



MUSIC

By HENRIETTA M. REES. URJING the summer John C. Freund, the editor of Musical America, made the startling announcement that America spends yearly \$500,000,000 for music.

That forty years ago New York had very little music, Boston, Philadelphia and Chicago even less, the statistics are even more amazing. Mr. Freund says in part: Some time ago I prepared an article on the participation of women in musical uplift.

Table titled 'AMOUNT SPENT ANNUALLY IN THE UNITED STATES FOR MUSIC IN ALL ITS FORMS'. Lists categories like Operas, Concerts, Church Music, etc. with corresponding dollar amounts.

Total \$500,000,000. The importance of the figures will be disclosed only when we come to analyze them. They mean that we spend three times as much on music as we do on the army and navy, or as we do on the postal service; that we spend on music within twenty per cent of the value of the hay crop, which is the biggest crop of the country, and within fifteen per cent of the cotton crop, which is the next largest crop; that we spend four times as much on music as the total value of our agricultural implements; thirty per cent more than the value of the woolen industries; three times as much as the value of all the poultry, the turkeys, chickens and broilers, whether fresh killed or frozen, that we consume within a year; that our musical bill is more than four times the entire product of our orchards for a year, five times as much as the butter crop and nearly three times as much as the potato crop.

A glance at the special fall issue of Musical America, bears potent testimony to this article by its editor. From all over the United States are signs of progress and interest in the art of music. The number of cities supporting symphony orchestras are greater than ever, and it looks as though the time of which the writer speaks is almost at hand.

Subscribers to the series of matinee concerts, which Miss Hopper has arranged for the Brandeis theater, will all have equal opportunity to select their full set of tickets on Tuesday morning, October 21, at 9 o'clock, as the box office will open with a clean sheet save for two lower boxes which have been engaged for the season.

The series this season includes the following concerts: October 22, Mme. Marie Rappold, prima donna soprano of the Metropolitan Opera, assisted by Vera Barstow, violinist, and Harold O. Smith, pianist; November 25, a joint recital by Franz Egenloff, baritone of the Royal Opera, and Katherine Goodson, the well known English pianist; February 3, Mme. Ottilie Metzger, prima donna contralto of the Hamburg Stadt theater, assisted by Clara Thurston, solo harpist; February 24, the St. Louis symphony orchestra, consisting of seventy-five players and bringing an additional solo artist. All tickets are transferable.

Omaha music lover who did not attend the violin recital last Tuesday night by Olga Eisner, a little girl of 11 years of age, pupil of Frank Mach, missed a rare treat. Musicians and laymen were alike in enthusiastic praise of the unusual talent and skill of this wonderful little lady who plays with a taste and understanding far in advance of her years. Her future appearances will be awaited with great interest. She was assisted by Harry Dismore, baritone, and Miss Ruth Flynn, accompanist.

pianoforte or violin or compose. All that can be learned in New York as well as anywhere. Purely technical study has nothing to do with learning to live art, to breathe the atmosphere of art, to which attention has been drawn—the principle which leads the French government to send the winners of the Prix de Rome to Italy for a period of years and encourage them to travel in Germany.

Another point brought out in favor of New York is the vast number of foreigners there, which has resulted in the opportunity to hear music of all kinds more there than among any other people. This liberality will have a lasting effect some day upon an art which will be recognized as characteristically American.

Musical Notes. Mr. Martin Bush announces that his annual piano recital will be given Thursday evening, October 24, in the First Baptist church. The program will be made up of compositions by Brahms, Schumann and Liszt.

Miss Elouise Sheppard, dramatic soprano, is in Omaha coaching with her husband, Goodwin Dickerman, for her midwinter concert engagements in the east. Negotiations are pending which will probably lead to her being heard here before she leaves.

Miss Jessie Ohman, pupil of the Dickerman School of Acting and Voice, will give "Rebecca of Sunny Brook Farm" at the Young Women's Christian association Thursday evening, October 23, under the auspices of the Business Girls' club. She will be assisted by Carl Chance Abbott, bass, also a pupil of the Dickerman school. Free tickets of admission may be had at the office of the school in the Arlington block or at the Young Women's Christian association.

MANY ARE GOING ABROAD (Continued from Page Two.) whose wedding takes place the latter part of the month.

Hanley-O'Brien Wedding. The wedding of Miss Mary O'Brien, daughter of Mr. and Mrs. Thomas O'Brien, to Mr. James Hugh Hanley, will take place Tuesday, October 22, at St. Cecilia's church at 6 o'clock. The ceremony will be followed by a reception at the home of the bride's parents.

A. C. C. Meeting at Brownell Hall. The Association of Collegiate Alumni met Saturday afternoon at 2:30 o'clock at Brownell Hall. This was the first meeting of the season and the program of work for the year was planned and part of the afternoon was given to music.

Anniversary Dinner at Loyal. Mr. and Mrs. H. J. McCarthy will entertain at dinner at the Loyal hotel Sunday evening in honor of their wedding anniversary. Covers will be laid for: Dr. and Mrs. G. D. Shipyard, Mr. and Mrs. E. E. Wagner, Mr. and Mrs. W. N. Dorward, Mr. and Mrs. H. W. Bronner, Mr. and Mrs. O. Hart, Mr. and Mrs. C. H. Pulver, Mr. and Mrs. McCarthy.

