

PURE GOLD:

A Weekly Journal for Canadian Homes.

Representative of all that is Best and Truest in the Current Thought and Moral Sentiment of the Dominion.

Vol. I.

TORONTO, JUNE 16th, 1871.

No. 1.

PROSPECTUS OF "PURE GOLD."

THE publication of the above named Journal is prompted by the following considerations:—

1. The felt need of a Publication in which great moral and social questions—scarcely noticed by the present daily or weekly press—will have a prominent place.

2. The value, to the public, of an able and reliable Journal in which public questions, of general interest, will be viewed from a high moral stand-point, and free from mere party bias.

3. A desire to aid in circulating a pure, strong, healthful literature, throughout the Dominion.

4. A desire to aid in producing a *National Literature*, and to encourage and develop *home talent*.

The character of the proposed Journal may, in part, be inferred from the preceding statements. In its management the following principles will be kept in view:—

1. *In regard to Public Affairs:*—All public measures to be judged on their merits, irrespective of mere party watchwords.

2. *In regard to public men:*—Integrity, Morality and Intelligence, indispensable qualifications in our public men, and of vastly greater importance than party relationships.

3. *In regard to Education:*—A liberal, *National* system of Education, in which the great truths of the Christian religion shall be recognized as essential to the highest intellectual culture, as well as to the future safety and well being of the State.

4. *In regard to Religious questions:*—In things essential, *unity*; in things non-essential, *liberty*; in all things, *charity*.

5. *In regard to Temperance:*—The education of public sentiment until it demands the entire prohibition of the Liquor Traffic.

With a view of rendering the contents of the proposed Journal, as interesting as possible, it is intended that it shall contain, from time to time,—

1. **LIVE ARTICLES**, by able writers, on the most important MORAL, SOCIAL, EDUCATIONAL AND PUBLIC QUESTIONS OF THE DAY.

2. A BRIEF RECORD OF PUBLIC OPINION; OR, SELECTIONS FROM THE CONTEMPORARY PRESS.

3. TALES, SKETCHES OF TRAVEL, LITERARY SELECTIONS, in Poetry and Prose; SCIENTIFIC READINGS, &c., &c., such as may be read with pleasure and profit at every fireside in the Dominion.

4. RURAL AFFAIRS.

5. A CAREFULLY PREPARED SUMMARY OF THE MOST IMPORTANT EVENTS, AT HOME AND ABROAD.

6. NEWS OF THE CHURCHES, AND PROGRESS OF THE TEMPERANCE REFORM.

7. REVIEWS AND NOTICES OF BOOKS.

SIZE AND APPEARANCE.—The new Journal will be issued every Friday morning, and will consist of Sixteen handsome pages, the same size as this specimen.

TERMS: { \$2.00 per Annum, } *Invariably in Advance.*
 { 1.00 for Six months, }

Any person sending the names of FIVE subscribers, with \$10.00 will receive an extra copy GRATIS.

All letters to be addressed, prepaid, to "The Publisher of PURE GOLD, Toronto."

GEORGE H. FLINT,
Toronto.

Original Articles.

A WORD AT THE START.

THE addition of a new name to the list of Canadian Journals calls for a word of explanation, if not of apology; and the projectors of such an enterprise should be prepared to "show cause" for bringing into existence a new literary aspirant to popular favor. The number of daily and weekly papers already in the field would seem to render any new venture of the kind quite superfluous; and yet the publisher of PURE GOLD is convinced that there is a wide field for just such a Journal as he now offers to the public.

Most of the existing newspapers in the Dominion may be ranged in three classes: Political—Denominational—and Local; but each of these classes, from the necessities of the case, run in a somewhat narrow groove, and, as regards range of topics, operate in a limited sphere. This is especially the case with the first-named class. Absorbed in the discussion of mere party issues, these journals have almost entirely ignored the great social and moral questions of the day. They have ceased to be broadly representative, and have become narrowly; and, in not a few cases, bitterly, partizan. In other words, they represent not a COUNTRY, but only a PARTY, and hence they most consistently denounce all who will not pull in the party traces, or who cannot pronounce the party Shibboleth. We do not wish to discuss, at present, the vexed question of party versus non-party government; but we merely point out the obvious fact that, in the present state of parties, we have no political journal that can be relied upon to present an impartial view of any public question, untinged with party bitterness. Everything is viewed from the party stand-point, and from that alone.

