



**This picture  
shows how RCA  
helps small  
manufacturers  
grow**

Today the inter-dependence between manufacturer and supplier is stronger than ever in the history of American business. For in the challenging new age of electronics, hundreds upon hundreds of component parts are needed in the manufacture of new products.

For example, the superb new RCA Victor 21-inch color TV set shown here contains 2,070 parts. These are made by 600 different suppliers, most of whom are small businesses.

Indeed, more than three-quarters of all RCA suppliers are small business firms that receive nearly one-half of RCA's purchasing dollars. They, in turn, have their suppliers of raw materials. Thus through a long line of cooperative effort, employment is provided for countless people in many fields—and an entire economy benefits.

RCA salutes its full roster of 7,500 suppliers, located in 43 states, for their inventiveness and resourcefulness that contribute so much to the quality and performance of its products. With these firms at our side, RCA continues to march forward, creating new and better "Electronics for Living"—electronics that make life easier, safer, happier.



**RADIO CORPORATION OF AMERICA**  
ELECTRONICS FOR LIVING

Courtesy of Steve Dichter