



RCA Victor's Original Cast Series, 1950-1958

Produced by Frank Daniels

How the Labels Turned Green

The first Original Cast album from RCA Victor was the classic *Brigadoon*. The show had opened at the Ziegfeld Theatre on March 13th and was an immediate hit. RCA Victor picked up the rights for the cast recording and released it in May. *Brigadoon* sold well for the label; it was folded into RCA's "Two on the Aisle Series" of show recordings and was also numbered as K-7 in that series.

December, 1950, saw the release of the first record in the OC (Original Cast) green label series; however, the first release – *Call Me Madam* – was advertised at the 78 RPM and 45 RPM speeds only.

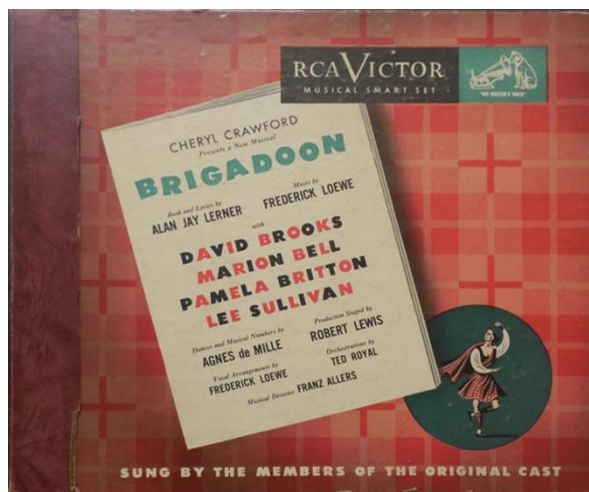
By early 1951 this new green label series was available at all three speeds, and it would soon be the case that 45 RPM boxed sets fell by the wayside – giving way to the Extended Play format. The long-play form was the longest survivor, of course. While the ten-inch LOC-3000 series of cast albums was short-lived, the twelve-inch series (LOC-1000) continued until the label's vast renumbering in 1972. In late Winter or early spring, 1951, RCA Victor made *Call Me Madam* available as an LP and released the popular *Brigadoon* album as part of the new series.

Although the OC series lasted over twenty years, its moniker as the Green Label series made it only as far as the end of 1954. At that point RCA Victor began using the black label with silver print and a full-color image of Nipper the dog on all members of the OC series. This listing covers OC albums through mid-1958.

BRIGADOON (Victor P 178)

It's the first original cast show album offered by the label. And this package of five platters brings the musical highlights of Broadway's top musical success, making it a pre-sold set for the merchandising. Highlight of the spinning is the singing of Marion Bell, a soprano pip, who overshadows the vocal efforts of her romantic lead, baritone David Brooks. The pair team for two of the top tunes of the Alan Jay Lerner-Fredrick Loewe musical score, both ballad beauts in *Almost Like Being In Love* and *The Heather on the Hill*. The top tenoring of Lee Sullivan, with a fetching Scotch brogue to his lyricizing in keeping with the tenor of the tunes, scores handsomely for a lilting waltz melody, *Come To Me*, *Bend To Me*, and for the plaintive

I'll Go Home With Bonnie Jean. Pamela Britton, joined by the show orchestra and chorus under the capable direction of Franz Allers, makes it count for the comedy specialty, *My Mother's Wedding Day*. For the folk dance ditty, *Down On MacConnachy Square*, the lusty voices of J. Warren E. Redding, S. Robbins and H. Gordon, together with the chorus, make it an attractive spin. Also in top-drawer disk-ing is the singing of Miss Bell and the girls of the chorus for *Waitin' For My Dearie*; Brooks' romantics for *There But For You Go I*, and the two leads for *From This Day On*, sharing the side with the chorus for the singing of *Brigadoon*. Orchestra overture starts off the set, bringing on the chorus for *Once in the Highlands*. All the needling adds up to a natural for maximum sales. Records shipped for review without album jacket.



Green Label Series Albums



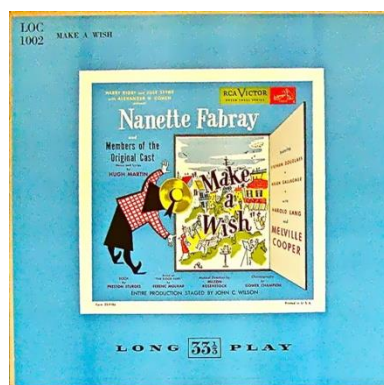
LOC-1000 *Call Me Madam*

Release Date: BB December 23, 1950 (early 1951)



LOC-1001 *Brigadoon*

Release Date: BB May 3, 1947 (winter/spring, 1951)



