, & Flooring Tiles. Ventilators. Skylights.
Flower pots etc., etc.*

Expert Supervision. Best Execution.
Agents Wanted Everywhere.

For particulars Apply to:
The Proprietor

SPACE RESERVED FOR
THE
Premier Hosiery Works Limited,
CALICUT.

CHOYI'S SEA-SIDE HOTEL, **CANNANORE.**

MOST ATTRACTIVE ALL ROUND

Unrivalled in Service and Comforts for Travellers
For Longevity and Best Premium on Life never fail to
Visit SEA-SIDE HOTEL with its Marvellous Charms
Private Sea-bathing - Luxury of the East
Provided for by us.
Terms Moderate

ALL IN HALF A MINUTE'S TIME.

You can know the SEX of an UN-BORN CHILD, the SEX of UN-HATCHED EGGS, and of Birds and INSECTS by the most wonderful "IKRIKI" (Appliance.)
IS IT NOT A WONDER TO KNOW AS TO WHETHER

A Pregnant woman will give Birth to a MALE or a FEMALE CHILD ? ? ?
all in half a minute's TIME Guaranteed, Accurate Appliances of Reliable GERMAN
MANUFACTURE WHICH can conveniently be carried in your
VEST-COAT POCKET. PRICE (Complete with instructions) Rs. 1/-

Only 87 appliances left in Stock.

Apply to:—BUSINESS WORLD OFFICE, KASUR (Pb.) N. I.

"Night discharge alarm Guard"

Is the latest Novelty for those
who suffer from Night Pollutions and
Wet-dreams. It serves by awaking the
patient at the time of.....and thus
saves him. One month's continuous use
will cure the sufferer permanently. Sent
with complete illustrated instructions.

Price Rs. 1-4-0

MANHOOD

Is the essence of all Life's plea-
sures. All sufferers of Partial or Total
loss of Power, Smallness, local defects
and Deformity of the intromittant
organ, will be radically cured with
only a MONTH'S use of our 'ERECTUS'
APPLIANCE the latest Scientific In-
vention. None should now remain
IMPOTENT or Void of Manhood.

Price Rs. 20-0-0

(Literature sent free)

THE I. T. COURIER, DEPOT:—Kasur (Punjab) N. I.

AT CALICUT DON'T FAIL TO VISIT
D. M. HASSAN SAHEB & CO.,

The Reputed House for all kinds of
PIECE GOODS AT MODERATE RATES.

*We have given perfect satisfaction to thousands of Customers
of all Communities for years and years at Calicut.*

Wonderful Discovery of The Twentieth Century

Morotto or the Miraculous Spiritual Apparatus.

Consultation with Astrologers would be needless. By the aid of this mysterious Instrument, one shall be in a position to unravel occurrences in respect of past, present and future nay of the present and future world.

Further what is of special interest, this Instrument would help any one to come in contact with his deceased relatives.

Price Rs. 1-8-0.

Postage extra.

THE MOROTTO MANFG. CO.,

170, Manicktola, St., CALCUTTA.

WHO SAYS

THE INDIAN BISCUITS STAND NO COMPARISON
WITH FOREIGN IN DELICACY, TASTE AND FRESHNESS?

*Buy some of the "REGALE BISCUITS" today and
then you will know.*

Quality and real worth in Biscuits are our Motto.

MANUFACTURERS:-

Regale Baking Co., CANNANORE.

THE MAJESTIC TAILORING HOUSE

Near Mangalore Electric Stores

HAMPANKATTA, MANGALORE.

GENTS-LADIES UP-TO-DATE TAILORS

Incomparable in Workmanship of every kind.

Prompt Delivery—Superior Execution—Moderate Charges.

Our Expert Managers have been Renowned for Years!

A trial will convince you.

WEL-COME!

WEL-COME!

360 THE LAW WEEKLY, 1 [VOL. XXXVIII]

ZAMINDARINI OF MANDASA v. RYOTAMANDASA ZAMINDARI.

