

Second Anniversary Number

PHILCO SERVICEMAN

Circulation Over 30,000 Copies Monthly

RADIO · MANUFACTURERS · SERVICE · NEWS

JUNE, 1935



The second anniversary of Philco's
radio service organization —

RADIO MANUFACTURERS SERVICE



With over 12,000 approved mem-
bers, all with testing equipment,
R.M.S. is constantly working to build
the prestige of the service industry.

1933—1935





To Members of Radio Manufacturers Service:



THE second anniversary! Two years of building profitable service jobs. More than 12,000 members in the United States alone. Radio Manufacturers Service enters its third year with the support and backing of servicemen in every community. The market for radio service increases each year. More than 20,000,000 radio sets—each one a prospect for the serviceman. The service business is a profitable business for the man who uses aggressive merchandising methods in conducting his business, but selling service is as difficult for the serviceman as any other problem he faces.

PHILCO, through Radio Manufacturers Service, has tried to lighten the burden of successfully selling service by providing sales helps, written by men who are experts, to help you sell and to present your service to the public. Those men who have affiliated and actively joined R. M. S. in getting more radio service jobs have found that their business has increased and that their profits have increased. But belonging to Radio Manufacturers Service is not enough. PHILCO has consistently advertised Radio Manufacturers Service to the public. Those men who have used R. M. S. hand bills, envelope stuffers, service letters and broadsides, who have consistently used R. M. S. stationery, who have advertised in local newspapers, who have joined groups of R. M. S. members in running full-page ads—these men have actually increased their business. PHILCO can do its part in advertising the advantages of dealing with trained R. M. S. members, but you personally must

tie in and tell the public that you are the local representative of R. M. S. in their neighborhood.

For your convenience, your PHILCO distributor now has a new R. M. S. advertising book which clearly shows all the promotional material which has been prepared for you to use in telling the public "I am a member of Radio Manufacturers Service." See this display at the PHILCO distributor's, and cash in on PHILCO'S promotions for more service jobs by letting the people in your community know that you are an R. M. S. member.

Getting more service jobs is one part of the R. M. S. program, but a far more important part is the R. M. S. training and service information provided through PHILCO distributors to help you with your service work. Nineteen thirty-five will see a continuation and an enlargement of the R. M. S. lessons which have proven so popular in all parts of the country. This coming season there will be regular direct mailings from PHILCO to all R. M. S. members (starting June 1st). The R. M. S. program will be a success if, and when, you get your share of the local service business, and when the lessons prepared by PHILCO have made the technical part of radio service easier and quicker for you.

The ultimate aim of R. M. S. is to make it possible for you to do your repair work promptly and leave you free to spend more of your time looking for new service business. "It is much harder to find a customer than it is to repair a defective set."

BIG NEWS!


WESTERN UNION TIES UP WITH RADIO MANUFACTURERS SERVICE

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE 1201-6

<p>CLASS OF SERVICE</p> <p>This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.</p> <p>R. M. S. SERVICE Member</p> <p>NEWSPAPER CABLES Exclusive for the States</p> <p>J. C. WALLEY Agent, Philadelphia</p>	<h1>WESTERN UNION</h1>	<p>SIGNS</p> <p>DL = Day Letter</p> <p>NM = Night Message</p> <p>NL = Night Letter</p> <p>LC = Deferred Cable</p> <p>NLT = Cable Night Letter</p> <p>Ship Radiogram</p>
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The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

Received at



A PHILCO SERVICE PLAN

The Most Marvelous Plan Ever Announced for Increasing Your Radio Service Business

Here it is—by special arrangement made by PHILCO with the Western Union Telegraph Company, the millions of radio owners throughout the entire United States can now contact you for radio service simply by telephoning Western Union.

Think of what this means! You know that tens of thousands of radio owners right this minute want radio service. They don't know which way to turn. They don't know where you are located or how to get in touch with you. But now—by means of this splendid PHILCO-Western Union contact plan—this entire vast market is to be opened to you and all other R. M. S. members.