LOC-1002 *Make a Wish*

Release Date: BB May 26, 1951

84
CALL ME MADAM—Dinah Shore, Paul Lucas, Russell Nype, Galina Talva, Jay Blackton Chorus and Ork (5-7") V. (45)WOC-1
 Working under the handicap of having to turn out an original cast Broadway show album without its star, the Victor company has succeeded in coming up with an almost completely successful effort. In substituting Dinah Shore for Ethel Merman, the diskery has sacrificed the rowdy-dow spirit and the magic Merman raucous sparkle and got in its place reserve, comparative fragility and undoubtedly finer musical singing. Miss Shore, great in her own right the hardly a match for Merman in musical comedy, has done a tremendous job—one of her finest on records. The remainder of the Berlin show cast is intact. Paul Lukas gives the original cast ring to the recording by talking a batch of brief connecting narrative as well amiably singing "Marrying for Love." Fine orking and superb choral numbers are captured wonderfully well in

this generally excellent technical recording. Of course, the show is a smash; the score is drawing heavy performances, with at least one tune, "You're Just in Love," destined for hitdom. Decca's competition with Merman will cut into the potential of this set, but the shortcomings of the Merman set should be complemented with the superior overall job of this one. This polite transcription of the show should do quite well on its own. For the first time, Victor has it on three speeds.

JUKES

Not suitable.

JOCKS

Top flight show diskings for spinners who use this type of stuff.



NEW ALBUMS
THE ORIGINAL BROADWAY COMPANY
 Make a Wish
 OC-2 (WOC-2)* LOC-1002**



LOC-1003 *Seventeen*
Release Date: BB July 28, 1951

NEW ALBUMS
THE ORIGINAL BROADWAY CAST
Seventeen
OC-4 (WOC-4) * (LOC-1003)**
*45 r.p.m. cat. nos.
*33½ r.p.m. cat. nos.



LOC-1006 *Paint Your Wagon*
Release Date: BB December 1, 1951

NEW ALBUMS
PAINT YOUR WAGON
Original Snow Cast
78 RPM—OC-6
45 RPM—WOC-6
33½ RPM—LOC-1006



LOC-1007 *Wish You Were Here*
Release Date: BB July 19, 1952

NEW ALBUMS
MERY GRIFFIN
Selections From "The Quiet Man"
(WP-3089) * (LPM-3089)**
ORIGINAL CAST ALBUM
Leonard Sillman's NEW FACES OF 1952
OC-1008, WOC-1008) * (LOC-1008)**
ORIGINAL CAST ALBUM
Wish You Were Here
OC-1007, (WOC-1007) * (LOC-1007)**
*45 r.p.m. cat. nos.
*33½ r.p.m. cat. nos.



LOC-1008 *New Faces of 1952*
Release Date: BB July 19, 1952

NEW FACES OF 1952—Original Cast; 75
Anton Coppola, Cond. (1-12")
V (33) LOC 1008
This album by the cast of the current Broadway click will have its strongest appeal among those who have seen the show. Most of the tunes in the extensive score were written as situation tunes and only a few, like "Penny Candy" could mean anything pop-wise. However, RCA Victor has done a fine job of capturing the vitality, enthusiasm and freshness that have made this new revue a hit. Robert Clary is delightful on "I'm In Love With Miss Logan," June Carroll does a fine job with "Penny Candy" and Ronny Graham comes thru with his funny "Lucky Pierre" novelty. Eartha Kitt registers in the same sock fashion as she does in the show with "Monotonous" and the lovely "Bal Petit Bal." The lively finale, "Lizzie Borden," with the entire cast, is sensationally performed on this LP disk. All in all a top-flight waxing of the hit show, and one that should sell steadily as long as the revue is on the boards.



LOC-1009 *Two's Company*
Release Date: BB March 7, 1953

ALBUMS

SONG HITS FROM "TWO'S COMPANY"
• Bette Davis & the Entire Company
Milton Rosenstock Orch. &
Chorus LOC-1009 (WOC-1009)*



LOC-1010 *Hazel Flagg*
Release Date: March 14, 1953

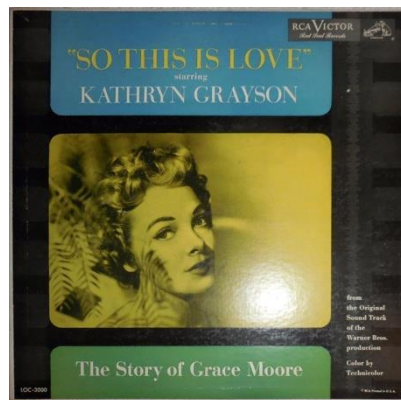
ALBUMS

HAZEL FLAGG
(From the musical Prod. "Hazel Flagg")
Original Cast WOC-1010* LOC-1010**
*45 rpm cat. nos. **33 1/3 cat. nos.



