

## CANADA TEMPERANCE ADVOCATE.

1854.

Twentieth Volume. Postage Free.

When the undersigned assumed the responsibility of publishing the *Canada Temperance Advocate*, he was persuaded that the rapidly increasing hosts of total abstiners needed, and ought to have, a medium through which to express their views, and by means of which their principles might be extended. It was his conviction that such a periodical would receive the support of those who had the real welfare of their country at heart. The *Advocate* has not been circulated as widely as it ought to have been, but the countenance given it throughout the country has saved the publisher from any material loss, and encouraged him to proceed in what he feels to be a philanthropic and Christian enterprise.

Two things are now to be kept in mind relating to the Temperance movement. First, every exertion must be made and persevered in, that by means of moral suasion and sound argument, the number of total abstiners may be increased. Secondly, every lawful effort must be put forth to secure a prohibitory law, forbidding the importation, manufacture, and sale of intoxicants, as beverages.

For the attainment of the great objects of the Temperance movement in its progressive development toward the suppression of the traffic, it is absolutely necessary to circulate sound literature; such as the publisher has aimed to disseminate for many years past. In discerning and directing the spirit of the age, the undersigned has a growing conviction that duty demands a generous and united effort for the increased circulation of this old, long tried, and consistent friend of the Temperance cause; and he is persuaded that the new volume will have a wider sphere than any of its predecessors.

The accomplished Editor of the *Advocate*, who is thoroughly acquainted with Temperance matters on both sides of the Atlantic, will continue to give his attention to the preparation of ever... article of importance, and the *Advocate*

will surpass itself in vigor, taste, and adaptiveness to the times.

The Publisher has resolved to improve the appearance of the *Advocate* by lengthening its columns. He is convinced that it ought not to lapse into the mere newspaper form and character, but to maintain the high position of a

## SOUND TEMPERANCE MAGAZINE.

The *Advocate* will therefore appear, on the First of January, 1854, in all its essential features as heretofore. Although augmented in size, the price will not be increased. It will be published on the First and Fifteenth of each month, at Two Shillings and Sixpence, and will be forwarded *free of Postage*.

Considering the great additional expenses which are necessarily incurred by the Publishers in these days of *advance* in the cost of every thing, each copy of the *Advocate* must be 2s. 6d. in advance; but he offers to agents and friends who may forward twenty subscribers or upwards, with the cash, a copy of that most deeply thrilling and useful work, "Mapleton, or More Work for the Maine Law," free of all charge, and a copy of the *Advocate*.

All who send six subscribers and upwards, with the cash in advance, will be entitled to a copy of the *Advocate*, gratis, for one year.

Our friends in all other British North American Provinces are invited to co-operation on the same terms.

Nobody can get rich on these offers, but all may participate with the undersigned in the satisfaction of doing good. All orders and remittances are to be sent to

JOHN C. BECKETT,

*Publisher.*

Montreal, 22 Great St. James Street.