

TO INTRODUCE YOU TO THE RCA VICTOR POPULAR ALBUM CLUB

CHOOSE FROM THESE 47 ALBUMS ANY FIVE for only \$3.98

[NATIONALLY ADVERTISED PRICES TOTAL UP TO \$34.98]

... 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 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 here can represent as much as a 40% saving in your first year of membership. Thereafter, through the Club's Record-Dividend Plan, you save almost 33 1/3% of the manufacturer's nationally advertised price. 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 charge for postage and handling).

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



12. THE EYES OF LOVE
Dreamy, romantic tunes. I Only Have Eyes for You, Smoke Gets in Your Eyes, I'll Be Seeing You, etc.



14. THE DRUM SUITE
Progressive jazz composition by Maany Album and Ernie Wilkins. Loaded with name stars.



16. GIGI
Songs from the film score by Lerner and Loewe, writers of *My Fair Lady*, sung by Gigi Grant and Tony Martin.



18. THE NUTCRACKER
(Excerpts) Selections from Tchaikovsky's ballet music, played by the Boston Pops.



17. MUSIC FOR DINING
Popular favorites and light classics: September Song, Charmaine, Diane, Warsaw Concerto, others.



6. YES INDEED! Tommy Dorsey with Sinatra, Stafford, Berigan, Marie, Boogie Woogie, Song of India, Star Dust.



10. SCOTTISH SPLENDOR
Pipes, drums, regimental band of the Black Watch. Rousing, fiery music in highest G.



11. MUSIC FOR RELAXATION
Star Dust, Autumn Leaves, By the Sleepy Lagoon, While We're Young and others.



12. LENA HORNE AT THE WALDORF ASTORIA
On-the-spot recording of her sensational night-club show.



22. THE KING PLAYS SOME ACES
Xavier Cugat's latest album: his most famous hits in his Green Eyes, Adios, etc.



23. MARY MARTIN SINGS - RICHARD RODGERS PLAYS
Rodgers' songs with Hammerstein and Hart lyrics.



24. BULL RING PASA DOBLES
Exciting music with Federico Moreno Torroba and the Pasa Dobles Band of Madrid.



25. COMO'S GOLDEN RECORDS
14 of Perry's million sellers: 'Till the End of Time, Prisoner of Love, Temptation.



26. MOONGLOW
Artie Shaw and his two most successful bands. Begin the Beguine, Nightmare, Star Dust, French, others.



27. GUIDE TO JAZZ
Armstrong, Basie, Dods, Ellington, Waller, Hampton, Hawkins, Morton, Henderson, others.



28. PLAY, GYPSY, PLAY
Cyprian Sander Orchestra plays Autumn Leaves, Dark Eyes, Music, Maestro Please.



29. BING WITH A BEAT
Bing Crosby on a jazz lark, abetted by Bob Scooby and his all-stars, sings twelve oldies.



30. SWEET SEVENTEEN
The Ames Brothers sing twelve standards: I Don't Know Why, Little White Lies.



31. LULLABY OF BIRDLAND
12 different versions of jazz classics. Big bands, pianists, and modern jazz groups.



32. STUDENT PRINCE
Mario Lanza sings hit show tunes by Romberg, also Lehar, Rodgers, Brodsky and Coward.



33. GEORGE FEYER TAKES YOU TO SOUTH PACIFIC OKLAHOMA
Sparkling piano versions of the hit scores.



34. THE TOUCH OF EDDIE HEYWOOD
Trio plays Summertime, The Man I Love, On the Street Where You Live, etc.



35. MAGOO IN HI-FI
Jim Backus (Magoo), in a series of hilarious antics designed to show off your high-fidelity rig.



36. MARIAN ANDERSON SINGS SPIRITUALS
One of the all-time great vocal collections. Special re-issue.



37. A NIGHT AT THE COPACABANA
With Tony Martin On-the-spot recording of his supper-club routine.



38. GLENN MILLER
Original versions of the great Miller hits. In the Mood, String of Pearls, Little Brown Jug, others.



39. DILO (UGH!) PERES
Prado's exciting band plays his hit cha cha Patricia, also Back Bay Shuffle, Bandido, etc.

THE RCA VICTOR POPULAR ALBUM CLUB
P. O. Box 80, Village Station, New York 14, N. Y.

