

FACTORY-TESTED RCA PARTS

LET THEM HELP YOU BUILD A PROFITABLE SERVICE BUSINESS

*"As a Quality Business, Radio Service Will Become a Profitable Business"**

THE most valuable asset any radio service business can have is the confidence of its customers. As in any professional service business, there are three factors in radio service work which go to create customer confidence: the ability of the radio service engineer, the business methods employed, and the parts or merchandise used.

The most tangible of these three factors is the parts used. Months must elapse after a service job is done before your customer can be sure of your ability; repeated contacts are necessary before your customer is aware of your business methods; but today he can appreciate the fact that you used the highest quality, factory-tested parts when you serviced his radio receiver.

And that mere fact alone—that you used factory-tested parts of a well-known brand—reassures him that you are competent and that your business methods are of the same high quality as the parts you used. Because you have used quality parts, your customer is confident he is getting a quality job and is satisfied to pay a quality price.

What makes for quality in radio parts?

First, consider the manufacturers: their

reputation, their position in the radio industry, their research and laboratory facilities, their manufacturing facilities, their reputation for quality and fair dealing. Consider all of these points when you buy replacement parts and you have your best reason for insisting on factory-tested RCA Parts.

Through every step from the research in the laboratory to the packaging, RCA Parts are designed to be worthy of the greatest name in radio, RCA. Every radio replacement part manufactured by RCA Victor Company, Inc., owes its quality primarily to RCA's unmatched laboratory and engineering facilities, and secondly to a factory organization that for thirty years has produced only quality merchandise.

Let us take an RCA power transformer, for instance. It was designed to do a specific job by engineers who are specialists in power transformers, who have concentrated their efforts for years on this

one type of equipment. They have had the invaluable advantage of the collaboration of other specialists in all divisions of radio engineering.

Every normal requirement of the power transformer's particular function is first calculated. Tentative specifications providing generous safety margins are drawn up. From these specifications sample lots are



The oscillograph gives Paul Whiteman a "picture" of his music

*Excerpt from an editorial, RCA Radio Service News, April 20, 1934, by E. M. Hartley, Manager, RCA Parts Division.



Drawing I. F. curves by means of specially developed equipment

manufactured and the product is tested in actual use. Changes in specifications may be necessary before the Engineering Department permits the transformer to go into regular production. However, when design specifications are adopted for a part, and a stock number assigned to it, thereafter every part sold under that number must conform to specifications as

to essential electrical characteristics. RCA Replacement Parts do not vary from one factory lot to another. You are assured of uniformity between lots as well as between individual pieces.

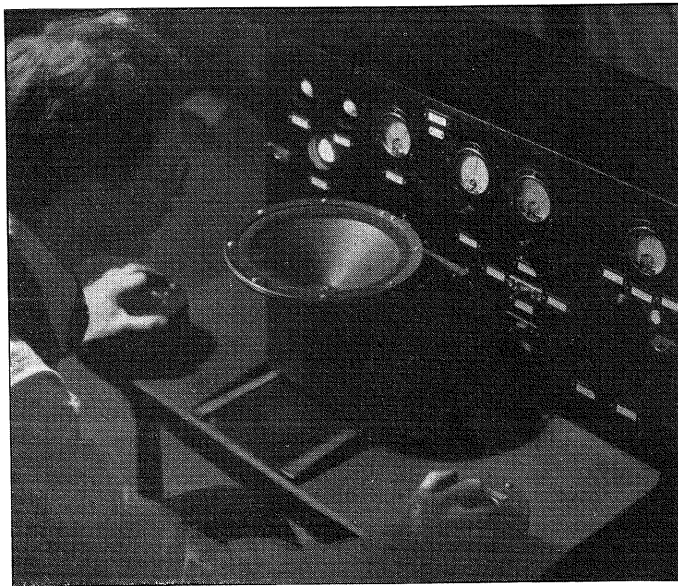
In the Manufacturing Department, the quality of RCA Parts starts with the specifications and rigid tests for raw materials, and continues through the manufacturing processes. In power transformers, for example, the multiple winding system is used to avoid strain and to permit of tests of individual coils before assembling. An exclusive vacuum asphalt process of impregnation gives complete penetration of laminations as well as of coils. The result is a product that is impervious to moisture and which has

an extremely low hum or rattle factor. RCA power transformers, as all RCA Parts, are built up to laboratory standards of quality rather than down to meet a price and yet they cost no more than "just-as-good" parts.

