

# This time it is a player-piano club

## The club will contain 50 members

The most talked of and most successful piano event of the year is the Orkin Brothers 100 In-**THE REASON WHY**  
**augural Piano Club**—a club of 100 members.

Now comes a **player-piano club**. A club of 50 members. An event that has to do with one of the greatest player-pianos in the world. With a player-piano that is known around the world.

It is one of the **pioneers** of the **player-piano** industry. It was one of the first player-pianos made. It is now built in many of the largest piano-player manufactories in the world. There is no more distinguished or honorable manufacturing plant than this, no matter what the line of business may be.

This **player-piano** is head and shoulders above any other player-piano now on the market—**best in mechanical construction**.

No other **player-piano** has made as much progress or as deep impress upon the musical world during the past four years as this **player-piano**.

### The price--the terms and special features of the club

The club price for this player-piano is 467.50 dollars. There is **no interest**—**no extras** of any kind.

**\$467.50**  
**Price**

**No interest to pay**  
**\$17.50**  
**First Payment**

**2.00**  
**Week**  
**No interest added to this**



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The terms are 17.50 dollars the first payment and 2 dollars a week without interest added. These player-pianos have never been sold for less than \$650 with terms of \$50 down and \$15 a month, with interest added at the rate of 7 per cent. This is the first time, as far as our knowledge goes, that such trustworthy instruments have ever been offered for sale upon such popular terms as **17.50 dollars the first payment—and 2 dollars a week without interest added.**

This **player-piano** is full size, upright grand, colonial design, and the player on the inside **plays every key on the piano**—that is, these club player pianos are **standard 88-note** players—and they play every note on the piano when the music roll is in motion.

Then there is another point that should have special mention—the **tempo artist lever**.

This one single device puts the **club player-piano** in a class by itself. It is this little lever, operated by the right hand, that makes a **great piano performer** out of everyone. Instead of playing mechanically—with the **tempo artist lever** you can play like a great pianist. With the **tempo artist lever** you can control the time of the music you are playing. With the **tempo artist lever** you give your playing every shade the composer intended. Let us suppose there is not another single device on the **club player-piano** to make its player mechanism play like the human fingers (there are half a dozen), let us discard them all, save this one alone—the **tempo artist lever**—still we would say that this one feature alone places this **club player-piano** in a class by itself.

**You can own one of these player-pianos for \$17.50 the first payment then \$2 a week without interest added**

We want to again make mention of these terms. Lay aside the price—467.50 dollars and the **cash saving** it carries with it of 25 cents each and every week you pay faster than the regular terms of 2 dollars a week. But let us **center your attention** on these terms—**17.50 dollars the first payment—then 2 a week without interest added.** If the Orkin Brothers player-piano club did not have another redeeming feature, this one of **terms** would carry it to success; 17.50 dollars the first payment—then 2 dollars a week enables anyone to buy the best the world affords in player-pianos and scarcely miss the money.

The keynote of this whole club proposition is, **best pianos—best price—best terms—best everything.**

**If you want an upright piano without the player attachment join the Orkin Brothers piano club**

That there can be no misunderstanding, let us again tell that 2 hundred and 77 dollars and 50 cents includes everything the Orkin Brothers piano club member has to pay. In other words, it is the **OUTSIDE PRICE** or the **EXTREME PRICE**.

The pianos are of the most reliable and trustworthy sort—worth 375 dollars each.

To sell them and sell them quickly we planned and organized a gigantic club. A club of 100 members, each and every member to enjoy the same advantages and privileges.

We decided to sell the pianos in this way, at 277 dollars and 50 cents each.

We arranged to sell them **WITHOUT ADDING INTEREST** to the price asked.

We placed the payments at 8 dollars and 75 cents as the first payment, and 1 dollar and 25 cents a week for the remaining payments.

The price (\$277.50) included everything—charging nothing more for any privilege extended members.

We arranged a **YEAR'S EXCHANGE** privilege for members, which enables them to exchange their pianos at any time within one year without meaning one penny's loss.

We got up a **LIFE ASSURANCE FEATURE** for members, which cancels **ALL PAYMENTS IN THE EVENT OF THE DEATH** of a club member.

The dominating influence that caused us to inaugurate this player-piano club was the impress made by the player-piano upon the public mind.

The player-piano is today a factor in the piano world. It has, within the past two years, grown in leaps and bounds, and will, within the next three years, grow at a still faster ratio.

One-half of the pianos sold, will, within 3 years, be player-pianos, in our opinion. Already player-pianos can be had for \$467.50—The Orkin Bros. club player-piano.

The **player-piano** is a product of the times. The **player-piano** typifies the axiom that necessity is the mother of invention.

For, had there not been a widespread desire for music of a higher order; had there not been a desire on the part of more persons to personally produce music, there would have been no **player-piano**.

The piano being the instrument through which the highest forms of music could find expression, inventive men set about to produce a ready and convenient means of playing it.

First came the piano-player—a clumsy box-like affair to be pushed against a piano.

For all its inconvenience, it had its day and served well its purpose.

Tens of thousands of persons today owe a good knowledge of music as well as a knowledge of good music to the inconveniences of piano-players.

Then came the **player-piano**—even at the first a better device than the piano-player.

Then came improvements. Improvements that looked towards better playing—towards better expression—towards playing that more nearly resembled human playing.

With the result that the **player-piano** of today represents first, all that musical knowledge and science can produce in the way of an **upright piano**, and second, mechanism built within it, by which means every one is enabled to play readily and skillfully.

In other words, necessity has taken the modern upright piano and added to it an easy and delightful means of playing it.

With the **player-piano**, the unskilled can play. With the **player-piano** the music-hungry can satisfy themselves, though they may lack all knowledge of piano playing, and even those who can and do play well, can feast from the realm of music that not even the greatest master can acquire. Thus it is we prepared for the **triumph of the player-piano**.

It is to properly introduce, partly to emphasize on the **player-piano** question and partly to forecast the commanding place the **player-piano** is destined to take in the field of music, that we have planned this **great player-piano club** of 100 members. If you intend buying a **player-piano—do it now.**

Special attention will be given to correspondence and inquiries. Address all communications to

ORKIN BROS.,  
 Alliance, Neb.

**ORKIN BROTHERS**

(Formerly the Bennett Co., Largest Dealers of High Grade Pianos in the West)

ALLIANCE, NEBRASKA

OPPOSITE THE POST OFFICE

Some of the well known makes of pianos from our regular lines that will be offered in connection with this great sale of pianos at a substantial reduction:— Chickering & Son, Kurtzman, Ivers & Pond, Huntington, Sterling, Segerstrom, and Packard pianos.