

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

Hello again! It's with great pleasure I announce Releases #7 & #8. A COMPLETE "Lux Radio Theater", with Humphrey Bogart and Lauren Bacall. A dynamite team in an action-packed story. #8 has both excerpts and a complete show featuring Fred Allen (a little something for everyone). I've designed our Fred Allen album to give a well-rounded picture of the man and his humor, and tickle your funny bone while I'm about it.

I had a bit of an impasse with our Release #5 (Sherlock Holmes/Mr. Chameleon). It seemed every Holmes fan wanted #221 (the number of the house on Baker Street where he lived). Obviously with only one album numbered #221, a lot of you were disappointed. Apologies to the other "Baker Street Irregulars" who got as close to #221 as we could. Our thanks to the many who pointed out our error on our jacket. The title should have been "The Bruce Partington Plans", not "Parkington" as we had it. Sorry about that!

We're still tabulating the results of the new survey, and I'll report on it (hopefully) in my next letter. Now a word about delays in mailing out the records. We do not hold up a valid order for any reason. We process them as fast as we can in the sequence we receive them. We've tried farming out our mailing operations to companies that specialize in that sort of thing, but found the impersonal attention given the orders wasn't worth the convenience. You're still people to us, and not just numbers, so bear with us please. Using our own people is slower, but we think better for both of us.

Mr. E.F.S. of Teaneck, N.J. and several other old-time customers were quite put out that we charge postage and handling on 2-record orders but not on 3-record orders. "That's unfair to your loyal customers who have all your releases, because you only put out 2 records at a time." He's right, of course, it's not fair, but consider this: every (and I do mean every) book or record club or mail order company that charges for postage and handling MAKES A PROFIT ON IT. We do not. In fact, it costs us more than the 30¢ per record that we charge! Our wrapping materials (the strongest money can buy) cost 18¢ per record, postage is 18¢ for one record, and then there's the labor wrap and mail the packages...honest gang, you're ahead on the deal. To those loyal customers (whom we value dearly) a suggestion: why not buy a 3rd album each time with your order? A gift for a friend maybe?

My thanks to L.W. of San Bruno, California and the others who suggested reasons why Releases #1 & #2 (excerpt albums) sold better than the others. I might mention here that The Radiola Company was founded to preserve and spread the enjoyment of memories of Radio Broadcasts of the past, not primarily to make as much money as it can. We would be less than honest to give the impression, however, that we're a non-profit organization. We're not. But we do select records on criteria of historical significance and information from our reaction surveys, not on the basis of which record will make us the most money. (A bit different from most record companies, you'll agree.) To H.J.L. of Akron, Ohio, and the others who were unhappy about our "high" prices: I point out that while our price is about 1/3 more than other records, releases from the "major" labels average about 40 minutes playing time. Ours ALWAYS run a full hour, about 50% more time. And of course, when you're pressing 50,000 copies, your unit cost is considerably less than when you're only pressing 1000 copies. We have never compromised with the quality of our product. The Discs are pressed by one of the largest record companies, whose name you all know, using the finest vinyl, materials, and services. When I produce a Radiola Record, I want to be able to listen to it and know it's the best job that could have been done. I know you wouldn't have it any other way, and neither would I.

Thank you for listening...until next time.

Sincerely,

Michael Rophone


Michael Rophone

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

*** LP RECORD *
CATALOGUE**

RADIOLA CO. Exactly as heard on CBS October 14, 1946. **RELEASE #7**
Adventure Series #2

The Lux Radio Theater
presents
"To Have And Have Not"
by Ernest Hemingway
starring
Humphrey Bogart & Lauren Bacall



BOGART
TO HAVE AND HAVE NOT
WARNER BROS.

