

Pittsburg State University

Pittsburg State University Digital Commons

Carson J. Robison Correspondence

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

2015-01-01

Letter, 1949 October 24, from R.K. MacCatherine to Sol Handwerger

R. K. MacCatherine

Follow this and additional works at: <https://digitalcommons.pittstate.edu/cjrc>

Recommended Citation

MacCatherine, R. K., "Letter, 1949 October 24, from R.K. MacCatherine to Sol Handwerger" (2015). *Carson J. Robison Correspondence*. 19.

<https://digitalcommons.pittstate.edu/cjrc/19>

This Manuscript is brought to you for free and open access by the Carson J. Robison, the Cowboy Radio Singer, 1903-1988 at Pittsburg State University Digital Commons. It has been accepted for inclusion in Carson J. Robison Correspondence by an authorized administrator of Pittsburg State University Digital Commons. For more information, please contact digitalcommons@pittstate.edu.

C
O
P
Y

October 24, 1949

Mr. Sol Handwerger
M-G-M Records
701 Seventh Avenue
New York 19, New York

Dear Sol:

I would like to take this opportunity to give you a brief report of our promotional activities with Carson Robinson and Billy Eckstine.

On Thursday October 20th, Carson and his friend, Tex Roy, arrived here quite early in the morning. We took them down town to visit various record stores where they were very well received. We arranged for a radio show later on in the day. After lunch Carson and Tex put on an excellent show on the New Haven Green in cooperation with the local Community Chest. It really went over well. After that we went back to the radio station and took over a regularly scheduled afternoon show and were on the air about an hour. It was really something. In the evening Carson and Tex appeared at the Loew's Poli Theatre as a feature of it's square dance show. The whole day was crammed full of activities and I want to tell you Carson and Tex were truly wonderful to put in the time and effort that they did.

You will probably wonder who Tex is. He is a protege of Carson Robinson, who is really good. The crowds loved him and the theatre and a few other spots want him back. I think it might be well worth while for MGM to look into this boy. He certainly has an array of material that he used and he really put it over.

If all of the MGM artists were as cooperative as Carson Robinson we would have little to worry about as far as personal appearances were concerned. We had some newspaper publicity for this promotion,--cards, marque advertising at the theatre and radio spots. All in all I can certainly say it was worth the time and effort which wa put into it. Incidentally, the President of the Musician's Union called up when we were on the air and requested a song from Tex.