

“They must have added
more pieces to
that orchestra”



BUT not a single piece had been added!

The new PHILCO, the only radio scientifically designed as a musical instrument, had brought new notes—both high ones and low ones—into the home.

The orchestra the family had listened to so often and liked so well had been transformed. Through the magic of PHILCO'S reproduction, it now seemed a larger, infinitely superior musical organization.

**\$36⁵⁰ to
\$295.**

Tax Paid

PHILCO MODEL 15X, shown above, \$150 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.

No note is broadcast that PHILCO will not reproduce truly—as softly as you may desire or with tremendous volume. No sound on the air is too subtle for PHILCO—the only radio scientifically designed as a musical instrument.

See PHILCO. Note the beauty of its cabinet-work, the hand-rubbed finish that makes it truly an outstanding example of the furniture craftsman's art. Hear PHILCO. Then you will appreciate the richness of its tone. Buy PHILCO. The most economical means of entertainment and enjoyment available. Enjoy PHILCO. Every waking hour!

A nearby PHILCO dealer will be ready and happy to demonstrate this musical instrument of quality and versatility—truly all instruments in one!

PHILCO · PHILADELPHIA · TORONTO · LONDON

PHILCO
A musical instrument of quality

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



PHILCO REPLACEMENT TUBES IMPROVE
THE PERFORMANCE OF ANY SET

"How much richer
her voice
sounds!"



SINGERS who have never been particularly popular in the household become favorites overnight — when PHILCO enters the home.

With PHILCO the family hears the singer's voice just as though the artist were present in person. PHILCO reproduces the highest notes of a soprano with a richness that does full justice to the original. And PHILCO does equally well on the other side of the scale—bringing the deepest notes of a basso with never a trace of "booming".

PHILCO is the only radio scientifically designed as a musical instrument. PHILCO will not only bring every note of every singer on the air into your home—but PHILCO will also become a whole symphony orchestra from the topmost notes of a high-pitched piccolo down to the lowest growl of the tuba.

Leading dealers everywhere are happy to show and demonstrate PHILCO.

