

The '100 Great Icons'

JUKEBOX – Making Beautiful Music

WAY BACK IN THE 1800S, SAN FRANCISCO BARFLIES DROPPED A NICKEL IN THE SLOT TO BRING MUSIC TO THEIR EARS.

The godfather of coin-operated music, Louis T. Glass, had worked as a telegraph operator then invested heavily in the developing telephone industry before becoming general manager of the Pacific Phonograph Company in 1889. Experimenting with ways to stay ahead of the competition, the 44-year-old hit paydirt that same year with a special type of phonograph that would only play music after the insertion of a nickel. The first 'nickel-in-the-slot machine', essentially an oak cabinet with several headphones attached, was tested in the Palais Royal Saloon in San Francisco. After inserting their coin four patrons at a time could, using the stethoscope – style earpieces, listen to the one song on the machine. This song was changed daily – not exactly an iPod, but not such a distant relative. Despite a lack of amplification and no choice of tunes, San Francisco locals went mad for this novel form of entertainment, and six months later another fourteen boxes had been set up in bars and on ferries. During the early twentieth century demand for nickel-in-the-slot phonographs boomed. Once amplification became possible and a selection mechanism was fitted, dance halls, bars and restaurants finally had a method of providing music to their customers any hour of the day or night without the cost of a live band. Around this time, music-lovers began calling their treasured machine a 'jukebox'. The term is said to have originated in the deep south, where the term 'jook house' described a shack which black field workers frequented for dancing and drinking. The name was adopted by most of the industry, except for one key player. Wurlitzer, which had gained prominence through coin-operated pianos and theatre organs, jumped on the jukebox bandwagon in the 1930s. But company head Fanny Wurlitzer banned the name 'jukebox' as he considered it undignified. Nevertheless, it's Wurlitzer's model 1015, manufactured in 1946 and known as the 'Bubbler', that we most closely associate with the classic jukebox. Wurlitzer may not have appreciated the racial origins of the jukebox's name, but the machine's social implications were significant. Frequently banned from radio, black artists and their uniquely soulful rhythms were being heard and enjoyed by white America's younger generation. At the height of segregation in the USA, the jukebox created an unintentional, yet unique, social harmony.

FAST FACTS:

- 1907:** Louis T. Glass, inventor of the nickel-in-the-slot phonograph, is indicted for bribery after a post earthquake attempt to maintain his monopoly over the San Francisco telephone industry.
- 1930s:** The aptly-named David Rockola, a manufacturer of pinball games, engineers a mechanism that allows music-lovers a choice of twelve records.
- 1942:** The US Government stops the production of jukeboxes, and companies instead produce radar components for the war effort.
- 1949:** The Seeburg company engineers a mechanism which makes it possible to play both sides of fifty records, resulting in the first '100-select' jukebox.
- 1972:** Following company head Fanny Wurlitzer's death, the Wurlitzer company uses the word he despised, 'Jukebox', in an advertisement for the first time.
- 2004:** The Wurlitzer Digital Jukebox, with storage for 1000 CDs and 100 digital radio channels, as well as an internet direct-download music store, is released for home users.

From Chris Sheedy & Jenny Bond

"The RULES of LIFE"

