

Reader's Digest invites you to take

Any 5 RCA Victor records \$1.87

stereo or regular L.P. for only

Prices charged by many dealers total up to \$29.90

If you join the new RCA Victor Record Club now and agree to purchase only 5 records during the year ahead



5. The biggest-selling classical L.P. of all time.



330. Beloved favorites arranged to evoke a tender mood.



204. Authentic island moods. Sweet Lullaby, Aloha Oe, 10 others.



1. Also 10 more soothing instrumentals—While We're Young, others.



124. Prisoner of Love, Till the End of Time, etc. (Regular L.P. only)



215. Finally—the definitive versions of Gershwin's classics.



107. 12 Dixieland classics in ultra hi fi Tiger Rag, The Saints, more.



221. Plus: Peg O' My Heart, etc. New version, 12 instrumentals.



4. Younger Than Springtime, Some Enchanted Evening, 13 more hits.



250. Epic film score containing original version of the hit theme.



249. Nation's hottest folk-singing trio recorded in concert.

WHY DOES Reader's Digest Music make this generous offer? Simply to prove to you how economically your family can enjoy a new adventure in musical living. Now that Reader's Digest Music has taken over operation of the new RCA Victor Record Club, you can take your choice of the best-selling popular music of our time... the best-loved classical music of all time... for far less than you would normally expect to pay.

Now you can build your record library easily and conveniently, with music performed by the world's greatest musicians—Arturo Toscanini, Perry Como, Artur Rubinstein, Harry Belafonte, Van Cliburn, Glenn Miller—and hundreds of others. And if you have recently acquired stereo equipment, you can start a brand-new collection of incomparable quality. Now, through the new RCA Victor Record Club, you can enjoy these seven benefits unequalled by any other record club.

1. Upon joining, you may have any 5 records for only \$1.87 plus a small charge for handling and postage. You select one record FREE for each two you buy after fulfilling your introductory agreement—with a tremendous range of music from which to choose your dividends.

2. A fascinating new magazine, Reader's Digest Music Guide, free each month,

edited by music experts and available exclusively to Club members.

3. You get the widest possible choice in selections... symphonic or popular, Broadway or light classical, jazz or opera... several hundred each year from the world-famous RCA catalog.

4. Records are selected by the editors of the Reader's Digest Music Guide, then pre-tested with panels of Club members to assure that all selections are ones Club members most want to own.

5. You can also acquire special records made for Club members only—records you cannot buy anywhere else at any price. They are superbly recorded by RCA to meet the exacting standards of Reader's Digest Music.

6. You'll like this convenient, error-free "armchair" shopping plan that lets you pay for your records after receiving them and while enjoying them.

7. If you are ever dissatisfied with any selection, you may return it within 10 days for full credit or exchange.

Shown on this page are records typical of the high quality and unusual variety available through the new RCA Victor Record Club. Select the five you want most. To begin enjoying the many benefits of membership, fill in the handy coupon today.



341. New calypso album. Belafonte fans have waited 6 yrs. for.



950-950-A. The actual concert recorded live!

Two-record set, counts as two selections. Write both numbers on coupon.



281. And 8 more of his top Latin dance band hits in "new sound."



211. Crackling beat of irresistible rhythms played by the master!



2. The original TV-action hit album. All-star modern "mood" jazz.



292. Also: Red River Valley, The Last Round-Up, 18 Western gems.



14. Love Is a Many Splendored Thing, many more favorites.



261. Also: Secret Love, Unchained Melody, etc. by new vocal sensation.



123. Timeless Celente Aldo, Vesti la giubba, etc. (Regular L.P. only)



299. Two of the most brilliant piano concertos ever recorded.



342. Piano, full orchestra. Over the Rainbow, Night and Day, others.



24. Plus: Too Young, Warsaw, Concerto, Charisma, others.



344. Star of film musical. Stars four songs. Bye Bye Blues, others.



243. Plus: other Romberg delights sung by the late, great tenor.



304. Sonic conversation piece features colorful Grofé, Beethoven.



294. Also: I Don't Hurt Anymore, 8 more new versions of Snow hits.



298. My Prayer, East of the Sun, etc. Mellow instrumentals.



334. Arnold sings his all-time hits again in new hi-fi sound.



219. Country-pop star also sings Dear Hearts and Gentle People, etc.



295. Also: Wonderland by Night, Danny Boy, etc. by piano ace.

RCA VICTOR RECORD CLUB, c/o Reader's Digest Music, Inc. 139-1A P. O. Box 5, Village Station, New York 14, New York

Send me the 5 RCA Victor records whose numbers I have filled in below, billing me only \$1.87. I agree to purchase during the year ahead, 5 additional records, at the Manufacturer's Nationally Advertised Prices (usually \$3.98 for Popular, \$4.98 for Classical; stereo an additional \$1.00). I understand a small handling and postage charge, plus sales/use taxes where applicable, will be added to each shipment.

Thereafter, for every two additional records I purchase, I will receive a dividend record of my choice, FREE.

SEND ME THESE 5 RECORDS (Fill in numbers here)

Name _____ (please print)

Address _____

City _____ Zone _____ State _____

If you wish membership credited to an authorized RCA Victor Dealer, please fill in below.

Enroll me in the following Division of the Club:

CLASSICAL POPULAR (Check only one)

Check here if you have stereo equipment and wish these and future selections in stereo.

Dealer _____

Send no money. A bill will be sent. Records can be shipped only to residents of the U.S., its territories and Canada. Records for Canadian members are made in Canada and shipped duty free from Ontario.



214. Also: Blue Skies, Goody Goody, The Lady Is a Tramp, 6 others.



335. And other hits by the country-pop stylist. (Regular L.P. only)



274. And 10 more by TV trumpet star with swing band/strings.



273. Also: Mazepa, Polocny March. A sonic showpiece!



212. New twist tempo music; sexy, teen-started dance rhythm.



319. Chopin's Polonaise in A-Flat, Minute Waltz, etc. (Regular L.P. only)

50 ORIGINAL PERFORMANCES

INCLUDES 16-PAGE SOUVENIR PROGRAM

951; 951A; 951B.

The most popular orchestra of our age in 50 unforgettable numbers released for the first time. (Regular L.P. only)

This 3-record set counts as 3 selections. Enter each number in separate space on coupon.