

Most Astonishing 'Trade-In' Offer in the History of Radio!

\$100 ALLOWANCE

For Your Old Radio or Phonograph

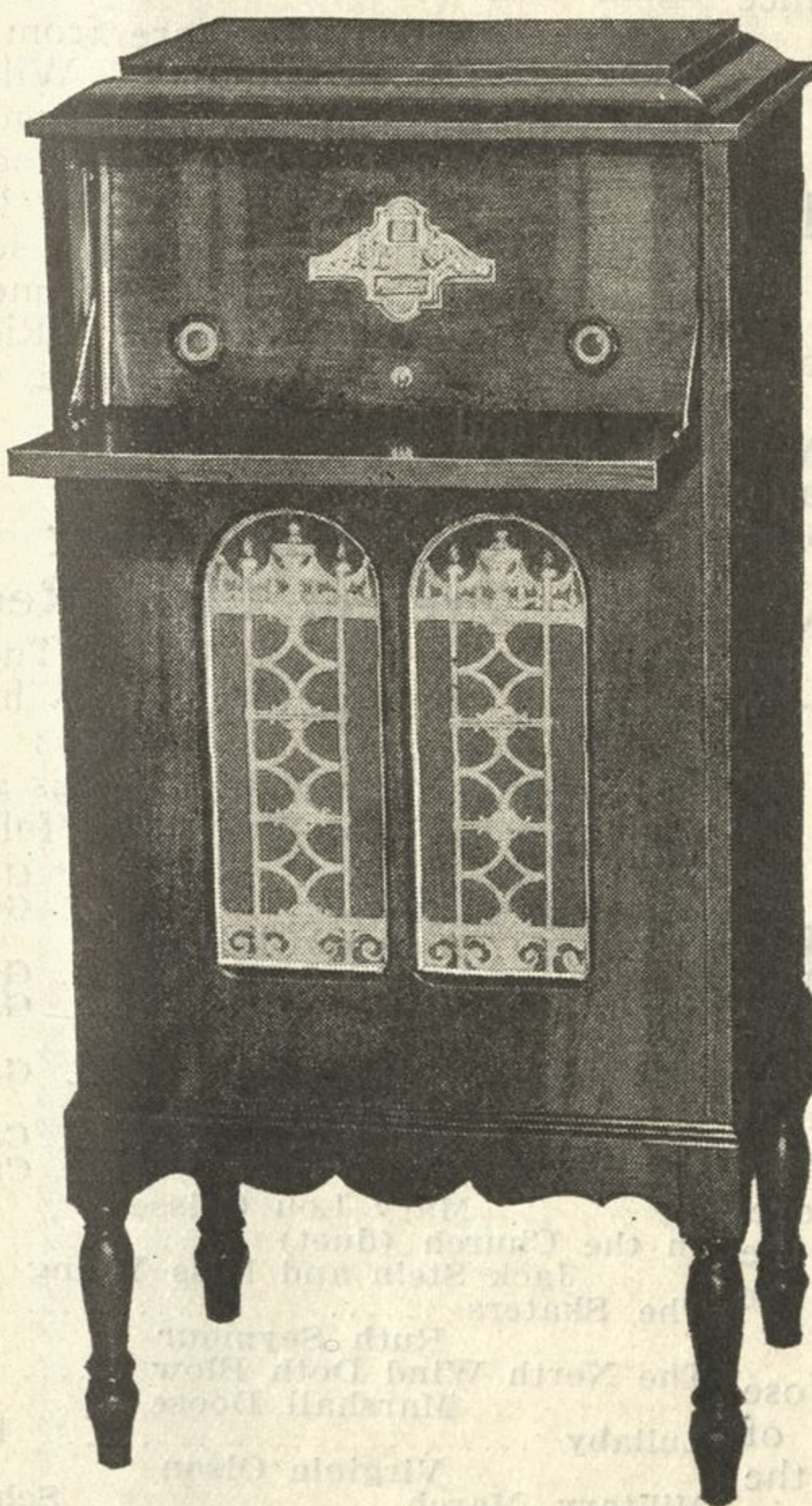
FREE INSTALLATION

During this week we offer in addition, free installation of the All-Electric AC Pfanstiehl Radio. Even though the New Pfanstiehl is so simple that anyone can understand and install it, during this sale we'll take it upon ourselves to see that it is put into your home and operating perfectly — *absolutely without charge to you.* The New Pfanstiehl AC has nothing to take care of—no batteries—no re-charging. Just snap on the switch and listen to the music—that's all.