Be generous with your time and information

As you get older – and probably not any wiser (see Rule 2) – you will learn a lot of stuff. Some of that stuff will be important to other people, often younger people, but not always. Share what you know with them. Don't hold on to information for the sake of it. Don't hold on to your time for the sake of it. What would you be doing with it that could be in any way more worthwhile? If you have a special talent or skill, pass it on. I don't necessarily mean you have to spend all your spare evenings down at the local youth club teaching young tearaways all about whatever it is you do or know about. But if the opportunity arises then go for it. I was recently asked to give a talk to a bunch of 6 year olds about what it means to be an author. At first I thought; But I'm not an author, I might just qualify, and only just, as a writer'. But an author sounded far too grand, too fiction, too grown-up for me. What on earth could I tell 6-years-olds about what I do for a living? But, remembering my own Rule, I warmly and graciously accepted and went along. I must say I had one of the most pleasurable mornings in a long time. They were fantastic. They asked brilliant questions, paid attention, chatted in a very adult way, were keen and interested and in general well behaved and marvellous. It would have been so easy to say no. And you never know what you might inspire in others, what flame you might fan, what encouragement you might give without even knowing. This Rule especially applies as work. It's very easy to fall into the mindset that if you know stuff nobody else does, then you have the upper hand. To believe that knowledge is power and you should hand on to every little bit of it. Actually, the most successful people in life are always looking to pass on what they know, to bring on others in their wake. Because if you don't, then who's going to replace you? You make yourself indispensable and you have just wedged yourself in a career rut. If you're not passing on your talents and skills, what are you doing with them? What great secrets have you got that demand to be withheld from the world? Or is it laziness? Successful Rules Players say yes as often as possible because there is an incredible experience to be had in passing stuff on. And it is genuinely useful. Don't go thinking that what you know is of no use to anyone. I guarantee it will be quite the opposite because the second you say yes, you become one step up from all those that say no. That makes you important, successful, decisive and generous. And that makes you special.

From Richard Templar

'Snippets'

Quotes from Groucho Marx. Part 1 Outside of a dog, a book is a man's best friend. Inside of a dog it's too dark to read. The secret of life is honesty and fair dealing. If you can fake that, you've got it made. Those are my principles, and if you don't like them... well, I have others. I, not events, have the power to make me happy or unhappy today. I can choose which it shall be. Yesterday is dead, tomorrow hasn't arrived yet. I have just one day, today, and I'm going to be happy in it. I have had a perfectly wonderful evening, but this wasn't it. Behind every successful man is a woman, behind her is his wife. My favourite poem is the one that starts 'Thirty days hath September' because it actually tells you something. A black cat crossing your path signifies that the animal is going somewhere. Politics is the art of looking for trouble, finding it everywhere, diagnosing it incorrectly and applying the wrong remedies. Getting older is no problem. You just have to live long enough. Anyone who says he can see through women is missing a lot. I refuse to join any club that would have me as a member. One morning I shot an elephant in my pajamas. How he got into my pajamas I'll never know. Well, Art is Art, isn't it? Still, on the other hand, water is water. And east is east and west is west and if you take cranberries and stew them like applesauce they taste much more like prunes than rhubarb does. Now you tell me what you know. I never forget a face, but in your case I'll be glad to make an exception. Man does not control his own fate. The women in his life do that for him. I must say I find television very educational. The minute somebody turns it on, I go to the library and read a good book. A child of five would understand this. Send someone to fetch a child of five. No man goes before his time - unless the boss leaves early. Marriage is a wonderful institution, but who wants to live in an institution?

FROM THE EDITOR

Well finally, we do have a new Government and the swearing in commenced recently at the Lahane palace. More here in.
Lots have happened. The Tour De Timor was successfully run, we had a good will visit by the HMAS Darwin, birthdays, anniversaries and more, most in the social pages.
Unfortunately as you are aware, we no longer have dear Ruth's movie column and as Tori has moved on to other things outside Timor Leste, there is no longer a DAD, or Dili Alpha Dog column. That is a shame as, even though I don't have a dog I believe the business provided a very good and needed service. Such is life.
Can you believe we are now in October? It is so true. The older you get, the faster it goes. Christmas is in sight.
We are in the process of upgrading our maps so watch for changes maybe next month.
We also plan another unique map but more of that as well later.
Remember you can have a single line listing in our free business register and we have now added map references so your business can be found easier. Turn to the directory for instructions.
As I always ask and I will yet again, any constructive criticism is always welcome. Send to admin@guideposttimor.com.
As per usual, if you are going somewhere, safe travelling.
Till next time. Cheers! Leith Carroll

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From Wit's
Dictionary

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Francis Walsh

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