

**THE RADIOLA
CO.**

BOX H

CROTON ON HUDSON
NEW YORK 10520

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

Hello again, and best wishes for 1972 to you all. Releases #11 and #12 are now ready, you'll find them described in the enclosed catalogue. Release #11 is the second in our crime series, and #12 begins a series of "Science Fiction" releases on the Radiola label. I've chosen two very well known series for #11, "Mr. D.A.", and "The FBI In Peace And War". The stories are good, and the programs typical of these popular features. In release #12, I tried to achieve a science fiction balance, an example (and I think a great one) from the best known sci-fi show on radio ("X Minus One"), and a broadcast of a show most of you never heard of, but almost as good ("Beyond Tomorrow").

I am both happy and sad that the FREE SERVICE I started the last time wasn't as successful as it might have been. This was my attempt to help those newer customers who weren't able to buy the earlier releases before they were sold out. I'm happy because many more people wanted to "buy" than wanted to "sell" the records. I would have been unhappy indeed if there had been a rush to dump Radiola Records. I was sad because more of you couldn't obtain a complete set of ALL the Radiola Releases. Then, during the Xmas rush, we ran out of release #2, then release #8 sold out as well.

To shorten a long, long story, I got tired of writing to people to tell them we were now sold out of #1, #2, #5, #6, and #8, and so, I have ordered another limited pressing of releases #1, 2, 6, and 8. Release #5 is still sold out, and will be for awhile yet. If you want to buy (or sell) a copy of #5, send a U.S. Gov't postcard (and nothing else) saying, "I want to buy (or sell) Release #5". Because of the demand, I would imagine a fair asking price to be \$10, but you decide that for yourself. One guy in Nevada offered \$50 for a copy of release #1 (at that price I was tempted to take back the copy I gave to my mother, but mom wouldn't hear of it). He finally got a copy of the new pressing of release #1 (and at the regular price I might add).

To sum up, all releases are now available from us EXCEPT #5. To those of you whose records say "first pressing" and especially those whose orders arrived in time to get a numbered copy, you've got yourself a fine collector's item. Those who have later pressings or unnumbered copies, have exactly the same records in every other way.

Now, a few words about our postage and handling charges. I received quite a few suggestions, ranging from complex plans to some pretty silly ideas. Most reflected some pretty serious thought, and I thank each and every one of you who made a suggestion. They were all carefully read and considered. I don't particularly want to raise prices, in view of the state of our economy, and especially because our sister company, "Radio Yesteryear" hasn't raised their prices since they started in business in 1967. However, the recent rise in first class postage from 6¢ to 8¢, and rises in the rate of mailing the records, plus increases in the cost of packaging materials and the labor to wrap and mail the records, makes it necessary. We have decided, for these reasons, that one way to save on postage costs is to mail less often, and so we've decided to offer 3 records at a time, 4 times a year, instead of 2 records every other month. We were never able to maintain that schedule anyway, it was just too much work for too few people. Starting with our next mailing (approx. 3 months from the time you get this), we'll be offering 3 records at a time, so all you guys who've been complaining will now be able to avoid ALL postage and handling charges. OK? You'll notice that we have put through our increase for this mailing, even though we're only offering 2 new records. It's a very small increase for you, taken on an individual basis, but it adds up and is important to us. The winners of the little contest I announced last time (for suggestions regarding changes in postage fees) are: Chester Cannon of Washington, Missouri, Richard Edgerton of Colorado Springs, Colorado, and Dale Hilk of Waconia, Minnesota. We used a combination of all their suggestions and so a certificate for 2 free records go to each of them, along with my sincere thanks. There were other suggestions just as good, but these came closest to our needs, again, my thanks to you all.

Here's another bit of good news. We are now able, for the first time, to offer charge privileges on MASTERCHARGE and BANKAMERICARD. We will of course continue to honor American Express, Diners Club and American Torch cards as well. My sincere thanks to all of you who took the trouble to write to these companies, and especially to Martin Tabnik of New York, who tirelessly worked in my behalf until we were finally able to get some action from these

companies. At this point, I don't know how well these two new cards will work. You can help by making sure you fill in ALL the digits on your card number (see the bottom of the order blank for further instructions), by not forgetting to fill in the expiration date of your card on the form, and by being patient in case problems develop. We at Radiola are offering this service only because many of YOU have asked for it. It's a lot of paperwork and red tape on our part, but it's worth it if it makes things easier for you.

