







Exploring the musical performance in different contexts and time frames: examples emanating from the early days of record industry in Croatia



Tanja Halužan, BFE Annual Conference 2023







# Zagreb-based record companies (1927-1960)



### **EDISON BELL PENKALA**

founded in 1926, operational since 1927; in bankrupcy from 1937 to 1945



## ELEKTROTON

active from 1938 to 1945



#### **JUGOTON**

founded in 1947, in 1991 renamed to Croatia Records and active to date











## Edison Bell Penkala grammophone advertisement in the 1930 catalogue

Vaši najmiliji umjetnici Naša narodna pjesma Moderna glazba na gramofonskim pločama

## EDISON BELL PENKALA

Gramofoni

EDISON BELL — COLUMBIA — HIS MASTER'S VOICE

#### uz dugorožno mjesečno ofplativanje

Zahtjevajte naše besplatne kataloge.

#### EDISON BELL PENKALA, Ltd., Zagreb

PRODAVAONA: Zagreb, Ilica 5, Oktogon FILIJALE: Beograd, Skoplje.

Vlastita zastupstva u svim većim mjestima države











# Localization strategies

International repertoire performed by local musicians

International repertoire performed in local language

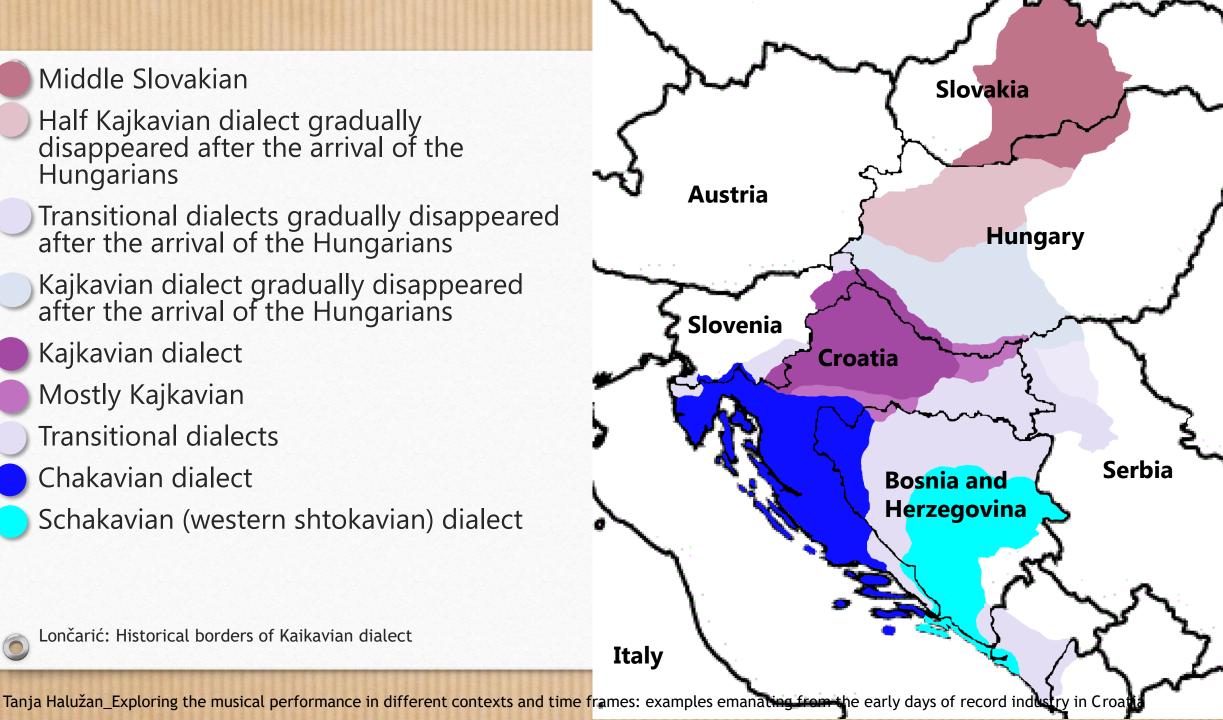
Recorded local repertoire





- Middle Slovakian
- Half Kajkavian dialect gradually disappeared after the arrival of the Hungarians
- Transitional dialects gradually disappeared after the arrival of the Hungarians
- Kajkavian dialect gradually disappeared after the arrival of the Hungarians
- Kajkavian dialect
- Mostly Kajkavian
- Transitional dialects
- Chakavian dialect
- Schakavian (western shtokavian) dialect