Pagaloo Club. The members of the Pagaloo club surprised Mr. and Mrs. Ray Moore Friday evening at their home, 4517 West street. Cards were played and a delightful luncheon served. Those present were: Misses—Frances Mulholland, Rose Dixon, Lola Marsh, Ethel Mulholland, Bonnie Jones, Esther Swanson, Marie Norgard, Florence Erickson, Gladys Ellis, Meera—O. C. Slaughter, Eugene May, D. C. Erickson, Charles Hardin, M. L. Jackson, E. V. Kelly, John White, J. H. Jaska, Joe Rynn, Mr. and Mrs. Ray Moore.

Carter Lake Country Club. The Carter Lake Country club will give a dance for its members at the club Friday evening, which will be followed by a supper.

Engagement Announced. Mr. and Mrs. V. Brockstein announce the engagement of their daughter, Esther, to Harold Rittman of Denver. The wedding will take place in the spring.

Bridge Parties. Miss Florence Powers entertained at an afternoon bridge Friday and Saturday. She will entertain at bridge again this week on the same days.

Omaha Club Parties. The directors of the Omaha club announce a series of dinner dances to be given at the club during the fall and winter.

A Halloween party will be given Friday, October 25, at 7 o'clock, which will be the first of the series. Cards for the other affairs will be issued two weeks in advance, the dates of which are November 25, December 25 and February 12. These dates, however, are subject to change.

In and Out of the Bee Hive. Mrs. Henry Hiller is spending a week in Chicago. Mr. and Mrs. D. C. Bradford arrived home Friday from New York. Mrs. Francis A. Brogan leaves for Chicago this week for a short stay. Judge and Mrs. Joseph Oberfelder of Sidney are visiting Omaha friends. Mr. and Mrs. E. A. Strauss of Chicago have returned to their home after a short visit with friends in this city.

Mr. and Mrs. James I. Paxton and children left Friday for Wellsville, Mo., to spend a week with Mr. Paxton's sister. Mr. and Mrs. J. M. Guild have spent nearly a week visiting in Chicago. They are expected to return to Omaha Monday.

Mr. and Mrs. E. P. Peck, who left Sunday for New Orleans, called Saturday for Panama, to be gone about three weeks. Mr. Howard Baldrice returned Thursday from New York, where he was among the Omaha ball fans at the games last week.

Miss Julia Drefuss and daughter, Adele, will leave this week for a visit of several weeks in Chicago, Cleveland and New York.

Mr. and Mrs. A. V. Kinsler will stop in Dayton, O., to visit a few days on their way home from New York. They will return Friday week.

Mrs. S. A. Searle and Miss Corinne Searle have returned from a month's visit with Mr. and Mrs. Homer Searle at their ranch in South Dakota. Mrs. John G. Bourke and her daughter, Miss Bourke, and Miss Pauline, will sail Tuesday for a winter abroad. Mrs. Bourke's brother, Mr. Paul Horbach, is occupying their home in their absence. Mr. and Mrs. Clark Powell leave Sunday night for a two weeks' trip in the east. Mr. Powell will go on business and will make arrangements for the coming automobile show.



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125 1 week. The initial payment necessary to obtain one of these pianos is FIVE DOLLARS. The five dollars is deducted from the price—leaving TWO HUNDRED AND SEVENTY-FIVE CENTS to be paid in ONE DOLLAR WEEKLY PAYMENTS OF FIVE CENTS a week, with NO INTEREST or further payments of any nature.

Player-pianos can also be purchased on the same plan. One Hundred player-pianos will also be sold on the co-operative plan. The usual price of these player-pianos is five hundred and fifty dollars each. The co-operative price will be three hundred and ninety-five dollars, with NO INTEREST to be added.

The player-piano will also be delivered immediately upon the payment of five dollars. The payments will be two dollars a week—giving you one hundred and ninety-five weeks' time in which to make your payments—the same as on the piano. The same unconditional guarantee that is given on the piano is given on the player-piano. You can also get your money back at any time within thirty days. You get the same privilege of exchanging within a year, as that given on the piano. All of the unpaid balances will be voluntarily cancelled in event of death. A player-piano bench and the use of 1,000 rolls of music for one year from the date of purchase without extra charge. Arrangement will be made with each purchaser whereby new player rolls can be procured at a special discount of 20% from the catalogue price. We attribute the success of our Player Department largely to the fact that we have been careful to select only such Player-Pianos that would not only give satisfaction to the purchaser, but that would lend prestige to this department of our business. We believe that we have sold more player-pianos than any other piano concern in this section of the country, and in this great Co-operative Plan we have been careful to select only such Player-Pianos that can be sold upon, not only the manufacturer's guarantee, but OUR GUARANTEE. All of the features of the co-operative plan are carried out in offering the player-pianos, with the single exception that the terms on the player-pianos are two dollars a week instead of one dollar and twenty-five cents a week.

