

PROSPECTUS OF
The Canada Temperance Advocate,
VOL. XXXI,
FOR THE YEAR 1855.

Periodical literature has become a distinguished feature of our times. Its continuance is indispensably necessary. Every enterprise for the public good must have an exponent of its principles. The press is and must be employed as an instrument of success and as a means of defence. At an early period of the Temperance Reform its friends availed themselves of the power of the press to disseminate and defend their views. One of the first to do battle, for the truths of temperance, was this periodical. With steady aim, unsullied integrity, persevering zeal, and enlightened progress, the *Canada Temperance Advocate* has passed unscathed through the vicissitudes and conflicts of Twenty Years. Considering its purpose, and the character of its antagonistic forces, it is looked upon as a venerable friend by those who hailed its first appearance, while, by all, it is respected as being endowed with the energy and nerve of untiring and unchanging youth. The fall of almost all its competitors is regarded with sorrow rather than as affording subject for boasting, but its claim for support is thereby made stronger than it otherwise would have been. While grateful for all the vigorous efforts made by his friends, the publisher is persuaded that more can and will be done to perpetuate and augment the progressive power of the Temperance Reform in its two most conspicuous and essential features,—total abstinence and legal prohibition, as these are expounded and defended in the *Advocate*.

THE PROSPECTUS FOR 1855

is therefore sent forth at this early period, that all who desire may have an opportunity of inviting their neighbors to join them in united exertion to procure at least

TEN THOUSAND PAYING SUBSCRIBERS.

The several departments of this journal will be conducted substantially as during the past year. The able manner in which the cause of prohibition is now argued and defended, in England, will give many opportunities for increasing the interest of our own pages. Canada started in this career of progress before the leading temperance men of England ventured to hoist the Maine Law Banner. But having now done it with a will, and having attained a full maturity of manly and truthful independence which already foreshadows a glorious triumph, the *Advocate* of prohibition in Canada will unite with the *Alliance* of England and select the choicest ammunition in full faith that victory will crown co-operative and zealous exertion.

THE EDITORIAL CONTROL OF THE ADVOCATE

will be again entrusted to the person under whom it has attained so high a degree of popularity. He will continue to give his attention to every article of importance, and the public may depend upon receiving the earliest intelligence of what is passing in all countries where the Sons and Daughters of temperance are contending for the rights of man and the moral progress of the human race.

FRIENDS OF TEMPERANCE AND PROHIBITION

accept the assurances of this prospectus as a pledge of fidelity to the cause of truth, and again unite in rescuing the country from the evils of the traffic.

The First Number of the TWENTY-FIRST VOLUME

will be issued on the first of January, 1855. As usual it will appear twice a month, *free of postage*, at the low price of Half a Dollar, (2s 6d.) a year, payable in advance. The Publisher again offers to agents and friends who may forward twenty subscribers, with the cash, a copy of that very useful book, "Mapleton, or more Work for the Maine Law;" or, if they have already received that, some other work of equal value, 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.

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

All orders and remittances are to be sent to

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