



Abba Hillel Silver Collection Digitization Project

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Series I: General Correspondence, 1914-1969, undated.

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Cleveland Orchestra, 1939-1941.

A. C. ERNST
1356 UNION COMMERCE BUILDING
CLEVELAND

September 7, 1939

Dear Rabbi Silver:

There is a growing realization that The Cleveland Orchestra is a prized community possession and the Citizens Committee, of which you are a member, has had the privilege of assisting in the recent developments which have already broadened the activities of our city's Orchestra.

When the Committee was organized last year, it was stated that the members would not be called upon for any excessive contributions of time or effort. That promise holds good for the coming season, the twenty-second year of service by The Cleveland Orchestra.

I take pleasure in inviting you to be my guest at an informal dinner to be held at the

WRHS
AMERICAN JEWISH ARCHIVES
MID-DAY CLUB
Monday, September 18th
Dinner at 6 P.M.

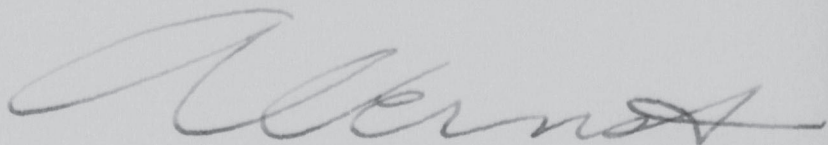
There will be music by members of The Cleveland Orchestra, directed by Mr. Rudolph Ringwall, associate conductor of the Orchestra. There will be four short talks and the meeting will be over before 9:00 P.M.

I want very much to have you hear the plans for the coming season, so that we all can do some serious thinking together about these plans and the enlarged program of publicity.

Will you either telephone Cherry 6256 or drop the enclosed postal in the mail so that we may know that you will be with us at the dinner.

Cordially yours,

Rabbi Abba Hillel Silver
10311 Lake Shore Boulevard
Cleveland, Ohio





Friends of The Cleveland Orchestra
Severance Hall
Cleveland

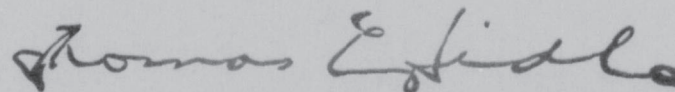
February 22, 1941

To the Friends of The Cleveland Orchestra:

On Wednesday evening, March 5th, at eight o'clock, the final rehearsal for the 18th program of the Symphony Series will take place at Severance Hall. The Cleveland Orchestra is having the assistance of The Orpheus Male Chorus, prepared by its conductor, Dr. Charles D. Dawe, for Dr. Rodzinski's presentation of the Faust Symphony by Liszt.

You are cordially invited to come to this rehearsal. Your membership card will admit you if presented before 8:00 o'clock p. m. at the usual concert entrances, main floor and balcony. There can be no admittance after the rehearsal starts.

Your participation in the support of our Orchestra and your enjoyment of the music are greatly appreciated.


President

Cleveland Orchestra Campaign

Maintenance

Endowment

Music for Your Child and Mine

Dudley S. Blossom,

Chairman Campaign Committee

THE CLEVELAND ORCHESTRA is one of Cleveland's greatest civic assets. Every Clevelander and the children of every Clevelander benefit from the existence of this celebrated music organization. Concert performances of symphonic music constitute only one phase of the service the Orchestra brings to the community.

It has brought together in Cleveland 90 capable musicians, many not only teachers of music, but teachers of music teachers. Their presence has enriched music in the churches, the schools, and the homes.

Through its tours into more than 20 states, to Canada and Cuba, the Orchestra has spread the fame of Cleveland and gained for the community invaluable publicity which could be obtained in no other way. This fame has been extended across the Atlantic where the Orchestra's conductor has by invitation conducted celebrated European orchestras.

Five-Fold Advertising for Cleveland

In recent months the radio has carried the name of Cleveland far and wide, in conjunction with the Orchestra's series of broadcast programs. One Sunday afternoon radio stations in Boston, Springfield, New York, Baltimore, Rochester, St. Louis and Kansas City, as well as in Cleveland, broadcast a performance by the Orchestra from the seaboard to the Mississippi, and beyond.

