

RADIOLA

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

Hello to all once again. We're back with some new Radiola Releases we think you're really going to like. But before I tell you about them, I'd like to brag just a bit about our products. 1. I'm pleased to announce there has been no change in our prices. That may sound funny, but during the recent oil emergency, all record companies were hard pressed for raw materials (vinyl is made from petroleum). While Columbia, Victor, and many others have raised their prices (some by as much as \$1 per record), Radiola has not. Radiola LPs are made from pure vinyl. 2. Radiola jackets will start to have some color in them. I believe our products should be as appealing as possible to both eye and ear. I look forward to your comments. 3. We're going to switch over to a mylar coated sleeve. That's the paper record protector inside the jacket. While many companies use no sleeve at all, we'll be using these soft, plastic-coated sleeves for extra scratch protection.

Release #29-30 is another of our "Two-Sets". Two solid hours of the funniest men ever on network radio. "Jack Benny vs. Fred Allen" (The Radio Battle of the Century) is, I feel, the best of the many radio "feuds" that flourished in the 30s and 40s. Listeners could count on almost weekly contests between Bob Hope & Bing Crosby, Walter Winchell and Ben Bernie, W.C. Fields and Charlie McCarthy. I picked Jack and Fred because no one ever came close to the genius of this pair. They were in a class by themselves. Nothing on this "Two-Set" has been released previously, of course. The recordings I picked go all the way back to the start of the feud (which really wasn't serious, they were the best of pals), right up to the late 1960s. It started out as a tentative thing between them, and blossomed into a career-long succession of belly laughs and running gags. You'll hear plenty of Fred's famous ad libs, and enough Jack Benny "Cheap-Jokes" to convince you these guys really were the Kings of Radio Comedy. I've personally wanted to produce these records for a long time and I'm pretty proud of the results. I think it's one of Radiola's best efforts. A tip of the Rophone Windscreens to Tony Kiss (Kingsport, TENN), Charles Haydon (Rochester, MINN), John Vandervoort (Columbus, OHIO), John Balsam (Reno, NEV), and the many others who have been asking for more of Jack Benny and Fred Allen. You won't go wrong with "Jack Benny vs. Fred Allen".

Release #31, "New Year's Radio Dancing Party (1945-1946)" is taken from just one radio show. But wow! What a show! It was put together by the Army to be played for the troops still overseas, and never heard Stateside. When I found these discs, my first thoughts were that all the time and effort I had put into Release #13-14 (Radio Band Remotes) was duplicated in just ONE show by the Army. ALL those great bands (see enclosed catalogue for listing) together on one broadcast, it's almost unbelievable. Almost as nice as the music itself (and that is merely great), are the personal greetings and "thanks guys" from the bandleaders to the victorious G.I.'s. You get sort of a warm feeling listening to this show, if you know what I mean. The bands selected for the broadcast were chosen by the Army, not me. The show is complete and unedited. The tunes were selected by the bandleaders themselves (no duplication of other Radiola Records). I received dozens of Reaction Surveys with requests for shows by these Orchestras (after all, real music was the mainstay of live radio). The comment of Bill Pils (Lockport, NY) sums it up, he simply said, "More band remotes". Well, Radiola Release #31 is just one more band remote, a super-remote!

Release #32 has been on the Radiola drawing boards for some time now. It was the urging of Jack Thomassan (Maplewood, MO), Anthony Runfalo (Texas City, TEXAS), and Robert Brown (Huntington Park, CALIF) that decided the issue. Mr. Runfalo pointed out, "Radio Westerns are the only really major category that has been neglected thus far". Not quite true, but the point was well taken. When you think of "adult" westerns, there really is no choice. It has to be Gunsmoke. The best, and probably the first as well. Gunsmoke on Radio is best remembered for the quality of its writing, the excellence and detail of its sound effects, and most of all, its realism. Listening to Matt Dillon's adventures is VERY close to finding yourself back in Dodge City when the West was young. I chose this particular story because of the way the various elements of the fascinating plot are drawn together at the very surprising climax. This 1952 show was early in the series, before Miss Kitty became an important character, so pay particular attention to Marshall Dillon's ex-girlfriend. The other

side of the record just had to be "The Roy Rogers Show". Roy's show was a very different kind of "adult" western, the kind that featured good old fashioned cowboy music (today, some would call it "Country & Western", but it ain't the same, no-how). Interesting too is the joy and exuberance of the cast, as the show I picked was broadcast V-E Day (May, 8, 1945), the day the Nazis surrendered. It's a fun show, where even the villain (Porter Hall, a dastardly cad), has a smile on his face as he grabs the deed to poor Pat Friday's ranch. Smiling Roy Rogers ("The King of the Cowboys") and grim-faced Marshall Dillon, two very different Radio Westerners indeed!

