

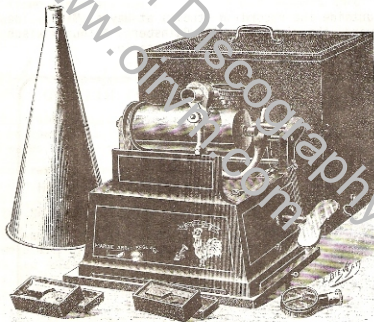
# The Hillandale News



The official journal of the  
**The City of London  
Phonograph and  
Gramophone Society**  
inaugurated 1919

No. 68

August 1972



Le "GAULOIS" n° 21

See Page 182.



Group outside the recording studios at Hayes, Middx. The three men towards the right are Will Grainsberg, Arthur Nikisch the conductor, and L.G.Sharpe the impresario.

# GRAMOPHONE CONCERT RECORD



Marque de Fabrique.



Patented in U.S.A. by The Gramophone and Gramophone Co. Ltd. of England, London.

Mots parlés pour le

Gramophone par

SA MAJESTÉ IMPÉRIALE MOUZAFFEREDIN CHAH

TÉHERAN, 16 Janvier 1906

فرمایشات بندکان مستطار اعلیحضرت قدر قدر  
اقدس شاهنشاهی مظفر الدین شاه خلدالله ملکه  
وسلطنته میباشد که مورخه شانزدهم ماه ژانویه ۱۹۰۶  
در کراوفون بظهور پیوست

G. C. 2-11002

THE SHAH OF PERSIA'S LABEL

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 \* THE HILLDALE NEWS \*  
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The Official Journal of  
 THE CITY OF LONDON PHONOGRAPH & GRAMOPHONE SOCIETY  
 (Inaugurated 1919)

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EDITORIAL

AUGUST 1972

This column is devoted, this issue, to Members subscriptions. Some members appear to have overlooked their annual subscriptions. We do try to remind members when theirs' is due but this is no small task and some reminders are not sent. If you have not sent yours yet and still wish to have the magazine delivered, please send it as soon as possible. It really would be a help as subscriptions fall due at irregular times due to the fact that members enrol throughout the year. Secondly, a quick 'thank you' to all the members who wrote in wishing us luck in our new office.

## *records by the Shah of Persia 1906*

by Leonard Petts.

The illustration (opposite-below) shows a record label which must surely be counted amongst the select few entitled to be thought of as the rarest in the world.

Its issue resulted from a Middle East recording tour by the Hampes, who on Jan. 16th, 1906, right at the end of the recording sessions in Persia, recorded the voice of His Imperial Majesty Mouzaferedin Chah, the Shah of Persia.

It is known that five records were made of the Shah's voice. Two of these were signed by him. One of the signed and two of the other records had to be repeated.

Details of the records:-

- (1) Serial No 968 - original spoilt
- (2) Serial No 969 - without signature - issued on GC 2-11002
- (3) Serial No 970 - with signature - issued on GC 2-11000
- (4) Serial No 971 - with signature - issued on GC 2-11001
- (5) Serial No ? - not issued

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The signed records carried the Shah's signature at the top of the centre area. Since part of this area would have been covered by the use of the regular round label a special 'square type' (3½"x4") label was used.

The colour chosen for the label of the Shah's records was Pale Green similar to that then in use for the 5" Zonophone records and almost identical to that used for the Tamagno records when they were transferred to Pale Green a year later in 1907. The printing was in gold bronze. Since the labels carried a considerable volume of copy in the vernacular, no choice of the 'square type' label, giving a larger area for record details, was quite apt. The label being designed, incidentally by Joseph Berliner. Record GC 2-11002 contains laudatory remarks by the Shah on the excellence and superiority of the Gramophone. The Grand Vizier, who follows the Shah, says that the 'big instrument brought up to the Palace by Monsieur Pick (of London) is the finest I have ever seen"...Surely to have such august personages declaring the merits of your products on a record that may be played over and over again, and one, moreover, which is sold to the public in the normal way is creative salesmanship indeed. Of course the Company had often employed the words of praise by famous people in their advertising material and some of the Gregorian Records made in 1804 'sang' the praises of the gramophone, but here was a real Royal personage, one of such standing that it was decided that his records should not appear in the normal Persian catalogue for it was considered that "it was not advisable that these records should be included in a catalogue of records by normal artistes".

In fact the records were not authorised for sale until February 26th, 1909 by which time the speaker had died.

It is interesting to note that, despite the French inscription, the records were pressed in RIGA, where, at the time, all records for Persia and Turkey were manufactured.

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## **YOUR MACHINES & HOW THEY WORK**

By Alan Tuthill.

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No mere mortal could ignore the postbag of complaints following my April article. To placate the patient readers is now my task. It

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