

THE PUBLISHER'S DESK.

EVERY CORNER IN NEW ZEALAND.

There is not a corner of this colony into which "The New Zealand Illustrated Magazine" does not penetrate. Contributions to its columns come in practically equal proportions from the North and South Islands. It is thus essentially a National Magazine, not a local one. The large number of subscribers it has attained are not actuated solely by patriotic principles. They see that it compares favourably with English and American Magazines, and naturally contains much more of local interest. It is a Magazine in which they themselves can express their sentiments on any important question of the day.

HIGH APPRECIATION.

A gentleman, of high literary attainments himself, writes to the editor as follows:—
"Having been away from New Zealand for many months I had not seen your Magazine, but found several numbers awaiting me on my return. I was overjoyed to find my anticipations fulfilled, you are more than maintaining the high standard of work you first set up."

PHOTOGRAPHIC COMPETITION.

We have much pleasure in stating that a Photographic Competition will shortly be announced. It will contain some novel features that cannot fail to attract a large number of competitors.

MAGAZINE ADVERTISING.

Advertising is an art in which Americans excel. They thoroughly understand the great advantages possessed by an artistic and attractive advertisement in a Magazine. Their Magazines are full of them. "The New Zealand Illustrated Magazine" reaches the best people from the North Cape to the Bluff. It is not only read from cover to cover, but it is lent to friends. Each number meets many eyes.

Articles on the following subjects will appear shortly:—

- A LITTLE NEW ZEALAND ANTHOLOGY, WITH COMMENTS BY THE WAY.—
By Johannes C. Andersen.
- THE NATIVE SCHOOLS OF AUCKLAND. Part II.—By Edith Searle Grossmann, M.A.
- THE CHURCH OF ENGLAND THEOLOGICAL COLLEGES IN NEW ZEALAND.—By
Rev. C. A. Tisdall, M.A.
- LOOKING BACKWARD.—By John Pennell.
- SECRET POISONING.—By A. de L. H.

Storiettes by the following Authors:—

- RAMBLING RECOLLECTIONS.—By Rollingsstone.
- THE FLOOD OF '63.—By F. L. Combs.
- THE WHITE TAIPO.—By Alice A. Kenny.
- THE VICTIM.—By Fabian Bell
- TAMA KI TE RANGI AND HIS MAGIC MERE, "KAIRORO"—By John Skinner.
- TE HOARI NUI (The Big Sword).—By Bertha V. Goring.