

June 11, 1947.

Mr. Berle Adams,  
225 North LaSalle Street,  
Chicago, 1, Illinois.

Dear Berle:-

I certainly was glad to hear from you. We were debating the advisability of broadcasting a nation-wide alarm for you. This, after Leonard Horn insisted upon casting aspersions on Mr. Frankel's sanity when he, (Mr. Frankel) insisted that you actually had called him from LaGuardia air port.

If you are listening carefully, you will now hear me heave a sigh of relief at the knowledge that somebody didn't abduct you for some unknown reasons. Also, at this point I am smiling in happy anticipation over your promise to call when you are next in New York.

Louis did very well, Berle. He always does. I think he is just about the grandest person in the show business. And I don't say this solely because of his splendid performances on the stage. May be I am especially susceptible to Louis's friendly personality, to his genial smile, to his intelligent and sympathetic approach to many things which are not entirely associated with show business.

I took the liberty of talking to Louis about returning to the Apollo to start the new theatrical season off for us. We will, in all probability, close for three weeks beginning August 6th, and reopen with our customary bang-bang on August 29th. I will be very happy to celebrate the reopening by presenting Louis again. I believe "your boy" left the Apollo last week in a rather happy and receptive frame of mind. He promised that he would communicate by message to you and that he would return for the requested engagement if the bookings permitted. Needless to say I hope it does.

Let me hear from you.

Very cordially yours,

Frank Schiffman

July 14, 1947.

Miss Lena Horne,  
Capitol Theatre,  
50th Street & Bwa'y.  
New York City, N. Y.

Dear Miss Horne:-

I am not addicted to letter-writing, but I can't resist the temptation to tell you how I enjoyed our little visit the other day.

It stirred me to see how beautifully you have matured not only as an artist but as a thinking adult. Your words and your mannerisms indicate how thoroughly you have made yourself an important part of today's America.

I haven't had an opportunity to talk to Mr. Dugan about your appearance at the Apollo. I feel as certain as one can in this business, that you will be one of the most outstanding hits that we have ever had the pleasure and honor of presenting at the Apollo.

Very cordially yours,

Frank Schiffman

fs/ry

March 1, 1948.

Mr. Harold Oxley,  
8848 Sunset Blvd.,  
Hollywood 48, Calif.

Dear Harold:

I could answer your letter at great length, but it would serve no purpose. Naturally T-Bone Walker would rush to defend himself against any adverse criticism. The fact remains however that we had a very entertaining show with him although it was devoid of any top-notch headliners. Unfortunately it seems to be impossible for us to have a top-notch headliner here every week because of the number of shows which we present.

We were not dissatisfied with T-Bone Walker's performance, we simply stated the plain unadulterated conclusion that he is not the box office attraction which we all hoped he would be. We frankly had a feeling about this because of the almost complete lack of his recordings in this territory.

I didn't see Nicodemus. Those who did said that he was old-fashioned, and unsatisfactory. I understand that after the unenthusiastic reception accorded him by the audience he stopped complaining.

Now as to your account. I am sorry if we did not collect all the money which we could have if we had been a little more aggressive. Wynoni Harris would not permit us to make any deduction and we weren't going to have any violence about it.

I hope that you are very well and that your business is on the up-grade.

Very cordially yours,

Frank Schiffman

fs/ry

July 25, 1947.

Mrs. Jimmie Luncsford,  
162 South Road,  
White Plains, N. Y.

Dear Mrs. Luncsford:

I would like to add a word of comfort and tribute in these tragic hours of your bereavement.

It is needless to remind you in what universal esteem Jimmie Luncsford was held by people in and out of the show business. Throughout more than seventeen years of the friendliest kind of association with him, I never heard one single criticism levelled against Jimmie which in the slightest manner impugned his complete sincerity, his splendid showmanship, his great value to the entertainment business, his services to his fellow countrymen and to people in other lands.

I have above my desk a small plaque which Luncsford presented to me on the tenth Anniversary of our association some time in 1943. I had always had a sense of pride over possession of this plaque. It has now assumed for me an imperishable value. I shall treasure it always.

I know that you have the great courage in the knowledge that, despite his untimely passing, Luncsford led a full life and gave more of himself to the world than is given to most men who live far beyond the span allotted to him. I know that you have the comfort in the realization that no one is more deeply mourned by his friends.

May you also have the strength to carry on for yourself and to perpetuate his memory.

Very cordially yours,

Frank Schiffman

fs/ry

April 30, 1948.

Mr. Mort Miller,  
Miller & Miller,  
365 Fifth Avenue,  
New York City, N. Y.

Dear Mr. Miller:

I am sending the enclosed check for \$600.00 to wind up the Mantan Moreland - Stepin Fetchit affair.

I am sorry that our attorney objected to this payment for several reasons. We still have a lien by the Treasury Department against Stepin Fetchit, as well as a demand by Mantan Moreland, affirmed about two weeks ago and supported by his statement that he had discharged his indebtedness to Mr. Glaser in full.