We got an interesting comment from Frank Geske of Norfolk, Nebraska. He says, "previous purchasers complaining about price should buy from a N.Y.C. company. (Their record) cost me \$15 postpaid; enough said". "Boots" Bell, a DJ in Ohio says, "I'm like a kid at Xmas every time a shipment comes in". (Let me add here that we had no Xmas album this year because we couldn't get a mailing out to you before Xmas, we'll see what can be done next year). C.M. Bartholomew of Valparaiso, Indiana comments, "I mailed in my order the day after I received the announcement and was disconcerted when #9 arrived with number #962". (Release #9 was our fastest selling record ever, you sure must like your rats.) He also adds, "service on this last order was extremely fast". (We sped up our shipping procedures considerably, many people were getting same day service, the maximum delay was 6 weeks when we started running out of records. I'll try for further improvements.) C.R. Shields of Houston, Texas says, "I do not think you are asking too much for postage and handling". (Mr. Shields is in the majority, but the rest of you might be interested to know that even with our increase, we charge less than some major record clubs.)

An unsigned Reaction Survey says that The Radiola Co. can improve its service by answering its correspondence. It says at the top of every reaction survey that we cannot answer individual questions. We just don't have the manpower to reply to questions like, "Why isn't such and such show available", or "Would you please tell Radio Yesteryear to send me a catalogue" (tell them yourself, they're a separate, independent company and have nothing to do with our business), or "Please send me your complete catalogue" (the catalogue that is sent out each mailing IS the complete catalogue), or "Am I still on your mailing list"? Also, you only delay your order by sending Radio Yesteryear orders to us and vice versa.

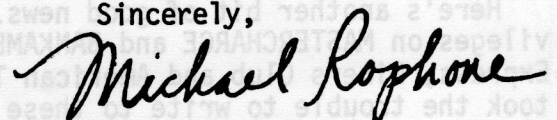
Alan Bell of Monterey, California asks, "Why no drama"? Doesn't Release #7, "Lux Radio Theatre" qualify? Phillip Kahl of Cincinnati says, "...your delivery service is inexcusable". (He obviously isn't one of those who got same day service.) W.E. DeMeio of Parma, Ohio (and many others) wants more complete liner notes. (Would any of you like to write liner notes for us? If you're interested, drop me a note telling me what sources of information you plan to use or your particular area of expertise.) Bill Zeffiro of New Brighton, Penna. says, "I was amazed #4 is your least popular album". You know Bill, I was too. I played it again recently and still wound up bawling like a kid, I think it's just beautiful. Rick Tindall of Providence, R.I. "likes to read about...people's reactions". (I'll try to print as many as we have space for.) Dr. Silverman of Jenkintown, Penna. says, "For all the years (Jack Armstrong) was on, YOU produced a recording without the voice of, of all people, Jack Armstrong, ridiculous". Not quite true, but his point is well taken. We simply tried to find the most typical, most exciting, episode. J.D. Holland of Des Moines says, "send me a full listing of available records". (You'll find it right in this envelope, J.D.).

Here's an offer for died-in-the-wool record collectors. We've found a few TEST MASTERS from RCA custom, and other recording studios, and I'm offering them at auction. Minimum bid is \$25 for each of these one-of-a-kind items. (#1) Test Master for "Themes Like Old Times", the best selling old time radio album ever (don't ask where I got this one). (#2) Test Master of Radiola Release #2. (#3) Another Test Master of Release #2. (#4) Test Master of Radiola Release #3. (#5) Test Master of Radiola Release #4. These test masters can be played on any phono, but should properly be framed and hung (or maybe shot at sunrise?). Be sure to indicate which item you're bidding on. Finally, here's an offer for bargain hunters. I've uncovered 2 boxes of Radiola Release #4 with no jackets, just the paper dust sleeve. As long as they last, I'm offering them at only \$2 each, BUT you must order them along with any other record, and this special jacketless record DOES NOT count toward a 3 record postage paid purchase.

That's about it for this time. Thanks for listening...until next time.

P.S. You'll do both of us a favor if you'll order early. PLEASE don't put it off.

