

ANNUAL REPORT OF THE PRESIDENT.

To the Members of
The Apollo Club:

Following the precedent established by me in the last two seasons of using the occasion of our annual banquet for a review of the season, I submit this as my annual report.

The great depression existing in business and financial circles during our preceding season, which compelled your officers to enact many necessary economies in order that a deficit might be avoided, also existed at the commencement of our pre-season's solicitation for associate members.

I am firmly convinced that our failure to interest as many subscribers has been due solely to two causes; financial depression, and remarkable competition.

I do not believe that the public has been persuaded that the character of our program is at fault, although I would welcome any plan that might instill greater interest in the work of the club on the part of associate and active members.

I am inclined to believe that the recent statement made by a critic of one of our local newspapers that the few empty seats surrounding him, (and it so happened that the empty seats were in his immediate vicinity), were due to any lack of interest on the part of those members who had subscribed for them, but simply the result of absence from the city, or sickness.

I realize that it is a very difficult matter to change the character of our program from what seems to be the accepted form for male choruses everywhere.

It is only through singing songs of varied character that the versatility of the club may be proven and the audience entertained.

I find upon inquiry that there is much division of opinion as to whether cantatas accompanied by orchestra would be received to an extent as to warrant the great expenditure and toil that would be entailed.

It is however, practical for us to occasionally put on a number wherein the club would accompany a quartette of singers, chosen from its own ranks. I believe we have the material in the club.

The workingout of a plan whereby the program may be changed from that customarily given in its 22 years of organization must be largely left to the discretion of the Music Committee and our Director, and I am certain that your Executive Committee will be glad to listen to any suggestions that may be made with a view of accomplishing the result to be attained.

I think if we could occasionally vary the character of our program, the boys might become more interested in our work and the subscribers may welcome a change, but this would have to be done with much forethought, and with a consideration for the expense involved.

Reviewing the work of the past season in so far as it relates to the work of Mr. Galloway and the club members, I am perfectly safe in saying that the achievements at each concert merited the highest approval of our audiences and stamped our 22nd season as one of the most successful in the history of the club.

Your Committee was fortunate in its selection of soloists, - the eleventh hour replacement of Evan Williams who had been booked for our first concert, by Morgan Kingston, a tenor who at once established himself as the equal if not the superior, of Williams, who has always been a great favorite with our subscribers, fully justified the quick selection made.

Miss Ethel Leginska more than fulfilled the early promises held out by her remarkable achievements in the East and Miss Sophie Braslau, the highest priced solist engaged by us last season, fully justified our expenditure, as she no doubt contributed much to the success of our really wonderful concert.

We are gradually building up an organization in the club by stimulating the personal interest of each member, and I am especially proud of the work done by the Examining Board during the past season, - Mr. G. O. Phillips, Mr. H. H. Aehle, ~~Mr. H. L. Enders~~, and Mr. E. C. Reed. *Mr. Edumker*

It is no small achievement to have brought into the Apollo Club some 15 new members each qualified to sing up to the high standard set by this Committee, and from personal observation I am convinced that these new men are not only good singers, but that they have the proper club spirit, and appreciate their membership. We hope that they may all soon wear the club pin, and that they will, like your president, become bald and gray in the service.

The Program Committee, composed of Mr. Dumont M. Jones, Mr. Geo. Ravold, Mr. Fred H. Swift, and Mr. H. H. Sievers, have evidently been far more successful than usual in its selections of music for at no time have we been harassed by doubt regarding the proper rendition of our programs, and the universal opinion expressed both in the press and by inquiry of subscribers leads me to believe that the programs have been intensely interesting and at the same time entertaining, and that is the result to be achieved.

The Committee on Entertainments, consisting of W. H. Bronaugh, *Louisa Paine & Lemen*, have measured up to the mark upon every occasion afforded them, and I think this is a good opportunity to remark that the club is indebted to each individual that has graciously assisted at the call of the Entertainment Commissee, and we hope that they have accepted our applause as an indication of our appreciation.

Mr. Galloway has covered himself with new glory this season. He has "unfolded the portals" to new musical vistas-Has bidden "the maidens to arise upon the morn of their wedding" with the Apollo Club, thus "opening the portals of their paradise".

Our ever-faithful watch-dog of the treasury, Hughes, has so shaped the course of our expenditures this season that I believe that despite the fact that we collected less money than in any of the recent years, the scales will be evenly balanced.

^{Dwyer}The Executive Committee, made up as you know of Messrs. Hardin, Nahm and Rohan, have met every call made upon them and our Stage Manager, Ravold, has done his duty unflinchingly despite the many calls upon his time.

The only man that hasn't earned his salary is our unworthy librarian, Dumont M. Jones. for he has the happy faculty of getting everybody else to help him. They say that this is executive ability, but with Jones, it's sheer laziness.

Thanks of the club is due to all of the committees and officers of your organization who have zealously worked out the plans for the concerts and the many details involved which so largely contributed to our success.

We are entering upon our 23rd season, and I believe that with the active co-operation of every member at a time when the financial skies are clearing, and people are more prone to patronize entertainments of real worth such as are afforded by the Apollo Club, that we shall have absolutely no difficulty in filling our list of subscribers at an unusually early date this season.

The method of distribution of tickets to prospects upon names provided your Executive Committee by active members, will no doubt lead to immediate results if the suggestion we have made that these names be immediately solicited and followed up at once.

The time to fill the house is now, directly after the favorable publicity that we have received, and when the work of the club is still fresh in the minds of those who have been our guests.

Respectfully Submitted
Phila. Sewer
President

May 21 1916.