

APOLLO MORNING CHORAL FESTIVAL.

To the Members of
The Apollo Club:-

As Chairman of Committess, it is fitting that I should also review the Apollo Morning Choral Festival, which was from all accounts an artistic success that ranks with any achievement of musical St. Louis.

I am of the opinion that your committees who labored so dilligently in the hope not alone of making this concert a great artistic success, but also in the hope of creating a financial success, have been amply repaid for the efforts and time which they have devoted to the cause.

Too much praise cannot be lavished upon Mr. Galloway since our success was largely due to his unselfish devotion to the work which placed responsibilities upon him which, to the ordinary musician, would seem stupendous. You may rest assured that your committees would never have thought to undertake so big a transaction as a festival of this nature unless they could have the services of a director in whom they could place implicit relianæ, and whom they knew to be big enough to pull it through successfully.

This festival, however, could never have succeeded without the loyal response and unfailing support of every member of the club, and I want to personally thank each and every one of you for the confidence you have reposed in the committees chosen, and wish to add my compliments upon the extraordinary ability shown in the rendition of your program.

The boys never sang better in their lives, and it proves beyond question that their hearts are with the organization in everything that it undertakes.

Unfortunately the festival was not a financial success. Just what combination of circumstances is responsible for this most unlooked for result is hard to locate.

In my personal solicitation I found a singular indifference manifest.

I am inclined to believe that St. Louis is not unusually attracted by musical affairs, and this combined with the fact that there has been a superabundance of musical talent visited upon the city during this season, the people were surfeited with that form of entertainment.

I firmly believe that if the clubs decided to continue to make this an annual event that within a short time a thorough orgainzation would quickly result, and that not alone would the artistic performance be considerably enhanced, but the financial side would likewise be successful.

I am satisfied that everybody who attended the festival is out boosing the performance today, and would consider it a privilege to attend again, stimulating many of their friends to do likewise.

I question the advisability however of undertaking the immense amount of work that is entailed by such a concert.

It is almost too much to expect of our active members to attend two rehearsals weekly during a season of the year when many outside demands are made upon their time. However, this is a matter that should properly be discussed at some more convenient time, and we want you to think it over before the question is put to a vote.

Next to Mr. Galloway, the Club is indebted to Mr. Chas. B. Hardin, who undertook the advertising and publicity campaign and who felt the responsibility of his position to such an extent that he personally sold nearly one-fifth of our tickets.

The services of Mr. Hughes were, of course, used to a large extent for he is one of those men who can be faithfully entrusted to do his work without coaching.

Mr. Dwyer aided us materially in arranging the printed matter, and Mr. Ravold competently worked out the many difficulties confronting him in the stage arrangement.

A great deal of work was thrust upon the shoulders of Fred. H. Swift, in charge of the ticket sale, and which he very capably handled, despite his illness during part of the time. Our friend, Dumont Jones also comes in for honorable mention.

Other members of committees to whom we are indebted for good work done in connection with the festival are Messrs. Bronaugh and Paine.

I feel that our two soloists, Mrs. Rizer and Rohan, who so ably acquitted themselves by their excellent rendition of their respective parts in the big cantata, have been amply repaid for their labor of love. It was a big honor, but was only as big as their ability.

Too much praise cannot be lavished upon the members of the Morning Choral Club who are the most enthusiastic devotees to the sport of in-door music that I ever saw.

I believe that we have benefited through our association with the ladies, and that we will retain many pleasant recollections of the evenings spent in rehearsal and the final concert night.

While the luxury of giving this concert has proven somewhat expensive, I do not believe that the cost has been excessive when the great value of the advertising that has accrued to the club is considered. Now that it is all over, I have not a single regret for my participation in it, and while it was a very heavy tax upon my time and frequently upon my patience, I would not hesitate to begin all over again, for I know the experience gained would be of great assistance to all of us and it would cut our work in half.

Respectfully submitted

Phas Fern

Chairman

Apollo - Morning Choral Festival

May 2^d 1916.