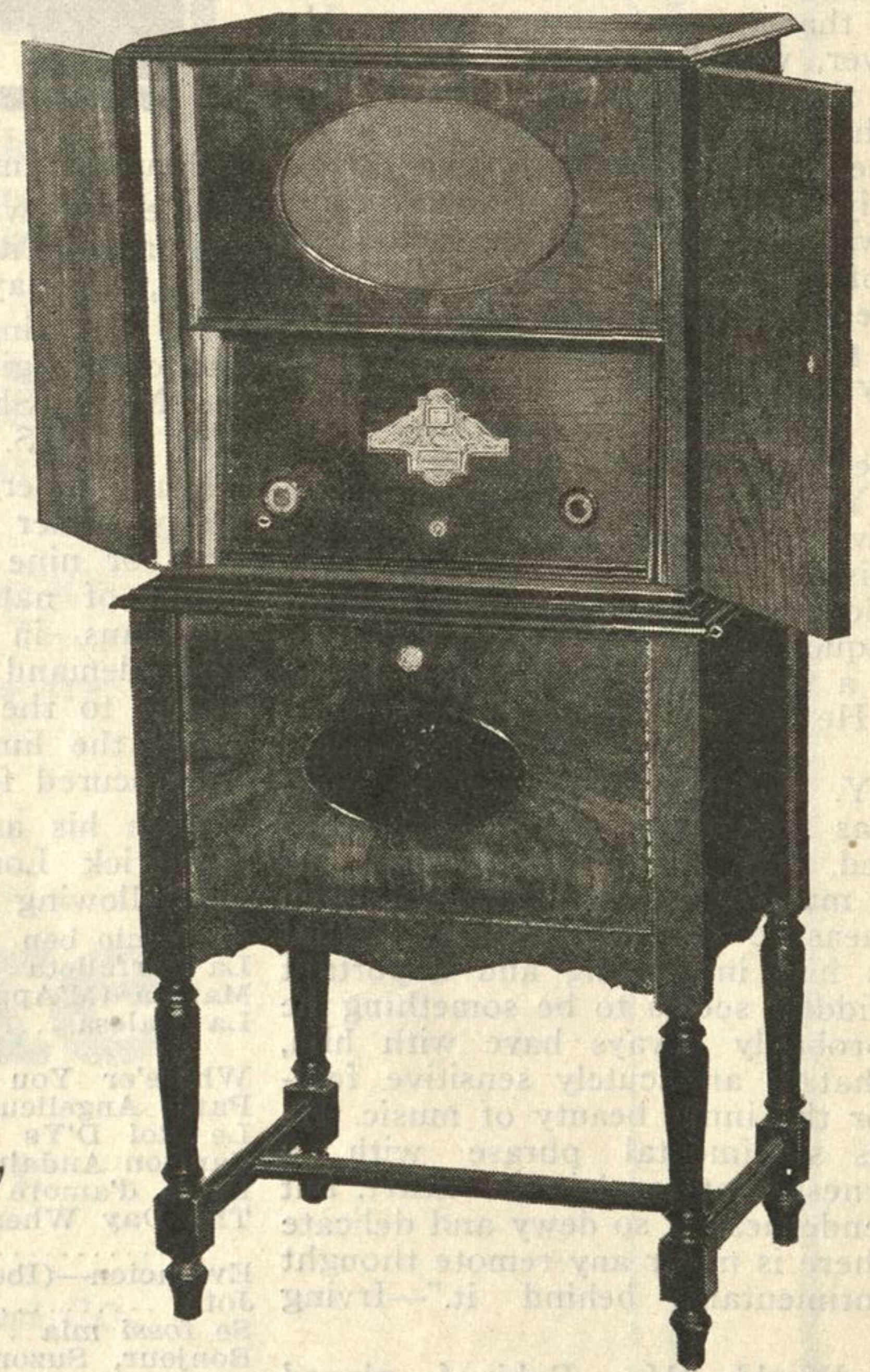
Come in at once and investigate this most wonderful of all Radio Offers. No obligation whatever. For one week we offer \$100, \$85 or \$50 for your old Radio or Phonograph in exchange for the famous Pfanstiehl AC Radio. This is your opportunity—don't miss it. But the offer is limited.

EASY PAYMENTS

Easy monthly terms during this sale. You'll be surprised how convenient we'll make it for you to own the New Pfanstiehl Electric AC *at once*, on our liberal trade-in offer, and pay what's left on terms you'll scarcely notice. An amazing offer.



New 1928
Pfanstiehl
Genuine Electric AC Radio



No Batteries No Eliminators Just Electricity
Guaranteed by the Manufacturer!
Guaranteed by Us!

This model Pfanstiehl in a somewhat less elaborate cabinet incorporates the same famous Peerless cone speaker together with all the other refinements of Pfanstiehl and is

Priced at \$278
The Allowance on This Set Is \$ 85
Balance \$193

Pfanstiehl Special

This model Pfanstiehl complete with all tubes, speaker and installation

Complete Is \$169
Less Allowance for Your Old Set \$ 50
Balance \$119

This new All-Electric AC Receiver is housed in a beautiful burl walnut cabinet. Pfanstiehl cabinets are the achievement of a manufacturer of national reputation—known from coast to coast for the simple refinement and elegance of his fine creations. The famous Peerless cone speaker is incorporated in the cabinet, together with all the other triumphs of Pfanstiehl manufacture.

The Price Is \$299
Less Allowance \$100
Balance \$199

North Shore Talking Machine Co.
712 Church Street Open Evenings