Sincerely,



Michael Rophone

FEB. 1972

RADIOLA
CO. BOX H
CROTON ON HUDSON
NEW YORK 10520

* LP RECORD * CATALOGUE


RADIOLA CO. RELEASE #11
CRIME SERIES #2

MR. DISTRICT ATTORNEY

SOLVES "THE CASE OF THE MONEY MACHINE"

CHAMPION OF THE PEOPLE...
DEFENDER OF TRUTH...

EXACTLY AS HEARD ON NBC ON APRIL 11, 1951.



"... AND IT SHALL BE MY DUTY AS DISTRICT ATTORNEY NOT ONLY TO PROSECUTE TO THE LIMIT OF THE LAW ALL PERSONS ACCUSED OF CRIMES PERPETRATED WITHIN THIS COUNTY, BUT TO DEFEND WITH EQUAL VIGOR THE RIGHTS AND PRIVILEGES OF ALL ITS CITIZENS."

RADIOLA CO. RELEASE #11
Crime Series #2
First Pressing - December 1971

THE F.B.I.

IN PEACE AND WAR "THE TRAVELING MAN"

Exactly as heard on the Mutual Network June 10, 1953
Sponsored by Lava Soap

WANTED BY FBI

JERRY BOWMAN - INTERSTATE STOLEN AUTOMOBILE




DESCRIPTIVE: AGE 36, HEIGHT 5'10", WEIGHT 175, BUILD MEDIUM, HAIR BROWN, EYES BLUE, COMPLEXION FAIR, RACE WHITE, NATION AMERICAN, OCCUPATION UNKNOWN, SOCIAL UNKNOWN.

Special Bureau of Investigation
Washington, D. C.

RELEASE #11

MR. DISTRICT ATTORNEY

"The Case of the Money Machine". The COMPLETE broadcast, exactly as heard April 11, 1951 on NBC. Sponsored by Sal Hepatica, Vitalis, and Bufferin. Mr. District Attorney: Champion of the People, Defender of Truth, Guardian of our Fundamental Rights to Life, Liberty, and the Pursuit of Happiness. Starring JAY JOSTYN, VICKI VOLA, and LEN DOYLE. A lunatic is kidnapped from the State Hospital and is "turned on" in carnivals and nightclubs. An unusual and diabolical scheme to turn a profit from the insane! Quiet, mild, Frank Kent is turned into "The Lightning Calculator", and almost into a homicidal maniac. The first "Honorary Mr. District Attorney" is named. Justice triumphs!

THE FBI IN PEACE AND WAR

"The Traveling Man". The COMPLETE broadcast, exactly as heard June 10, 1953 on the Mutual net. Sponsored by Lava Soap, Brylcreme, and Nescafe. The show includes the famous Lava soap jingle and the program's famous theme song. Starring BOB RETTIG and ROSEMARY RICE. A young guy working for a "New York to Miami car theft ring" decides to double cross the gang, get married, and "go into business for himself". A cross-country pursuit begins which almost results in "the last ride" for Jerry Bowman and his new bride. A fine example of "formula" cops-and-robbers radio.

**All Radiola Records contain
ONE FULL HOUR of programming.**

RADIOLA CO.

X MINUS ONE

Exactly as heard on
NBC November 21, 1956.

CHAIN OF COMMAND

RELEASE #12
Science Fiction Series #1

Hello: my name is George... I would like to have a word with you.

BEYOND TOMORROW

Incident At Switchpath

As heard on CBS on April 11, 1950.

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.

