

THE PUBLISHER'S DESK.

ART IN ADVERTISING.

Why is the Magazine recognised all the world over as the most effective medium for advertising? Because it can be made the most attractive. An original and attractive illustrated advertisement catches the eye at once. Advertisers complain that the public won't read advertisements. Don't ask them to read them. Give them a humorous sketch instead. It is more expressive, can be taken in at a glance, with the few words required, and what is more, is safe to be remembered. Recognising this fact we have made arrangements to supply original sketches and designs to suit any business. On arranging for an advertisement write stating requirements, and a design will be forwarded, subject to any alterations which may be desired.

For example, note the design for the advertisement of "Tiger Teas" in this issue. It cannot fail to attract attention to the article in question. It is better by far than a whole page of testimonials, which no one troubles to read, or, if they do, don't believe! It gives one the impression at once that the tea must be as good as the advertisement. It was specially designed by our artist for the proprietors.

QUESTIONS OF THE DAY.

In response to an oft-repeated request from our readers, we have decided to publish each month an article under the heading, "Questions of the Day," our object being to encourage intelligent controversy on national subjects. We therefore invite original articles, or criticisms and replies to those appearing.

Articles on the following subjects will appear shortly :—

- YACHTING AT THE ANTIPODES.—By "Kotiri."
- FAKED SPIRIT MANIFESTATIONS.—By Gilbert Anderson.
- TO LONDON BEFORE THE MAST. Chapter III.—By "Spindrift."
- WHITEBAIT AT THE ANTIPODES.—By D. H. McKenzie.
- A BOOK AND ITS WRITER—STEVENSON'S LETTERS.—By Edward Kempe.
- THE PROSE AND VERSE OF MILTON.—By Joyce Jocelyn.

Storiettes by the following Authors :—

- THE COWARDICE OF MOOKA-MEE.—By Racey Schlank.
- BILLY'S PROMOTION.—By Thos. Cottle.