My thanks to John Merrill (Hockessin, DEL) for his most interesting letter discussing the appeal for radio of the 1930s in the 1970s ("Apparently a decade without untarnished heroes"). Mr. Merrill's well-taken points included a comparison between "heroes of radio" (Jack Armstrong, Capt. Midnight, etc.) and "heroes on radio" (FDR, Lindbergh, etc.) W.R. King (FPO, NY) was pleased with our "Deal #1" "A Pictorial History of Radio". He said, "the quality of the pictures couldn't be better". We still have some copies available and will continue to offer them as long as they last. Enclosed you'll find a pamphlet on our "Deal #2", I think an even bigger bargain than the first. A genuine Philco Cathedral Radio. It's a fine AM-FM solid state modern radio, with that VERY distinctive shape. Best of all, you can NAME YOUR OWN PRICE! Please read and follow the directions carefully. These 1930s style radios have become extremely popular and the genuine Philcos are getting difficult to get. They make excellent gifts for anyone interested in old time radio, or just a fine contemporary AM-FM set. Imagine the surprise on a visitor's face when you rig up the set to play back a Radiola Record (or a Radio Yesteryear tape) when the set is turned on.

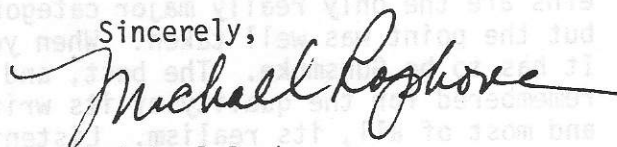
While we're talking about special offers, here are two more I've been meaning to mention. For true fanatical record collectors, I came up with a few more test masters and test pressings from the Radiola manufacturing plant. While they last (I only have a few), I'm offering them first-come first-served for \$10, autographed if you wish. Your money will be refunded if they sell out before your letter arrives. I've also printed up 3 different Radiola POSTERS. These large size posters are suitable for hanging, framing, or kindling. I won't tell you who's on them, but the graphics are well done and they make interesting decorator effects. They're \$1 each (all 3 for \$2.50), but you've got to buy at least one record when you request them (otherwise the postage makes it too expensive to mail them).

Radiola makes the news! Maybe not the front page of your local newspaper, but we did get a nice cover-story write-up in the April issue of "High Fidelity". There was also a cover story about us in the May issue of Forecast FM (Wash. D.C.). We also were spoken about kindly in the Consumer Electronics Show Daily (twice!), The Brooklyn (N.Y.) Spectator, the Boston "Real Paper" (some very nice reviews of our records by Jeep Holland), Optometric Weekly (no kidding!), and the March issue of "Moneytree" (a consumer newsletter specializing in bargains and getting your money's worth). "Moneytree" put us right at the top of Page 1. There have also been stories about us in "Films In Review" and several educational magazines which I haven't seen yet. All of us at Radiola would appreciate clippings from any of our customers who see a story about us. We once got a short write-up in LIFE magazine, and I never knew about it until Kay down at the Croton-on-Hudson Post Office told me everyone was sitting around reading about us (no wonder the mail was late that day).

The last word goes to Tom Bingham (Dunkirk, NY) who wrote on his Reaction Survey, "My reactions can be read in the next issue of the rock magazine "Roller Reader" where I'm giving you a plug to an audience you no doubt make little attempt to reach. Both the editor and I are interested in the subject and the records...and I'm too young to remember anything but the tail end of radio drama". Thank you Tom, I'll be looking forward to your review, and it's nice to know that television hasn't completely destroyed the imagination of the younger generation. I wonder if there will ever be any Radiola "groupies"?

Thanks for listening...until next time.

Sincerely,



Michael Rophone

P.S. If you get any pleasure at all from well done radio comedy, do not miss "Jack Benny vs. Fred Allen". The very best of both!