RELEASE #7

Adventure Series #2

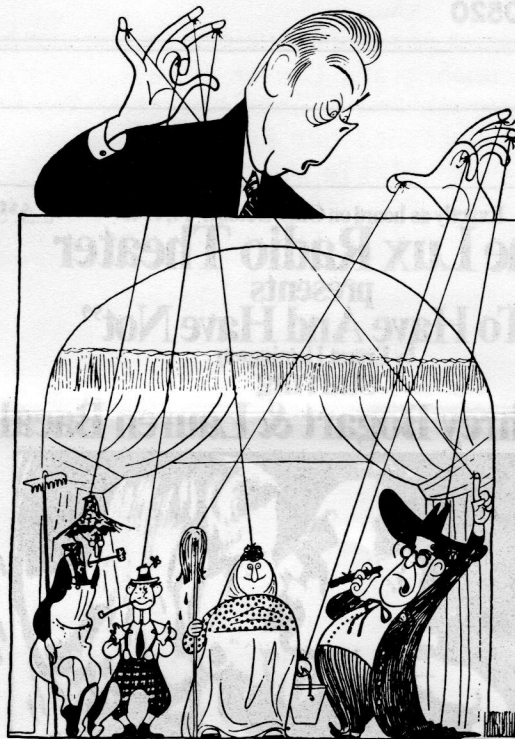
The time is 1940, during the Nazi reign of terror when France and her possessions fell under the heel of the Germans. The place: steaming Martinique in the French West Indies. The action: plenty of it, as HUMPHREY BOGART is heard in the first radio adaptations of one of his greatest screen roles. Two-fisted Harry Morgan and his pal Eddie meet up with the beautiful Mary Browning (Lauren Bacall in her first appearance on radio). And then hear the bullets fly when they match wits with the Nazi collaborators in power on the island. You'll hear Lauren say those famous lines that made her a star: "You know you don't have to act with me, Steve. You don't have to say anything and you don't have to do anything. Not a thing. Oh, maybe just whistle. You know how to whistle, don't you, Steve? You just put your lips together...and blow." Pure sex appeal pouring out of your speaker! What a dish!

A full one hour presentation of The Lux Radio Theater (the 12th anniversary of the show), exactly as it was heard back in 1946. Sponsored by Lux Soap. A complete show, NOTHING cut out. This is Bogart at his most powerful, a must for anyone who has ever enjoyed Bogie on the screen. A fine example of one of radio's most popular (and certainly it's best produced) dramatic programs.

**THE RADIOLA
CO.**

RELEASE #8
Comedy Series #3

DOWN IN ALLEN'S ALLEY



RELEASE #8 Comedy Series #3

DOWN IN ALLEN'S ALLEY contains excerpts of the best remembered feature of Fred's shows PLUS a COMPLETE program featuring Fred Allen telling the world what's right (and wrong) with Radio Comedy and American humor in general. Distilled essence of everything Fred thought and believed in. This show said so much about what made Fred Allen tick that when he died, NBC used parts of it on their obituary tribute to him.