He then proceeds to give evidence on which we can certainly say rates to be settled by the poor court; but can we say that it the case of appointment of one of the Lord Chancellor enunciate the procedure of *certiorari* as. He says:

"The procedure of *certiorari* would, a Court in this strict sense because acts be ordinarily termed 'because it hears witnesses on oath' (iii) would seem to be that the parties appear before it between whom ministerial acts." cause it gives decisions which affect the rights of Can a settlement there is an appeal to a Court. (vi). Nor because to be a purely matter is referred by another body."

The no ground, it is to *Rev. v. Electricity Commissioners* (1). The only on cert that these negative propositions were stated for wider scope showing that the tribunal which he was discussing case, the Board of Review, was not a Court in the strict before term. By quoting these negative propositions it de meant to say that they were not a tribunal in any sense term. In that particular case it was contended that the institution of the Board of Review was such as to contravene s. 71 of the Constitution of Australia which applied to Courts in the strictest sense so called and it was held that the Board of Review was not a Court and s. 71 of the constitution was not contravened. But all this does not involve any decision that the Board of Review is not even a tribunal and I do not see how this case can be relied on by anybody for the purpose of showing that the Board of Review is not a tribunal in a loose sense. The observations at page 298 are still more pertinent:

"An administrative tribunal may act judicially, but still remain an administrative tribunal as distinguished from a Court, strictly so-called."

The Revenue Officer and the Board of Revenue may remain purely administrative authorities, but still they are administrative tribunals and may have to act judicially in at least some portions of their work. The next sentence also shows the same thing:

"Their Lordships find themselves in agreement with *Esso, &c.* where he says: 'There are many functions which are either inconsistent with strict judicial action, or are consistent with either strict judicial or executive action.'"

Lower down they observe:

"They (Board of Review) are another administrative tribunal which is reviewing the determination of the Commissioner who admittedly is not judicial, but executive."

After the English decisions I have examined above, in my opinion it is unnecessary to examine the Indian decisions on writs of *certiorari* cited before us, viz., *Venkataraman v. Secretary of State for India* (2), *Munusami Chellay v. Board of Revenue Madras* (3) (1) (1924) 1 K.B. 171. (2) 33 Mad. 979=32 L.W. 475. (3) 35 Mad. 137=34 L.W. 448.

ZAMINDARINI OF MANDASA v. RYOTS OF MANDASA ZAMINDARI.

He then proceeds to give examples. One is the case of poor rates to be settled by the poor law Commissioners. Another is the case of appointment of constables by Justices. He then says:

"The procedure of *certiorari* applies in many cases in which the body whose acts are criticised would not ordinarily be called a court, nor would its acts be ordinarily termed 'judicial acts.' The true view of the limitation would seem to be that the term 'judicial act' is used in contrast with purely ministerial acts."

Can a settlement of rent between landlord and tenant be said to be a purely ministerial act? If a licence can be refused for no ground, it would be a ministerial act; but if it can be refused only on certain proper grounds, it becomes a judicial act in a wider sense of the term. The act of settling rent is an *a fortiori* case. In *Board of Education v. Rice* (1) the question came up before the House of Lords. The question arose in respect of a decision of the Board of Education, a body which must be described as far less judicial than the Board of Revenue in determining the rates of rent. Lord Loreburn at page 183, observed that the Board of Education are not bound to treat their enquiry "as though it were a trial; they have no power to administer an oath, and need not examine witnesses; they can obtain information in any way they think best always giving a fair opportunity to those who are parties in the controversy for correcting or contradicting any relevant statement prejudicial to their view."

It is true that Reilly, J., in the Full Bench judgment observed that the Revenue Officer may act upon his own experience. But the mere fact that such information can be used cannot make the act less a judicial act after these observations of Lord Loreburn. Lord Loreburn then says:

"But if the Court is satisfied that the Board have not acted judicially in the way I have described..... then there is a remedy by mandamus and *certiorari*."

