

GOOD TIDINGS FROM PHILCO FOR YOUR CHRISTMAS OF TOMORROW!



*In a world at peace, the legacy of
war research will be glorious
new products for good living from*

PHILCO

"PRODUCTS FOR GOOD LIVING IN A WORLD AT PEACE."
Yes, as the tides of war recede and nations strive to perpetuate the ideals of peace on earth and good will to men, we in our homes dare to think once more of the Christmas of tomorrow.

We yearn for small and simple things in the measure of world affairs. The right to live peaceably with our friends. The opportunity to provide happiness and security for our homes. *Good living* . . . comfort, convenience and pleasure for those we love . . . the Christmas spirit of days gone by . . . these we ask in return for our struggle, our sacrifice and our sorrows.



High on the list of "products for good living" which America is waiting to own is a new radio or radio-phonograph. In millions of homes, that means a Philco . . . America's favorite for 12 straight years . . . the gift of good cheer and good living for many a Christmas of the past.

And now the day draws nearer. Within the framework of production for final and complete Victory, the government has requested American industry to plan and prepare for peace. Jobs must be ready for fighters returned from the front. Work must be provided for those released from war production. So,

the Philco laboratories are getting ready for the day when the signal is given and Philco products for good living may speed for unveiling to your Philco dealer's floor.

Out of the Philco tradition of leadership coupled with the advance of electronic science in Philco war research, will come a rich legacy for Philco owners. Look forward to that Philco radio or phonograph of tomorrow. It will be born of new ideas and new skills. It will bring you greater glories from broadcast and recorded music in fidelity and purity of tone. It will be more than ever a thing of beauty to adorn your home. And it will be the product of the leader . . . in radio research . . . in quality . . . *and in value!*



NEXT SUNDAY, ENJOY A FULL HOUR OF STAR ENTERTAINMENT
RADIO HALL OF FAME, 6 P. M., EWT, BLUE NETWORK



PHILCO

Famous for Quality the World Over

TO HAVE AND TO HOLD • BUY WAR BONDS THIS CHRISTMAS