



SPOTLIGHTS YOUR HIT RECORDS AND FAVORITE BANDS 🚕





First comes the Anniversary Song, then the Wedding Song and meanwhile a thousand mink-coated matrons wait with bated mascara for the Reno Rhumba.

It is sad indeed to note how many arrangements of Wagner's Wedding March end up with a song and dance in the courtroom.

Chief symptoms of a hurried trip to Reno often are indigestion, high blood pressure and an acute pain in the wallet.

A reader of IN THE CROOVE, reporting on a recent visit by Benny Goodman to the "Click" in Philadelphia, says he could swear the neon signs that night read "Creak."

Not that Goodman isn't every bit the magnificent musician he's always been, but his style is so reserved now-a-days that like certain political figures he just refuses to run.

This correspondent says that anymore, to Goodman, a Riff is a bearded individual in a bed-sheet caught walking on upstage-right in "Desert Song."

Benny turned his handsomely clothed back to the audience so often, he must have thought he was playing to a tailor's convention.

What the correspondent's report seems to mean is that no matter how great a musician becomes, there's no substitute for good showmanship.

Charlie

Destined to become a permanent part of our sentimental musical heritage . . . these two wonderful records . . .

The Wedding Song

IRVING FIELDS with THE CAMPOS TRIO A perfect companion piece to the Anniversary Song Record 26-9035

Poème

The original from which was taken Moonlight
Madona

Darling, Je Vous Aime Beaucoup

As liltingly French as Paris itself

HENRI RENÉ and his Orchestra Record 25-1120

IN THE GROOVE

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HERB HENDLER — Director, RCA Victor Record Publications

AT PRESS TIME

Hollywood says Beryl Davis has been signed by William Cagney for a big role in "Stray Lamb"... Ella Fitzgerald will play four weeks in London in September... Garry Stevens, the former Tex Beneke vocalist, is now a disc jockey on WROW in Albany, N.Y. He married a local girl and settled down there.

Artie Shaw, who claims he won't go back into the band business, is writing a book . . . Individuals, who cut their own records prior to the ban, are now trying to peddle them to the various record firms.

Watch out for phony records, put out by bootleggers. They have a high amount of surface noise, washed-out looking labels and grooves closer together than the real records.

Freddie Slack is organizing a fifteen piece band ... Buddy Johnson is booked for a week at the Howard Theater, Washington, D.C., beginning July 2 . . . Those who think Americans are Be-Bop-happy should have seen the crowds demonstrating when Illinois Jacquet gave Canada a sample of his music at Toronto's Massey Hall . . . They were in a frenzy.

KIDDIN' ON THE KEYS



Songstress Peggy Lee and comedian Victor Moore take time out during rehearsal for a bit of close harmony.

Meet Mrs. Prima

CHIEF EXECS. CITE SAMMY KAYE

Sammy Kaye has become the toast of Governors, with the chief executives of Nebraska and Oklahoma presenting him with special awards for his activities in the entertainment and charitable fields.

Sammy had run a contest in behalf of the Hospitalized Veterans' Foundation and after spending days and even weeks on the project, realized a great contribution for the group both from the aspects of helpful publicity and actual cash.

Como, Judy Garland Co-star

Hollywood sources say Perry Como is scheduled to co-star with Judy Garland in the motion picture music-lovers have been yearning to see for months, "Annie Get Your Gun."

This show, on the stage, was a smash box-office hit all over the nation, and it's going to get the typically M.G.M. treatment, with technicolor, three orchestras and million dollar sets.

It seems that Judy Garland's recent appearance on Perry Como's Supper Club gave M.G.M. officials the idea to co-star the pair in "Annie Get Your Gun."

It is reported that Vaughn Monroe's great band may be among those signed to make the sound track of the film.

A GREAT GESTURE

America's newest keyboard sensation, Irving Fields, has offered his support to the Jewish nation of Palestine with the composition of his latest song Arise, Israel, Arise. Fields has pledged every dollar earned by the song to the Jewish cause.

