

Werther

1935

Monday, November 25, 1935 8:15 PM

SFO_PUB_01_SFO_1935_13

Publications Collection

San Francisco Opera Archives

SAN FRANCISCO
OPERA
ASSOCIATION

Gaetano Merola • General Director



Thirteenth Annual Season

NOVEMBER 1 TO DECEMBER 2, 1935

WAR MEMORIAL OPERA HOUSE



Always!

GLAMOROUS APPAREL

of Livingston

FASHION AUTHORITY



For more than half a century the Livingston Shop has presented distinguished apparel for gentlewomen . . . Always first with the best of the current mode, always presenting in wide variety, the nuances of fashion, always stressing the high quality which has won this shop its outstanding style leadership.

Magnificent Furs
Formal Apparel . Daytime Frocks
Stunning Coats and Ensembles
Laird Schober Shoes
Millinery . Accessories

Livingston Bros.

Grant Avenue at Geary Street



Old Globe Theatre Players

Played to 1,000,000 People at Chicago and San Diego Expositions

PRESENTING IN BRIEF THE PLAYS OF SHAKESPEARE

As You Like It
A Midsummer Night's Dream
All's Well That Ends Well
Hamlet
Comedy of Errors
Julius Caesar

The Taming of the Shrew
Much Ado About Nothing
Macbeth
Twelfth Night
King Lear
Dr. Faustus (Marlowe)

TWO OF ABOVE PLAYS AT EACH PERFORMANCE

ALCAZAR THEATRE, TWO WEEKS, BEGINNING MON. EVE., DEC. 2

Tickets: \$1.65, \$1.10, 83c, 55c at SHERMAN, CLAY & CO.

MOSCOW CATHEDRAL CHOIR

"The Best Russian Choir in Europe." With ZAPOROJETZ, the
Greatest Russian Basso. Opera House, Tues. Eve., Dec. 3

WEINER SANGERKNABEN (Vienna Choir Boys)

One S. F. Performance Only. Opera House, Sun. Aft., Jan. 5

REAR ADMIRAL RICHARD E. BYRD

(In Person) With Special Pictures of Recent Expedition to
Antarctic. Opera House, Matinee and Night, Wed., Jan. 22

ALL-STAR ARTIST SERIES

GIVE SEASON TICKETS AS CHRISTMAS GIFTS

- ★ **MONTE CARLO BALLET RUSSE**
Brilliant Opening Night (Jan. 13) Included in Season Ticket
- ★ **TRUDI SCHOOP COMIC BALLET**
Swiss Company of 22 Comedy Dancers Fri. Eve., Jan. 31
- ★ **HEIFETZ, Only San Francisco Recital.** Thur. Eve., Feb. 20
- ★ **ARTUR SCHNABEL, PIANIST**
The Toscanini of the Piano. Thur. Eve., Mar. 26
- ★ **NINO MARTINI, LEADING TENOR, METROPOLITAN OPERA CO.**
The New Sensation of the Screen. Wed. Eve., Apr. 29

SEASON TICKETS FOR THE 5 EVENTS: \$10, \$7.50, \$5
(Including Tax)

May Be Purchased on Easy Installment Plan, Starting With Deposit
of \$1.00 with Reservation.

BOX OFFICE: SHERMAN, CLAY & CO.—SUTTER & KEARNY STS.

MANAGEMENT: PETER CONLEY

ROBERT WALLACE
THE HOUSE OF FURS
ONE FORTY SIX GEARY STREET



FURS

F O R T H E O P E R A

In our beautifully redecorated Fur Salon we shall be pleased to show you a glorious new collection of the season's more exquisite and distinguished furs ... lovely white ermine, glamorous mink, aristocratic black caracul and Persian lamb. As always at Robert Wallace, you are assured of finer quality, expert workmanship and the very utmost in value.

SAN FRANCISCO OPERA ASSOCIATION OFFICERS AND DIRECTORS



ROBERT W. MILLER
1st Vice President



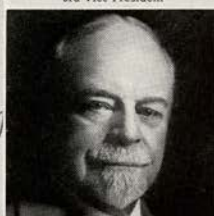
HORACE B. CLIFTON
2nd Vice President



ARTHUR MERRILL BROWN, Jr.
3rd Vice President



GEORGE T. CAMERON



WILLIAM H. CROCKER



MILTON H. ESBERG



MORTIMER FLEISHACKER



Mrs. STANLEY POWELL



TIMOTHY HEALY



JOHN FRANCIS NEYLAN



RICHARD M. TOBIN



NION R. TUCKER



EDWARD F. MOFFATT
Secretary-Treasurer



PETER CONLEY
Business Manager



WALLACE M. ALEXANDER
President

The inclusion of Richard Wagner's "Der Ring des Nibelungen" in an opera repertoire is important under any circumstances. When the presentation marks the premiere performances of that cycle by an opera company, the event takes on vastly added significance. It is, then, with more than usual pride that the San Francisco Opera Association presents the San Francisco Opera Company in its Thirteenth Annual Season.

THE ART COMMISSION

HON. ANGELO J. ROSSI

MAYOR

EDGAR WALTER
President

JOSEPH H. DYER, JR.
Secretary

PRESENTS THE

**SAN FRANCISCO SYMPHONY
ORCHESTRA**

PIERRE MONTEUX, Conductor

WILLEM VAN DEN BURG, Assistant Conductor

MUNICIPAL SERIES 10 CONCERTS

CIVIC AUDITORIUM

January 14, January 21, January 28, February 4, February 18,
February 25, March 16, March 24, March 31 and April 14

SOLOISTS FOR THE SEASON

JOSEPH SZIGETI, Violinist; GRETA STUECKGOLD, Soprano; IGOR
STRAVINSKY, Pianist; LOTTE LEHMANN, Soprano; ALEXANDER
BRAILOWSKY, Pianist; ALBERT SPALDING, Violinist,
and others equally prominent to be announced.

MUNICIPAL CHORUS OF 300

GUEST CONDUCTORS

ALFRED HERTZ HANS LESCHKE IGOR STRAVINSKY

Season Tickets for These Ten Events from \$2.00 to \$8.00

Tickets Now on Sale at Sherman, Clay & Co.

