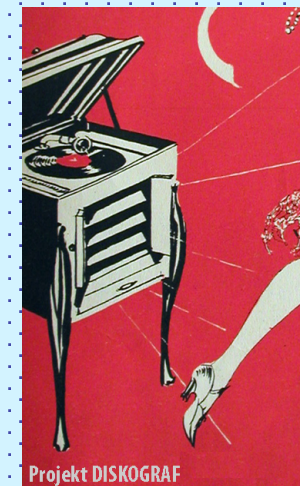
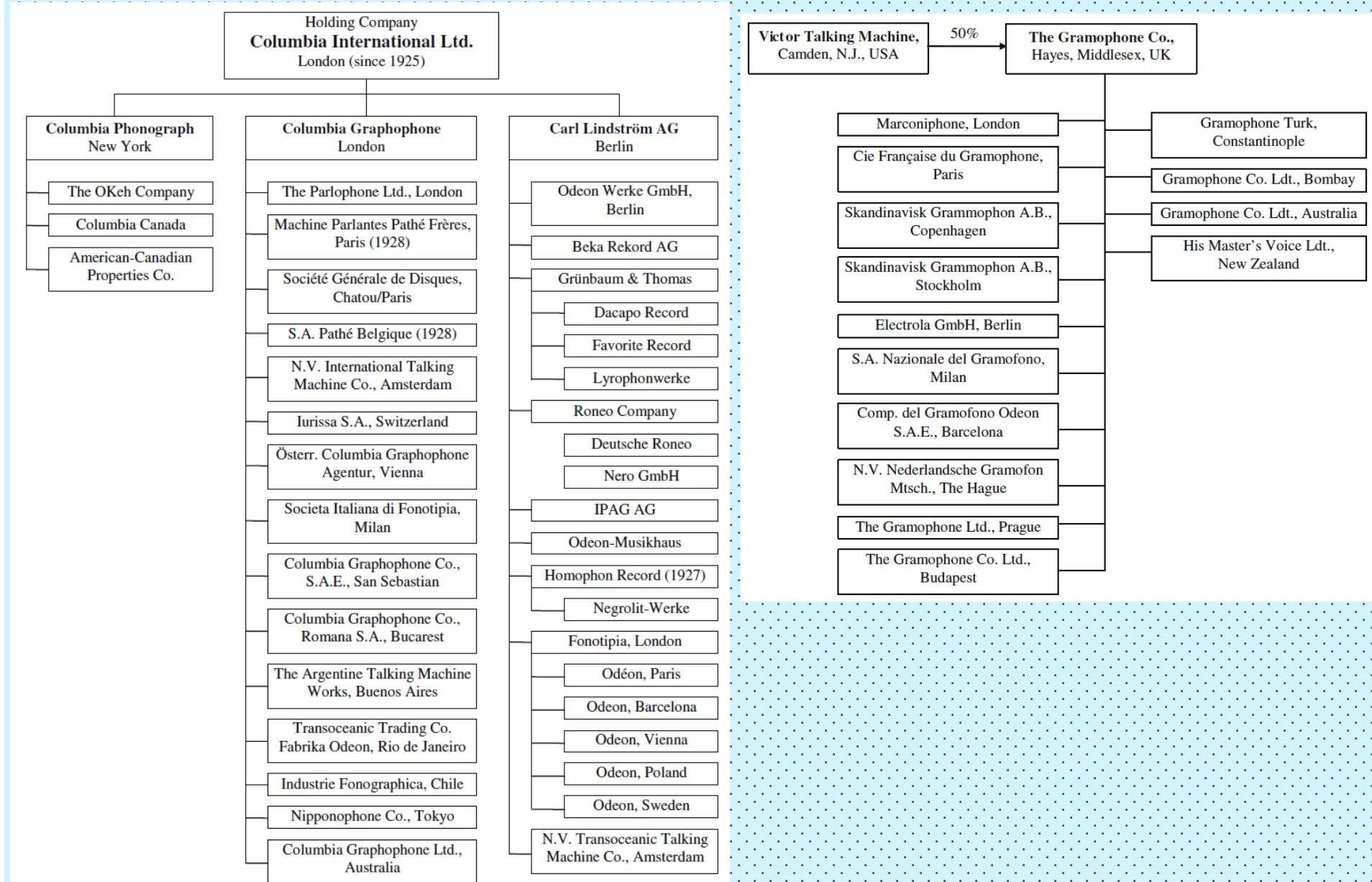


**Naila Ceribašić** (Institute of Ethnology and Folklore Research, Zagreb),  
naila@ief.hr

***Localization of record industry in the interwar period:  
Examples from Croatia***

“Muzika u društvu” / “Music in Society”,  
Sarajevo online, 10–12. 12. 2020.





(P. Tschmuck: *Creativity and Innovation in the Music Industry*, 2012: 57–58)

profit 1926–1927:

|                         |              |
|-------------------------|--------------|
| Columbia International  | 902.210 \$   |
| Gramophone Co. i Victor | 1.690.040 \$ |
| Edison Bell             | 160.500 \$   |

(P. Martland: *Recording History: The British Record Industry, 1888–1931*, 2013: 246, 258, 277)

## EBP & EB, domestic perspective

TVORNIČA I CENTRALA  
ZAGREB

TELEGRAMI: EDIBELL  
TELEF. INTER.: 3612, 3613

BANKOVNA VEZA:  
PRVA HRVATSKA ŠTEDIONICA  
ZAGREB

RAČUNI POŠTANSKE ŠTEDIONICE  
ZAGREB 36.028



JEDINA I KOMPLETNA  
TVORNIČA GRAMOFONA I  
GRAMOFONSKIH PLOČA  
U JUGOSLAVIJI

NAJVEĆE STOVARIŠTE T.T.  
„HIS MASTER'S VOICE“  
„COLUMBIA“  
„EDISON BELL, LONDON“

CODES:  
RUDOLF MOSSE  
A. B. C. 5TH EDIT.

