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NEW FEATURES OF THE ASSOCIATION.



Sherefore announced, after this number of the JOURNAL, it will adopt new and important features, which, we trust, will render it the *first choice* of subscribers, coupled as it will be with the very beautiful steel engraving, of which we speak elsewhere. These new features will consist in :—

1st. *Enlargement to double the present number of pages*—thus giving ample room for a large amount of reading matter.

2nd. *The greatest and most pleasing variety in the contents of the Magazine*—to embrace not only popular disquisitions on Art and Literature, but also graphic sketches of society ; original tales, by the very best authors in our literature ; biographical and critical notices of eminent artists and authors, with portraits ; foreign correspondence and Art-gossip in Europe ; home correspondence and gossip around us ; humorous incident and anecdote ; piquant comment on popular facts and fancies ; etchings of the lights and shadows of the passing panorama of events ; items, news, and notices. All to be prepared with unusual care by the editors, who will give up their whole time to the preparation of the work.

3rd. *An original poem, beautifully illustrated*, by the best of our poets and the most admirable of our designers—to occupy from one to three pages of each number.

4th. *Steel engravings, of a highly beautiful and valuable character*. This department will be sustained in such a manner as to leave no room for cavil in a favorable comparison with the "London Art Journal." The expense will be great, but will be freely bestowed ; for, in this feature, the JOURNAL shall be SUPERIOR to any Quarterly or Monthly ever published in America. *These engravings, alone, will be worth the price of subscription.*

5th. *Illustrations on wood*, in the best style of the Art, to accompany popular articles.

6th. *New designs for initial letters to all articles ; new engraving for frontispiece ; and a general improvement in ar-*

rangement, typography, and in the "making up." By *such* additions to the present usefulness and excellence of the JOURNAL, the Management hope to render it a fit competitor with *any magazine* published ; and, therefore, to render it the first choice of every subscriber. THE DIRECTORY PROPOSE TO GIVE IT FOR ONE YEAR, AND THE ENGRAVING "MANIFEST DESTINY," AND A SEASON TICKET OF ADMISSION TO THE ART GALLERIES, AND A CERTIFICATE IN THE ANNUAL AWARDS OF WORKS OF ART AS PREMIUMS—all for three dollars!—inducements unparalleled in the literary and art history of this country.

The reasons for this offer are several ; and, as the reader will see, are conclusive, so far as the necessity and propriety of the consideration are concerned. Let us call attention to these facts :

There exists no popular Art Journal in this country—the only publication of any pretensions to this character being a *dilettanti* monthly, of sickly dimensions and seedy circulation. Hence, this Association, for its own interests, as well as for the public good, must needs open a channel of communication with members, and the great reading public, generally. The COSMOPOLITAN ART JOURNAL was, therefore, decided upon, and now may be regarded not only as one of the features of the Association, but also as one of the leading journals in this country. The first year of its publication it was furnished *free*, to all members ; but it is found from experience that the expense is so great, a strict and judicious economy in the conduct of the finances of the Institution forbids such a gratuity to subscribers, in addition to the large and unequivocal equivalent which the Directory are bound to furnish for every subscription. Some idea of the expense attending the publication may be had from the printer's estimate of the cost of the next number, which is \$14,300—a sum which, it will be readily acknowledged, cannot be appropriated except some return is made. The question, then, is one of expediency: shall the JOURNAL be suppressed, and a modest catalogue take its place ? or, shall its usefulness and worth be so greatly enlarged that it shall become part of the consideration made for subscription to the Association. We are perfectly convinced that the latter step is the one demanded by all parties—by the best interests of our Institution, by the public taste, and

by the demands of Art-progress in America.

The Directory have, therefore, resolved upon making the COSMOPOLITAN ART JOURNAL, commencing with the next number, a *first-class magazine*—a repository of choice and popular literature, genial in tone, liberal in spirit, just in sentiment—a gallery of illustrations in the highest style of the engraver's art, both on steel and wood—in fact, such a journal as the times and the tastes of our people require, sparing no expense or labor in its production. This Magazine (together with the costly and very beautiful line and stipple engraving, "Manifest Destiny"—referred to, at length, in another place), they proffer as the consideration of subscription and membership to the Association ; and, in making the offer, they feel assured *no better return ever was made for the money*. Indeed, they would be unable to accord so much, were it not that, furnishing all the consideration within the Association, the Management thereby saves the large amounts annually paid to the publishers of the various Monthlies, and, by the means so saved, they are enabled to produce an incomparably beautiful and excellent journal, and a large steel engraving from the burin of one of the best engravers in the world.

Subscribers will, from this representation, appreciate the necessity of the step we have taken, the position we occupy, and the claims which the offers we make have upon their patronage. May we not confidently hope that their *first choice* will embrace the JOURNAL and the Engraving ?

The Management, having put forward their claim, would say, in conclusion, that the Monthly Magazines will be supplied, as heretofore, to all who prefer them, as will be seen by the Prospectus, on first leaf of this Number. This will enable them, as well as persons taking several memberships, to still retain their old favorites, "Emerson," "Harper," "Godey," &c. We shall greatly regret to part company with any of our readers ; but, it will be seen, that the greatly increased cost of the JOURNAL forbids its being any longer furnished free to Magazine subscribers—only those who take the Engraving can be favored with its welcome visits. Those who choose the Magazines are still entitled to a free admission to the Dusseldorf Gallery, and also to a certificate in the annual award of Premiums.