RELEASE #12

X MINUS ONE

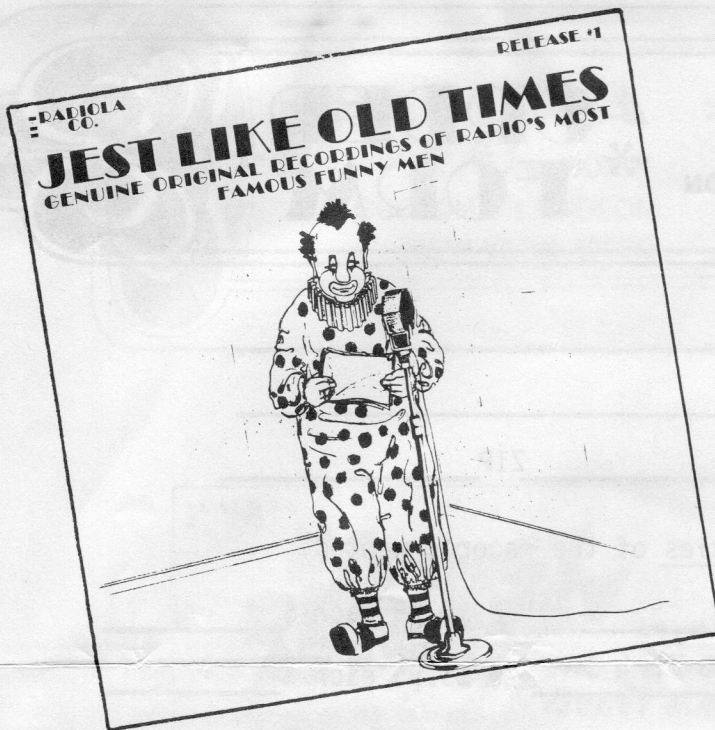
"Chain Of Command". The COMPLETE broadcast, exactly as heard November 21, 1956 on NBC, sustaining. Starring JOHN McGOVERN, JOHN GIBSON, ANN THOMAS, ALAN BUNCE, WENDELL HOLMES, STAATS COTTSWORTH. This is about George. A story about a patient, even-tempered (most of the time) and most of all, eloquent fellow. The only thing unusual about George is that he's a mouse...and a talking mouse at that. There's just no telling what a guy will do when his wife starts nagging him. George is just a typical family man...er, mouse, but give him a fling out of town with some imported Provolone Cheese and some wild broads...er, mice from the National Research Labs, and watch out! George, are you a man or a mouse? Lighthearted science fiction and fun for all.

BEYOND TOMORROW

"Incident At Switchpath". The COMPLETE broadcast, exactly as heard April 11, 1950 on CBS, sustaining. Starring BRETT MORRISON and MICHAEL O'DAY. "A new program of possibilities, drawn from the vast library of science fiction". Based on a story by THEODORE STURGEON. "Beyond Tomorrow" was a series started by CBS to compete with NBC's "Dimension X" program. The network soon abandoned their excellent effort to concentrate on their popular fantasy-horror series "Suspense", leaving serious sci-fi to NBC.

This is the exciting story of a hidden cave, filled with strange and wondrous machinery, the purpose of which is discovered, but too late for the Earth. The discovery of a torch "300 years in the future" forces you to ask the question, "Are you afraid to face tomorrow"?

Radiola Records are not available in stores.



RELEASE #1 AND #2 *again* ~~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 Comedians."
- **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.

Radiola Records are not available in stores.

RELEASE #3



ESCAPE

LEINENGEN VS. THE ANTS

What does it feel like to have thousands of ants covering your body? To have them tearing bits of flesh from your back, feeling their claws in your eyes, as millions of the devil-insects devour all you've worked for. The story of a planter in the Amazon jungle who refuses to surrender to the onslaught of the "Army-Ant"...not for the squeamish.

SUSPENSE

SORRY, WRONG NUMBER

Here's a story for a lonely evening, dedicated to the telephone company folks. The next time you can't get a dial tone, or get mis-information, take heart! You'll see that things haven't changed much since 1943. In "Sorry, Wrong Number", we hear inconvenience change to deadly terror.

RELEASE #4

The First Annual
Radiola Company
Christmas Album

FEATURING
AMOS
'N' ANDY

AMOS 'N' ANDY

The Amos 'n' Andy Christmas show is not only funny, warm, and meaningful, but it gives a taste of what it feels like to be poor at a time when it hurts most. With Amos, Andy, The Kingfish, and other favorites from the show. This broadcast was heard on December 24, 1950.

TRUTH OR CONSEQUENCES

Truth or Consequences for the most part was just a game show. But every now and then, its better-than-usual idea men would devise a stunt a little above the pie-in-the-face level. This program fairly shouts "No More War", while never raising its voice above a whisper. Truly eloquent radio, we highly recommend it. The complete show, exactly as broadcast December 20, 1947.

RELEASE #6

**CAPTAIN
MIDNIGHT!**

**JACK ARMSTRONG,
THE ALL-AMERICAN BOY**

**BUCK ROGERS
IN THE 25th CENTURY**

**DICK
TRACY**

"Capt. Midnight", "Jack Armstrong", "Buck Rogers In The 25th Century", and "Dick Tracy". All four adventure serials complete on one album.

"Capt. Midnight": The first show of the series, exactly as heard on Mutual Sept. 30, 1940. Sponsored by Ovaltine.