Here is how the plan works:

1. Customer needs radio service.
2. Asks any telephone operator for Western Union.
3. Tells Western Union "I want an R. M. S. man to repair my radio."
4. These calls are delivered by Western Union to PHILCO distributor.
5. PHILCO distributor selects R. M. S. member nearest customer.
6. Selected R. M. S. member is called on telephone or mailed a "Service Call Notice."
7. R. M. S. member pays PHILCO distributor ten cents for each Western Union-PHILCO Service Call.
8. You call on customer and inspect radio.
9. Give customer estimate on repair.
10. Complete the service call and collect your charges for work completed.

Here is how it will be advertised:

1. Boake Carter will tell an audience estimated at 40,000,000 people to simply call Western Union in order to get R. M. S. Service.
2. Every PHILCO owner is told that when he wants expert radio service he should call Western Union and ask them to have a Radio Manufacturers Service man call.
3. National PHILCO advertising will tell the public to call Western Union in order to get R. M. S.
4. Local tie-in advertisements run by PHILCO distributors will also instruct the public to call Western Union for R. M. S.
5. Direct mail literature, hand bills, envelope stuffers and local dealer and serviceman advertisements will carry copy identifying R. M. S. with Western Union and Philco.

There will be a great deal of public interest in this plan. Western Union commands a great deal of prestige and good will on the part of the public. PHILCO, in founding R. M. S., lends its name and good will to your service job. R. M. S. members will be sent to customers by PHILCO through Western Union. PHILCO will give you an R. M. S. identification card which will identify you as a member. You will get your card by mail, direct from PHILCO, early in June.

PHILCO distributors will require that expert workmanship, ninety days' guarantee to the customer and genuine PHILCO parts shall be used on each Western Union-PHILCO Service Call.

REMEMBER—Only Ten Cents for Each Service Call

Editorial

LICENSING WILL NOT SOLVE SERVICE PROBLEMS

WHETHER the radio serviceman is licensed or not will not be the important factor in his business. Licensing will not bring him more customers, nor will it make him more money. More service work and more profits can and will be had by radio servicemen who build up a reputation for doing quality repair work at reasonable prices.

Do You Remember When— A Few Years Ago

PRICES for radio service work varied with every serviceman because there was no gauge of a standard price schedule?

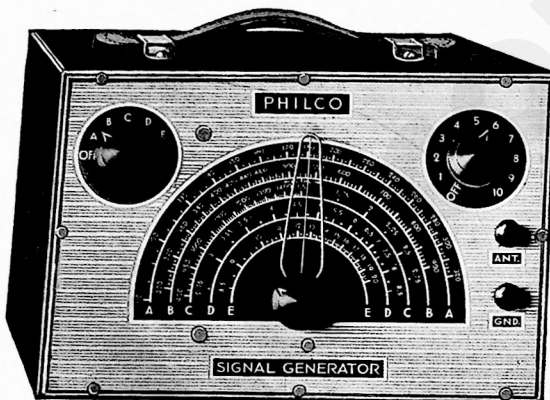
Every radio serviceman was an individual operator working entirely alone and without the benefits and prestige of national association?

Such a thing was never heard of as publicizing the radio service industry over a nation-wide broadcasting chain every week?

Most of the men engaged in radio service work were up against the advertising of the fifty-cent service call gyps?

Thousands of people were being victimized every day by "tube jerkers" pretending to be high-class servicemen?

Philco Announces THE NEW MODEL 088 ALL-WAVE SIGNAL GENERATOR



PHILCO'S Latest Service Contribution—The Model 088 Signal Generator.

ONE of the finest all-wave signal generators ever offered to the serviceman has just been announced by PHILCO.

