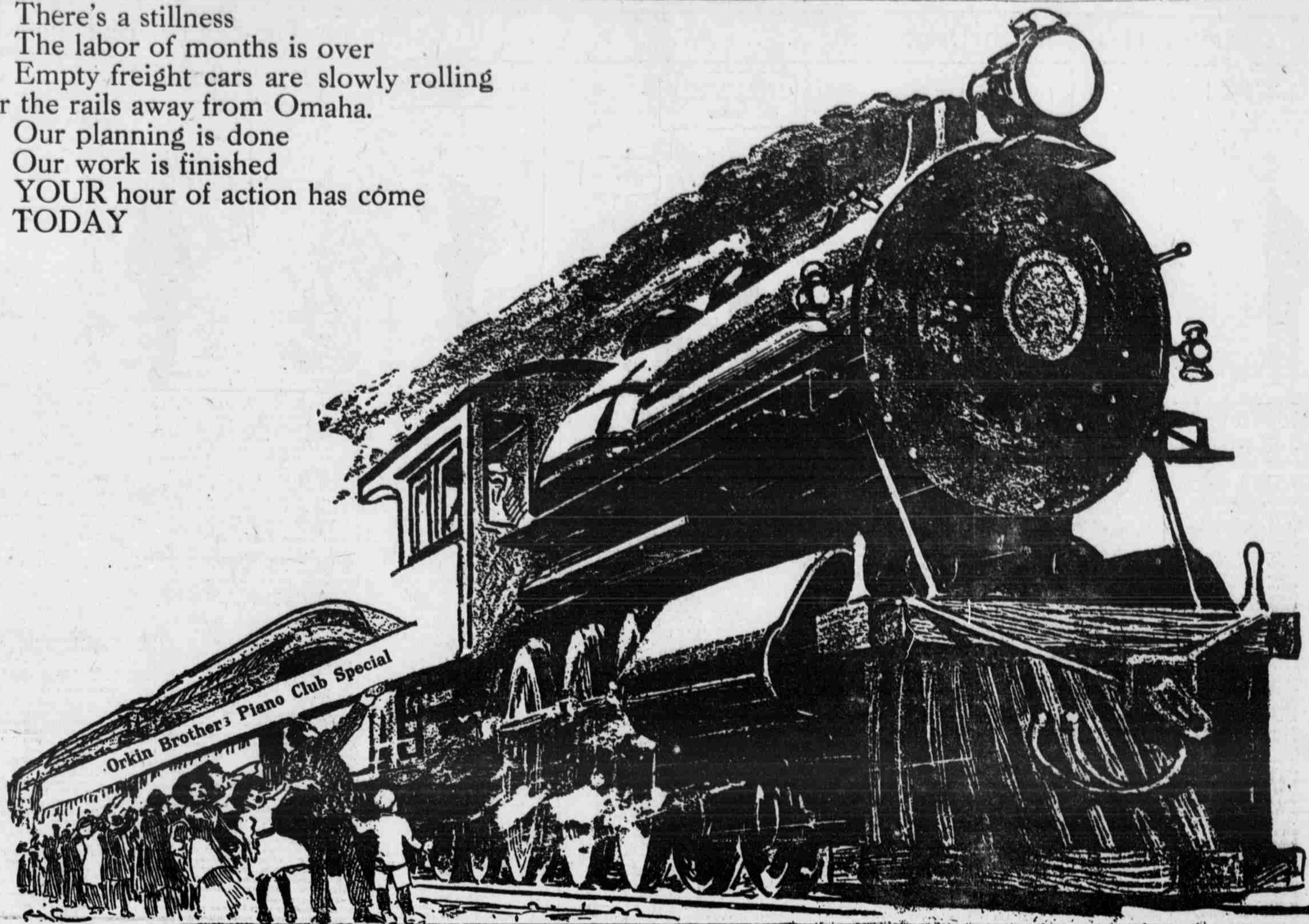


There's a stillness
The labor of months is over
Empty freight cars are slowly rolling
over the rails away from Omaha.
Our planning is done
Our work is finished
YOUR hour of action has come
TODAY



☐ And away back at the beginning of it all is this idea:

☐ To our mind the general love of music shown by the wide popularity of the piano is merely an instinctive reaching out of humanity for the things that are beautiful—*true*.

