

To introduce you to the
RCA VICTOR POPULAR ALBUM CLUB

**ANY FIVE OF THE
 24 ALBUMS BELOW
 FOR ONLY \$3.98**

[NATIONALLY ADVERTISED PRICES TOTAL UP TO \$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 new plan, under the direction of the Book-of-the-Month Club, enables you to have on tap a variety of popular music... and, once and for all, 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 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 nationally advertised 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 an alternate—or *nothing at all*—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 postage and handling charge).



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



PERRY COMO: WE GET LETTERS



LENA HORNE at the
 WALDORF ASTORIA



ARTIE SHAW
 MOONGLOW



RODGERS & HAMMERSTEIN'S
 PORGY AND BESS



Let's
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 with
 Puente



THE NEW
 GLENN MILLER ORCHESTRA IN HI FI



PORGY AND BESS



BING CROSBY
 Student Prince



Mario Lanza
 VICTORY
 AT SEA



SWEET SEVENTEEN
 THE AMES BROTHERS
 WITH BILL FINEGAN

SINGING STARS • BROADWAY MUSICALS • JAZZ
 DANCE MUSIC • MOOD MUSIC • COLLECTOR'S ITEMS

THE RCA VICTOR POPULAR ALBUM CLUB P126-2
 c/o Book-of-the-Month Club, Inc., 345 Hudson St., 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 right for which I will pay \$3.98, plus a small mailing 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 _____

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

CHECK THE FIVE ALBUMS YOU WANT. DO NOT DETACH FROM THE COUPON

<input type="checkbox"/> WE GET LETTERS Perry Como sings 12 standards.	<input type="checkbox"/> TOWN HALL CONCERT PLUS Louis Armstrong all-star collector's item.	<input type="checkbox"/> BLUE STARS Kay Starr sings and swings torch songs.
<input type="checkbox"/> BELAFONTE Folk songs, ballads, calypso.	<input type="checkbox"/> LET'S DANCE WITH THE THREE SUNS Forty show tunes, standards.	<input type="checkbox"/> THE EYES OF LOVE Hugo Winterhalter's lush orchestra in 12 standards.
<input type="checkbox"/> FRANKIE CARLE'S SWEETHEARTS Dancy piano, twelve "girl" songs.	<input type="checkbox"/> LENA HORNE at the WALDORF ASTORIA	<input type="checkbox"/> THINKING OF YOU Eddie Fisher's top 12 all-time hits.
<input type="checkbox"/> NEW GLENN MILLER ORCHESTRA IN HI FI Ray McKinley, 12 dance items.	<input type="checkbox"/> THE FAMILY ALL TOGETHER Arthur Fiedler, Boston Pops, light classics.	<input type="checkbox"/> SWEET SEVENTEEN Ames Brothers, Little White Lies, I Don't Know Why, Seventeen, etc.
<input type="checkbox"/> BRASS & PERCUSSION Morton Gould Symphonic Band, 17 hi-fi marches.	<input type="checkbox"/> MUSIC FOR DINING Melachrino strings in hi-fi mood music.	<input type="checkbox"/> DUKE ELLINGTON: IN A MELLOTONE 16 gems from the Duke's golden era.
<input type="checkbox"/> SOUTH PACIFIC Original movie sound track.	<input type="checkbox"/> BING WITH A BEAT A Crosby jazz lark with Bob Scobey, 12 evergreen hits.	<input type="checkbox"/> VICTORY AT SEA Richard Rodgers' stirring score for the NBC-TV program.
<input type="checkbox"/> MARIO LANZA — STUDENT PRINCE.	<input type="checkbox"/> MOONGLOW Artie Shaw, Begin the Beguine, Frenesi, Star Dust, etc.	<input type="checkbox"/> PORGY AND BESS Gershwin highlights. Rise Stevens, Robert Merrill.
<input type="checkbox"/> BOUQUET OF BLUES Dinah Shore torch songs.	<input type="checkbox"/> LET'S CHA CHA WITH PUENTE Latin dance fare; modern, big-band style.	
<input type="checkbox"/> TOMMY DORSEY: YES INDEED! Marie, Star Dust.		

YES INDEED!
TOMMY DORSEY AND HIS ORCHESTRA

Moods in Music
Music for Dining

ALL ARRANGING STRINGS