UNDER THE AUSPICES OF THE MUSIC COMMITTEE OF
THE ART COMMISSION

J. Emmet Hayden, Chairman

Ottorino Ronchi

Albert A. Greenbaum

Board of Governors

Wallace M. Alexander, Barton T. Bean, Albert M. Bender, P. A. Bergerot, J. Brendan Brady, W. N. Burkhardt, Guido Caglieri, Mrs. George T. Cameron, Charles A. Christin, Edward H. Clark, Jr., Horace B. Clifton, Templeton Crocker, William H. Crocker, George E. Crothers, A. B. C. Dohrmann, Miss Mary C. Dunham, Sidney M. Ehrman, Milton H. Esberg, Charles W. Fay, Mrs. Charles N. Felton, Mrs. William M. Fitzhugh, Mortimer Fleishacker, A. P. Giannini, Joseph D. Grant, Reuben B. Hale, Frederick W. Hall, Mrs. Lawrence W. Harris, Mrs. Robert H. Hawley, J. Emmett Hayden, Timothy Healy, Charles H. Kendrick, K. R. Kingsbury, Samuel Knight, Mrs. Marcus S. Koshland, Gustave Lachman, J. B. Levison, Miss Edith Livermore, Miss Ruth Loring, Walter S. Martin, Miss Sallie Maynard, Mrs. C. O. G. Miller, Robert W. Miller, Edward F. Moffatt, Guido J. Musto, Mrs. John Francis Neylan, Ettore Patrizi, Ralph L. Phelps, Mrs. M. C. Porter, Mrs. Stanley Powell, Angelo J. Rossi, A. Sbarboro, Fred R. Sherman, Paul Shoup, Mrs. M. C. Sloss, Mrs. Sigmund Stern, Mrs. Stine Leis, Noel Sullivan, M. C. Threlkeld, Richard M. Tobin, and Nion R. Tucker.

Women's Committee

ADVISORY BOARD: Mrs. William Fitzhugh, Mrs. Marcus S. Koshland, Miss Edith Livermore, Mrs. M. C. Porter.

OFFICERS: Mrs. Stanley Powell, *Chairman*; Mrs. Horace B. Clifton, *First Vice-Chairman*; Mrs. Sigmund Stern, *Second Vice-Chairman*; Mrs. William Fitzhugh, *Third Vice-Chairman*; Miss Sallie Maynard, *Recording Secretary*; Mrs. Marie Hicks Davidson, *Corresponding Secretary*.

OPERA BALLET SCHOOL: Mrs. Robert W. Miller, *Treasurer*, Mrs. Andrew Talbot, *Secretary*. Executive Committee: Mrs. George W. Baker, Mrs. John Levison, Mrs. Allan Lowrey, Mrs. Marcus S. Koshland, Mrs. Robert W. Miller, Mrs. Selby C. Oppenheimer, Mrs. Jerd Sullivan, Mrs. Andrew Talbot, Mrs. George Thierbach, Mrs. Nion R. Tucker, Mrs. Richard Walker. Entertainment: Mrs. Raymond Phelps, Mrs. George Thierbach. Lee R. Caiati, *Business Manager*.

THE
HOUSE OF CRIBARI
VINEYARDISTS — VINTNERS
AND DISTILLERS



Honest aging and refinement of the Grape Wine and Brandy produced by the HOUSE of CRIBARI make the name across the California Sun a guarantee of QUALITY!

The Discriminating Eastern Market is demanding the "San Benito" and "Sonnie Boy" labels, while the Western wine-wise consumer insists on the "Las Palmas" and "Sonnie Boy" brands!

Endorsed by the New York Society of Restauranteurs!

Selected and approved for the private labels of the Greater New York Retail Liquor Dealers' Association and the connoisseurs of the West!

B. CRIBARI & SONS
INC.

BRANCHES:
New York, N. Y.
Los Angeles, Cal.
San Francisco, Cal.

100 E. San Fernando St.
SAN JOSE, CALIFORNIA

WINERIES:
Madrone, Cal.
Fresno, Cal.

CHORUS ACTIVITIES: Miss Ruth Loring, Mrs. Otto Barkan, Mrs. Horace B. Clifton, Mrs. Edwin Eddy, Mrs. Marcus S. Koshland, Miss Edith Livermore.

PROPERTIES: Miss Jean Leonard, *Chairman*; Miss Edith Bentley, Mrs. Alexander Donald, Mrs. Warrington Dorst, Miss Katharine Eddy, Mrs. Edward Morse Hamilton, Mrs. Phelps Stokes Hunter, Mrs. William John Kenney, Mrs. Ernest Dunlap Mendenhall Jr., Mrs. Charles Page Jr.

SUB-COMMITTEE CHAIRMEN: Mrs. Isabel Stine Leis, *Artists*; Miss Edith Livermore, *Unused Tickets*; Miss Sallie Maynard, *Boxes*; Mrs. M. C. Sloss, *Opera Teas*; Miss Barbara Burke, Mrs. Edward Stanwood, *Private Schools*; Mrs. George Thierbach, *Social Notes*.

PAST CHAIRMEN: Mrs. Ernest Simpson, 1923; Mrs. Charles N. Felton, 1924, 1925, 1926, 1927; Mrs. C. O. G. Miller, 1928; Mrs. James W. Reid, 1929; Mrs. Marcus S. Koshland, 1930; Mrs. Horace B. Clifton, 1931, 1932.

War Memorial Opera House

BOARD OF TRUSTEES: K. R. Kingsbury, *President*; Allison E. Schofield, *Vice-President*; Frank N. Belgrano, Jr., George T. Cameron, Colbert Coldwell, Thomas M. Foley, Charles H. Kendrick, John A. McGregor, Harry A. Milton, Ralph J. A. Stern, Col. William H. Tobin. W. C. Douglas, *Secretary to the Board*. Selby C. Oppenheimer, *Managing Director of the War Memorial*.

Acknowledgment

THE SAN FRANCISCO OPERA ASSOCIATION gratefully acknowledges the loan of stage properties from Hotel Mark Hopkins, Podesta & Baldocchi, William D. McCann and Schmidt & Son. The Steinway is the Official Piano of the San Francisco Opera Company. This and other instruments furnished by Sherman, Clay & Co.

