

## A MESSAGE TO ALL CUSTOMERS AND FRIENDS OF THE RADIOLA COMPANY

I'd like to extend a personal "Thank You" to all those who purchased our first record, "Jest Like Old Times". It's because of you that The Radiola Company has achieved the success it has. You have encouraged us to go on to bigger, and we hope, better things.

Before offering our latest releases, I'd like to report on some of the things we've learned about the Record Business and about you, our customers. First; our "Limited Pressing" concept was a good one, but we carried it a bit too far. 1000 copies just weren't enough to satisfy the demand. But our original policy of rewarding those who order first with a "Collector's Item" as well as a fine recording will continue. As with Release #1, subsequent Radiola Records will also be numbered for the first 1000 copies. Small quantities may later be pressed to satisfy those just becoming aware of our company, or wanting to present records as gifts. I am honestly surprised by the number of people offering several dollars more for a numbered "first pressing", than for the second pressing. Apparently your investment was not only for entertainment, but for Capital Gains as well. We'd appreciate hearing about transactions involving subsequent resale of Radiola Records and the prices involved. Remember, there can only be ONE first edition.

Another thing we've learned is that this is an industry where the truth is considered somewhat elastic, especially concerning delivery dates, quantity, and quality levels from our suppliers. We think we've found better and more reliable people to deal with. I was quite unhappy with the length some of you had to wait to receive your records. There was no need for it, and we'll do everything possible to see that things move a bit faster this time.

We've also learned that the packages that looked so neat and trim leaving our shipping department arrived at their destinations somewhat the worse for wear. To correct this, at great expense (and I do mean great expense) we have purchased special reinforced mailers that the manufacturer swears will withstand the charge of a dispeptic rhinoceros or the dropkick of a disgruntled postal clerk. We shall see. Resisting the temptation to pass along the added cost to you, we are absorbing this increase ourselves. This might be a good point to mention that those who omit the 30¢ postage & handling charges, and those New York State (only) residents who omit the correct sales tax will only delay the arrival of their records.

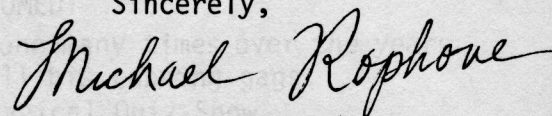
I'd also like to thank those of you who took the time and trouble to fill out our "Reaction Survey". It was most appreciated, and let me assure you that every reply was read and carefully considered. Many of you came up with some excellent ideas; in fact, quite a few of you will see your ideas reflected in the 3 new releases we now offer. I don't know of any record company besides ours that actively seeks the comments and suggestions of its customers to help plan future releases. Please continue to send in the survey sheets. You WILL determine the contents of future Radiola Records.

Why did it take so long for releases #2, #3, and #4 to appear? Glad you asked that question. As newcomers to the record business, we knew we'd be making mistakes and we wanted them to be small ones. Taking things slowly and cautiously, we're now reaching a point where we'll be making more of a splash. Future releases will appear (we hope) with greater frequency. If not, you can be sure we'll make them worth the wait.

One more thing. While I planned to leave the sales pitch to the enclosed catalogue, I do want to urge you to consider Release #4, "The First Annual Radiola Company Christmas Album"; for yourself as well as for Christmas giving. Even after hearing it many times, I'm still amazed at the warmth and human feeling it possesses. I'm not ashamed to admit that it chokes me up a bit each time. It contains a truly Universal Message, without the usual Holiday "sell, sell, sell", and without getting soggy about it. It's just beautiful.

Thanks for listening...until next time.

Sincerely,



Michael Rophone  
The Radiola Company

P.S. You know what happens to mail delivery service this time of year. Send your order in NOW, while you're thinking of it, to avoid disappointment.

THE RADIOLA CO. BOX H  
CROTON ON HUDSON  
NEW YORK 10520

# CATALOGUE

THE RADIOLA CO.

RELEASE #2

## SON OF JEST LIKE OLD TIMES

MORE GENUINE ORIGINAL RECORDINGS OF RADIO'S  
MOST FAMOUS FUNNY MEN



**THE RADIOLA CO.**  
An unusual company  
with an unusual product.  
We're unique because ...

1. None of our records are available in stores.
2. All of our records contain ONE FULL HOUR of programming.
3. Radiola Records can be played on ANY record player, mono or stereo.
4. Radiola Records are guaranteed to be exactly as advertised, or your money back.
5. Radiola Records will be issued on a regular schedule. Write for our free catalogue.
6. Nothing on a Radiola Record has ever appeared on disc before, at the time of release.