This new piece of service equipment is known as PHILCO Model 088 All-Wave Signal Generator. It has five separate scales, each of which is accurately calibrated and easy to read. The scales range continuously in frequency from 110 K.C. to 20 megacycles. In each case the individual scale is a fundamental oscillator frequency range. In other words, no harmonics are used to get additional ranges, because in each case the oscillator circuit is operating on a fundamental frequency at all times. The attenuator is continuously variable, but is calibrated in ten points, making it possible to obtain measurements of sensitivity when testing the receiver.

The panel of the Model 088 is furnished in attractive chromium plate or polished brass. It is made in both styles so that the thousands of servicemen who have already purchased the PHILCO Model 025 circuit tester can obtain the brass-panel Model 088 and thus have a complete set of test equipment all in one unit. A special wooden case is available as a separate item, so that the Model 088 and the Model 025 can both be carried together as a complete unit.

The circuit of the 088 is a highly stabilized electron-coupled oscillator arrangement using the type 1C6 tube. This tube operates on two 22½-volt "B" batteries and two 1½-volt flashlight cells. The 8-ohm resistor in series with one side of the flashlight battery produces the filament voltage of the proper value for the 1C6 tube.

The 088 has been designed by the PHILCO Research Department in conjunction with the PHILCO Service Department, and affords all of the desirable features which the serviceman requires in an all-wave signal generator.

The list price of the Model 088 is \$32.50, making a net price to the serviceman of only \$19.50. Be sure to see this latest PHILCO development now at your PHILCO distributor's Service Department.

DO YOU KNOW—

1. R. M. S. Standard Labor Charges are being used nationally as a guide for service charges. Many local servicemen's organizations have adopted the R. M. S. Standard Labor Charges for all members. Customers can be shown these prices and thus is established greater confidence in the serviceman.
2. R. M. S. has enabled servicemen to retain their individual identity and at the same time to have the advantages which result in their association with the world's largest radio service organization. "John Jones, your local representative in Radio Manufacturers Service," will mean more to the customer than "John Jones, Radio Service."
3. R. M. S. has given regular broadcasts by Boake Carter over the Columbia chain in order to acquaint the public with the purpose and membership of R. M. S. and to help get more business for the members.
4. R. M. S. influence has been felt in every section of the country, and the stabilizing policies of the organization have discouraged the many misleading and dishonest advertising efforts of the unscrupulous men in the service industry.
5. R. M. S. has raised the standards in the radio service profession, because it has given the men service and sales information and has made the general public more wary of the fly-by-night type of serviceman.
6. R. M. S. has made it possible for every serviceman member to obtain copies of all PHILCO Service Bulletins through the PHILCO distributor.
7. R. M. S. has made it possible for servicemen to buy PHILCO parts and tubes through the PHILCO distributor at proper discounts and thus enable the serviceman to make a legitimate profit on his replacement sales.
8. The PHILCO R. M. S. Parts Catalogue has been the first to give all prices at list, thus enabling you to show your customer the price of the parts and to make a fair profit.
9. Western Union-R. M. S. tie-up—the greatest business-getting plan for servicemen ever conceived.

R. M. S. Sales Promotion Book

ALL of the R. M. S. advertising material and sales-promotional matter available to servicemen during the past two years has been revised, and the amount of material which is now available has recently been doubled. All of this is new advertising for R. M. S. members prepared by national experts in the field of radio advertising. There will, no doubt, be many occasions when you visit your PHILCO distributor's Service Department that you will want to place your order for certain types of R. M. S. printed matter and advertising material. You can do this now by referring to the new Radio Manufacturers Service Sales Promotion Book, which can be seen the next time you stop at your PHILCO distributor's Service Department.

This is a large book containing samples of every piece of R. M. S. printed matter which is available to servicemen. Through the aid of the book, it will be possible for you to decide readily just which items you can employ to best advantage in getting more business for yourself.

Do not lose any time in seeing all of the many items that are waiting to get more business for you.