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

PHILCO · PHILADELPHIA · TORONTO · LONDON

PHILCO
A musical instrument of quality



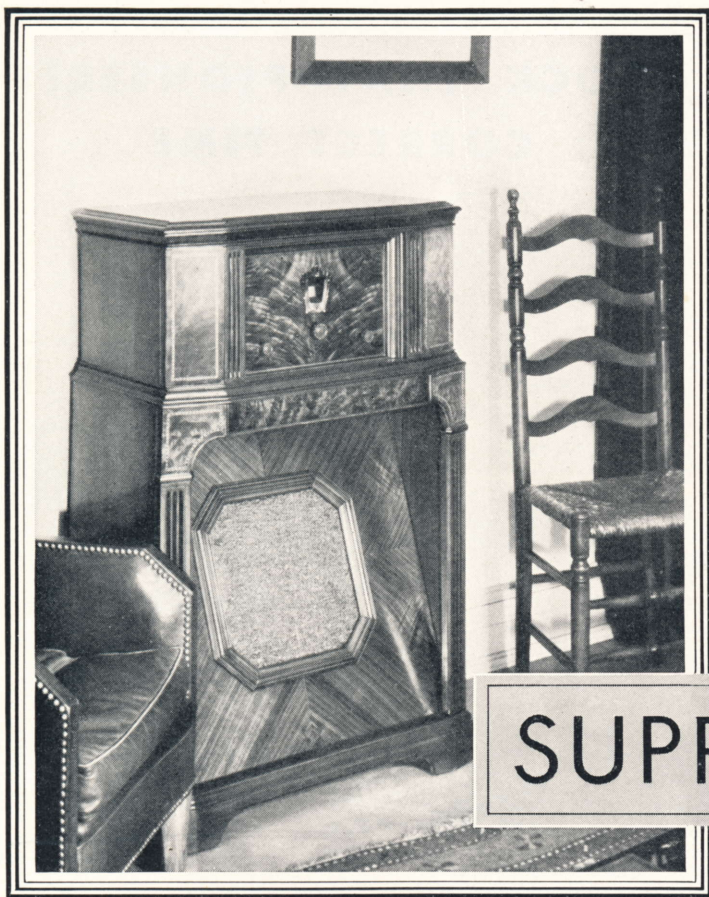
\$1875 to \$295

FEDERAL TAX PAID

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PHILCO REPLACEMENT TUBES IMPROVE THE PERFORMANCE OF ANY SET

Philco-Transitone Radio (superheterodyne) 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.



SUPREME...

ABOVE IS MODEL 112X Balanced Superheterodyne, eleven tube, Automatic Volume Control, \$150. Other Philcos from \$36.50 to \$295, complete with Philco Balanced Tubes, including new Pentode Power Tube, illuminated station recording dial, hand rubbed cabinets, and many other exclusive Philco features... Also Philco Balanced Tubes for replacement, Philco Short Wave Converter, Philco Transitone for motor cars and boats, Philco Electric Clock and Radio Regulator.

It is not price or salesmanship which makes PHILCO the most accepted Radio. It is supreme quality... If we built only ten sets per year, or if the price were ten times what it is, there is nothing that modern science could add to make this marvelous musical instrument more perfect in tone... Human voices, with all the delicate modulations which make the difference between the genuine and an imitation. Music, vocal and instrumental, with the full register, all the undertones and overtones. Your ear cannot distinguish between the voice of PHILCO and the original... A musical instrument of the very highest order, to become the greatest influence in your home for the entertainment, education, and up-to-date enlightenment of your family. That is PHILCO... See it. Hear it. Buy it. Enjoy it.

Hear the greatest musical broadcasts of all time, by Leopold Stokowski and the Philadelphia Orchestra, sponsored by Philco, over the entire Columbia Network, March 12, April 2 at 8:15 P. M. (E. S. T.)



PHILCO • PHILADELPHIA • TORONTO • LONDON

PHILCO.

A musical instrument of quality

\$36⁵⁰ to
\$295.

All prices tax extra

It looks better...

It sounds better..

It IS
better!



Model 15X... \$150 (Patented)

PHILCO is the first radio scientifically designed as a musical instrument, and therefore has many unique points of superiority, among which are:

1. The PHILCO Inclined Sounding Board which throws all sound up into field of listener, making all high notes heard for the first time. 2. Large area of sounding board which insures full reproduction of low notes. 3. Echo Absorbing Screen at the back which prevents echo and blur, the first radio to deliver sound only from front of speaker. 4. Open Sounding Board instead of sound Chamber which affords clear unboxed tone.

Choose your PHILCO now, from the many beautiful models.

Leading dealers everywhere are happy to show and demonstrate PHILCO, and sell it on easy terms.

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

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PHILCO
A musical instrument of quality



You will find in PHILCO every worthwhile improvement . . . many of them exclusive . . .