## RELEASE #2

### CLASSICS OF RADIO COMEDY

From its early hesitant efforts, Radio Comedy grew to be a sub-industry all its own. It finally reached a level still unmatched by any form of entertainment. The selections on this album are typical of the various forms that evolved...Farce, Satire, the Situation Comedy and the Running Gag.

---Michael Rophone

#### SIDE A

##### SOME OF THE BIG NAMES IN RADIO COMEDY

1. Fibber McGee & Molly. Jim & Marion Jordan as their best known characters.
2. Duffy's Tavern. With Ed Gardner playing the lead as "Archie The Manager".
3. Vic 'N Sade. Mr. & Mrs. Victor Gook in "The Little House Halfway Up The Next Block".
4. Jimmy Durante & Eddie Cantor. Both reminiscing about the dying days of Vaudeville.

#### SIDE B

##### THE TWO BIGGEST NAMES IN RADIO COMEDY

1. Jack Benny. "The Railroad Station". The classic routine done many times over the years.
2. Jack Benny. "The Vault & The Violin". Most famous of all his running gags.
3. Fred Allen. "Break The Contestant". Fred ridicules a typical Quiz Show.
4. Fred Allen. "Allen's Alley". The best remembered feature of all Fred's radio shows.
5. Fred Allen & Jack Benny. "The Maxwell". The famous Benny-Allen feud erupting in all its glory.

THE RADIOLA CO. BOX H. CROTON-ON-HUDSON, NEW YORK 10520

RELEASE #3

Horror Series #1

FIRST PRESSING - NOVEMBER, 1970.

## Sorry, Wrong Number

Starring Agnes Moorehead

The first broadcast of a great story of terror and frustration, exactly as heard on "Suspense".  
May 25, 1943. 9:30 P. M. Eastern War Time.

THE RADIOLA CO.

## Leinengen vs. The Ants

The original broadcast as heard on "Escape" August 4, 1949.



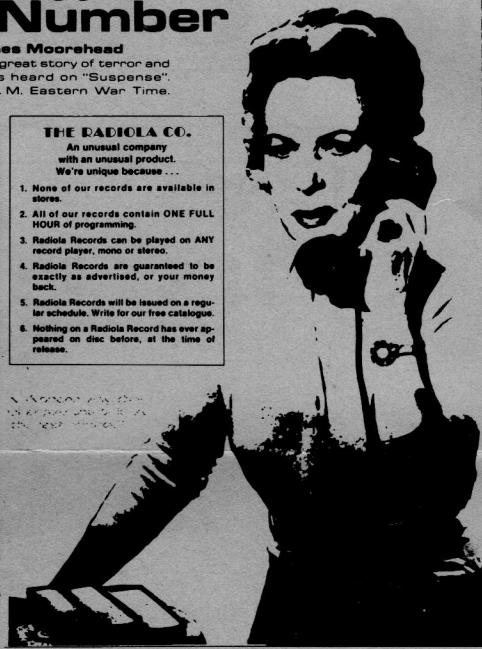
RELEASE #3  
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6. Nothing on a Radiola Record has ever appeared on disc before, at the time of release.

Write for our free  
catalogue today!  
The year 1970.



## RELEASE #3

The Radiola Horror Series

A series of records dedicated to those great radio dramas of the past designed to scare your pants off. In the time-honored tradition of the Supernatural, Monsters, and Fear of the Unknown, the Radiola Horror Series will bring back haunting radio memories. Here's our first effort:

### Side A

#### Leinengen Vs. The Ants

What does it feel like to have thousands of creepy, crawling, ravenous, man-eating ants covering your entire body? To have them tearing bits of flesh from your back, feeling their claws in your eyes, as millions of these devil-insects devour all you've worked for. A ghastly story of a stubborn planter in the Amazon Jungle who refuses to surrender to the unstoppable onslaught of the "Army-Ants". Definitely not for the squeamish.

### Side B

#### Sorry Wrong Number


Here's a pleasant story for a lonely evening, dedicated to those friendly folks at the Telephone Company. The next time you can't get a dial-tone, or get mis-information from "Information", take heart! You'll see that things haven't changed much since 1943. In "Sorry Wrong Number", we hear inconvenience changing to fear and then to deadly terror. Imagine if you will an invalid, all alone, overhearing a telephone conversation about a murder. But whose murder? No one seems to care!

\*\* NOTE \*\*

*In keeping with Radiola Company policy, we point out that a Re-creation of this famous broadcast was issued a few years ago. This however, is the first, original, and genuine broadcast of this thriller.*

THE RADIOLA  
CO.

