

● PHILCO SERVICEMAN

• RADIO • MANUFACTURERS • SERVICE • NEWS •

JUNE, 1934

FIRST ANNIVERSARY

of

The World's Largest Service Organization



RADIO MANUFACTURERS SERVICE



8,138 Approved Members

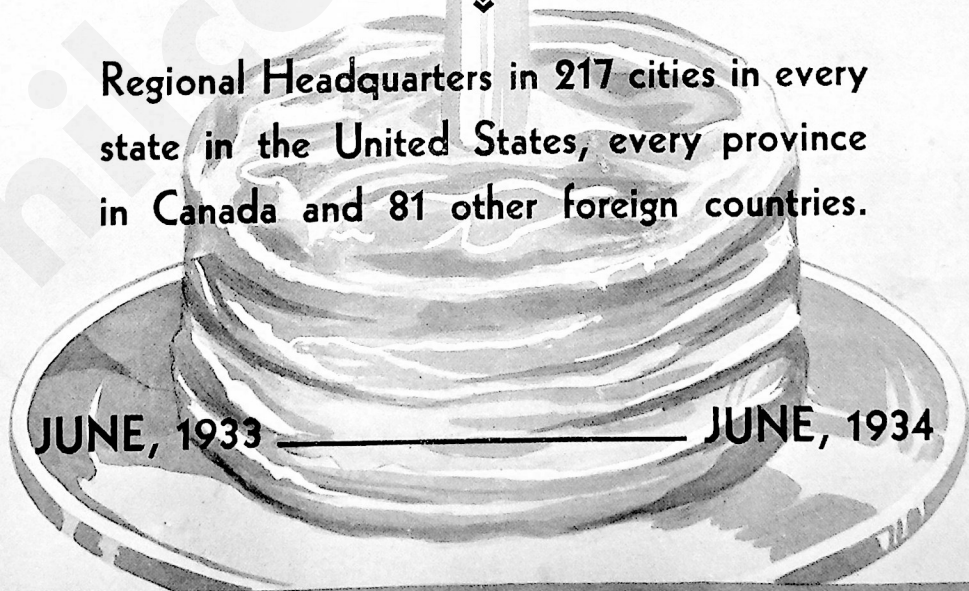
All With Testing Equipment



Regional Headquarters in 217 cities in every
state in the United States, every province
in Canada and 81 other foreign countries.

JUNE, 1933

JUNE, 1934



THE FIRST YEAR OF RADIO

DURING the past year the radio service industry has witnessed the establishment and phenomenal growth of Radio Manufacturers Service. Within this comparatively short time R. M. S. has achieved a larger membership than any other radio service organization, and the number is growing every day, because servicemen in all parts of the world realize that they cannot afford to be without Radio Manufacturers Service.

A year ago there was obviously a need for such an organization. The radio service industry was cutting prices and resorting to all kinds of trick advertising to obtain business. Many high-grade servicemen were forced to do service work at practically no profit in order to compete with many so-called servicemen, who were, in reality, only "tube jerkers." This condition is gradually being overcome through many contributing factors, one of the most important of which is Radio Manufacturers Service. The success of Radio Manufacturers Service in establishing the service industry on a more stable basis is shown best by the decreased amount of advertising of fifty-cent service calls. At the present time this type of advertising is practically out of the picture, simply because every good serviceman realizes that he cannot expect to stay in business when he resorts to such unfair practices. Radio Manufacturers Service has been received gladly by every serviceman to whom the plan has been explained. It is something which he has needed for a long time, and he realizes that at last here is a real organization which can be of tremendous help to him.

Radio Manufacturers Service, during its first year, has done many things for the serviceman which at this time can be pointed out very definitely. A year ago, when the organization was first started, all of these items were promises on the part of PHILCO. Today they are facts; PHILCO has produced—the world's largest radio manufacturer has not failed the serviceman. These servicemen, on the other hand, have not failed PHILCO, for they realize that PHILCO is trying in every way conceivable to assist them.