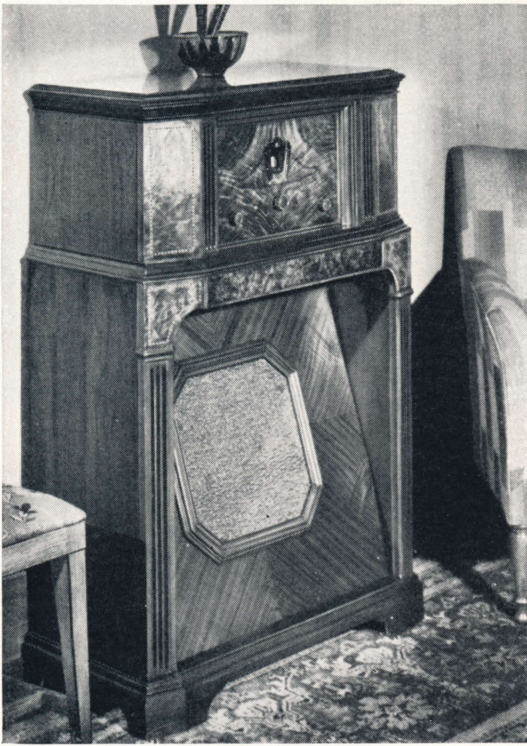
Every PHILCO a Balanced Super-heterodyne
Twin Electro Dynamic Speakers
Shadow Tuning
Tuning Silencer
Automatic Volume Control
Pentode Tubes (6 in 11-Tube sets)
Tone Control
Push-pull Circuit
Distance Switch
Illuminated Station Recording Dial with glowing arrow indicator
Neat, small, no-glare dial, calibrated to station channel numbers
Inclined Sounding Board
Echo Absorbing Screen
Illuminated Grille
Cabinets of world's finest and most expensive furniture woods
Every Cabinet hand-rubbed

The NEW PHILCO HIGH EFFICIENCY TUBES are more compact, more efficient, and consume less current than any AC tubes ever before used. Every PHILCO is equipped with tubes specifically designed by PHILCO, to fit circuits designed by PHILCO, resulting in a harmony of operation not otherwise possible.

PHILCO REPLACEMENT TUBES IMPROVE THE PERFORMANCE OF ANY SET

Philco-Transitone Radio for motor cars and boats \$49.95 including tubes and tax. Complete installation for cars equipped with aerial will average less than \$20.

BOTH *are Stokowski*



ABOVE IS MODEL 112X Balanced Superheterodyne, eleven tube, Automatic Volume Control, \$150. Other Philcos from \$36.50 to \$295, complete with Philco Balanced Tubes, including new Pentode Power Tube, illuminated station

recording dial, hand rubbed cabinets, and many other exclusive Philco features... Philco replacement tubes, Philco Short Wave Converter, Philco Transitone for motor cars and boats, Philco Electric Clock and Radio Regulator.

WHEN you hear the Philadelphia Orchestra, conducted by Leopold Stokowski, on your own PHILCO Radio in your own home, you are hearing a real, living, personal rendition of the world's finest music interpreted by genius... PHILCO is ONE instrument—but when you listen on your PHILCO to the Philadelphia Orchestra you are listening to MORE THAN ONE HUNDRED instruments... Just so you may, at any time, hear the instruments and voices of all the audible arts, in full, real and personally-present tone. PHILCO, a fine musical instrument and the most accepted radio, brings them to you in person... Leading dealers everywhere will show it to you. See it. Hear it. Buy it. Enjoy it.

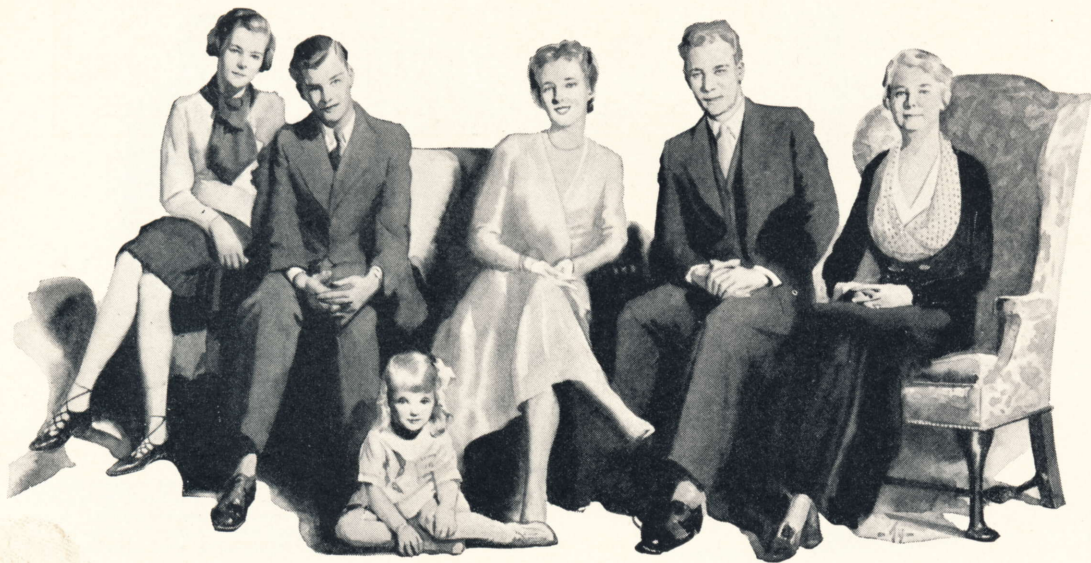
PHILCO · PHILADELPHIA · TORONTO · LONDON