Recordings by the Orchestra have been sold throughout the world, and wherever they have been played, the name of Cleveland has achieved added distinction.

In this age of advertising, when the value of favorable publicity is disputed by none, the tours, the radio performances and the recordings of the Orchestra, together with its conductor's distinguished appearances abroad, have done the city of Cleveland incalculable good.

Add to these the regular season of 40 concerts the Orchestra plays in Cleveland, its special performances including its summer concerts in the public parks always attended by thousands, its Music Memory Contest and its Children's Concerts played to more than 30,000 children annually, and you have a sketch of the important part this organization plays in Cleveland's community life. The world appraises a city as much by its culture as by its commerce.

The Need for a Hall Paradoxically this Orchestra, whose home is Cleveland, is an orchestra without a home.

It has business headquarters in a downtown office building, but for its rehearsals and performances, it perforce has depended on various public halls, planned primarily for other purposes and not fundamentally adapted for symphony orchestra use.

With full appreciation of the facilities generously put at the disposal of the Orchestra by the Masonic Hall and new Music Hall of Public Auditorium, it remains a fact that neither of these splendid halls affords the means of developing the orchestra to the highest possible standards of community service.

There are many other purposes for which these halls were created, and which they must fulfill. In conse-

quence, the Orchestra must make certain sacrifices in the matter of rehearsals and performances, which handicap its advancement and curtail its audiences.

This condition long has been understood by the Musical Arts Association, whose membership for eleven years has sustained the Orchestra.

Western Reserve Steps In

The invitation to bring the Orchestra to University Circle came from the officers of Western Reserve University because they wanted here, in the heart of the great student community of Northern Ohio, evidence that only the Orchestra could bring, that music as a reality belongs in every educated person's life.

In December, 1928, John L. Severance, the president of the Musical Arts Association, and Mrs. Severance, announced their willingness to provide a million-dollar home for the Orchestra.

The Severance gift is contingent on two provisos:

That the hall be erected in the Cleveland Center of Education at University Circle and that the land be provided by Western Reserve University;

That the people of Cleveland contribute at least \$2,000,000 to endow the Orchestra.

Western Reserve University met the first provision, agreeing to provide a site on the north side of Euclid avenue, at the corner of East boulevard and opposite Adelbert road.

The endowment fund remains to be raised.

