

300 Persons Will Each Save \$101²⁵

--101 dollars and 25 cents--by obtaining their piano through this co-operative sale now going on at our Omaha, Alliance and Norfolk Stores

In reality, the actual saving is MORE than one hundred and one dollar and twenty-five cents on each piano, for OUR PRICE is two hundred and forty-eight dollars and seventy-five cents and NO INTEREST. While in ninety-nine cases out of every hundred, you will be charged INTEREST on top of the regular price. Now six per cent. INTEREST on a three hundred and fifty dollar piano when sold upon USUAL TERMS amounts to twenty-seven dollars and twenty-three cents, which makes the piano cost three hundred and seventy-seven dollars and twenty-three cents, before you are through paying for it. Instead of three hundred and fifty dollars. So the ACTUAL SAVING on each of these pianos is ONE HUNDRED AND TWENTY-EIGHT DOLLARS AND FORTY-EIGHT CENTS, instead of one hundred and one dollar and twenty-five cents.

at a clean cut saving (irrespective of every other advantage) of one hundred and one dollar and twenty-five cents. The real value of these pianos is apparent the moment you see them. When you put your fingers on the keys, what was apparent to the EYE only, becomes a welcome surprise to the EAR as well.

Value of these pianos; how they are made, and care taken in their selection

These pianos are made with uncommon care, from good materials, by long experienced builders, in the largest and best equipped factories in the piano industry. And while there is a high uniformity among them, yet, as is the case with all pianos, there's a choice as to tone and touch.

It is thus for the purpose of this most unusual sale that our Mr. Robinson personally selected each and every individual make which will be sold on this co-operative plan. The tone, the regulation, the voicing of each and every one of these instruments can therefore be vouched for as being way above the average.

But so proud are we of this magnificent lot of instruments in fact, so convinced are we that this is absolutely the BEST lot of pianos ever brought to this city, at within One Hundred Dollars of the price, and so DETERMINED are we that THIS SHALL BE SO, that we have arranged with Prof. Jean Gilbert Jones, one of Omaha's leading musicians, to act as Secretary of this sale, and to personally test and inspect every instrument to be offered upon this co-operative plan.

Prof. Jones does not have to be introduced to you by us. His ability in music is thoroughly established—his reputation is beyond question, and we feel that we, in common with those who obtain these pianos, are to be congratulated upon having someone who is so eminently fitted to assure us of the high standard of these instruments. Here are Prof. Jean Gilbert Jones' own words.

Prof Jones will act as Secretary for this big sale, inspecting and passing upon each and every instrument

Mr. W. M. Robinson of the Piano Dept. of Orkin Bros. has asked me to test and inspect the pianos and player-pianos which he proposes to sell at special prices and upon certain special conditions. I have agreed to do this work, and so that 't will be known that I have inspected these instruments, Orkin Bros. have agreed to furnish a certificate with the number of the instrument written thereon so that I can sign it and attach it to each piano or player-piano so inspected. Mr. Robinson tells me that the makes to be sold in this great sale are well known for their high musical quality, so I do not anticipate that there is much for me to do more than to confirm Mr. Robinson's well-known ability to select a good piano.

Sean Gilbert Jones

How to take advantage of this Co-operative plan

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—leaving two hundred and forty-three dollars and seventy-five cents to be paid.

The co-operative plan then allows one hundred and ninety-five weeks' time in which to pay this amount—at the rate of one dollar and twenty-five cents a week. There are no further payments of any kind to be met.

You can select your piano 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 piano and the DATE OF DELIVERY is wholly optional with you.

If not convenient for you to personally select your piano we will make the selection for you under your instructions, with the understanding that, if at the end of a thirty days' trial the piano is not satisfactory, we will refund your money.

What it has taken in time, money and energy to make this Co-operative sale possible

The retail value of the pianos and player-pianos for this sale is \$160,000.

They will be sold for \$114,125.