Hear the greatest musical broadcasts of all time, by Leopold Stokowski and the Philadelphia Orchestra, over the entire Columbia Network, March 12, April 2 at 8:15 P. M. (E. S. T.)

• PHILCO
A musical instrument of quality



Bringing back the GOOD OLD FAMILY CIRCLE



PHILCO, the first radio scientifically designed as a musical instrument, is bringing back the good old Family Circle! It is doing this with fine home entertainment.

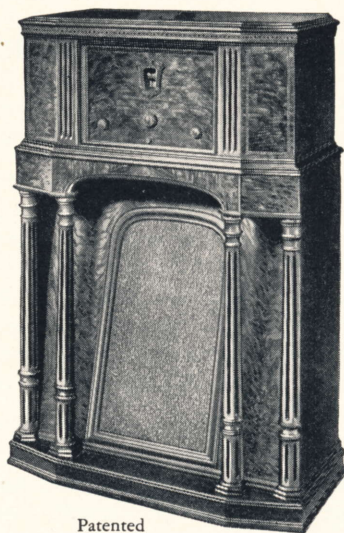
Music! The masters of all times, interpreted by the masters of our own time. All classes and kinds of music, vocal and instrumental, in full register and exact tone. PHILCO brings it to you with dependability and fidelity—as if the performers were present in person, playing just for you. Turn your back, close your eyes—your ear cannot distinguish between the voice of PHILCO and the original. Not only music, but the spoken word—the world's great personalities—religious services—the whole gamut of sports and up-to-the-minute news—all yours to command on your PHILCO, with clarity and purity which make you really "at home with the celebrities."

Put a PHILCO in your home today. What single object can so greatly affect the happiness and entertainment of your entire family? PHILCO dealers everywhere are happy to show and demonstrate it. See it. Hear it. Buy it. Enjoy it.

PHILCO · PHILADELPHIA · TORONTO · LONDON

PHILCO

A musical instrument of quality



Patented



\$36⁵⁰ to
\$295.

All prices tax extra

PHILCO MODEL 15X, \$150, shown above, is scientifically designed as a musical instrument because:

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.

PHILCO

A Musical Instrument of Quality



ABOVE IS MODEL 112X Balanced Superheterodyne, eleven tube, Automatic Volume Control, \$150. Other Philcos from \$36.50 to \$295, complete with Philco Balanced Tubes, including new Pentode Power Tube, illuminated station recording dial, hand rubbed cabinets, and many other exclusive Philco features . . . Also Philco Battery Operated Radio for unwired homes, Philco Balanced Tubes for replacement, Philco Short Wave Converter, Philco Transitone for motor cars and boats, Philco Electric Clock and Radio Regulator. Prices slightly higher in Canada, Denver and West.



