

# THE PUBLISHER'S DESK.

---

## THE WIDE POPULARITY OF THE NEW ZEALAND ILLUSTRATED MAGAZINE.

The number of contributions we receive from New Zealanders, who have left our shores and settled in various parts of the earth, show how they still appreciate their national magazine. During the past month contributions have come to hand from England, Scotland, British Columbia, Paris, Roumania, Samoa and Australia, and in each case the contributor has received copies of the Magazine from friends he or she left in New Zealand. These contributions could not all be accepted, but the best of them will appear from time to time.

---

## A NEW DEPARTURE.

We have much pleasure in announcing that we have made arrangements for introducing a new feature in next month's Magazine. It will take the form of several pages of original paragraphs dealing with the subjects which have proved of most interest during the preceding month at home and abroad.

---

## ART IN ADVERTISING.

Advertisers should note the design for the advertisement of "Tiger Tea" 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. Send for designs to suit your business requirements.

---

Articles on the following subjects will appear shortly:—

MUSA, THE DESPOT (CONFESSIONS OF A LITERARY MAN).—By Jessie Mackay.

LEAVES FROM MY BRIGHTON NOTE BOOK.—By W. TOWNSON.

TWO NEW ZEALANDERS ABROAD.—By Dora Wilcox.

ESPERANTO, LA LINGVO INTERNACIA.—By Robert Colquhoun.

THE LEGEND OF THE DRAGON.—By A. de Lisle Hammond.

HERRICK AND HIS CONTEMPORARIES.—By Rachel Dee Brownlowe.

THE WOMEN AND GIRLS OF CHRYSANTHEMUM LAND.—By William Grüner.

SOME ASPECTS OF THE LAND TENURE PROBLEM.—By James Hight, M.A.

Storiettes by the following Authors:—

DOBSON AND TANTIA-BHEEL.—By T. S. Gurr.

A YANKEE IN MAORILAND.—By Quill.

JOHN ALDEN IN MAORILAND.—By Hilda Keane.