National Capital Radio & Television Museum

Artifact of the Week:

"His Master's Voice" Victor Logo Plaque



Nipper was a mixed-breed dog owned by English artist Francis Barraud. In 1898 Barraud made a recording of his own voice on an Edison cylinder phonograph. Whenever he played the recording, the dog would put his nose into the horn of the phonograph, with a quizzical look on his face, Barraud created a painting and titled it "His Master's Voice." The image was used for advertising by several phonograph companies When the Victor Phonograph Company of Camden, NJ, decided to use it, they arranged for Barraud to repaint the image to show a Victor phonograph.

Victor used this image and "His Master's Voice" slogan for its ads until RCA purchased Victor around 1930 and the company became RCA Victor. Nipper was RCA Victor's mascot from then on. This metallic plaque is exhibited at the museum in our 1930s room, along with two Nipper dogs.



The original painting with the Edison cylinder phonograph.

We appreciate your support of the museum so that historical artifacts like this one, and the stories that go with them, can be preserved for future generations. THANKS!