

To introduce you to THE RCA VICTOR POPULAR ALBUM CLUB

ANY FIVE for only **\$3.98**

[NATIONALLY ADVERTISED PRICES TOTAL UP TO \$29.90]

EITHER STEREO or REGULAR L.P.

... if you agree to buy six albums from the Club during the next year from more than 150 to be made available

Now for the first time you may join either the Stereo or the Regular L.P. Division of The RCA Victor Popular Album Club—and, as a member, receive five albums of your choice for the single low price of \$3.98. This exciting new plan offers you the finest stereo or hi-fi music being recorded today—for far less money than you would normally pay. It helps you build your record library carefully, confidently, completely.

You save up to 40% with this introductory offer alone. After the trial, if you continue membership, you will save about one third of the manufacturer's nationally advertised price through the Club's Record-Dividend Plan. (You may

then choose a free regular L.P. or stereo album—depending on which division you enroll in—with every two you buy.)

Every month you are offered a wide variety of albums. 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—simply state your wishes on a simple form always provided. For regular L.P. albums you will pay the nationally advertised price—usually \$3.98, at times \$4.98. For stereophonic albums you will pay the nationally advertised price of \$4.98, at times \$5.98 (plus—in all cases—a small charge for postage and handling).

ALL ALBUMS ARE 12-INCH 33 1/3 R.P.M.



1. Singing strings, soothing moods. Autumn Leaves, Star Dust, By the Sleepy Lagoon, While We're Young, Espritito.



2. Hottest album of year! All-star modern "mood" jazz—combo and big band—from NBC-TV series. Falout!, more.



3. Blues types, rhythm backing. Hallelujah I Love Her So, One for My Baby, Fare Thee Well, God Bless the Child.



4. Original soundtrack recording from Rodgers and Hammerstein film hit. 15 hardy perennials for enchanted evenings.



5. All-time best-selling classical album by the extraordinary pianist who took Moscow and the world by storm.



6. 18 evergreens. It Could Happen to You, Love Letters, When I Fall in Love, Birth of the Blues, You Made Me Love You.



7. Stunning new recording of the dramatic 9-section suite from the award-winning TV score by Richard Rodgers.



8. Brand-new production of Kern-Hammerstein classic stars Gogi Grant, Howard Keel and Anne Jeffreys.



9. Operetta film stars remake their 12 biggest hits. Indian Love Call, Will You Remember?, Rosalie, Wanting You.



10. Lanza's latest and greatest—12 Italian favorites: Funiculi Funicula, Santa Lucia, Maria Mari, Voce 'e notte.



11. Miller-styled modern repertoire. Ray McKinley, Birdland, On the Street Where You Live, Mine, Anything Goes.



12. New remakes of their biggest hits. Jalouse, Skaters Waltz, Liebestraum, Ritual Fire Dance, Espana Rhapsody.



13. Dancing, listening delight. Sunny piano with rhythm medleys of fox trots, waltzes, lindsys by Porter, Kern, etc.



14. Fresh versions of 12 harmony hits: Paper Doll, Love Is a Many Splendored Thing, To Each His Own, etc.



15. Lifting versions of 12 harmony hits: Paper Doll, Love Is a Many Splendored Thing, To Each His Own, etc.



16. Key highlights from Tchaikovsky's enchanting masterpiece for ballet (and the whole family). Waltz of the Flowers, etc.



17. On-the-spot recording. Yes, includes Day In—Day Out plus It's All Right with Me, Mood Indigo, Honeysuckle Rose.



19. Lush, rhythmic, exotic instrumentals. Valencia, Granada, Delicada, Come Closer to Me, Peanut Vendor, etc.



20. His 12 biggest, newly remade. Great Eyes, Linda Major, Adios, Oye Negra, Baia, Mamba No. 5, Night Must Fall, etc.



21. Cha cha, hot and cool, by Prado's crackling big band. Lullaby of Birdland, Flight of the Bumblebee, 9 more.



22. Broadway's newest star sings the big songs from Flower Drum Song, My Fair Lady, The Music Man, etc.—12 in all.



24. 12 pop favorites and light classics. September Song, Warsaw Concerto, Diane, Tenderly, Too Young, Charmaine, more.



26. La MacKenzie sings 12 ballads. Hey There, Ebb Tide, Too Young, Moon glow, Stranger in Paradise, Blue Tango.



27. 12 dance-mood specials by famed Trio plus strings: I'll Get By, I'm in the Mood for Love, Melancholy Baby, 9 more.



