

Victor output reaches normal

The shortage in Victrolas will soon be relieved

Plans for expanding the plant to meet the tremendous increase in demand have been fully matured and are under way—astonishing increases are assured within the next few months.

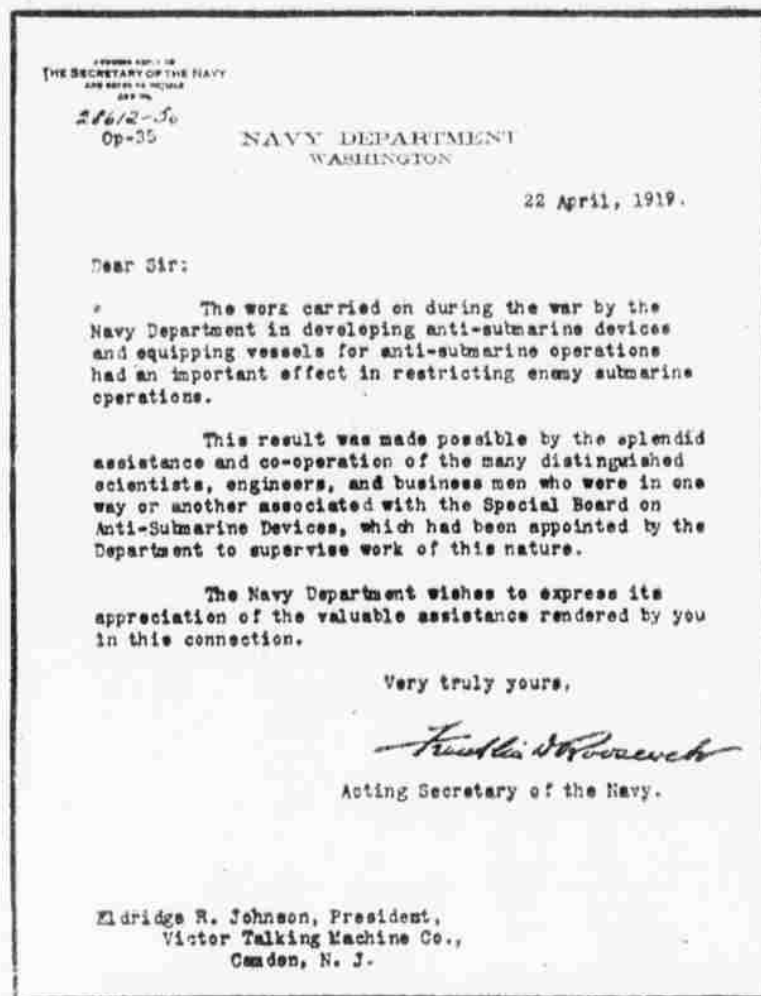
The value of the Victor Talking Machine Company's output for October was the greatest in its history. The unprecedented shortage of Victrolas will therefore soon be relieved.

During the war practically 90% of the \$36,000,000 Victor investment was devoted to war work. This was responsible for the almost total disappearance of Victrolas from the market.

The armistice was signed in November, 1918, but it was not until March, 1919, that the Victor Company could clear its plant of war orders. And as it requires at least four months to manufacture Victrolas in the way the Victor Company manufactures them and in the way they should be manufactured, the rapidity of our recovery to normal output will be appreciated by all who know about manufacturing.

The Victor Company is the only talking machine company in the United States which has a complete plant for the manufacture of complete talking machines. All others are operated more or less by a system of contract construction—the fabricating system.

Years ago the Victor Company found it necessary to erect a large plant of its own in order to maintain its own standard of quality—VICTOR QUALITY.



As this plant happened to be exactly what the Government required to produce bombing hydro-aeroplanes and other submarine detecting devices, the Victor plant was chosen for the place of honor and sacrifice, while our less fortunate or less competent competitors were ignored and allowed to continue.

This is the true story, the cause of the shortage in Victrolas, which our competitors have not been slow to take advantage of.

Many of our exclusive dealers stood by their convictions, while some have not and

have put in competing lines which in many instances are inferior. This was their privilege, but we wish to point out that the advertisements which are appearing announcing several lines of "standard" talking machines are misleading.

There can never be several standards. The shortage of Victrolas and the lure of greater profits has induced the endorsement of inferior goods.

The Victor Company is the original manufacturer of the Victrola and holds all the original patents. In the last twenty-three years the Victor Company has originated all the startling improvements in the type of talking machine which it manufactures. Other manufacturers have simply followed, manufacturing instruments which are largely imitative.

The Victor Company is the only company in the United States fully equipped to make standard talking machines of the gramophone type—the Victrola is a gramophone *not* a phonograph.

There is only one standard talking machine and that is the VICTROLA.

There can be but one standard in any line, and the Victor Company produces the standard in talking machines.

NOTE—By reason of the above circumstances it is important that prospective customers visit a store where Victor goods are given fair presentation.

Victor Talking Machine Co., Camden, N. J.

