

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

My greetings to you all once again. I'm back after a summer respite with two new releases for you from the history of radio broadcasting. Please don't write asking when the next two albums are due. I'm trying for new releases every other month, but please be patient if I fall behind a bit.

Releases #9 and #10 were produced by you, the Radiola Customers. My decision to release them was based solely on their popularity as indicated in our Reaction Surveys. Please keep sending those surveys in, you'll find one in each package of records we send out. Releases #11 and #12 might just be the show you want to hear most...if you'll let me know about it.

In Release #9 (Horror Series #2, "Three Skeleton Key" and "The Thing On The Fourble Board") we change from the ants on horror series #1 (Leinengen) to rats. Big, fat, juicy rats. Enough rats to satisfy even the most bloodthirsty. And on the other side, "The Thing on the Fourble Board" was always one of my favorites. It has a great musical score, and that one great sound effect...well, to me that's worth the price of admission alone. Have any of you ever listened to our horror records in the dark? No lights at all? Why not try it with this one and let me know the results...if your heart can take the shock.

As for Release #10, I can't really explain the popularity of Spike Jones or Vic 'N Sade, so I won't even try. You asked for them, and you've gotten them. You'll hear Spike and the City Slickers mangle an opera as only they can. There are lots of tunes played in their unique style that will make this fast moving show fun for all ages. Who else but Spike gives the down-beat with a pistol? Who else has slide whistles in the horn section and uses auto horns of all sizes? Who else but Spike!

No need to tell you about Vic 'N Sade. We've tried to pick the funniest, most typical show, and it wasn't easy. We wanted one in which the entire family appeared as well as a good assortment of those strange people that always wandered through the plots. I think you'll enjoy this one, it sort of sneaks up on you.

As promised, here are some of the results of our recent survey. I thought you'd be interested to know how your opinions match with our other customers'.

Releasing 12 records a year. 71% say that's just right, 9% say too many, 20% say not enough.  
Releasing 2 records each time. 79% say that's just right, 9% say too many, 12% say not enough.  
Would you like 2 record sets? 83% say they would, 17% say they wouldn't.  
Do you like excerpts or complete shows? 83% like complete shows, 17% like excerpts.  
Leave the commercials in? 94% say leave them in, 6% say cut them out.  
How about an album of commercials? 58% like the idea, 21% don't like it, 21% don't care.  
The best liked record. #3 (Leinengen), the least liked record...#4 (The Xmas Album).  
Do you like the jackets? 75% like them, 5% don't like them, 20% don't care.  
Do you like our 1000 numbered disc policy? 50% like it, 3% don't like it, 47% don't care.  
What about colored jackets? 21% would like them, 22% wouldn't like them, 57% don't care.  
More money for colored jackets? 19% wouldn't mind, 63% say no, 18% don't care.

My sincere thanks once again to those who participated. I'd like to discuss a few things you brought up in your reaction surveys, and as you'll see, based upon what you've told me, there will be some changes made.

While many of you pointed out once again that our prices were higher than most other records (we discussed this in my last letter), Mr. C.K. of St. Paul, Minn. says, "Your cost is very low for all the fun I'm having". I guess you get what you pay for.

Mr. D.P. of Cherry Hill, New Jersey says, "...there must be 999 others besides myself... who want release #1". My apologies to the MANY people who asked for but couldn't get release #1. We're sold out...period. You'll also notice that the new version of our catalogue (enclosed) makes no mention of Releases #5 and #6. Sorry to say, we're all out of those too. No, we're not planning to press additional copies of Releases that are sold out at this time. We may, just may, issue reprints sometime in the future, but I'm making no promises. Don't count on it.

I'm happy to announce a FREE SERVICE for our customers, available for the first time. It's for those who missed out on Releases #1, #5, and #6 (all other Releases are still available from

(OVER)



us). If you want to BUY any of these three records or want to SELL your copies after recording them, etc., send me a U.S. Government postcard (nothing else) with your name and address and say, "I want to BUY record#     " or "I want to SELL record#     ". A different postcard for each record please. I'll try to match up the buyers and the sellers. You work out your own prices, shipping arrangements, guarantees, etc. In this way, you may get a copy of the record(s) you need to complete your set, or you may sell enough records to pay for more.

