

# RADIOLA

box h  
croton-on-hudson  
new york  
10520



An 11th Message to All Customers  
and Friends of the Radiola Company

Hi there! Here I am, peeking out from the backside of our Radiola Co. order form. This is going to be one of my shortest letters in some time. First, a few words about our new releases.

Release #33 is the 6th in our Music Series and features THE ANDREWS SISTERS, the all-time favorite group of the wartime era, currently enjoying a phenomenal revival of interest. Our record has a complete war-time broadcast as well as off-the-air tunes recorded during their period of peak popularity. The zest and life the girls put into a song adds a whole new dimension to music on the radio. It's a rocking hour of solid rhythm with a lilt. BING CROSBY, GABBY HAYES, BUDDY CLARK, NELSON EDDY, DICK HAYMES, BOB CROSBY, and a "mystery voice" add to the fun.

Release #34 is another in our comedy series and features 2 COMPLETE broadcasts with EDGAR BERGEN and CHARLIE McCARTHY. Featuring Edgar's wooden friends and the one and only MARILYN MONROE, the funniest Bergen-McCarthy show I personally have ever heard. Also, a COMPLETE 1942 show with EDWARD EVERETT HORTON and ABBOTT & COSTELLO, a fine example of big-time radio comedy.

Release #35 is the first in the new Radiola "Dramatic Series", matching the two best known names in "pop" radio drama, "The First Nighter Program", and "Grand Central Station" (with 2 of the best remembered program openings in all radio). For the "Firstnighter" story, I chose, "Little Town of Bethlehem", so well liked by the listeners, it was repeated once a year, every year the show was on. When you hear it, you'll know why. The show on "Grand Central Station" is different. It's an engrossing show-Biz story about a son's feelings toward his dead father's dancing shoes. Schmaltsy! You'll like it.

Release #36 is the 4th of our "Crime Series", and only the 2nd time we've attempted a full 1 hour broadcast. It's the, "Immortal Sherlock Holmes", starring the one and only ORSON WELLES and the Mercury Theatre on the Air. Heard in September, 1938 (only 5 weeks before the famous "War of the Worlds" show), we've decided on this, our 2nd Sherlock Holmes record (release #5. is still available), simply because it's a great show. A MUST for any collection, this show, unlike others from this period, still holds up and is just as thrilling today. Mr. Welles actually, before your very ears, BECOMES the man from 221B Baker Street. Listen for war bulletins after the show as Hitler threatens the Sudetenland (the only threat worse than Prof. Moriarty).

With these new releases, we're continuing our policy of using plastic coated sleeves for greater scratch protection and color covers, at no increase in price. Your comments about these changes is earnestly requested, I'd like to know how YOU feel about them. As you've noticed, this mailing is a bit different than usual. We're offering 4 single LPs this time, more than ever before, and no "two-sets". We issue "two-sets" when the material warrants them, not for commercial reasons. Also, you'll notice sales material from our sister company, Radio Yesteryear, enclosed with our latest catalogue. Radio Yesteryear usually conducts a sale once a year, and because of rapidly rising mailing and handling costs, we've made arrangements to share this mailing to you. Please remember though, that we are two separate companies. Radiola sells only LP records, Radio Yesteryear sells only tapes, cassettes, and cartridges. Their "mini-catalogue" and Special Features catalogue are available from them at no charge (same address as ours). Just ask them for a copy if you haven't seen them. While they haven't issued new Special Features this year, the old ones are being offered at the lowest price ever.

Have I Got A Deal For You! What again? Hoo hah! This is our 3rd "deal", an opportunity for you to obtain unusual merchandise of special interest at a bargain price, or at no price at all! Read the instructions on how to "name your own price" carefully, the 5 record set we're offering of THE SHADOW, THE GREEN HORNET, THE LONE RANGER, and NICK CARTER, MASTER DETECTIVE, are not available on other records. While I think you'll find these records of great interest, let me point out that they are NOT Radiola brand records.

Because of the small amount of space I've been allowed this time, I won't be able to offer my public thanks to those who took the time to send in reaction surveys. As usual, they were all read and considered when the decisions were made about our new releases. I'll try to discuss them with you further in my next message. Please continue to send them in, I look forward to reading them, it's the only way I know what you would like to hear.

A final word about the Radio Yesteryear sales announcements enclosed with our LP catalogue. While I personally would never have the nerve to put my picture on a dollar bill, the guys at Radio Yesteryear must know what they're doing. But keep in mind that our records are not sold by them. Please use our order form and note our prices. And of course, thank you very much for listening...until next time.

Sincerely,

Michael Rophone