

Prospectus for 1876--Ninth Year.

THE ALDINE,
THE ART JOURNAL OF AMERICA.

SOLD ONLY BY SUBSCRIPTION.

THE REPRESENTATIVE AND CHAMPION
OF AMERICAN TASTE

Steadily since its inception, THE ALDINE has been growing in the affections of the American people. As the exemplar of national achievement in the highest departments of illustrative and mechanical art, it has won for America respect and consideration from the most restrictive art schools of the Old World. THE ALDINE plates now go regularly by contract to publishers in England, France, Germany and Russia, and are also copied, without permission, by the penitential foreigners who have hitherto denounced such appropriation on this side as "piracy." No better proof of superiority could be asked than the fact that it was reserved for THE ALDINE to start the flow of original American illustrations to Europe in the face of all tradition and experience. This Nazareth of the art world has produced a good thing at last!

That this progress has been achieved in a period of general financial depression, shows how deep an interest is felt in the enterprise; and now that the support of the American people has brought it triumphantly to the threshold of their centennial jubilee, the conductors of *The Art Journal of America* are fully impressed with the responsibility of the situation, and are determined to spare no exertion to co-operate with the national idea of demonstrated progress.

Undaunted by the misfortune which in a few moments made ashes and waste of the beautiful work of years, the lapse of a single day found THE ALDINE people housed in larger and finer quarters, and bending every energy to restore and replace their lost facilities. Condolence and sympathy, with generous tenders of substantial aid, poured from every quarter; and while relying wholly upon their own resources, the conductors of THE ALDINE were deeply moved and strengthened for the work by these evidences of the general anxiety for the welfare of their charge.

The idea of THE ALDINE has always been to win its way as a teacher through the interest and affections of the people—to avoid a technical exclusiveness, and to show rather than talk of art matters. Without abandoning the popular feature, the publishers feel that the time has come for a more particular discussion of topics connected with the artistic and æsthetic culture of our people, and to this end they propose to introduce many new features.

In attempting to describe what *The Art Journal of America* will be, it may be expedient to begin by stating what it will not be.

It will not be imported from England, and "published" here by the addition of an American imprint.

It will not be foreign to the ideas and interests of Americans.

It will not be, and for its American character mainly added pages from the illustrated catalogues of large manufacturers.

It will not hinder art cultivation by using superseded processes of illustration because the plates are to be had second-hand and because there was a popular prejudice, preceding education, that valued "stencil-plates" by comparative expense rather than by excellence.

It will be thoroughly American and national, without being narrow or constricted.

It will teach Americans the beauties of their country and the progress of their art workers; but it will also bring home to their dwellers examples of foreign masterpieces that shall show the heights to be conquered, and stir the emulation and ambition of our younger civilization.

It will furnish communications on art topics from a corps of regular correspondents at the principal art centres of the world—making a connected contemporaneous history of the higher branches of human industry.

THE ALDINE AND AMERICAN SCENERY

The glories of the untraced scenery of our country afford an exhaustless field for the exercise of the painter's art. Many attempts have been made to gratify the popular longing for scenes of "home, sweet home," but it will be universally acknowledged that, so far as our illustrated periodicals are concerned, such attempts have hitherto proved miserable failures—mere caricatures or topographical diagrams rather than pictures. It remains for the publishers of THE ALDINE to inaugurate an artistic movement that shall be worthy of the subject—that shall give American scenery its rightful pre-eminence in the pictorial world.

In this age and country of universal travel, it is astonishing how comparatively few are acquainted with scenes not to be viewed from the windows of a railway car. To ordinary American "tourists" the mission of THE ALDINE will be to reveal the undiscovered beauties to their "so near, and yet so far." To lovers of nature whose privilege it has been to enjoy the raptures, these delineations will come as souvenirs in grateful harmony with the pleasures of memory.

1776. 1876.

The Aldine and the American Centennial. In accordance with their purpose to give the American people an Art Journal that shall be characterized by their own, the publishers have availed themselves of the approaching anniversary of the birth of the country, to inaugurate that which shall hereafter constitute a principal feature of the enterprise; namely, the artistic illustration of leading historical events in our history. The noble proportions of the THE ALDINE page afford every facility for the most effective rendering of details, without which a succession of pictures on any subject become monotonous and wearisome to a degree.

THE ALDINE AND PICTURESQUE EUROPE.

While all proper attention is given to national topics as a distinctive characteristic of the work, no fear need be entertained that its scope will be contracted or the cosmopolitan features of art neglected. The publishers are happy to announce the success of arrangements for placing before their readers a series of views of the grandest and most interesting scenes of Europe on a scale which is possible only with the broad pages of THE ALDINE. These pictures are no mere repetitions of the peculiarities of two or three artists, dealing with nature on so small a scale as to afford no opportunity for variety of detail or effect, but they are magnificent full-page plates in every way worthy of costly frames, were they not so appropriately placed in a work which is in fact an armamentarium of high art. This new series of European Landscapes will demonstrate the intention and ability of *The Art Journal of America*, to satisfy all demands and to occupy every field of high art illustration.

