

# Super ZENITH Long Distance Radio

**They Cost More—But They Do More**



**Super-Zenith, Model 8, \$250**

Other Models, \$95, \$160, \$230, \$350, \$450, \$550

Many Winnetkans owning radio sets of other manufacture were disappointed because of their inability to hear the Victor artists, Mme. Bori and John McCormack, when they sang from the New York station WEAJ, January 1st. On January 15th, two more Victor artists are to sing from this same station.

We will give a written guarantee to all Super-Zenith purchasers, to reproduce with Zenith in your home, not only on the loud speaker, but with faithful reproduction of quality, this concert—or money refunded.

**PIERCE SERVICE**

When we sell you a radio we are not through. Our service man calls once a week or oftener if you want him. He calls once a month to test your radio. **This costs you nothing.** It's our service. We sell only the best guaranteed Radio apparatus, selected by us after thoroughly testing all makes. In other words, we did your shopping for you, and selected only radios that **we too**, as well as the manufacturers could guarantee.

*"Service is Our Motto"*

**Pierce Radio Co.**

*Across from the North Shore Hotel*  
**522 Davis St. Phone Univ. 5067**  
**Evanston**

*"Service is our Motto"*

KINDLY MAIL CATALOGUES

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