

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

Here it is gang, another offering of memories and nostalgia from the good old days of radio. Our two new records, Release #5 and #6 are described in the enclosed catalogue, so I'll spare you the sales pitch. They are gems though, if I say so myself.

Now that there are 6 Radiola Records available, we have filled about 70% of your requests, as indicated by the Reaction Survey sheets you've returned. The survey sheets that will be included with your records this time ask you specific "yes or no" questions that will help us deliver the kind of Radio Memories you most want to hear.

Most of you were pleased with our packaging and delivery time, however a few slip-ups in our last mailing did happen, so there's still room for improvement. We'll try. We are continuing our "1000 Numbered Discs" policy (and yes, you can request a specific number, but we make no guarantee you'll get it...the sooner your order arrives, the better the chances). We will press a few additional discs, so if your order arrives too late, you just may get an unnumbered pressing. We're just about sold out of Release #1, and we do not plan a 3rd pressing...once they're gone...that's it.

You will (hopefully) be receiving this sometime in late February. Our current plans call for 2 new records EVERY OTHER month. How does this grab you? Your comments would be appreciated (wait until you get the Reaction Survey). As promised, every single Reaction Survey that was returned was carefully read, and then re-read before choosing Releases #5 and #6.

Many of you called for complete programs instead of excerpts. That's fine with us, but it doesn't explain why Releases #1 and #2 (excerpts) have been selling better than Releases #3 and #4 (complete programs). It seems those of you who want complete shows, want SPECIFIC shows. An album of excerpts appeals to a LOT of people to a SMALL degree, while an album with one or two complete shows appeals to a SMALL number of people to a LARGE degree. Any of this make sense to you? The answer seems to be to do both kinds of albums...so I guess we will.

The survey indicates a lot of you folks are still bananas about "Vic 'N Sade". Perhaps this show DOES warrant greater coverage. Other albums under consideration...those great band remotes we used to hear late at night (both the swing and the sweet bands)...Radio Commercials...perhaps we can coerce J. David Goldin to produce a 3rd Volume of "Themes Like Old Times"...more of the well known Radio Comedians...horror shows...adventures...soap operas, etc., etc. With 12 records (we hope) a year coming out, we should be able to please everybody.

Mr. D.G.P. of Blacksburg, Virginia wants to know if we'll be issuing Movie Soundtracks...no, but we'll be doing something with the movies we know you'll like. Mr. G.S. of Lawrence, Kansas wants newscast excerpts...haven't you all heard enough of that stuff? [Watch for a truly unbelievable Sports Album we're working on though]. A note to Mr. D.M. of New York and all those who suggested their favorite shows. We can only issue so many records and each one must cater to many tastes. If the show you found most enjoyable was not one of the more popular programs, may I suggest Radio Yesteryear, our sister company. They have nearly 10,000 different shows for sale. If we can't put out a record on what you want to hear, it might be better to get it on tape, cassette, or 8 track cartridge from them, than not to have it at all. Mr. H.P. of Asbury Park, N.J. suggests we put the exact date of broadcast on the jacket (which we did not do on Releases #1 and #2). I think he's right. All your comments were taken most seriously, so please continue to send us those Reaction Surveys.

Because the number of people on our mailing list is growing constantly, we are converting the names and addresses to an automatic system. You can help by always using the same name and address when ordering (unless you move of course) and letting us know about possible mistakes on your address label. We will be deleting the names of those people who have not ordered records or tapes in a long time.

Finally, to Mr. K.P.S. of LaSalle Illinois, who says, "Please stay in business"...we're sure going to try. Thanks for listening...until next time.

Sincerely,

Michael Rophone
The Radiola Company