

The LADIES' MIRROR

"The Home Journal of New Zealand."

WE PROCLAIM SUCCESS

THE MIRROR was launched four years ago to provide a new and higher standard of Magazine than had hitherto been produced to New Zealand. The project was ambitious. Our journal passed through the vicissitudes inseparable from journalistic enterprises, but difficulties, obstacles and opposition have been overcome, and we can now proudly proclaim our triumph.

THE best evidence of the public acceptance of THE MIRROR is the persistently growing circulation, and its advertising pages to-day carry the highest class of national and overseas publicity. None but reputable announcements are accepted, and we are therefore able to guarantee our advertisements (see page 40). You can trust THE MIRROR'S Advertisers.

IT may well be asked how a Magazine such as THE MIRROR can be profitably used by advertisers, when by the use of newspapers they are able to cover the Dominion thoroughly at a comparatively low cost per thousand of circulation. Yet in spite of this fact our Magazine enjoys unusual support from advertisers, and for several reasons.



IN the first place THE MIRROR, by reason of its unique standard of quality, has built for itself a circulation of readers comprising mostly the well-to-do people throughout the country. Thus the advertiser, who has quality goods to sell, has at his disposal a selected field of prospects, which is approached by no other journal in the Dominion. This is a bold assertion, but we make it advisedly and conscientiously.

SECONDLY, while newspapers provide the driving force so necessary in modern advertising, they lack the essential properties which enable an advertiser to present his product or commodity in all its attractiveness. Thus it is that, while the progressive business-man is forced to use newspaper space, his goods become better known as the result of presentation in a quality publication such as THE MIRROR.

QUINTESSENTIAL publicity is constantly used by the largest users of newspaper space, in order to give a broad, lasting background to the quality of the advertising. The newspaper is the dynamic urging force; the Magazine provides the quiet, persistent effort which builds up a reputation for quality, with the resulting goodwill the value of which is immeasurable.

*For the above reasons the pages of The Mirror are being used to-day by the keenest advertisers in the Dominion. They realise this magazine is the most valuable link in their publicity scheme.*

THE MIRROR PUBLISHING COMPANY LIMITED  
AUCKLAND, N. Z.

Strike a Match!

then

ABUNDANT  
WARMTH

THE absolute convenience of the Gas Fire is a revelation to those who have been used to antiquated heating systems. Under any circumstances, at any time, day or night, you can transform a cold room to a haven of warmth by merely turning a tap and striking a match.

GAS FIRES

Before deciding on Fires for your home consider the many outstanding advantages of the modern Gas Fire—its convenience, its abundant and hygienic warmth, its artistic finish.

AUCKLAND GAS CO., Ltd.

HEAD OFFICE - - - Wyndham Street  
SHOWROOMS—Wyndham Street, corner Pitt  
and Beresford Streets, Auckland, Onchunga,  
Deconport, St. Helier's, Otahuhu