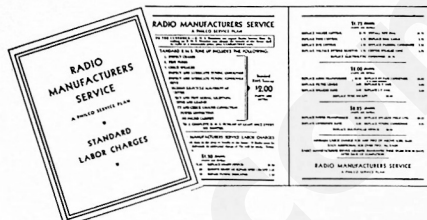
One of PHILCO'S most important contributions to the service industry has been the publicizing of the serviceman. Through its advertising facilities PHILCO has placed the serviceman and his work on a higher plane, and at the same time has impressed upon the minds of thousands of radio set owners the fact that they can obtain good service at a reasonable price from any member of Radio Manufacturers Service.

As mentioned above, one of the greatest benefits of Radio Manufacturers Service during the past year has been PHILCO'S suggestion of standard prices which could be charged for service work. These prices are in no way binding to any member, but they do give him the opportunity of working on a definite cost and selling price basis for his service. In the event of any question on the part of radio set owners, the Radio Manufacturers Service member can show his Standard Labor Charge Sheet and can thus show the customers that they are not being overcharged for any work.

Boake Carter has been plugging Radio Manufacturers Service consistently and with remarkable success for the serviceman. The first Radio Manufacturers Service broadcast over the Columbia Chain was made on September 18, 1933. Since that time Boake Carter has been telling millions of radio set owners about Radio Manufacturers Service and has been giving the servicemen the largest amount of free advertising they have ever known.

Newspaper advertising has appeared in many of the daily papers throughout the country. PHILCO distributors are co-operating with Radio Manufacturers Service members in running such ads to obtain service calls. Invariably wherever such advertising has appeared, it has produced wonderful results for the servicemen members. People listen to Boake Carter on the radio, and immediately upon seeing a newspaper ad concerning Radio Manufacturers Service they connect the advertising with Boake Carter.

During the past year, in the case of each and every radio receiving set that has been shipped from the PHILCO factory, the customer's in-



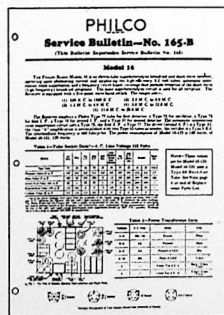
R. M. S. Standard Labor Charge Sheets



Boake Carter



Newspaper Advertising



Philco Instructions

MANUFACTURERS SERVICE



R. M. S. Membership Certificate

struction sheet told the PHILCO owner the story of Radio Manufacturers Service, and asked him to call upon a member of R. M. S. when in need of service for his radio set. It is thus easy to obtain an idea of the tremendous amount of Radio Manufacturers Service advertising which has gone out from this source alone. When a customer is looking for a good serviceman he will naturally call upon the one recommended by the manufacturer. This means that members will continue to get service calls during the coming years from the advertising which PHILCO has done, without cost to you, during 1933-34.

The Radio Manufacturers Service Membership Certificate has been of great assistance to every member. It has enabled him to show his service customers and his prospects the fact that he is a duly authorized serviceman member of Radio Manufacturers Service, and that he has the backing of the greatest known radio manufacturing organization—PHILCO. The R. M. S. Certificate is something which is valuable to every man in Radio Manufacturers Service because it represents, to him and to his customers, a New Deal in radio.

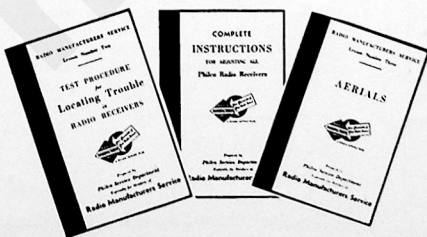
Radio Manufacturers Service headquarters has made available to members all of the printed material, office supplies and advertising literature at the actual cost of production. Over a half million pieces of this literature have been sent out during the past six months, and every one of these Radio Manufacturers Service ads is bringing more publicity and greater national acknowledgment of R. M. S. Invariably those members who have used the advertising material have been able to identify themselves in a way which places them far above the ordinary service men, simply because R. M. S., in the mind of the public, is associated with the biggest things in radio.

