large and important district of North Wilts and Western Gloucestershire is utterly unrepresented in the
Press, and is without an organ to speak its sentiments, to direct its energies, and to confront its foes. We
cannot think that the inhabitants of such an important district, containing the richest parts of these highly
intelligent, wealthy, and Agricultural Counties, studded with the seats of a landed Gentry, with the farms-
houses of as respectable a Yeomanry as any part of England can boast, and the smiling cottages of a
contended and contented peasantry, truly, as the poet says, their country's pride; we cannot, we repeat,
believe that the inhabitants of such a district of the British and will not come forward at the summons,
and flock around the "Standard" of Conservatism, which we now unfurl to the winds, and plant in the
midst of these Counties, as the rallying-point of every true Briton yet alive to the interests, and animated
by the love, of his Country.

"Union is strength!" The Radical, Whig, or Destructive party has been enabled to obtain a
temporary elevation, merely from its audacity. The Conservatives were momentarily defeated, only
because they were unable to believe that Englishmen could be found willing to betray the Constitution
of their Country, from the base love of place and purse; but they are now arousing in every corner of the
land, at the call of the Press, "to do their duty!" and it cannot long be matter of doubt, that when
awoken and united, they must be victorious. Shall the men of Wilts and Gloucester be backward in
this victory? Shall they be wanting to themselves and their Country in this noble and all-important
struggle? We are sure they will not; and with this feeling we again say, we confidently unfurl the Con-
servative "Standard" for their rallying-point and support.

From the manner in which this Journal will be conducted, the great principles which it will advocate,
and the extensive districts through which it will circulate, it is fully anticipated that a most advantageous
Advertising medium will be afforded by it.

The Paper will be published at MALMESBURY, on the 28th January, 1837, and on the same day
will be circulated at the following Cities and Towns, where arrangements are in progress for the immediate
establishment of Agencies —

BATH
BRISTOL
CALNE
CHICHESTER
CHELTENHAM
CHIPPENHAM
CRICKLADE
DEVIZES
DURSLEY
GLOUCESTER
HIGHWORTH
MALMESBURY
MARLBOROUGH
MINCHINGHAM
NAILSWORTH
SALISBURY
STROUD
SWINDON
THORNbury
WICKWART
WOTTON-BANSTED
WOTTON-UNDER-EDGE
WROUGHTON.
In announcing the publication of a Newspaper for this extensive and populous district of Western England, it is superfluous to state that the utmost care will be bestowed upon all those departments which are common to every Newspaper, with a peculiarly vigilant attention to those Agricultural, Manufacturing, and Commercial interests which characterise these Counties.

The political course we intend to pursue, is the only point which calls upon us for a distinct and decided declaration. Our motto is—

"Pro Rege, Lege, Aris et Focis"—For the King, the Law, our Altars and our Hearths!

By that motto we stand or fall. It contains the prime elements—the very pith and marrow of genuine Conservatism, which we know to be the only solid basis on which our glorious Constitution can stand, and the real liberties of the People be supported, consistently with a due reverence for the Law, the preservation of the unimpaired establishments of the Church, the maintenance of the just prerogatives of the Monarch, and of the privileges of the Hereditary Aristocracy of the Land.

We have adopted this motto, because we feel, and are sure that the intelligent Gentry, and the sturdy Yeomen of Wilts and Gloucestershire feel with us, that the Freemen of Great Britain must be roused to active duty—living, as we unfortunately do, in extraordinary times. Formerly, the most rancorous disputes of party were founded on the admitted bases of the Constitution; but now, not only the discussions of political clubs, and the demands of popular frenzy, but even the very measures of the Ministers of the Crown themselves are founded on principles tending to subvert and bring into contempt that glorious edifice of political wisdom itself. Will the men of Wilts and Gloucester be backward in the defence of that Constitution which they are bound to preserve as the most precious inheritance of their children, and transmit to them entire and uninjured as they received it from their ancestors? Will they allow the fierce spirit of a licentious Democracy, urged on by the double-headed monster of popery and infidelity, to acquire such fearful ascendency, as to threaten every point of the social edifice with destruction, and finally rage uncontrolled throughout the realm? No! they will not! Nor will the men of Britain, who properly roused and freed from the delusion which, for the last few years, has so unhappily hung over them, but which, we rejoice to find, is fast disappearing, and requires only a vigorous and honest Press, utterly to dispel, and reduce to a baseless phantom, an unsubstantial pageant—a thing for mockery and contempt!

We hail with the most heartfelt satisfaction the rapid increase of the Conservative Press, not only in the Metropolis, but in every district of our native land; but strange as at first sight it may appear, the