

What Happened to His Master's Voice?

submitted by **Judy Blackman** (research internet, CAPS journals, trade books, library)

Television in Canada began with the opening of the nation's first television stations in 1952. As with most media in Canada, the television industry, and the television programming available in our country, are strongly influenced by the American media, perhaps to an extent not seen in any other major industrialized nation outside of the U.S. itself. Customers have come to expect the wide variety of choices available in the U.S., but in the eyes of many this has come at the expense of the high-quality indigenous programming available elsewhere, even in comparable English-language markets such as the U.K. or Australia. This influence is less pronounced in our predominantly French-language P.Q.

my coin from
WCS auction>>>



The RCA silver medallion I was the successful bidder on at the WCS Feb. 2009 meeting is quite a fine. There were only 6,500 minted in August 1977 by the Sherritt Mint of Gordon Mines in Toronto, it's a limited edition to commemorate the silver jubilee (1952-1977) of television broadcasting in Canada, and it's .999 pure silver one troy ounce. The reserve was \$7.50 and the market estimated at \$15 Cdn. and nobody bid against me, so I lucked out at \$7.50. I had a hunch about this piece and immediately researched it, and I found they are rarer than I thought and one was recently auctioned off over \$100 and there is currently one on eBay with a starting bid \$99.99 U.S. but it has the certificate with the serial number 4143. I have the case with mine like the one on the internet, but I don't have the certificate and have gone back to see if the certificate can be sourced from the person who put the item in the auction. Obviously if you hold certificate 0001 your medal is worth more than certificate 6500, a lot like limited edition art. Silver closed on market today (Feb. 18th, 2009) at \$14.30 U.S. so \$7.50 Cdn. for an ounce of silver is a very good deal!!! You've got to love club auctions, you never know what pleasant surprises will come your way!!!! For example, I was able to get a 1915 Great Britain .925 silver Half Crown that I was missing for my set. Again you've got to love it!!! I went home extremely happy from that meeting!!!

coin pic
from net>>



In 1928 RCA increased its financial interest in the Victor Talking Machine Company of Canada, and in 1929 bought it completely. RCA used this license to become a Canadian radio manufacturer, and names slowly changed in Canada. According to the Radio College of Canada circuit diagram sheets, the actual change from Victor Talking Machine Company to RCA Victor seemed to occur, with some overlap, in the 1933-35 model years. RCA in the US was originally formed to be a patent holding company, and contracted out the manufacture of their radios to the Westinghouse and General Electric companies. They also followed this procedure in Canada, using the Canadian Westinghouse and Canadian General Electric companies. A popular rendition was of RCA's famous mascot, Nipper

-- a fox terrier who loved to bite people's ankles -- dragging a GE prisoner's ball-and-chain and wearing a hobo hat, asking, "Brother, can you spare a dime?" The other major shift in consciousness was away from the idea that employees owed loyalty and allegiance to their company in return for their continued employment. The prevailing attitude at this time was that the company would get rid of current employees without a second thought, so they didn't owe the company anything.

BMG Music Canada Inc. / Musique BMG du Canada Inc. (successively, 1929-86, RCA Victor Co., Ltd., RCA Inc., RCA Limited / Limitee). Record company which began as the Victor Talking Machine Co. in Camden, N.J. (USA) in 1901. Its records were pressed and distributed in Canada by the Berliner Gramophone Co. of Montreal. The Berliner Gramophone Company of Montreal, was a franchise holder of the Berliner Company in the US. Berliner then became the Victor Talking Machine Company in 1920, when RCA bought Berliner in the US for \$5.1 million, which also included some equity in the Canadian company. In 1924 Victor purchased Berliner and formed the Victor Talking Machine Co. of Canada. Edgar Berliner remained president until 1930. Victor in turn was purchased by the Radio Corporation of America (RCA) in 1929 and RCA Victor was created, and the Canadian subsidiary became RCA Victor of Canada. The boom year of 1929 gave way, however, to the depression economy of the 1930s and this, combined with the increased interest in radio, seriously affected the record industry. In Canada, with the disappearance of Columbia as a separate firm, only the Compo Company remained to compete with RCA Victor in the record business, with the Compo firm issuing mostly U.S. material. So as implied, RCA Victor was one of two record companies in Canada to survive the Depression. RCA retained the North American rights to the Berliner mascot, 'Nipper', associated with the HMV (His Master's Voice) series and maintained him until the early 1970s. At that time the Victor name also was dropped in view of RCA's increased activity outside the recording industry. The Canadian company relocated its head office to Toronto in 1972 (and in 1991 had branch offices in seven other locations). The parent company was sold in the early 1980s to General Electric which in turn sold RCA's music holdings in 1986 to Bertelsmann AG of Gueterlsh, West Germany. The name BMG Music Canada Inc. (for Bertelsmann Music Group) was in commercial use by 1987. BMG Musique Que. was established in 1990 to service the French-speaking market.

Did you know about CAPS? The interests of 325+ members of the Canadian Antique Phonograph Society (CAPS) range across all aspects of sound recording and its history: phonographs and gramophones, all types of sound recordings of historic importance, ephemera (items designed only to last a short time such as programmes and posters) and related memorabilia. There is particular emphasis placed on the history of recorded sound in Canada. Check them out at www.capsnews.org/.

So ensure you come out to your club's auction, or you could be missing out on the deal of your lifetime!! Your club needs your support. WCS has amazing auctions coming up and their website (www.waterloocoinsociety.com) usually has 2-3 auction sheets posted ahead giving you plenty of time to plan. Be sure not to miss out on these great deals!!!