The total saving to the four hundred persons who take advantage of this opportunity is \$45,875.

It has taken nearly seven months to build these pianos, to the point where they were ready to box and ship to us.

It takes ten weeks alone to varnish these pianos. Each piano gets five coats of varnish and one coat of filler, making six coats in all. Each coat requires seven days to dry and each coat gets a rub-down with oil and pumice stone to make it hard and smooth.

The manufacturers and ourselves are paying spot cash for everything pertaining to this co-operative sale in order to eliminate every possible cent of expense.

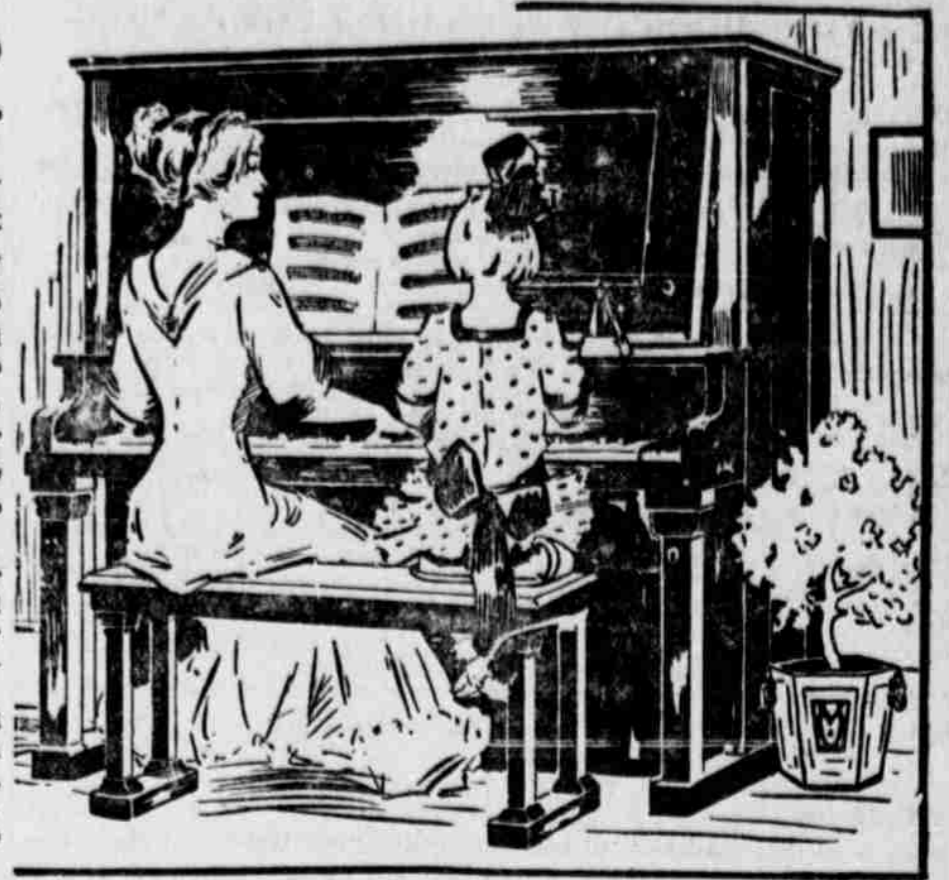
By giving each purchaser under this plan sixty-nine weeks longer than usual terms, the four hundred persons who purchase these instruments get in all 27,600 weeks longer in which to pay for their instruments than if they were to buy them in the regular way.

IN THESE DAYS we are used to talking in round figures. So that it is not

an uncommon thing to hear or see advertised that "you can save a hundred dollars by buying *this* piano"—or a "hundred and fifty dollars by buying *that* piano," or "two hundred dollars by buying *THE OTHER* piano." Now, the plain facts are that it takes the hardest kind of concentration and the heartiest co-operation between the manufacturer, the dealer and the customers to effect a real, genuine saving. We are not talking now of a small reduction of say five or ten per cent. There are circumstances coming up from time to time which might make such a saving possible. (Ten per cent on a three hundred and fifty dollar piano is THEN ONLY THIRTY-FIVE DOLLARS.) But we are NOW talking of a REAL SAVING; A BIG SAVING. A saving which is genuine and which is worth the while and which is worth making a whole lot of sacrifice to obtain.

