

1875.]

ALMANAC.

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'The New Era,'

FOR 1875.

ENLARGED & IMPROVED,

making it the best live Newspaper on the Island, Every one can afford to take THE NEW ERA, as it will be sent to Subscribers at the rate of \$1.00 a year, payable in advance; or \$1.20 postage prepaid. When not paid until the end of the year, \$1.50 will be charged.

Only a limited space will be devoted to advertisements; and no cuts, handbills, nor patent medicine advertisements will be inserted at any price.

The NEW ERA has now the largest local circulation of any paper on the Island; and as its columns are not occupied with stereotyped matter, patent medicine advertisements nor hand-bills, the NEW ERA is the very best medium through which merchants, farmers, mechanics, or professional men can advertise their business.

The rates for advertising are 40 cts. per inch of column, 1st insertion; 20 cts. each continuation. Special notices 12 cts. per line. For advertisements continued quarterly, a discount of 10 per cent will be allowed. Advertisements must be sent in on Friday of each week in order to insure insertion. Transient advertisements must be paid for in advance.

The Subscriber will aim at making the NEW ERA the best and cheapest paper in the Maritime Provinces. Every week it will contain correct market rates, the latest foreign and local news; and choice selections from the best current and classical literature. It will be a first-class, family paper, and in every department of typography and newspaper enterprise will be fully up to the improvements of the day.

Office, Queen's Building, Cor. Queen & King Sts., Charlottetown, P. E. I.

P. R. BOWERS,
EDITOR & PROPRIETOR.

H. L. SPENCER, 20 Nelson Street, St. John, N. B.

JOHN D. ROBERTSON & Co., St. John, N. B., Importers of Havana Cigars and Virginia Tobaccos.