HOW TOUGH CAN YOU BE

Like all other branches of showbusiness, the music end has its own stories of strength and persistence and the other qualities that go to make a real trouper. The inimitable Count Basie saw an example of this kind of sticktuitiveness just recently.

Members of Count Basie's band had been telling lead altoman, Earl Warren for days that he didn't look so well. The count himself suggested Earl take a holiday. But Warren insisted he was all right. "After all, Mr. B.," he said, "I can't leave you in the lurch with your big concert coming up."

Then the afternoon before the concert it happened. While playing a particularly difficult passage Warren collapsed to the floor. At the hospital the verdict was pleurisy, a bad case.

As the fans know, Basie's organization went through the date and played brilliantly in spite of its handicap, with Carnegie Hall rocking to the Count's "Royal Suite."

The man who plays pretty for the people marries his bookkeeper

(Picture on Back Cover)

Mrs. Prima is pert, pretty, level-headed and altogether charming.

Yes, Louis has gone and done it. He's married himself a wonderful wife, nee Tracelene Barrett, former University of Washington student and bookkeeper for Prima Enterprises for several years.

Mr. and Mrs. Prima are at home in a gorgeous pent-house on Riverside Drive, sun-burned, relaxed after a boat cruise up the Hudson and terrifically in love with each other.

They cruised in Louis' own boat, the Tracelene, 2nd, in a brief one-week honeymoon caught between playing dates after their quiet but beautiful wedding at the Collonade Room of the Essex House in New York on June 17.

Tracelene says that she's sure few girls make wedding plans as hectic as hers.

"When I think of those days," she says, "with Louis playing in (Continued on Page 8)

RADIO STAR



Joe Dosh is a brilliant young radio voice and personality who right now is well into his tour of the nation which will terminate in Los Angeles next Spring. Dosh made his fame in the Washington, D.C. area.



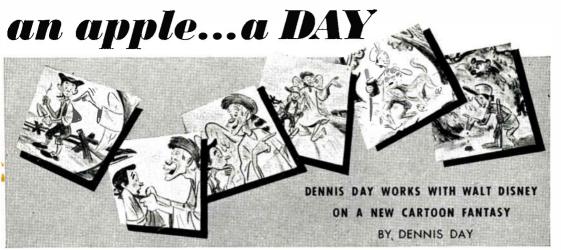
THE menu of movies released and yet to come is a really varied bill of fare this month. Here are capsule reviews of the newest musical films:

- BIG CITY: This fine production is most noteworthy because it brings a fresh and powerful personality to the screen in RCA Victor artist Lotte Lehmann, one of the world's greatest operatic voices and today a matchless interpreter of simple folk songs of all nations, "Big City" tells of the spiritual inspiration that results when men of three different religions adopt the same little girl and rear her as their own. With Lotte Lehmann are Margaret O'Brien, George Murphy, Betty Garrett and a fine supporting cast. These RCA Victor Records highlight music from the film: What'll I Do?, Perry Como, Record 20-2662; Ok'l Baby Dok'l, Page Cavanaugh Trio, 20-2646; Don't Blame Me, Shep Fields, 20-2945.
- MELODY TIME: Disney's happy tale of "Pecos Bill," fabulous American Cowboy, sung by Roy Rogers and the Sons of the Pioneers; "Johnny Appleseed," with all the voices by Dennis Day; and many sequences starring Freddy Martin and many others. Hear RCA Victor Albums Y-368, Y-375, Y-369.
- ◆ THE MIKADO: This is a glorious technicolor production of the most tuneful and delightful Gilbert and Sullivan. Done by the world famous D'Oyly Carte Opera Company and starring Kenny Baker. It is available in the complete version in RCA Victor's imported HMV Album DB-8105/15.



Reading from top to bottom: A scene from Pecos Bill in "Melody Time." Kenny Baker sings in the Mikado and Robert Preston introduces Danny Thomas to Karin Booth in "Big City."





How does it feel to be five other people? I ought to know — because there'll be five of me in the "Johnny Appleseed" portion of Walt Disney's "Melody Time." Of course, none of the characters, including Johnny, looks like me, and only one of them, I hope, sounds like me.