The lessons, three of which have been issued to date, have been supplied to every member of Radio Manufacturers Service as well as to thousands of radio dealers. These lessons enable the serviceman to obtain, at the actual cost of printing, information which he could not possibly get in any way except through his membership in Radio Manufacturers Service. This technical data has enabled many servicemen to take on additional work which they could not have handled without the information provided. It has given thousands of members many new ideas on radio servicing and has enabled them to obtain more profits from service work. The R. M. S. lessons are written in a clear and understandable manner, which every serviceman appreciates, regardless of whether he is a highly trained technical engineer or whether he is somewhat limited in his theoretical radio knowledge. The lessons will continue to be published at intervals of approximately one month, and every member can be assured that each Radio Manufacturers Service lesson will be another step forward in advancing the status of the serviceman.

Radio Manufacturers Service has just started. Anything as big and as powerful in an industry as R. M. S. must, naturally, require a considerable period of time to become thoroughly established. Radio Manufacturers Service is in the radio industry to stay, just the same as PHILCO is in the industry to continue business for years to come. Those men who have identified themselves early are already reaping the many benefits of membership. It must be remembered, however, that the advantages of Radio Manufacturers Service will be appreciated in a financial way far more a year from now, and two years from now, than they are at the present time. Every day there are thousands of additional people all over the country who are learning of R. M. S. and are realizing that they can turn to this group for quality service work. If you are not a member at the present time, you should get your Membership Certificate to your PHILCO distributor without further delay. To the present members, PHILCO extends its most cordial greetings on this first anniversary. We predict that one year from this time you will be more prosperous, which position you can trace directly to Radio Manufacturers Service.



R. M. S. Printed Matter

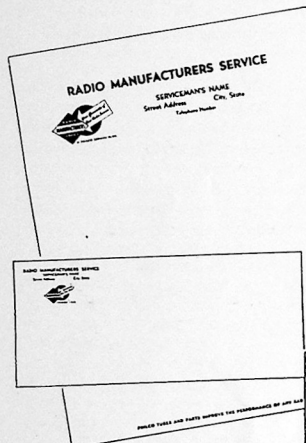


R. M. S. Lessons

IDENTIFY YOURSELF WITH THE R. M. S.

Office Supplies

Carry on your business in a businesslike fashion. People don't like to deal with a slipshod serviceman. Simply get a supply of this office material, use it and you will have a real "big-business" set-up.



LETTERHEADS AND ENVELOPES

All material on this page is to be ordered from the Philco Distributor in your territory. Letterheads, imprinted, 250, \$1.75; 500, \$2.60; 1000, \$3.75.

Envelopes, imprinted, 250, \$1.85; 500, \$2.85; 1000, \$4.90.

BILLHEADS

Imprinted, 250, \$1.80; 500, \$2.25; 1000, \$2.95.

RADIO MANUFACTURERS SERVICE

Customer's Name _____

Address _____

Year Expires _____

Date of Service	Trouble	Phone Used

SERVICE RECORD CARDS Furnished unimprinted only, 250, 55c; 500, \$1.10; 1000, \$2.20.

RADIO MANUFACTURERS SERVICE

SERVICEMAN'S NAME _____

Street Address _____

City, State _____

Sold to _____

Order No. _____

Date _____

BUSINESS CARDS

Imprinted
250, \$1.35
500, \$1.70
1000, \$2.60



INEXPENSIVE NEWSPAPER ADS

Readers (for News Page)

EXPERT RADIO REPAIRS

Phone us for quick service on any make radio. Modern testing equipment. Guaranteed repairs. Reasonable rates. We are members of Radio Manufacturers Service. Name, address and phone number. Adv.

