

A MESSAGE TO ALL CUSTOMERS AND FRIENDS OF THE RADIOLA COMPANY

I'd like to extend a personal "Thank You" to all those who purchased our first record, "Jest Like Old Times". It's because of you that The Radiola Company has achieved the success it has. You have encouraged us to go on to bigger, and we hope, better things.

Before offering our latest releases, I'd like to report on some of the things we've learned about the Record Business and about you, our customers. First; our "Limited Pressing" concept was a good one, but we carried it a bit too far. 1000 copies just weren't enough to satisfy the demand. But our original policy of rewarding those who order first with a "Collector's Item" as well as a fine recording will continue. As with Release #1, subsequent Radiola Records will also be numbered for the first 1000 copies. Small quantities may later be pressed to satisfy those just becoming aware of our company, or wanting to present records as gifts. I am honestly surprised by the number of people offering several dollars more for a numbered "first pressing", than for the second pressing. Apparently your investment was not only for entertainment, but for Capital Gains as well. We'd appreciate hearing about transactions involving subsequent resale of Radiola Records and the prices involved. Remember, there can only be ONE first edition.

Another thing we've learned is that this is an industry where the truth is considered somewhat elastic, especially concerning delivery dates, quantity, and quality levels from our suppliers. We think we've found better and more reliable people to deal with. I was quite unhappy with the length some of you had to wait to receive your records. There was no need for it, and we'll do everything possible to see that things move a bit faster this time.

We've also learned that the packages that looked so neat and trim leaving our shipping department arrived at their destinations somewhat the worse for wear. To correct this, at great expense (and I do mean great expense) we have purchased special reinforced mailers that the manufacturer swears will withstand the charge of a dispeptic rhinoceros or the dropkick of a disgruntled postal clerk. We shall see. Resisting the temptation to pass along the added cost to you, we are absorbing this increase ourselves. This might be a good point to mention that those who omit the 30¢ postage & handling charges, and those New York State (only) residents who omit the correct sales tax will only delay the arrival of their records.

I'd also like to thank those of you who took the time and trouble to fill out our "Reaction Survey". It was most appreciated, and let me assure you that every reply was read and carefully considered. Many of you came up with some excellent ideas; in fact, quite a few of you will see your ideas reflected in the 3 new releases we now offer. I don't know of any record company besides ours that actively seeks the comments and suggestions of its customers to help plan future releases. Please continue to send in the survey sheets. You WILL determine the contents of future Radiola Records.

Why did it take so long for releases #2, #3, and #4 to appear? Glad you asked that question. As newcomers to the record business, we knew we'd be making mistakes and we wanted them to be small ones. Taking things slowly and cautiously, we're now reaching a point where we'll be making more of a splash. Future releases will appear (we hope) with greater frequency. If not, you can be sure we'll make them worth the wait.

One more thing. While I planned to leave the sales pitch to the enclosed catalogue, I do want to urge you to consider Release #4, "The First Annual Radiola Company Christmas Album"; for yourself as well as for Christmas giving. Even after hearing it many times, I'm still amazed at the warmth and human feeling it possesses. I'm not ashamed to admit that it chokes me up a bit each time. It contains a truly Universal Message, without the usual Holiday "sell, sell, sell", and without getting soggy about it. It's just beautiful.

Thanks for listening...until next time.

Sincerely,

Michael Rophone

Michael Rophone
The Radiola Company

P.S. You know what happens to mail delivery service this time of year. Send your order in NOW, while you're thinking of it, to avoid disappointment.