Under these circumstances there is manifest an urgent need for a journal occupying higher ground, and conducted on broader principles; one that, free from party prejudices, will discuss public questions in a calm, philosophic spirit, and in their national and moral, rather than their mere party, relationships,—a journal, moreover, that will give prominence to those great moral and social questions on which the future well-being of this growing country so much depends. Such a publication we aim to supply,—a representative of all that is best and truest in the current thought and moral sentiment of the whole Dominion.

While therefore the new journal will occupy different ground from that occupied by the political papers of the day, it will also, in regard to the denominational press of the country, operate in a sphere peculiarly its own. We regard the religious journals of the Dominion as forming by far the most valuable part of our newspaper literature. As public educators their moral tone is healthful and pure; and it would be a sad day for our country if their circulation or their influence was circumscribed. Still the very fact that they are denominational prevents many of these journals from dealing with public questions,—especially those which have a decidedly political complexion; while the same fact necessitates, for each of them, a comparatively limited circulation, and hence a narrow sphere of usefulness. It seemed needful, therefore, that a journal should be

established which, though not professedly religious, would discuss public questions from a high moral stand-point, and which, from its cosmopolitan character would operate in a larger sphere, and influence a wider circle.

Another circumstance that seems to demand the establishment of a new journal, is the fact that among the multitudinous issues of the press, we have nothing ranking as a first class family paper. To supply this lack is no unimportant task; for the Press has become one of the greatest educating powers of the day, and the literature which now finds its way into the homes of the people will go far in moulding the character of the coming generation. We aim, therefore, to produce a family journal of the highest class, and, through its instrumentality, to send into Canadian homes a literature that shall be at once pure, strong, elevating, healthful and national, and thus do our part towards shaping aright the destinies of our noble Dominion. How far we shall succeed in this laudable endeavor remains to be seen. At present everything promises well. The project has been received, wherever made known, with universal favour. Our brethren of the Press have already spoken many kind and cheering words. The publisher is determined to succeed; and hence will spare neither labor nor expense in order to make PURE GOLD worthy of the most generous support. All we ask now is a fair trial: give us that and we have no fear.

AN EVIL AND ITS REMEDY.

WHATEVER diversity of opinion may exist in regard to the obligations of total abstinence, or the probabilities of securing, by legislative enactment, the prohibition of the traffic in strong drinks, there is one point on which all parties are agreed, viz.: that intemperance is a great and growing evil in this Dominion. The extent to which the vice of drunkenness prevails is fully known to but few; but enough is known to convince every candid man of the urgent need of prompt and strenuous efforts to check the rising tide. The vice of which we speak is not confined to any one class of society. Among high and low—rich and poor—it seems to be equally prevalent. Not a few of our leading public men are notoriously intemperate; among professional men abstinence is the exception, not the rule; while among the industrial part of the population intemperance threatens to assume the proportions of a national vice.

This evil is growing with alarming rapidity. The manufacture and consumption of strong drinks is increasing far beyond the growing ratio of the population. The facilities for obtaining these stimulants are greater than ever; while the moral sentiment of the nation, in regard to the evils of the liquor traffic, has been allowed to lie well nigh dormant. If the evil is to be met, a healthier state of public opinion must be secured. The real facts of the case must be fully and fairly presented; and the conscience of the country must be aroused to deal with this alarming and spreading vice.

But how shall we deal with it? That is the question. In this, as in other diseases of less magnitude, there is no lack of remedies—each heralded as a panacea for all the evils of the liquor traffic; but whatever may be said as to the relative merits of the reme-