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Carson J. Robison Correspondence

Carson J. Robison, the Cowboy Radio Singer,
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Letter, 1949 October 1, from R.K. MacCatherine to Carson Robison

R. K. MacCatherine

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The
PLYMOUTH
Electric
COMPANY

393 CHAPEL STREET
NEW HAVEN 4, CONN.
TELEPHONE 7-0291

Distributors



October 1, 1949

Mr. Carson J. Robison
Pleasant Valley,
New York

Dear Mr. Robison,

Our apologies for a long drought in correspondence, and now to continue, we have what we think is an excellent promotion stunt.

This concerns you, as you have one of the best Square Dance Sets on the market, and we know you are as interested in its exploitation as we are.

The Loew-Poli Theatre here in New Haven is starting a five (5) week series of Square Dance competition on their stage, with the first set scheduled for October 20, 1949. A local square dance orchestra will furnish the music.

Realizing the very great drawing power your name can add to this promotion, we are wondering if it will be possible for you to make a guest appearance on the Loew-Poli Theatre stage the evening of Oct. 20th, to really get this off to a grand start.

Lobby displays of your album and single records, your name on the theatre marquee, afternoon interviews with the local disc jockeys, newspaper announcements of your forthcoming appearance, and many other stunts will herald your appearance.

We know that with a tie-in such as this, it can't miss to further the acceptance of square dance and folk music in this area.

Your affirmative reply will be deeply appreciated by all of us.

Best regards,

Mac

R.K. MacCatherine, Manager

cc/file
M. Rosenthal