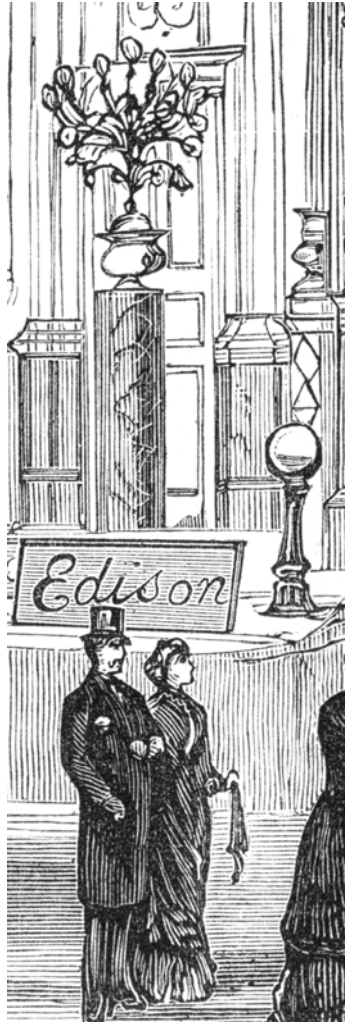


THE EDISONIAN



ELECTRIFYING NEW YORK AND ABROAD...A PREVIEW

A major goal of the Edison Papers is to produce a selective fifteen-volume book edition of transcribed and annotated original documents that illuminate Edison's life and the emergence of new technologies during his career. Delving into the rich resource of the five million page archive documenting the extraordinary achievements of Thomas Alva Edison, our selections provide insight into the common heritage of global civilization.

Our sixth volume, *Electrifying New York and Abroad, April 1881-March 1883* will be published in September 2007. With nearly 350 documents and more than 70 illustrations, this volume chronicles the debut of electrical light and power on the world stage.

I hope the highlights presented in this issue of our newsletter will whet your anticipation and cultivate your interest in and support of the Edison Papers.

Paul Israel

Director and General Editor

MANAGERIAL MOMENTUM

As with most things Edisonian, creating an electrical industry was no simple affair; the scale of Edison's inventions demanded the hand of an inventor and a savvy businessman. In the process of designing lamps, generators, conductors, and other components which performed safely and effectively, Edison worked untiringly to overcome numerous difficulties. Some were as mundane as waiting out freezing temperatures which halted the progress of laying underground cables; others were as intricate as reassuring financial backers in the face of escalating cost, and juggling the classic marketing mix of price, promotion, product, and place.

In what was to become a familiar problem for managerially complex enterprises, when the inventor-entrepreneur brought his electrical system into commercial production, Edison found business growing "so large that it is quite impossible for me to give close attention to the details of it." Although he delegated authority among senior staff, Edison instinctively shied away from sharing authority with investors, believing that successful business "must be done by our personal efforts and not depending on the officials of our Companies."



BORN GLOBAL

Spurred on by the award-winning reception of his electric lighting system at the 1881 Exposition Internationale de l'Électricité in Paris, Edison and his supporters made the most of a far-flung network of international entrepreneurs to immediately develop isolated plants and central stations worldwide. His lighting enterprises were instantly international.

On the heels of the Paris exposition, Edison established a lamp factory and machine shop at Ivry-sur-Seine, France. Coinciding with his exhibit at London's Crystal Palace in 1882,

Edison opened a demonstration central station to light the Holborn Viaduct. In Italy Edison displayed his lights in such prime locations as Teatro della Scala and Café Biffi in Milan, where backers soon began constructing the first permanent central station in Europe. Other ventures on the continent included electric light installations in the railway stations at Strassbourg, Frankfurt, and Hamburg; the spinning mills of the Finlayson Co. at Tammefors, Finland; Amsterdam's Hotel Krasnapolsky; and the Nobel Iron Works in St. Petersburg.