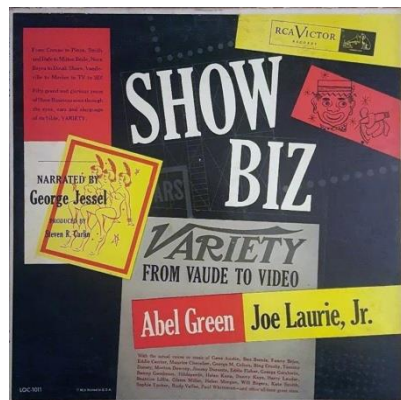
LOC-1012 *Me and Juliet*
Release Date: June 27, 1953

Show Album
ME AND JULIET80
Isabel Bigley, Bill Hayes, Joan McCracken, Ray Walston, Mark Dawson, Jackie Kelk (1-12")
V (33) LOC 1012
Tho the Broadway show got anything but rave reviews, there's every certainty that the Rodgers and Hammerstein name can still carry either a show or an original cast album. The hoopla is strong enough from the diskery and the producers to create sales for this package. Singing in the album are Mark Dawson, Bill Hayes, Isabel Bigley, Joan McCracken, Arthur Maxwell and Bob Fortier. None are particularly strong vocalists. And in only a few instances does the recording stimulate a visual picture of the stage activities. Only a very few ditties in the score figure to break out and attract customers. Yet it's a well-done package and should do well among the show album buyers.



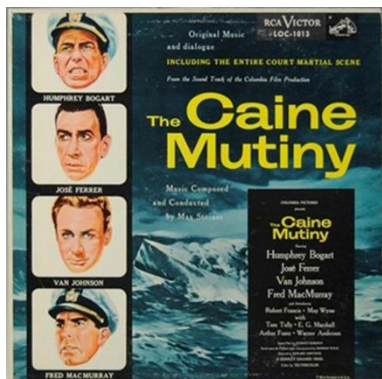
LOC-3000 *So This is Love*
Release Date: BB July 17, 1951

'So This Is Love' Album Due July
NEW YORK, June 20.—RCA Victor will start shipments to distributors and dealers on July 17 of its newest motion picture sound track album, "So This Is Love." Album features the picture's star, Kathryn Grayson, in selections from pop standards to operatic arias.
Picture is the life story of Grace Moore, based on the former operatic star's autobiography. Album will be available on EP and LP. Former will list for \$3 and the latter for \$4.45.



LOC-1011 *Show Biz*
Release Date: BB January 2, 1954

SHOW BIZ
By Abel Green and Joe Laurie, Jr.
Narrated by George JesselEOD-1011* LOC-1011**
* 45 rpm cat. nos.
@ 33 1/3 rpm cat. nos.



LOC-1013 *The Caine Mutiny*
Release Date: Scheduled for June, 1954

RCA Sets Release Of 'Mutiny' Music

NEW YORK, Feb. 27. — RCA Victor will release the sound track album package of the film "Caine Mutiny" early in June. The package will contain the Max Steiner background music on one side of the LP disk and the courtroom scene from the film on the flip side.

The sound track drama will feature the film's stars, including Humphrey Bogart and Van Johnson.

'CAINE MUTINY' ALBUM HALTED

NEW YORK, June 12. — RCA Victor's sound track album of "The Caine Mutiny," scheduled for release this month, has been shelved indefinitely, altho the LP's are pressed, packaged and ready for shipment.

Herman Wouk, author of the book from which the Columbia Pictures flick was made, refused to authorize release of the 12-incher, a dramatic condensation of the sound track. If his decision stands, the album may never be released.



LOC-1014 *The Golden Apple*
Release Date: BB June 19, 1954

THE GOLDEN APPLE75

Original Broadway Cast (1-12")

RCA Victor LOC 1014

The diskery has done a fine job in transferring the current Broadway musical to wax. The show won the Drama Critics Circle award as the best musical of the late season. Yet, in spite of this it is doubtful if it will have much appeal beyond those who have seen the show and musical fans who enjoy any original-cast recording. The musical has an involved book, and most of the tunes are special material items, with more sight than sound appeal. On the disk Jack Whiting handles the narration, which in the show was done in recitative fashion. Kaye Ballard stands out on all of her tunes, especially "Lazy Afternoon" and "My Picture in the Papers." Stephen Douglas, Priscilla Gillette, Jack Whiting and Portia Nelson also get a chance to shine.



LOC-1018 *The Boy Friend*
Release Date: BB September 27, 1954

THE BOY FRIEND75

Original Broadway Cast (1-12")

RCA Victor LOC-1018

Here's a delightful package of nostalgia for dealers to suggest as gifts for those who remember the 1920's with sentimental affection. It's the original cast album of the new Broadway musical imported from England this season, and which pulled such unexpectedly great notices from the critics. The musical gets laughs by playing it straight and the album captures the same feeling of hilarious authenticity, with just the right hint of satire. The tunes are all originals by the show's producer, Sandy Wilson, but each and every one of them sounds exactly like something written during the flapper era, while the vocal treatments and musical arrangements are equally right for the period. The LP probably won't be everybody's cup of tea, but with the right promotion and exposure it could be a sleeper.

Released only in Canada on the green label. In the United States, this album marked a transition to the new black "dog on top" label.