The art of THE ALDINE, national and cosmopolitan, is permitted to range the entire world of reality, and to soar to the heights of the imaginative, so that a surfeit of one thing, however sweet, is impossible. Its subscribers shall recognize that they are supplied not only with the best, but with a healthful and refreshing succession of topics, as comprehensive and exhaustless as the appetite which is so carefully considered.

PRESENTATION PLATES.

Four beautiful designs by John S. Davis, artistically printed in colors, will be presented gratis to subscribers with the March number.

TERMS.

The post edition of THE ALDINE will be issued monthly, and mailed, postage free, to subscribers at \$6 per annum, in advance. The publishers are only responsible for advance payment where the money has been actually received at the office of publication in New York, or their regular printed forms of receipt signed by the President and Secretary of the Company is produced.

Parties desiring to act as local agents, will receive prompt information regarding discounts and territory by applying through the mails or in person at the office of publication.

THE ALDINE COMPANY,

18 and 20 Vesey street, New York.
JAMES SUTTON, President.
ISAAC NEWTON, Jr., Secretary.

HARDEE'S RIFLE & LIGHT INFANTRY

Rattles, for the instruction, exercises and maneuvers of RIFLEMEN and Light Infantry—including, School of the Soldier and School of the Company by Brevet Lieut. W. J. Hardee, to which is added Duties of Non-commissioned Officers; Military Honors to be paid by Troops. The articles of war, containing rules by which armies are governed, Relating to Courts-Martial; Suppressing Mutiny or Sedition; Granting Furloughs, Commissions of Musters; Accepting a Challenge; chaplains; Sappers; To whom any Officer may apply for Redress; Sentinels; False Alarms; Misbehavior; Making Known the Watchword; Engineers; Spies; How Courts-Martial must be Authenticated, etc. Sent on receipt of price is. G. I. EVERY SOLDIER SHOULD HAVE ONE.

TIMOTHY L. BROPHY.

m.2 3 Sheriff St., New York.

TO PRINTERS.

FOR SALE, a Second hand, No. 3 PRINTING PRESS will be sold cheap for cash. Apply at this Office

AN AGENT is wanted in every county for Frank Leslie's Newspapers and Magazines, the oldest established Illustrated Periodicals in America. They are now first offered to canvassers, who will, if they secure an agency and exclusive territory, be enabled to introduce Twelve First-class Illustrated Periodicals, suited to as many distinct tastes or wants, and, with the choice from six new and beautiful chromos, given free of cost to each annual subscriber, be enabled to secure one or more subscriptions in every family in their district. To skillful canvassers this will secure permanent employment, and the renewals each year will be a source of steady and assured revenue. Specimen papers and most liberal terms sent to all applicants who name the territory they desire to canvass. Address, Agency Department, Frank Leslie's Publishing House, 37 Penn Street, New York.

JAMES HOPE & CO.,

MANUFACTURING Stationers and Bookbinders, Importers of General Stationery, Artistic Materials, School Books, Bibles, Prayer Books and Church Services, Corner Sparks and High Streets OTTAWA

Always in stock—A supply of Riflemen's Registers and Score Books; also Military Account Books, Ruled, Printed and Bound to any pattern with dispatch.

CHOICE PERIODICALS FOR 1876.

The Leonard Scott Publishing Co.

41 BARCLAY STREET, NEW YORK.

Continue their authorized Reprints of the

FOUR LEADING QUARTERLY REVIEWS:

- Edinburgh Review, (Whig.)
- London Quarterly Review, (Conservative.)
- Westminster Review, (Liberal.)
- British Quarterly Review, (Evangelical.)

Containing masterly criticisms and summaries of all that is fresh and valuable in Literature, Science and Art; and

BLACKWOOD'S EDINBURGH MAGAZINE

The most powerful monthly in the English Language, famous for Stories, Essays, and Sketches,

of the Highest Literary Merit.

TERMS, Including Postage:

Payable strictly in advance.

For any one Review,.....	\$4 00 per ann.
For any two Reviews,.....	7 00 ..
For any three Reviews,.....	10 00 ..
For all four Reviews,.....	12 00 ..
For Blackwood's Magazine,.....	4 00 ..
For Blackwood and one Review,.....	7 00 ..
For Blackwood and two Reviews,.....	10 00 ..
For Blackwood and three Reviews,.....	13 00 ..
For Blackwood and four Reviews,.....	15 00 ..

CLUBS.

A discount of twenty per cent will be allowed to clubs of four or more persons. Thus: 10 copies of Blackwood and one Review will be sent one dollar for \$12.00; four copies of the Reviews and Blackwood for \$18, and so on.

Circulars with further particulars may be obtained on application.

THE LEONARD SCOTT PUBLISHING CO.

41 Barclay Street, New York

A POSITIVE REMEDY

MORTIMER'S

CHOLERA MIXTURE

A PURELY VEGETABLE COMPOUND. A sure and safe remedy for Diarrhoea and Bowel Complaints.

At a season when the system is liable to prostration from these weakening disorders, a valuable remedy should be kept in every household. No one can afford to be without it. Price only twenty-five cents a bottle.

GEO. MORTIMER,

Chemist and Druggist.

Ottawa, November 5th, 1875.