

# The Staunchest Friend of the Autotone, Caruso, Will Receive \$200,000 for Singing in Thirty Concerts in Buenos Ayres Next Summer



A very remarkable bargain

Buenos Ayres is a marvelous city—developed to high degree, commercially, structurally and aesthetically. Buenos Ayres has the most wonderful newspaper office in the world. It was in Buenos Ayres that the opera "Cavalleria Rusticana" was first sung. And now nearly seven thousand dollars a night for thirty Caruso concerts!

Could such a voice as his be entrusted to the accompaniment of a faulty piano? Could his temperament stand other than the most perfect of player-pianos?

Talk of the care an actress gives her face and form! It is slight to the carefulness of the Grand Opera Star as to voice.

## The Unit-Built Player-Piano Excels

Some things stand alone—so thoroughly best of their class that other things claiming to be of the same class are not fairly comparable.

You cannot compare the Boston & Maine railroad with the Pennsylvania.

You cannot compare the young wife's first loaf of bread with the splendid loaf made by a woman of long experience.

You cannot compare other Player-Pianos with the Autotone because the Autotone being produced by truly scientific procedure is a thing vastly more true and perfect than can be produced by screwing a player-mechanism of one man's make into the case of another man's piano—because cavity as well as substance are necessary to produce pure musical tones, and to make a true player-piano the piano soul and case and operating mechanism must be built up as a unit; thereby making it possible for case resonance and the chamber of the interior to co-ordinate with the scientific scale—wires and hammers, dampers and so on—in making a pure tone from each note or chord struck.

We know of no other player-piano used and endorsed by a galaxy of Grand Opera singers—whose power and purity of tone make their voices their fortune.

Caruso for years has held exclusively to pianos and player-pianos of Hardman, Peck & Co. make.

To those attuned to musical perfection only an instrument approaching their purity of tone is pleasing. And only such an instrument is safe for them to use.

How long could Caruso or Mme. Destinn or Mme. Alda or M. Sammarco continue a drawing card if a note in their scale became flat or untrue? Yet the human voice learns tricks unconsciously to the owner and persists in them.

An audience would catch it first! He himself might not have discovered the calamity to his voice, but if Caruso flatted on two successive appearances his pre-eminence would be lost. And his power of fortune-making.

Messrs. Hardman, Peck & Co., New York, make two lines—

## Hardman Autotone—Harrington Autotone

Both are elegant; both pure of tone; both beautifully cased in mahogany. The Harrington is less costly—yet the artistic, costly group.

It will satisfy an improving musical taste for years and years. One cannot tire of it, nor long for nobler tones.

### These Grand Opera Stars Endorse the Autotone:

Mme. Luis Tetraxini  
Antonio Scotti  
Charles Dalmores  
Mme. Emmy Destinn  
Mme. Bernice de Pasquali  
Mme. Olive Fremstad  
Giovanni Zenatello  
Mme. Lilla Snelling  
Mme. Alice Zeppilli  
Mme. Jeanne Maubourg  
Andrea P. de Segurora  
Maurice Renaud  
Charles Glibert  
Rinaldo Grassi  
Alexandro Bonci  
Mme. Gerville Reache

Mme. Anna Meitschik  
Orencio Constantino  
Richard Hageman  
Mme. Giannina Russ  
Mme. Elvira de Hidalgo  
Adam Didur  
Leon Rothier  
Pasquale Amato  
John McCormack  
Enrico Caruso  
Amadeo Bassi  
Mme. Maria Labia  
Mme. Henrietta Wakefield  
Mme. Marie Mattfield  
Clarence Whitehill  
Mme. Eleonora de Cinerros

Mme. Frances Alda  
Mme. Lina Cavalieri  
Riccardo Martin  
Hermann Jadlowker  
Rodolfo Ferrari  
Karl Jorn  
Pol Plancon  
Mme. Bella Alten  
Mme. Carmen Melia  
Leo Slezak  
Mme. Jane Noria  
Mme. Jeanne Jomelli  
Cleofonte Campanini  
Dinah Gilly  
G. Mario Sammarco  
Marie Delma

In offering the—

## "Harrington" Autotone at \$495

on the Gimbel Club Plan of \$2.50 weekly payments (no interest; a clean saving of \$107.50 from the regular time price)—

We offer an instrument comparable only with the whole Hardman line.

And yet, the economical Gimbel Club Plan so lessens selling wastes that the instrument costs you about the usual price for inartistic players.

That is our case.

We will be permitted to continue this offer for only a limited time.

It is an incomparable bargain.

Were the price high and the terms hard, it would be still the better bargain, as against any player-piano you know—a ten-to-one better bargain than to be cajoled into buying other than a very good one at any price, no matter how little.

The Milton Piano Co. also co-operates in this Gimbel Club—enabling us to offer the—

## "Milton" Upright Piano at \$270

—one of the fine styles exhibited at the Panama-Pacific Exposition.

Pay \$1.25 weekly on the piano—with no interest or extras. Club members save \$86.50.

Either instrument is delivered at your home—and even kept tuned for a year free as part of the proposition.

Free piano stool; free bench with an Autotone. And some music rolls. And a teacher to help you really to play a player.

### Prominent Musicians Act As a Tone Jury

Prof. William Silvano Thunder, organist of the Cathedral and master of piano, organ and harmony—and—

Prof. Stanley Muschamp, organist of Spring Garden Unitarian Church, Philadelphia, and accompanist Philadelphia Choral Society.

—have agreed to personally test every instrument for tone, balance, voicing, and to certify in writing your instrument.

However perfect any make of goods it is still a comfort to know that what you buy has been approved after personal inspection by experts that you know.

If a club member dies, the family keeps the instrument without having a cent to pay—we've had cases where only \$40 to \$100 had been paid. This agreement is explained and written into our contract with you.

### This Offer Cannot be Long Continued

There is a tiny booklet setting forth the plan more fully. We shall be very glad to mail you one. Simply fill in the Coupon. —Hardman Hall, Seventh floor.

Gimbel Brothers, Philadelphia, are factory representatives of

**Hardman, Harrington, Vose, Packard, Milton and Conreid  
Pianos and Players**

### Mail This Coupon

Gimbel Brothers,  
Philadelphia

Without putting me under any obligation, please send me pictures and descriptions of these Harrington instruments, with fuller particulars about the club.

Name .....

Address .....

E. L. 9-27-16