

To introduce you to the RCA VICTOR POPULAR ALBUM CLUB



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



PERRY COMO: WE GET LETTERS



LENA HORNE at the
WALDORF ASTORIA



RODGERS & HAMMERSTEIN'S



THE NEW
GLENN MILLER ORCHESTRA IN HI FI



PORGY AND BESS



Mario Lanza

VICTORY
AT SEA

Student Prince



SWEET SEVENTEEN
THE AMES BROTHERS
with BILL FINEGAN

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 1/3 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).

THE RCA VICTOR POPULAR ALBUM CLUB
c/o Book-of-the-Month Club, Inc., 348 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. 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

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