Lončarić: Historical borders of Kaikavian dialect







# Localization strategies

International repertoire performed by local musicians

International repertoire performed in local language



In Kajkavian: songs from popular and folk music domain



















Some folk releases in Kajkavian by Edison Bell Penkala and Jugoton





### Commercial recordings

	RECORDING TITLE Vehni, vehni	CATALOGUE NUMBER AND COMPANY Z-1044 (EBP)	AUTHOR /	PERFORMERS  Jozo (Joco) Cvijanović	RELEASE DATE 1927.	AVAILABLE	Field recor	dings			
	violica	AM 1769 (HMV)	/	Nikola Cvejić with piano	/	/	RECORDING		RECORDING AUTHOR	PERFORMERS	RECORDING DATE
	svetu lepšega ni	C-6187 (Jugoton)	1	Folk society of Radio Zagreb, conductor Sergije Rainis	1952.	YES	Vehni, vehni	IEF mgtf 1421	Jerko Bezić	Jela Pavčec	1980.
		Z-1048 (EBP)	1	Singing society "Sljeme"	1927.	1	violica	IEF CD2-27	Jerko Bezić	Choir KPD "Ilija Dorčić", conductor Stane Grilj	1956.
		72779 (Gramophone Record)	/	Bogdan Vulaković	/	/	Nikaj na svetu	IEF mgtf 2487	Jerko Bezić	Nikola Vrabac, Vjekoslav Šauk, Ivan	1993.
	Dremle mi se, dremle	J-6051 (Jugoton)	arr. Josip Stojanović	Blanka Novak and Radio Zagreb tamburitza choir	1949.	YES	lepšega ni	2407		Ranec, Ivan Hržan, Branko Grljak, Zlatko Ranec	
ı		(Jugoton) Odak wii ma Co	Štefanija Šćukanac with Radio Zagreb male choir. Conductor Marijan Jagušt	1951.	/	Dremle mi se, dremle	IEF CD 248	Vinko Žganec	Rozalija Tkalec	1958.	
						ncidemo dime	IEF mgtf 525	Jerko Bezić	Klara Matoic	1972.	
	Nejdeme dime	MZ-1019 (EBP)	1	Croatian tamburitza society "Grič"	1927.	1					
		SZ-1631 (EBP)	/	Music of the Sava Divisional Region and a small choir, conductor Ivo Muhvić	1929.	YES					
		OH-1	/	?	1941.	/					





## Vehni, vehni violica / Wither, wither violet

Vehni, vehni fijolica, ne žalosti me, Ar te ftrči nemrem ja, vehni grlica. Zasadil sem ja tebe vu glubinu srca, al' sad vidim da drugi od dna te trga.

Zrasla si kak tulipan med već rožami, al' da mi je vse zahman, joj navek meni. Vehni, vehni grlica, kaj te ja ne trgam, niti više svojemu srcu ne trebam.

Vidim glavu spuščenu drugom na prsa, žute lasi spuščene joj do pojasa.

Ah, žalost me primila, kada ja tebe vidim, kad ti vusta rumena više ne ljubim.

Wither, wither violet, do not make me sad,
If I can't tear you away, wither the dove.
I have planted you in the depths of my heart,
But now I see that others are tearing you from the bottom.

You grew like a tulip among many roses, But everything is in vain for me, always for me. Wither, wither dove, because I don't tear you, Nor does my heart need me anymore.

I see the head lowered on another's chest, Blonde hair down to her waist.

Ah, sadness took over me, when I see you, When your red mouth I no longer kiss.









## Vehni, vehni violica / Wither, wither violet

#### **Field recordings**

RECORDING TITLE	SIGNATURE	RECORDING AUTHOR	PERFORMERS	RECORDING DATE
Vehni, vehni violica	IEF mgtf 1421	Jerko Bezić	Jela Pavčec	1980.
	IEF CD2-27	Jerko Bezić	Choir KPD "Ilija Dorčić", conductor Stane Grilj	1956.