* * *

LIBRETTOS of Operas on Sale in Lobby. Buffet Service in Basement Promenade. For Lost and Found information, inquire of William A. Meade, Director of House Service.



NBC Artists Service

George Engles, Managing Director

New York — San Francisco — Chicago

Artists Appearing With the

SAN FRANCISCO OPERA ASSOCIATION SEASON 1935

CHASE BAROMELO

DORIS DOE

KIRSTEN FLAGSTAD

DOROTHEE MANSKI

GIOVANNI MARTINELLI

LAURITZ MELCHIOR

EZIO PINZA

ARTUR BODANSKY, Conductor

(By arrangement with Mr. Berthold Neuer)

★ ★ ★ ★

Popular Entertainment Division

Artists (including radio personalities) available for PRIVATE and HOME ENTERTAINMENT, Conventions, Club Programs, Banquets and Dances.

Orchestras, vocal and instrumental soloists, ensembles, dancers, readers and lecturers.

Write or telephone for assistance in planning your programs.

NATIONAL BROADCASTING COMPANY, INC.

111 Sutter Street, San Francisco

Telephone SUTter 1920

SAN FRANCISCO
OPERA
 COMPANY



GAETANO MEROLA
 General Director



ARTUR BODANZKY



GAETANO MEROLA



RICHARD LERT



ARMANDO AGNINI



ADOLPH BOLM



HERMANN WEIGERT



KARL RIEDEL



STANLEY MacLEWEE



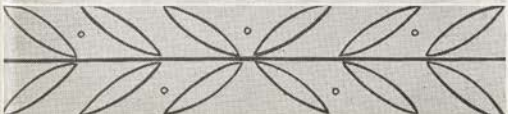
NINO COMEL



ANTONIO DELL'OREFICE



MAURICE ROUYER



Due to the vision, organizing powers, inspired leadership and untiring labor of Gaetano Merola, San Francisco has been restored to her traditional place among opera-producing cities. As General Director of the San Francisco Opera Company since its inception in 1923, Mr. Merola has guided the artistic affairs of the company with the hand of genius. He has brought to San Francisco the world's greatest opera artists in performances whose brilliance has spread the fame of our music-loving city broadcast; and successfully realized his ambition to produce locally grand opera comparable to that of any place in the world.



CURRAN D. SWINT
 Publicity

FORMAL &
INFORMAL



EVENING CLOTHES

Made-to-Order
Ready-to-Wear
AUTHENTIC
ACCESSORIES

Bullock & Jones Co.

TAILORS & IMPORTERS OF MEN'S APPAREL
Post Street at Union Square

SHREVE AND COMPANY

offer a wide selection in

Diamond Jewelry
Wrist Watches

Sterling Silverware
Leather Goods

Stationery

The majority of the articles sold by Shreve and Company are manufactured by them in their own factory in San Francisco—thus eliminating intermediaries. Because of this, Shreve and Company values have always been outstanding.

SHREVE AND COMPANY

Established 1852



Post Street at Grant Avenue

The San Francisco Opera Company

GAETANO MEROLA, *General Director*

Given paramount importance by premiere performances of Richard Wagner's "Der Ring des Nibelungen," the San Francisco Opera Company, maintained by the San Francisco Opera Association, begins its Thirteenth Annual Season on Friday evening, November 1, and brings it to an end Monday evening, December 2.

Conductors

ARTUR BODANZKY RICHARD LERT GAETANO MEROLA
Assistant Conductors: Nino Comel, Antonio Dell' Orefice,
Karl Riedel, Maurice Rouyer, Hermann Weigert

Guest Artists

CHASE BAROMELO, *bass*; RICHARD BONELLI, *baritone*; HANS CLEMENS, *tenor*;
LOUIS D'ANGELO, *bass*; DORIS DOE, *contralto*; NELSON EDDY, *baritone*;
KIRSTEN FLAGSTAD, *soprano*; HELEN GAHAGAN, *soprano*; ALFREDO GANDOLFI, *baritone*;
COE GLADE, *soprano*; HELEN JEPSON, *soprano*; EMANUEL LIST, *bass*;
DOROTHEE MANSKI, *soprano*; GIOVANNI MARTINELLI, *tenor*;
KATHRYN MEISLE, *contralto*; LAURITZ MELCHIOR, *tenor*; GRACE OMERON, *soprano*;
EZIO PINZA, *bass*; ELIZABETH RETHBERG, *soprano*; TITO SCHIPA, *tenor*;
FRIEDERICH SCHORR, *baritone*; GUSTAVE SCHUTZENDORF, *bass*; MAREK WINDHEIM, *tenor*.

Resident Artists

EVARISTO ALIBERTINI, *bass*; DOUGLAS BEATTIE, *bass*; OTELLO BALDACCI, *baritone*;
MARGUERITA BRUNTSCH, *contralto*; OLGA CALLAHAN, *contralto*;
QUERITA EYBEL, *soprano*; ALICE LOUISE FENDALL, *soprano*; DU BLOIS FERGUSON, *soprano*;
IRENE FREMONT, *contralto*; GERTRUDE GERDAU, *soprano*;
RUBSIE GIRAGOSSANTZ, *soprano*; FANNETTA GIONAS, *soprano*; BERNICE GLANDO, *soprano*;
ESTHER GREEN, *soprano*; EVA GRUNINGER, *contralto*;
PAUL GUENTER, *baritone*; EMILY HARDY, *soprano*; JEAN HARTMAN, *contralto*;
JOHN HOWELL, *baritone*; OLIVER JONES, *bass*; LINA KNOPH, *soprano*; MARIE LEANDRE, *soprano*;
RAYMOND MARLOWE, *tenor*; JEAN MERRILL, *soprano*; HELEN NOSTROM, *soprano*;
MARGARET O'DEA, *contralto*; FLORENCE RINGO, *soprano*;
GEORGETTE SCHILLER, *soprano*; JEANETTE SHOLL, *soprano*; HENRI SHEFOFF, *bass*;
EDNA ELIZABETH SMITH, *soprano*; CATHERINE STEED, *contralto*;
JOSEPHINE TUMMINIA, *soprano*; ALBERTO VANNUCCI, *tenor*; GERALDINE WATT, *soprano*;
PAUL WRIGHT, *bass*; ANNA YOUNG, *soprano*.