RELIABLE RADIO SERVICE

Is your radio working properly? Call us for best service in town on any make radio. As members of Radio Manufacturers Service we are thoroughly trained in all repair work. Special "Tune-Up" only \$2. Call phone number. Name and address. Adv.

Classified Ads

RADIOS REPAIRED. All makes. Finest, guaranteed, service at reasonable rates. Member of Radio Manufacturers Service. Name, address and phone number.

EXPERT RADIO repairs on all makes of radios. Special Radio Manufacturers Service. "Tune-Up" only \$2. Guaranteed service. Call phone number. Name and address.

PHONE NUMBER for expert radio repairs by member of Radio Manufacturers Service. Guaranteed service. Name and address.

ONLY \$2 for Radio Manufacturers Service "Tune-Up" of any radio. Guaranteed service. Name, address and phone number.

A REAL MO

Big 2 in 1 RADIO OFFER!

We GUARANTEE To Improve the Tone and Performance of Your Radio

Enjoy the fine reception you had when your set was new!

For Perfect Radio Reception Your Set Needs 2 Things—

(1)—PHILCO 3-Purpose AERIAL (Installed) and (2)—Radio Manufacturers Service TUNE-UP (A PHILCO TRADE MARK)

Special BOTH FOR **\$10.75** ONLY FOR A LIMITED TIME ONLY!

Front

Handbill, "2 in 1" offer on Philco Three Prices, including imprint, are as follows:

DISPLAY ADVERTIS LOCAL NE

Let Us "TUNE-UP" Your Radio!

Yes, only \$2.00 for a complete check-up of your radio! Guaranteed repairs on any make, any model, any year! Phone for quick, expert service!

\$2



Telephone NUMBER
SERVICEMAN'S NAME
and Address Here

2 cols. x 1 1/2 inches

RADIO REPAIRS!

Call us for expert, guaranteed, service on any radio—any make, any model, any year! Latest testing equipment, rapid service and reasonable rates. We are members of Radio Manufacturers Service!



Telephone Number
SERVICEMAN'S NAME
and Address Here

STANDARD TUNE-UP
Only \$2

2 cols. x 2 inches

BIGGEST THING IN RADIO SERVICE R. M. S.

Advertising and Promotion Helps

The best business insurance you can have is an advertising and promotion plan. Invest part of your profits in advertising and watch the results. Look over the suggestions below and **START NOW!**

SERVICE LETTER WITH TAG

Letter supplied complete as shown, with your imprint at top of page, also in typewriter type at end of letter. 250, \$2.30; 500, \$2.85; 1000, \$4.20.

Tags, printed on both sides, imprinted, and furnished complete with thumb tacks, ready to mail. 250, \$2.75; 500, \$3.75; 1000, \$6.25.

THREE-PURPOSE AERIAL LETTER

This letter (not shown here) sells the Three-Purpose Antenna System. Letter supplied complete, with your imprint at top of page, also in typewriter type at end of letter. 250, \$2.35; 500, \$2.90; 1000, \$4.30.



SERVICE FOLDER

This folder may be used in place of a letter or as a handbill for house-to-house distribution. The inside spread sells the value of calling an "R. M. S. Serviceman," the benefits of a "Tune-Up" and general Radio Repairs. The back page sells **YOUR ORGANIZATION** and shows your imprint. 250, \$1.80; 500, \$2.50; 1000, \$3.50.

TIRE COVER

A new idea in tire covers. Lettering reflects light from approaching headlights. One size fits all tires. Price, each, including your imprint, \$1.25. (F. O. B. Canton, Ohio.)

SERVICE POSTCARD

Ready for you to address, stamp and mail. Imprinted, 250, \$1.95; 500, \$2.60; 1000, \$3.75.

STICKERS

To be placed on back of radio as a reminder. Imprinted, 250, \$1.30; 500, \$1.55; 1000, \$2.40.