How did it happen? Well, it seems that Walt Disney was looking for a mouthpiece. Not the Chicago kind who talks out of the side of his face, but a mouthpiece for the five characters in "Johnny Appleseed," the pixie-like gent who dedicated his life to planting orchards for the pioneers in Ohio in the early 1800's.

You see, I do all the talking—and singing. One of the characters is an angel. I've never been an angel before. At any rate, the angel and Johnny sing a duet, which means that I sing a duet with myself.

Ilmm, wait until Phil Harris gets a load of that. Even if he does have two shows, he can't sing duets with himself. If he wants to learn how, he'll have to lay out some of the dough from his two shows to buy an album of the songs from "Johnny Appleseed."

Yes, we recorded them before the ban and the album is on sale right now. I suppose I'll have to give one of the albums to Jack Benny.

Doing a quintette of vocal characterizations, plus serving as the picture's narrator, was something new. I like to do imitations, you know, and have mastered quite a few.

To familiarize myself with the characters I was portraying, I volunteered to mug for the Disney artists who were drawing them. They'd draw a picture of the character with the same expression on its face that I had on mine.

This was all very fine when I was doing my mugging at the Disney Studio, but often, when I was somewhere else, I'd find myself thinking about Johnny and how he'd react to certain situations, so that it turned out I'd be mugging like Appleseed when I was supposed to be Day imitating Fred Allen on the Jack Benny Show. It was confusing.

Also in "Melody Time" are my good friends, Roy Rogers and the Sons of the Pioneers, who do the story of Pecos Bill, a fabulous cowboy. And in another sequence, Freddy Martin's orchestra with Jack Fina at the piano describe the adventures of a harried bumble

In looking back, I feel it was more than just a novel experience. It enabled me to work with a lot of nice people and make many new friends.

Johnny Appleseed and I became such good friends during the production of the picture that I've lost my taste for apple pie. It gets awfully tiresome just eating the cheese!



News: Perry Como examines the new "Pianissimo Petticoat."

POPULAR



COUNT BASIF IT'S MONDAY EVERY DAY I'VE ONLY MYSELF TO BLAME

Record 20-2850



MAKIN' LOVE MOUNTAIN STYLE (from the M-G-M

TEX BENEKE

film "Martin Block's Musical Merry-Go-Round") MEADOWLANDS Record 20-2898 A LOVELY RAINY

AFTERNOON RAMBLIN' AROUND Record 20-2837



HELEN CARROLL TAKIN' MISS MARY TO THE BAIL

film "On an Island with You") WALK A LITTLE TALK A LITTLE Record 20-2868



SPADE COOLEY OKLAHOMA WALTZ THAT'S THE LAST STRAW

Record 20-2866



PERRY COMO BETTER LUCK **NEXT TIME** IT ONLY HAPPENS WHEN I DANCE WITH YOU

(both from the M-G-M film "Easter Parade") Record 20-2888



DENNIS DAY CLANCY LOWERED THE BOOM THE ROMANCE



ESTIMATE THE POWER OF A WOMAN YOU'RE MINE, YOU! Record 20-2855



DORSEY ON THE PAINTED DESERT MISSISSIPPI

TOMMY

MUD Record 20-2852





LARRY GREEN LITTLE GIRL JUST CANCEL MY DREAM

Record

20-2813

OHIO

SAMMY

EDDIE HEYWOOD **PLYMOUTH ROCK** CHILLICOTHE.

