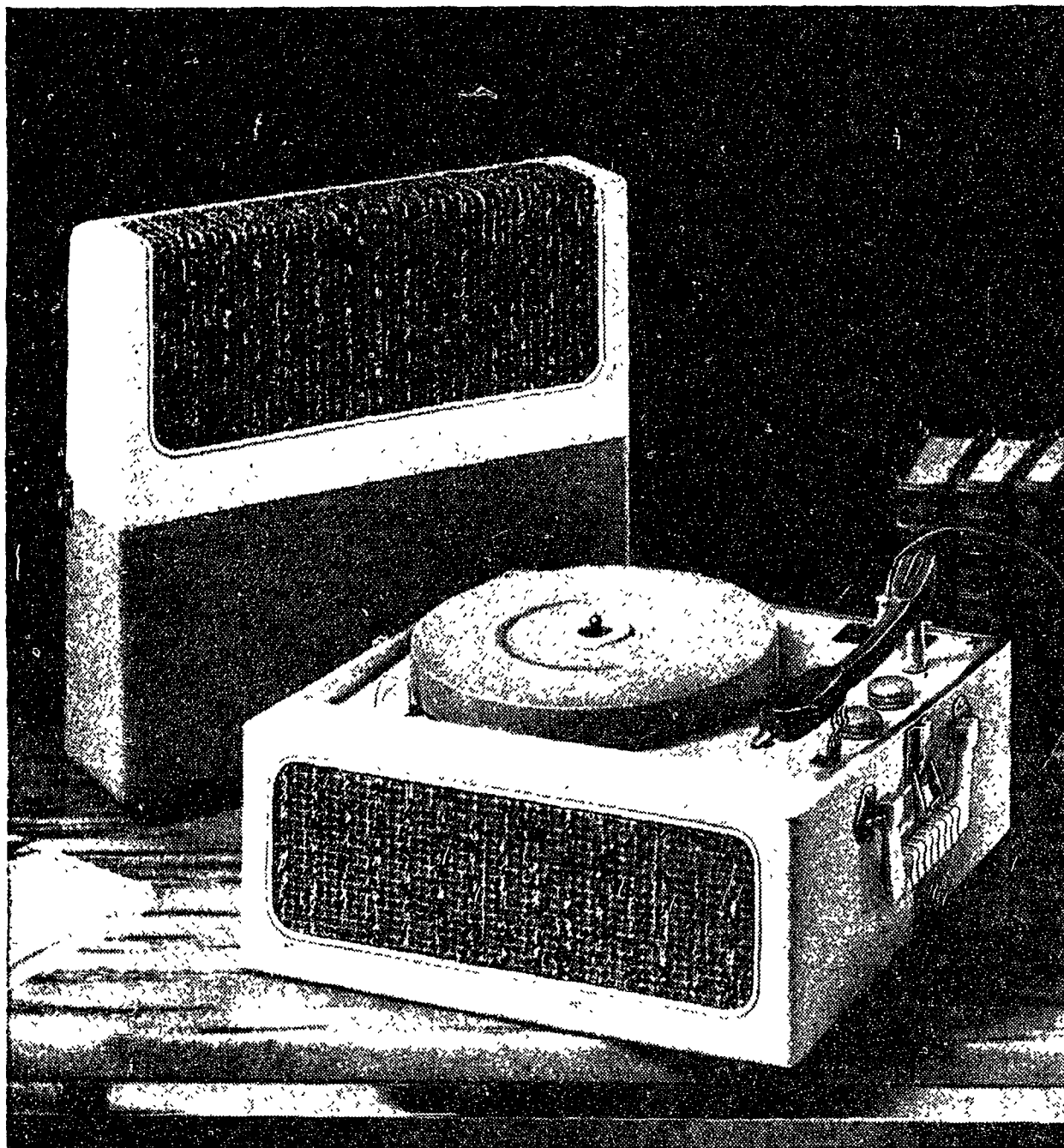


The COLUMBIA ^{LP} RECORD CLUB offers
a wonderful way to own a modern

STEREO PHONOGRAPH



REGULAR **\$39.95** RETAIL VALUE

for only **\$9.95**

if you begin your membership with any one of the stereo records shown below — and agree to buy one record a month during the coming year

Here is a truly unique opportunity to enjoy, right in your own home, the very newest dimension in recorded music — Stereophonic Sound . . . the amazingly life-like, concert-hall sound that places you right in the center of the music! Yes, for only \$9.95 (plus small shipping charge), you can now own this brand-new \$39.95 Club Custom Stereo Phonograph that enables you to enjoy music reproduced in a way never before possible with ordinary phonographs!

We make this extraordinary offer as a dramatic demonstration of the Columbia ^{LP} Record Club's remarkable Bonus Plan . . . a Plan that enables members to acquire a superb stereophonic record library at tremendous savings! By applying these bonus credits in advance, it is possible for us to offer — to a few thousand new members — this fine Stereo Phonograph . . . almost as a gift!

HOW TO GET YOUR STEREO PHONOGRAPH FOR ONLY \$9.95

You begin your membership by selecting any one of the superb 12" Columbia or Epic Stereophonic Records shown below — at the regular list price of \$5.98. Indicate your choice in the coupon . . . and at the same time, be sure to indicate in which one of the Club's musical Divisions you wish to enroll: Stereo Classical OR Stereo Popular.

Then simply mail the coupon — without money — and you will promptly receive the stereo record you have selected, together with a bill for \$15.93 (that's \$5.98 for the record, \$9.95 for the phonograph) plus a small shipping charge. Upon receipt of payment, we will immediately ship your Club Custom Stereo Phonograph.

FREE — EACH MONTH — STEREO MUSIC MAGAZINE

As a member you will receive free, each month, a new issue of the Club's Stereo Magazine — which will describe six or more new classical and popular stereo recordings.

