

**THE RADIOLA
CO.**

**BOX H
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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.

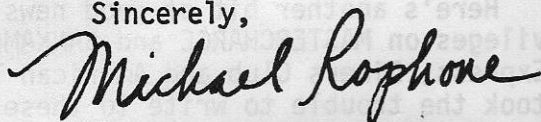
Alan Bell of Monterey, California asks, "Why no drama"? Doesn't Release #7, "Lux Radio Theatre" qualify? Phillip Kahl of Cincinnati says, "...your delivery service is inexcusable". (He obviously isn't one of those who got same day service.) W.E. DeMeio of Parma, Ohio (and many others) wants more complete 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