

THE CANADIAN EPWORTH ERA

A. C. CREWS, Editor.



WILLIAM BRIGGS, Publisher.

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Our Paper for == 1906



It may seem to be a little early to make arrangements for our circulation canvass for 1906, but experience shows that the autumn months are the best for this purpose, as there are so many other matters demanding attention during the Christmas and New Year's holidays. As a special inducement to secure new subscribers now, we offer to send the **Canadian Epworth Era** for the whole of 1906, and also for November and December of this year, for one subscription.

Notwithstanding the fact that the cost of printing has greatly increased during the past few years, we continue to publish the **Era** at the very low price of 50 cents per year.

To continue to do this it is absolutely necessary that we should have a large increase in our circulation.

We have no paid agents, but depend upon the loyal help of Epworth League officers and members to sustain the paper. As a slight inducement, however, to those who get up clubs, we will send one free copy for every five subscriptions received.

Will you not begin the campaign for new subscribers, in your League, at once?

Take a copy of the paper into the League meeting, and tell your members what it contains, informing them of the special offer made to those who subscribe during the month of October. Then appoint one or more persons who will personally solicit subscriptions, on the spot. Do not neglect the older members of the congregation. Many of them would take the paper if asked.

The editor has no prospectus to publish, nor special promises to make for 1906, but expects to make the **Era** even more interesting and helpful than it has been in the past. You cannot do better than help to circulate it. In some localities it goes into every home connected with the congregation.

Many letters of congratulation and appreciation concerning the excellence of this paper are received, from time to time, and these are valued by editor and publisher, but it is practical co-operation and assistance that is wanted. As a matter of fact, we prefer one subscription to several resolutions of appreciation, and the publisher likes letters that commence with the pleasant words, "Enclosed you will find—subscriptions for the **Canadian Epworth Era**."

Our namesake, the *Epworth Era* of Nashville, Tenn., has recently increased its circulation from 10,000 to 20,000, and consequently is able to publish a much better paper than formerly, an example which could be followed here if we could double the number of papers that are printed each month.

Our southern friends have succeeded by a long, strong pull, and a pull altogether. The same will produce results in Canada.

Within the next week or two we want to hear from every League in Canada. As soon as you secure five names send them forward, and others can be added later. If only one or two new names can be obtained they will be thankfully received. Special mention will be made in next month's **Era** of those who do particularly well.

This is a most important matter, which concerns vitally the prosperity and success of the Epworth League. If we are to have a paper of this kind it should be supported loyally. League members cannot know what is going on in young people's work in their own church if they do not read their own paper.

We want to announce an increase of 1,000 in our circulation by the first of January. Will you help to secure it?

Send subscriptions to the Book Steward, Rev. William Briggs, Methodist Book Room, Toronto.