SERVICE SCHOOLS

—ANOTHER OF THE ACTIVITIES OF R. M. S.

DURING the past year, R. M. S. has held many service meetings, giving servicemen everywhere the opportunity of meeting factory service engineers and of discussing with them the various service problems as well as hearing about the many new developments of special interest to the service industry. The following is a partial list of the cities in which PHILCO service meetings have been held since June, 1934:

Cleveland, Ohio
Cincinnati, Ohio
Louisville, Kentucky
Indianapolis, Indiana
Peoria, Illinois
Springfield, Illinois
Rockford, Illinois
Des Moines, Iowa
Waterloo, Iowa
Minneapolis, Minnesota
Milwaukee, Wisconsin
Toledo, Ohio
Chicago, Illinois
Sioux City, Iowa
Kansas City, Missouri
Oklahoma City, Oklahoma
St. Louis, Missouri
Syracuse, New York
Rochester, New York
Buffalo, New York
Bradford, Pennsylvania
Olean, New York
Jamestown, New York
Elmira, New York
Erie, Pennsylvania
Youngstown, Ohio
New York, New York
Detroit, Michigan
Pittsburgh, Pennsylvania
Trenton, New Jersey
Scranton, Pennsylvania
Huntington, West Virginia
Baltimore, Maryland
Greenville, North Carolina
Charlotte, North Carolina
New Haven, Connecticut
Providence, Rhode Island
Manchester, New Hampshire
Springfield, Massachusetts
Boston, Massachusetts
Albany, New York
Utica, New York
Bridgeport, Connecticut
Waterbury, Connecticut
Atlanta, Georgia
Montgomery, Alabama
Shreveport, Louisiana
Little Rock, Arkansas
Jackson, Mississippi
Birmingham, Alabama
New Orleans, Louisiana
Houston, Texas
Dallas, Texas
Fort Worth, Texas
San Antonio, Texas
El Paso, Texas
Phoenix, Arizona
San Diego, California
Los Angeles, California
Santa Barbara, California
San Francisco, California
Portland, Oregon
Seattle, Washington
Vancouver, British Columbia
Spokane, Washington
Boise, Idaho
Salt Lake City, Utah
Denver, Colorado
Wilmington, Delaware
Salisbury, Maryland
Altoona, Pennsylvania
Harrisburg, Pennsylvania
Pottsville, Pennsylvania
Philadelphia, Pennsylvania
Washington, D. C.
Richmond, Virginia
Fayetteville, North Carolina
Memphis, Tennessee
Chattanooga, Tennessee

Radio Institute of the Audible Arts Offers R. M. S. Members a New Program Service

TWO new services that should provide a direct stimulus to the business of R. M. S. men were inaugurated by PHILCO'S Radio Institute of the Audible Arts during April. They are a new program bulletin service listing recommended variety, comedy and dramatic offerings on the air and a series of radio talks, entitled "You and Your Radio," to be broadcast weekly over various stations throughout the country.

The Entertainment Program Bulletin fills a real need in providing a guide to radio's wide variety of offerings in this field and in calling listeners' attention to entertainment features with which they may not be already familiar. It consists of concise, descriptive reviews of forty-six entertainment programs and is designed to simplify the average listener's task of selecting his radio entertainment.

R. M. S. members are now in a position to offer their customers a guide to entertainment on the radio, as well as the listings of the more serious musical and educational features, which have been issued monthly by the Institute since the first of the year.

The series of radio talks, too, it is hoped, will do much to fulfill the Institute's purpose of stimulating wider appreciation of the many fine programs on the air and fuller utilization of the radio, thus earning good will for PHILCO and for R. M. S. men who identify themselves with this movement.

The "You and Your Radio" talks stress radio's ability to satisfy every mood and taste and offer practical suggestions whereby different types of radio listeners can derive the maximum pleasure from their sets. The introductory talk was favorably received, and there is every indication that the remaining talks in the series will be broadcast regularly by a growing number of stations throughout the country.