**EDISON BELL PENKALA LTD.**  
**ZAGREB**  
(JUGOSLAVIJA)



NAJBOLJA DOMAĆA PLOČA  
U SVIM JEZICIMA

ZAGREB, \_\_\_\_\_

**PRVA JUGOSLAVENSKA TVORNIČA  
GRAMOFONA I GRAMOFONSKIH PLOČA**

TVORNIČE ZAGREB: PENKALA TVORNIČE — TELEFONSKI  
BROJ: 36—12 I 36—13. BRZOJ. NASLOV: EDIBELL — GLAVNE  
PRODAVAONE ZAGREB: ILICA 5. (OKTOGON). — BEOGRAD:  
PALAČA AKADEMIJE NAUKA.  
SKLADIŠTE U 25 GLAVNIH MJESTA JUGOSLAVIJE.

**ПРВА ЈУГОСЛАВЕНСКА ТВОРНИЦА  
ГРАМОФОНА И ГРАМОФОНСКИХ ПЛОЧА**

ТВОРНИЦЕ ЗАГРЕБ: ПЕНКАЛА ТВОРНИЦЕ. ТЕЛЕФОНСКИ  
БР.: 36—12 И 36—13. ТЕЛЕГР. АДРЕСА: ЕДИБЕЛ. ГЛАВНЕ ПРО-  
ДАВАОНЕ ЗАГРЕБ: ИЛИЦА 5 (ОКТОГОН). — БЕОГРАД: ПАЛАЧА  
АКАДЕМИЈЕ НАУКА.  
СКЛАДИШТЕ У 25 ГЛАВНИХ МЕСТА ЈУГОСЛАВИЈЕ.



## EB & EBP, British/internat. perspective



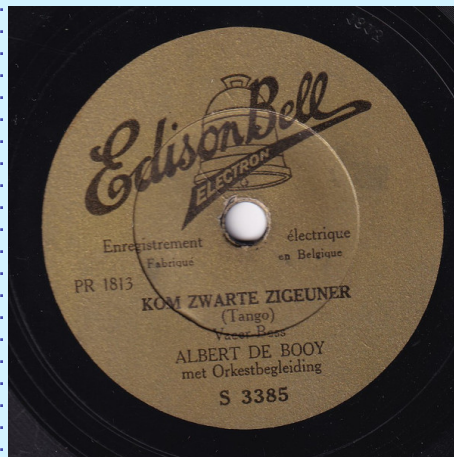
“During 1928, Voigt recorded over 200 titles in Bucharest and/or Buapest (about a year earlier, he had been recording in **Zagreb**)“  
(B. Dean-Myatt: Edison Bell Records, 2017: 30)

### **EDISON BELL INTERNATIONAL LTD.**

A company established in October 1928 in London to manage the foreign business of Edison Bell. The new firm took over all overseas rights except for North America. Recordings were made in Budapest and **Zagreb**. An ensemble from the Dutch East Indies was recorded on a visit to London.

(F. Hoffmann: *Encyclopedia of Recorded Sound*, vol. 1, 2005: 353)

## EB in European countries



(Belgian, Danish, Finnish, French, Greek, Dutch, Romanian,  
Swedish, Swish records of EB; available on Discogs)



## EB in Switzerland



(available on Discogs)



(1929; available on Discogs)



## EB in Romania



(available on Discogs)



## Paljetak: Cara piccina, EBP & EB



(archival collections HDA, NSK, KGZ, Discogs;  
recordings available on Ivan Mirnik's channel on Youtube)

flow of repertoire, perf. styles, musicians among diff. companies – Croat. Christmas songs

- the most represented by EBP & Elektroton (ahead of Columbia, Parlophon, Concert Rec. Gramophone, Victor)
- a small number of the most popular songs; reflection of practice or factor of canonization?
- establishing and perpetuating a model: “Narodil nam” & “Radujte se narodi”



(recordings available on Ivan Mirnik's channel on Youtube)



# EDISON BELL PENKALA

PENKALA WORKS

RECORD

ZAGREB

NOVI PATENTIRANI POSTUPAK  
BEZ PRIZVUKA

NAJZNAMENITIJI  
domaći i strani pjevači su-  
djeluju isključivo na našim  
pločama

EDISON BELL PENKALA  
PLOČE

Ista cijena umjetničkim  
plesnim pločama

EDISON BELL PENKALA  
Najbolje plesne ploče  
svijeta

SVI ŠLAGERI  
uvijek najprije na našim  
pločama

EDISON BELL PENKALA  
Najsavršeniji gramofoni svih  
veličina i tipa, na dugoročnu  
otlatu

Tražite naše besplatne  
kataloge

Zahtijevajte svađlje samo  
EDISON BELL PENKALA  
gramofonske ploče



Upotrebite jedino  
EDISON BELL IGLE  
da polučite najbolji uspjeh

Ne upotrebite nikada čeličnu  
iglu dva puta

EDISON BELL kromna  
igla igra deset ploča

EDISON BELL dvostrana  
sintetična kromna igla igra  
četrdeset ploča

Spremite ploču uvijek u  
ovaj omot

Pomoću naših albuma i  
nosivih kovčeka možete  
Vaše ploče držati u redu  
i sačuvati od štete

Očistite ploču prije uporabe  
našim čistačem

Naše ploče igraju najbolje  
kada okretnica stroja čini  
80 okreta u minuti

SVE NAŠE PLOČE SNIMLJENE SU NOVIM ELEKTRIČNIM NAČINOM

JUGOSLOVENSKA ŠTAMPA D. D. ZAGREB