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 $24.80]

. . . 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 33⅓% of the manufacturer's nationally advertised price. After buying the five albums called for in this offer, you will receive a free 12-inch 33⅓ 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).

1. BELAFONTE Folk songs, spirituals, blues, calypsos, including *Scarlet Ribbons, Noah, Waterboy, Sylvie, Matilda.*

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

3. LET'S DANCE WITH THE THREES BOSS 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, Honeysuckle Rose, Two for Two.*

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

6. SOUTH PACIFIC Original soundtrack recording from the Rodgers-Hammerstein film hit. 15 personal favorites.

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

8. STRAUSS WALTZES Meyrichrino Orchestra. *Blue Danube, Artist' Life, Emperor Waltz, Voices of Spring,* etc.

9. 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 fi.

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.

ALL ALBUMS ARE 12-INCH 33⅓ R.P.M. LONG-PLAYING

13. 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 DEEP SOUTH Progressive jazz composition by Manny Albam and Ernie Wilkins. Loaded with name stars.

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

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

17. MUSIC FOR DANCING Popular favorites and light classics: *September Song, Charmaine, Dinah, Warsaw Concerto,* others.

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

19. GISELE La MacKenzie sings ballads: *Younger 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.

22. THE KING PLAYS SONG AGES Xavier Cugat's latest album: his most famous hits in hi fi. *Green Eyes, Adios,* etc.

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

24. BULL RING PASODOBLES Exciting music with Federico Moreno Torroba and the Pasodoble Band of Madrid.

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

26. MOOGLOW Artie Shaw and his two most successful bands. *Begin the Beguine, Nightmare, Star Dust, Frenesi,* others.

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

28. PLAY, GYPSY, PLAY Gypsy Sander Orchestra plays *Autumn Leaves; Dark Eyes; Music, Maestro Please.*

29. BING WITH A BEAT Bing Crosby on a jazz lark, abetted by Bob Scobey 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 classic. Big bands, pianists, and modern jazz groups.

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

33. GEORGE PEYER 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. HAGOO IN HI-FI Jim Backus (Magoo), in a series of hilarious satires 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 (OUCH!) Peter Prado's exciting band plays his hit: the cha *Patricia,* also *Black Boy Shuffle, Bandido,* etc.

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 calypsos and a great variety of West Indian folk tunes.

42. MORTON GOULD'S PERCUSSION Morton Gould Symphonic Band in 17 numbers by Sousa, Cobb-man, etc. Hi-fi showpiece.

43. CAROUSEL Rodgers and Hammerstein's beautifully melodic score superbly sung by Robert Merrill, Patrice Munsel.

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

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

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

47. BOSTON POPS PICNIC All-time favorites by concert orchestra. *Jalousie, Madeleine, In a Persian Market,* others.

THE RCA VICTOR POPULAR ALBUM CLUB
P. O. Box 98, Village Station, New York 14, N. Y.

P138-4

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.*

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	

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. in territories and Canada. Albums for Canadian members are made in Canada, shipped duty free from Canada.