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Carson J. Robison Publicity and Advertising

Carson J. Robison, the Cowboy Radio Singer,  
1903-1988

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### Carson Robison Radio Program

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## A TESTED RECIPE FOR A SUCCESSFUL PROGRAM

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"Carson Robison and His Buckaroos" contains all the ingredients of a successful program -- tried and tested in the fire of network experience over the last ten years:

- Plenty of MUSIC - In the sheer harmony of the simple Western ballads - many (280) of them original compositions written by Carson Robison, a native Kansan who knows the authentic music of the prairie country, the true American folksongs.
- In the pleasing voices of the talented quartet, and the effective background of instrumental accompaniment - not forgetting the unique whistling of Carson Robison which first gained him fame.
- Enough of THRILL and ADVENTURE - In the stories of the glamorous West - the gallop of hoof-beats, the lassoing of a bucking broncho - the exciting adventures told around the old corral gate.
- A dash of HUMOR - In the picturesque yarns spun by Robison, and the patter of the Buckaroos in the true Western vernacular.
- A touch of PATHOS - In the narrative which 52 of these programs contain, dramatizing the life and adventures on the ranch of a city waif whom Robison took under his wing.

-- ALL skillfully blended and combined to make a smooth, well-balanced, fast-moving program of unusual charm and listening appeal.

## CARSON ROBISON -- MASTER SHOWMAN

\* \* \* \*

Fifteen years ago, Carson Robison and his guitar, with his total wealth of \$3.65 in his one good pocket, arrived in New York to seek his fortune. Two days later, he signed a contract to make phonograph records, starting him on his rapid rise to fame -- the very top ranks of radio entertainers.

He was born in Chetopa, Kansas, of a cowhand who was a champion violinist and a mother who was a talented singer, so he says he "jest natcherly gravitated toward music."

At fifteen he left home, taking what jobs he could get when he couldn't find one singing or playing the guitar or banjo. After punching cattle, railroading and various other occupations, including service with the American forces in the world war, he decided he would rather starve as a musician than make a fortune in the oil field or elsewhere. He finally got a job in Kansas City singing and whistling over Station WDAF, and before long attracted the attention of radio executives who invited him to New York.

Steeped since childhood in the authentic music of the Western plains -- songs that narrate the stories of the people, which are handed down from one generation to another -- he knows and loves it, and considers it the only true American folk-music. This explains why he has so long remained at the top of the list of musicians in this field. He sings and plays these simple Western ballads with a sincerity seldom found.

He is the author of 280 original ballads -- words and music -- among them are "CARRY ME BACK TO THE LONE PRAIRIE," "MY BLUE RIDGE MOUNTAIN HOME," "LEFT MY GAL IN THE MOUNTAINS," "THERE'S A BRIDLE HANGING ON THE WALL," and, in collaboration with another Kansan, "BARNACLE BILL THE SAILOR."

In addition to his fine singing and his song-writing, he also arranges the music for his programs, writes and reads the typically Western stories and verse that are interpolated between songs, plays the guitar, banjo, string bass and sometimes the harmonica, and whistles in his own unique way -- it was really his unusual whistling which first brought him to the attention of radio program directors.

Carson Robison is a born musician and a thoroughly versatile showman, which results in each one of his programs being a perfectly balanced, complete, smoothly-flowing period of rollicking entertainment.



## CARSON ROBISON -- SUPER-SALESMAN

\* \* \* \*

### A RADIO VETERAN

Robison has been a radio-headliner for the past ten years - the top-ranking entertainer in his field, featured on all the major chains.

He and his group have performed at the White House and at Hyde Park, and during a six-months engagement in England they gave a command performance before the King and Queen.

### IMPOSING LIST OF SPONSORS

The list of well-known advertisers who have used this program - many of them renewing again and again - is indeed imposing:

Electrolux Refrigerators	Oxydol
Barbasol	Fairy Soap
White's Cod Liver Oil Tablets	Crazy Water Crystals
H-O Oats	Musterole and Zemo -
Feenamint	currently on NBC Blue
Aspergum	for 3rd consecutive year.

He has also been a guest artist many times on such outstanding network shows as:

- "Maxwell House Showboat"
- "Death Valley Days"
- "Dutch Masters' Minstrels" - 2 years
- "Wrigley Revue" - 18 months
- "John Charles Thomas" programs - 26 weeks
- "Coca Cola" program
- "Ever-Ready Hour"

### TESTED SALES-PRODUCER

Experience proves that Robison and his Buckaroos can sell practically any type of product - from "ships and shoes and sealing-wax to cabbages and kings."

His music has appeal for the whole family - for the youngsters as well as for the grown-up "youngsters" - outstanding quarter-hour periods of unique entertainment which are welcome fare in any day's radio schedules.

