

Representative and Champion of American Art Taste.
PROSPECTUS FOR 1875—EIGHTH YEAR.

THE ALDINE,

THE ART JOURNAL OF AMERICA,
ISSUED MONTHLY.

A MAGNIFICENT CONCEPTION, WONDERFULLY CARRIED OUT.

The necessity of a popular medium for the representation of the productions of our great artists, has always been recognized, and many attempts have been made by agents of the press. The successive failures which so invariably attended each attempt in this country to establish an art journal, did not prove the indifference of the people of America to the claims of high art. So soon as a proper appreciation of the want and an ability to meet it were shown, the public at once rallied with enthusiasm to its support, and the result was a great artistic and commercial triumph—THE ALDINE.

THE ALDINE, while issued with all the regularity, has none of the temporary or timely interest characteristic of ordinary periodicals. It is an elegant miscellany of pure, light, and graceful literature; and a collection of pictures, the rarest specimens of artistic skill, in black and white. Although each succeeding number adds a fresh pleasure to its friends, the real value and beauty of THE ALDINE will be most appreciated after it is bound up at the end of the year. While other publications may claim superior cheapness, as compared with rivals of a similar class, THE ALDINE is a unique and original conception—alone and unapproached—absolutely without competition in price or character. The possessor of a complete volume can not duplicate the quantity of fine paper and engravings in any other shape or number of volumes for ten times its cost; and then, there is the charm, besides!

The national feature of THE ALDINE must be taken in its narrow sense. True art is cosmopolitan. While THE ALDINE is a strictly American institution, it does not confine itself entirely to the reproduction of native art. Its mission is to cultivate a broad and appreciative art taste, one that will discriminate not on ground of intrinsic merit. Thus, while placing before the patrons of THE ALDINE, as a leading characteristic, the productions of the most noted American artists, attention will always be given to specimens from foreign masters.

The artistic illustration of American scenery, or of figures with THE ALDINE, is an important feature, and its magnificent plates are of a size more appropriate to the satisfactory treatment of details than can be afforded by any inferior page. The judicious interposition of landscape, marine, figure, and animal subjects, sustain an unabated interest, impossible where the scope of the work confines the artist too closely to a single style of subject. The literature of THE ALDINE is a light and graceful accompaniment, worthy of the artistic features, with only such technical discussions as do not interfere with the popular interest of the work.

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JAMES STOOD, Merchant Tailor, begs to intimate to his friends and the public generally, that he has removed his Establishment to the building lately occupied by W. D. Hart, next door to J. R. Bradford's, where he will be happy to see his customers, and by promptness and efforts to please, to receive a continuance of the patronage hitherto afforded him.

my 13

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July 19 41

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August 4. Standard &c.

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10 Gall good Bay Rum, for sale at the

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10 Qr. Cases do do

200 Cases qts. do do

50 " pt. flasks. do do

20 Hhds. do do

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50 " pt. flasks. do

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