

A FEW PLAIN FACTS

FOR THE CONSIDERATION OF ALL WHO ARE INTERESTED IN CONGREGATIONAL SINGING.

There are four questions of preeminent importance in the selection of a hymn-book for the use of a congregation:

1. ITS EXCELLENCE.—This is first in importance, and can only be properly determined by those who are not only skilled in music, but who make it their business to drill congregations in music. We have two brethren who have been conspicuous in this work for years. Bro. J. P. POWELL, the musical editor of the old Christian Hymnal, and the author of a superior book of anthems, has devoted himself to congregational music for the last ten years. Bro. J. H. ROSECRANS, author of many musical works of great popularity, has made congregational music his specialty, and never fails to arouse great enthusiasm in its perfection wherever he teaches. Both of these gentlemen pronounce the "New Christian Hymn and Tune-Book" the best book for congregational use they have ever seen. This unequivocal endorsement is confirmed by many other eminent teachers, but to add to such authority would be useless. This book is declared the most perfectly adapted to congregational singing that can be procured anywhere.

2. THE SKILL AND ENTERPRISE OF THE PUBLISHERS.—The importance of this point, too often overlooked, will be seen on a moment's reflection. If the publishers are musicians, who are alive to all improvements in the publication of music; who are in close communication with the teachers and writers of music; and whose success depends solely on the name they make for themselves as publishers, it is evident that the wants of the people and the churches will be more fully met than where the publishers have but a side interest in music, and have no such incentive to perfect their work, especially where they do not own the plates and copyrights. The plain proof of this is to be seen in the splendid series of plates which have been made to adapt the "New Christian Hymn and Tune-Book" to every want of the congregations. Before the book was a month old, there was a demand for an edition for choirs and singing-schools. The publishers instantly appreciated its importance, and have issued a magnificent edition, with rudiments and anthems, to meet this want. An urgent—but very limited—demand arose for a large print edition, for those of infirm sight. The demand was promptly met, and now, although they have the most perfect series ever offered to the congregations, they have other editions in view, to meet special demands. This series of books is their pride, and a source of honorable, lifelong ambition. How different where there is only a temporary and mercenary interest in the publication!

3. THE GENERAL USE OF THE BOOK.—It is a very important matter whether the book to be chosen is in general use or not. We are happy to be able to say that the sale of the "New Christian Hymn and Tune-Book," since its introduction last August, has been—in the teeth of an opposition acknowledged by its most frantic enemies to have been almost unanimous on the part of the press—fifty per cent. greater than that of the book which these papers all advocated. This fact, in favor of a book pushed solely on its merits, tells the whole story. A book that outsells another of acknowledged merit by fifty per cent., when almost the entire press is combined in strenuous support of the book outsold, is a book that it will do to adopt. Within six months, from Cincinnati alone we supplied more than 350 churches, not to mention the large number supplied from St. Louis and other cities. It is in use in more than 100 congregations in Ohio; in more than 75 in Indiana; in Illinois more than 40 congregations have been supplied from Cincinnati, and many more from St. Louis, while numerous orders have been shipped to every State. 30,000 copies are in use, in more than 500 churches. So far as rapid and general adoption is concerned, no book can equal it.

4. CHEAPNESS.—There is no book, of similar excellence of make, that presumes to compete with the prices of the "New Christian Hymn and Tune-Book." Not to mention the fact that the low prices at which other books can now be had is due solely to the low price of this, it is a fact that the only books that make the slightest approach to these prices, while they have only 5 per cent. more hymns, are sold at prices from 25 to 30 per cent. higher. This book is, then, from 20 to 25 per cent. cheaper than any other book in the market. And this fact alone, when we consider that some 5,000 or 6,000 churches must be supplied with books, is an immense argument in its favor. If no more than two dozen books are sold to each church, it makes a difference of \$12,000! The demand for cheap books is no trifling matter. This book has been prepared on the motto: "Good enough for any; cheap enough for all."

We have thus shown that four of the most important considerations point to the "New Christian Hymn and Tune-Book" as the book for general adoption. A book that is pronounced the best by the most competent judges; that has the promise of every possible improvement in the future; that has had the widest and most popular favor, in spite of the frantic exertions of the press; and that, finally, is from 20 to 25 per cent. cheaper than any other book whatever, is a book that can be adopted with all safety. It

is published on the theory that hymn-books are made for the churches, not the churches for hymn-books, and hence is pushed solely on its merits. The best of facilities will be given to every church to examine it before they purchase if application is made to the STANDARD PUBLISHING CO., 180 Elm street, Cincinnati, O.

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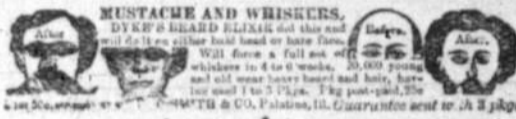
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