

# Once again we tell this whole piano story

**T**HIS is a story of success—of *unprecedented* success. It's a story of planning—then of concentrating unlimited power on working out the plan until it's a story of such stupendous success that the telling is spontaneous. We could not help repeating it if we would or would not if we could. It's inspiring. It runs off the pencil faster than we can write. The *reason* for it, is *the plan itself*. Here it is: Don't miss a single syllable.

¶ You get a piano which is worth and sells regularly at three hundred and fifty dollars, for *two hundred and forty-eight dollars and seventy-five cents*, saving you at the outset one hundred and one dollars and twenty-five cents.

¶ When you finish paying for your piano, if bought in the usual way, you still owe from twenty-five to thirty-five dollars *interest*. Through this *co-operative plan*, when you have paid your two hundred and forty-eight dollars and seventy-five cents, you have finished paying. There are no further payments to be made, either on account of interest or for any other reason.

¶ Instead of paying twenty to twenty-five dollars as a first payment and ten, twelve or fifteen dollars a

month as you will in a regular way, during this co-operative sale you pay but five dollars to join in this co-operative movement and then but one dollar and twenty-five cents a week.

¶ You get the strongest guarantee ever put on a piano; a joint guarantee signed by the manufacturer and ourselves, giving you protection for five years that is as safe as a government bond.

¶ You get the privilege of returning your piano at the end of thirty days' trial and getting your money back.

¶ Within one year from the day you get your piano, through this co-operative plan, you may exchange it for any reason whatsoever, without so much as a penny's loss.

¶ All payments remaining unpaid are voluntarily cancelled in event of your death—thus leaving the piano free of encumbrance to your family.

¶ You get through this co-operative plan an opportunity to earn cash dividends for each and every week's time the life of the co-operative agreement of one hundred and ninety-five weeks is shortened. Through this privilege it is possible for you to earn cash dividends, amounting in all to twenty-nine dollars and twenty-five cents.

¶ And finally you are given opportunity to secure others to co-operate in this plan. This still further reduces the cost of your instrument.



## About the piano itself

The pianos themselves that go into this sale will grace any home. For downright durability, they are *as good as any pianos made*. Take the physical piano itself; that is, the *woods* that go into the case; the *ivory* that goes into the keys; the *German felt* that goes into the hammers and the *steel wire* that goes into the strings, and so on and so on, and you get as much, in fact, you get the same identical materials as you get in many four hundred or four hundred and fifty dollar pianos. They are made by some of the representatives in one of the piano manufacturing plants of this county—*if not the largest*. Where pianos are built well and economically, and where there is an abundance of capital to procure

### Read what Prof. Jones has to say about the pianos.

"Up to this time I have now inspected seventy-two of these pianos and twenty-eight of the player-pianos and I must say that they run more uniform in quality of tone and more even in touch and regulation than I would have thought possible with such a large number of instruments. Naturally, I have been interested in reading your advertisements, and must say that your instruments are everything you claim for them."

*Jean Ellen Jones*

the best there is to be had, and to "back up" our guarantee—the *strongest* ever placed upon musical instruments.

## Exchanging the piano

A paragraph in our co-operative agreement reads like this: "Privilege is given to exchange Piano No. .... at any time within one year from date for any other new piano we handle at time exchange is made (whether of equal or better grade), all payments made on above mentioned instrument to be credited on new contract."

Do you get the full force of this part of our contract? (Mind you, this is part of *our contract with you*. This is part of the agreement *we sign and hand to you* the minute you become a member of this Co-operative Society.)

This simply means this: That you purchase your piano or player-piano through this plan *subject to one year's trial in your home*. And if, at the *end of the year or during the year* you feel that the instrument you selected is not what you wish to buy and keep as a permanent investment, then you may come to the store and select another piano—we will *make the exchange free*.

If the piano is of the *same* grade, there will be *no additional charge*. If the piano is of a *higher* grade, you will of course agree to pay the difference.

The point is—you have a *whole year* in which to thoroughly satisfy yourself as to the character of these pianos.

Wouldn't you like to be able to buy your other household articles, your sewing machine, your vacuum cleaner, your automobile under such a positive assurance?



This guarantee is our *pledge of confidence with the purchaser*. This tag will be found tied upon each piano or player-piano offered for sale through this co-operative plan.

## The whole plan applies to player-pianos as well

One Hundred player-pianos are also being sold on this same co-operative plan. The usual price of these player-pianos is five hundred and fifty dollars each. The Co-operative price is 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 are two dollars a week—giving you one hundred and ninety-five weeks' time in which to make 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 with the piano.

All of the unpaid balances will be voluntarily cancelled in event of death.

Also, a player-piano bench and the use of 1,000 rolls of music free of charge for one year.

An arrangement will be made with each purchaser whereby new player rolls can be procured at a special discount of 20 per cent from the regular catalogue prices.

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 Sale 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-piano are two dollars a week instead of—as on the piano—one dollar and twenty-five cents a week.

### Read this:

To take advantage of this unusual sale, all you have to do is to send or bring in *five dollars*, for which we will at once give you a receipt.

This five dollars is credited to your account on the co-operative books.

The co-operative plan then allows one hundred and ninety-five weeks' time in which to pay the remainder—at the rate of one dollar and twenty-five cents a week if you select a *piano*, or two dollars a week if you select a *player-piano*. There are no further payments of any kind to be met.

You may make your selection at once—tomorrow—next day—next week or any other time convenient to you. It will be delivered immediately—next week or next month. The *time* you select your instrument and the *date of delivery* is wholly optional with you.

If not convenient for you to personally select your instrument we will make the selection for you under your instructions, with the understanding that, if at the end of a thirty days' trial you are dissatisfied, we will *refund your money* and send and get the instrument.

# \$5

The balance on the piano, is payable 1 dollar and 25 cents, weekly. The balance on the player-piano is payable 2 dollars weekly, **WITHOUT INTEREST.** This gives you 195 weeks time in which to pay for the piano or the player-piano.

## puts the *player-piano* in your home, also

Let us make this plain. It costs you no more, as an initial outlay, to put the player-piano in your home than it does the piano. The player-piano itself costs you more than the piano—One hundred and forty-six dollars and twenty-five cents more. Your weekly dues are larger, also: Two dollars a week, as against one dollar and twenty-five cents a week for the piano. But your initial payment and the length of time given in which to make your payments (one hundred and ninety-five weeks) are identically the same whether you select a piano or a player-piano.

In other words, you pay five dollars as a privilege to participate in this co-operative sale. This five-dollar payment is credited to the price of whichever instrument you decide to take—and you are then privileged to take your choice—the piano or the player-piano. This makes it plain, doesn't it?

# ORKIN BROTHERS