

Do YOU Suffer from

**NERVE  
and  
MUSCULAR  
PAIN?**

HEADACHE?  
SCIATICA?  
NEURALGIA?  
RHEUMATISM?

### THOUSANDS TAKE VINCENT'S TABLETS

Once you take Vincent's you, too, will realise how wonderfully they relieve pain. Vincent's Tablets are a scientific combination of Aspirin and Phenacetin, and absolutely safe and dependable for relief from headaches, neuralgia, rheumatism, and sciatica. Remember—genuine Vincent's Tablets are *pink*, obtainable from all chemists and stores.

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## THE POWER OF "LA PRENSA" Argentina's Amazing Newspaper

NEW YORK, April 26

The Argentine Government to-day banned the Buenos Aires newspaper "La Prensa" for five days because of an allegedly misleading and false editorial criticising municipal hospital services.

The United Press points out that "La Prensa" recently criticised the Government restrictions on the Press, and also that it is constantly pro-Ally.—Cable.

\* \* \*

SOME people who read the above message may have wondered why the banning of a newspaper in the Argentine should have been considered important enough to cable round the world. Was it simply because the whole subject of censorship is in the news, or because "La Prensa" has, in itself, some special claim to attention? The following condensation of an article by George Kent in "Editor and Publisher," supplies the answer:

"LA PRENSA" (the name **L** means "The Press") regards itself not merely as a newspaper but as an institution with a solemn duty to do everything in its power to help the people of Argentina.

If you are ill, you can be treated at La Prensa's clinic by the country's ablest physicians—and pay nothing. La Prensa dentists will pull, fill or bridge your teeth, again at no cost. If you are in legal trouble, La Prensa lawyers will advise you and, if you are poor, fight your case. These services are not tricks to build up circulation. Everyone is welcome, whether he buys the paper or not.

If you are a farmer, La Prensa will analyse your soil or tell you what to do for an ailing animal. If your children have musical ability, La Prensa's conservatory of music will teach them gratis, and if they are highly gifted, will finance their further study abroad. La Prensa also runs a public library, a lecture hall free to virtually any group that wishes to use it, and a laboratory to which any shopper can send a product for analysis.

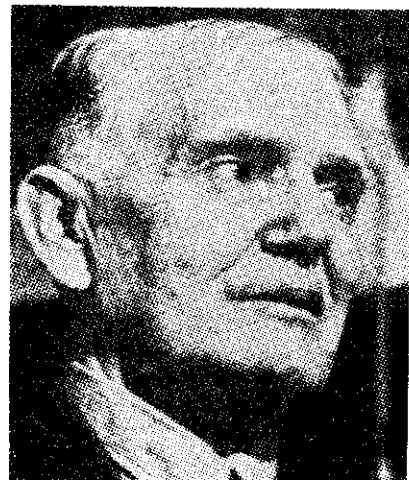
All these activities are incidental to publishing one of the world's truly

great newspapers. The founder of La Prensa was the late José Clemente Paz. The first issue, appearing in 1869, laid down its guiding principles—Truth: Honour: Freedom: Progress: Civilisation.

The newspaper grew steadily in size and importance. When immigrants began pouring into Argentina to work in the wheat-fields, La Prensa offered itself as a mailing address. To this day, many persons use it as their general-delivery window.

### Built on Small Advertisements

The newspaper further endeared itself to new settlers by publishing local news from their native towns in Europe. When the immigrants became citizens



RAMON CASTILLO

When "La Prensa" attacks, governments fall.

with property and businesses of their own, they turned to La Prensa when they had something to offer the public. It became the market place where anything could be bought or sold, where a man could find a job and an employer could find help. Thousands of humble two-line and three-line want ads. became La Prensa's chief income; in time they made it rich. Behind this strong rampart of little people it is to-day the wealthiest newspaper in the world.

La Prensa editorials are prepared with all the care of a lawyer presenting a case to the Supreme Court; but they're tough, fighting editorials. There's a saying in Buenos Aires that when La Prensa attacks, governments fall. In a large measure, this is true, although the process sometimes takes time. A case in point is the recent Castillo regime, which La Prensa steadfastly opposed.

At one time or another, attempting to influence its policies, governments, large corporations, special interests have wheedled and tried bribery and resorted to force—to no avail. Nazi groups not long ago tossed bombs through its iron gates. Machine-guns have rattled slugs through the windows. Once an organised mob became so threatening that the publishers charged the patio with electricity and flooded it

(continued on next page)

## Don't blame your chemist

Sometimes chemists may be temporarily out of stock of 'Dettol'; it is not their fault, be patient with them. The reason is that in present circumstances supplies of 'Dettol' are necessarily limited. Moreover 'Dettol' is considered so

essential in all surgery and obstetrics that the needs of doctors and hospitals have to be met first. Therefore, please manage with less of your trusty standby and make whatever 'Dettol' you have go as far as possible.

Go easy with

**'DETTOL'** THE MODERN  
ANTISEPTIC



Rockitt & Colman (New Zealand), Ltd., Bond Street, Dunedin.

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