



NEW HEART BEAT DEVOTIONS

Records

When I was a teenager, I listened to music on vinyl records. I had both 33.3 and 45 sizes. I was even on a record from my high school band days. About ten years ago, I tried to donate my records to Goodwill. They would not take them because no one wants them. I had to throw them out. Just last year, I tried to use my 50-year-old record player, but it no longer worked. Then, I remembered 8-tracks came out but that form of recordings did not last long. I still have a lot of cassette tapes. I was still playing them up to a few years ago. CDs are now being sold, and I do play them and sing along with the music. But I learned that new cars no longer come with CD players. Music can now be downloaded digitally to your phone or played by Wi-Fi. What is next?

Between where I grew up and where I live now, there is a large old warehouse with a sign. The sign states the company that once operated there, Record Club of America (RCOA). "RCOA was founded by Sigmund Friedman in 1957 while he was a freshman at Brown University. Originally called "College Record Club," it became "Record Club of America" when it was incorporated in 1961. It became one of the largest mail-order record clubs. It acquired new members through extensive national advertising and direct mail solicitation. In return for payment of a one-time membership fee, a new member received a number of "free" or "bonus" records, and the right to purchase additional records at substantial discounts."¹ RCOA offered some 8-tracks or record albums for 99-cents (plus shipping & handling) with no obligation to buy anything else. They promised same-day processing and shipping.

In late 1974, Record Club of America filed for bankruptcy. There are several reasons for this. One was delivery and contract issues with United Artists Records (UAR) Inc which RCOA won a lawsuit for in 1985.² Another was when RCOA started manufacturing under their own name, the quality was not as good, the selection of music and artists were not as desirable and unsaleable products could not be returned like with UAR.³ Lastly, the media format did not keep up with the times. The building has now sat for sale, for about 50 years, with the unsold 600.000 records still on the shelves.⁴ There was an unsuccessful attempt to sell the records on-line in 2000 but no one wanted them.⁵ (As a side note, the church I attend, tried to purchase the building as a satellite church last year but the owners wanted too much for it.)

Is the record being made of your life going to be good enough to get you into heaven? The answer is always going to be no. "There is none righteous, no, not one" Rom 3:10 "Not of works, lest any man should boast." Eph 2:9 Your record must be broken, destroyed, not recoverable. This can only be done by: A: Admitting that you are a sinner. I John1:9 B: Believing that Jesus, God's Son, died on the cross to pay for your sins, John 3:16 C: Confess that Jesus is now the Lord of your life. Rom 10:9.

He will then download a new song, a new purpose, a new life into your heart. It will no longer matter what CDs are in your portfolio. The replaying of your bad memory tapes will stop. You will be put on a new track with the rewards of gold, platinum and diamond. Your life will last forever in heaven,



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"Henceforth there is laid up for me a crown of righteousness, which the Lord, the righteous judge, shall give me at that day: and not to me only, but unto all them also that love His appearing." 2 Tim 4:8



^{1 2} law.justia.com/cases/federal/district-courts/FSupp/643/925/1908690/

^{3 4 5} comiconthebrain.com/2011/08/02/finding-the-record-club-of-america/

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