CHOOSE YOUR PIANO AS THE ARTISTS DO

FAMOUS SINGERS *endorse the*
BALDWIN PIANO



The tonal quality of the new Baldwin makes it a great pleasure and genuine satisfaction to sing with this noble instrument.

A handwritten signature in cursive script, written in dark ink, positioned below the testimonial text.



The Baldwin has that rare quality of tone which blends so successfully with the voice of the singer.

A handwritten signature in cursive script, reading "Edward Johnson", written in dark ink and underlined.



For the singer, the tone of the Baldwin represents a sure source of inspiration, and never fails to blend harmoniously with the voice.

A handwritten signature in cursive script, written in dark ink and underlined.

BALDWIN PIANOS

310 SUTTER STREET

Repertoire

DER RING DES NIBELUNGEN

DAS RHEINGOLD (WAGNER) *Friday Night, November 1, at 8:30*
With Schorr, Marlowe, Clemens, Schutzendorf, Windheim, Baromeo, Beattie, Eybel, Manski,
Gandolfi, Meisle, Doe, Merrill, Omeron. BODANZKY, Conductor.

DIE WALKURE (WAGNER) *Monday Night, November 4, at 7:30*
With Flagstad, Rethberg, Meisle, Melchior, Schorr, Baromeo, Doe, Manski.
BODANZKY, Conductor.

SIEGFRIED (WAGNER) *Wednesday Night, November 6, at 7:30*
With Melchior, Flagstad, Schorr, Schutzendorf, Windheim, Baromeo, Meisle, Hardy.
BODANZKY, Conductor.

GOTTERDAMMERUNG (WAGNER) *Saturday Afternoon, November 9, at 5:00*
With Melchior, Flagstad, Schorr, Schutzendorf, List, Manski, Meisle, Doe, Merrill, Omeron.
BODANZKY, Conductor.

The opera will begin at 5:00 p. m. There will be an intermission of about two hours after the first act. The performance will be resumed at 8:30 sharp. No one will be seated after the curtain rises.

AIDA (VERDI) *Monday Night, November 11, at 8:00*
With Rethberg, Meisle, Martinelli, Eddy, Pinza, Beattie, Windheim, Watt.
MEROLA, Conductor.

MARTHA (VON FLOTOW) *Saturday Night, November 16, at 8:15*
With Schipa, Jepson, Glade, Sheffoff, D'Angelo, Beattie. LERT, Conductor.

LA JUIVE (HALEVY) *Monday Night, November 18, at 8:00*
With Martinelli, Rethberg, Hardy, Clemens, Pinza, Howell. LERT, Conductor.

WERTHER (MASSENET) *Friday Night, November 22, at 8:15*
With Schipa, Glade, Gerdau, Gandolfi, D'Angelo, Marlowe, Howell. MEROLA, Conductor.

BARBER OF SEVILLE (ROSSINI) *Monday Night, November 25, at 8:15*
With Schipa, Bonelli, D'Angelo, Tumminia, Pinza. MEROLA, Conductor.

LA BOHEME (PUCCINI) *Wednesday Night, November 27, at 8:15*
With Jepson, Smith, Martinelli, Bonelli, Pinza, Gandolfi, D'Angelo. LERT, Conductor.

RIGOLETTO (VERDI) *Friday Night, November 29, at 8:00*
With Bonelli, Hardy, Schipa, Pinza, Gruninger, Beattie, Alibertini. MEROLA, Conductor.

LE COQ D'OR (RIMSKY-KORSAKOFF) *Monday Night, December 2, at 8:30*
Adolph Bolm, Corps de Ballet, Cast of Singers and Entire Chorus.
PRECEDED BY

SUOR ANGELICA (PUCCINI)
With Gahagan, O'Dea, Hartman, Gruninger, Steed, Young, Callahan, Fremont, Schiller,
Ferguson. MEROLA, Conductor.

Extra Performances

DIE WALKURE (WAGNER) *Wednesday Night, November 13, at 7:30*
With Flagstad, Rethberg, Meisle, Melchior, Schorr, List, Doe, Manski.
BODANZKY, Conductor.

OPERA-TUNITIES *Friday Night, November 15, at 8:15*
OPERA ARTISTS — MOVIE STARS — RADIO FAVORITES — CHORUS — BALLET
A Bit of MUSIC — MIRTH — MYSTERY. A Lot of Fun

AIDA (VERDI) *Saturday Night, November 23, at 8:00*
With Rethberg, Glade, Martinelli, Bonelli, Pinza, Beattie, Windheim, Watt.
MEROLA, Conductor.

MARTHA (VON FLOTOW) *Sunday Matinee, December 1, at 2:15*
With Schipa, Jepson, Glade, Sheffoff, D'Angelo, Beattie. LERT, Conductor.

TWENTY-FOURTH SEASON

San Francisco Symphony Orchestra

PIERRE MONTEUX, Conductor

WILLEM VAN DEN BURG, Assistant Conductor

GUEST CONDUCTORS

OTTO KLEMPERER

ERNEST SCHELLING

Guest Artists: ITURBI, HEIFETZ, MYRA HESS, MISCHA ELMAN

TEN PAIRS OF SYMPHONY CONCERTS in Opera House

FRIDAY AFTERNOONS, 2:30

SATURDAY NIGHTS, 8:30

January 10
January 24
January 31
February 14
February 28
March 13
March 27
April 3
April 17
April 24

January 11
January 25
February 1
February 15
February 29
March 14
March 28
April 4
April 18
April 25

FOUR YOUNG PEOPLE'S CONCERTS (Opera House)

Sat., Apr. 11, 10:30 A.M.

Wed., Apr. 22, 4:00 P.M.

Sat., Apr. 18, 10:30 A.M.

Sat., Apr. 25, 10:30 A.M.

*These concerts will be conducted by Ernest Schelling of
The New York Philharmonic Orchestra*

THREE CONCERTS AT UNIVERSITY OF CALIFORNIA

Sun., Jan. 26, 3:15 P.M.

Grete Stueckgold, Soprano

Sun., Mar. 15, 3:15 P.M.

