

PHILCO
TRADE MARK REG.
**BALANCED UNIT
RADIO**

PHILCO PRODUCTS LIMITED

1244 DUFFERIN STREET
TORONTO, CANADA

PHILCO
TRADE MARK REG.
**AUTOMOBILE
RADIO**

December 2, 1940.

TO ALL MEMBERS OF RADIO MANUFACTURERS SERVICE:

THERE'S NOTHING LIKE SEEING IT FOR YOURSELF!

We think you will like the new complete line of R.M.S. materials described in the Philco Parts Catalogue pages mailed to you last month. But a few words of description, or even a cut, doesn't do justice to the excellent quality of the new R.M.S. printed materials. Therefore, we are arranging to have a small extra quantity printed of a number of pieces of R.M.S. literature, and will include one of each in the mailings from now on, as they are available.

In this mailing you will find a sample of PR-264 Handbill, which costs you only \$2.75 for 500, or \$3.25 for 1000, imprinted with your name and address. With suitable distribution of this handbill, you can increase your business tremendously. Also enclosed is a sample of PR-221A Billhead, which is available at \$2.75 per 500, or \$3.25 per 1000, imprinted with your name and address. A sample R.M.S. blotter is enclosed as well. This is PR-621A, and it is available at \$3.75 per 500 or \$4.75 per 1000, imprinted with your name and address.

Be sure to file this sample R.M.S. literature in your Philco Parts Catalogue, for ease of future reference.

To help you capitalize on the vast market that exists for the many Philco household necessities, we have prepared a special handbill describing these Philco Necessities for the Home. A sample of this handbill is enclosed in this mailing. It is available at the nominal price of \$1.00 per thousand, not imprinted. We urge that you send in your order to your distributor now for a fair quantity of these new handbills, rubber stamp your name and address on them, and pass them around to your list of prospects. In the imposing list of Philco Household Necessities, there is "something that every person needs". Proper use of these handbills as such, and as envelope stuffers, under door steps, in milk boxes, and left lying on the counter, will greatly assist you to increase your parts business and your profits.

A new Philco Tube Wall Chart will also be found in this envelope. Tack this up on the wall so your customers can see it. The latest prices are shown in attractive red and black colours.

New Service Bulletins are also included to assist you still further in your Philco service activities. These bulletins are for Philco Models 207, 210 and 214.

Celebrating the 15th Million Philco

You have probably noticed the new ads featuring the 15th Million Philco Anniversary. This special Philco Jubilee has meaning to R.M.S. members as well as Philco Dealers. Think of how Philco recommends you to your Philco customers -- by the familiar yellow sticker on the back of nearly every Philco radio - "Should your Philco ever require service, call a member of Radio Manufacturers Service" -- by this paragraph

in every Philco Radio Instruction Sheet - "For the convenience of all radio owners, Philco has developed a plan.....known as 'Radio Manufacturers Service'. To make sure of guaranteed work, genuine Philco tubes and parts, and standard prices, call a member of 'Radio Manufacturers Service'".

Take advantage of this Jubilee Promotion -- tell your service prospects that YOU are the man that Philco recommends by using R.M.S. --

- signs for outside your shop,
- signs for in your window,
- signs for inside your shop,
- handbills, blotters, letterheads, postcards, etc., for the mails,
- mats and electros for your local newspapers,
- job record cards, business cards, lapel button, chassis stickers, repair tags, etc. on every service call.

December Serviceman

You will find the December issue of the Philco Serviceman as usual full of interesting articles that will pay you for your time in reading them. There's an article on Philco LOKTAL tubes, an interesting editorial with further thoughts about increasing the serviceman's income, Questions and Answers, data on aligning Philco 1941 Portable Radios, a general description of the method of setting up electric push button tuning radios, AND the winner of the Signal Chasing Contest is announced.

Be sure to patronize your Philco Distributor for all your radio supplies. His co-operation with R.M.S. members has made the enormous R.M.S. plan possible.

Yours very truly,

PHILCO PRODUCTS LIMITED,

Chas O. Baldwin
Manager,

Parts & Service Division.

C.O. Baldwin:
B.

Encl.