LOC-1017 *Mrs. Patterson*

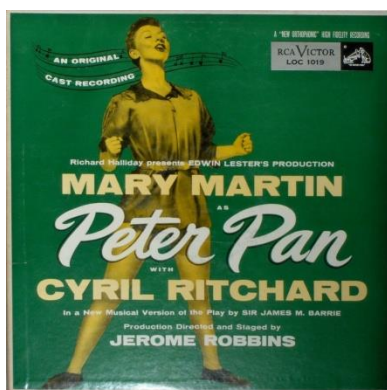
Release Date: BB December 18, 1954

Released only in Canada on the green label. In the United States, this album marked a transition to the new black "dog on top" label.

EARTHA KITT: MRS. PATTERSON...73
(Original Cast), Abba Bogin, Cond.
(1-12")

RCA Victor LOC 1017

The critics praised Eartha Kitt's acting skill in her new Broadway play-with-music, but were less enthusiastic about the rest of the play. Consequently, this original-cast album's main strength rests with Miss Kitt's personal popularity. The dramatic portions of the LP are excellent, with the singer emerging as a first-rate actress. Unfortunately, the score isn't up to the high standards set by the thespian. But the canary does register with her highly stylized interpretation of "If I Was a Boy."



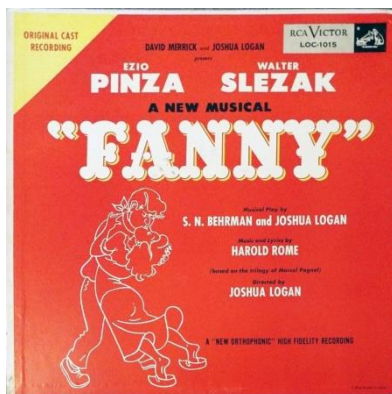
LOC-1019 *Peter Pan*

Release Date: BB December 25, 1954



PETER PAN.....79
Mary Martin, Cyril Ritchard, Kathy Nolan, Cond. Louis Adrien (1-12")
RCA Victor LOC 1019

This original cast-album of current Broadway musical click is a delightful Christmas package for children and whimsy-minded adults. The LP should also find a ready market among theater enthusiasts and Mary Martin fans. There are two other "Peter Pan" albums available; the Jean Arthur-Boris Karloff version on Columbia (presented on Broadway as a straight fantasy a few years ago) and Victor's waxing by Hugo Winterhalter and chorus of the Walt Disney feature cartoon score. However, the Carolyn Leigh, Mark Charlap-Jule Styne score for this package is brand new, and it shapes up as the most delightful "Peter Pan" on record to date. Mary Martin, Cyril Ritchard and Kathy Nolan are exactly right as Peter, Captain Hook and Wendy respectively; while the children's chorus provides charming backing.



LOC-1015 *Fanny*

Release Date: December, 1954; BB January 1, 1955

The show premiered on November 4th. This was the last album available in the US on the green label.



FANNY.....80
Ezio Pinza, Walter Slezak (1-12")
Victor LOC-1015

There's no doubt but what the advance sale alone made this legit musical a smash success. Critical acclaim, too, was good enough to keep it running for some time. Here's the original cast (Pinza, Slezak, Tabbert, Henderson, et al.) in the score as done on stage. It's the kind of package which will keep running so long as the show does. Music isn't memorable and the liner notes are inadequate. It's a money disk, tho.

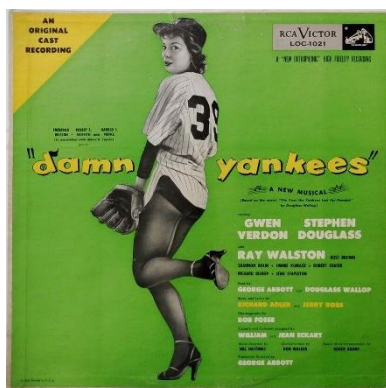


PORTER: SILK STOCKINGS 84
Original Broadway Cast (1-12")
RCA Victor LOC 1016
With "Silk Stockings" set for a long run on Broadway, this original-cast album should do unusually well sales-wise, even for a new Cole Porter score. The cover alone—featuring a leggy, scantily clad lass donning a pair of hose—will undoubtedly account for many sales. However, a photo of the musical's sultry star Hildegarde Neff would have been equally eye-catching. Miss Neff can't sing, but her husky monotone sells a song as well on wax as in person. Her co-star, Don Ameche, warbles more professionally, as he sparks the LP with showmanly vocals of the best tunes in the score . . . "All of You" and "Silk Stockings." The musical is based on Garbo's old comedy hit "Ninotchka," about a grim Russian gal who goes to Paris in search of three party renegades and finds her femininity instead. Gräichen Wyler also impresses with her brassy vocal appeal as a wacky Hollywood movie star. However, Miss Wyler has most of the show's spicier special material ditties, so it isn't likely she'll be heard over the airwaves.