I am relying on you to extricate me from whatever embarrassment may result.

Cordially yours,

Frank Schiffman

FS/ry  
Encls.

May 20, 1948.

Mr. Bill Robinson,  
2528 Seventh Avenue,  
House 2, Apt. "D",  
New York City, N. Y.

Dear Bill:

Somebody (I hope it was you) sent me an invitation to the christening of the steamship "Bo Jangles" on Tuesday May 25th.

I am more than happy to be able to accept this invitation.

Cordially yours,

Frank Schiffman

FS/rby

May 24, 1948.

Mr. Ray Anthony,  
c/o General Artists,  
1270 Sixth Avenue,  
New York City. N. Y.

Dear Ray:

I was very glad to receive your letter, although I assure you, that we enjoyed your appearance at the Apollo very much indeed.

You were more than cooperative and gave us a very fine show.

I shall certainly make it a point to see you at the Paramount. I hope you score a signal success there.

Cordially yours,

Frank Schiffman

FS/rhy

September 2, 1948.

Mr. Ed Sullivan,  
Hotel Astor,  
Daily News,  
New York City, N. Y.

Dear Mr. Sullivan:

I want to express my gratitude and appreciation for the very complimentary paragraphs which you wrote about the Apollo Theatre.

I was thrilled by your reference to the reaction of our audience as a "community effort." Because the Community spirit at the Apollo and the place of the Apollo in the Community is a source of deep happiness to me and to everybody associated in the administration of the Theatre. We have tried to make ourselves a part of the community. We help raise funds for many of the desperate needs which exist here. We help promote employment amongst Negro's. I have found real joy myself in being chairman of the Harlem Children's Camp Fund, a Director of the Urban League, an Honorary Member of St. Martin's Church, a member of the Interracial Committee, Co-chairman of Fund Raising for Sydenham Hospital, the Y. M. C. A. and other organizations.

I want you to know, too, that of all the columnists in this Country, you are held in the greatest esteem by New York's vast and varied Negro population. They respect and admire you. They look upon you as a champion and a friend. While you were, of course, complimenting a commercial institution, I can never convey to you adequately the number and the kind of comments which reached us after the publication of this article. It was regarded as a compliment to the Community.

I am sorry that I missed you.

I hope that you will take the time to visit us again in the very near future.

Very cordially yours,

Frank Schiffman

September 4, 1948.

Mr. Leonard Rowe,  
General Artists Corp.,  
RKO Building,  
New York City, N. Y.

Dear Leonard:

This letter is written so that you will have in your possession a formal memorandum of our conversation.

Nellie Lutcher gave us a very fine show this week. I believe she has improved and should remain an outstanding star for many years.

Unfortunately, however, our business fell about thirty percent as compared with her first appearance at the Apollo. Under these circumstances we cannot afford any excessive generosity, and must conform to the terms of our contract and deduct the cost of the three musicians who failed to appear. The amount - \$500.00 - is determined by scale for the musicians plus a portion of their transportation charges.

I feel that there is not the slightest doubt about about our right to make this deduction. Frankly I was hoping that business would be good enough to have enabled me to indulge in the same generosity as on her previous appearance.

Cordially yours,

Frank Schiffman

FS/rhy

November 4, 1948.

Mr. Harry Romb,  
Music Corporation of America  
745 Fifth Avenue  
New York City. N. Y.

Dear Harry:

I wrote you a letter of congratulations some time ago. I find now, that, because of my failure to sign this letter, it was never dispatched to you.

Your secretary gave me a list of bands in which you thought we might be interested. Unfortunately, our experience with White bands has not been too good. Hal McIntyre with just a fair band, Royd Raeburn with a very good band, Freddie Slack, Shorty Sherock, Ina Ray Hutton and Ray Anthony - all meant nothing in our box office. Buddy Rich seems to be establishing himself as a favorite here. I believe that Charlie Barnett would do well and I believe that we would do exceptionally well with Gene Krupa. John Dugan, I think, had several conversations with Krupa, but it all led nowhere.

We have also been very anxious to arrange a deal with Lena Horne. With more time at your disposal than Dugan had, perhaps you can accomplish this.

I also want you to know that we remain in the market for very good novelty acts. This week, for example, we are playing the Shyrettos. They register very well. As you know, we try to get in White acts, the type of entertainment which Negro performers do not offer.

I hope to see you before this ~~letter~~ reaches you, but I thought it might be wise for you to have this memorandum in your mail.

May I once again extend my congratulations to you in your association with the Music Corporation of America. I am certain that it will prove to be a mutually pleasant and profitable and enduring association.

Very cordially yours,

Frank Schiffman

FS/rhy

December 31, 1949

Mr. Eddie Smith  
R.N.O. Building  
Suite 902  
New York City

Dear Eddie:

We are enclosing herewith the contracts for KLYE  
LOOK for the week beginning January 30th.

Thanks very much for the continuance of the fine  
way in which you have always conducted your ne-  
go tiations.

Cordially yours,

Frank Schiffman

FS:wr  
enc.