Record 20-2839

SPIKE JONES WILLIAM TELL: **OVERTURE** THE MAN ON THE FLYING TRAPEZE Record 20-2861



KAYE AT A SIDEWALK PENNY ARCADE SPRING CAME Record 20-2886 LITTLE TOOT (There'll Never Be Another)

PECOS BILL (both from the Walt Disney film "Melody Time") Record 20-2786



WAYNE KING THE THINGS YOU LEFT IN MY HEART MY GUITAR Record 20-2840



MARTIN IF I WERE YOU (from the M-G-M film "On an

Island

FREDDY

with You") CARAMBA IT'S THE SAMBA Record 20-2867 IT BEGAN IN HAVANA THE GIRL WHO CAME FROM PERU

Record 20-3027



MARTIN IT'S YOU OR NO ONE IT'S MAGIC (both from the film "Romance on the High Seas")

TONY



VAUGHN MONROE GIVE A **BROKEN HEART** A BREAK

THE MAHARAJAH OF **MAGADOR** Record 20-2851 MELODY TIME BLUE SHADOWS ON THE TRAIL

(both from the Walt Disney film "Melody Time") Record 20-2785



RAY McKINLEY PUT 'EM IN A BOX, TIE 'EM WITH A

RIBBON (And Throw 'Em in the Deep Blue Seg) YOU CAN'T RUN AWAY

FROM LOVE (theme from the film "Daisy Kenyon") Record 20-2873



CHARLIE SPIVAK THIS IS THE INSIDE STORY LONELY

Record 20-2874 INNER SANCTUM HEARTBREAKER Record 20-2864



THE THREE SUNS A FELLA WITH AN UMBRELLA STEPPIN' OUT

WITH MY BABY Record 20-2863 A BOY FROM TEXAS --- A GIRL FROM TENINESSEE I'M IN LOVE---CAN'T YOU TELL Record 20-2838



releases

COUNTRY AND WESTERN

ROSALIE ALLEN
HE LIVED IN TEXAS
(And She Lived in Arkansas)
WHOA SAILOR

Record 20-2853

I KNOW WHEN I'M BLUE I'VE BEEN WORKING ON THE GUITAR Record 20-2876

(I May Be Color Blind But)

THE BLUE SKY BOYS
ROMANS 6:23
ANGEL MOTHER
Record 20-2900

BUCHANAN BROTHERS THE STEAM THAT BLOWS THE WHISTLE

THE WHISTLE
(Never Turns the Wheel)
WOULD YOU CRY?
Record 20-2891

JENNY LOU CARSON
GONNA GIVE YOU BACK
TO THE INDIANS
TOO GOOD TO BE TRUE

Record 20-2842
THE GEORGIA CRACKERS
RATS IN MY CLOSET

A DOLLAR DOWN (And A Dime A Day) Record 20-2854 DAVE DENNEY
IF THAT'S THE WAY
YOU WANT IT

(That's the Way It's Gonna Be) WHO CARES, WHO CARES? Record 20-2890

PEE WEE KING
OH! MO'NAH
JUKE BOX BLUES
Record 20-2841

ERNIE LEE
THAT'S WHAT SHE WROTE
YOU NEVER GROW
TOO OLD TO LEARN

Record 20-2877

ZEKE MANNERS
THE STRANGEST FAMILY
THE OLD PIANO POLKA
Record 20-2875

DUDE MARTIN
SMOOTCH
DON'T COME CRYIN' TO ME

PATSY MONTANA MAMA NEVER SAID

Record 20-2843

A WORD ABOUT LOVE LITTLE OLD RAG DOLL Record 20-2899 LUKE WILLS
I'M A MARRIED MAN
IS IT TRUE
WHAT THEY SAY
Record 20-2901

RHYTHM

DIZZY GILLESPIE

OOL-YA-KOO

GOOD BAIT

BLUES AND

Record 20-2878

ILLINOIS JACQUET
JET PROPULSION

TRY ME ONE MORE TIME
Record 20-2892

TAMPA RED
YOU BETTER WOO YOUR
BABY
BLUE AND ALL ALONE
Record 20-2849

ROOSEVELT SYKES
BOOGIE HONKY TONKY
BOOZE BLUES
Record 20-2902

WASHBOARD SAM
SHE'S JUST MY SIZE
FOOL ABOUT THAT

WOMAN Record 20-2856

SONNY BOY WILLIAMSON ALCOHOL BLUES APPLE TREE SWING

Record 20-2893

THE NEW ALBUMS
RYTHMS FROM

By Freddy Martin Album P-213 THE LOUIS ARMSTRONG ALL STARS

LATIN-AMERICA

Album HJ-14

ROY ROGERS
SOUVENIR ALBUM
Album P-215

MODERN JAZZ PIANO Album P-216 THEME SONGS

Starring World's Greatest Bands Album P-217

FOR THE KIDDIES

ALADDIN AND HIS WONDERFUL LAMP (Themes from Rimsky-Korsakoff's "Schéhérazade")