ORDER ALL MATERIAL FROM YOUR PHILCO DISTRIBUTOR

NEY-MAKER

You Can't Hear Perfectly With Defective Ears!

Whether you get perfect radio reception with an old worn-out aerial!

PHILCO 3-PURPOSE AERIAL

- 1 Eliminates Static
- 1 Increases Distance
- 1 Accommodates 3 to 4 radios!

Also a wide variety of other accessories...
Check your present equipment...
Check your present equipment...

Phone Us Today Remember, We Guarantee This Offer and Results!

DEALER'S NAME ADDRESS AND PHONE

Back

Purpose Antenna and R. M. S. tune-up. 1000, \$4.75; 500, \$3.10; 250, \$2.45.

EMENTS FOR YOUR NEWSPAPERS



H-167



H-168

Complete mats of these ads are available from your Philco Distributor at 6 cents each. Take any of these mats to the newspaper office, they will fill in your name, address and telephone number.

RADIO REPAIRS
Phone for quick, guaranteed, service. We are members of Radio Manufacturers Service.
Telephone NUMBER
SERVICEMAN'S NAME
and Address Here

1 col. x 1 inch H-169

RADIO REPAIRS —
Call us for quick, expert service on any radio. Latest testing equipment. We are members of Radio Manufacturers Service — your guarantee of satisfaction.
Telephone NUMBER
SERVICEMAN'S NAME
and Address Here

1 col. x 2 inches H-170



Some of the Leaders Send Birthday Greetings to Radio Manufacturers Service

Radio Manufacturers Service was recognized from the very beginning by leaders in the radio industry as an organization which would be of the greatest help to servicemen. We reproduce on this page several of such communications received in response to the Radio Manufacturers Service first birthday.

JOHN F RIDER PUBLISHER
 Publisher of *Popular Trade Dealer's Month*, *Servicing Superheroes* and other service books.
 1415 BROADWAY, NEW YORK TELEPHONE CHRYSLER 4-1343 4312

May 3, 1934

Mr. J. E. Jackson
 The Radio Manufacturers Service
 Philadelphia, Pa.

Dear Mr. Jackson:

May I take this opportunity of extending most cordial congratulations on the first Anniversary of Radio Manufacturers Service.

Being vitally concerned with the success and welfare of the radio servicing industry throughout the United States, I have watched the tremendous growth of it with intense interest. The rapid rise in membership has proven the value of those principles related to the radio servicing industry which were made possible for a service man to receive his just pay for the efforts he expends.

It is my sincere hope that the day will soon arrive when the radio servicing industry as a body will occupy the deservedly important position in the community life of the nation.

With best wishes for the coming year, I remain

John F. Rider
 JOHN F. RIDER, Publisher

NATIONAL RADIO INSTITUTE
 1415 BROADWAY, NEW YORK, D. C.

April 4, 1934.

Radio Sales & Servicing Corporation,
 1100 and C Streets,
 Philadelphia, Pa.

Gentlemen: After Mr. E. T. Polite, Service Director.

As an excellent development of the Radio Manufacturers Service Plan with much interest. You will find our hearty cooperation in your efforts to secure higher standards of service and better quality replacement parts.

With proper qualified equipment and the necessary skill of all technicians, it will undoubtedly result in a better service to the customer and a better condition of the radio servicing business and the Radio Manufacturers Service.

Yours very truly,
John F. Rider
 JOHN F. RIDER, PUBLISHER

RADIO MANUFACTURERS ASSOCIATION
 1415 BROADWAY, NEW YORK, D. C.

April 26, 1934.

John F. Rider, Service Director
 1100 and C Streets,
 Philadelphia, Pa.

Dear Mr. Rider:

April 15, 1934 from the city has elapsed a reply to your letter of the 11th of the month. I have been very busy with the work of the Radio Manufacturers Association and have not had time to reply to your letter until now. I am sorry that I have not had time to reply to your letter until now. I am sorry that I have not had time to reply to your letter until now.

