

DO YOU KNOW?

In the Philippines—the natives stain their teeth black and bleach their hair for beauty! But we admire that sparkling Kolynos Smile! Kolynos is made from the formula of world-famous dental surgeon, Dr. N. S. Jenkins. That's why Kolynos takes such extra good care of your teeth.



Mayan Beauties of South America led the fashion to have teeth inlaid with precious stones. The dentists of those days were oral jewellers of great artistry and skill. You can help to keep your teeth shining brightly by twice daily brushing with Kolynos Dental Cream. Kolynos polishes your teeth enamel to its natural whiteness.



Wood Struck by lightning was a favourite ancient Greek charm against toothache. Kolynos swirls right through crevices where your toothbrush can't reach and floats away dangerous food particles.

Hindus clean their teeth with a fresh twig every day, except on certain religious days when they must not brush the teeth on pain of hell. Kolynos has been awarded the Gold Seal of the London Institute of Hygiene for constant purity and quality.

If you're interested in trying new ideas, try Kolynos in powder form. All of the special properties of Kolynos that give your teeth that famous Kolynos polish and sparkle are contained in Kolynos Tooth Powder.

In England, 1600, a wise woman in Lambeth sold for a penny a charm of Saint Apollonia which was supposed to prevent toothache for the life of the wearer! Toothache is caused by dental decay—that's why you should keep your teeth antiseptically clean by brushing them with Kolynos after every meal.

KOLYNOS DENTAL CREAM

KOLYNOS (N.Z.) LTD., 60 KITCHENER STREET, AUCKLAND.



EDITOR WHO PRINTS ALL THE NEWS

"Literally Everything That Happens In Town"

SOME demand more truth in the newspapers, some less. Very few who realise what the demand means ask for the whole truth, but there is one newspaper that supplies it—the "Democrat," of Lamar, Missouri. Here is the evidence, as supplied by John R. Cauley, in New York "Life."

ARTHUR AULL, editor and owner of the *Democrat* in Lamar, Missouri, has for 44 years operated on the simple theory that the function of a newspaper is to print all the news. Unlike most country editors, whose papers reflect their own native caution and orthodoxy, Editor Aull believes it is his duty to tell literally everything that happens in his town. So far Mr. Aull has been sued three times, unsuccessfully, and assaulted only once.

A typical and actual item in Mr. Aull's *Democrat* is this one:

"John Jones was divorced from his wife, Ella, at the courthouse, Tuesday. Mrs. Jones ran off with her brother-in-law while her husband and children were at the Baptist Church."

Editor Aull defends the publication of such items on the grounds of integrity and necessity. In a town the size of Lamar (3,000 pop.), he points out, the most carefully guarded secret is eventually discovered and banded about. It is the editor's job to set the gossip-mongers straight.

"I could have smoothed the whole thing over," explains Mr. Aull, "or omitted the article entirely. But what would have happened? My readers would begin to lose confidence in my newspaper. They'd say: 'Aull has quit printing the news.' They know Jones and his wife are going to be divorced. Chances are they know why, too. And they depend on the *Democrat* to tell them the facts."

Mr. Aull's forthright editorial approach has won subscribers for the *Democrat* in every State in the Union.

Items from the *Democrat* have been reprinted by the *New York Times*, the *New York World-Telegram*, *Time*, *The New Yorker*, and *The Journal of the American Medical Association*. But despite this wide coverage Aull insists that "the *Democrat* is strictly a home town paper" (circulation: 1,450 for the daily edition; 2,150 for the semi-weekly edition). Editor Aull doesn't even bother to subscribe to a press association service. He is his own ace reporter and his wife writes all the club and social news, plus a weekly column of book reviews, cooking recipes and poems.

"The Most Sensational Story"

To the out-of-town readers of the *Democrat*, Lamar seems to be an extraordinary place where everything happens. Perhaps the most sensational story ever to appear in the *Lamar Democrat* was the following, reprinted in its entirety from the July 7, 1939, issue:

"At 7.30 p.m. Monday an 8½lb. son was born to Miss Jennie Wirts, book-keeper, of the Lamar Trust. At 9 o'clock Don O'Neal, cashier of the bank, stood by her bed and they were married by the Rev. Martin Pope. Miss Jennie had been at her work in the bank every day until Monday, when she was detained by symptoms she did not understand. No one in the bank who daily worked side by side with her suspected she was in a condition of expectant motherhood. This included the cashier, Don O'Neal, the father of the child. The bride is 33, the groom 53. None of the folks at the bank where Miss Jennie worked day after day suspected. There apparently wasn't a whisper from the sharp-eyed gossips. Mr. O'Neal was plainly taken by surprise, but he never wavered in his decision to make no attempt at concealment or evasion. Don and Jennie, fine couple that they are, will stand forth soon with their little son, secure as ever in public esteem. We could have said they were married secretly, say a year or two ago. Don told a friend, but it wasn't that way, and we're not going to lie."