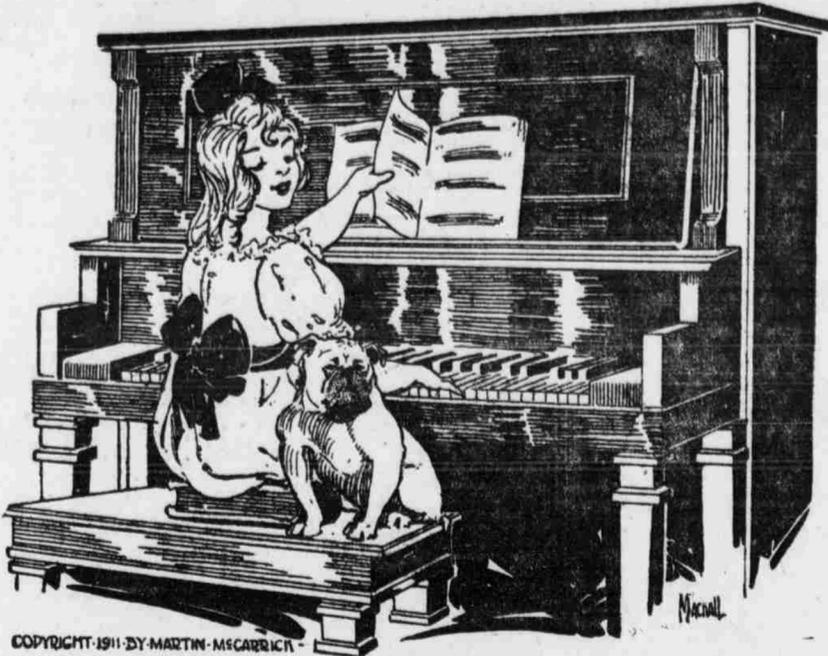


He who is silent, is forgotten. He who abstains, is taken at his word. He who does not advance falls back. He who stops, is overwhelmed, distanced, crushed. He who ceases to grow greater becomes smaller. He who leaves off, gives up. The stationary condition is the beginning of the end.

Orkin Brothers Inaugural Piano Club

A great co-operative club of 500 members to share in the distribution of the enormous saving of \$46,250



On Tuesday, the 5th, we will inaugurate the biggest piano-selling event that has ever taken place in the piano trade. The first and only object of this club is to indelibly impress a **name** on the public mind and that name is **Steinman & Son**. In other words—this big Orkin Brothers Club—with its 500 members—participating in the distribution of this enormous saving—\$46,250.00—is intended to inaugurate the most gigantic piano purchase ever made and to impress the name Orkin Brothers upon the mind of every person in Omaha and the surrounding country.

The Deal and the Piano

The deal is a straight-out purchase of 500 pianos. *It is more than that.* It is the purchase of 500 of the most dependable pianos that have ever been made. This Steinman & Son is *not a new make* of piano. It is not an experiment. **More real money and more real brains** have gone into this piano than in any other piano **made** to sell at \$150 more. We **know** the Steinman & Son is as reliable a piano as was ever put in a home. The real value is put on the **inside** rather than in fancy cases with a whole lot of "Jim Cracks" on them. It is made by good, sturdy German labor in one of the largest and best equipped manufacturing factories in the world; by men, many of whom have been working in the same shop for twenty to twenty-five years.

The Value of each of these Pianos is \$350

Hundreds of these same pianos have been sold right here in Omaha at \$350. Hundreds more are being sold every month all over the United States at \$350. **They are worth \$350.** Measured by any standard of value you wish, they are worth \$350. They are worth it on our floors, or on the floors of any reputable piano dealer in the country.

\$257.50

\$257.50 is the price of the Orkin Brothers Club Piano, with no interest added.

The Orkin Brothers Club price is 257 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 fifty-seven dollars and fifty-cents is the price, and the **price includes everything.**

The Orkin Brothers Piano Club Terms

\$5

Cash

There is no interest added to this

Positively no interest added to this

and

No interest added to this

1.25

Week

There is no interest added to this

These 500 pianos will be sold, 5 dollars cash, then 1 dollar and 25 cents a week. There is **positively no interest** added to this. The 5 dollars just about covers the cartage and delivering—yet the 5 dollar 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 every week. Club members do not have to pay more than 1 dollar and 25 cents a week if they wish. This gives them 202 weeks in which to pay for the piano, and still get it at the **club price** of \$257.50.

The Club Price of \$257.50 can be Lessened

We said above that 257 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 202 Coupons attached to it—much like a bond. A coupon represents a week. Two hundred and Two Coupons represent 202 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 (\$257.50) 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.
 - If, after 30 days' trial, the piano is not satisfactory, we will give you your money back.**
 - 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.
 - 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.

ORKIN BROTHERS Player-Piano Club

We have inaugurated a Piano Player club in connection with our 500 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 wholesome manner. 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 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.

- The **Player-piano** club will consist of 100 members.
- The **Player-piano** club members can take their choice between two of the best **Player-pianos** on the market.
- The **Player-piano** club price is 395 dollars.
- The saving in price to each **Player-piano** club member is 155 dollars.
- The **Player-piano** club member has no interest to pay.
- The terms to **Player-piano** club members are 9 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.**
- Each **Player-piano** club member receives the use of one thousand music rolls free for one year.
- 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 Brothers Piano Club will open Tuesday

The Club books open Tuesday. In other words, Tuesday will be the first day you can join the Club. The pianos, however, are **now on display** in the Art Room on the third floor of our 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 \$5.00. During the first week of the Club's Life we hope to give every one their choice of seven styles of cases, and to show each style in three woods, Mahogany, Walnut and Quartered Oak. While tomorrow is intended entirely as a day of courtesy—when one may look around without thought or suggestion of purchase, arrangements have been made by which orders can be placed to be filled Friday.

ORKIN BROTHERS

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

ORKIN BROTHERS