

# RADIO MANUFACTURERS SERVICE

(A PHILCO SERVICE PLAN)



**General Headquarters  
Tioga and C Streets  
Philadelphia, Pa.**

## TO NEW MEMBERS:

WELCOME----We are pleased to welcome you as a member of Radio Manufacturers Service. Enclosed you will find your Membership Card, Certificate, Display Sign and Standard Labor Charge Sheet, also service bulletins on the new 1936 Philco radios.

Since its inauguration over two years ago, Radio Manufacturers Service has grown by leaps and bounds and now numbers over 12,000 members. It was started with and has steadily built up the idea of helping the radio serviceman make more money and obtain better recognition from the radio public. This has been and is being accomplished through the following methods:-

1. Broadcasting - Boake Carter, in his daily broadcasts, recommends R.M.S. to the public for their radio service.
2. Instruction Books - The instruction sheet packed with every Philco radio recommends R.M.S. to the user.
3. Advertising - Imprinted stationery and a complete line of promotional material on service is available to R.M.S. members; additional material is continually being prepared and made available.
4. Through a recent arrangement the public can now obtain R.M.S. service by calling "Western Union." The call is relayed to the Philco Distributor and thence to the member nearest the call.
5. The R.M.S. Standard Labor Charge Sheet is printed for you to enable you to obtain a fair service charge for your work.
6. The Philco Parts Catalog, containing complete replacement parts, aeriels and test equipment, carries only LIST prices which also helps you collect the proper price from your customer.



# R.M.S. STATIONERY — R.M.S. SA

Will Identify You As The Official

A few of the many R. M. S. promotional helps available are illustrated of hand-bills, advertisements, post-cards, letters, etc. Look the

## • R. M. S. Stationery

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 \_\_\_\_\_

Type Receiver \_\_\_\_\_

Date of Service	Trouble	Parts 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 \_\_\_\_\_  
Telephone Number \_\_\_\_\_

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 radio. 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.

## • R.M.S. SERVICE REAL MONEY

**RADIO REPAIRS**  
AT Reasonable, Fixed Prices

**DOES YOUR RADIO HAVE**

- Fuzzy Tone?
- Strange Noises?
- Loose Knobs?
- Dead Light Out?
- Silent Periods?
- Interference?
- Overheating?
- Controls Too Tight?

**DON'T WAIT TILL IT'S TOO LATE!**

— Let Us Make Your Radio Work Like New —

WE GUARANTEE OUR WORK—  
We are the local official member of RADIO MANUFACTURERS SERVICE (A Philco Service Plan), fully equipped and trained to give you prompt, dependable service.

Give Us a Call . . . Give Yourself a Radio Treat

MEMBER'S NAME \_\_\_\_\_  
Address \_\_\_\_\_ Phone Number \_\_\_\_\_

Two snappy business-getting handbills for you  
NOTE: A number of other equally useful handbills are available in sample copy in his display book.

## DISPLAY ADVERTISEMENTS LOCAL NEWS

### 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!

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!



**STANDARD TUNE-UP**  
Only \$2

Telephone Number \_\_\_\_\_  
SERVICEMAN'S NAME \_\_\_\_\_  
and Address Here \_\_\_\_\_

2 cols. x 2 inches

# SALES PROMOTIONAL MATERIAL



Member In Your Neighborhood

ated below. There are many others including a complete variety  
m over in the display book at your local R. M. S. Headquarters.

## CE HANDBILLS EY-MAKERS

**RADIO Service** ★  
ON ALL MAKES  
by Certified Radio Experts

**Special Offer**  
FOR ONLY \$2.00 we will give your radio a complete overhaul, and adjust all controls to operate smoothly and efficiently. (New parts needed are additional.)