RELEASE #4



The  
First  
Annual  
Radiola Company  
Christmas Album

From  
Ode to  
Good Will  
Towards Earth

## RELEASE #4

The First Annual Radiola Company Christmas Album

Choosing the contents of our first Christmas Album was a most difficult task. The large amount of Christmas material the radio industry turned out each year soon reduced its quality to a low common denominator.

We tried to find something that said a little of what we all feel at this special time of the year, but we wanted to say it simply and sincerely.

### Side A

**The Amos 'n' Andy Christmas Show.**

**December 24, 1950.**

We finally selected the "Amos 'N Andy Christmas Show" because it's not only a funny, warm, and meaningful show, but it gives us a taste of what it feels like to be poor at a time when it hurts most. And Ode to the Joy of Giving.

### Side B

**Truth or Consequences**

**December 20, 1947.**

"Truth Or Consequences" for the most part was just another everyday afternoon game show. But every now and then, its better-than-usual idea men would devise a stunt a little above the pie-in-the-face level. This program fairly shouts, "NO MORE WAR", while never raising its voice above a whisper. Truly eloquent radio...we highly recommend it.

THE RADIOLA CO.

RELEASE #1

# JEST LIKE OLD TIMES

GENUINE ORIGINAL RECORDINGS OF RADIO'S MOST FAMOUS FUNNY MEN



## RELEASE #1

THE GREAT RADIO COMEDIANS

This is a fabulous collection of the Great Radio Comedians and the routines that helped make them famous.

### Side A

1. Bert Lahr. A logical beginning for a look at comedy in the new radio medium.
2. The Happiness Boys were an instant success when they debuted in 1921.
3. Jack Pearl as "Baron Munchhausen" was a superb dialect comedian.
4. Stoopnagle & Budd. Radio itself is the subject of their 1934 satire.
5. Ed Wynn. A top Vaudeville name in the 1920's, he was soon a star in radio.
6. Amos 'N Andy. Freeman Gosden & Charles Correll were "The Most Popular Radio Comedians".

### Side B

7. Edgar Bergen with Charlie McCarthy was the last major radio comedian on network radio.
8. George Burns & Gracie Allen achieved immense radio popularity during the depression.
9. Joe Penner was popular in the early 1930's, but faded with the depression.
10. Abbott & Costello. Their efforts were an important step in radio comedy development.
11. Fanny Brice. The irascible "Baby Snooks" character first appeared on the air in 1935.

THE RADIOLA CO. BOX H CROTON-ON-HUDSON NEW YORK 10520

## \* ORDER FORM \*

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY & STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Please make checks or money orders payable to "The Radiola Company". Sorry no C.O.D.'s. OR you can "CHARGE IT" on your American Express Card.

I would like to order:

\_\_\_\_\_  
Your Signature

\_\_\_\_\_  
American Express Card Number

\_\_\_\_\_ copies of Release #2 "Son Of Jest Like Old Times".....@ \$5.95 each \$ \_\_\_\_\_

\_\_\_\_\_ copies of Release #3 "Leinengen"/"Sorry Wrong Number"..@ \$5.95 each \$ \_\_\_\_\_

\_\_\_\_\_ copies of Release #4 "The 1st Radiola Co. Xmas Album"..@ \$5.95 each \$ \_\_\_\_\_

\_\_\_\_\_ copies of Release #1 "Jest Like Old Times".....@ \$5.95 each \$ \_\_\_\_\_  
(only unnumbered 2nd pressing copies available)

SUBTOTAL...\$ \_\_\_\_\_

### SPECIAL CHRISTMAS ORDER INFORMATION

We will be pleased to ship these records for you as gifts anywhere in the U.S.A., with a lovely gift card in your name, at no extra charge. Print or type the names and addresses of those you wish to receive the records, AND a list of which records you would like to give them. We will mail your gift to arrive just before Christmas.

IMPORTANT: You MUST add 30¢ per record for postage & handling.  
On orders of 3 or more records, we will pay postage & handling charges.

POSTAGE....\$ \_\_\_\_\_

To be sure of delivery before Christmas, we should receive your order by December 7th at the latest. But even then, we can make no guarantees for the overworked Post Office. We urge you to order NOW to avoid disappointment.

New York State Residents please add appropriate Sales Tax.....\$ \_\_\_\_\_

TOTAL.....\$ \_\_\_\_\_

For the inevitable last minute shopper...we don't promise anything, but add \$1.25 PER RECORD for 1st Class Mail, and keep your fingers crossed.