Through the efforts of your organization and others, much has been accomplished in the past year. I am sure that you will continue to do so in the future. I am sure that you will continue to do so in the future.

Sincerely yours,
John F. Rider
 JOHN F. RIDER, PUBLISHER

TECK PUBLICATIONS INC.
 222 WEST 39 STREET
 NEW YORK CITY

April 27, 1934

RADIO NEWS
 SERVICE CENTER

Mr. J. E. Jackson
 Service Director
 Philco Radio Corporation
 Allgong Ave. and 14th St.
 Philadelphia, Pa.

Dear Mr. Jackson:

Let us congratulate you and the executive of your company for the foresight and business sense you have shown in recognizing the service that the radio servicemen can offer to the radio owner and the radio set manufacturers alike. In those parts it has seemed that the radio set manufacturer, the radio shop would consider the possibilities of the radio service business from an individual and from a company service man, but your company has become a leader in this field and I feel that so small part of your success has been through the recognized operation of the service servicemen in promoting the sale of your products as well as saving the cost to their working condition.

Let us congratulate the PHILCO SERVICEMAN on the first anniversary of the Radio Manufacturers Service which has been providing such excellent service material to service centers.

Radio news and the first radio publication to recognize the possibilities of the radio-related technical and non-technical field of radio or an exclusive attraction for servicemen. This publication has driven for many years to make a place for non-technical leaders in the industry as a motivating force for promoting sales and in marketing individual non-technical radio servicemen. Radio servicemen are people who take their service and out and we believe we are expanding (in cooperation with agencies such as yours) in showing them the possibilities of good business to back up their natural enthusiasm and technical ability.

Let us wish for you a year of continued success in your efforts to help the servicemen.

Cordially yours,
Lawrence S. Gombay
 LAWRENCE S. GOMBAY
 Editor

Congratulations from the Servicemen

Many letters from servicemen have been received by the PHILCO factory and by PHILCO distributors in which the men expressed their appreciation of Radio Manufacturers Service. Some of these interesting letters and some quotations from others are reproduced on this page.

GENTLEMEN:

I am writing you to tell you I am very proud to be a member of the Radio Manufacturers Service. It enables me to contact with the PHILCO owners that I could not do before, and owners of other makes of radio receivers also. When I show them my certificate they do not question me at all, so I want to say thank you for organizing a service organization like that because it sure has helped me and my customers.

Your member No. 4741,

A. J. JACKSON,

Box 53, Kaneville, Ill.

GENTLEMEN:

I would like to thank you for the pleasure of being one of your service members, but I don't believe that there is anything I could say or write that could come near enough to my appreciation for this service. It is, in my opinion, the greatest thing in the life of a serviceman, and if every manufacturer did this it would simplify many a good headache a serviceman can create.

Very sincerely,

KAWACH RADIO SERVICE,

ELMER KAWACH,

Hammond, Ind.

DEAR SIR:

It is a pleasure to inform you that the Radio Manufacturers Service is an excellent plan. I have benefited greatly by it. The many helps and suggestions have improved me as a serviceman. It has furnished me with additional service work. It has helped me to make some real money in that service work. My thanks go to the whole PHILCO organization for what they are doing.

Very truly yours,

J. S. STANTON,

Swissvale, Pa.

DEAR SIR:

Yours of the 9th inst. on hand and contents noted.

Thank you very much.

Just what I have been looking for. I was over at the Service Station, Twenty-fourth Street and Fairmount Avenue, Monday; purchased some necessary supplies and Lesson No. 1.

Met a few of the boys, and I assure you they are regular fellows; in fact, every one I have come in contact with so far connected with R. M. S. are also.

So you can rest assured I will co-operate with PHILCO in every respect.

So until I hear from you again I beg to remain,

Very thankfully yours,

PHILIP JAMES WALSH,

2219 N. Thirteenth St.

WM MACKE
RADIO SALES & SERVICE
100 BROADWAY
NEW ORLEANS, LA.