DON'T MISS THE WONDERFUL PROGRAMS ON THE AIR  
As R. M. S. Tune-Up Will Enable You to Enjoy Them All in Their Full Fidelity Beauty

LOCAL OFFICIAL MEMBER  
RADIO MANUFACTURERS SERVICE

RADIO MANUFACTURERS SERVICE is a plan developed by PHILCO to make dependable radio service available everywhere at reasonable standard prices. We are officially appointed, factory-approved members in the locality.

QUICK \* \* \* RELIABLE \* \* \* GUARANTEED  
Reasonable Prices!  
GIVE US A TRIAL \* \* \* WE CAN PLEASE YOU

MEMBER'S NAME  
Address Phone Number

ou. Price, including imprint, \$2.00 per 1000.  
andbills are available. See your distributor for

## • 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!

**RADIO SERVICE** ANY MAKE OR MODEL  
at Reasonable Prices  
By FACTORY-TRAINED MEN

Don't Miss THE WONDERFUL PROGRAMS ON THE AIR  
Music News Sports Drama  
Complete Tuning Equipment for All Sets

MEMBER:  
**RADIO MANUFACTURERS SERVICE**  
A PHILCO SERVICE PLAN

Read our SPECIAL OFFER on back page

Does Your Radio Have

- Furry Tone? Silent Periods?
- Strange Hisses? Interference?
- Low Volume? Chattering?
- Dim Light Out? Controls Too Tight?

DON'T WAIT TILL IT'S TOO LATE!

**Special Offer**

For ONLY **\$2.00 !!**

We will give your radio a complete overhaul, and adjust all controls to operate smoothly and efficiently. (New parts needed are extra.)

**FACTORY-APPROVED**  
We are official local member of RADIO MANUFACTURERS SERVICE, an organization of service-men sponsored by PHILCO and selected by reason of their experience and equipment.

Genuine Parts—Standard Prices—Work Guaranteed  
Give us a Call Give Your Radio a Trial

## ● "TUNE-UP" ENVELOPE INSERT

Here is illustrated the new R.M.S. envelope stuffer. This little sheet is a powerful selling talk to the radio owner, on the value of having repairs made by a member of R.M.S. May be used as an envelope insert or handbill. Price \$1.50 per 1000.

## ● SERVICE SELLING LETTER WITH TAG

Letter supplied complete as shown below 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, 250, \$2.00; 500, \$2.65; 1000, \$3.75.



## ● SERVICE POSTCARDS

LET US Tune Up Your Radio

1. Tune up your radio...  
2. Adjust volume control...  
3. Check speaker cones...  
4. Clean dust from speaker...  
5. Check antenna connection...  
6. Check power cord...  
7. Check ground connection...  
8. Check fuse...  
9. Check battery...  
10. Check tubes...  
11. Check capacitors...  
12. Check resistors...  
13. Check switches...  
14. Check knobs...  
15. Check screws...  
16. Check nuts...  
17. Check washers...  
18. Check springs...  
19. Check gaskets...  
20. Check seals...  
21. Check O-Rings...  
22. Check gaskets...  
23. Check seals...  
24. Check O-Rings...

Telephone Number  
SERVICEMAN'S NAME and Address Here

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

**Radio Service** Special! COMPLETE TUNE-UP only \$2.00

Prompt Service - Reasonable Prices - Guaranteed Work

It's your radio's health! Get it adjusted! Perhaps all it needs is a thorough tune-up by experts, to make it as good as new. That's where we come in. We are thoroughly experienced at all radio and can give you our word the tune-up will be good for it. We repair all makes, regardless of age or condition.

Official members of Radio Manufacturers Service (properly recommended as the one by Radio Center). Complete certified and approved tool equipment.

SERVICEMAN'S NAME Phone Number  
Address Phone Number

**RADIO MANUFACTURERS SERVICE**

SERVICEMAN'S NAME  
STREET ADDRESS CITY, STATE  
TELEPHONE NUMBER

How is your radio working? Can you depend on it not to "cut up" when you are planning to entertain guests who enjoy good music? Did you know that right here in your neighborhood you can get PHILCO's radio repair with prompt service, reasonable price and GUARANTEED work?