LOC-1016 *Silk Stockings*
Release Date: March 26, 1955

With the release of *Silk Stockings*, the green label abruptly ended in the United States. All previous members of the LOC- series that were still in print were reissued with new black labels.

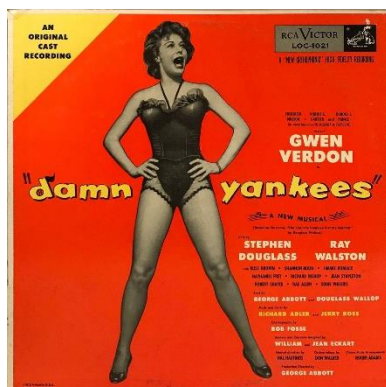
Black Label Original Cast Series Albums



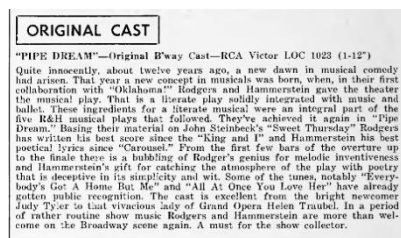
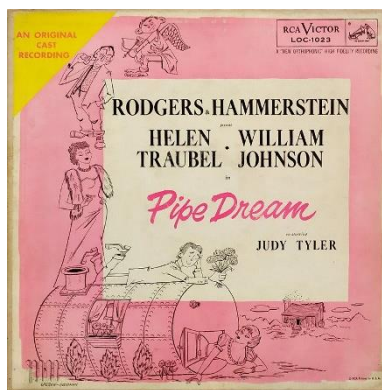
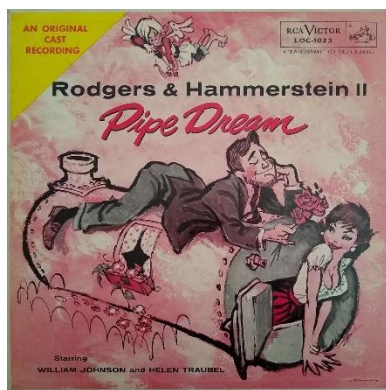
ORIGINAL B'WAY CAST
"DAMN YANKEES"—Original B'way Cast—Starring Gwen Verdon, Stephen Douglass and Ray Walton—RCA Victor LOC-1021
The smash B'way musical "Damn Yankees" proved that baseball was not taboo in the legit theatre. It also proved that Richard Adler and Jerry Ross could come up with two smash musicals in a row, their first major success being "Fajama Game." Under the control of master George Abbott, the Adler-Ross team has penned a lively and colorful score full of exciting melodies and clever lyrics—a score which has turned out to be super-commercial on single wax. Two tunes, "Heart" and "Whatever Lola Wants" are current pop smashes, and "Near To You" and "Two Lost Souls" are both heading toward the hit mark. But as wonderful as the pop disks are, it's still the original cast rendition of these musical tidbits that's a treat. Gwen Verdon is just the greatest. Her version of "Lola" and the novelty "A Little Brains—A Little Talent" are two segments of pure pleasure. Stephen Douglass and Ray Walton handle some of the other wonderful numbers in top form. "A Man Doesn't Know" has that standard quality. The imaginative presentations of "Heart" and the humorous "The Game" by Jimmie Komack, Nathaniel Frey and Albert Linville are two of the highlights of the LP. Victor has a tremendous package here that could be their biggest selling original cast album in their history. An hour of musical pleasure. Early reports indicate that the long player is already on its way toward the top.

LOC-1021 *Damn Yankees*
Release Date: June 4, 1955

The first front cover to this LP featured the female lead wearing a baseball shirt, hat, and mitt. The first back cover gave information about the three stars and a synopsis of the film.

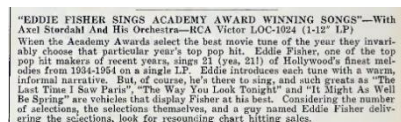
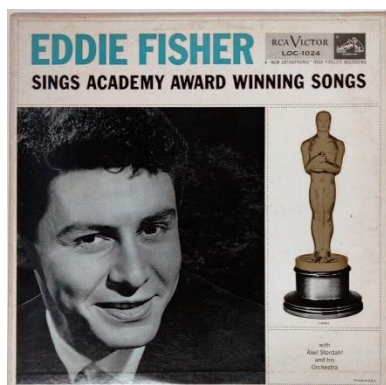


The second front cover to this LP featured the female lead wearing a negligee. The front cover also lists more cast members. The second back cover gives information about Gwen Verdon, a synopsis of the film, a list of the characters, and a list of the songs on the LP.



LOC-1023 *Pipe Dream*
Release Date: December 24, 1955

The first front cover to this LP mentioned William Johnson's name first, ahead of Helen Traubel. It also failed to mention co-star Judy Tyler. RCA Victor temporarily corrected their error by placing a large sticker over the credits on the front cover. Although these were not promotional copies, the sticker reads "Special Advance Edition." RCA Victor redesigned the front cover slick entirely, correcting their errors.

