

...The...

Canadian Epworth Era

A. C. CREWS, Editor.

W. B.

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No. 1

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HE time has come to discontinue all subscriptions that expire with 1907, and have not been renewed, as this paper is conducted on the "cash in advance" principle, and all are treated alike.

OWEVER, we are very reluctant to strike from our mailing lists those who have not renewed, and this number is being sent to them as a New Year's present in the hope that they will stay with us for 1908.

VERY individual counts, and we do not want to lose a single one of our old subscribers. Indeed, if a choice had to be made between the old subscriber and the new, we would prefer the old.

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ANNOT our friends in the various Leagues and Sunday-Schools make a very special effort to put this paper into every home in their neighborhood for the coming year!

NOTHING that may be done to help in this campaign will be greatly appreciated by both publisher and editor, and surely the organizations and workers will also be helped.

OW is the time when work will count. We do not propose to bother you with appeals like this frequently during the year, but a lift just at the present will mean much.

N earnest effort on the part of officers and members of all our Epworth Leagues could easily bring us in one thousand new subscribers.

O not postpone this business, but get at it at once. Promptness and enthusiasm are the elements that count in an enterprise of this kind.

F, as some correspondents declare, the people in your neighborhood have little taste for reading, all the more need that special efforts be made to interest them in a paper like this.

N "EPWORTH ERA Evening," when the claims of this paper are presented, and the people generally given an idea of the good things it contains, scarcely ever fails to bring in some new subscribers. Have you tried it?

O doubt there are many other interests that claim your attention at this season of the year, but what can be more important than putting good reading matter into the hands of the young people.

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VERYBODY connected with the Epworth League needs the information and the inspiration which the monthly visits of this paper will bring.

ERHAPS you may think that you have papers enough in your home, but none of them fills exactly the place of the EPWORTH ERA. You cannot afford to be without it.

HILE we lose money by every issue of this paper that comes from the press, we do not propose to increase the price. The small sum of 50 cents will pay for the whole of 1908.

NTARIO is the Province from which most of our subscriptions come, but the western Provinces of Saskatchewan, and Alberta, and British Columbia, are coming to the front splendidly, and sending in good lists of subscribers.

IGHT here, we might say, that every effort is made to serve every part of our great constituency from East to West, and we expect that our workers everywhere will assist us.

HERE is nothing that so helps an editor to do better work as the knowledge that his efforts are appreciated. Words of commendation are always pleasant, but subscriptions are even better.

APPY would we be if we could retain all of our 1907 readers in addition to the new ones who have recently joined our circle of friends.

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ARLY at work is one of the secrets of success in obtaining subscriptions. Do not allow this precious month of January to pass without getting this matter completely attended to.

ARELY will there be failure when the work is undertaken with enthusiasm and prosecuted with vigor. Many faithful ERA agents have proved this.

LL at it and always at it, is an excellent motto for the Epworth League, but we are particularly anxious that the Leagues should be "at it" for the next two weeks especially, as this is the time of precious opportunity.