Find out if your local station is planning to carry this series. If it is, check on the time of each broadcast and encourage your customers to listen in on the weekly programs. The talks, we believe, will prove both interesting and helpful to those who hear them and should encourage greater radio listening by more people—which, of course, means more business for R. M. S. members who will be needed to keep the sets in perfect condition.

Continue to inform all of your customers of the Institute's other activities. When you make your calls, be sure to leave copies of the Institute's program bulletins and of the little leaflet which explains the purpose and program of the Institute. All of these can be obtained from your PHILCO distributor. Help make your community increasingly "radio conscious" by telling all interested individuals and group leaders of the Institute's willingness to co-operate with them in their efforts to increase and make more effective their utilization of the radio as an instrument of entertainment and education.

Philco Has Answered a Big Parts Problem

Replacement Parts Designed by the Same Engineers Who Designed the Original Sets



One of the New PHILCO Replacement Kits

PHILCO has solved the problem of getting the exact replacement part to use for every model. It is no longer necessary to refer to unreliable lists or use any guesswork. The new PHILCO General Replacement Parts Kits contain one each of such items as speaker cones, resistors, multiple section electrolytic condensers, volume controls, pilot lights, etc. On the lid of the box is given complete part

number and model number information along with the list price of each item. When you see these kits, which service over five million radio sets, you will not be content until you have one or more of them for your own service requirements. It is just as important to use high-quality, exactly designed repair parts as it is to use such parts in the original factory production.

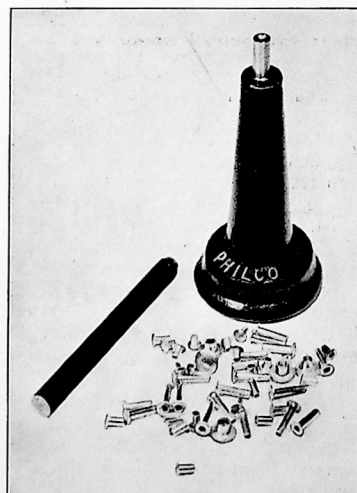
New Philco Eyeletting Kit a Great Time Saver

AN extremely handy and convenient item for the serviceman is the new PHILCO Eyeletting Kit recently announced.

This kit consists of an anvil, a punch and a liberal assortment of eyelets for use in fastening various parts, such as sockets, large condensers, etc., to the radio chassis. The anvil is a heavy iron casting, on the end of which has been placed a specially hardened inset of tool steel. The punch is also built of the same hardened tool steel.

Every serviceman who has attempted to do an eyeletting or riveting job on a radio chassis, using the ordinary tools at his disposal, knows that this kind of work is extremely difficult. With the new eyeletting set, your time in making such repairs will be greatly reduced, and you can do a far better job than ever before.

The kit is known as PHILCO Part No. 45-1162 and lists at \$5, subject to your regular parts discount.



The PHILCO Eyeletting Kit, Furnished Complete with Assortment of Eyelets.

LOOKING IN THE MIRROR

MANY of us are so busy with our work and with our activity in trying to get new business that we do not take sufficient time for a serious analysis of our activities. It may often happen that if we would sit down for a few moments and give some serious thought to the way we conduct ourselves in business, we could probably get more business of the better-paying kind and could retain many customers who, under the present circumstances, are merely one-time customers. Let us make an impartial survey and answer, confidentially to ourselves, the following questions:

