

300 persons will each save \$101²⁵ (101 dollars and 25 cents) by obtaining their piano through this co-operative sale

Copyright 1912, by Stone & McCarrick, Inc.

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

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.

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 sacrifices to obtain.

Such a saving is this; on these pianos. The FRANCIS BACON piano is a three hundred and fifty dollar piano. Thousands of them have been sold all over the county 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 15 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.

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 one of 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 is a choice as to tone and touch.

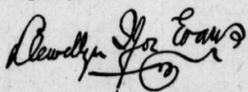
It is thus for the purpose of this most unusual sale that our Mr. J. H. Troup personally selected each and every individual instrument which will be sold on this co-operative plan. The tone, the regulation, the voicing of each and every one of these instruments can therefore be vouched for as being way 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. L. I. Evans, organist Ridge Avenue Methodist Episcopal Church, to act as Secretary of this sale, and to personally test and inspect every instrument to be offered upon this co-operative plan.

Prof. L. I. Evans 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. L. I. Evans' own words.

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

Mr. J. H. Troup, of the J. H. Troup Music House, 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 it will be known that I have inspected these instruments, Mr. J. H. Troup has 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. J. H. Troup tells me that he himself has already tried these instruments at the factory, so I do not anticipate that there is much for me to do more than to confirm Mr. Troup's well-known ability to select a good piano.




Copyright, 1912, by Stone & McCarrick, Inc.

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.

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

Everything than 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.

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 him 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 the 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.

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 cancelled in event of death. Also, a player-piano bench and nine rolls of music (your own selection) are included without extra charge. An arrangement will be made with each purchaser whereby new player rolls can be procured at a cost of only five cents a roll. These player-pianos are standard 88-note players; that is, they 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 two hundred to two hundred and fifty dollars more than these 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 tubing in these player-pianos is so placed it cannot be broken.

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.

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.

CUT THIS COUPON OFF AND MAIL AT ONCE.
J. H. TROUP MUSIC HOUSE
 15 South Market Square, Harrisburg, Pa.
 Without any obligation whatsoever on my part mail photograph and full description of the piano and player-pianos being sold on your co-operative plan to
 Name.....
 Street and No.....
 City.....
 State.....

How to take advantage of this Co-operative plan

To take advantage of this unusual sale, all you have to do is 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—to-morrow—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.

During this sale, the store will remain open until 9.30 o'clock. Informal player-piano recitals will be given every evening from 8.30 to 9.30 o'clock, to which you are cordially invited.

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 and every 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.

The J. H. Troup Music House, 15 S. Market Square Harrisburg, Pa.

Also 36 North Hanover Street, Carlisle, Pa.