

NEW



ERA.

Printed Weekly, 1
25 cents per year.

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The New Era

Is published weekly (Thursdays), by Wm. LIGHTFOOT, and distributed to every household within the City, at 25 cents per annum, payable at the end of each year. Those unable to pay will receive it free. A sufficient number will also be printed to supply the market every morning gratis. Advertisements 10 cents a line; subsequent insertions 5 cents.

PROSPECTUS.

IN publishing the NEW ERA, the Proprietor has in view the supplying of that want which has been long felt in Kingston—a medium of communication between all parties—a *genuine advertiser*. It is well known that an advertisement, even when inserted in all the city papers, falls far short of the desired result—of informing the whole people. Now, this is what the NEW ERA proposes to accomplish. That it may be a welcome weekly visitor to every fireside, it will be the proprietor's care to insert nothing of a sectarian character; but endeavor to carry out in spirit our motto: "That man to man, the world o'er, should brothers be and a' that." Its editorial will be principally on city matters, of interest to the *whole* people and the general welfare, and only attack those abuses patent to all. The city taxes—their collection and disbursement—will receive a large share of attention. And as this paper will enter every house in the different wards, we trust to have some little influence at the coming elections, in directing the people in the choice of representatives who will honestly look after their interests.

The NEW ERA will contain all the news of the week, in a condensed form, with items on Science and Art, Mechanics, Horticulture, Agriculture, Commerce, &c., together with amusing anecdotes and pleasing sketches.

Now, a word to advertisers: Do you want all the people to see your advertisements? If you do, advertise in the NEW ERA! If you *don't*, don't. Perhaps you will say it is too small (or mean). Well, were you not once all little pug-nosed fellows, and now you are *Al* men (physically, we mean). From this you see that the little NEW ERA only wants *pop* to make it grow. You may say again, babies run great risk of dying. Yes, some are killed by neglect, and others through kindness; but as none of *this* family ever dyed through the last named complaint, we will warrant the NEW ERA don't either, and therefore leave its existence in your hands.

As the inside pages will not appear in the same shape again, the first number may be found worth preserving for future reference. Besides, we intend to make the NEW ERA so interesting that it will make a pleasant volume if bound at the year's end. A short but Thrilling Tale commences in next number.

The carriers are not allowed to sell a single copy, and should they fail in distributing it regularly, parties will please notify the proprietor. Single copies can be had at Mr John Henderson's Book-store. Wholesale advertisers allowed extra copies to *mark* and send to their retail customers. W. LIGHTFOOT.

(Bona fide specimens of Advertisements.)

ADVERTISEMENTS for the NEW ERA should be sent in, or left at Mr. John Henderson's Book-Store, Princess-street, by Wednesday of each week.

WANTED 200 Advertisers to nurse the baby NEW ERA. If full of the milk of human kindness, a golden recompense will be given every week.

PRINTING, in every variety, from a visiting card to a big tome, executed in an artistic manner, at reasonable prices. WM. LIGHTFOOT.

WANTED to rent, one or two rooms, or a shop, in a good business locality, suitable for a Job Printing Office. Address WM. LIGHTFOOT.

FOR SALE, next spring, 4000 Triomph de Gand Strawberry Plants, 200 Dahlia Bulbs, and a number of Catawba, Concord, and Delaware Grape Vines. Leave you orders early with WM. LIGHTFOOT.

BULBOUS ROOTS, from Germany, consisting of Double and Single Hyacinths and Tulips, Duc Von Thul, (very early), Crocus, Narcissus, Jonquills, &c, in great variety of colors, at the Medical Hall.

GIBERTON & YARKER have now on hand their single and double steel Improved Axes, Curtis & Harvey's D C Powder, Rope of every description, and Glass and Putty, all cheap. Arrived 1769 pairs English Skates, and to arrive 740 pairs American Skates.

FOX'S PIANO FORTE MANUFACTORY.—The success which this establishment is now enjoying may be understood from the fact that extensive premises are now opened, for the sale of these *Grand* Pianos, in all the principal cities of Canada. Their great depth, richness and volume of tone, combined with a rare brilliancy, clearness, and perfect evenness throughout the entire scale, and above all a surprising duration of sound, the pure and sympathetic quality of which never changes under the most delicate or powerful touch, place them at the head of Pianos manufactured on this continent, and has given them possession of the whole Canadian market—not one tenth of the Pianos formerly imported being now brought into Canada. J. C. FOX.