

**"My Time is Your Time"**  
 . . . . and it's the *real*  
**Rudy Vallee**  
 every time on a PHILCO

"Heigh-ho everybody, this is Rudy Vallee announcing and directing the Connecticut Yankees—"

The Fleischmann Yeast program on Thursday evenings. An hour full of distinctive dance rhythms by the Connecticut Yankees, featuring the individualized singing of Rudy Vallee himself and a cast of guest artists including internationally famous stars.

From the "Heigh-ho" that introduces the program to the soft strains of the sentimental ballad which signals its ending—PHILCO brings you every minute of the Fleischmann Hour—every note that is broadcast—every word of every song just as the radio station puts it on the air.

Put PHILCO into your home today. Enjoy the great wealth of entertainment always available on the air—entertainment which you can vary to suit your mood of the moment—at any moment of the day or evening.

Mirth or melody—the drama of the playhouse or the drama of the day's news—the music of the church or of the opera—all are yours with PHILCO—the only radio scientifically designed as a musical instrument.

See it. Hear it. Buy it. Enjoy it.

PHILCO · PHILADELPHIA · TORONTO · LONDON

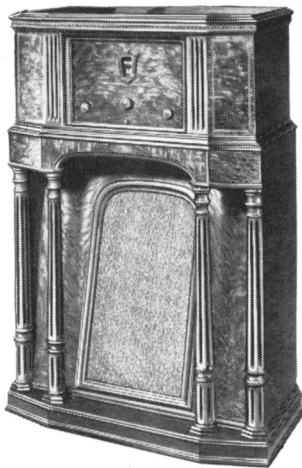
PHILCO presents STOKOWSKI and THE PHILADELPHIA ORCHESTRA in the last two of a series of full length concerts. On these Saturday evenings from 8:15 P. M. to 10 P. M. (E. S. T.)

March 18, 1933                      April 1, 1933  
 Columbia Broadcasting System

Listen Friday afternoons 2:30 P. M. to 4 P. M. (E.S.T.) to the additional broadcasts of The Philadelphia Orchestra on the Columbia Broadcasting System.



(Photo by Lazarnick)



**\$187<sup>5</sup> to \$250**

FEDERAL TAX PAID

PHILCO MODEL 15X, shown at left, \$150 Federal Tax Paid — PATENTED — Contains every worthwhile radio improvement—many exclusively PHILCO. Musicians, especially, appreciate the following scientific points of superiority: — 1. The PHILCO Inclined Sounding Board throws all sound up into field of listener, making all high notes heard for the first time. 2. Large area of sounding board insures full reproduction of low notes. 3. Echo Absorbing Screen at the back prevents echo and blur, the first radio to deliver sound only from front of speaker. 4. Open sounding board instead of sound chamber affords clear unboxed tone.

Other PHILCO "X" Models (with inclined sounding board) \$80 to \$250 Federal Tax Paid.

PHILCO REPLACEMENT TUBES IMPROVE THE PERFORMANCE OF ANY SET

**PHILCO**  
*A musical instrument of quality*



Philco-Transitone Radio (super-heterodyne) for motor cars and boats, average price complete, installed and tax paid on cars equipped with aerial, \$69.50. ALL ELECTRIC (no dry batteries) \$79.50.

(Photo by Hal Phylfe)