To Mr. D.S. of Lake City, Pa., and the many others who have long been complaining about our postage charges; we actually had a meeting about changing our policy to make it more equitable. After a long argument, someone remembered President Nixon's price freeze, so all changes will have to wait until next time. We are open to suggestions as to how to change our admittedly unfair postage/handling charges. Let me know what you think (please wait for your next Reaction Survey,) and I'll award two free records to the idea we use. Remember two things: 1. the actual honest cost (including Labor) to mail one record has risen to 43¢ since the last postal rate rise. 2. Some incentive must be given to the guy who buys 3 or more records. Decision of the judge (me) is final.

Mr. C.B. of Houston, Texas says he's disappointed the "commercials were omitted from most segments". Not true, except for the excerpt albums. If we say the show is "exactly as broadcast", we mean just that, with nothing deleted. Keep in mind that unlike today's television, MANY old radio shows were unsponsored (or "sustaining"). C.B. also says, "I'd like to get the latest issue as each is offered on an automatic basis, how do I do this?" It's a good idea, but we just haven't got the manpower to take care of the book-keeping. We may try to work something out in the future on this, but meanwhile, please wait for the next Radiola mailing.

M.R. of Nashville, Tenn. suggests we send additional order blanks when we send out the records. You know, that's a pretty good idea, and we're going to start doing just that, thank you.

J. H. of Chattanooga, Tenn., and quite a few others want faster delivery. I won't beat that subject to death, we discussed it in the last letter. This time though, I think some of you will be surprised at how soon your record arrives. Try me. J.H. also wants to know why our records are a bit lower in volume than others. They have to be. Without getting technical, it's the only way to cram a full ½ hour on each side. The solution? Easy...turn up the volume on your phonograph a bit.

Mr. W.E.D. of Parma, Ohio, and also many others, want more complete liner notes. That's difficult. There's just so much you can say about a show on an album jacket, without getting wordy and cutting down on the visual impact of the jacket. Suggestion: keep the Radiola Catalogue and these messages from me inside the jackets. They often have information about the record that we just can't squeeze on the jacket or label.

A good idea from an unsigned Reaction Survey: "When you put out a certain show, give us a list of other programs in the series available from your sister company (Radio Yesteryear) as you did with Sherlock Holmes." We just might.

A final word to all those who have asked us why we accept Diners Club and American Express cards, but not Mastercharge, BankAmericard, and Carte Blanche. The answer is, we're willing, but they're not! Because of red tape and outrageous bureaucracies, these three companies can't be bothered to sign us on as "Member Merchants". We're good enough for the 2 big companies, but apparently not for these three smaller ones. If you hold a card from either Mastercharge, BankAmericard, or Carte Blanche, and have been inconvenienced because they won't allow us to allow you to use them, why not drop a little note to the companies and let them know how you feel. Send this letter, or a photocopy, or your own letter to:

Mr. Sentner at Carte Blanche, 2 Pennsylvania Plaza, New York, New York 10001  
or Mr. McHale at BankAmericard, 1775 Broadway, New York, New York 10019  
or Mrs. Edry at Mastercharge %First National City Bank, 113 South Service Road, Jericho,  
New York 11753.

Maybe a few hundred letters from their card holders saying, "Why not the Radiola Company?" will light a fire under a few chairs. Let me know the results, please.

I guess that's all for now, (good grief, isn't this enough?). Hope you don't mind me rambling on like this. This letter is supposed to be a sales pitch for our two new Releases, but I sometimes get carried away. Thanks for listening...until next time.

P.S. Remember, we're now sold out of 3 records, if you plan to buy some of the records in our new catalogue, don't put it off or don't say we didn't warn you. Only 1000 numbered copies of each record will be pressed!

