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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 abstinensers 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 abstinensers 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 to end the suppression of the traffic, it is absolutely necessary to circulate sound literature; such as the publisher has a right 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.

All are agreed that prohibition can be attained and carried out only by and through an enlightened public opinion; and the undersigned is confident that he can supply the information which Canada needs, both cheaply and correctly. He has made arrangements for the regular transmission from Britain, of the proceedings and documents of the British Alliance, and is in communication with the leading associations of the United States through their recognized organs.

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 solid 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, throughout its phases and advances, has been highly appreciated. But, as we said last year, 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 exposure of its iniquity.

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 every article of importance, and the *Advocate* will surpass itself in rigor, taste, and adaptedness 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*.

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Nobody can get rich on these offers, but all may participate with the undersigned in the satisfaction of doing good.

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