Brailowsky, Pianist

Sun., Apr. 5, 3:15 P.M.

Myra Hess, Pianist

Season Tickets at Sherman, Clay & Co., Sutter and Kearny Sts.

MRS. LEONORA WOOD ARMSBY, Managing Director
PETER CONLEY, Business Manager

Choral Ensemble

ANTONIO DELL'OREFICE, *Chorus Master*

Sopranos and Contraltos

Jean Balfour, Laura Biagini, Olga Callahan, Dorothy Clute, Marjorie Dammann, Clorine Engle, Alyce Louise Fendall, Du Blois Ferguson, Irene Fremont, Gertrude Gerdau, Fannetta Gionas, Rubsie Giragossiantz, Bernice Glando, Pauline Guy, Johanna Hackenburg, Jean Hartman, Frances Hathaway, Katina Isariotis, Madelaine Lanz, Isabel Larsen, Jeanette Maschio, Elsa Milbrath, Helen Nostrom, Anita Olmstead, Betty Rhodes, Cecile Blair Samuelson, Georgette Schiller, Marcella Schiller, May Sewall, Jeanette Sholl, Catherine Steed, Lillian Swanson, Aileen Taafe, Geraldine Watt, Edith Wishart.

Tenors, Baritones and Bases

Evaristo Alibertini, Avito Alviti, Rudolph Bain, Otello Baldacci, Louis Braunstein, William H. Burgess, Adolfo Chiarpotti, John Courtney, Amerigo Del Grande, Clevene Martin Friberg, Giovanni Germanetti, Martin Green, Paul Guenter, William W. Hicks, Alois Hofman, Carlos E. Jarquini, Nikolas Kemarsky, Max Lorenzini, Allan C. Louw, Giulio Mancini, Benjamin A. Martin, Carlo Mennucci, Julian G. Nelson, Ruggerio Pelosi, Laurence R. Sherill, Lionel Somers, Marco Sorisio, Sam Stekol, Michael Susoff, John S. Tehan, Petronio Urrea, Alberto Vanucci, Paul Wright.

Boy Choir

Sponsored by the Recreation Department of the City of San Francisco. Helen Moore-Matthias, Director; Singers: Harry Butler, Ramona Del Buchia, Bill Christensen, Dante Cacciari, Maurice Euphrat, Walter Filhouer, Jack Geary, Paul Haynes, Scott Haynes, Kevin Healy, Hugh Huston, Tom Kellog, Wilbur Laidlow, Walter Mattock, Eddie McBride, Richard McMillan, Fred Muther, Edward Reed, Joseph Romeo, Don Rose, Charles Stauffacher, Sterling Sturgeon, Robert White, Jack Wilder.

E. A. PIERCE & CO.

Members

NEW YORK STOCK EXCHANGE

SAN FRANCISCO STOCK EXCHANGE

Home Office: 40 Wall Street, New York

•

WM. W. WOODS

Resident Partner on the Pacific Coast

SAN FRANCISCO OFFICE

301 Montgomery Street

Pacific Coast Branches:

LOS ANGELES PASADENA SAN FRANCISCO
SEATTLE PORTLAND SPOKANE



TO YOU WHO LOVE GOOD MUSIC

How MUCH of life's basic pleasure and happiness depend upon financial security . . . a freedom from the cares and worries of the workaday world!

Some people who realize this have found a good deal of practical assistance in the facilities of the trust division of a bank. For instance, The Family Trust can add to the enjoyment of life, now or later; it can increase your leisure and relieve you of financial detail and care.

In the years to come that same Family Trust would protect loved ones . . . afford them regular worry-free income, with extra funds to meet emergencies . . . assure them the continuation of the cultural as well as the practical advantages which you are now able to provide.

WHAT IS A FAMILY TRUST?

It is an arrangement by which you place in the experienced hands of the bank the management of your securities, your life insurance, or whatever property you choose. The cost is a small fraction of the income. You retain whatever degree of control you wish. And later, the trust can be made a valuable and economical adjunct to your Will. You could write or call for the booklet: "Income without the Burden of Management."

TRUST DEPARTMENT

Wells Fargo Bank
and
Union Trust Co.

Market at Montgomery ● Market at Grant Ave.

SAN FRANCISCO

Established 1852

Programme

W E R T H E R **Friday Night, November 22, at 8:15**

Opera in three acts and four scenes. Music by Jules Massenet
Text (in French) by Edouard Blau, Paul Millet and
George Hartman.

First time in San Francisco

Werther TITO SCHIPA
Charlotte, *daughter of the Bailiff* COE GLADE
Sophie ANNA YOUNG
Albert ALFREDO GANDOLFI
The Bailiff LOUIS D'ANGELO
Schmidt, *his friend* RAYMOND MARLOWE
Johann, *also his friend* JOHN HOWELL
Bruhlmann ALBERTO VANNUCCI
Katchen MADELAINE LANZ

Children: RUBSIE GIRAGOSSIANTZ, ALYCE LOUISE FENDALL, JOSEPH
ROMERO, HUGH HOUSTON, DON ROSE, ROBERT HEWITT

Villagers

Conductor: GAETANO MEROLA

Stage Director: ARMANDO AGNINI

Chorus Master: ANTONIO DELL'OREFICE

Boy Choir Director: HELEN MOORE-MATTHIAS

TIME AND PLACE: In the Vicinity of Frankfort, Germany, 1772

Act I House of the Bailiff
Act II Street in the Village of Wetzlar
Act III Scene 1 In the House of Albert
 Scene 2 Werther's Study

Bell rings three minutes before rise of curtain
Encores not permitted

[Over]

The Story

ACT I

The Bailiff, father of a motherless brood, is teaching the children a Christmas carol though the month is July. Johan and Schmidt, his friends, joke him for rushing the season. Sophie comes for the children and all leave as the romantic Werther arrives to escort Charlotte, betrothed of Albert, to a ball in the neighboring village. Charlotte cuts bread and butter for the children while they await belated guests. All leave for the ball except Sophie and her father when Albert, absent for six months, unexpectedly returns. At the ball Charlotte has permitted Werther to kiss her and on their return home he passionately declares his love. But Charlotte tells him of a promise made her dying mother which compels her marriage to Albert.