	Naziv cjeline	Narodne pjesme u Novom Vinodolskom, 1956
	Medij	CD
	format	mp3 • aiff
	Inv. oznaka	IEF CD 2 - snimka 27
	Tip grade	Audio
	Kazivač/izvođač/pjev ač	Zbor KPD "Ilija Dorčić"
	Mjesto nastanka zapisa	Novi Vinodolski
	Datum nastanka zapisa	1213.11.1956.
	Vrsta zapisa	vokalni
	Oblik zapisa	piesma
	Vrsta građe	zvučni zapis
	Fond	Audio fond
	Jezik zapisa	hrvatski

#### **Commercial recordings**

RECORDING	CATALOGUE	AUTHOR	PERFORMERS	RELEASE	AVAILABLE
TITLE	NUMBER			DATE	
	AND				
	COMPANY				
Vehni, vehni	Z-1044 (EBP)	/	Jozo Cvijanović	1927.	/
violica	AM 1769	/	Nikola Cvejić with piano	/	/
	(HMV)				













Songbook edited by Josip Stojanović, Muzička naklada - Zagreb, 1953

Vice Vukov: Vehni, vehni fijolica (arr. Alfi Kabiljo, Croatia Records 1991)







## Dremle mi se, dremle / I'm dozing, dozing

Dremle mi se, dremle, Spati mi se neće, Da se moj golobek Po vulici šeće.

Šeće mi se, šeće, Mene gledat neće, Šeće mi se, šeće, K meni dojti neće.

Kaj ti, golob, misliš, Kaj se premišljavaš, Već ti je pol noći, Pak išče ne spavaš.

Šetal bi se, šetal, Grlica ja s tobom, Ali da si drugi Hodiju za tobom. I'm dozing, dozing, I'm not sleepy, When my pigeon, he walks on the street.

I feel like walking, walking, He won't look at me, I feel like walking, walking, He won't come to me.

What do you pigeon think, Why are you changing your mind, It's already midnight, And you don't sleep.

You would walk, walk, And dove with you, But if everyone else Would follow you.









## Dremle mi se, dremle / I'm dozing, dozing

#### **Field recordings**

RECORDING TITLE	SIGNATURE	RECORDING AUTHOR	PERFORMERS	RECORDING DATE
Dremle mi se, dremle	IEF CD 248	Vinko Žganec	Rozalija Tkalec	1958.



## 13

# format mp2 • aiff Inv. oznaka IEF CD 248 - snimka 05 Tip građe Audio Kazivač/izvođač/pjev ač Mjesto nastanka zapisa Datum nastanka 5.10.1958. zapisa vokalni Oblik zapisa pjesma Vrsta građe zvučni zapis Fond Audio fond

hrvatski

Jezik zapisa

Folklorna glazba u Budimpešti, 1958.

Dremle mi se, dremle

#### **Commercial recordings**

RECORDING TITLE	CATALOGUE AUTHOR NUMBER AND COMPANY		PERFORMERS	RELEASE DATE	AVAILABLE
Dremle mi se, dremle	J-6051 (Jugoton)	arr. Josip Stojanović	Blanka Novak and Radio Zagreb tamburitza choir	1949.	YES
	C-6147 (Jugoton)	arr. Krsto Odak	Štefanija Šćukanac with Radio Zagreb male choir. Conductor Marijan Jagušt	1951.	/













Songbook edited by Josip Stojanović, Muzička naklada - Zagreb, 1953

Anica Zubović and Tamburitza orchestra of Radiotelevision Zagreb: Dremle mi se, dremle (Croatia Records, 1974)









## Concluding remarks

- Folk songs were adapted to correspond to the discographic imperative
- Influence of record industry in the formation of repertoire standards?
- Study of both field and commercial recordings to get an in-depth insight









# Thank you!

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more about the project:

https://www.ief.hr/en/research/projects/the-record-industry-in-croatia-from-1927-to-the-end-of-the-1950s/