Such a saving is THIS; on THESE pianos. This beautiful piano is a three hundred and fifty dollar piano. Thousands of them have been sold all over the country at three hundred and fifty dollars; and three hundred and seventy-five and EVEN FOUR HUNDRED DOLLARS. And three hundred and fifty or three hundred and seventy-five dollars never bought more in musical tone, more in richness in case designs, or more in durability or all-round satisfaction.

But through this Association plan; by the closest co-operation of the manufacturer and ourselves and a further co-operation between ourselves and our customers, we can now sell these reliable pianos—which have been on the market for years—for two hundred and forty-eight dollars and seventy-five cents. Or, at a clean cut saving (irrespective of every other advantage) of one hundred and one dollar and twenty-five cents. The real value of these pianos is apparent the moment you see them. When you put your fingers on the keys, what was apparent to the EYE only, becomes a welcome surprise to the EAR as well.



1²⁵ 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 FORTY-THREE DOLLARS AND SEVENTY-FIVE CENTS to be paid at ONE DOLLAR AND TWENTY-FIVE CENTS a week, with NO INTEREST or further payments of any nature.

FIRST. Every effort has been put forth to bring the price down to the very LAST DOLLAR. SECOND. Every week's extra time that is possible to add to regular piano terms has been added—the time being stretched out to one hundred and ninety-five weeks (or forty-five months) as against THIRTY-TWO months regular time.

THIRD. The usual form of piano guarantees has been entirely dropped, and in its stead, a guarantee as strong as can be written in the English language, is jointly signed by both the manufacturer and ourselves and given to the purchaser of each and every instrument.

FOURTH. It has been thought that offering to give the purchaser HIS MONEY BACK would best assure that he was getting a "square deal," and this also has been included in the plan. So to every purchaser under this co-operative plan we say: "Try this piano for thirty days in your home. If you are not satisfied, YOUR MONEY BACK—AND NO QUESTIONS ASKED."

FIFTH. The idea was also advanced that a thirty days' trial of a piano was hardly sufficient—so that objection has been met by agreeing to exchange the piano for any other new piano sold by us of equal or greater value without loss of a single penny, at any time up to within one year from the day it was purchased.

SIXTH. And finally, the fear of losing the piano and what has been paid upon it, in case of death before the piano is entirely paid for, has been overcome by our proposing to voluntarily cancel all further payments.

Terms, advantages and unusual privileges to be had only through this Association plan

Everything that can suggest itself as being of benefit to those who want to buy a good piano has been put into this co-operative plan to make it perfect.

Those who wish may take a player-piano if they prefer

One hundred player-pianos will also be sold on this 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 canceled in event of death.

An arrangement will be made with each purchaser whereby new player rolls can be procured at a special discount of 20 per cent from 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 of the player-piano are two dollars a week instead of—as on the piano—one dollar and twenty-five cents a week.

The power of 5 dollars

Upon the payment of a single five dollar bill, your choice of these pianos or player-pianos will be sent to your home immediately. You can make your selection now. A five-dollar cash investment starts you in the ownership of a valuable property, worth several hundred dollars—the pleasure and comfort of which you begin to experience at once.

You do not have to disturb your savings or any investment you wish to make, but you can give your family the refining influence of music in their home NOW.

Without any obligation whatsoever on my part, mail photographs and full description of the pianos and player-pianos being sold on your co-operative plan to

Name: _____

Street and No. _____

City _____

State _____

ORKIN BROTHERS

STORE OPEN EVENINGS. OPPOSITE POSTOFFICE, ALLIANCE, NEBR.