

The pianos for this Co-operative sale were personally selected at the factory by Mr. J. H. Troup and upon arrival are being tested and inspected by Prof. Llewellyn I. Evans, organist Ridge Avenue Methodist church

300 new pianos worth \$350 each to be sold for \$248⁷⁵ each

Copyright, 1912, by Stone & McCarrick, Inc.

With the opening of our store to-morrow morning a new plan of selling pianos in Harrisburg will be inaugurated. And a gigantic sale will have begun. The sale will consist of three hundred new pianos. No more. No less. These instruments were contracted for and this sale planned and arranged months ago: (This will be told of fully in another advertisement.) The pianos have been arriving now direct from the factory at the rate of a carload a day. The store is packed.

The sale can be likened to a "Summer Excursion" in pianos. Those who take advantage of it will get greatly reduced prices; big inducements in the way of easy payments and a pile of liberal conditions and privileges which do not go with every day piano selling. Three hundred persons will go on this excursion, and no one has ever had an opportunity to obtain a good, durable piano at a lower price; upon easier terms; upon fairer or squarer conditions or upon a more economical plan.

In wood, ivory, felt, strings, tone and workmanship these pianos are worthy of a place in the "White House"

The pianos that go into this sale would grace any home. For downright durability, they are as good as any piano made. Take the physical piano itself; that is, the woods that go into the case; the ivory that goes into the keys; the German felt that goes into the hammers and the steel wire that goes into the strings and so on and so on, and you get as much, in fact, you get the same identical mate-

rials as you get in any four hundred and fifty dollar piano. They are made by the Bacon Piano Company in one of the largest piano manufacturing plants in the world—if not the largest. Where pianos are built well and economically, and where there is an abundance of capital to procure the best there is to be had, and to "back up" our guarantee—the strongest ever placed upon a musical instrument.

The Co-operative plan through which these pianos will be sold is the most economical selling plan **FOR YOU**

If it were possible for three hundred persons to walk into this store tomorrow morning, and each and every one of these persons buy one of these pianos, and each and every one of these persons were to **lay down the spot cash**—we could cut a great, big slice off the regular selling price, couldn't we? Such a case, were it possible, would secure the **lowest price** at which these three hundred pianos could be sold. For it would sell these three hundred pianos—**all at once—in the shortest length of time** and without incurring any selling expense, excepting the cost of this one advertisement.

But such a thing as this is impossible. The best that can be done, is to **come as early** to this condition as possible. And that is just what is being done through this co-operative plan.

First of all, we have bought from and are co-operating with the manufacturers themselves, to sell these three hundred pianos—all of which are of one grade and of one quality.

In conjunction with the manufacturer, we have put up the spot cash, so that these pianos stand on our floors at as small cost as three hundred pianos of like grade **can be produced**.

And it is the purpose of this advertisement (and others to follow) to find three hundred persons who want pianos in their homes.

This plan will save big sums on such items of expense as rent, light, clerical help, insurance, salesmen's salaries, advertising, etc. Selling so many pianos of one grade would regularly be spread out over a period of several months, while, under this plan, the instruments will be narrowed down to a **few weeks**, at the longest.



"Wish we had a piano in our home."

Under this plan, all expenses are concentrated into a brief period. They do not run on and on over an indefinite time. Profits are less on a single sale. **Very much less**. Just as railroads find it profitable to run excursions at half the regular fare. Even in the matter of freights and cartage we are able to cut off some expense, and so it is all along the line—wherever under the usual plan it costs **dollar** for expenses—under this new co-operative plan it costs **a half**.

Here are the advantages in which you share as the result of this Co-operative idea

First. You get a piano which is worth and sells regularly at three hundred and fifty dollars, for two hundred and forty-eight dollars and seventy-five cents, saving you at the outset one hundred and one dollars and twenty-five cents.

Second. When you finish paying for your piano, if bought in the usual way, you still owe from twenty-five to thirty-five dollars **interest**. Through this **co-operative plan**, when you have paid your two hundred and forty-eight dollars and seventy-five cents, you have finished paying. There are no further payments to be made, either on account of interest or for any other reason.

Third. Instead of paying twenty to twenty-five dollars as a first payment and ten, twelve or fifteen dollars a month as you will in a regular way, during this co-operative sale you pay but five dollars to join in this co-operative movement and then **but one dollar and twenty-five cents a week**.

Fourth. You get the strongest guarantee ever put on a piano; a joint guarantee signed by the manufacturer—Bacon Piano Company—and ourselves, giving you protection for five years that is as safe as a government bond.

Fifth. You get the privilege of returning your piano at the end of a thirty days' trial and getting **your money back**.

Sixth. Within one year from the day you get your piano, through this co-operative plan, you may exchange it **for any reason whatsoever**, without so much as a penny's loss.

Seventh. All payments remaining unpaid are voluntarily cancelled in event of your death—thus leaving the piano free of incumbrance to your family.

Eighth. You get through this co-operative plan an opportunity to earn cash dividends for each and every week's time the life of the co-operative agreement of one hundred and ninety-five weeks is shortened. Through his privilege it is possible for you to earn cash dividends, amounting in all to **twenty-nine dollars and twenty-five cents**.

Ninth. You are given opportunity to secure others to co-operate in this plan. This still further reduces the cost of your instrument.

Tenth. Under this plan, two tunings, a piano stool to match the piano, a late style scarf and delivery within one hundred and fifty miles of Harrisburg are included without adding any further expense to the two hundred and forty-eight dollars and seventy-five cents.

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 FIVE CENTS a week, with NO INTEREST or further payments of any nature.



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.

You can obtain a player-piano also upon the same conditions

One hundred player-pianos will 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 pianos; 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 having 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.

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.

The J. H. Troup Music House, 15 South Market Sq.

ALSO 26 NORTH HANOVER STREET, CARLISLE, PA.

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