

15 Million Philco Radios

*... what do they
mean to YOU?*

Figure it out . . .

22,000 RMS Members . . .
Divided into 15 Million Philco
Radios, means there are . . .

700 Philco Customers

for YOU . . . and every other
RMS Member!


So . . . the Philco Jubilee gives you, too,

CAUSE TO CELEBRATE!

Read why . . . on next page!

Here's How Philco Recommends You to Your 700 Philco Customers:-

— By this familiar yellow sticker in every Philco Radio.



Should your PHILCO ever require service, call a member of "Radio Manufacturers Service". Guaranteed work, genuine PHILCO tubes and parts, standard prices.

Look for this Emblem in your Neighborhood

— By this notice on envelope for Call Letter Kit in every Philco Radio.


CLIP THIS REMINDER... AND KEEP IT HANDY

For Prompt, Reliable Service...

CALL YOUR PHILCO DEALER

Or any Nearby Member of
RADIO MANUFACTURERS SERVICE

DEALER _____ PHONE _____



Members of Radio Manufacturers Service Use Genuine PHILCO Parts and Tubes and Quote Standardized Prices.

— By this paragraph in every Philco Radio Instruction Sheet.

SERVICE



For the convenience of all radio owners, Philco has developed a plan for prompt, efficient radio service in every locality. This plan is known as "Radio Manufacturers Service". There is a member in your neighborhood — his shop or store can be identified by the emblem shown here. To make sure of guaranteed work, genuine Philco tubes and parts, and standard prices — call a member of "Radio Manufacturers Service".

And Here's How to Tell Your 700 Customers that YOU are the Man Philco Recommends:—

— Outside Your Shop —

Large Metal Sign 20" x 30"
Yellow and Blue, PR 269A—
Net \$2.50



Guaranteed
RADIO REPAIRS
Official Member
RADIO MANUFACTURERS SERVICE




Large Cloth Banner. Yellow, Red and Blue, weatherproof.
PR617, Net 40c

Guaranteed
RADIO REPAIRING

PHILCO APPROVED EQUIPMENT  GENUINE PHILCO PARTS AND TUBES


— In Your Window —

Electric Illuminated Sign.
3-Color Neon Effect
PR 399—Net \$2.00



— Inside Your Shop —

Metal Sign 15" diameter, PR 527—
Net 65c



— In the Mails —

Form No.	Name	Price
PR 219B	Letterhead	\$4.50 M
PR 220B	Envelope	6.60 M
PR 221B	Bill Forms	3.80 M
PR 404	Estimate Form	5.45 M
PR 521	Program Reminder	5.45 M
PR 523	Mailing Card	4.80 M
PR 524	Mailing Card	4.80 M
PR 530	Envelope Enclosure	5.50 M
PR 621	Blotters	8.50 M
PR 628	Mailing Card	4.80 M
PR 629	Mailing Card	5.95 M
PR 631	Circular	3.85 M
PR 761	Circular	3.85 M
PR 763	Aerial Inserts	1.95 M

— In Your Local Newspapers —

PR 256	Electro No. 1	\$.30 each
PR 257	Electro No. 240 each
PR 258	Electro No. 345 each
PR 259	Electro No. 450 each
PR 578	Newspaper Mats08 each
PR 579	Newspaper Mats10 each
PR 611	Newspaper Mats12 each

— On Every Service Call —

PR 222B	Record Card	\$3.10 M
PR 223B	Business Card	3.00 M
PR 624	Chassis Sticker	2.40 M
PR 352A	Matches	3.50 M
PR 405	Attention— Getting Card	3.40 M
PR 406	Repair Tags	4.10 M
PR 528	RMS Button50 each
PR 624	Chassis Sticker	2.40 M
PR 625	Tube Sticker	1.25 M

Your Philco Distributor Is Your Local RMS Headquarters

1. For All RMS Items listed on Opposite Page
2. For ALL Repair Parts-for EVERY PHILCO Radio
3. For QUALITY Repair Parts for ALL MAKES of Radios - AT BIG SAVINGS!

Here's One Example



Why Pay Higher Prices to Other Distributors?

Your Philco Distributor has a complete stock of parts for every one of the 15,000,000 radios built by Philco! . . . And these same parts, plus many Philco Universal parts items will fill practically all of your parts requirements for all other makes of radio.

NEW PHILCO UNIVERSAL VOLUME CONTROLS For All Makes of Radios

Only \$89 List
 With Switch THEN THE SAME CONTROL BY TURNING A SCREW CAN BE USED Without Switch

QUIET—No wiping contacts—rotor is connected to terminal through spiral lead, welded at both ends.
 LONG LIFE—Resistance element is formed on high grade, moisture and heat-resisting material. Double contact finger minimizes wear.
 EASY TO INSTALL—3" aluminum shaft easily cut to proper length. 2 1/2" x .218" flat (used in most sets) can be quickly filed to .156" flat.



No further need to stock duplicate controls with and without switches. No assembly operation or special tools required. One volume control now serves both purposes. If the switch is to operate in set simply remove this stop screw!

PRICED WITH SWITCH LOWER THAN OTHER CONTROLS WITHOUT SWITCH!

ONLY NINE CONTROLS TO STOCK!

TYPE CURVE	RESISTANCE—OHMS	TAP—OHMS	PART No.
Linear	5,000		33-5419
Semi-Log	10,000		33-5420
Linear	25,000		33-5421
Semi-Log	50,000		33-5422
Logarithmic	100,000		33-5423
Logarithmic	250,000		33-5424
Logarithmic	500,000		33-5425
Logarithmic	1,000,000		33-5426
Logarithmic	2,000,000		33-5427

ORDER FROM YOUR PHILCO DISTRIBUTOR

Just Out! A New, Improved

PHILCOPHONE

for Inter-Room Conversation

BETTER THAN EVER! LOWER IN PRICE!

The new Philcophone has many new and desirable features.

The "QUIET" push button on the master unit provides complete silence until incoming calls are received from remote stations.

Fifty feet of special three-wire transmission line is supplied with each Philcophone, and with each additional Remote Phone. Additional transmission line for use when Remote Phones are to be located more than fifty feet from the master unit, is available in 50 foot and 100 foot rolls.

Prices for Denver and West, slightly higher. Leaflets showing western prices are available.

New Opportunity for Profit to All RMS Members

Use this leaflet for a mailing to all of your present service customers, and to selected lists of doctors, dentists, hospitals, restaurants and business houses of all kinds. The leaflet is also ideal for regular use as an envelope stuffer in all of your outgoing mail.

See your Philco Distributor today for a demonstration of the new Philcophone and for a supply of these leaflets.

↓ *This leaflet tells the whole story.
Get a supply from your
Philco Distributor.* ↓

SAVE TIME, EFFORT and MONEY with **PHILCO PHONE**



The Master Station Unit is enclosed in an attractive, compact plastic cabinet. Combination speaker-microphone, controlled by "talk-listen" switch, permits instant conversation with any Remote Station at will. Volume can be adjusted as desired. The Remote Station Unit is a small speaker-microphone of modern design. The Master Station can be called by pressing a "call" button on the back of the Remote Station.

MASTER STATION UNIT COMPLETE WITH ONE REMOTE STATION **\$29⁹⁵** including 50 ft. cable

EXTRA STATIONS **\$7⁵⁰ ea.**

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