The Need for Endowment

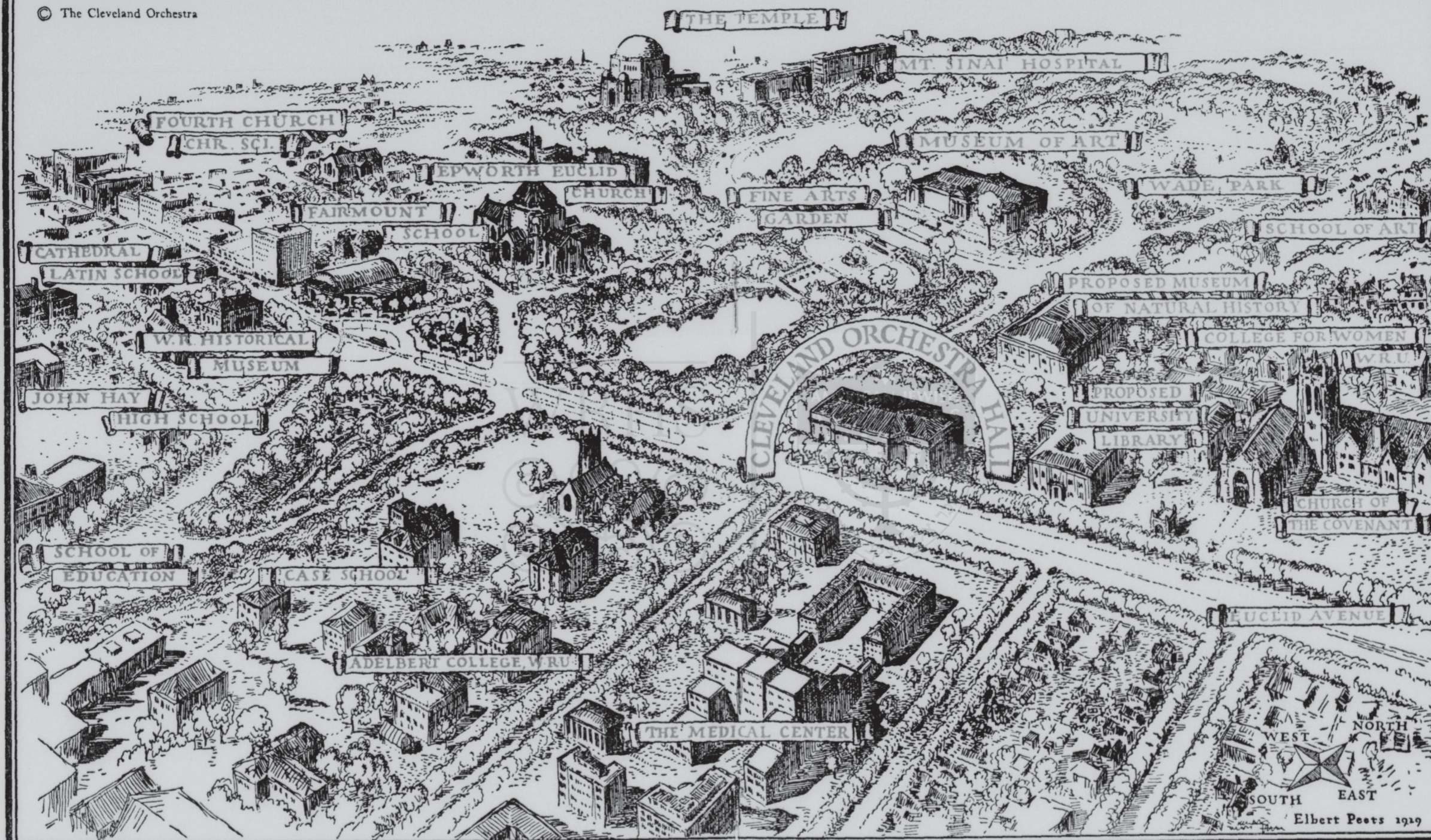
In the history of music there is no record of an orchestra such as The Cleveland Orchestra being self-supporting.

Just as there is no instance in the history of education of a university, such as Western Reserve University, being self-supporting.

Such institutions must rely on subscriptions and endowments.

Like universities and musical institutions, The Cleveland Orchestra partly pays its own way. But eleven years of experience has demonstrated that The Cleveland Orchestra requires more than \$200,000 each year to make up its annual deficits.

© The Cleveland Orchestra



The Orchestra comes here because there are more educational enterprises centered at University Circle than can be found in any other similar area in this country.

A fund of \$2,000,000 at 5 per cent interest — the highest return which can be expected from conservative investment — would yield only \$100,000 a year, or half the amount required annually.

Therefore the Musical Arts Association has decided to appeal to the people of Cleveland, (a) to endow the Orchestra with a fund of \$2,500,000 and (b) to subscribe \$75,000 a year in the form of five-year term pledges.

From the endowment fund of \$2,500,000 an annual income of \$125,000 will be realized.

With a total of \$75,000 a year additional, derived from five-year subscriptions, the \$200,000 annual deficit will be met — and the continuance and development of the Orchestra will be assured.

That, then, is the goal:

For permanent endowment, \$2,500,000.

In five-year term subscriptions, \$75,000 a year.

A small price for the priceless contribution good music, as provided by The Cleveland Orchestra, is making to the lives of more than a million Clevelanders.

The Million-Dollar Hall

The million-dollar Orchestra Hall which will be financed by Mr. and Mrs. Severance, provided the Orchestra endowment is contributed by the people of Cleveland, will constitute an important addition to the Educational Center.

