

# PHILCO RADIO & TELEVISION CORPORATION

**PHILCO**  
REG. U.S. PAT. OFF.  
DIAMOND GRID  
BATTERIES

MAIN OFFICE  
TIoga AND C STREETS  
  
PHILADELPHIA, PA.

**PHILCO**  
REG. U.S. PAT. OFF.  
BALANCED UNIT  
RADIO

July 1, 1935.

TO ALL MEMBERS  
RADIO MANUFACTURERS SERVICE:

Once again Radio Manufacturers Service has good news for you. - Service information on the new PHILCO models mailed directly to your own address at no cost to you. Greatly reduced prices on 175 of the most popular PHILCO parts items, - the same PHILCO high-quality at prices which we know you will find interesting.

Substantial progress is being made in the R.M.S. - Western Union tie-up. Although only the first few announcements have reached the public, calls have already started to come in and all indications point to an unparalleled success during the next twelve months for this plan, -- the most workable, practical method ever developed for getting many of the 3,600,000 radios which need service back on the air again.

Consider These Facts:-

First: PHILCO, through Radio Manufacturers Service, is building up in the minds of the public the fact that they should keep their radios in perfect condition at all times.

Second: A workable plan has been developed which will direct a large number of these people to you as your customers.

Third: You are supplied, by direct mail and without delay, with information on all of the PHILCO models so that you can better handle your service work.

Fourth: If you have trouble collecting any labor charge or a labor charge greater than 50¢, which is true on many jobs that men go out on, the R.M.S. Standard Labor Charge Sheet can be used by you to help you get a fair price.

Fifth: You have been supplied with a list price parts catalog which you can use in front of your customer in estimating your bill.



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To sum it up, Radio Manufacturers Service is:-

1. Creating a desire for service.
2. Directing this service to you.
3. Supplying you with information to help you handle it.
4. Making it possible for you to collect a fair price for the job.

We want to thank each one of the 13,000 members for their marvelous co-operation during the past two years and we promise you still greater benefits from your co-operation in the future.

Very truly yours,

PHILCO RADIO & TELEVISION CORPORATION

*Robert F. Herr*

MANAGER

PARTS AND SERVICE DIVISION

R.F.HERR:DL