

To Introduce You to the New

# RCA VICTOR POPULAR ALBUM CLUB

THESE FIVE OR **ANY FIVE** OF THE  
24 ALBUMS DESCRIBED BELOW  
FOR ONLY \$3.98 [ RETAIL VALUE AS HIGH AS \$24.90 ]

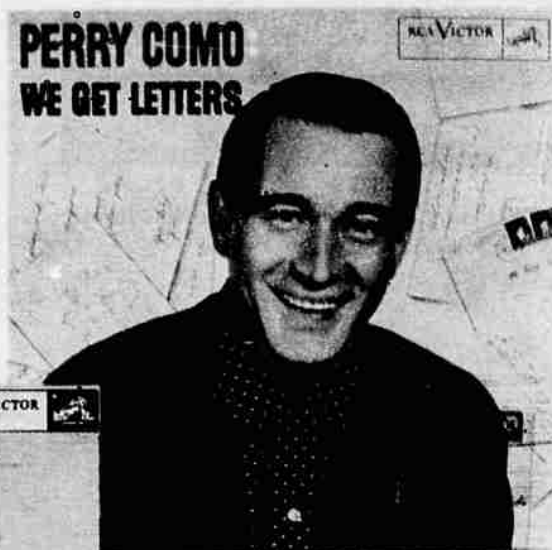
...if you agree to buy five albums from the Club during the next twelve months from at least 100 to be made available

THIS exciting new plan, under the direction of the Book-of-the-Month Club, enables you to have on tap a variety of popular music for family fun and happier parties . . . and at an immense saving. Moreover, once and for all, it takes bewilderment out of building such a well-balanced collection.

YOU PAY FAR LESS FOR ALBUMS THIS WAY than if you buy them haphazardly. For example, the extraordinary introductory offer described above can represent as much as a 40% saving in your first year of membership.

THEREAFTER YOU SAVE ALMOST 33 1/3%. After buying the five albums called for in this offer, you will receive a ~~free~~ 12-inch 33 1/2 R.P.M. album, with a retail price of at least \$3.98, for every two albums purchased from the Club.

A WIDE CHOICE OF RCA VICTOR ALBUMS will be described each month. One will be singled out as the *album-of-the-month*. If you want it, you do nothing; it will come to you automatically. If you prefer one of the alternates—or *nothing at all in any month*—you can make your wishes known on a simple form always provided. You pay the nationally advertised price—usually \$3.98, at times \$4.98 (plus a small charge for postage and handling).



ALL ALBUMS ARE  
12-INCH 33 1/2 R.P.M.  
LONG-PLAYING



BING CROSBY



SINGING STARS • DANCE MUSIC • MOOD MUSIC • SONIC SPECIALTIES  
BROADWAY AND MOVIE MUSICALS • JAZZ • COLLECTORS' ITEMS

CHECK THE FIVE ALBUMS YOU WANT IN ONE OF THESE FROM THE COUPON

**WE GET LETTERS** Perry Como sings 12 standards: 'S'posin', 'Deed I Do, etc.

**BELAFONTE** Scarlet Ribbons, Matilda, Waterboys 8 more. Folk songs, ballads, spirituals, calypsos.

**FRANKIE CARLE'S SWEET-HEARTS** Dancy piano, rhythm, on 42 "girl" songs: Nola, Laura, Cecilia, etc.

**NEW GLENN MILLER ORCHESTRA IN HI FI** Ray McKinley, new Miller-styled Lullaby of Birdland, On the Street Where You Live. 12 dance items.

**BRASS & PERCUSSION** Morton Gould Symphonic Band, hi-fi showpiece. 17 marches, with 8 of Sousa's best. Others by Goldman, Gould.

**JAMAICA** Original Broadway cast, starring Lena Horne. Complete Arlen-Harburg hit score.

**MARIO LANZA—STUDENT PRINCE** Hits from Romberg's operetta, plus Lehar, Rodgers gems, etc. 14 favorites by the exciting tenor.

**BING WITH A BEAT** A Crosby jazz lark with Bob Scobey's Dixielanders. *Whispering, Exactly Like You*, 10 more old-time evergreens.

**TOWN HALL CONCERT PLUS** Louis Armstrong collector's item, with Teagarden, Bergend, Hodges, Hackett, etc.

**LET'S DANCE WITH THE THREE SUNS** Forty show tunes, standards in "society" dance medleys.

**SHORTY ROGERS PLAYS RICHARD RODGERS** Modern jazz by combo and big band. Stars Giuffre, Perkins, etc.

**THE FAMILY ALL TOGETHER** Fiedler, Boston Pops, light classics: Ravel's *Bolero*, *Clair de Lune*, etc.

**MUSIC FOR DINING** Melachrino Striags in hi-fi mood music. *Tenderly, September Song, Charmaine*, etc.

**THINKING OF YOU** Eddie Fisher's top 12 all-time hits: *Oh! My Pa-Pa, Wish You Were Here*, etc.

**BOUQUET OF BLUES** Dinah Shore torch songs. *Blues in the Night, St. Louis Blues*, 10 others.

**SWEET SEVENTEEN** Ames Brothers sing 12 standards. *Little White Lies, I Don't Know Why, For Sentimental Reasons*, etc.

**THE HEART OF HAVANA** Authentic Cuban cha-cha-chas by Orquesta Aragon. Ideal dance rhythms, native color.

**BLUE STARR** Kay Starr sings and swings torch songs: *We Three, The House Is Haunted, It's a Lonesome Old Town*, etc.

**THE EYES OF LOVE** Hugo Winterhalter's lush orchestra in 12 standards: *Smoke Gets in Your Eyes, I Only Have Eyes for You*, etc.

**MOONGLOW** Artie Shaw. 12 all-time hits from '38 to '43. *Begin the Beguine, French, Star Dust, Nightmare*.

**MARJORIE MORNINGSTAR** Original film sound track recording including hit theme, *A Very Precious Love*.

**DUKE ELLINGTON: IN A MELLOPHONE** Take the "A" Train, *I Got It Bad, Perdido*. 16 Gems from the Duke's golden era.

**VICTORY AT SEA** Richard Rodgers' stirring music for the NBC-TV program, with NBC Symphony Orch.

**PORGY AND BESS** Highlights from Gershwin's classic. All-star cast featuring Risé Stevens, Robert Merrill.

THE RCA VICTOR POPULAR ALBUM CLUB c/o Book-of-the-Month Club, Inc. P139-7  
345 Hudson Street, New York 14, N. Y.

Please register me as a member of The RCA VICTOR Popular Album Club, and send me the five albums I have checked at left, for which I will pay \$3.98, plus a small postage and handling charge. I agree to buy five other albums offered by the Club within the next twelve months, for each of which I will be billed at the nationally advertised price: usually \$3.98, at times \$4.98 (plus a small postage and handling charge). Thereafter, I need buy only four such albums in any twelve-month period to maintain membership. I may cancel my membership any time after buying five albums from the Club (in addition to those included in this introductory offer). After my fifth purchase, if I continue, for every two albums I buy I may choose a third album, free.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

NOTE: If you wish to enroll through an authorized RCA VICTOR dealer, please fill in here:

Dealer's Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

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