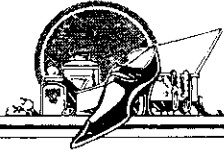


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The LADIES' MIRROR

The Fashionable Ladies' Journal of New Zealand

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ONE SHILLING

Foreword

THE claim made on our initial appearance that there existed an imperative necessity for a journal devoted to women's affairs has been abundantly justified. From the first announcement of the intended publication of *The Ladies' Mirror*, interest developed on all sides, and the keen satisfaction with which our first number was received warranted us in the belief that we had correctly gauged the needs and the tastes of the sex.

The demand for the journal has been remarkable and astonishing even to us, the optimistic founders. Every issue has been sold out, and, despite large increases in the number printed, we have not been able to fully satisfy all enquirers for the publication.

This gratifying reception from the public has been reflected in the general press, whose comments on our effort to give woman her place in the sun of publicity have been very favourable, illustrations, letterpress and general make-up being all the subject of praise in the many papers which extended a welcome to us on the appearance of our first number.

We have plans made for maintaining the high level already achieved, and for efficiently covering the wide field of women's activities; plans which will be disclosed as each passing month holds a new *Mirror* up to reflect the rapidly unfolding phases of the feminine world. The adornment and enrichment of the home are the undying hope of every woman, and we believe that our hints and suggestions will continue to prove instructive and educative to all readers of taste, and will be reflected by increasing beauty of grouping and arrangement of interiors.

Home life apart, this is the day of the career for woman, as for man, and we purpose giving from time to time some indication, gathered from the most reliable sources, of the trials, tribulations and compensations which follow the callings to which women are most suited. We can promise some useful guidance to those gifted with that independent spirit which seeks to accept responsibility for its own needs and desires, but who find difficulty in choosing the best avenue for the use of their talents.

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