"Factory-tested" is more than a slogan. It means that every RCA Part is tested individually many times between steps in production. It means that every RCA Part is tested as a finished product. It means that sample lots of parts are tested before shipment. Most of all, it means that the transformer you buy, or any part you buy, is not just another transformer, but is factory-tested for the particular job it was designed for. It means that you get

quality in the fullest sense of the word.

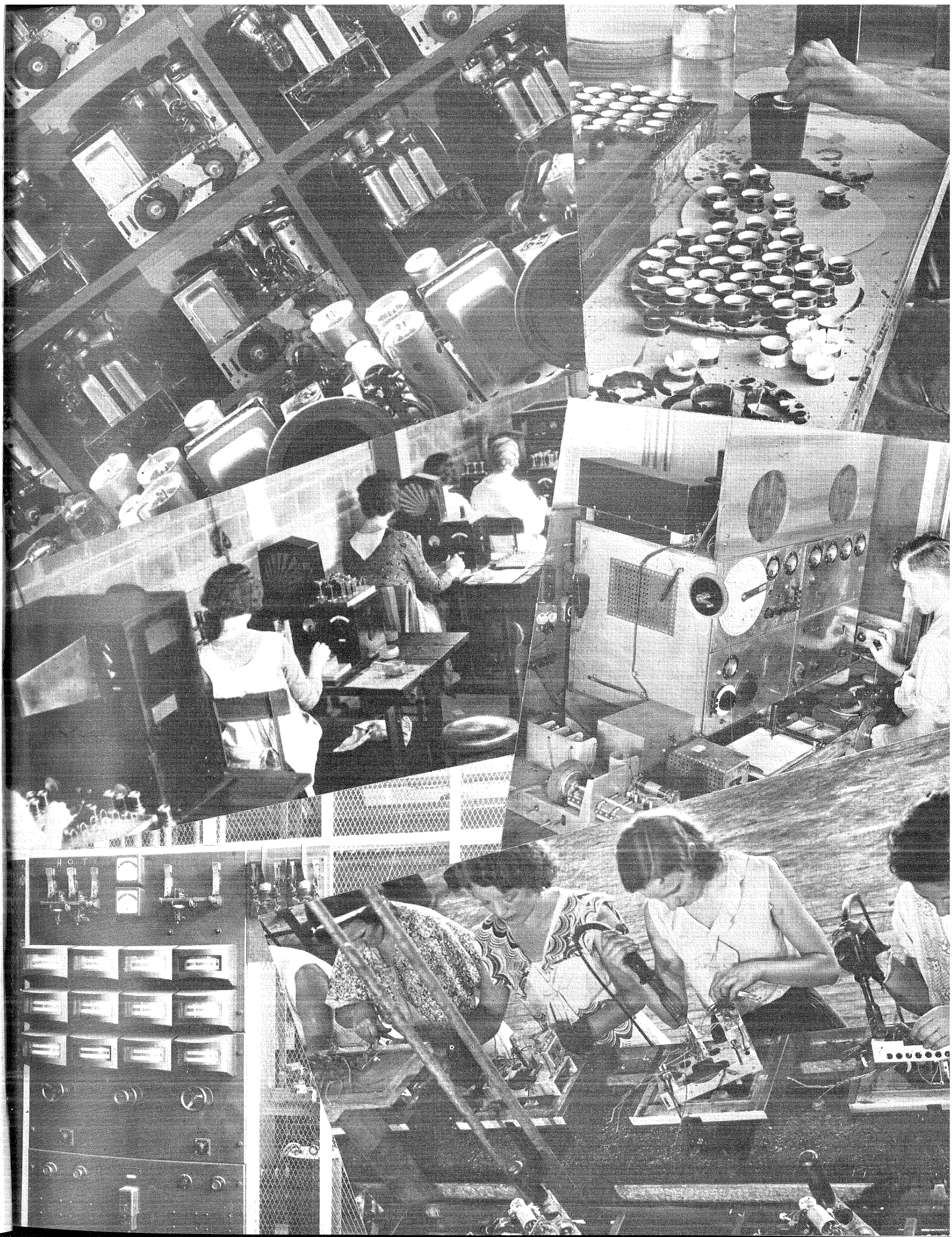
But why buy quality factory-tested RCA Parts from an authorized RCA Parts distributor when apparently the same part or an almost-as-good part can be obtained from, for instance, a salvage house? The reason is—salvage. Who can afford to entrust his reputation and good will to replacement parts that were salvaged out of old sets or