Told by Turhan Bey
Henri René and his Orchestra
Y 364 List Price \$2.25
THE FURTHER ADVENTURE

OF TUBBY THE TUBA
Told by Ray Middleton
Russ Case and his Orchestra
Y 365 List Price \$2.25
PRINCE VALIANT

AND THE OUTLAWS
Told by
Douglas Fairbanks, Jr.
Paule Croset and Cast
Original music conducted by
Leo Arnaud
Y 611 List Price \$3,75

ALICE IN WONDERLAND
Eva LeGallienne Production
By the Members of the
Cast and Orchestra
K 13 List Price \$7.00

RE-ISSUES GLENN MILLER

DELILAH
ADIOS
Record 20-2942
SERENADE IN BLUE
BLUE EVENING
Record 20-2889

Record 20-2889

ARTIE SHAW

SHADOWS
DON'T TAKE YOUR LOVE

FROM ME

Record 20-2865

RAY NOBLE

TURKISH DELIGHT, Part 1

TURKISH DELIGHT, Concl.

Record 20-2880

LONNIE JOHNSON IN LOVE AGAIN GET YOURSELF TOGETHER Record 20-2903

LONE STAR COWBOYS
JUST BECAUSE
CRAWDAD SONG
Record 20-2941

HomeLife? You Said It!

liere we find Vaughn Monroe playing to his favorite audience and enjoying his idea of the best fun in the world, just being around his wife and kids.

Candace and Christina think their old man's singing is swell, though the romantic implications of many of Vaughn's more sophisticated numbers are above their tousled heads.

Best of all they like to hear the Maharaja of Magador, the Monroe Orchestra's latest release with vocal by Ziggy Talent, Record 20-2851.

By the way, the A side of the sensational Maharaja is Give a Broken Heart a Break, a number that's really sending them in the Juke Boxes. Getting back to Vaughn's homelife, he gets to see his family about



MR. MUSIC AT WORK



Left to right are: Garry Stevens, former Beneke vocalist and also a WROW jock, Vaughn and Bob Snyder, popular station platter spinner.

FAN-CLUB-NEWS

A new Perry Como Fan Club has been formed in New York. Dubbing themselves "Perry's Supper Clubbers," this vigorous group is headed by Elaine Rubinstein of 35 Jackson Street, New York, 2. Elaine is a pretty brunette who was inspired to form "Perry's Supper Clubbers" after she met him at a dinner recently.

A report from Hartford, Conn., tells us that any admirers who might like to join a Frank Sinatra fan club can get the address of the club nearest them by writing "Frank Sinatra's Fan Club Guild," which is made up of the presidents of every Sinatra Club in the U.S. and overseas. Elsie Lynn Ellovich, director of the organization, writes that the Sinatra clubs have been active for three years in charity. Ten of them have been collecting for CARE packages and have sent several. The groups also have adopted a number of War Orphans from a Convent in France. For information write "Frank Sinatra's Fan Clubs Guild." 197 Collins Street, Hartford, Conn.

Now a doff of the hat to the "Racing With the Moon" Vaughn Monroe Fan Club of 450 Chew Street, Allentown, Penna. During the past year this group has contributed substantially to the Community Chest, local hospitals, and the Red Cross. Presently the fine people in this club are working on the cancer drive. The president is lovely Jeanne Staub, a close personal friend of Vaughn.

Mrs. Prima

(Continued from Page 3)

Philadelphia and rushing to New York to help me with arrangements. Then off to a personal appearance in Washington; my head spins."

Louis and his band open at Steel Pier in Atlantic City, N. J. on July 18 and go to Virginia Beach on the 13th of August.