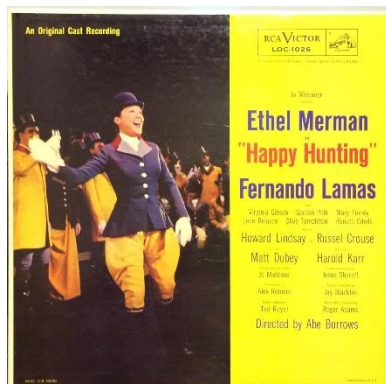
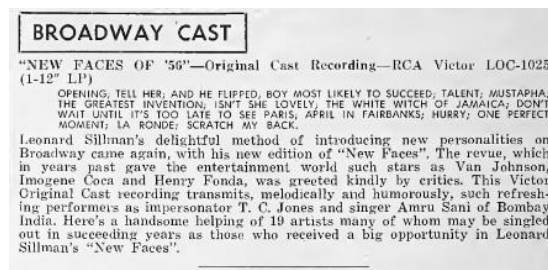


LOC-1024 *Eddie Fisher Sings Academy Award Winning Songs*
Release Date: May 5, 1956

This was neither a live recording nor the soundtrack from a film, but since the subject was songs that had won Academy Awards, RCA Victor included the LP in its Original Cast series.



LOC-1025 *New Faces of '56*
Release Date: July 21, 1956



LOC-1026 *Happy Hunting*
Release Date: December 29, 1956

HAPPY HUNTING (1-12") — Ethel Merman, Fernando Lamas and Original Cast, RCA Victor LOC 1026
RCA Victor rushed this one to market fast after the show's successful Broadway bow and it shapes up as a solidly rewarding job for the label. A number of the tunes are already successful on singles and the kick of hearing Miss Merman and her fellow players give their original versions should make this a fast moving item. "If'n," "Mutual Admiration Society" and "New Fangled Tango" are already familiar, and there are several other tunes in the Matt Dubey-Harold Carr score which also could make the grade commercially. Altogether, it's a listenable score and that combined with the priceless Merman delivery and a show that's going to be around for an extended stay, makes this a solid bet for jockey programming and a long counter life.



LOC-1027 *New Girl in Town*
Release Date: June 10, 1957

Popular Albums
NEW GIRL IN TOWN (1-12")—Original Cast incl. Gwen Verdon, Thelma Ritter, etc. RCA Victor LOC 1027
Dealers should have a fair-sized summer boom, thanks to this eminently enjoyable show album from Broadway's latest hit. The Robert Merrill score is timeful, warmhearted and geared to a large audience, particularly "Sunshine Girl" and the beautiful "Look at Er." Singing and recording are good grade, and the whole family ought to enjoy it. The cover is one of Victor's most intriguing, and it's a cinch to make just about every store window.



LOC-1028 *Lena Horne at the Waldorf-Astoria*
Release Date: June 10, 1957

LENA HORNE AT THE WALDORF-ASTORIA (1-12")—Nat Brandywynne's Orch. RCA Victor LOC-1028
Lena Horne's incendiary delivery and sultry, sexy cover photo make this package a solid stock item for dealers and a rich programming source for more discriminating jocks, altho some of the bands are too spicy for air consumption. The selections, waxed during the thrush's Waldorf-Astoria date, are a mixture of sophisticated standards, special material-type ditties and haunting ballads.



LOC-1029

Release Date:

Offenbach: *La Périchole*

late July 1957



LOC-1030

Release Date:

The Helen Morgan Story

October 26, 1957



LOC-1030 Long Play (24 songs) \$4.98
EPA-4112 \$1.29



LOC-1034

Release Date:

Search for Paradise

November 1957



"JAMAICA" — Original Broadway Cast — RCA Victor LOC-1038 (1-12" LP)

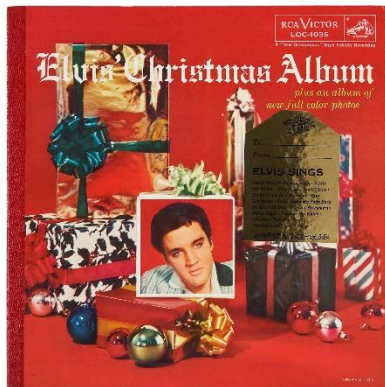
David Merrick's hit Broadway musical comedy, starring Lena Horne and Ricardo Montalban, is presented by the original cast on this waxing. The musical, representing Miss Horne's first starring role in a Broadway hit, offers a musical score by Harold Arlen and E. Y. Harburg, including the songs "Push De Button", "Pretty To Walk With", "Take It Slow Joe", and "Savannah". High stature of the play should help the disk sales-wise.



