

BING CROSBY

1931

Before Bing's Solo Debut

Prior to his rocket-like rise to super-stardom, Bing Crosby recorded one song with Don Clark in 1926, and some hits with Paul Whiteman as part of his Rhythm Boys. After spending approximately three years with Whiteman, Crosby attracted a great deal of attention with the Rhythm Boys (sans Whiteman), and by himself. In spring 1930, this led to the Three Rhythm Boys joining Gus Arnheim at the Cocoanut Grove club in the Ambassador Hotel. In November, they signed a six-month contract to perform there – a contract that the club could extend for an additional three months.

While they were playing there, Victor signed him to record one single. That single led to Brunswick offering him a lengthy and lucrative contract, and Bing Crosby wound up being one of the most famous and influential singers in the business.



For several years the Cocoanut Grove, in Hollywood, had been the most popular of coast night clubs. Everyone had gathered there. But last fall found it in a terrific slump. The management, anxious to make the place popular once again, started a search for a means to attain this end. Their search led them first to Bing, Barris and Rinker, who had just finished the last of their pictures. Then they found Gus Arnheim, an orchestra leader who was not working at the time. It was decided that "The Rhythm Boys" and Gus Arnheim and his band would work side-by-side in an effort to draw a crowd.

And they did draw a crowd, such a crowd that dozens were turned away nightly. Many elements contributed to the tremendous popularity of the Cocoanut Grove—the singing of "The Rhythm Boys," the playing of Arnheim and his music—but it was due chiefly to the baritone solos of Bing Crosby. Bing's singing soon became the talk of the West Coast. It was not long before he was on the tip of every tongue in the East. The Victor Talking Machine Company, hearing of Bing's popularity, signed him to sing "Just a Gigolo" and "Wrap Your Troubles in Dreams." Then the Brunswick people came along

with a fat long-term contract and Bing signed with them. He has made nine discs for them so far, all of which have been best-sellers. Up to September 1 his record of "Just One More Chance" had passed well over the 30,000-mark, which is something of a record.

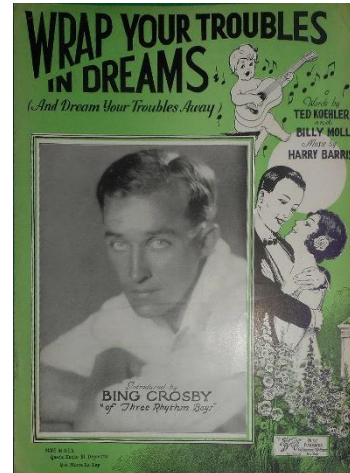
While working at the Cocoanut Grove Bing found time to collaborate with Harry Barris on another song which later swept the country and which Bing helped to popularize. The song was "I Surrender Dear."

Bing Crosby Singles from 1931

“Just a Gigolo”/ “Wrap Your Troubles in Dreams”

Victor 22701

Approximate Release: April 1931



“Out of Nowhere”/ “If You Should Ever Need Me”

Brunswick 6090

Approximate Release: April 1931



We Predict a Great Future for These
BRUNSWICK'S featuring of Bing Crosby, the vocal sensation on the west coast, will be good news for Brunswick dealers. Bing possesses a manly baritone of more than sentimental appeal; his first featured release is the up and coming "Out of Nowhere," coupled with "If You Should Ever Need Me." No. 6090.

“Just One More Chance”/ “Were You Sincere”

Brunswick 6120

Approximate Release: June 1931



"I Found a Million-Dollar Baby" / "I'm Thru With Love"

Brunswick

6140

Approximate Release: late June 1931



BRUNSWICK

6140—"I Found a Million Dollar Baby." *Bing Crosby.* Bing ought to bring a lot of male customers to Woolworths after this one. Novelty vocal chorus. Orchestra accompaniment. "I'm Through With Love." *Crosby.*

6145—"At Your Command." *Bing Crosby.* Bing's latest—and some say, his best. He is accompanied on the piano by none other than Harry Barris, backbone of the Rhythm Boys, who contributes much to the success of the record.

It is a beautiful melody, and Bing puts a lot into the words. Harry takes a piano solo.

"Many Happy Returns of the Day." *Crosby.* A sentimental ballad.

"Many Happy Returns of the Day" / "At Your Command"

Brunswick

6145

Approximate Release: July 1931

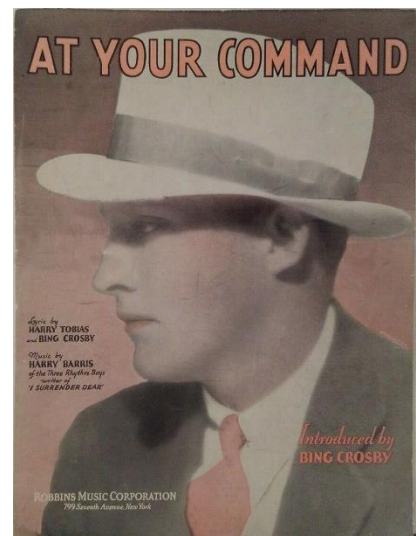


"Dancing in the Dark" / "Star Dust"

Brunswick

6169

Approximate Release: September 1931



"I Apologize"/ "Tonight or Never"

Brunswick

6179

Approximate Release: late September 1931



"A Faded Summer Love"/ "Now that You're Gone"

Brunswick

6200

Approximate Release: late October 1931



"Good Night Sweetheart"/ "Too Late"

Brunswick

6203

Approximate Release: November 1931

