

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!

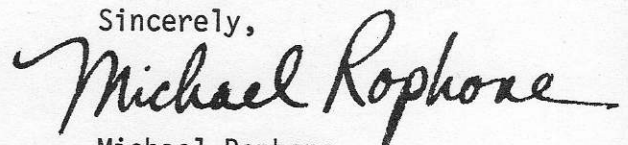
We're still tabulating the results of the new survey, and I'll report on it (hopefully) in my next letter. Now a word about delays in mailing out the records. We do not hold up a valid order for any reason. We process them as fast as we can in the sequence we receive them. We've tried farming out our 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