☐ So pianos should be made in sincerity. They should be sold in sincerity—whether the price be \$257.50 or \$5000.

☐ Such has been our purpose—our *intention*. So we have considered it and so we have worked.

☐ Thus it occurs that a great club of this kind—unique and brilliant as it is—only fittingly represents a service we are enabled to render through tireless work and the power of money.

The price

\$257⁵⁰
Positively No Interest Added

☐ This gigantic piano deal, with which to inaugurate the event of the naming of the *Steinman & Son* piano, was for *Five Hundred Pianos*. There is an average of 15 pianos to a car load. This means, that it will take *Thirty-three solid car loads* of pianos to fill this single order—or *two train loads*. The freight alone will amount to over \$4,578.75. One hundred and thirty-eight dollars and seventy-five cents a car load, or *Two thousand two hundred and eighty-nine dollars for each train*. Five hundred pianos means something. Five hundred chairs of a kind may not mean so much. Five hundred suits or hats, or this or that, may not mean such a big deal—but 500 pianos *means something*. In dollars and cents, it is a deal involving 175 to 180 thousand dollars, considered at their selling value. It is a deal for as many pianos as lots of good piano firms will require for two entire years' business. It is a deal that works more advantages to piano buyers, both in *saving money* and in *terms of purchase* than any other piano deal of which we have any knowledge.

The terms

\$5 What the Saving of the Orkin Brothers piano club is to you—the buyer

☐ The pianos we bought in this gigantic deal are \$350 pianos. There are 500 of them. We are going to form a Club of 500 members to purchase them. This big club will act like one person, each member enjoying the same advantages and the same privileges. All will secure the same price, the same terms and the same conditions. The Club price will be \$257.50, or a saving of \$92.50 in money—to say nothing about the liberalities of terms and conditions of sale. This \$92.50 is an *actual saving*. It is not an assumed or "make believe" saving—it is a *real actual saving* of \$92.50 that can be used in defraying the expense of the musical education of the family or in any other way desired.

It's the *power of numbers* that makes *this saving price possible*—just as the railroad can afford to charge less when it runs an excursion—because it carries more people.

The payments

1²⁵ **Some of the special advantages and privileges of the Orkin Brothers piano club**

No interest added ☐ 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 to make it in writing. *If after 30 days' trial the piano is not satisfactory* we will give your money back. If the piano is *satisfactory* after 30 days' use, the Club Member has *eleven more months* 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* (or any other instrument of equal or greater value that we sell (and we sell twenty-six 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 piano. A beautiful stool and scarf to match the piano is included without extra cost. The piano will be tuned *twice without charge*. Club Members have an opportunity to still further reduce the cost of their piano by procuring other Club Members.

Also--a Player-piano Club

☐ We have inaugurated a *Player-piano club* in connection with our 500 piano club. The price of these club *Player-pianos* is \$95 dollars—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 5 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 9 dollars the first payment—and 2 dollars a week without interest added.

These *Player-pianos* are standard 88-note players—that is, these club *Player-pianos* play every note on the piano when the music roll is in motion—these *Player-pianos* have an automatic shifter, which compels the music to play perfectly—most *Player-pianos* sold at from \$250 to \$250 more than these Club *Player-pianos* will not play perfectly. These *Player-pianos* have lead tubing—most *Player-pianos* have rubber tubing. The life of rubber is one year—at most. Lead lasts forever—it cannot wear out and the tubings in our *Player-pianos* are so placed they cannot be broken. We give you an unconditional guarantee with the Club *Player-pianos*.

1. The *Player-piano club* will consist of 100 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 \$95 dollars.
4. The saving in price to each *Player-piano club* member is 155 dollars.
5. The *Player-piano club* member has no interest to pay.
6. The terms to *Player-piano club* members are 9 dollars the first payment and 2 dollars a week—or, putting it in another way, *Player-piano club* members have 193 weeks in which to pay for their *Player-piano*.
7. *Player-piano club* members secure the free use of 1,000 rolls of music for one year from the great *Player Music Roll Library*—the largest *Music Roll Library* in this section of the country.
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.

ORKIN BROTHERS

Formerly the Bennett Co.
16th and Harney Streets,
Omaha, Neb.

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