CONTENTS

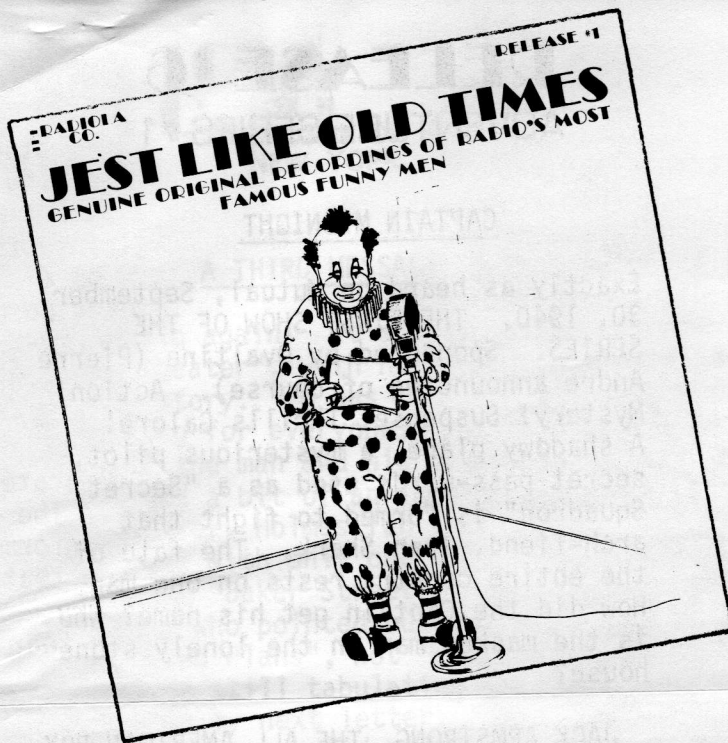
Side A

DOWN IN ALLEN'S ALLEY

1. January 25, 1948. "Were you a junior prodigy and did you display any exceptional talents as a child?" With Senator Claghorn, Titus Moody, Mrs. Nussbaum, and Ajax Cassidy.
2. December 28, 1947. "What was the outstanding event or happening in 1947?" With Senator Claghorn, Titus Moody, and Mrs. Nussbaum.
3. October 7, 1945. "How is the housing shortage affecting you?" With Senator Claghorn, Titus Moody, Mrs. Nussbaum, and McGee and McGee(who?).
4. June 6, 1945. "Was your family income higher in 1944, and if it was, what accounted for the increase?" With Senator Claghorn, Titus Moody, and Mrs. Nussbaum.

Side B

1. Living 1949. January 30, 1949. A COMPLETE show with Fred Allen and Ben Grauer, exactly as heard on the NBC radio network.
2. EXTRA SPECIAL! Fred Allen in a "tribute" to his old pal, Jack Benny. Recorded November 9, 1951 at a Friar's Club "Roast". Fred's wit honed to it's keenest edge.



RELEASE #1 AND #2 STILL AVAILABLE

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 these albums are typical of the various forms that evolved...Farce, Satire, the Situation Comedy, and the running gag.

JEST LIKE OLD TIMES

- **Bert Lahr. A logical beginning for a look at comedy in the new medium of Radio.
- **The Happiness Boys. An instant success, from their debut in 1921 on.
- **Jack Pearl as "Baron Munchausen". A superb dialect comedian.
- **Stoopnagle & Budd. Radio itself is the subject of their 1934 satire.
- **Ed Wynn. A top Vaudeville name in the 1920's, he soon was a Radio Star as well.
- **Amos 'N Andy. Freeman Gosden and Charles Correll as "The Most Popular Radio Comedian".
- **Edgar Bergen with Charlie McCarthy. The last major comedian on network radio.
- **George Burns and Gracie Allen achieved immense popularity during the Depression.
- **Joe Penner was popular in the early 1930s, but faded with the decade.
- **Abbott & Costello. Their inane routines-an important step in radio humor development.
- **Fanny Brice. The irascible "Baby Snooks" by 1935 was a household word.

SON OF JEST LIKE OLD TIMES


- **Fibber McGee & Molly. Jim and Marion Jordan as their best known characters.
- **Duffy's Tavern. With Ed Gardner playing the lead as "Archie The Manager".
- **Vic 'N Sade. Mr. & Mrs. Victor Gook in "The Little House Halfway Up The Next Block".
- **Jimmy Durante & Eddie Cantor. Both reminiscing about the dying days of Vaudeville.
- **Jack Benny. "The Railroad Station". The classic routine done many times each year.
- **Jack Benny. "The Vault & The Violin". Most famous of all the running gags.
- **Fred Allen. "Break The Contestant". Fred ridicules a typical quiz show.
- **Fred Allen. "Allen's Alley". Best remembered feature from all Fred's shows.
- **Allen & Benny. "The Maxwell". Their famous feud erupting in all its glory.

CRIME SERIES #1

RADIOLA CO.

RELEASE #5
CRIME SERIES #1

THE ADVENTURES OF SHERLOCK HOLMES
STARRING
BASIL RATHBONE AND NIGEL BRUCE
IN
"THE BRUCE PARKINGTON PLANS"
EXACTLY AS HEARD ON NBC ON NOVEMBER 6, 1939




RADIOLA CO.

RELEASE #5
CRIME SERIES #1

MR. CHAMELEON
SOLVES
"THE PERFECT MAID MURDER CASE"
EXACTLY AS HEARD ON CBS DECEMBER 29, 1948

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 the best.
5. Nothing on a Radiola Record has ever appeared on disc before, at the time of release.



