



NEWS FROM



THE GAMBLE-AIRES

Nevada's Oldest Barbershop Chorus...Since 1960



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BARBERS FOR BARBERSHOPPERS! Las Vegas Gamble-Aires Create Unique Cutting Edge Promotion

Barbers – those happy, talkative chaps who wield scissors, combs and razors often with lightning speed and dazzling dexterity – are in the sights of the Las Vegas Gamble-Aires, which celebrates its golden jubilee next year..

Well actually it's the *customers* the chorus is seeking...as new members!

Barbers For Barbershoppers is the moniker of an innovative new Valley-wide campaign aimed at drawing attention to barbershopping as a musical hobby — and the Gamble-Aires being the place to do it!

The target audience: guys getting their locks shorn! The promotion is reportedly the first of its kind in the global world of barbershopping and seems a natural when membership is dipping in chapters throughout the Society.

Barbers and barbershopping go together...and there's definitely a historic link. So a campaign seemed appropriate. If a pick-up quartet singing a Polecat in an old-time barber shop was a good enough setting for one of Norman Rockwell's most famous paintings, then 21st Century strip mall shops might still be suitable fodder for a modern day membership pitch. Here's how the Gamble-Aires are working it.

Members are being asked to visit their neighborhood barber shops (or hair stylists in some cases) and invite the owner (usually the first-chair barber) to become an official "supporter" of the area's venerable chorus with clear-cut benefits to the owner. Choristers get an instruction sheet telling them how to make their spiel...always with a smile and plenty of enthusiasm.

If a barber shop signs on, the owner (or boss barber) gets (1) a handsome full-color framed certificate depicting the Rockwell painting and appropriate verbiage (easily seen by waiting customers, of course!), (2) discounted show tickets and (3) half off the price of putting an ad in the chorus' show programs. In return, the barber is asked to post on the wall near the snazzy certificate the chorus' show fliers and occasional posters aimed at recruiting new chorus members and announcing other chorus activities.

For more information on the chorus or the new barber shop campaign, contact the Gamble-Aires at Larry-GALVpr@cox.net.



Featured Quartets:

- BROADCAST
- The FOUR SUITS
- Older 'n' Dirt



Gamble-Aires ~ Las Vegas
A Far Western District Chapter