We are now members of Radio Manufacturers Service, a multi-city organization of servicemen, sponsored by PHILCO (world's largest radio manufacturer) and we are equipped to make guaranteed repairs to your radio at any time, on short notice. If you think your radio is not working properly now - give us a call. We will be over promptly to inspect and estimate.

Right now we are featuring a special "tune-up" - which is practically a complete overhaul - at a price of \$2.00 (plus parts). A "tune-up" will assure you of getting the best results of which your set is capable and insure you against future expensive repairs or burnouts.

Don't let there be any unpleasant interruption to the music and entertainment in your home. Give us a call - we are sure we can please you.

Very truly yours,

P.S. Attach the enclosed card to the back of your radio for future reference. You will thus always have our number handy in case of emergency.

PHILCO TUBES AND PARTS IMPROVE THE PERFORMANCE OF ANY RADIO

## EMENTS FOR YOUR NEWSPAPERS

Complete mats of these ads and many others are available from your Philco Distributor at 6 cents each net. Look over the assortment in the book on his counter. Take any of these mats to the newspaper office, they will fill in your name, address and telephone number.

**ELIMINATES NOISE**  
on ALL bands!

## PHILCO ALL-WAVE AERIAL

Here's the first aerial to stop interference on both short-wave and standard broadcast bands. Improves reception on ANY \$5.00 radio!

Installation Extra  
QUICKLY INSTALLED  
MEMBER'S NAME  
AND ADDRESS HERE

## ● R. M. S. OUTDOOR METAL SIGN

Statistics prove that an outdoor metal sign is one of the best business getters available. To purchase one of these would be the best investment you could make. 20" x 30" complete with metal bracket. Yellow and blue. Net \$2.00.

**RADIO SERVICE**

PHILCO PARTS TUBES AERIALS

**ALL WORK GUARANTEED**

CERTIFIED MEMBER  
**RADIO MANUFACTURERS SERVICE**

Guarantee of Radio Service

SERVICE PLAN

PR-234

Guarantee of Best Radio Service

PHILCO SERVICE PLAN

NAME

PR-235

7. R.M.S. Service Lessons, published at regular intervals, are available to you at cost (5¢ each). They are written expressly for R.M.S. members, to help them do quicker, better work, with a better understanding of that work.
8. A regular mailing, about once a month, containing useful service information, is now sent to all members direct from R.M.S. Headquarters in Philadelphia.
9. Service Bulletins on new PHILCO receivers are now supplied direct to R.M.S. members in the regular direct-from-headquarters mailings.
10. The "Philco Serviceman" is published monthly and is designed for members of R.M.S. The latest news and service hints of value to members is contained in this magazine.

We expect the co-operation of new members in guaranteeing their work for 90 days. We believe that adherence to the prices in the Standard Labor Charge Sheet and Philco list prices, with the use of genuine Philco replacement parts and tubes, will be to the ultimate benefit of the member. By doing these things he will protect himself, increase his income and help establish the entire Radio Service business on a firmer basis.

PLEASE NOTE: Your local R.M.S. headquarters is the local Philco Distributor. All orders for R.M.S. signs, stationery, advertising, R.M.S. lessons, promotional material, Philco parts, service bulletins, etc., should be sent to him. Through our notification to him of your appointment as a member, he will put you on his mailing list for the "Philco Serviceman" and other mailings, and will send you a Philco Parts Catalog. The Philco distributor's service manager is ready and willing to help members of R.M.S. solve their service problems and plan their campaigns for more service business. Be sure to get acquainted with him on your next visit there.

We believe you will find that joining R.M.S. will prove to be one of the best steps you ever took toward increasing your business.

With our best wishes for your success,

Sincerely yours,

PHILCO RADIO AND TELEVISION CORPORATION



PARTS AND SERVICE DIVISION

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