EXPRESS
MAIL
SERVICE

APRIL 21ST 1938

Walter Strasser, Inc.,
1120 General Avenue,
New Orleans, La.

Gentlemen:

I am very happy to congratulate you and Philco for your efforts in establishing the Radio Manufacturers Service Plan which is helping to give servicemen results in radio customers who want the best in radio service and value.

Every customer realizes the importance of reliable service and also that recommended by Philco they have confidence in the man at work.

As service men are very grateful to Philco for the wonderful service information they furnish us and in this way we can give better service on radio and have the confidence of the customer.

Truly very truly,
W. Macke

RADIO MANUFACTURERS SERVICE

ROBT H. DOUGLASS
Radio Supply
East End Philadelphia, Pa.

APRIL 19, 1938

Mr. David Tompkins,
C. E. Rogers Company,
Philadelphia, Pa.

Dear Sir:

Last August I joined your Radio Manufacturers Service and have found that your efforts and those of the Radio Manufacturers Service Company have made it well worth while for a number.

The radio sales direct from the Philco factory have helped to assist me in making a general, but valuable radio better service from their factory. Furthermore, I find that excellent quality of this type and service information the service men without sufficient amount of knowledge to properly service the same equipment.

Several customers have commented on Radio Manufacturers Service and they have each made they say that as a Philco business they feel the Philco organization will give them the best service that can be given. Radio Manufacturers Service is a service organization that is well worth the money.

Your Philco system has helped to establish a service charge which is reasonable and helps the service men to make a good charge for service in the face of some customers questioning the same.

Through this service I have been able to write my customers that your firm is the best in the world as far as service information is concerned. I highly appreciate the fact that your service information is so valuable to me and that the customer is satisfied and a booster for Philco.

Looking forward to a continuation of this interesting service, I remain

Sincerely,
Robt H. Douglass

Radio Servicemen Association

1111
Pittsburgh, Pa.

APRIL 20, 1938

Mr. David Tompkins, Serv. Sta.,
C. E. Rogers Company,
Philadelphia, Pa.

Dear Sir:

On behalf of the members of the Radio Servicemen Association of Philadelphia, we would like to express our appreciation for the service you have rendered to the Radio Servicemen of Philadelphia.

We are very glad to see that you are doing so well in your business and we hope to meet you soon at the Philco factory in Philadelphia. We are sure that you will be very satisfied with the service you are receiving from the Philco factory.

We are sure that you will be very satisfied with the service you are receiving from the Philco factory.

We are sure that you will be very satisfied with the service you are receiving from the Philco factory.

Very truly yours,
David Tompkins
C. E. Rogers Company

Laying the Cards on the Table

Most of the members of Radio Manufacturers Service have been connected in some way with PHILCO for the larger part of their time in the radio business. Every radio serviceman is familiar with PHILCO because there are more PHILCOS in the homes than any other set. We feel, therefore, that we can talk frankly, and that we can be understood.

There have been some opinions voiced among servicemen to the effect that Radio Manufacturers Service is merely a smoke-screen to conceal the fact that PHILCO wants to sell more parts and tubes. We would like to take this opportunity now to allay any such feelings and to assure every member of Radio Manufacturers Service that the real purpose of the organization has always been and always will be to help the serviceman. We make no secret of the fact that PHILCO needs the full co-operation of every serviceman to increase the PHILCO radio business. In fairness to these servicemen, Radio Manufacturers Service, getting more jobs and more money for you, makes it only fair for the serviceman to help us sell PHILCO.

This attainment will be reached by helping the serviceman to become a better technician and merchandiser, and thus a better business man. He will make more money in this way, and it is reasonable to assume that PHILCO will benefit by having PHILCO radios serviced better and by having more PHILCO parts and tubes used as replacements. The more important consideration to the serviceman, however, is the fact that his status will have been improved from both the technical and merchandising standpoints. If Radio Manufacturers Service can help you to make more money, is it not to your complete advantage to be an active member?

