

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

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

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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 1/2 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:

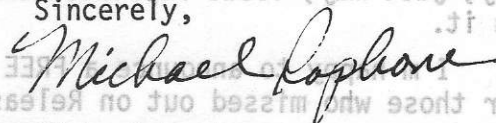
Mr. Sentner at Carte Blanche, 2 Pennsylvania Plaza, New York, New York 10001
or Mr. McHale at BankAmericard, 1775 Broadway, New York, New York 10019
or Mrs. Edry at Mastercharge %First National City Bank, 113 South Service Road, Jericho, New York 11753.

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

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