

LINDSTRÖM – OKEH – TRANSOCEANIC
A global expansion

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The first expansion of CARL LINDSTRÖM AG

- Lindström buys Beka, International Talking Machine Company (Odeon, Fonotipia), Favorite, Lyrophon and Dacapo in 1910-13
- Extensive network of factories, overseas companies and agents
- Carl Lindström (London) Ltd founded in 1913
- The war puts a temporary end to the expansion, British Lindström sold as enemy property
- Otto Heinemann sails to America and starts Otto Heinemann Phonograph Co in New York, December 1914, for import (?) and sale of gramophones and motors

Otto Heinemann (Germany 18??-USA 19??)

- Starts Salon-Kinematographen Co.m.b.H with Straus and Zunz, 1902
- A director of Lindström AG
- Director of Carl Lindström (London) Ltd (?)
- Otto Heinemann Phonograph Corp, New York (1914). Starts producing Okeh records, 1918. US citizen, c. 1916, as Otto Heineman
- Company name changed to General Phonograph Corp. (NY) and General Phonograph Manucaturing Corp. (Elyria, Ohio)
- Agreement with Lindström, 1921
- Company sold to Columbia, 1926, becomes Okeh Phono Co
- Heineman leaves Columbia, 1931
- No later information on his activities ?

NV Transoceanic Trading Company, Amsterdam

- Founded 1919 by Mauritz Stibbe, David Stibbe and Conrad Maximillian Anton
- Becomes owner of Lindström's overseas companies in 1920
- Conduit of payments between head office and various overseas companies (today, it would be in Vaduz ...)

Maurits Stibbe

- Born 13.3.1857 Surabaya, Dutch East India
- c. 1910 becomes agent of International Talking Machine Co. in the Netherlands
- Odeon record shop (Stibbe & co) in Amsterdam
- Starts Transoceanic Trading Co, 1919
- Died 4.12.1930 in Wiesbaden
- Wife died 1942, Auschwitz
- Business carried on by David (Henk) Stibbe (27.2.1885 Surabaya – 15.9.1969 Amsterdam)

The second Lindström expansion

- Germany's foreign trade restricted until 1924
- Lindström's overseas companies transferred to Transoceanic Trading, 1920
- Agreement with General Phonograph Corporation, 1921
- Parlophone Co. Ltd, London, started 1923 by Transoceanic

The Lindström – Heinemann agreement, Nov 23, 1921, New York

- BETWEEN General Phonograph Corporation (New York) and General Phonograph Manufacturing Corp (Elyria, Ohio) AND
- Carl Lindström, Beka, International Talking Machine Co, Odeon Hermann Maassen, Fonotipia, Favorite, Lyrophon and Dacapo
- Transoceanic and Jurassia authorised to represent Lindström
- NOT INCLUDED IN AGREEMENT: Brazilian repertoire, Baidaphon, Thallmayer's Austrian and Hungarian repertoire
- General has to import / press a certain amount of Lindström material in North America on Odeon and Fonotipia labels
- Lindström can issue Okeh recordings in Europe on any label
- Lindström has to supply General with suitable "foreign-language" recordings

The Transoceanic Story ends...

- 1919-1926: the Sibbes and Anton as directors, capital increased several times
- 1926: Louis Sterling and Max Straus enter as directors
- 1927: Richard Seligsohn from Lindström added
- 1932: capital is reduced
- 1937: Max Straus leaves, MacIntosh and Gray enter
- 1940/april: Seligsohn leaves for Argentina
- 1940/may: Netherlands occupied, German supervisors take over
- 1946: EMI men from Britain back in charge
- 1946-48 Transoceanic's control of overseas companies ends?
- 1960: liquidation of Transoceanic Trading Co

... but the Okeh story continues

- 1931: Columbia – Okeh merger
- 1932: EMI sells the company to Grigsby-Grunow, 1933 bankrupt, 1934 Brunswick takeover
- Old Okeh material continues to appear in Europe in the Parlophone New Rhythm Style Series and Odeon Super Swing Series
- Revival after the war, reissues

Why study record companies (instead of records) ?

- Helps to date records
- Explains the international flow of recorded music
- Sometimes helps to discover lost recordings
- ... also a contribution to business and media history