"Jack Armstrong": A 1935 episode sponsored by Wheaties with plenty of action with Jack at the North Pole, plus a real life description of Americans beating the japs...at baseball!

"Buck Rogers In The 25th Century". The "origin" program, telling again the story of how Buck began his adventures in the future. Heard April 4, 1939, sponsored by Popsicle.

"Dick Tracy": exactly as heard Sept. 13, 1946 on ABC.

All Radiola Records contain
ONE FULL HOUR of programming.

RELEASE #7

Exactly as heard on CBS October 14, 1946. **RELEASE #7**

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

BOGART AND HAVE NOT
WARRNER BROS.

THE LUX RADIO THEATER

"To Have and Have Not" exactly as heard Oct. 14, 1946. Sponsored by Lux Soap; the complete broadcast. Starring **HUMPHREY BOGART & LAUREN BACALL**. This is Bogart at his most powerful, a fine example of one of radio's most popular (and certainly its best produced) dramatic programs.

The time is 1940, during the Nazi reign of terror when France and her possessions fell under the heel of the Germans. The place is steaming Martinique in the French West Indies. There's plenty of action as Bogart is heard in the first radio adaptation of one of his greatest screen roles. Playing two-fisted Harry Morgan, Bogie and his pal Eddie meet up with the beautiful Mary Browning (played by Lauren Bacall in her first appearance on radio).

RELEASE #8

RELEASE #8

DOWN IN ALLEN'S ALLEY

DOWN IN ALLEN'S ALLEY

"Down In Allen's Alley" contains excerpts of the best remembered feature from Fred's radio shows PLUS a complete program featuring Fred telling the world what's right (and wrong) with Radio Comedy and American Humor in general. This show said so much about what made Fred tick, that when he died, NBC used parts of it in their obituary tribute to him. A full hour of **FRED ALLEN** at his very best.

Side A: Four different visits to Allen's Alley in the 1940s with Senator Claghorn, Mrs. Nussbaum, Titus Moody, and Ajax Cassidy.

Side B: "Living 1949". Jan. 30, 1949. A complete show with Fred Allen and Ben Grauer, exactly as heard on NBC. **ALSO:** Fred in a "tribute" to his old pal, Jack Benny. Recorded Nov. 9, 1951 at a Friar's Club "Roast".

RELEASE #9

RELEASE #9

THE Thing on the Fourble Board
exactly as heard on **Quiet Please**
on the Mutual Network
September 18, 1946

THREE SKELETON KEY
Exactly as heard on CBS on **ESCAPE**
November 15, 1946

ESCAPE

"Three Skeleton Key". Exactly as heard on "Escape" on CBS, Nov. 15, 1949. This complete horror classic remains famous even today. The featured performers in this chiller are **RATS**, millions of starving, red-eyed rats. Three lighthouse tenders are trapped 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.

QUIET PLEASE

"The Thing On The Fourble Board". The complete show, exactly as heard on "Quiet Please", on Mutual Sept. 18, 1948. A story about a deep oil well, and the thing that came riding up from the bowels of the earth one night. A horrible creature, with the most frightening cry ever heard on radio. PLUS... **PETER LORRE** in a brief little nugget of terror.

RELEASE #10

RELEASE #10

THE SPIKE JONES SHOW
Exactly as heard on Mutual on October 17, 1946

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

Don Ameche - Doodles Weaver - Frank Sinatra - Freddie Stone - Sir Frederic Woodhouse - Doodles Weaver - Doodles Weaver

THE SPIKE JONES SHOW

"The Spike Jones Show". With Spike and the City Slickers. Exactly as heard on CBS on June 25, 1949, sponsored by Coke. Featured on this complete broadcast are **SPIKE, DOODLES WEAVER, DON AMECHE** (who sings an operatic murder-mystery, "This is Your FBAida".) Plus other tunes and features by the "Band That Plays For Fun".

VIC AND SADE

"Vic 'N Sade". We go to the "little house halfway up on the next block" for a visit with "Radio's Home Folks", "Vic 'N Sade". The complete broadcast, exactly as heard on Mutual Oct. 26, 1946. **Vic 'N Sade** not only retains its original humor and charm, but its popularity as well. With the Gook family, Uncle Fletcher, Mr. Sprawl, Orville Weenie, and the strangest group of folks to be found anywhere between Sweet Esther, Wisconsin and Dismal Seepage, Ohio.