You may accept any of the monthly selections described, no matter which musical Division you have joined . . . and the records you want are mailed and billed to you at the regular list price of \$5.98 each, plus a small mailing charge.

Your only membership obligation is to purchase a record a month during the forthcoming year . . . and you may discontinue membership at any time after purchasing 12 records. If you decide to continue as a member thereafter, you need not purchase any specified number of records — but for every two selections you do accept, you will receive a stereo Bonus record of your choice free.

MAIL COUPON NOW!

Surely the simple "record-a-month" plan outlined above is the most convenient, most economical method yet devised to acquire a well-balanced stereophonic record library and a truly fine stereophonic phonograph.

Remember — you need send no money now, just the coupon. However, you can save the shipping charge by sending only \$15.93 now — and we will promptly ship you BOTH the record you have selected AND your phonograph! But the number of Club Custom Stereo Phonographs that have been manufactured for this special offer is very limited, so we sincerely urge you to mail the coupon today!

THIS MODERN STEREO PHONOGRAPH FEATURES:

- ★ 3-speed turret selector which enables you to play all 33, 45 or 78 rpm records
- ★ Two powerful speakers connected by 10-foot cord for maximum stereo effect
- ★ Plays BOTH stereophonic AND monophonic records
- ★ Two volume controls — one for each speaker
- ★ Feather-light tone arm with two jeweled styli and sensitive stereo cartridge
- ★ Lock-cornered wood cabinet — covered with durable, washable, pyroxalin-treated fabric
- ★ UL approved — A.C. only
- ★ Portable, with removable top which contains second speaker

ONE YEAR WARRANTY AGAINST DEFECTS
Club Custom Stereo Phonographs come with one-year guarantee on service and parts.

BEGIN YOUR MEMBERSHIP WITH ANY ONE OF THESE COLUMBIA OR EPIC STEREO RECORDS

<p>JOHNNY MATHIS WARM Percy Faith and Orchestra</p> <p>1. What'll I Do, Warm, 10 more</p>	<p>GRAND CANYON SUITE PHILADELPHIA ORCHESTRA</p> <p>2. A beloved American classic</p>	<p>SING ALONG WITH MITCH MITCH MILLER AND THE BAND</p> <p>3. 16 favorites — Sweet Violets, etc.</p>	<p>DORIS DAY HOORAY FOR HOLLYWOOD</p> <p>4. Night and Day, plus 11 more hits</p>
<p>MARCHE SLAV CAPRICCIO ITALIEN NIGHT ON BALD MOUNTAIN MITROPOLIS NEW YORK PHILHARMONIC</p> <p>5. Three brilliant hi-fi showpieces</p>	<p>PERCY FAITH VIVA THE MUSIC OF MEXICO</p> <p>6. Granada, La Paloma, 11 more</p>	<p>BEETHOVEN EROICA SYMPHONY BRUNO WALTER</p> <p>7. An heroic work, superbly performed</p>	<p>LISTENING IN DEPTH AN INTRODUCTION TO COLUMBIA STEREOPHONIC SOUND</p> <p>8. 16 classical and pop selections</p>
<p>PIPES, PEDALS AND FIDELITY BUDDY COLF, Organ</p> <p>9. Organist Colf plays 11 hit tunes</p>	<p>GRIEG Piano Concerto RACHMANINOFF Symphony No. 2 PHILIPPE ENTREMONT The Philadelphia Orchestra</p> <p>10. Two very popular piano works</p>	<p>RAY CONNIFF and orchestra 'S MARVELOUS</p> <p>11. Be My Love, Where or When, etc.</p>	<p>STRAUSS FIREBIRD SUITE TCHAIKOVSKY ROMEO AND JULIET LEONARD BERNSTEIN NEW YORK PHILHARMONIC</p> <p>12. Two colorful, exciting scores</p>

COLUMBIA ^{LP} RECORD CLUB Stereo Phonograph Section, 165 West 46 Street, New York 36, N. Y.

COLUMBIA ^{LP} RECORD CLUB, Dept. 287-6
Stereo Phonograph Section
165 West 46 Street, New York 36, N. Y.

Please send me — at once — the stereo record I have indicated at the right. With my record, I will receive a bill for \$15.93 (that's \$5.98 for the record, \$9.95 for the phonograph) plus a small shipping charge. Upon payment of this bill, I will receive a Club Custom Stereo Phonograph.

Check here if you are enclosing \$15.93 (you save the shipping charge) — and we will promptly ship BOTH the record AND the phonograph.

Enroll me in the following Division of the Club.

(Check one box only)

Stereo Classical Stereo Popular

My sole obligation is to purchase a record each month during the coming year at regular list price, plus small mailing charge. I may discontinue membership at any time after purchasing 12 records. Should I continue my membership thereafter, I need not purchase any specified number of records — but for every two selections I accept, I will receive a Bonus record free.

Name..... (Please Print)
Address.....
City..... ZONE..... State.....

If you want this membership credited to an established Columbia or Epic record dealer, authorized to accept subscriptions, fill in the following:

Dealer's Name.....
Dealer's Address.....

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- CIRCLE THE NUMBER OF THE RECORD YOU WISH AS YOUR FIRST SELECTION — FOR \$9.95**
1. Johnny Mathis — Warm
 2. Grand Canyon Suite
 3. Sing Along With Mitch
 4. Doris Day
 5. Marche Slav, etc.
 6. Percy Faith — Viva
 7. Eroica Symphony
 8. Listening In Depth
 9. Pipes, Pedals and Fidelity
 10. Grieg Piano Concerto, etc.
 11. Ray Conniff — 'S Marvelous
 12. Firebird; Romeo and Juliet