"I'd Rather Drink Muddy Water"

That's how the "Blues" began, but the song has changed its tune for "Sachmo" and Big "Tea"

JAZZ SUCCESS STORY





By CHARLES SCHAFHAUSER

1927 was something of a boom year, but it didn't seem that way to a large thick-set man they called Big "Tea." As he filled the air in his fifth-rate, 47th street hotel room with gray cigarette smoke, Big "Tea" hummed a twelve bar "Blues" over and over again. He hummed

it as he crushed out his cigarette and struggled into his coat.

I'd rather drink muddy water, Lord, sleep in a hollow log.

I'd rather drink muddy water, Lord. sleep in a hollow log.

Than to be up here in New York, treated like a dirty dog.

Then Big "Tea" picked up the battered black case that held his trombone and went down to see his friend Louis.

Louis was riding high in 1927. The name Armstrong meant great music to everybody in the know. He got jobs easily, claimed good pay. But Louis knew he wasn't getting top dollar for his sensational horn. And he also knew that the thing he liked to do best of all was bat a blues inside out with some of his good friends like Big "Tea."

1927 was a rich year in the musical history of the east. Bessie Smith, fabulous Bessie, was singing uptown in New York. Like Jack

Teagarden, many of the greatest dixie-land and jazz side-men were moving in from the west and south.

Incredible stories of incredible music, played right from the heart, come out of these months in New York. And at the center of it were Big "Tea" and Louis, the former a newcomer, looking for advice, the latter an accepted artist, teaching—and playing and helping out with a couple of bucks here and there.

For a brief few months in 1927 Armstrong had his own band. Teagarden began to catch on and recorded with Red Nichols, Willard Robinson and Sam Lanin, among others.

The story of the careers of these two men is like a history of jazz itself. They did more singly than any other two musicians to carry the seed of jazz from the verdant Southland and make it bear fruit in the bleak north. In 1929 Sachmo got his own band for good and all. It changed size and shape and direction many times, but from then on Louis always led a combination of his own.

Teagarden joined Paul Whiteman in 1935 and stayed till 1939. He organized his own band in 1940 and held it together for three years.

Friendship between Teagarden and Armstrong grew stronger as time passed. The few times they worked together sent fables spinning through musical circles. Then Louis and his manager, Joe Glaser got an idea that should have been apparent to everybody for years. Why shouldn't "Sachmo" and Big "Tea" join forces permanently. They did and the "Louis Armstrong All Stars" began to take shape.

The All Stars, featuring Bobby Hackett, Trumpet; Peanuts Hucko, Tenor Sax; Bobby Haggert, Bass; Dick Cary, Piano and Sid Catlett, Drums, as well as Jack and Louis, have now released their first Album under the RCA Victor label.

The set, recorded at a Carnegie Hall Jazz concert, features such tunes as Rockin' Chair; Save It, Pretty Mama; St. James Infirmary and others. The concert itself was hailed by critics as one of the greatest examples of jazz

(Continued on Page 10)

JACQUET TO FORM 17 MAN ORCHESTRA

Danceland



When great showmen get together . . . great things result. That's an axiom that has never been more true than in the case of composer-

pianist Irving Fields and discjockey Doug Arthur.

Fields, as you know, is the composer of such hits as Managua Nic-

arauga, Miami Beach
Rhumba and
Guatamala.
More recently he has
turned his
pen to the
songs listeners are clamouring for to-



day, Far Into the Night and the Wedding Song.

Doug Arthur has become nationally famous for his great feats of radio in Philadelphia over WIBG and as a colorful personality in radio generally. Recently Doug heard Field's Far Into the Night and his musical sense told him that here was great music. He played

New Group will be built around Jacquet's Seven Piecer

LOUIS AND BIG "TEA"

(Continued from Page 9)

musicianship ever heard. And the Album, HJ-14, captures its excitement to perfection.

The last 28 years have drawn a contrasting picture of success and difficulty for "Sachmo" and Big "Tea." Louis himself has completed three sensationally successful trips to Europe and contemplates another next fall. Teagarden has established himself as one of the greatest slide brass men of his day.