Sincerely,

*Michael Rophone*

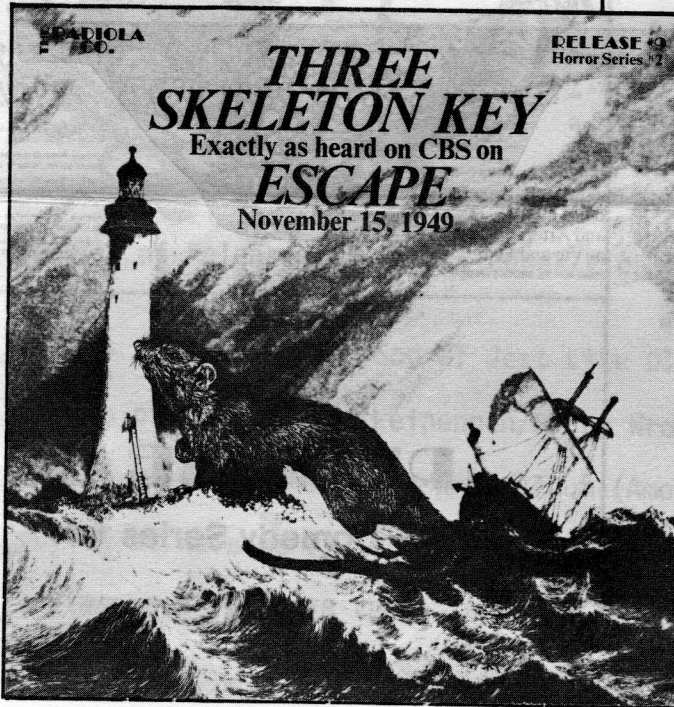
Michael Rophone



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

**\* LP RECORD \*  
CATALOGUE**

**Horror Series #2**



**THE RADIOLA CO.**  
**THREE SKELETON KEY**  
Exactly as heard on CBS on  
**ESCAPE**  
November 15, 1949

**RELEASE #2**  
Horror Series #2

**THE RADIOLA CO.** Box H  
Croton on Hudson  
New York 10520

**RELEASE #9**  
Horror Series #2  
First Printing - September 1971

The  
**Thing**  
on the  
**Fourble Board**

**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.

exactly  
as  
heard  
on  
**Quiet**  
Please  
on the  
Mutual Network  
September 18, 1948

...Extra...  
Peter Lorre  
in the Edgar Allan Poe Horror Classic  
"The Cask of Amontillado"  
as heard on NBC March 9, 1952

**RELEASE #9**

THREE SKELETON KEY

Exactly as heard on ESCAPE on the CBS net on November 15, 1949. This COMPLETE horror classic remains famous even today. With WILLIAM CONRAD, HARRY BARTELL and ELLIOT REID in the leading roles, but the real featured performers in this chilling story are RATS... millions and millions of starving, red-eyed rats (that we've shown on our cover as one gigantic rat). They're big as a dog, and twice as ferocious. The stuff nightmares are made of. Three lighthouse tenders are trapped in their lonely outpost by these monsters, each with razor sharp teeth, and each so hungry for flesh, they're starting to devour the lighthouse itself in their frenzy to get at human meat! A story possible only on Radio, where the deadliest rats in the world...are crawling through your mind.

THE THING ON THE FOURBLE BOARD

The COMPLETE show, exactly as heard on "QUIET PLEASE" the famous sustaining horror series on Mutual, broadcast September 18, 1948. A tale of the oil fields out west and the rough-necks who work them. A story about a deep, deep oil well, and the thing that came riding up from the bowels of the earth one night. An unimaginably horrible creature, with the face of a little girl, and what was probably the most frightening cry ever heard on radio.

EXTRA

A little nugget of terror to end our journey into radio horror. PETER LORRE, a master of the macabre in a capsule version of Edgar Allan Poe's classic, "The Cask of Amontillado". Exactly as heard on NBC on March 9, 1952.



THE RADIOLA  
CO.

RELEASE #10  
Comedy Series #4

# The Spike Jones Show

Starring Spike Jones and the City Slickers  
Exactly as heard on CBS on June 25, 1949

with  
Don Ameche as Professor Gazolla  
Doodles Weaver • Dick Morgan • Freddie Morgan  
Sir Frederick Goss • Dr. Horatio Q. Birdbath



THE RADIOLA  
CO. Box H  
Croton-on-Hudson  
New York 10522

# VIC AND SADIE

RELEASE #10  
Comedy Series #4  
First Printing - September 1971

Exactly as heard on Mutual on October 26, 1946



Behind the make-up  
in this family portrait are  
Bernadine Flynn  
and Art Van Harvey  
as Vic and Sadie.

