

We plan to fill the club of 500 members by Jan. 31, 1913. 246 members have already joined the Orkin Brothers inaugural piano ^and ^d player-piano clubs



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The life assurance feature of the Orkin Brothers piano cannot be lightly passed

☐ This estimable feature of the club cannot be mentioned too often. It means too much to so many. Shorn of all frills—the life assurance feature of the Orkin Brothers piano club means that the payments cease in event of a club member's death.

☐ That should a club member die before the piano is fully paid for, and his payments up to that time have been met regularly, all further payments are cancelled forthwith and a clear receipt and title to the piano is turned over to his family.

☐ What this means to the man who is trying to give educational advantages to his family, yet is dependent upon a salary only, cannot be well overestimated.

The Orkin Brothers piano club plan told in a few brief sentences

1. The club is to be composed of 500 members.
2. Almost three-fifths of the memberships have been taken.
3. The value of the Orkin Brothers piano club is \$350.
4. The price to Club members is \$257.50.
5. The terms are \$5 cash when you join, then \$1.25 per week.
6. The piano will be delivered when you join, or later, as you wish.
7. The weekly payments of \$1.25 begin when the piano is delivered.
8. 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.
9. If, after 30 days' trial, the piano is not satisfactory we will give you your money back.
10. 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 then 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 a dozen different representative makes).
11. 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.
12. A stool to match the piano and lat style—carl included free.
13. The piano will be tuned twice without charge.

If you want a piano, the Orkin Brothers piano club offers you a great opportunity

☐ It offers you a great opportunity in more ways than one. It saves you money to begin with. You can actually save \$92.50, as you get a \$350 piano for \$257.50.

☐ You get advantages of wonderfully easy payments; only 5 dollars when you join—then 1 dollar and 25 cents a week.

☐ But you get *more* than these. You get the strongest guarantee ever given on a piano. You can get *your money back* at any time within 30 days. You get a life insurance feature that may mean the saving of the piano for your family—and you get the privilege of selecting another piano at the end of the first year, and having every penny of your club payments transferred to your credit upon it.

☐ The real value of this last privilege is hard to estimate. In the first place, if you have had in mind paying 400 to 450 dollars for a piano and the *year's trial of our club piano* proves it to be satisfactory you are a big gainer; aren't you?

☐ In the second place, if the year's trial of the club piano is *not satisfactory* you can then get a 400 to 450 dollar piano without the loss of a penny—and it will be *brand new* instead of a year old, as you will have had the whole year's use of the club piano for nothing.

☐ The Orkin Brothers inaugural piano club has already two hundred and forty two members and could easily have had twenty more, or almost *three-fifths its entire* membership, if the pianos had been here to have supplied them before Christmas.

☐ Christmas has come and gone and what a splendid success our piano club has proven to be during the Christmas shopping. Many homes have a piano today, made possible through the Orkin Brothers piano club.

☐ It may not be exactly the thing to do, to mention one's success in a public announcement like this. But in this instance we are willing to risk it to point the axiom that "*work will win.*"

☐ This house believes in *work*. It was founded by *work* and is *sustained by work*.

☐ Work coupled with integrity and high ideals and lofty purposes—that is what *has won*.

☐ To be sure, sprinkling generously with this has been a certain amount of *audacity*. Not the sort of audacity that jumps into a thing blindly. But the sort that is born of belief in *one's own power*.

☐ It took some of this sort of stuff to buy 500 pianos, all the same grade, and organize a plan to dispose them when business conditions were not, perhaps, the most enticing.

☐ It was an audacious thing to begin the selling of 500 pianos at this time. It was a *bold thing* to do—to buy 500 pianos of a single grade—*buy them outright* and plan a selling campaign (The Orkin Brothers Piano Club) to dispose of them. Such a thing is only done by those who have confidence in themselves. By those who know their *own power*. By those who know their public through dealing with them from day to day for years and years—and know exactly how the people will respond to their public announcements. We knew we were right. We knew the time was *right* and *ready*. We knew our piano was *right* and our proposition was *right*. It's *fair, liberal and advantageous to the buyer*.

☐ The club member saves *big money*—*ninety-two dollars and a half*—nearly enough to educate one child in piano playing.

☐ It's no wonder The Orkin Brothers Piano Club is *such a success*. Had you better not investigate it's advantages? *Do it now—this week*. Don't be put down among the procrastinators. Get in on a proposition that is a "*go*" that is a *big success*.

☐ This club piano is a possibility at this low price because of our enormous business that is easily larger than that of half a dozen ordinary piano stores combined.

☐ We carry a stock of instruments that is the most representative in this part of the country.

☐ If you ever intend buying a piano—*do it now*.

Orkin Brothers 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 395 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 6 per cent. This is the first time, so 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. We give you an unconditional guarantee with these Club Player-pianos.

1. The Player-piano club will consist of 100 members.
2. The Player-piano for club members is one of the best Player-pianos on the market.
3. The Player-piano club price is 395 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 3 dollars cash 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. Each Player-piano member has the use for one year of 1,000 rolls of music free.
8. Player-piano club members secure the free use of the great Orkin Brothers Music Roll Library—the largest Music Roll Library in Omaha.
9. 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.

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