Organize an Isolated Company, with good Mechanical Engineer such as Ohrick at head of it, Let this new Co operate over whole England with restrictions as in U.S. Turn over to Co all isolated machinery & supplies, Conduct business as in U.S, no advertising. Make the best

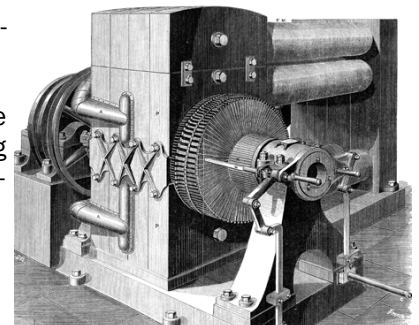
Back in the Americas, Edison lit a theater in Santiago and a resort hotel near Valparaiso, before opening a central power station in the Chilean capital – the first in South America. Among the many additional landmarks to serve as jumping off points for the lighting industry in Latin America were the Estação Dom Pedro II in Rio de Janeiro and the Café El Louvre in Havana. Edison continued to globalize as associates in Ottawa introduced a bill incorporating the Edison Electric Light Company of Canada, and parties in London formed a company to promote the system in Australasia, Ceylon, India, and South Africa.

Edison himself rarely wanted to travel abroad. He mainly stayed stateside while his interests expanded around the world. Additionally, he felt it better to concentrate on developing the electric light and power industry in the United States where, he wrote, “[w]e know there is plenty of money to be made...and that here we can get things done just as we say....”

JUMBO MANIA



In 1882 the Edison Machine Works manufactured five kinds of dynamos. None had a fancy brand name, but the “C” dynamo was informally dubbed “Jumbo.” Edison associate William Hammer later took credit for applying the nickname, supposedly because “C” dynamos were shipped to London aboard the same ship that carried Jumbo the elephant to New York for P.T. Barnum's circus.



LIGHTING AMERICA

Early demand for electric light hinted at emerging expectations for illumination engineering and design. Customers wanted artificial light with the clarity and warmth of natural light. By early 1882, American businesses had applied Edison's lights in various ways:

- ◆ Textile mill managers in Lawrence, Massachusetts experimented with the best way to hang and shade lamps so workers could "distinguish one color from another."
- ◆ Lithographers and printers of colored posters and trade cards were similarly concerned about the ability to match colors and undertake quality printing with artificial light. After switching to Edison's electric light, Hinds, Ketcham & Co. of New York bragged, "it is the best substitute for daylight we have ever known and almost as cheap."
- ◆ Mapmakers at Rand, McNally & Co. in Chicago were likewise satisfied to "find the light of great use in mixing colored inks."
- ◆ Thurber & Co., wholesale grocers in New York, and Marshall, Field in Chicago put electric lighting in their stores around the same time.
- ◆ The ambiance of dining was updated at hotels like the Palmer House in Chicago.

The Edison Papers are a unique resource for profiling interactions between technology and culture in places as diverse as stores, homes, hotels, factories, mills, theaters, churches, printing houses, ships, trains, and gardens.



EDISON'S NEW JERSEY

In 1882 Edison largely abandoned his laboratory in Menlo Park, but he did not forsake the Garden State. Edison relocated his lamp works to a new facility in Harrison, and the following year created the first village electric lighting system to employ overhead wires in Roselle. He then built a new research laboratory in West Orange where he continued to develop inventions until the end of his life. Looking back on all of Edison's accomplishments, we can celebrate New Jersey as the birthplace of R&D!



Visit edison.rutgers.edu/newjersey.htm to learn more about Edison in New Jersey.

DID HE REALLY SAY THAT?

"Genius is 1 per cent. inspiration and 99 per cent. perspiration."

These words—probably the most famous ever associated with Edison—are now in question. Edison Papers editors recently discovered a fragment penned by Edison in 1915 in which he placed doubt upon his own famous quote:

"[T]hey attribute this saying to me," he wrote, "but I did not cannot remember that I ever said it."

News from The Thomas A.
Edison Papers

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THE STATE UNIVERSITY OF NEW JERSEY
RUTGERS

6 DEGREES FROM EDISON

While Edison's inventions were instrumental in shaping the film industry, they are not his only link to Hollywood.

- In 1882 Edison's brother, William Pitt, called on him to pay off a debt to New York lithographer Adam Bogart.
- Adam's son Belmont married Maud Humphrey.
- Maude Humphrey gave birth in 1899 to Humphrey Bogart.
- Some forty years later, actor Humphrey secured his first starring role in *The Wagons Roll at Night*, opposite Eddie Albert.
- In 1989, Albert appeared in *The Big Picture*—starring Kevin Bacon!

ABOUT THE EDISON PAPERS

The Thomas A. Edison Papers, a research center at Rutgers University, publishes and develops the documentary legacy of America's most prolific inventor and innovator. This is accomplished through books, articles, media appearances, Internet services, community outreach, and educational collaborations.