ACT II

It is three months since Charlotte's marriage to Albert. Werther has vainly endeavored to cultivate Sophie as love's consolation prize. The people have assembled to celebrate their pastor's golden wedding. Werther laments his loss of Charlotte. Albert has seen the sorrow in Werther and rightly divining its cause, tells him that he both understands and forgives. Werther gives his hand in friendship and promises to leave for an alien land. Sophie dances into the scene singing of her happiness unknowing that her laughter will later be turned to tears at Werther's farewell. On Charlotte's entrance, the resolution of Werther weakens and he again bespeaks his love. She, too, enjoins him to go but he brokenly tells her he cannot bear the thought of never seeing her again. "I do not exact eternal absence," she tells him, "come back at Christmas."

ACT III

It is Christmas. Charlotte, stricken with the grief fate has brought her, is reading Werther's letters when Sophie comes to beg her join the family in the holiday gaiety. As Sophie leaves, Werther, unexpected and unannounced, appears. He sees the harpsichord she played, the books they had read together, even Albert's pistols in their familiar places. Tender memories are evoked. Charlotte, weakened by his lament, betrays her love and Werther, in Goethe's words "covers her stuttering lips with furious kisses." But Charlotte's innate virtue triumphs. She pushes Werther from her, bids him farewell for the last time and rushes from the room. Albert, who has been absent, returns to surprise Charlotte in her agitation. A servant brings a note. It is from Werther. Albert reads: "I am going on a long journey. Lend me your pistols." Charlotte hands the servant the pistols, then, filled with fearful presentiment, hastens after him. (Scene 2) Werther has shot himself. Rushing into his room Charlotte flings herself upon him and cheers his dying moments by confessing she has always loved him.



COL. W. DE BASIL'S MONTE CARLO

BALLET RUSSE

OPERA HOUSE MON. EVE., JAN 13 TO SUN. EVE., JAN. 19

World-famous company of 125 with Symphony Orchestra. Largest and most glamorous theatrical company announced to appear in San Francisco this season.

● REPERTOIRE

Three-Cornered Hat . . . Scheherazade.
 Aurora's Wedding.
 Cotillion . . . Tamar . . . Union Pacific.
 Boutique Fantasque.
 Sylphides . . . Petrouchka . . . Prince Igor.
 Good-Humoured Ladies.
 Carnaval . . . Choreartium . . . The Midnight Sun.
 A Hundred Kisses . . . Les Presages.
 Spectre De La Rose.

Nights: \$3, \$2.50, \$2, \$1.50, \$1. Sat. and Sun. Mats.: \$2.50, \$2, \$1.50, \$1. 75c
 (Plus 10% Tax). Reservations at Sherman, Clay & Co., Sutter & Kearny Streets

PROMPT ATTENTION TO MAIL ORDERS

Management: PETER CONLEY

TWENTY YEARS BEFO

Sherman, Clay & Co. had been serving
old San Francisco, a little empire of sto

Yellowing programs
opera seasons in quair
historic collection tells
voiced Adelina Patti
one-third smaller type

The program further
and regular seat sale w
at Sutter . . words fam
years before the adora
Sherman, Clay & Co. ha

**TODAY. IN 1935.
MUSIC BUSINESS
INCOMPARABLE**

PIANO DEPARTMENT
Chickering; A. B. Chase
Aldrich; Vertichord; Bets
the sensational new H
SHEET MUSIC and BO
plete stock of music in th
tos, orchestrations, octo
RECORD DEPARTMENT
of recorded music in the
Columbia . . Brunswick o

Piano, Band an



CALIF
O R E
WASHI

ARE THE GAY 90'S ..

g the music-loving interests of
 ve-pipe hats and rustling silks

of vanished generations breathe a story of exciting grand
 old San Francisco. One program in Sherman, Clay & Co.'s
 us that at the very outset of the gay nineties, the golden-
 supported by young Nordica and the great Tamagno in
 e as per contract) sang "Lucia" in our Grand Opera House.
 er informs us that boxes were auctioned to the highest bidders
 ould begin January 30, 1890 at Sherman, Clay & Co., Kearny
 ilar to music-lovers even in those early days. Twenty long
 ble Patti sang her way into the hearts of old San Francisco,
 ad been firmly established as "The Music House of the West."

**WITH THIS RICH AND COLORFUL BACKGROUND IN THE
 S. SHERMAN, CLAY & CO. OFFERS A DISTINGUISHED AND
 SERVICE TO MUSIC-LOVERS OF THE PACIFIC COAST!**

IT — Steinway;
 Stroud; Fischer;
 y Ross Spinnet; and
 Hammond Organ.

BOOKS—Most com-
 ne West . . . libret-
 vo.

IT—Finest library
 e West . . . Victor . .
 and importations.

RADIO DEPARTMENT—all the leading
 makes . . . radio and phonograph com-
 binations. Philco; RCA Victor; Atwater
 Kent; Zenith and many others . . . Also:
 the CAPEHART "world's most luxurious
 radio-phonograph combination."

BAND and ORCHESTRA INSTRUMENTS—
 One of our most colorful and interesting de-
 partments with everything from the small-
 est accessory up to the regal harp, itself.
 Thousands of instruments to choose from!

Specialized Service and Repair Departments:
 and Orchestra Instruments, Radios . . . Pianos Moved, Stored, Rented



**Main Store, Kearny
 at Sutter. Ten floors
 devoted to music**

10

Musical Instrument
 Repair Dept.; Les-
 son Studios; Piano
 Practise Rooms

9

Executive Offices

8

Hammond Organ
 display and conc-
 ert room; harp
 studio and other
 musical studios;
 Publishing Dept.