Architecturally it will enrich the center, already distinguished by the dignified buildings of Western Reserve University, Case School of Applied Science, the Medical Center, the Allen Memorial Library, the Western Reserve Historical Museum, and the Cleveland Museum of Art enhanced by the Fine Arts Garden.

While the Orchestra Hall will be maintained and operated by the Orchestra, its doors will be open for special uses by Western Reserve University and the other educational and cultural institutions convenient to it.

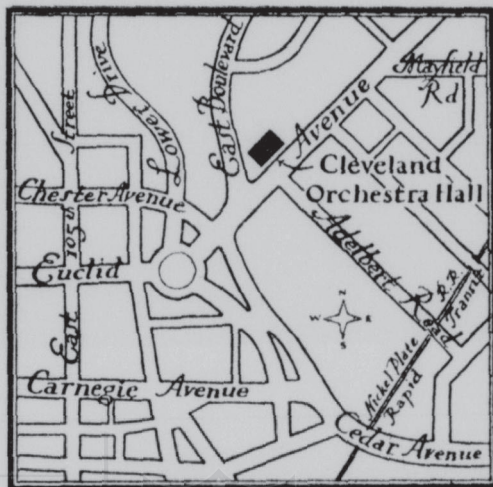
The building will be entirely suitable for such uses, although especially designed for Orchestra rehearsals and performances. It will provide a fire-proof library for the Orchestra's valuable collection of symphonic music, and also safe storage for instruments owned by the Orchestra. In addition, it will contain a studio

scientifically designed to fit the new technique of playing for radio broadcasting.

The New Hall will provide a means of hearing the Orchestra and its guest artists conveniently, comfortably and to the best possible advantage. The location is central to the great majority of the orchestra's patrons; transportation facilities are good and will be improved by rapid transit; the parking facilities for automobiles are adequate.

Transportation

In addition to present transportation facilities, the new electric rapid transit will be carrying passengers from the South and West sides to the Cedar Glen station at the foot of Cedar Hill, whence busses will transfer them to the hall; and the new Lorain-Carnegie high level bridge will offer to motorists another quick route from westerly Cleveland via Prospect and Carnegie avenues.



New Music Hall and West Side Concerts

Despite the attractions of its new home, The Cleveland Orchestra will continue to make excursions as it has in the past. As the public demands, it will give performances either downtown in New Music Hall, or on the West side, or farther afield. And it will continue its tours, broadcastings and recordings.

The campaign to raise \$2,500,000 for an endowment to perpetuate The Cleveland Orchestra, and for \$75,000 annually in five-year subscriptions, is every Clevelanders' opportunity to

Contribute a fair share to match the millions spent in the past eleven years to give the people of Cleveland the best in music, to match the million offered by Mr. and Mrs. Severance for a temple of musical culture, to match the tract of land valued at \$600,000, pledged by Western Reserve University.

An Appreciation

THE CLEVELAND ORCHESTRA has had no friend more loyal, no critic more severe, than the late Wilson G. Smith. Kept from the Orchestra's concerts the past season by his last sickness, Mr. Smith found solace and joy in listening to its radio programs, broadcast from WTAM, Cleveland. He wrote:

".....to my regret I have been unable to come to the Friday afternoon concerts of The Cleveland Orchestra, so my musical entertainment has come exclusively through the radio.

"The concerts by the various symphony orchestras have been my delight and it may please you and Mr. Sokoloff to know that like Abou Ben Adhem the Cleveland symphonists led all the rest. The playing of The Cleveland Orchestra was marked by refinement in nuance and by subtle interpretation. I offer Mr. Sokoloff my congratulations upon the artistic success of the radio concerts. They ought to increase your symphony audiences.

"Hundreds of thousands who can not help but hear over the radio what a splendid orchestra The Cleveland Orchestra is, through civic pride and interest will be led to attend the regular symphony concerts. It is my wish and hope that this will be the case — a commensurate recognition of your devotion to the music interests of Cleveland....."

C. E. Adams

Dan Bradley

Harris Creech

N. L. Dauby

H. M. Farnsworth

S. H. Halle

W. R. Hopkins

J. Arthur House

Chas. Howe

R. G. Jones

John D. Marshall

Samuel Mather

J. R. Nutt

R. B. Robinette

Bishop Schrembs

John Sherwin, Jr.

