“Smoke gets in their Eyes!”

"More! Better! Sooner!" is the war-cry of Philco's soldiers of production. In this cartoon, Rube Goldberg interprets the spirit that spurs them on. Posted on the walls of the Philco factories, it is one of a series being drawn for Philco by America's leading editorial cartoonists as an inspiration to the men and women who are helping to produce the weapons of victory.

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WE HAVE a job to do... the biggest job that has ever faced the minds and muscles of American industry. This is the time for our workers to prove that we have earned our reputation as the world's masters of mass production! This is the time for the genius of our industrial scientists and engineers to preserve their gift to America, the world's highest standard of living! And preserve it they will, gloriously and decisively. Production, in the American way, is the key to victory!

And with that victory another triumph will come. Peace, yes! Freedom, yes! But a vastly greater enjoyment of both for us all. The new and deadlier swords that men fashion with fierce inspiration today will be beaten into plowshares of untold happiness for tomorrow.

Here at Philco, our engineers and scientists are devoting their toil and their genius to the weapons of war... communications equipment, airplane and tank radios, artillery fuzes and shells. Already in their laboratories and assembly lines, the fruits of their efforts hold undreamed-of promise for the future. American industry will deliver the implements of victory to our brave and valiant forces... and with them, new and abundant joys for the tranquil years of peace!

Free Limited Offer... While available, a full size reproduction of the original drawing by Rube Goldberg will be furnished gladly upon request. Simply address Philco Corporation, Philadelphia, Penna., and ask for Cartoon Number 3A.

PHILCO CORPORATION

Through its national service organizations, Philco offers to its millions of owners throughout the land, at uniform and reasonable charges, the means of conserving and prolonging the use and enjoyment of Philco Products.

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