Said Louis last week after an exhausting night and early morning session of trumpeting, "Son, we ain't finished playin' yet. Nossuh, we sure ain't."

it again and again on his Danceland programs.

Thousands of the records, (RCA Victor 26-9026) were sold in Philadelphia within a few days. Overnight the name of Irving Fields has sky-rocketed into the stratosphere of musical fame.

Fields says his head is still spinning from the results. Doug Arthur, a seasoned showman, who has made more stars than the musical world can shake a baton at, merely grins in satisfaction. As he puts it, "The stuff is there."

Illinois Jacquet is going big band. In one of the most surprising announcements in many a day Jacquet, who has been traditionally small band, announced that he will form a new 17-piece aggregation which should be in operation within a matter of days.

The big band will be built around the present members of Jacquet's small contbo which includes Trumpeters Russell Jacquet and Joe Newman; Baritone Saxman Leo Parker; Trombonist J. J. Johnson; Pianist John Malachi; String Bass Al Lucas and Drummer Shadow Wilson.

Declared Billy Shaw, executive vice-president of the Gale Agency, Jacquet's managers: "I feel that the time is ripe for Jacquet to go out with a big band."

In order to take the step, Illinois will be several thousand dollars to the bad in gate receipts from dates he will be unable to fill while rehearsing his new group.

The band will consist of five saxaphones, in addition to Jacquet, four trumpets, four trombones and four rhythm pieces.

Nature Girl



One of the two RCA Victor artists listed at left to record the hit song "Nature Boy" is beautiful Eve Young.

Before you buy any recording of

Nature Boy

Hear the RCA VICTOR versions

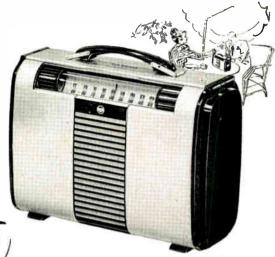
Ву

DICK JAMES Recard 20-2944
EVE YOUNG Recard 45-5212

Yau'il want them bath . . . they're the last ward an this tender melady

Powerful

Extra range and power are yours with the "Globe Trotter", amazing sensitivity, plenty of volume even for outdoor dancing. That handsome case is lightweight aluminum and plastic with a special, weather-resistant finish ou the aluminum. Plays on house current (AC-DC). Plays on its self-contained RCA battery that turns on the second you lift the dial cover. It's a star performer with the marvelous tone of the famous "Golden Throat". \$49.95* less battery.



The pick of the Portables

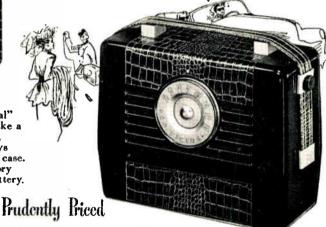


Just 6¼ inches high, this tiny "Personal" gives you room-size volume. It's built like a fine camera, has rugged RCA batteries, tiny but sturdy RCA Victor tubes. Plays instantly when you open the handsome case. Choose yours in black, brown, red or ivory alligator-grained plastic! \$29.95* less battery.



*Prices subject to change without notice. Western prices slightly higher.

ICTOR



Like all RCA Victor instruments, this stunning new portable is an outstanding value. It has fine volume and the glorious tone of the "Golden Throat". Plays on AC or DC house current or on its long-life RCA battery. Lightweight—in durable maroon plastic with non-tarnish golden finished trim and a handsome saddle of smart luggage-type covering. It's a welcome companion at home or wherever you go! \$34.95* less battery.

Mr. & Mrs. Louis Prima



FROM:

Sec. 562, P. L. & R.

BRY FOR THE AREA OF ST., ALASKAAN, CONN.

TO:

"RCA monogram in a circle, 'RCA Victor,' the representation of a dog listening to a phonograph, the phrase 'His Master's Voice,' the words 'Red Seal,' and the word 'Bluebird,' are registered in The United States Patent Office as Trademarks of The Radio Corporation of America."