7

Violin School and
 studio; sales floor

6

Piano Department
 extending into two
 sides of adjacent
 building; Steinway
 Salon; Concert Hall

5

General Offices: a
 whole floor de-
 voted to the busi-
 ness side of music

4

Band and Orches-
 tra Instruments,
 Accessories;
 Octavo Music and
 Orchestrations

3

Record library and
 listening rooms;
 Duo-Art and
 Ampico player
 rolls; portable
 phonographs

2

Radios; Radio-
 phonograph
 combinations;
 Capehart Salon

1

Sheet music; music
 books and maga-
 zines; box offices;
 Photographic
 Department

ORNIA
 GON
 NGTON

Sherman  Clay

After the Opera

FINE FOODS

Ice Cream ♦ Sodas
Pastries ♦ Candies

*Served in the most beautiful restaurants
in the West — at no greater cost than
elsewhere*



Pig'n Whistle

33 POWELL STREET, Near Market
1032 MARKET ST., Near Paramount Theatre
and the Opera House.



TOWER BUFFET AND COCKTAIL LOUNGE

(24th floor)

For dinner reservations,
in the Main Dining Room,
call M ARket 3400

WILLIAM TAYLOR HOTEL

Woods-Drury Co. Operators

SINGING

is Art when beautifully performed

PRINTING

is Art when beautifully produced

There is a mark of distinction that
sets Art apart from the
commonplace

This program is a product of



15 Columbus Ave « » SUtter 4772

Programme

A I D A

Saturday Night, November 23, at 8:00

(Extra Performance)

Opera in four acts and seven scenes. Music by Giuseppe Verdi
Text (in Italian) by Antonio Ghislanzoni

<i>Aida, an Ethiopian slave</i>	ELISABETH RETHBERG
<i>Amneris, daughter of the Egyptian King</i>	COE GLADE
<i>Rhadames, captain of the Egyptian guard</i>	GIOVANNI MARTINELLI
<i>Amonasro, King of Ethiopia, Aida's father</i>	RICHARD BONELLI
<i>Ramfis, High Priest of Isis</i>	EZIO PINZA
<i>The King of Egypt</i>	DOUGLAS BEATTIE
<i>Messenger</i>	MAREK WINDHEIM
<i>Priestess</i>	GERALDINE WATT

*Priests, Priestesses, Ministers, Captains, Soldiers, Officials,
Ethiopian Slaves and Prisoners, Egyptians, etc.*

Incidental Dances arranged by ADOLPH BOLM
Frances Giugni, Evelyn Wenger, Eccleston Moran, Elva Dimpfel,
Principal Dancers; and Corps de Ballet

Conductor: GAETANO MEROLA
Stage Director: ARMANDO AGNINI
Chorus Master: ANTONIO DELL'OREFICE

TIME AND PLACE: In Pharaoh's Time; Memphis and Thebes

Act I	Scene 1	Hall in King's Palace at Memphis
	Scene 2	Temple of Isis
Act II	Scene 1	A Hall in Amneris' Apartment
	Scene 2	The Gate of Thebes
Act III		Shores of Nile, near Temple of Isis
Act IV	Scene 1	Outside the Judgment Hall
	Scene 2	Above—In Temple of Vulcan Below—Vault beneath the Temple

*Bell rings three minutes before curtain rises
Encores not permitted*

[Over]

The Story

ACT I

A messenger has come to the palace of the Egyptian king with word of approaching invasion by the Ethiopians under the leadership of King Amonasro. Ramfis, the high priest, reveals to Rhadames that the Gods have selected him to command the forces sent forth to repel the invasion. This choice pleases Princess Amneris for victory would make Rhadames, with whom she is in love, a desirable mate for her. The warrior's thoughts are not of Amneris, however, but of Aida, Ethiopian slave of the princess, captured in a late war, and, unknown to the Egyptians, a daughter of Amonasro. Amneris, coming upon Rhadames, rallies him on the passion of his bearing but jealously comprehends it is not for her when the weeping slave girl enters. The court assembles and escorts Rhadames to the temple to receive his command. (Scene 2). In the recesses of the temple of Vulcan, Rhadames receives a consecrated sword and is dedicated to his trust.

ACT II

Word has come that Rhadames has been victorious. Amneris thinks upon his strange behavior with Aida as she joins her slave girls in singing his praises. On the approach of Aida she deftly gains from her the confession of her love for Rhadames. Then, telling of her own love for the warrior, Amneris commands that Aida shall witness Rhadames' obediences to herself on his triumphant return. (Scene 2) Royal welcome is given Rhadames on his return with the conquered Ethiopians. Amonasro, dressed as a plain officer, is recognized by Aida. Signaling her not to betray his rank he acknowledges her as his daughter and tells how the king, wounded, had died at his feet. Rhadames, offered any boon he may wish, requests the freedom of the Ethiopians. His wish is granted but Amonasro and Aida are retained as hostages. The king then gives Rhadames, as his supreme reward, the hand of Amneris.

ACT III

Amneris goes to the temple on the eve of her marriage to Rhadames. Aida, coming later, is followed by her father who plays upon her love for Rhadames and her concern for her countrymen to involve in a plot to his advantage. Rhadames appearing, Amonasro conceals himself. Aida begs her lover to flee with her. Enraptured, he unwittingly discloses his army's movements, upon which Amonasro comes forth. Amneris, concealed among the palms, has overheard and, enraged, rushes out. Amonasro escapes with Aida.

ACT IV

Amneris, regretting the act that gave the man she loved to the priests, sends for Rhadames and offers to save him if he accept and return her love. Rhadames refuses and she calls down the hatred of the Gods upon him. The priests escort Rhadames to the Hall of Justice. Amneris hears the trial as it is conducted behind the scenes and wildly curses the priesthood as sentence is pronounced. (Scene 2) Aida, informed of Rhadames' sentence, has concealed herself in the tomb. When he descends into it and prays that she may never know his fate, Aida comes forth that they may die together.

*San Francisco's
Fine Store for Men*

KEAN LTD.

Men who like the new and unusual . . .
men who are in the foreground . . . these
men rely upon KEAN Ltd.