30. Colorful pipes, drums, Black Watch band in a sonic treat! Marches, folk favorites plus Harry Lauder medley.



33. Rich baritone of the Billy Graham Crusade sings God Will Take Care of You, My Saviour's Love, God Is So Good.



34. Fantastic sound, realistic atmosphere, familiar songs, virile singing. Different! Red River Valley, 10 more.



35. My Man, Young and Foolish, They Say It's Wonderful, Yesterday, Bewitched, The Thrill Is Gone, Summertime, more.



36. 12 warmly sung inspirational songs: He's Got the Whole World in His Hands, Whither Thou Goest, Scarlet Ribbons.



37. Pianist's trio plays Summertime, The Man I Love, All of You, Cherry, Pennies from Heaven, I Cover the Waterfront.



39. 12 airy dance specials. Once in Love with Amy, That Old Feeling, Dream Boat, Midnight Sun, Heartaches, others.



40. Wacky banjo-pickin' country comics fracture hit songs, special material. Oh Lonesome Me, 11 more laugh getters.



41. Laugh a second! Kraut-sour German band plays (?) concert pieces, waltzes, marches, polkas, etc., in highest fi.



42. Suave, modern big-band jazz; top West Coast stars. Chances Are, Everybody Loves a Lover plus 10 other recent hits.



47. Happy honky-tonk piano versions of My Gal Sal, Side by Side, Ace in the Hole, Hello Ma Baby, Charmaine, 7 more.



48. Hilarious musical satire, caricature plus commentary by Henry Morgan, Gansmirk Suite, Anvil of Course, more.



50. Lerner & Loewe (writers of My Fair Lady) Academy Award winning score. Stars Gogi Grant and Tony Martin.



54. 15 strutting marches by diverse composers. Colonel Bogey, 70 Trambones, March of the Toys, Yankee Doodle, Dixie.



56. 16 timeless spirituals. Swing Low, Sweet Chariot; Dry Bones; Every Time I Feel the Spirit; Set Down, Servant; more.



58. Flowing, many-mooded guitar plus rich, warm strings. Estrellita, The Three Bells, Green-sleeves, 12 in all.



61. Singalogue by country pop star. Kentucky Babe, Idaho, Georgia on My Mind, Carolina in the Morning, Indiana, etc.



69. His biggest hits recorded in hi fi. There, I've Said It Again; Riders in the Sky; Racing with the Moon; Ballerina, etc.

THE RCA VICTOR POPULAR ALBUM CLUB, P. O. Box 80, Village Station, New York 14, N. Y. P139-12

Please register me as a member of The RCA Victor Popular Album Club and send me the five albums whose numbers I have circled below, for which I will pay \$3.98 (plus a small postage and handling charge). I agree to buy six 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: regular L.P. usually \$3.98, at times \$4.98;

stereo versions \$4.98, at times \$5.98. (A small postage and handling charge is added to all prices.) Thereafter, I need buy only four such albums in any twelve-month period to maintain membership. I may cancel any time after buying six albums from the Club (in addition to those included in this introductory offer), but if I continue after my sixth purchase, for every two albums I buy I may choose a third album free.

Check which Division you wish to join: REGULAR L.P. STEREO

Name _____ 1 2 3 4 5 6 7
 Address _____ 8 9 10 11 12 13 14
 City _____ Zone _____ State _____ 15 16 17 19 20 21 22
 NOTE: If you wish your membership credited to an authorized RCA VICTOR dealer, please fill in below: 24 26 27 30 33 34 35
 Dealer _____ 36 37 39 40 41 42 47
 48 50 54 56 58 61 69
 74 89 90 94 97 100

D 13

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.



74. 12 shimmering waltzes. Charmaine, Ramona, Always, Memories, Together, Girl of My Dreams, Would You?



89. Exciting, exotic African rhythms and themes, sometimes blended with jazz. "Fascinating"—Variety.



90. Crack quartet sings 12 many-mooded hits. Lazy River, My Blue Heaven, Pretend, I'll attendai, Shine, etc.



94. Great tenor's favorite pop specials: Bluebird of Happiness, Granada, Because, I Believe, Around the World, etc.

IMPORTANT—PLEASE NOTE
 Regular (monaural) long-playing records can be played on stereophonic phonographs; in fact, they will sound better than ever. However, stereophonic records are designed to be played ONLY ON STEREOGRAPHIC EQUIPMENT.



97. Gershwin plays his own Rhapsody in Blue in hi fi! Also vintage piano rolls by Fats Waller, Zez Confrey and others.



100. Two super-stars render 12 Gershwin treasures in fresh, modern manner. The best-selling version.