

He who is silent, is forgotten. He who abstains, is taken at his word. He who does not advance falls back. He who stops, is overwhelmed, distanced, crushed. He who ceases to grow greater becomes smaller. He who leaves off, gives up. The stationary condition is the beginning of the end.

Orkin Brothers Inaugural Piano Club

A great co-operative club of 150 members to share in the distribution of the enormous saving of \$18,875.00



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On Wednesday the 5th we will inaugurate the biggest piano-selling event that has ever taken place in western Nebraska. The first and principle object of these clubs is to indelibly impress a **Name** on the public mind and that name is **Orkin Bros.** In other words—these big **Orkin Bros. Clubs** with these combined 150 members participating in the distribution of this enormous saving, \$18,875.00, is intended as stated above to impress the name of **Orkin Bros.** and connect it in the minds of every person not only residing in the City of Alliance, but throughout western Nebraska, with **PIANOS and PLAYER PIANOS.**

The Deal and the Pianos

The deal for a sale of this kind means the straight out purchase of 100 pianos and 50 players—it is more than that—it means the purchase of 150 instruments of dependable character. The reputation of our piano department (which has been known to you for many years as the **Bennett Co.**, but now **Orkin Bros.**) would not permit of our buying or selling any other class of instrument than is absolutely dependable. Every piano and player piano offered in this greatest club sale now starting will carry with it an absolute guarantee, not only of the manufacturer, but of **Orkin Bros.**

The Value of each of these Pianos is \$375.00

Hundreds of these same pianos have been sold right here in Nebraska at \$375. Hundreds more are being sold every month all over the United States at \$375. **They are worth \$375.** Measured by any standard of value you wish, they are worth \$375. They are worth it on our floors, or on the floors of any reputable piano dealer in the country.

\$277⁵⁰
is the price of the Orkin Brothers Club Piano, with no interest added

The Orkin Brothers Club price is 277 dollars and 50 cents. The price includes everything. There are **no extras** of any kind. **No interest** to be added. Nothing to be added for drayage, stool, scarf, **absolutely no extras.** Two hundred and seventy-seven dollars and fifty-cents is the price, and the price includes everything.

These pianos will be sold **8 dollars and 75 cents** cash, then 1 dollar and 25 cents a week. There is **positively no interest** added to this. The 8.75 dollars just about covers the cartage and delivering—yet the 8.75 payment made when you **join the club is credited to your account.** The piano is delivered immediately. You do not have to wait until the **club is filled.** You get your piano **when you join.** The remainder is payable weekly. Club members do not have to pay more than 1 dollar and 25 cents a week if they wish. This gives them 215 weeks in which to pay for the piano, and still get it at the club price of \$277.50.

THE ORKIN BROTHERS PIANO CLUB TERMS

\$8⁷⁵
CASH
There is no interest added to this

Positively no interest added to this

Positively No interest added to this

\$1²⁵
WEEK
There is no interest added to this

The Club Price of \$277.50 can be Lessened

We said above that 277 dollars and 50 cents includes everything. **So it does.** As it includes everything—so can the price be reduced. The Club Member's agreement has 215 Coupons attached to it—much like a bond. A coupon represents a week. Two hundred and Fifteen Coupons represent 215 weeks, or the life of the agreement. Every time a payment is made one of these Coupons is stamped "Paid." If payments are made **in advance**—that is, **before they are due, a rebate of 15 cents** for each and every week is handed over to the Club Member **in cash.** You can, therefore, see that the price (\$277.50) can be reduced just as many times **fifteen cents as you will pay weekly payments in advance** or before they are due.

Special advantages of the Orkin Brothers Piano Club

Read every word of this

Every instrument is guaranteed, without reserve for five years. There are no "ifs" or "ands" in the guarantee—just a straight-out guarantee, as strong as we know how to make it in writing.

Every Club Member has a full year in which to satisfy himself as to the character of the piano. If it does not prove to be everything that he expects he has the privilege of exchanging it without **one penny's loss** for any other instrument of equal or greater value that we sell—(and we sell twelve different representative makes.)

If a Club Member dies during the life of his contract we will immediately send a **receipt in full** to his family for the instrument.

A beautiful stool and scarf to match the piano is included without extra cost.

CLUB MEMBERS HAVE AN OPPORTUNITY TO STILL FURTHER REDUCE THE COST OF THEIR PIANO BY PROCURING OTHER CLUB MEMBERS

ORKIN BROTHERS PLAYER-PIANO CLUB 50 MEMBERS

We have inaugurated a **PIANO PLAYER CLUB** in connection with our 100 piano club—it is the first time in which **PLAYER-PIANOS** of such renowned makes as these have ever been offered for sale in such a wholesale manner. The price of these club **PLAYER-PIANOS** is 467.50 dollars—the terms are **17 DOLLARS AND FIFTY CENTS THE FIRST PAYMENT—AND 2 DOLLARS A WEEK WITHOUT INTEREST ADDED.** These **PIANO-PLAYERS** are sold for \$650, with terms of \$50.00 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 been offered for sale upon such popular terms as **17 DOLLARS AND FIFTY CENTS THE FIRST PAYMENT—AND 2 DOLLARS A WEEK WITHOUT INTEREST ADDED.**

1. The **PLAYER-PIANO** club will consist of 50 members.
2. The **PLAYER-PIANO** club members can take their choice between two of the best **PLAYER-PIANOS** on the market.
3. The **PLAYER-PIANO** club price is \$467.50.
4. The saving in price to each **PLAYER-PIANO** club member is \$182.50.
5. The **PLAYER-PIANO** club member has no **INTEREST TO PAY.**
6. The terms to **PLAYER-PIANO** club members are \$17.50 cash and 2 dollars a week—or, putting it in another way, **PLAYER-PIANO** club members have 225 weeks in which to pay for their **PLAYER-PIANO.**
7. Each **PLAYER-PIANO** club member receives the use of one thousand music rolls **FREE** for one year.
8. If a **PLAYER-PIANO** club member dies during the life of his contract we will immediately cancel all future payments and send a receipt in full to his family for the instrument.

Membership books in the Orkin Bros. Piano Club will open Wednesday, March 5th

The Club books open Wednesday. In other words, Wednesday will be the first day you can join the Club. The pianos, however, are **NOW ON DISPLAY** in our Alliance store, where you can hear and see them. You are cordially invited. The piano will be delivered immediately upon your becoming a member and making the initial payment of \$8.75. During the first week of the Club's life we hope to give every one their choice of seven different styles of cases, and to show each style in three woods, Mahogany, Walnut and Quartered Oak.

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.