WHEN you hear your favorite radio programs on your PHILCO, you enjoy an intimate recital as vivid as if the artists and instruments were present, in person, in your home, just for you . . . Such vital realism, such fidelity of tone is almost unbelievable. It is not found in any radio except PHILCO. Close your eyes, turn your back and listen. Your ear cannot distinguish between the voice of PHILCO and the original . . . Give yourself, your family, the pleasure and benefit of the vast wealth of music, education and entertainment that literally crowds the air. It is yours, at its best on PHILCO—the first radio ever scientifically designed as a musical instrument. Leading dealers everywhere are PHILCO dealers. See it. Hear it. Buy it. Enjoy it.

PHILCO · PHILADELPHIA · TORONTO · LONDON

"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 dancerhythms 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

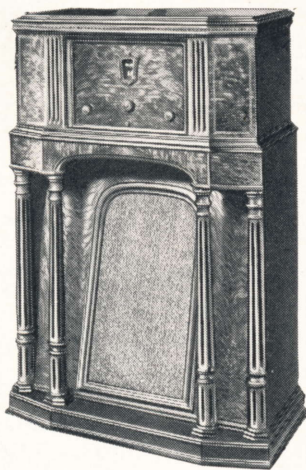
PHILCO presents STOKOWSKI and THE PHILADELPHIA ORCHESTRA in the last two of a series of full length concerts. On these Saturday evenings from 8:15 P. M. to 10 P. M. (E. S. T.)

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)



PHILCO REPLACEMENT
 TUBES IMPROVE THE PER-
 FORMANCE OF ANY SET

\$187⁵ 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-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)

PHILCO
A musical instrument of quality



Make
your home
the center
of the world!



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Patented.

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PHILCO REPLACEMENT
TUBES IMPROVE THE PER-
FORMANCE OF ANY SET

Philco-Transitone Radio for motor cars and boats \$49.95 including Tubes and Tax. Complete installation for cars equipped with aerial will average less than \$20.

THOUGH you live on an isolated farm . . . or in an apartment in the heart of a city . . . PHILCO makes your home the center of the world . . . the great world of music, entertainment, and current events.

Through the magic of PHILCO, famous orchestras will move into your living-room to lavish their greatest talents on your entertainment.

Addresses by personages of international note . . . comedy and drama . . . grand opera and dance music . . . will be reproduced with the perfection of tone quality only PHILCO can attain.

News of the day . . . quick flashes . . . or full descriptions of happenings of nation-wide interest . . . reach you as promptly as if you were editing a great newspaper. By the sheer realism of its reproduction PHILCO gives you the sensation of being present where news is in the making.

A nearby dealer will be happy to demonstrate PHILCO. See it. Hear it. Buy it. Enjoy it.

PHILCO · PHILADELPHIA · TORONTO · LONDON

PHILCO
A musical instrument of quality





It looks better . .
 It sounds better . .
 It IS better!

Bring all the best dance music right into your home, "as if in person." PHILCO, the only radio scientifically designed as a musical instrument, gives you your choice of the world's famous orchestras. From near and far PHILCO picks them out of the air and presents them to you with plenty of volume for dancing, and full, rich, perfect tone . . . And every other kind of music . . . and entertainment . . . and religious service . . . and public address . . . and sports, markets and current events . . . all yours with a PHILCO, "as if in person." Close your eyes, turn your back . . . you cannot distinguish between the voice of PHILCO and the original.

Go to your nearest PHILCO Dealer who will be happy to show and demonstrate it. See it. Hear it. Buy it. Enjoy it.

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You will find in PHILCO every worthwhile improvement . . . many of them exclusive . . .

Every PHILCO a Balanced Superheterodyne
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 Shadow Tuning
 Automatic Volume Control
 Pentode Tubes (6 in 11-Tube sets)
 Tone Control
 Distance Switch
 Illuminated Station Recording Dial with glowing arrow indicator
 Neat, small, no-glare dial, calibrated to station channel numbers
 Cabinets of world's finest and most expensive furniture woods

Tuning Silencer
 Push-pull Circuit
 Illuminated Grille
 Every Cabinet hand-rubbed

NEW PHILCO HIGH EFFICIENCY TUBES

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