1. Do you have a definite method of
 - (a) Getting new business?
 - (b) Handling your customers?
 - (c) Following up service prospects?
2. What have you done to improve your business methods?
3. Put yourself in the customer's place, and then try to do business with yourself.
4. Do you try to give the customer at least a 50-50 break or better?
5. Do you feel that every one of your customers gets his money's worth?
6. How many complaints do you get about your service?
7. Do you settle your customer's complaints, or do you leave them open?
8. Do you see a criticism as an aid to you in helping make your business a better one?
9. In your personal contacts with customers, is your appearance attractive, are you polite and courteous, and are you genuinely glad to see a customer? Is there genuine warmth in your greeting, and do you act like a human being or a wooden Indian?
10. Are you patient with your customers or easily "put out"?
11. Do you really enjoy talking to them?
12. Are your telephone calls answered promptly and cheerfully?
13. Are you always courteous and patient over the telephone, even though you may be very rushed at the moment?
14. Have you ever put yourself in the customer's place and telephoned to your own business?
15. Do you have any follow-up to see if customers are satisfied?
16. Do you have any method which instructs customers how to get maximum value out of your product or service?
17. How many of the customers you had at this time last year are still your customers?

Ten Points of R. M. S. Accomplishment During the Past Year

1. Has raised the status of the service industry by discouraging unfair advertising and sales practices, establishing suggested labor charges, which can be shown to your customer if desired, and by getting more recognition for the serviceman from the public and from manufacturers.
2. Has given members technical and sales information through R. M. S. lessons, the PHILCO SERVICEMAN, Service Bulletins and various kinds of printed matter. Has also made it possible for the serviceman to buy various kinds of advertising material prepared by radio advertising experts.
3. Has advertised for the serviceman over a national radio chain at regular intervals.
4. Has made direct mailing of helpful material from R. M. S. headquarters to all members.
5. Has given the servicemen the many benefits of closer relationship and co-operation with the PHILCO distributor and the factory.
6. Has helped servicemen increase their business by providing many sales and advertising suggestions and by giving technical assistance.
7. Originated and promoted with the public the idea of a complete "radio tune-up" every six months.
8. In the PHILCO instruction sheets, has told over 1,250,000 PHILCO radio owners to call a member of R. M. S. for radio service.
9. Is selling the public on the idea of better and more reliable service when they call a member of R. M. S.
10. Increased membership 50 per cent. Now over 12,000 members.

New R. M. S. Outdoor Metal Sign

AT THE request of many members of Radio Manufacturers Service, PHILCO has made available a new R. M. S. advertising sign for outside display. The sign measures 20 x 28 inches and is furnished complete with an art metal bracket for support on the wall. The face of the sign is finished in hardened weatherproof enamel, and the entire construction is completely weather-proof.

This sign is now available through your PHILCO distributor at a net cost of \$2.



Questions and Answers

1. Q. How do I apply for membership in Radio Manufacturers Service?

A. Each PHILCO distributor is local headquarters for Radio Manufacturers Service. You apply for membership in the PHILCO Service Department.

2. Q. What kind of application do I fill in?

A. You make out a printed application form which gives information about your experience, testing equipment you own and your willingness to guarantee your labor for ninety days.

3. Q. How much does membership in R. M. S. cost?

A. R. M. S. membership is free.

4. Q. How many members are there in R. M. S.?

A. There are over 12,000 members in all

which are held under the auspices of Radio Manufacturers Service.

6. Q. Do I receive service information direct from PHILCO?

A. Yes. Starting June 1, 1935, you will receive regular mailings from PHILCO, which each month will include service information on PHILCO sets, plus general service literature from time to time.

7. Q. Will I get PHILCO Service Manuals?

A. Yes. R. M. S. members will receive, direct from PHILCO, Service Bulletins on principal PHILCO models as they are announced. This is a new procedure and starts June 1st.

8. Q. What does PHILCO do to tell the public about R. M. S.?

A. There are many things which PHILCO has done in the past to tell the public about R. M. S., but the 1935 program includes:

First—National advertising will include instructions on how to get R. M. S. service locally.

Second—Boake Carter, on the air, will continue his R. M. S. broadcasts.

Third—PHILCO instruction books, packed with each new PHILCO, will recommend R. M. S. members and will include instructions on how to get R. M. S. service locally.

