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THE AMERICAN MUSIC TRADE WEEKLY

10 Cents; \$2.00 a Year

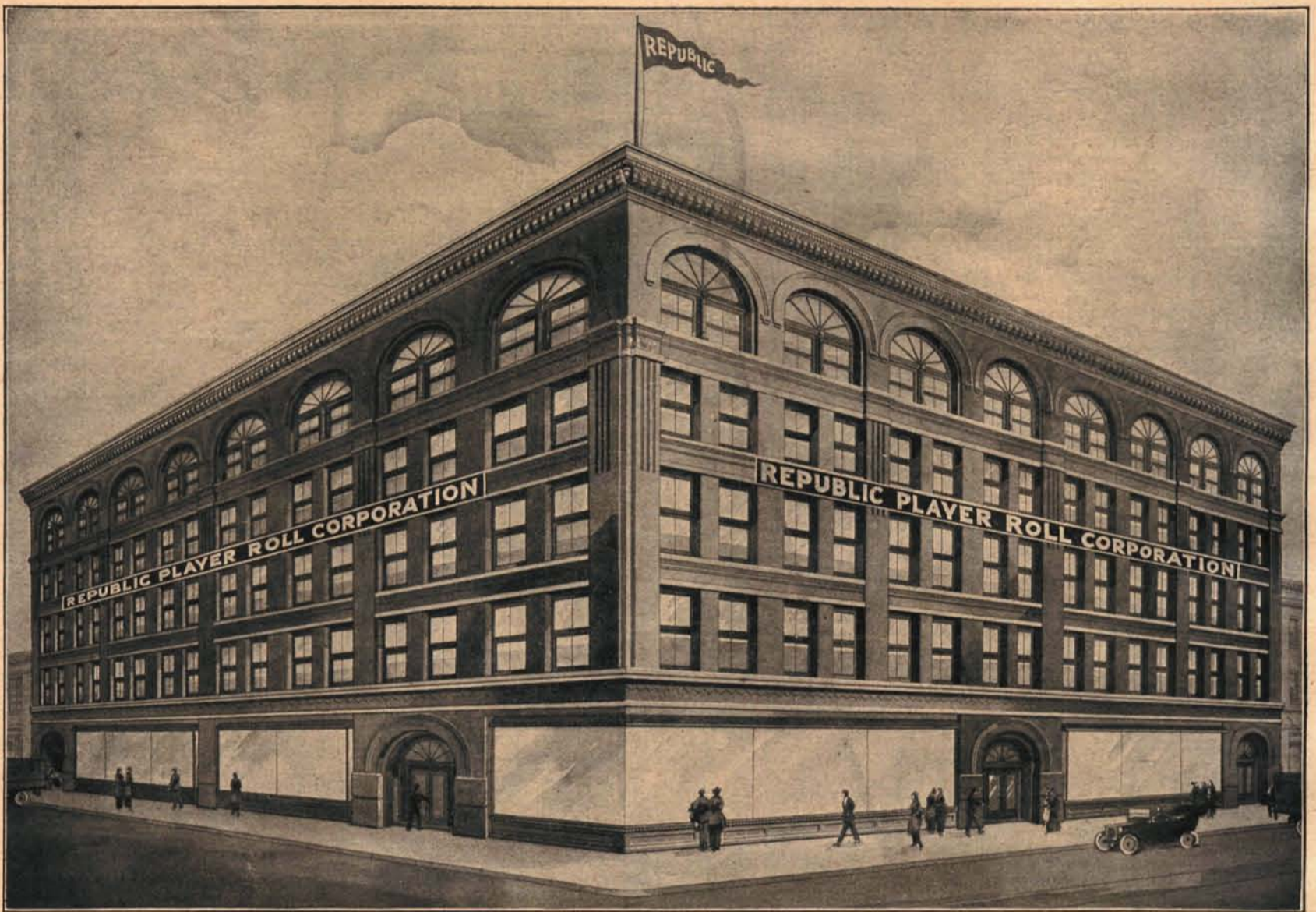
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NEW FACTORY FOR REPUBLIC PLAYER ROLLS



The location of the new home of the Republic Player Roll Corp., is at 75th St. and Broadway, according to an announcement made last week by Paul B. Klugh, president of that progressive organization of player roll manufacturers. The announcement ends the conjecture of the trade as to where the new plant would be located.

When it first became apparent that the Republic Player Roll Corporation would have to increase its output and necessarily its manufacturing facilities it was determined that the new factory would be located conveniently to the music district to which it is so closely allied. As a result, the new Republic factory enjoys the distinction of being the only player roll plant with its entire office, recording studios and manufacturing facilities in one building situated in the heart of the music belt.

It Is Advantageous.

This new and advantageous location offers the convenience of a direct contact with the big song publishers who are grouped in the Times Square section and is literally next door to the theater row

where Broadway hits originate. Without a doubt the new location of the Republic Rolls will be reflected in the increased timeliness of future Republic hits.

The announcement of the new Republic factory comes just one year after the Republic Player Roll entered the market. Since then it has achieved a development which has been one of the 1919 features of the player roll industry. The new company started with apparently every advantage in its favor. The high grade hand-played word roll was becoming increasingly popular, offering an advantageous market condition when Republic entered the field. The success of this new player roll from the first was phenomenal and it became evident very shortly that the original equipment and facilities of the new company were inadequate to meet the fast growing demand. Additional equipment and machinery were secured immediately in an effort to keep pace with the demand, and this new machinery and equipment soon made necessary additional floor space and ultimately necessitated the new factory.

The new Republic home is of modern construc-

tion in every detail and has been turned into an up-to-the-minute player roll plant by extensive alterations which have just been completed. The layout and manufacturing arrangements of the new factory have been made under the direction of Frank W. Moran, who has recently assumed the duties of general manager of the Republic Corporation. Mr. Moran has had a long and practical experience in the making and selling of player rolls, and the efficiency of the layout and arrangement of the new plant is to a major extent a result of his efforts.

Eliminating Lost Motion.

From the recording department to the shipping room Republic player rolls will travel in a straight line through all their processes of manufacture. Once a roll is started in its making it travels in a continuous line ever onward, never doubling back, until it reaches the trucks packed in its individual shipping container. Lost motion has been almost eliminated and efficiency to the greatest degree will in the future be applied to the manufacturing processes.