

This time it is a player-piano club The club will contain 100 members

The most talked of and most successful piano event of the year is the Orkin Brothers *500 Inaugural Piano Club*—a club of 500 members.

Now comes a *player-piano club*. A club of 100 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 the first player-piano made. It is now built in one of the largest player-piano manufactories in the world. There is no more distinguished or honorable manufacturing plant than this, it matters not 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 395 dollars. There is *no interest—no extras* of any kind.

\$395
Price

\$9
First Payment

No interest to pay

200 No interest added to this
Week

The terms are *9 dollars the first payment and 2 dollars a week without interest added*. These player-pianos have never been sold for less than \$550 with terms of \$25 down and \$15 a month, with interest added at the rate of 6 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 *9 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 \$9 the first payment then \$2 a week without interest added

- A Partial List of Our
Player-Pianos
CHICKERING & SONS
KURTZMAN
AUTOPIANO
KRELL AUTO GRAND
SEGERSTROM
H. & S. G. LINDERMAN
AND OTHERS.

We want to again make mention of these terms. Lay aside the price—395 dollars and the cash saving it carries with it of 18 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—*9 dollars the first payment—then 2 dollars 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; 9 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.

Do you know the regular terms on player-pianos like the club player-piano? Let us tell you. Not less than 25 dollars down—and, more often, 50 dollars down—then 15 to 25 dollars a month, with interest added at the rate of 7 or 8 per cent. But through the Orkin Brothers Club *9 dollars when you join, then 2 dollars a week without interest added*—quite a difference, isn't there?

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



COPYRIGHT 1911 BY MARTIN MCCARRICK

The reason why

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 \$395—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*.

When you select your player-piano and become a member of the club you also become a life member of the *player-music library*. You receive with your player-piano the use of 1,000 rolls during the first year free. You can exchange the music rolls every day, every week or every month, at your own pleasure, and you get the very latest music published.

In equipping this big store—the center of our large business—a great department was planned for player-piano music. One section of a floor was dedicated to its uses. And here are to be constantly found 4,000 rolls of player-piano music. This has been installed very largely as an educational means to teach the delights and unlimited possibilities of the *player-piano*.

And it is to properly introduce this department—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.

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 57 dollars and 59 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 350 dollars each.

To sell them and sell them quickly we planned and organized a gigantic club. A club of 500 members, each and every member to enjoy the same advantages and privileges.

We decided to sell the pianos in this way, at 257 dollars and 59 cents each.

We arranged to sell them without adding interest to the price asked. We placed the payments at 5 dollars as the first payment, and 1 dollar and 25 cents a week for the remaining payments.

The price (\$257.59) included everything—charging nothing more for any privilege extended members. We agreed to give the club members their money back if a 30 days' trial on the piano was unsatisfactory.

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.

We figured out a rebate system so that those who want to pay faster than \$1.25 a week will profit by it by getting a rebate of 15 cents in cash handed back for each and every week they pay in advance.

Boiling the whole plan right down, we put into the plan every advantage and privilege that would suggest itself to us to make this big inaugural sale an instant success.

And it has been. Cannot we have your application. Can we not at least show you the pianos and go over the whole proposition with you?

Copyright 1912 by Stone & McCarrick, Inc. Unauthorized use in whole or in part or colorable sum in a ruse thereof forbidden.

ORKIN BROTHERS

Chickering, Kurtzman, Ivers & Pond, Auto Pianos and Player Pianos—and Victor Talking Machines.

Formerly
The Bennett Co.
16th and Harney
Sts., Omaha, Neb.