

PROSPECTUS

LONDON 1834

OF A

Weekly Paper,

TO BE PUBLISHED AT
LONDON

BY ROBERT HERON,

TO BE ENTITLED

"THE LONDON SUN,"

AND TO BE EDITED BY

EDWARD ALLEN TALBOT, ESQUIRE.



It is rather a singular, and certainly a somewhat discreditable fact, that the District of London, although, one of the largest, most populous, and most fertile in the Province, should, at this remote period from its settlement, be destitute of a single Printing Establishment; we are, however, of opinion, that this is more to be attributed to a want of enterprise in the few, who are capable of conducting such a business, than to any unusual apathy or absence of general inclination in the many, to contribute towards its support.

Possessing as this district does, a vast tract of unoccupied Territory, of transcendent excellency of soil—enjoying a climate admirably adapted to aid the labour of the agriculturalist—A Territory whose free and exhilarating air alike forbids the approach of pestilence and famine, we only want a population proportionate to our extent of soil, to render our situation enviable beyond that of any people on earth.

Enjoying all the blessings of our unparalleled constitution—subject to no greivous *Tythe System*—called upon for no Taxes, beyond what is barely necessary for the administration of justice, and the promotion of internal improvement; we need only the aid of that powerful engine the Press, to spread throughout the world a knowledge of our situation, and invite from every nation, the industrious and enterprising, who may, from necessity, or inclination be compelled or inclined to abandon the homes of their fathers.

Feeling this to be our situation and anxious to see the whole wilderness converted into smiling gardens and a habode of the wolf, and the haunt of the savage into a vale of peace and daughters of liberty and Civilization, we have determined, by the establishment of a Press in London, to contribute our mite towards the attainment of those ends.

Of our fitness for such an undertaking we must leave others to judge, but without any very extraordinary display of egotism, we think we may say, we possess one or two requisites, which we most naturally look for emigration and an extensive acquaintance with the countries to which we most naturally look for emigration.

We did not intend, when we first contemplated the publication of a Prospectus, to follow the hackneyed practice of giving a confession of our political faith; but on more mature consideration we have, for two reasons, determined so to do; first, lest our neglecting it might be attributed to pusillanimity, and secondly, because, being proud of our faith, we see no reason why we should not let our light shine before men.

We are by birth—by education—from reason—and from reflection, attached firmly, and unalterably to the British constitution, and enjoying it as we do here, stripped of its most objectionable branches, determined, ever to support it,—ever to live under it,—and if it fall—which Heaven forbid—to fall manfully fighting in its defence. We are proud to be the subject of our gracious King William, although like his Majesty, and his Majesty's ministers, we are occasionally inclined to be somewhat radical. We imagine that we sometimes observe the monster oppression attempt to raise his Hydra front, laws disgracing our statute Book, and plainly—too plainly, conveying the impression that they are mere men, while clothed with a little "brief authority" not unfrequently require "a gentle rap over the nuckles."

We are convinced that some of our rulers, are obliged to let our rays shine on them, perhaps with vengeance; not however with the idea of mild intention of unfolding to their view, the bright path of liberty, and the safe one of duty.

And feeling all this we shall occasionally, and finally consuming them, but merely with the part of our Rulers, is the most certain method of making us attached and faithful subjects.

We believe that a liberal line of policy, of principles of government—an unbending determination not to swerve from the good old maxims of We feel that a strict adherence to old principles, institutions hallowed by time, although, too frequently having little but their grey hairs to recommend them, is something like preserving an old garment for our children after it has become unfashionable, and evidently unfit for our

selves. fabric of our constitution, than we would advocate the propriety of re-establishing the Star Chamber; but we would make such alterations and additions as are in accordance with the more just, and more enlightened spirit of the times in which we live.

By the greatest of national blessings, we shall ever be found its staunch and fearless supporters, Esteeming the enjoyment of rational liberty the Government of the country; holding, as we have the honor to do, an important situation and although connected in some degree with the Government of the country; holding, as we have the honor to do, an important situation under it, we feel ourselves just as independent of the executive, as we are of the people: and if occasion require, shall, with the same freedom animadvert on the conduct of the one, as we shall ever be found to exercise in defending the liberties of the other.

In the columns of the Sun the farmer and mechanic may always, in addition to political and Literary intelligence, expect to find some of their respective avocations.

The Sun will be published every morning, and will contain the English, New York, and Montreal news, which arrives at London by mail will in future arrive at London, generally about 3 o'clock in the afternoon of Wednesday the preceding evening; and as the Sun will exhibit to its readers the English and American news transmitted by the York Courier, or the Christian Guardian; and three days earlier than it can be afforded by any paper published in Upper Canada.

The Sun will be published every Thursday in advance, or four dollars if not paid till the expiration of the year. Any person Subscribing for a paper, for a less period than twelve months will be expected to pay in advance.

Terms three dollars per annum if paid in advance. This will be expected to pay in advance.

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