RELEASE #5

THE ADVENTURES OF SHERLOCK HOLMES

Starring **BASIL RATHBONE** as Sherlock Holmes and **NIGEL BRUCE** as Dr. Watson. Exactly as broadcast on NBC, November 6, 1939. Sponsored by Grove's Bromo Quinine Tablets.

Sherlock Holmes, the world's most famous detective, is called on, by his brother Mycroft (who, by the way, practically runs the British Government) to help solve a most baffling mystery. The entire peace of Europe rests on Sherlock's shoulders.

The time...November of 1895, the place...London during an almost impenetrable fog...the problem...plans for a new secret weapon, a **SUBMARINE**, have been stolen from a top-secret arsenal. If "The Bruce Parkington Plans" fall into the hands of an unfriendly power, dire consequences will be inevitable. Holmes and Watson battle death in the Underground. Will clever deduction and sheer brain power win in the end? Elementary, my dear listener!

MR. CHAMELEON

"The Perfect Maid Murder Case", exactly as broadcast on CBS, December 29, 1948. Starring **KARL SWENSON** as the wily sleuth. Sponsored by Bayer Aspirin and Dr. Lyon's Tooth Powder. Mr. Chameleon, a genuine radio costumed hero, is "The famed and dread detective who frequently uses a disguise to track down a killer". Written by Frank and Anne Hummert, world famous for their many soap operas and melodramas.

Death in the house of the mysterious and rich Raymond Colby. Who is Pierre Antoine? Revenge sworn over a slit throat! "Oh, why did I become a Policeman?" cries Mr. Chameleon in anguish.

RELEASE #6

ADVENTURE SERIES #1

CAPTAIN MIDNIGHT

Exactly as heard on Mutual, September 30, 1940. THE FIRST SHOW OF THE SERIES. Sponsored by Ovaltine (Pierre Andre announcing of course). Action! Mystery! Suspense! Thrills Galore! A shadowy plane, a mysterious pilot, secret pass-words used as a "Secret Squadron" is formed to fight that arch-fiend, Ivan Shark. The fate of the entire country rests on one man. How did the Captain get his name? Who is the masked man in the lonely stone house?

JACK ARMSTRONG, THE ALL AMERICAN BOY

An exciting 1935 episode, starring JIM AMECHE, most famous of those who played the part. Sponsored by Wheaties and featuring a description of how "The Wheaties All-American Amateur Baseball Team" beat the pants off the japs.

Jack crosses a frozen ice pack dragging a rope to save the men of the good ship Pellican, trapped in the Arctic wastes and afire. Will he get there in time to save them? (Here's a clue...Jack had his Wheaties this morning). Listen as Jack takes a 10 foot running broad jump over the ice that would make an Olympic Decathalon star green with envy.

BUCK ROGERS IN THE 25th CENTURY

Exactly as broadcast, April 4, 1939. The "Origin Program", telling again the famous story of how Buck, an everyday lad from the 20th Century who knows how to keep his wits about him, arrives 500 years in the future. Sponsored by Popsicle, Creamsicle, and Fudgesicle, introducing "The Typical American Boy", the first appearance of "Popsicle Pete". Don't forget to save those bags gang, lots of swell prizes. Listen as Dr. Huer uses his new "Electro-hypno-mentalophone" and discusses gravity defying "Inertron" and "Impervium", the wonder metal. (Woundn't N.A.S.A. like to get their hands on some of THAT stuff!) Shapely Wilma Deering questions Buck, as he lies helpless under the influence of the "Electro-hypnotic Ray".

DICK TRACY

Exactly as broadcast on the ABC Network, September 13, 1946. Sustaining. Tracy is stymied as Spider and Mickey, young jewel thieves, are still on the loose. A kindly businessman gives two poor orphans (he thinks) a chance to make good. Little does he suspect...greedy eyes are upon his payroll. What plans are afoot?

RADIOLA RECORDS RELEASE #6 CONTAINS FOUR COMPLETE RADIO PROGRAMS ON ONE RECORD. THE BEST OF THOSE AFTERNOON SERIAL ADVENTURE SHOWS WE ALL USED TO RUN HOME AND DELAY OUR HOMEWORK JUST A BIT LONGER TO HEAR.