Out this coupon off, and mail tonight. Name, Street and No., City, State.

PROBLEM OF THE DEBUTANTE. Modern Social Customs Are Souling, Destroying, Body-Wasting Business. At this time of the year many parents are making arrangements to introduce their daughters in society. The long and costly period of incubation is ended. The young girl has returned from a fashionable "finishing school" or from a tour abroad, and she is now ready—albeit with trepidation—to cross the threshold into the scintillating ballroom and beyond that into a world of pleasure and pain, of singular follies and sad snootiness, of false friends and true counselors. But of the immediate process of initiation is the present exhausting ordeal from the autumnal housewarming to the temporary dismantling of so many households, that a motorcar may whirl its precious treasure thither and yon, that a maid may be waiting with wraps at the break of day, that breakfast may be served at noon in bed, and the whole domestic program held in abeyance to the languid or petulant will of the debutante? Generally all this is done that she may have the alleged privilege of meeting at the dance a few callow, blooming youths whose chief claim to consideration is that their fathers will give them positions in a bank after a genteel graduation, and will leave them a whole lot of money when they die. Is the game worth the candle? Was not the old-fashioned, simpler mode of introduction at least as enjoyable as the terrifying gauntlet of teas and luncheons and dances and dinners and theater parties that the modern debutante is called upon to run? Society must call a halt, ere long, and by common agreement reduce the plethora of the fashionable social calendar. At present, being a debutante is a soul-destroying, body-wasting business.—Philadelphia Ledger.

This Co-operative effort has produced a piano guarantee of real value

WE HAVE TOLD you fully in three previous ads about this Co-operative or Association plan of selling pianos. We have told you of the value of the pianos that are being sold on this plan. We have told you of what care was taken in their selection: of how Prof. Jones had agreed to personally examine and pass upon them. Yesterday Mr. Orkin told you in a personal word how much he valued this plan and of his high opinion of the pianos.

Now, today, we tell of the guarantee that has been put upon these instruments as a result of this associate idea.

Pianos have always been guaranteed. That is, they have been supposed to be guaranteed. But the guarantees, most of them, have been vague and evasive. They began nowhere—they went nowhere. There were loopholes in them through which you could drive a horse and wagon. They were made up—very largely—of "ifs and ands." But when this plan was organized both the manufacturer and the dealers (including ourselves) decided to make a guarantee that meant something; to make a guarantee in fact as well as in name. Here it is: you can read it and judge for yourself. In our opinion it is the strongest guarantee ever placed upon a piece of merchandise anywhere or at any time.

Let us sum up this whole proposition. You get a good, durable piano worth three hundred and fifty dollars. You pay five dollars when you select your piano, leaving two hundred and forty-three dollars and seventy-five cents to be paid. To pay this balance, you are allowed one hundred and ninety-five weeks time. This makes the payments amount to only one dollar and twenty-five cents a week. You can take the full time—one hundred and ninety-five weeks—or not, just as you wish. If you pay in a shorter time, you earn and are paid a cash dividend of fifteen cents a week. After the balance of two hundred and forty-three dollars and seventy-five cents is paid, there is then no further interest or payments of any kind to be met.

You can get your money back after a thirty days' trial, if you want it. If you keep the piano, you can exchange it without loss at any time up to within one year from the day you bought it. And all unpaid payments are voluntarily cancelled in the event you should die while you are paying for the instrument.

Besides this, you get the protection of the guarantee above mentioned—protecting you absolutely for five years.

What more can be given? What more can be wished? Can you suggest any further privileges or conditions that would be of advantage to you?

This, then, is the co-operative plan in brief. It is a you-help-me-and-I-will-help-you-and-everybody-pull-together idea.

Some interesting facts about guarantees. "We guarantee this price." "This shoe is absolutely guaranteed." "We guarantee all our candies." "We guarantee this." "We guarantee that." You see these sweeping generalities in advertisements every day. Every day you have salesmen din them into our ears. Of what value are they? None. Wasted money, when spent in advertising—wasted breath when spoken. A guarantee to be a guarantee should guarantee something. It should be specific. It should state that "such and such" are facts. And, that, if "such and such" are not facts—then there should be a forfeit. "Holeproof Sox" are a good example of what we mean. Here the manufacturers say what they will do. They say "these sox will wear six months. We guarantee that they will. If they don't—you can have a new pair free." This is exactly the idea behind these pianos. We say that the materials that enter into these pianos are the best, that the workmanship by which the materials are put together is of the highest order. That no defects will be manifest within five years. Should there be—you get a new piano. One can't lose much sleep worrying over a straightforward proposition like this, can they?

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Pointed Paragraphs. Better half a loaf than a broken down constitution due to overwork. A weak man looks like a standing invitation for others to sit down on him. The more a woman talks the more anxious her husband is to turn off the gas. Perhaps joy cometh in the morning, but not to the chap who has made a night of it. Elderly females claim that the lack of wrinkles on a woman's face shows weakness of character. Perhaps once in a thousand years you may encounter a man who doesn't think his wife talks too much. When a man brings home a box of candy for his wife she imagines he is concealing a confession he ought to make—and usually she is right.—Chicago News.