9. Q. What can I do to tie in with this national advertising program?

A. Each PHILCO distributor has a copy of the new Radio Manufacturers Service sales promotion book. In this book you will find dozens of new tie-ins, which tell the public that you are the local member of Radio Manufacturers Service. There are newspaper ads, hand bills, envelope stuffers, business cards, letterheads, billheads and all kinds of advertising material for you to use in making your business a profitable Radio Manufacturers Service operation.

10. Q. What kind of a sign can I get to tell the people in my neighborhood that I belong to R. M. S.?

A. R. M. S. has just announced a new outdoor 20 x 30-inch, two-color, durable metal sign complete with bracket, which you can buy for \$2. It will pay you to invest in this sign. See it at your PHILCO distributor's.

11. Q. What does PHILCO do to help me collect standard labor charges for the service jobs I do?

A. Each R. M. S. member is provided with an 8 x 11-inch display card for the window. A standard labor charge sheet, which helps you collect standardized prices, gives you PHILCO backing in getting the customer to pay fair prices.



BOAKE CARTER'S R. M. S. Broadcasts



Here are two more of Boake Carter's famous R. M. S. talks:

"Something of the same spirit of service pervades the army of 12,000 Radio Manufacturers Service men, all trained by PHILCO. Every radio owner should get the best out of his instrument. Only an expert can find out whether he's getting the best or not. PHILCO recognized the long-felt want of a real army of good servicemen in the country, who could be relied on and were trustworthy, honest, hard working and knew their stuff. So it trained these men. You will find that any PHILCO dealer can tell you where to find a Radio Manufacturers Service man. They'll tell you if your radio is up to snuff—and you can trust them to do a decent, he-man's job, too. It's service they give—real service."

"These are days when a PHILCO is indispensable to any man, for they cover thousands of miles, cross oceans, mountains and frontiers, to tell millions know what is going on. Hence, it is of equal importance to keep one's instrument in perfect trim, and that is the spot where a Radio Manufacturers Service man, PHILCO trained and equipped, comes in. For he can set any set up properly, see that it is hitting on all eight cylinders, so to speak; that every owner gets every ounce of that which he is entitled from his set and, best of all, he can be relied on as an honest man and an efficient one. Any PHILCO dealer can let you know where you can get a Radio Manufacturers Service man, and it is worth keeping your radio in tip-top shape these days with things popping as they are."

parts of the United States, Canada and in many foreign countries.

5. Q. What does R. M. S. bring me in the way of training?

A. Service lessons prepared by PHILCO engineers are issued regularly through the PHILCO distributor. These lessons, which deal with general service problems, are of great importance. Of equal interest are the meetings conducted in all parts of the country by PHILCO service engineers,

PHILCO RADIO & TELEVISION CORP. OF CALIFORNIA
218 Fremont Street
San Francisco, Cal.

I. I. FARWELL, Service Manager

RADIO MANUFACTURERS SERVICE



A PHILCO SERVICE PLAN

TO ALL SERVICEMEN AND R.M.S. MEMBERS:

PHILCO RADIO & TELEVISION CORP., of Calif.
218 Fremont Street San Francisco, Cal.

R. M. S. HEADQUARTERS

Garfield 5232
June 19, 1935

If you are at all familiar with short-wave reception, you appreciate that it has been very difficult to obtain accurate, up-to-date data regarding schedules and reception conditions.

Membership in the Western World-Wave Club will improve your reception results 1000 per cent, and make you an authority on short-wave. Knowledge of this new field is something you cannot afford to be without, if you are "on your toes" in radio.

Membership in the Club has been limited to dealers and their customers up to this time. It was necessary for each dealer to sign five members to receive the special six months membership for 75 cents. We are offering a single membership to you, however, on the same basis - 75 cents for six months.

Here is what you get:

A copy of "My Log" - attractive booklet for recording results.

The Western All-Wave Club bulletin for six months - 12 issues.

