

TEMPERANCE ADVOCATE,

DEVOTED TO TEMPERANCE, EDUCATION, AGRICULTURE & NEWS.

PLEDGE.--We, the undersigned, do agree, that we will not use Intoxicating Liquors as a Beverage, nor Traffic in them; that we will not provide them as an article of Entertainment, nor for persons in our Employment, and that in all suitable ways we will discountenance their use throughout the community,

Vol. XVIII.]

MONTREAL, OCTOBER 15, 1852.

No. 21

PROSPECTUS.

NINETEENTH VOLUME

OF THE

CANADA TEMPERANCE ADVOCATE.

To those who have labored in the Temperance enterprise, almost from its commencement in Canada, the present position and prospects of the cause are alike cheering and encouraging. In the maintenance of sound principles and the dissemination of correct information, by which great good has been achieved, and a glorious future anticipated, no periodical can have a stronger claim on the suffrages of the community, nor can any other be entitled to a more distinguished place in the estimation of the people, than the *Canada Temperance Advocate*. First in the field, and untiring in its exertions, it has won for itself a pre-eminence, which the press of Canada has cordially acknowledged, and which has been rewarded, by the continued and increasing support of an extensive list of subscribers. Our friends will accept our hearty thanks for their past exertions and support, and it will be our endeavor always to merit the patronage we solicit, by withholding no means, whether of energy, ability or money, which can be made subservient to the spread of total abstinence, and the attainment of appropriate legislation.

Since the commencement of the *Advocate*, various forms of organization have arisen and have done good to an extent not easily estimated. The foundations for these valuable institutions were laid solidly and deep. Thousands of copies of this paper were gratuitously distributed in every part of Canada; and the original promoters of this form of temperance literature contemplate, with gratitude, the noble superstructure now beheld. While we do not pretend to be the special organ of any particular association, we have always had pleasure in noticing the origin and progress of all, and we have every reason to believe that our usefulness from the beginning of the enterprise, through all its phases and advances, has been duly appreciated. But the period has not arrived when either the *Advocate* or its numerous friends would be guiltless if they were to discontinue their exertions. On the contrary, as for ourselves we feel that the enterprise demands a vigor and zeal scarcely known in the past. The crisis is come, and for another year we buckle

on our armor, determined to do our duty in conducting the temperance hosts to a victory as perfect as the infirmities of humanity can authorize the most sanguine to anticipate. Compassion for the inebriate, will prompt our benevolence, while uncompromising hostility to the traffic, will dictate our exposures of its iniquity.

As we shall not augment the price of our paper, so we can not promise any increase of its size. All are free to admit, that for cheapness and general excellence, the *Advocate* is not surpassed; but during the coming year we shall endeavor, by choice PICTORIAL ILLUSTRATIONS, SELECT MUSIC, GOOD PAPER, and SUPERIOR TYPOGRAPHY, to exceed in beauty any former volume.

THE LITERARY DEPARTMENT

Will be under the same editorial supervision as during 1852. The progress of events will be carefully noted; the spirit of the age will be, not only judiciously reflected, but cautiously directed, the one being as necessary as the other. In addition to the discussion of current events and the indispensable narration of important facts, the editor will prepare a series of articles on the kindred topics of

SANITARY AND SOCIAL ECONOMY,

In their relations to human progress and happiness, which, together with occasional papers on Education and Agriculture, from the best sources, will constitute this periodical a

BI-MONTHLY MAGAZINE

Of choice temperance literature, and a

RICH REPOSITORY

Of useful information relating to the peace, progress, and perfection of human society; and adapted for circulation, not in Canada only but throughout all the British Provinces.

By this early issue of the Prospectus for the Nineteenth Volume, our Subscribers and Agents will have an opportunity of forwarding their lists of names in good time. We cannot continue the *Advocate* to any but those who make payment in advance, or send their orders definitely. To encourage and assist our agents and friends in obtaining new subscribers immediately, the *Advocate* will be sent for 2s. 6d. for the year 1853 including the current numbers for 1852 from 1st November, according to the date of the order.

The *Canada Temperance Advocate* is published on the 1st and 15th of every month at 2s. 6d. per annum, payable in advance.

As formerly, all orders and remittances to be forwarded to JOHN C. BECKER, Publisher, 22 Great St. James Street. Montreal.