

THE EASTERN ERA.

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PROSPECTUS.

The rapid growth of the Eastern part of St. Thomas during the past decade has made it a city exceptional in its situation. Had wise counsels prevailed it could not now be said with truth that in this municipality there are two distinct classes of people whose interests are diametrically opposed to each other. It is unfortunate that it is so, for the prosperity of every municipality depends largely upon the unity of interests of its citizens. The residents of Eastern St. Thomas assert in positive terms that the present condition of affairs cannot be charged against them, and at last they have determined to submit to the inevitable and take concerted action to protect their own interests—a protection that has been repeatedly demanded and unwisely refused by the city authorities and by the residents of the older portion of the city.

At public meetings held recently, a strong citizens' committee was appointed and instructed to act on behalf of the people to establish an Eastern Market, to secure a free postal delivery for the city or another post office in the East, and to perform such other duties as might be regarded from time to time necessary. To add to the prosperity of the Eastern portion of the city. Already the committee has done all that has been possible to do to establish the Horton Market and secure an Eastern post office, and among other matters that have been favorably discussed, but upon which no action has yet been taken, has been the location of one or more first-class additional dry goods stores in

the East, the support of a paper that will freely and fearlessly voice the opinions of Eastern people, the giving of encouragement to capitalists to erect a good public hall, opera house and lodge rooms for the better accommodation of the numerous societies that are already in organization, and the redistribution of the wards of the city on a basis of population and assessment by means of which a fairer representation of the people's interests may be expected at the city council board.

Having completed this rehearsal we now make the personal announcement that the undersigned have entered into partnership as printers and publishers. We recognize the need of an organ that will fairly represent the ideas of the people in this part of the city, and we have confidence in their ability and willingness to support such a paper. Acting upon this belief we now announce the publication of *THE EASTERN ERA*, a small eight-page weekly whose publication will be continued until October 1st next, and as much longer as it receives the liberal support of the people. For the present the term during which it will be published is limited to five months, that being the time during which the Horton market is on trial. We have confidence in the effort now being made to support the market, and we believe the existence of the market will help our paper just as surely as our paper will aid in the maintenance of the market. If one is made a success, the other will also be a permanency.

THE ERA will not be a news paper. Its aim will be to voice the opinions of the people in its editorial

and correspondence columns, and a considerable portion of its space will be given to choice literary matter and advertisements. Neither will *THE ERA* be a sectional paper any further than circumstances may compel it to be; it will strive to strengthen every movement calculated to advance the interests of citizens everywhere, but it will specially aim to protect the interests of citizens residing in the eastern wards. If justice is done to the east and no misrepresentations are made with a view to prevent the natural growth of the business interests here, *THE ERA* will have nothing of which to complain. Its object will be to counsel harmony and promote peace between what has hitherto too frequently been styled the two factions of the city. If the continued existence of a western faction necessitates the existence of one in the east, and justice is denied to the people whose misfortune it has been in past years to reside in the eastern wards, then, and only then, will *THE ERA* have anything to say that may cause it to be designated as a sectional paper.

The subscription price is placed at the low rate of 25 cents for the five months to October 1st and every citizen who receives this number is requested to become a subscriber. The subscription will be due in June, when a collector will call to receive the 25 cents. Our object in naming so low a rate of subscription is to receive for *THE ERA* a place in every home in order that it may be regarded as the best advertising medium through which to reach the people.

It costs nothing to support the Horton market; it costs nothing to petition

for an eastern post office; it costs nothing to encourage the citizens committee to do a lot of work that will benefit all classes of citizens in the East; but it costs exactly 25 cents to get *THE ERA* for five months, and if everybody takes it believing that it is going to help them to accomplish a desirable object there can be nothing that will more plainly show that a union of interests has been thoroughly determined upon by the people of the East.

Respectfully, &c.,
WREGLY & GRAYSON.

THE ERA DELIVERY.

It has been decided that the most satisfactory method of delivering *THE ERA* to its subscribers is through the stores at which subscribers regularly deal, or at which they may find it most convenient to call between Thursday afternoon and Saturday evening weekly. Every resident of the East End deals at one or more of the stores, and it is requested that every subscriber notify us at once at which place of business his paper shall be left next week and regularly thereafter during the period for which a subscription is promised. Those who have not yet subscribed are also asked to hand in a name and place of address at once, so that the next number may be left for them in the parcels made up on the day of publication for the several stores. If there are fifty different stores at which we are requested to leave *THE ERA*, there will be fifty parcels made up, whether the number in each parcel be one or a hundred. This plan is better than any other mode of delivery. If sent through the Post office some subscribers do not call for their papers. If delivered by carrier boy, it is next to impossible to keep a weekly delivery so perfect that complaints about irregularities are not of frequent occurrence. All with whom we have spoken—business men as well as subscribers—express their approval of this plan of delivery, which the publishers hope will result satisfactorily to all.

THE ERA CIRCULATION.

The number of copies of *THE ERA* printed and circulated this week is 1500. A copy is left in every house in wards four, five and six, whether an intention to subscribe has been intimated or not. No charge is made for this copy from those who do not wish to subscribe. Between 400 and 500 have already subscribed, and about twice this number should be enrolled within a week. The price is 25 cents to October 1st, payable in June. Let the names be handed in at once, or at least not later than on Monday next to avoid delay. Several hundred copies of *THE ERA* will be delivered to farmers on the market in addition to those published for subscribers.

The Era Advertisers.

The hurried manner in which *THE ERA* has been gotten up has rendered its publication in 12-page form impossible this week. The publishers have been unable to call on more than half of the business men of the East, but if possible all will be seen within a week. A story will be published hereafter in each number, and after the publishers have completed a contract to run the circus people out of town after their Queen's Birthday celebration a little more time may be given to editorial matter. Whatever is lacking in make-up or in matter this week must be scored against our circus friends and others who said they must have their job work done whether *THE ERA* ever came out or not. Next week it will appear without fail in 12-page form, and some new and interesting features will be introduced, all of which we are assured will merit the appreciation of *THE ERA* readers and advertisers.

Remember the auction sale of elegantly framed Oil Paintings and Steel Engravings on Saturday evening in Tarrant's old stand, cor. Talbot and Flora streets. A splendid piano will also be sold.