

RECORD MAIL

A MONTHLY REVIEW AND DETAILS OF THE LATEST
POPULAR RECORDS ISSUED BY E.M.I RECORDS LTD.
(H.M.V., Capitol, Columbia, Parlophone, M.G.M.)

Vol. 4, No. 9.

September, 1961



DEAN
MARTIN



FRANK
SINATRA



NAT
KING
COLE



RUBY
MURRAY



NORRIE
PARAMOR



THE KING
BROTHERS



INTRODUCING —



ENCORE!

1st



ENCORE!

RECORD MAIL REPORTER

AN ENTIRELY new and low-priced LP series — Encore! — is announced by E.M.I Records Ltd. The title is a significant one for the new series re-introduces to record buyers first-class recordings which feature international artistes but which have been deleted from the catalogue.

The first release this month includes records by Frank Sinatra, Nat King Cole, Dean Martin, The King Brothers, Ruby Murray and Norrie Paramor. The LPs are priced at 23s 3d, including purchase tax.

Said a spokesman of E.M.I Records: "We have realised that many records issued in the past and since withdrawn from sale are virtually unknown to many record buyers today — hence Encore! There will be regular additions to the series but we do not plan to issue large quantities of these records."

QUALITY

"The deleted material that will be issued on Encore! has been withdrawn from our catalogue for at least a year. The Encore! discs — they will be available through local record dealers — are fully up to E.M.I quality and are pressed from the same material as those in our normal series.

"Each record is supplied in a strong, well-designed and colourful cover and is protected by an inner bag. We believe that no other records offer the public such first-class recordings by top international artistes at such an attractive price."

FAVOURITES

On "When Your Lover Has Gone" (ENC101), Frank Sinatra is accompanied by the Nelson Riddle Orchestra and sings such favourites as "What is this thing called love", "Can't we be friends", "Mood indigo" and — "When your lover has gone". Nat King Cole sings similar, well-loved 'standards' on "String Along With Nat King Cole" (ENC 102), while Dean Martin has Dick Stabile's Dixie-Cats with him on "Dean Goes Dixie" (ENC103).

"Ruby Murray Successes" (ENC104), features Ruby with the orchestras of Ray Martin and Norrie Paramor, while Norrie Paramor is featured with his orchestra on "Time to Dream" (ENC105). Then there are the popular King Brothers singing more 'standards' on "Kings of Song" (ENC106).

EXCLUSIVE! 'MONDAY SPECTACULAR' PHOTO-FEATURE

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