Photo from the BROOKS ARCHIVE.

THE RADIOLA  
CO. has many  
of the best  
Unique  
Records are available in  
of programming  
Radiola Records can be played on ANY  
record player, mono or stereo.  
Radiola Records are guaranteed to be  
as advertised, or your money  
back.  
Radiola Records will be issued on a regu-  
lar schedule. Write for our free catalogue.  
Nothing on a Radiola Record has ever ap-  
peared on disc before, at the time of  
release.

## RELEASE #10

### Comedy Series #4

### THE SPIKE JONES SHOW

With SPIKE JONES and the City Slickers. Exactly as heard on CBS on June 25, 1949. The last show of the season, sponsored by COCA COLA. Featured on this COMPLETE broadcast are: SPIKE JONES (the only guy in the world who used a .38 calibre revolver as a percussion instrument and made it sound good), DOODLES WEAVER (who becomes Prof. Feedlebaum and perform's the "Dance of the Hours" and describes the Indy 500 Auto Race at the same time!), DON AMECHE (who sings an operatic murder-mystery, "This Is Your FBAida"), plus other tunes and features by, "The Band That Plays For Fun". The zaniest group of very talented musicians ever heard, at the height of their career.

### VIC 'N SADE

By popular demand, we go to "The Little House Halfway Up The Next Block" for a visit with "Radio's Home Folks, Vic 'N Sade". This COMPLETE broadcast was originally heard on Mutual on October 26, 1946, sustaining. One of the funniest of the daytime comedies, Vic 'N Sade not only retains its original humor and charm, but its popularity as well. More Radiola Reaction Surveys called for "Vic 'N Sade" than any other show.

We hear Vic sneaking home from the office to do an important job in peace and quiet to find not only his family (Rush and Sadie Gook), but half the town with business in the family living room. With Uncle Fletcher, Mr. Sprawl, Orville Weenie, and the strangest group of folks to be found anywhere between Sweet Esther, Wisconsin, and Dismal Seepage, Ohio.



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



## 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 adaptation 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!

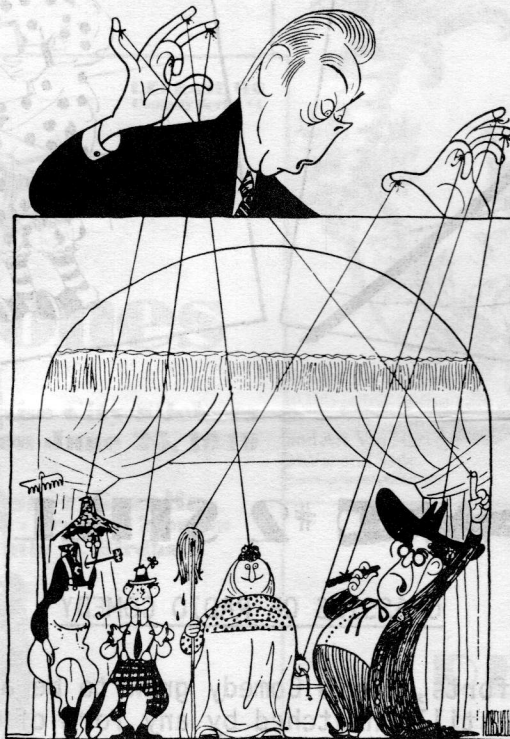
A full one hour presentation of The Lux Radio Theater (the 12th anniversary of the show), exactly as it was heard back in 1946. Sponsored by Lux Soap. A complete show, NOTHING cut out. This is Bogart at his most powerful, a must for anyone who has ever enjoyed Bogie on the screen. A fine example of one 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 performer in the 1920's, he soon was a Radio star as well.
- \*\*Amos 'N Andy. Fred Allen and Charles Correll as "Most Popular Radio Comedians".
- \*\*Edgar Bergen with Charlie McCarthy. The last great 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.



