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## SONG AND CHORUS

### By WILL. S. HAYS.





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to explain how we can do it. It is in this way: We are largely engaged in publishing sheet-music, and frequently turn out as many as two hundred *new* publishing sneet-music, and frequency turn out as many as two nundred new issues in a single month. Among these pieces are many valuable composi-tions which only need to be seen and heard to become immensely popular. The difficulty of introducing new music to the musical public gives our rea-sons for starting PETERS' MUSICAL MONTHLY, and the chance it gives to introduce our new publications, explains how we can afford to give so much for so little money. In a word, we do not expect to make money off our cr culation. We can not do it, if we wanted to, as we give too much to make on it. We, however, make ample profit out of the immediate AFTER SALE OF THE MUSIC, which we never could have introduced in any other way, except by enormous outlays for expensive advertising. As PETERS' MUSICAL MONTHLY increases in circulation, we increase its size, preferring to run our magazine without profit, and thereby create a great demand for our music, in preference to paying thousands of dollars for advertising the same pieces that we are thus introducing in a more certain and sure way. As we publish PETERS' MUSICAL MONTHLY to introduce the music cac. number contains, it can readily be seen that it would be throwing away paper and printing, and defeating our own ends, to give a poor piece of music. Such a piece would never create a demand for itself in sheet form, and therefore not pay us. It is for this reason that we are so very particular as to what we put in PETERS' MUSICAL MONTHLY, and it is for this reason that we em-ploy no one to write for our magazine. On the contrary, we try over our introduce our new publications, explains how we can afford to give so much

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we put in FEFERS MOSICAL MONTHLY, and it is for this reason that we em-ploy no one to write for our magazine. On the contrary, we try over our monthly issues, and pick out a dozen or so from one or two hundred pieces, such as we think, in our judgment, are most likely to please the general public; we put them in the MONTHLY, and scatter them broadcast over the land for our subscribers to sing and play to their friends. The music being good, their friends like it, and buy it in sheet form, at from thirty to sixty cents apiece, which gives us our returns.

apiece, which gives us our returns. Some twenty thousand well-to-DO FAMILIES are taking advantage of our magazine to lay in a bountiful supply of new music, and we should be pleased to add as many more names to our list, at the same rates; once fifty pleased to add as many more names to advantage of the same rates of the same rate thousand names on our list, and we shall begin to think it time to close our books to new-comers at any such prices, as there must be a limit to this almost free

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