Please register me as a member of The RCA VICTOR Popular Album Club and send me the five albums whose numbers I have circled at lower right, 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 year, for each of which I will be billed at the manufacturer's 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 in The RCA VICTOR Popular Album Club. 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 below:

Dealer's Name _____

Address _____

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

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| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | 32 | 33 | 34 | 35 |
| 36 | 37 | 38 | 39 | 40 | 41 | 42 |
| 43 | 44 | 45 | 46 | 47 | 48 | 49 |



1. BELAFONTE Folk songs, spirituals, blues, calypso, including Scar-let Ribbons, Noah, Water-boy, Sylva, Matilda.



2. DAMN YANKEES Original soundtrack of new film version. Stars Gwen Verdon, Tab Hunter, Ray Walston.



3. LET'S DANCE WITH THE THREE SUNS Forty top standards and show tunes in a dancy supper-club style.



4. AIN'T MISBEHAVIN' Fats Waller plays and sings 12 of his best: Two Sleepy People, Honey-muckle Rose, Ten for Two.



5. CARLOS MONTOYA AND HIS FLAMENCO GUITAR A recital by the greatest living exponent of Spanish gypsy music.



8. SOUTH PACIFIC Original soundtrack recording from the Rodgers-Hammerstein film hit. 15 perennial favorites.



7. LET'S CHA CHA WITH PUENTE The popular cha cha band with perfect tempos for Latin-American dancing.



9. STRAUSS WALTZES Melachrinio Orchestra. Blue Danube, Artists' Life, Emperor Waltz, Voices of Spring, etc.



6. YES INDEED! Tommy Dorsey with Sinatra, Stafford, Berigan, Marie, Boogie Woogie, Song of India, Star Dust.



10. SCOTTISH SPLENDOR Pipes, drums, regimental band of the Black Watch. Rousing, fiery music in highest G.



11. MUSIC FOR RELAXATION Star Dust, Autumn Leaves, By the Sleepy Lagoon, While We're Young and others.



12. LENA HORNE AT THE WALDORF ASTORIA On-the-spot recording of her sensational night-club show.



19. THE NEW GLENN MILLER ORCHESTRA IN HI FI Miller style, modern repertoire, starring Ray McKinley.



18. GISELE La MacKenzie sings ballads: Stranger in Paradise, Hey There, Ebb Tide, Too Young, Moonglow, etc.



20. THE GOLDEN AGE OF BENNY GOODMAN Original recordings of B.G.'s greatest hits with Krupa, James, Berigan.



21. THINKING OF YOU Eddie's biggest hits: Wish You Were Here, Oh! My Pa-Pa, How Do You Speak to an Angel?, others.



27. GUIDE TO JAZZ Armstrong, Basie, Dods, Ellington, Waller, Hampton, Hawkins, Morton, Henderson, others.



28. PLAY, GYPSY, PLAY Cyprian Sander Orchestra plays Autumn Leaves, Dark Eyes, Music, Maestro Please.



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40. DUKE ELLINGTON 1940-42 band. Includes Take the 'A' Train, Perdido, I Got It Bad, Cotton Tail, All Too Soon.



41. BELAFONTE SINGS OF THE CARIBBEAN Traditional calypso and a great variety of West Indian folk tunes.



42. BRASS & PERCUSSION Morton Gould Symphonic Band in 17 marches by Sousa, Goldman, etc. Hi-fi showpiece.



44. CAROUSEL Rodgers and Hammerstein's beautifully melodious score superbly sung by Robert Merrill, Patricia Munsel.



45. TOWN HALL CONCERT PLUS A must for jazz collectors, starring Armstrong, Teagarden, Hackett in 1947 concert.



46. OPERA WITHOUT SINGING 15 favorite melodies arranged for orchestra. Arthur Fiedler conducting Boston Pops.



47. I BELIEVE Inspirational songs of all faiths; Schubert's Ave Maria, The Lord's Prayer, Bless This House, Kol Nidre.



48. BOSTON POPS PICNIC All-time favorites by concert orchestra. Jolson, Mahagonny, In a Persian Market, others.