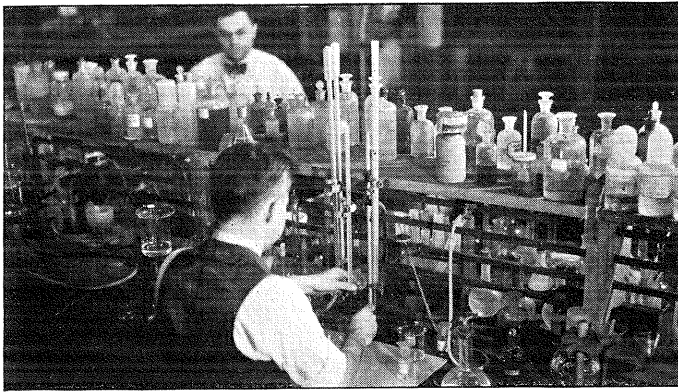


Each speaker gets a high voltage breakdown and impedance test

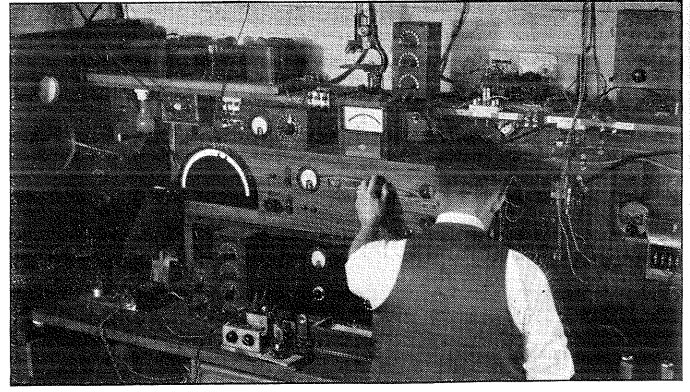


The continuity test—one of many tests along the production line





The first step toward quality—testing raw materials



Where test instruments are tested—the Standards Laboratory

that were rejected by the factory as not up to quality standards? Who can afford to make the call-backs necessitated by the failure of salvaged or "just-as-good" parts?

Parts for radio receivers can be made cheaply as so many turns of wire and so many pieces of iron, or they can be built with the precision of laboratory apparatus. When parts are scientifically designed to perform a certain function, built with precision to the most exact standards from only the finest raw materials, and then tested time and time again during the process of manufacture, they naturally cost more to produce than parts whose outstanding feature is their price.

Similarly, merchandise that is produced to meet a demand, and sold only through legitimate channels of distribution, must cost more than merchandise that has been dumped on the market or salvaged from what sources nobody knows. If such merchandise has any place in the radio-service industry it is in that part that does poor work, with poor parts, and can charge only starvation prices.



Test data is carefully noted and studied

For a profitable radio-service business, conducted by real radio-service sales engineers, the best quality parts are the soundest investment that can be made. They save time and money, and, in the long run, they save the customer's good will. Their cost is only a small part of profitable radio-service prices.

RCA Parts, purchased from an authorized RCA Parts distributor, are the only RCA Parts which you can be sure were factory-tested. They are guaranteed by the manufacturer and by the distributor—and the distributor stands ready at all times to make good the factory guarantee.

RCA Parts give your service work the prestige of the greatest name in radio. They give you the assurance that the customer will accept them without question.

RCA Parts are quality parts, for quality work, entitling you to charge quality prices. They are worth the difference.

Use factory-tested RCA Parts—and let your customers know that you use them.

FOR PROFITABLE SERVICE WORK

FACTORY-TESTED RCA PARTS