



The Genuine and Justly Famous
Hardman Autotone

widely conceded to be

The World's Perfect Player-Piano

is offered for the first and only time at decided savings through the helpful co-operation of a

Gimbel Piano Club

We are representatives in this large section of—

Messrs. Hardman, Peck & Co., New York

and recently made a bulk offer for all their Hardman Autotones of two really beautiful styles. They will have to make new case styles to replace them. It is this purchase we are privileged to offer on the club plan—and therefore—

Hardman Autotone

is loved, endorsed and used by these song-birds of Grand Opera:

- Tetrazzini, Fremstad,*
- Destinn, Pasquali,*
- Cavaliere, Gay, Alda,*
- Labia, Melis, Reache,*
- Jomelli, De Cisneros,*
- Zeppili, Noria, Alten,*
- Weidt, Delna, Hidalgo,*
- Mattfeld, Russ and Mme.*
- Frieda Hempel*

This Club is Limited to One Hundred and Fifty Members

The Hardman Piano

is the official piano of the Metropolitan Opera Company—the most distinguished musical organization in the world.

For three-quarters of a century the Hardman has enriched our national home life by reason of its rich sonority of tone, delicacy of touch and unsurpassed durability.

The Hardman Autotone

is famous as being this regal piano plus a playing mechanism perfected by its builders, who developed the Hardman Autotone as a musical unit, building up the piano and player attachment as a harmonious whole—the resultant instrument having a purity of tone impossible with Player-Pianos formed by attaching within the case or sounding-chamber an extraneous mechanism that can only tend to rob the piano of its goodness. But listen!—

This Perfect Player-Piano

has every particle of resonance and tonal purity of the fine old Hardman. The added quality of self-playing brings its utmost usefulness within the reach of those without musical training as well as of those who have made music the study of their lives.

The Hardman Autotone is of stable value all over America—a known cash price, and a partial-payment price which simply adds interest to the original price. Club members skip interest—and more. Based on the total partial-payment prices, the Gimbel Club Offers—

Hardman Autotone, Style A, at \$665—Saving \$157.50
 Payable—without interest or extras—at rate of \$3.50 weekly.

Hardman Autotone, Style B, at \$775—Saving \$210
 Payable—without interest or extras—at rate of \$4 weekly.

Hardman Autotone

is endorsed by these stars of Grand Opera. Caruso and many others bought for their personal use.

- Caruso, Renaud, Martin,*
- Slezak, Amato, Jorn,*
- Jadlowker, Bassi, Grassi,*
- Constantino, Scotti, Bonci,*
- Zenatello, Sammarco,*
- Dalmores, Gilly, Rother,*
- McCormack, Campanini,*
- Plancon, Clement,*
- Segurola, Gilibert*

The Gimbel Club Plan

provides that the death of a club member, with payments kept up, cancels any remainder due. The family keeps the instrument and hasn't a cent to pay. This feature has been proved by a number of cases—and the terms are written into the agreement.

A bench and a selection of music rolls go with each instrument, free.

Gimbel Clubs have from time to time brought various standard instruments within general reach—including highly artistic pianos—but this is the first club to offer the widely-conceded best instrument on such easy terms and at large money saving. Messrs. Hardman, Peck & Co. make two beautiful lines of pianos and players—in two separate New York factories.

Will you act with such promptness as to be of the select few to share in this matchless offer?

Don't lose time. If inconvenient to come in at once, sign and mail this coupon and all possible information will be given without putting you under the slightest obligation.

This Club Offer is on the Hardman's most advanced line—the most perfect Player-Piano made. Its makers, musical inventors for years, hold other basic patents and the sum total of their development and ownership is worked into an harmonious one-ness in The Hardman Autotone.

Gimbel Brothers are Philadelphia representatives of the **Hardman, Harrington, Vose, Packard, Milton and Conreid Pianos and Players**. And are generally conceded to be first in service-giving on **Vicrolas and Records**.

—Gimbels, Hardman Hall, Seventh floor; and some shown on First floor, The Thoroughfare.

GIMBELS

MARKET : CHESTNUT : EIGHTH and NINTH

Coupon

Messrs. Gimbel Brothers,
 Philadelphia

Please give me fuller information regarding your club offer of the Hardman Autotone.

Name

City

State E. L.-27