LOC-1036 *Jamaica*
Release Date: November 1957



"JAMAICA" — Original Broadway Cast — RCA Victor LOC-1036 (1-12" LP)
David Merrick's hit Broadway musical comedy, starring Lena Horne and Ricardo Montalban, is presented by the original cast on this waxing. The musical, representing Miss Horne's first starring role in a Broadway hit, offers a musical score by Harold Arlen and E. Y. Harburg, including the songs "Push De Button", "Pretty To Walk With", "Take It Slow Joe", and "Savannah". High stature of the play should help the disk sales-wise.



LOC-1035 *Elvis' Christmas Album*
Release Date: November 25, 1957

ELVIS' CHRISTMAS ALBUM (1-12")—Elvis Presley. RCA Victor LOC-1035

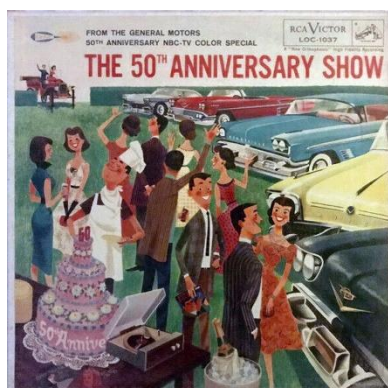
Here's a packaging job that can hardly miss. It's a de luxe folder set with a Christmasy red cover, and inside there are eight pages of photos of the chanter, most of them in color, which teen-age chicks will find hard to resist. The disk itself has great Presley treatments of Christmas songs and carols, including "White Christmas" and "Silent Night." A standout display item for every dealer.

Apparently, it was the deluxe packaging that prompted RCA Victor to place the album into the original-cast series. When they reissued the LP in 1959 without the deluxe package, they placed it into the usual LPM- (popular music) series.



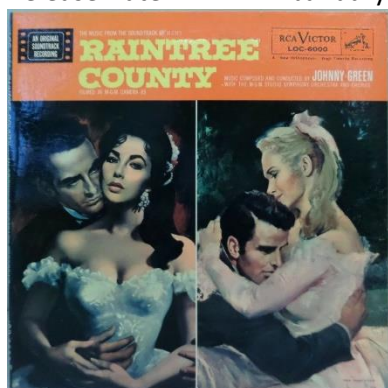
LOC-1041 *Sayonara*
Release Date: December 16, 1957

MARLON BRANDO IN SAYONARA..77
Soundtrack (1-12")
RCA Victor LOC 1041
This possibly could be another big soundtrack package, if Irving Berlin's title tune takes off in the singles sweepstakes. Main portion of disk is devoted to Frank Waxman's score which dramatically underlines the film's action. Good blend of exotic color and emotional impact.



LOC-1037 *The 50th Anniversary Show*
Release Date: January 13, 1958

THE 50TH ANNIVERSARY SHOW.....75
Sound Track (1-12'')
RCA Victor LOC 1037
This is the music from the noted NBC-TV show which marked the 50th anniversary of General Motors. A wealth of talent and song here—much of which will be remembered by listeners who viewed the show November 17. Hugo Winterhalter, Pat Boone, Steve Lawrence, Dan Dailey and Carol Burnett, Dinah Shore, Dorretta Morrow, Bernard Green's orchestra are in the line-up.



LOC-6000 *Raintree County*
Release Date: February 3, 1958



RAINTREE COUNTY
Music From the Sound Track (1-12'')
RCA Victor LOC 6000
This handsomely packaged, deluxe double-pocket LP spotlights Johnny Green's lushly dramatic score (specially edited by Green for this disk) for the lengthy movie, starring Elizabeth Taylor and Montgomery Clift. Album's appeal is almost wholly to movie fans. Altho backed by spectacular promotion, film received bad notices. Box office record chalked up by picture will ultimately determine strength of album.

The deluxe 2LP set was numbered 6000, while the abridged single-pocket LP was numbered LOC-1038.



LOC-1040 *Bonjour, Tristesse*
Release Date: February 1958



"BONJOUR TRISTESSE"—Original Soundtrack Recording—RCA Victor LOC-1040 (1-12'') LP
The hit flick has a strikingly colorful score. The music for "Bonjour Tristesse," starring David Niven and Deborah Kerr, was written by Georges Auric. The recording, with its varied moods and tempos stands out as one of the better soundtrack releases. The French movie soundtrack should find a ready market.



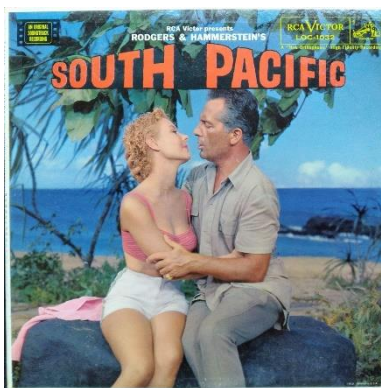
LOC-1042 *Peyton Place*
Release Date: March 1, 1958



"PEYTON PLACE"—Original Soundtrack recording—RCA Victor LOC-1042 (1-12" LP)
The soundtrack from the much talked about book and motion picture was written by Franz Waxman. Waxman, who penned tracks for such standard flicks as "A Place In The Sun" and "Sunset Boulevard", also leads the orchestra through the stirring reading. The Jerry Wald production has a beautiful score. The press should receive an additional sales push from the popularity of the movie.