## IMPORTANT FACTS ABOUT THIS SERIES

\* \* \* \*

1. The present program series consists of 117 quarter-hours of entertainment.
2. *Sixty-five* programs combine the songs and patter of the cattle-country - songs and yarns skillfully intertwined with the authentic music of softly-twanging strings - and plenty of solos by the unusually talented instrumentalists.
3. *Fifty-two* programs contain in addition, a brief, dramatized narrative featuring the experiences of a city waif on the C-R Ranch.
4. Actual playing time of each program is 12½ minutes, allowing 2½ minutes for commercial announcements.
5. Minimum number of programs sold 26 - preferred frequency of broadcast two-a-week.
6. Available to any advertiser (except for competitive products of Musterole and Zemo, his current network sponsors).
7. Suitable for either daytime or evening broadcast (but not the same day his present network program is broadcast).
8. All programs in the series contain the same ingredients - the same tested features which have proved successful in selling a wide range of products on all the major networks.
9. This program series, because of its romantic Western locale, lends itself to an infinite number of merchandising possibilities.



## "ORCHIDS"

### FROM RADIO REVIEWERS

\* \* \* \*

"Robison has for years been one of the major vocal bets in his field ... for sheer harmony, both Robison's solo pipes and the ensemble are okay." VARIETY

"A gentle reminder, dear reader ..Carson Robison's Buckaroos is a program as is a program." NEWS, New York City

"Robison and his group gave a most entertaining and unique program.. bringing with them a wealth of native authentic music .. they sang and played with a swing, dialect, and enthusiasm that brought instant response from the audience." Philadelphia EVENING BULLETIN

"They are excellent voices and instrumentalists. Their program isn't a haphazard series of cowboy tunes but a smoothly-running musical affair, while a story is dramatized. Harmony singing and instrumental accompaniment is pleasing at all times..." BILLBOARD

"We hand him a rose for his realism and sincerity in his lines .. the program, to our ears, is a swell one, containing sentiment, thrills, danger and the glamour of the wide open West." ZIT'S THEATRICAL WEEKLY

"A program appealing to the youngsters and at the same time equally good fare for the grown-up 'youngsters'...Carson Robison and His Buckaroos manage to entertain the whole family." BILLBOARD

"Within the range of our listening, we find it radio's most expert and adult Western." New York EVENING POST

"....but they don't know the half of the story. Carson not only sings in the show, but he also arranges the music, writes and reads the typically Western verse that is interpolated between songs." EVENING NEWS, Newark, New Jersey

"Combining a selection of popular western ballads with a short sketch with a horse and spurs locale, Carson Robison's Buckaroos pranced across NBC-Blue Monday evening with much life and zest. Show has more new material than others of similar calibre...should aid in building an audience." RADIO DAILY

"...Type of program is a thoughtful selection for the sponsor who wants to reach an audience .. Robison's tonal sense is far superior to average." VARIETY

"A really delightful show .. the quartet is grand - lively when necessary, always musical, piquantly American, and bringing a real breath of the great open spaces with their soft echoes and twanging strings. They even make whistling sound friendly." EVENING NEWS, Glasgow, Scotland

## A WEALTH OF MERCHANDISING POSSIBILITIES

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"Carson Robison and His Buckaroos" provide almost unlimited material for merchandising this program series to:

- Build quickly a large listening audience
- Create good-will for sponsor or station
- Stimulate sales

Their Western locale, picturesque costumes, the many happenings of life on the range, of which they tell so enchantingly in song and story, lend themselves to unusually effective merchandising material, such as:

- Pre-announcement on the air
- Newspaper publicity
- Photographs for publicity and advertising
- Photographs for window and counter displays
- Photographs for give-aways
- Direct mail leaflets
- Blotters, Handbills, Stickers, etc.
- Banners and Posters
- Letterhead and Envelope imprints
- Exciting give-aways of every type

Naturally, any merchandising should be designed to tie-in with the particular product advertised, and to meet the needs of the individual client.

*Photographs* of the cast in costume are available for use as:

- Give-aways to check listener interest
- Offers - requiring evidence of purchase, alone, or plus money
- Offers - requiring 5¢ or 10¢ for autographed photograph

NBC Radio-Recording Division will gladly cooperate in making suggestions for merchandising the program in the case of specific advertisers.

## AUDITIONS BUILD SALES

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The quickest and surest way of selling this program is to arrange an audition of the show for the prospective client.

If "seeing is believing," *hearing* is certainly more so.

An audition record is available. It contains two programs of the series. One demonstrates the combination of song and patter only, the other the addition of the dramatized narrative built around the experiences of city-bred youngster on the Robison Ranch.

Actually *hearing* one of these programs is the easiest way to convince a client of the unique entertainment value of the series, the quickest method of demonstrating their appeal to listeners of all age groups.