

A program of supreme importance to anybody who ever buys classical records

The RCA Victor Society of Great Music

UNDER THE DIRECTION OF THE
Book-of-the-Month Club

... its common-sense purpose is to help serious lovers of music build a fine record library systematically instead of haphazardly ... under reliable guidance ... and at an IMMENSE SAVING over what they would otherwise pay for the very same RCA VICTOR Red Seal Records

MOST MUSIC-LOVERS, in the back of their minds, certainly intend to build up for themselves a representative record library of the World's Great Music. Unfortunately, almost always they are haphazard in carrying out this aspiration. The new Society is designed to meet this common situation, sensibly, by making collection more systematic than it now is in most cases.

* Because of more systematic collection, operating costs can be greatly reduced. The remarkable Introductory Offer at the right is a dramatic demonstration. It can represent a saving of up to more than 40% the first year.

* Thereafter, continuing members can build their record libraries at almost a ONE-THIRD SAVING. For every two records purchased (from a group of at least fifty made available annually by the Society) members will receive a third RCA VICTOR Red Seal Record free.

* A cardinal feature of the plan is GUIDANCE. The Society has a Selection Panel whose sole function is to recommend "must-have" works for members. Members of the panel are: DEEMS TAYLOR, composer and commentator, Chairman; SAMUEL CHOTZINOFF, General Music Director, NBC; JACQUES BARZUN, author and music critic; JOHN M. CONLY, editor of High Fidelity; AARON COPLAND, composer; ALFRED FRANKENSTEIN, music critic of San Francisco Chronicle; DOUGLAS MOORE, composer and Professor of Music, Columbia University; WILLIAM SCHUMAN, composer and president of Juilliard School of Music; CARLETON SPRAGUE SMITH, chief of Music Division, N. Y. Public Library; G. WALLACE WOODWORTH, Professor of Music, Harvard University.

HOW THE SOCIETY OPERATES

EACH month, three or more 12-inch 33 1/3 R.P.M. RCA VICTOR Red Seal Records are announced to members. One is singled out as the record-of-the-month, and unless the Society is otherwise instructed (on a simple form always provided), this record is sent to the member. If the member does not want the work he may specify an alternate, or instruct the Society to send him nothing at all in that month. For every record purchased, members pay only \$4.98, the nationally advertised price. (For every shipment a small charge for postage and handling is added.)

BEGINNING MEMBERS WILL RECEIVE
... IF THEY AGREE TO BUY SIX ADDITIONAL RECORDS FROM THE SOCIETY IN THE NEXT YEAR

The Nine Symphonies of Beethoven

CONDUCTED BY

Arturo Toscanini

WITH THE NBC SYMPHONY ORCHESTRA

SEVEN 12-INCH 33 1/3 R.P.M. RECORDS FOR

\$3.98

[Nationally advertised price: \$34.98]




OR

"The Mighty Forty-Eight"

JOHANN SEBASTIAN BACH'S

The Well-Tempered Clavier

PLAYED ON THE HARPSICHORD

Wanda Landowska

SIX 12-INCH 33 1/3 R.P.M. RECORDS FOR

\$3.98

[Nationally advertised price: \$29.98]




RCA VICTOR Society of Great Music, c/o Book-of-the-Month Club, Inc. UV 53-1
345 Hudson Street, New York 14, N. Y.

Please register me as a member of The RCA Victor Society of Great Music and send me immediately the RCA VICTOR album checked below, billing me \$3.98 plus a small charge for postage and handling. I agree to buy six additional records within twelve months from those made available by the Society, for each of which I will be billed \$4.98, the price nationally advertised (plus a small charge for postage and handling). Thereafter, I need buy only four such records in any twelve-month period to maintain membership. I may cancel my membership any time after buying six records from the Society. After my sixth purchase, if I continue, for every two records I buy from the Society I will receive a third RCA VICTOR Red Seal Record, free.

THE WELL-TEMPERED CLAVIER (6 records) THE NINE BEETHOVEN SYMPHONIES (7 records)

Check here if you wish to begin with TCHAIKOVSKY'S FIRST PIANO CONCERTO played by VAN CLIBURN. (This, of course, counts toward fulfillment of the six selection agreement.)

MR. _____ (Please print plainly)
MRS. _____
MISS _____

ADDRESS.....

CITY..... ZONE..... STATE.....

NOTE: If you wish to enroll through an authorized RCA VICTOR dealer, please fill in his name and address here:

DEALER'S NAME.....

ADDRESS.....

CITY..... STATE.....

PLEASE NOTE: Records can be shipped only to residents of the U. S. and its territories, and Canada. Records for Canadian members are made in Canada and shipped duty free from Ontario.

YOU MAY BEGIN WITH THIS RECENT SELECTION, IF YOU WISH

Van Cliburn

PLAYING TCHAIKOVSKY'S FIRST PIANO CONCERTO

