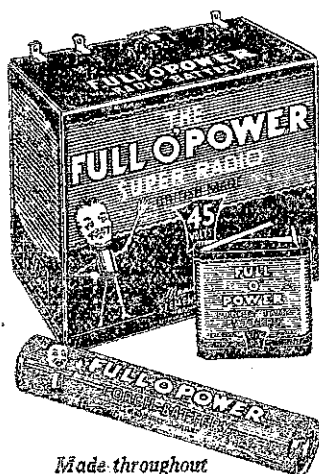




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House of Crosby

CROONER'S CHEQUE BOOK

(Continued from page 15.)

The agency not only sells the services of Bing Crosby but of other outstanding stars as well. Under contract to the Crosby agency are Josephine Tumminia, San Francisco coloratura soprano; Bob Crosby, Bing's orchestra-leading brother; Dixie Lee, the crooner's wife, and Genevieve Tobin, actress.

Significant are the contracts the agency holds with Mary Carlisle, actress, and Arthur Johnston and Johnny Burke, song writers. Bing Crosby, as a top-flight star, has much to say about the pictures in which he appears, and it is worth noting that the Crosby-controlled agency holds the contract of an actress who appears in many Crosby pictures and of a song-writing team that prepares much of the scoring for the crooner's pictures. Examples are Miss Carlisle's leading role with Crosby in their recent picture, "Double or Nothing," and the musical scoring of "Pennies from Heaven," in which Johnston and Burke did all of the composing, and "Double or Nothing," in which they did most of it. Additionally, the Select Music Company releases the Johnston and Burke songs.

Another investing activity of the Crosby interests is Bing Crosby himself. The actor's Paramount contract calls for three pictures annually, allowing Crosby the option of making one production independently each year. During 1938 Crosby exercised this contractual privilege to invest 200,000 dollars in his own "outside" picture, "Pennies from Heaven," which he made for Producer Emmanuel Cohen.

LEFT to himself, Bing Crosby might be inclined to give liberal financial vent to his sporting interests, but whatever tendency he has along this line are held in check by the shrewd-minded Everett. Crosby's turf activities have been exploited somewhat for publicity purposes. His stable at present consists of six racing horses at Del Mar and ten foaling mares on his nearby estate at Rancho Santa Fe. Experienced turfmen give his stable a low valuation and estimate that it is not costing him more than twenty or twenty-five thousand dollars a year to support his horses.

Racing men often wonder why a man with Crosby's financial capacity has not gone into raising an expensive stable such as his income would warrant. Crosby's studio will tell you that their actor's ambition is eventually to raise a Kentucky Derby winner. Track authorities, however, state that if Brother Everett continues to keep Bing's cheque-book under padlock the Crosby stable never will produce a threat even for the Santa Anita Derby.

CROSBY'S sporting interests also run to fighters. His outstanding fighter to-day is Freddie Steele, world's middleweight champion. The actor owes a half interest in Steele.

Crosby interests have looked into the future and made arrangements to be on the ground floor if and when television develops into a practical commercial enterprise.

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