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Carson J. Robison Correspondence

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

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2015-01-01

### Letter, 1949 April 29, from Cliff Rees to Carson Robison

Cliff Rees

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THE S. A. LONG COMPANY, INC.  
**S. A. LONG, Incorporated**  
W I C H I T A 1 ★ K A N S A S

**M-G-M RECORDS**

April 29, 1949

*ans 10/1/49*

Mr. Carson J. Robison  
Pleasant Valley, New York

Dear Carson:

I read your letter of April 25 with a great deal of interest, and it is beginning to look as if we were starting to get somewhere. Probably, our best bet from a standpoint of sales and public acceptance would be to put out not one single square dance record, but a two pocket metrolite album. I say non-breakable metrolite because we want to bear in mind that a lot of people will buy these records with the idea of taking them around to their various community gatherings and parties, and if we give it to them in metrolite they won't have to worry about breakage. We should also put them in a folder that gives them something to carry the records in and at the same time have the calls printed on the inside of the folder. In this manner they can use our music and someone from the group can sing off the calls or use their own as the case may be. I am inclined to "string along with you" on leaving out the talking calls as I do not think that this would help us a bit, due to the fact that if a group were dancing to the record it would have to be turned up very loud to let the people hear the talking part. So, as a general conclusion I would say that if M-G-M gives us a two pocket straight square dance album with printed calls on the inside cover I think we can do a good business on it.

According to our records, we have sold more "More And More Tee-jus" the first month than we did "Life Gits Tee-jus" the first three months. The first "Tee-jus" was a little slow getting started out here but after it got started it really did go. In fact, it is still selling very well and looks like it is going to be around for a long time. "More And More Tee-jus" is off to a very good start, so it looks like we are "in" on this one too. "Little Darling Waltz", "The Charms Of The City Ain't For Me" and some of your other records haven't sold very well. Probably due to the absence

Mr. Carson J. Robison

page two

April 29, 1949

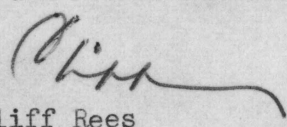
of the "honky tonk beat" that our good selling Western records have. Of course, our sales on "Life Gits Tee-jus" and "More And More Tee-jus" and the "Square Dance" album have been excellent, but I think we could sell more of the other type if you had the hot guitar and "honky tonk beat" added. It is rather difficult to describe, but I think you will get what I mean.

I received your autographed pictures and the field men have handed them out personally to the disc jockeys. We felt that this was a better way to promote you and your records than sending them through the mail.

Thank you very much for your cooperation, and I will be awaiting your reply with interest.

Yours truly,

THE S. A. LONG COMPANY, INC.  
M-G-M Record Division



Cliff Rees  
Manager

CR:bb