Asa Shiverick

~~Rabbi A. E. Silver~~

Victor Sincore

Allard Smith

O. M. Stafford

C. H. Strong
Corliss Sullivan

Robert E. Vinson

cherry 7920
Mrs Hughes



NO

To the citizens of Cleveland:

We have a message for you which you can read in two minutes.

The two minutes will be well spent, for the message is important to you as a Cleveland citizen.

The message is about Music.

For eleven years Cleveland has had a symphony orchestra any city might be proud to own. Only ten other cities in the United States have orchestras of major attainment. In The Cleveland Orchestra we have something we can point to, in addition to mills, factories, and the routine of commerce and industry.

An orchestra of the importance of Cleveland's does not just happen. Hard work and money have gone into its making. It has developed step by step in the same way that our city has developed. There have been times of uncertainty and moments of anxiety for the future. Yet the Orchestra has held to its ideals. Far-sighted men and women have expressed and re-expressed their desire for fine music. There has been a group of citizens of business and affairs who have given time and money so that there would be music for the people, Music to make life a little finer and a little better for everyone.

(2)

Recently John Long Severance and the late Mrs. Severance offered a million dollars to build a permanent home for The Cleveland Orchestra. This gift is forthcoming providing the Orchestra is given permanent support through endowment.

Western Reserve University, feeling the need of music in a well-rounded education has offered a site at University Circle for a hall that will serve the need of both the Orchestra and the University.

Cleveland now has a symphony orchestra recognized both here and abroad for its excellence; a million dollars has been offered for a building to house the Orchestra; a site for this building has been provided.

There remains the raising of an endowment fund:

\$2,500,000 Permanent Endowment
75,000 Five-year Annual Pledges

This fund is now being subscribed. Men and women who have long been friends of The Cleveland Orchestra are contributing generously. The dollars, even the pennies, of all the men and women and children of this city are needed to realize the fund required. It is right that everyone should have the opportunity to contribute, for the Orchestra is a cultural project, of and for the people.

Located at University Circle, the Orchestra will be in its proper environment, where living ideals of Cleveland are expressed.

Western Reserve has eleven of its twelve schools here, with its allied hospitals. Here are Case School, Art Museum, Western Reserve Historical Society, Art School, School of Architecture, Medical Library, the proposed Museum of Natural History, Cathedral Latin School, John Hay High School--- a cultural center unique in America.

Sometimes the question is asked, "What good does an orchestra do?"

There are definite answers to this question. But first let us ask if work alone makes up a full life. In step with the progress of American civilization ~~Cleveland's workers~~, both men and women, are enjoying shorter working hours and increased leisure. In the proper and most profitable use of our leisure Music can play an important and enjoyable part.

The Cleveland Orchestra has contributed to the city:

Pleasure and enjoyment through symphony concerts.

Education for thousands of public school children through Children's Concerts, Music Memory Contests, and training in Saturday Morning

Instrumental Schools, a work in which The Cleveland Orchestra pioneered.

Entertainment for hundreds of thousands through summer concerts in the parks, and the winter radio series.

Reputation and favorable advertising for Cleveland through the Orchestra's tours in 25 states, 132 cities, and in Canada and Cuba.

When the people of Cleveland make possible the building of an Orchestra Hall as a part of the University Circle group the hall will serve the community in many ways and for many purposes. At one time and another every cultural and educational institution of Cleveland will have need to use such a building for meetings to which every citizen can come with benefit and enjoyment.

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This is not a plea for a new undertaking. Cleveland has had its symphony orchestra for 11 years. For 11 years, those who have availed themselves of it have gained enjoyment and inspiration.

(4)

This, then, is a plea for Cleveland citizens to fittingly complete a work already well undertaken. It is something for today and for tomorrow. Something that will add immeasurably to the lives of our children and our children's children.

We trust that with a full understanding of the project every citizen of Cleveland will consider it a privilege to play his part in the generous fulfillment of a practical community ideal.