In *Rex v. Electricity Commissioners* (2) the decision quoted by Anantakrishna Ayyar J., in the Full Bench judgment, Atkin L.J., discusses the matter at page 204. At page 205 he says:

"But the operation of the writs has extended to control the proceedings of bodies which do not claim to be, and would not be recognised as, Courts of Justice. Wherever any body of persons, having legal authority, to determine questions affecting the rights of subjects, and having the duty to act judicially, act in excess of their legal authority, they are subject to the controlling jurisdiction of the King's Bench Division exercised in these writs."

Can it be said that the Board of Revenue is not a body of persons having legal authority to determine "questions affecting the rights of subjects"? Is not determination of rent a matter affecting the rights of subjects? Atkin L.J., then gives

(1) (1911) A.C. 179.

(2) (1924) 1 K.B. 171.

ZAMINDARINI OF M.

examples. The first is *Our Expert Managers have been* **WEL-COME!**
bridge and the case of *Prompt Delivery—Superior* **A trail will convict**
constitution of a Board of *to Board of Education v. Rice* (1) **Incomparable in Work**
education, and the case under the **GENTS—LADIES**
before him was a case relating to **HAMPAN**
missioners. Here again I may observe **Near Main**
judicial than the Board of Revenue in **THE MAJESTY**
rent. In *Frome United Breweries Co. v. Bath* **Regale**
son quotes from the oft-quoted judgment of M. **MANUFACTURE**
case of *Reg (John M'Leary) v. Dublin Corporation* **Rate**
the corporation made illegal payments and then **Rate**
rate to make up the deficiency. It was held that a **Rate**
certiorari will lie. May, C. J., observed:

"It is established that the writ of *certiorari* does not lie to **Qualit**
order merely ministerial, such as a warrant, but it lies to remove and **Buy**
cate upon the validity of acts judicial. In this connection the term **WITH**
does not necessarily mean acts of a judge or legal tribunal sitting for **Rate**
determination of matters of law, but for the purpose of this question a **Rate**
judicial act seems to be an act done by competent authority, upon consideration of **Rate**
facts and circumstances, and imposing liability or affecting the rights of **Rate**
others."

Here I pause and observe that certainly the Board of Revenue in settling the rent is doing an act with competent authority upon consideration of facts and circumstances and imposing liability or affecting the rights of others. This definition of May, C. J., was approved by Palles, C. B. in two subsequent cases and Lord Atkinson quotes the opinion of May, C. J., with approval. The actual case before him was a licensing case in respect of breweries and Lord Atkinson says that the case before him resembled the case in *The Queen v. Louth County Council* (4) where there was a question of licence for music and dancing. The case in *Rex v. Minister of Health* (5) related to a writ of prohibition to the Minister of Health. Lord Hewart, C. J. quotes with approval the judgment in 1924 K.B. 171 where it was pointed out that both the writs are on the same footing. The case in *Shell Company of Australia Ltd v. Federal Commissioner of Taxation* (6) is a case from Australia. It was very much relied on before the Full Bench and Anantakrishna Ayyar, J., has dealt with it in his judgment. At page 296 Lord Sankey observed:

"The authorities are clear to show that there are tribunals with many of the trappings of a Court which, nevertheless, are not Courts in the strict sense of exercising judicial power."

(1) (1911) A.C. 179.

(4) (1892) 1 Q.B. 190.

(2) (1926) A.C. 586 at p. 602.

(5) (1929) 1 K.B. 219.

(3) (1858) 2 L.R. 1r. 371.

(6) (1931) A.C. 275.

SPECIALLY PREPARED FROM:—

Price Rs. 2 for a bottle sufficient for 22 days.

K. R. K. SHET

Estd. 1919.

Best Selection!

Latest Designs!!

Fine Cuts!!!

Up-to-date Style!!!!

TRIAL ORDER SOLICITED

LOST or Impaired

VITALITY
RESTORED

Diabetes Expert

SECURE

A SPECIALIST'S

ADVICE in cases of
Lost Vitality and
Diabetes. Write legi-
bly, stating your age,
married or single, occupa-
tion, and a brief history of
your case. **CORRESPONDENCE**
STRICTLY CONFIDENTIAL.

Full particulars from

DR. JEAN F. STRANDGARD,
(Late of Berlin & Vienna),
BANGALORE, S. INDIA.