LOC-2000 / LOC-1032 *South Pacific*
Release Date: March 19, 1958



RCA Victor Plans Gigantic "South Pacific" Campaign

NEW YORK—The greatest advertising and promotion campaign ever to back a single album is being planned by RCA Victor for the March release of the movie sound track album of "South Pacific". George Rothblatt, manager of pop promotion for Victor, revealed that "South Pacific" will be the only pop album issued during the month and that a \$100,000 campaign designed to create 200,000,000 consumer exposures will accompany the album's release. In preparation for the demand which Victor expects this drive to create, 500,000 albums are being pressed in the initial order. The album will be available in 5 different

packages: a \$4.98 regular album; a \$2.98 deluxe album; a 2 pocket EP; a single EP; and a stereo tape. Consumers advertising will include, for the first time in the history of the record business, a full page four color ad in Life devoted to only one album. In addition there will be full page ads in Schaefer, This Month's Records, Long Player and newspapers throughout the country including The New York Times. Half page ads will appear in The New Yorker, Enquirer, Holiday, Time, Hi-Fidelity, Hi-Fi Music, Woman's Day, Saturday Eve-

ning Post and Playbill. Trade advertising will include double page ads in The Cash Box, Record and Sound Engineering, The Billboard, Variety and Hollywood Reporter. Ad units in 600, 280 and 140 line sizes will be made available for local advertising. Television and radio will also play an important part in the campaign with a total of 28,000,000 people due to be exposed to the "South Pacific" message through the Eddie Fisher TV Show, the George Gobel TV Show and NBC's Monitor, Night Line and Band Stand.

Another feature of the promotion will be a contest for disk jockeys. The first prize will be an all expense trip for two to Hawaii. Runner ups will win a color TV set, portable TV sets, portable radios, etc. Disk jockeys entering the contest will make as many words as possible out of the letters in "RCA Victor South Pacific". Then, using the words made from the phrase, they will tell in a sentence or more what they think of "South Pacific".

Disk jockeys will also be receiving a special disk jockey "Minute Max" pressing which will highlight selections from the album in 60 second cuts designed for easy programming.

In addition, Victor is joining forces with the United States Navy Recruiting Service to promote "South Pacific" and new enlistments. This phase of the campaign will include joint "South Pacific" and Navy window displays in stores throughout the country. RCA Victor distributors featuring the album "South Pacific" will



WINDOW DISPLAY



LOC-1044 *Marjorie Morningstar*
Release Date: May 10, 1958



"MARJORIE MORNINGSTAR"—An Original Soundtrack Recording—RCA Victor LOC-1044 (1-12" LP)
The score from the romantic movie creates a vivid picture for the listener. The warm music was composed by Max Steiner, who has written scores for numerous flicks, including "Since You Went Away". The tender reading given to the score by an orchestra under the direction of Ray Heindorf is charmingly accented by occasional choral inserts. The movie's recent opening plus the growing popularity of movie tracks should mean sales.

CLAIRE TREVOR • ED WYNN • EVERETT SLOANE • MARTY MILNER • CAROLYN JONES

with George Tobias
In WarnerColor
Screenplay by Everett Freeman

Song: "A Very Precious Love"
Music by Sammy Fain; Lyrics by Paul Francis Webster

Music Composed by Max Steiner
Musical Direction by Ray Heindorf

Based upon a novel by Herman Wouk
Produced by Milton Sperling • Directed by Irving Rapper
AN ORIGINAL SOUNDTRACK RECORDING

CLAIRE TREVOR • ED WYNN • EVERETT SLOANE • MARTY MILNER • CAROLYN JONES

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Based upon a novel by Herman Wouk
Produced by Milton Sperling • Directed by Irving Rapper
ESPECIALLY RECORDED IN HOLLYWOOD FOR THIS ALBUM

The first back cover reads "An original soundtrack recording," while the second says, "Especially recorded in Hollywood for this album." Also, George Tobias' acting credit was moved up.

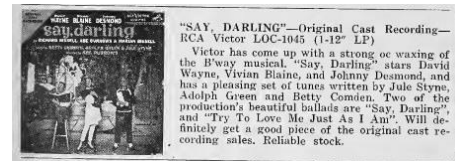


LOC-1045

Say Darling

Release Date:

May 17, 1958



This was the last soundtrack/cast album that RCA Victor released in mono only – before the advent of stereo records. The matrix numbers (2855/6 and 2857/8) indicate that RCA Victor had prepared mono and stereo masters simultaneously. However, the album was released just before the label's grand introduction of Living Stereo. This became one of the first original-cast series albums to be available on vinyl in stereo. Prior to that time, the only stereo option was on reel-to-reel tape.

