

NIPPER



DO YOU KNOW WHO NIPPER IS?

If you look at the logo on Victrola playback machines or Victor 78 records, you'll see a terrier dog sitting in front of an old gramophone. This terrier is based on a real dog named Nipper, who lived in Bristol, England in the late 1800s. Nipper looks a lot like a Jack Russell, but his legs seem too long so he might be a terrier mix.

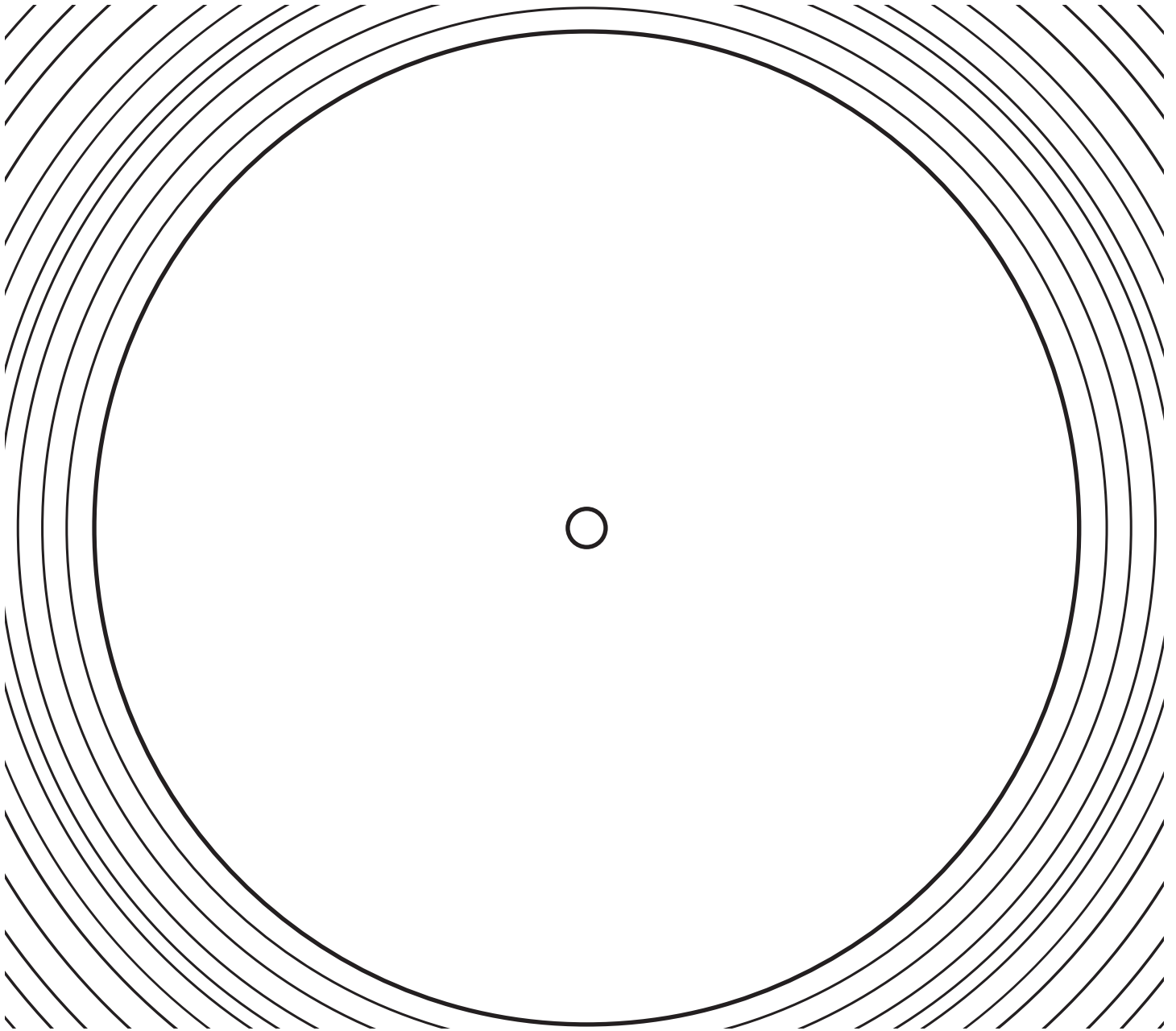
After his owner passed away, Nipper went to live in London with Francis Barraud, a painter, who created a picture of him listening at the horn of a cylinder player. The picture was bought with the condition that Francis re-painted it with a gramophone instead, and then it was used by the Victor Talking Machine Company for their logo. It was called "His Master's Voice," implying that the dog was listening to a recording of his former owner.



COLOR IN NIPPER!

DID YOU KNOW?

A **logo** is a symbol or picture that identifies a company or brand, especially for advertising.



Nipper has been an important and widely recognized company logo for many years, even as the company changed owners and its name – for instance, as RCA Victor and later as a part of Sony Music called RCA Records. His image was even used to create other products – such as collectibles like postcards and small statues – and also to sell later company products like televisions, when Nipper was shown enjoying a show with his pup Chipper!

Design your own logo for this blank record label! You can include the logo drawing, the name of your company, and a song title.