Let's Hit 'em Hard, America!

THIS IS A JOB FOR HARD BLOWS—NOT BLOW-HARDS!

AMERICA'S INDUSTRIAL MIGHT

TEST YOUR STRENGTH! SMASH THE AXIS!

DRAWN FOR PHILCO BY SID HIX

Copyright 1945—Philco Corporation

As this is written, American arms have taken the offensive. In less than a year after Pearl Harbor, American industry has equipped our fighting forces to carry the war to the enemy. And Axis dictators begin to talk in plaintive tone of black horizons and impending doom!

To the men and women of Philco who have had a part in this vast program of preparation, these events are an incentive to new and still greater achievements. The road ahead, though long and hard, is full of hope and promise. Now, more than ever before, Philco's war production pledge is "More-Better-Sooner."

The electronic miracles developed in the Philco laboratories, the radio communications equipment, fuzes, shells and storage batteries produced by Philco workers, are today fighting for freedom in the planes, tanks, ships and guns of many battlefields. When Victory is won, their heritage of amazing inventions will bring new comfort, convenience and entertainment to the homes of the nation.

Free Limited Offer... While available, a full size reproduction of the original drawing by Sid Hix will be furnished gladly upon request. Simply address Philco Corporation, Phila., Pa., and ask for Cartoon No. 36E.

PHILCO CORPORATION

America is conserving its resources for Victory. As you save on all products of peace-time consumption, remember too to preserve the things you own. Trained service men everywhere are leaving civilian life to serve vital military needs. So be careful to maintain the condition and prolong the life of your Philco products.

RADIOS, PHONOGRAPHs, REFRIGERATORS, AIR CONDITIONERS, RADIO TUBES • • INDUSTRIAL STORAGE BATTERIES FOR MOTIVE POWER, SIGNAL SYSTEMS, CONTROL AND AUXILIARY POWER

"Our Secret Weapon" Tune in Friday evenings, over your local Columbia Station.

BUY WAR BONDS AND STAMPS


Time, December 21, 1942