

# PHILCO'S ACE SALESMAN

NOW TELLS  
THE WHOLE NATION  
ABOUT  
**YOU**

*as a member of*



**PHILCO** *Factory-Supervised* **SERVICE**

# NOW!

**PHILCO *Factory-Supervised* SERVICE**

**IS ON THE AIR**



*from coast to coast*



DON McNEILL



Fellows, PHILCO FACTORY - SUPERVISED SERVICE is the biggest, the finest, the hottest service deal in the television industry. I am proud and happy to be able to tell my radio and television audience all about it. And remember I'm counting on you to back me up with the kind of efficient, prompt and courteous service every Philco owner has the right to expect.



Don McNeill's radio and TV shows—"The Philco Television Playhouse"—top favorites with an audience counted in the millions—now feature PHILCO FACTORY-SUPERVISED SERVICE. It's the biggest service advertising program in the industry, and remember, you, as a member of PHILCO FACTORY-SUPERVISED SERVICE, are the one who profits by this advertising. Your membership in PHILCO FACTORY-SUPERVISED SERVICE is more valuable to you now than ever before. Now you can look for a greater demand for your services, increasing prestige in your community, and more dollars in your pocket.



#### PHILCO TELEVISION PLAYHOUSE



A scene from "The Late Christopher Bean".  
L. to R. Helen Carew, Lillian Gish, Bert Lytell.