Special advice on short-wave problems.

Improved short-wave reception.

Look over the enclosed sample issue. The information is not contained in any other publication, for it is adapted to Pacific Coast use exclusively.

It is without doubt the finest short-wave publication ever printed for Pacific Coast fans - up-to-the minute in every respect.

Send your seventy-five cents in cash, money order or check immediately. You can't miss.

Yours very truly,

PHILCO RADIO & TELEVISION
CORPORATION OF CALIFORNIA

By IVYN I. FARWELL

PHILCO TUBES AND PARTS IMPROVED SERVICE AND RADIO
Parts & Service Division

IIF:J

RADIO MANUFACTURERS SERVICE



PHILCO RADIO & TELEVISION CORP., of Calif.

218 Fremont Street

San Francisco, Cal.

R. M. S. HEADQUARTERS

Garfield 5232

June 19, 1935

TO ALL DEALERS AND R.M.S. MEMBERS:

R.M.S. ADVERTISING

We want every dealers service department and every R.M.S. member to make money. Philco is firmly convinced that this can be done if you will advertise. Use R.M.S. sales promotion helps, newspaper ads and direct mail pieces.

You are all familiar with Broadcast Weekly. It is the most familiar radio program ever published on the Pacific Coast. Philco will advertise Radio Manufacturers Service in this popular little paper, and you will hear from the publishers, if you have not already done so, regarding the plan. We believe it is outstanding advertising for results, as Broadcast Weekly will be read from cover to cover and referred to day after day, week in and week out. We need not remind you that Philco advertising has made money for Philco dealers. It will do the same for R.M.S.

We want you to use R.M.S. advertising and especially Broadcast Weekly advertising. Do not overlook this splendid opportunity to increase your service income through use of this popular medium.

Yours very truly,

PHILCO RADIO & TELEVISION
CORPORATION OF CALIFORNIA

By IVYN I. FARWELL
Parts & Service Division

IIF:J

PHILCO TUBES AND PARTS IMPROVE THE PERFORMANCE OF ANY RADIO

RADIO MANUFACTURERS SERVICE



PHILCO RADIO & TELEVISION CORP., of Calif.

218 Fremont Street San Francisco, Cal.

R. M. S. HEADQUARTERS

Garfield 5232

June 21st, 1935

TO ALL PHILCO DEALERS:

A NEW POLICY

It will be necessary for all Philco dealers as well as independent servicemen to qualify for Radio Manufacturers Service in order to receive the service bulletins which formerly were mailed from this office.

Our factory has adopted a new policy in regard to the distribution of this bulletin and the bulletins will be mailed from Philadelphia to all R.M.S. members only. For this reason, be sure that you send us your application for R.M.S. immediately, if you are not already a member.

A dealer or serviceman must have proper experience and equipment to qualify. We want every franchised Philco dealer to have proper equipment to do a good service job on Philco receivers. It is part of his responsibility in connection with a valuable franchise. If you do not have an all-wave oscillator or equivalent equipment, you will not be in a position to properly service all-wave receivers. If service facilities cannot be maintained in your own place of business, you should "farm out" your Philco work only to a reliable technician. Be sure he is an R.M.S. member.

Just a word to independent servicemen. You have been on our mailing list for "PHILCO SERVICEMAN" for some time. Beginning with the July issue, it will be mailed only to R.M.S. members. Ask us for an application blank so that you will remain on our list for all Philco bulletins.

Yours very truly,

PHILCO RADIO & TELEVISION
CORPORATION OF CALIFORNIA

By IVYN I. FARWELL
Parts & Service Division

THE NEW PHILCO ALL-WAVE OSCILLATOR IS PRICED AT ONLY - - - \$19.50 NET.
READ DESCRIPTION IN THIS ISSUE.

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PHILCO TUBES AND PARTS IMPROVE THE PERFORMANCE OF ANY RADIO