Questions and Answers

1 Q. How can the serviceman profit most through his connection with Radio Manufacturers Service?

A. The best way for the serviceman to gain the advantages of Radio Manufacturers Service is by identifying himself in his business with this national organization. Radio Manufacturers Service is sponsored by PHILCO and is known to the public as a national organization, behind which is the reputation of the world's largest radio manufacturer. Through the use of R. M. S. advertising material and stationery it is possible for every member to identify himself readily with the organization and to profit accordingly.

2 Q. What is the cost of being a member of Radio Manufacturers Service?

A. There are no costs of any kind in connection with the initiation or membership in R. M. S. The only costs at any time would be for material, such as the R. M. S. printed matter or some of the R. M. S. booklets. In all cases this printed material is supplied at actual cost of production and handling.

3 Q. Who are the writers of the Radio Manufacturers Service lessons?

A. Various members of the PHILCO Service Department. Later some of the lessons will be written by members of the Engineering and Factory Executive Departments and will be edited by the PHILCO Service Department.

4 Q. What does PHILCO gain by Radio Manufacturers Service?

A. PHILCO has nothing to gain through R. M. S. except the increased good will and possibly an increased parts and tube business from servicemen. PHILCO'S idea is to cooperate with the serviceman and to place the PHILCO resources behind him, so that he in turn will be friendly to PHILCO. The serviceman is an extremely important factor in the radio set industry, and his recommendations carry plenty of weight with customers. PHILCO is the outstanding radio set on the market today. We want servicemen to recommend PHILCO radios, and we know that they will do so, for through

their R. M. S. connections they will appreciate the PHILCO advantages.

5 Q. Are the local headquarters of Radio Manufacturers Service intended to be clubs and associations in the ordinary sense?

A. No. The various local headquarters are intended primarily as sources of information where servicemen can go when they want service data and any service assistance. There are no executive officers of any kind in R. M. S. It is purely a national organization, with the backing of PHILCO, and is intended to assist servicemen in every way possible.

6 Q. Is membership in Radio Manufacturers Service restricted in any way?

A. Yes. Membership is restricted to radio servicemen having complete test equipment and men who are approved by the local distributor's Service Manager and by the PHILCO Service Engineer. Membership is open to independent servicemen, as well as dealer servicemen. It is not open to anyone who is unfamiliar with radio service or who is not proficient in this activity.

7 Q. Are the Radio Manufacturers Service Standard Labor Charges binding to members?

A. No. The Standard Labor Charge Sheet is intended as a guide for the assistance of the serviceman, but it is not necessary that he maintain these rates at all times. There are various conditions under which a different rate than that specified should be charged, and it is entirely up to the serviceman to be the judge. On the other hand, the Standard Labor Charge Sheet is something which gives the serviceman a justifiable reason for charging the amounts specified. This is particularly desirable in those cases where certain customers have been led to believe, through the advertising of service gyps, that their radio sets can be serviced for fifty cents or seventy-five cents. The Standard Labor Charge Sheet is intended to assist the serviceman in obtaining a fair charge for his work.

Can You Afford to Be Without RADIO MANUFACTURERS SERVICE?

After reading this issue of the PHILCO SERVICEMAN, the advantages of Radio Manufacturers Service are clearly evident.

We want every qualified serviceman as a member, and every man who is so qualified will want this profitable connection with the world's largest service organization. If some of your servicemen

friends have not heard about Radio Manufacturers Service, tell them, and see that their membership application is made out and returned to the PHILCO distributor without further delay.

Remember that Radio Manufacturers Service is for the sole purpose of assisting and advancing the servicemen.

Philco Radio & Television Corporation of California

218 Fremont Street

San Francisco, Cal.

I. I. FARWELL, Service Manager