Presenting only the smartest and finest
of merchandise, procured both here and
abroad, KEAN Ltd. offers the gentle-
men of San Francisco an opportunity of
gratifying their most exacting tastes.
KEAN Ltd. invites you to pay a visit to
San Francisco's Fine Store for Men.

featuring . . . a wide assortment of

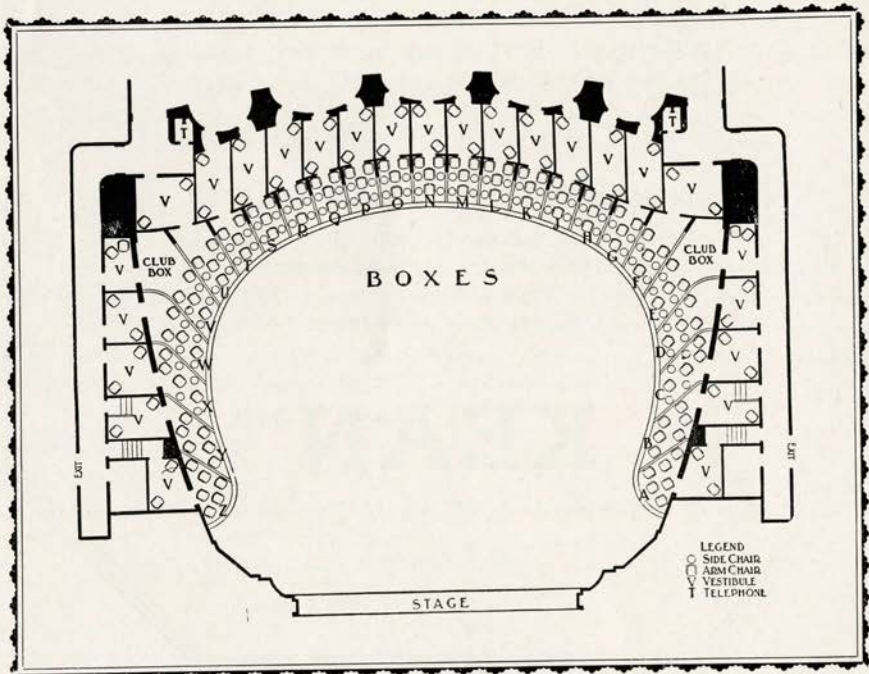
Hickey-Freeman Customized Clothes . . . Borsalino Hats
. . . Allen Solly Hosiery . . . Welsh Margetson Robes
. . . Alan McAfee and Johnston & Murphy Shoes . . .
The Smartest of Haberdashery

KEAN LTD.

Powell at Geary Street
San Francisco

The Season's Box Holders

Mr. and Mrs. Gaetano Merola	A	Mr. and Mrs.	
Dr. and Mrs. J. C. Flowers		Wallace M. Alexander	N
Mrs. George Baker Robbins	B	Mr. William H. Crocker	O
Mr. and Mrs. C. Robert Adams		Mr. Joseph A. Donohoe	P
Mr. and Mrs.		Mr. and Mrs. Sidney M. Ehrman	Q
Clarence Loran Johnston	C	Mrs. Frederick W. Bradley	R
Mr. and Mrs. Frank P. Deering		Mrs. Marcus S. Koshland,	
Mr. John A. McGregor	D	Judge and Mrs. M. C. Sloss	S
Mr. and Mrs. George T. Cameron	E	Mr. and Mrs. Robert W. Miller	T
Mr. and Mrs. George A. Pope	F	Mr. and Mrs. Maxwell C. Milton	U
Mr. and Mrs. Joseph D. Grant		Mr. and Mrs. Prentis Cobb Hale	V
Mr. and Mrs. Samuel Knight	G	Mr. and Mrs. Charles R. Blyth	W
Mr. and Mrs. C. O. G. Miller,		Mr. and Mrs.	
Mr. and Mrs. F. W. McNear	H	Melville Calvert Threlkeld	X
Mrs. I. W. Hellman, Jr.	J	Mr. and Mrs. Arthur Dale King	Y
Mr. and Mrs. Nion R. Tucker	K	Dr. and Mrs. Armstrong Taylor,	
Mr. and Mrs. Paul I. Fagan	L	Mr. and Mrs. Charles A. Christin	Z
Mr. and Mrs.			
Mortimer Fleishhacker	M		



WILFRID L. DAVIS

will present

SIX UNEQUALLED ATTRACTIONS IN HIS
RECITAL SERIES AT THE OPERA HOUSE

Leopold Stokowski and the Philadelphia
Orchestra May 1

The American Ballet..... December 9
"Leading dance troupe of the day"

Jan Kubelik March 11
"His art and genius greater today than ever before"

Angna Enters..... January 29
"The most remarkable artist in the whole sweep of the amusement
business"

Raya Garbousova January 9
"Blonde goddess of the 'cello'"

Martha Graham..... March 30
"The most important dancer in the world today"

Season ticket purchasers are entitled to first
choice of seats and are assured of the same seat
for each event, at a considerable saving
over single-ticket purchasers.

SEASON PRICES FOR SIX EVENTS

\$10 — \$7.50 — \$6 and \$5 (plus tax). Order now
SHERMAN, CLAY & CO., BOX OFFICE

EVENTS NOT INCLUDED IN THE SERIES

Winifred Christie, and the Moor Double Keyboard Piano
OPERA HOUSE December 17

Erika Morini, World's Most Famous Woman Violinist
"The greatest musical sensation since Kreisler"—New York Times.
VETERANS' AUDITORIUM November 19

William Beebe, "Five Hundred Fathoms Down"
VETERANS' AUDITORIUM December 13

Frances Weiner, Violinist
VETERANS' AUDITORIUM December 16

Tickets Now on Sale, Sherman, Clay & Co.



WHERE SMART
SAN FRANCISCANS

★ DINE ★

BEFORE THE OPERA



FRENCH ROOM

The Clift



WHERE SMART
SAN FRANCISCANS

★ WINE ★

AFTER THE OPERA

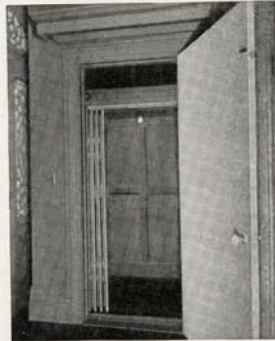


REDWOOD ROOM

The Clift

**YOUR PERSONAL
ELECTRIC ELEVATOR**

Exceptionally Low in Cost



FULL AUTOMATIC CONTROL
Absolutely safe in operation.

We invite you to inspect in-
stallations in the bay district.
Manufactured in San Francisco by

VINCENT WHITNEY COMPANY
130 TENTH STREET

John F. Walker Fred O. Foster

**WALDORF
LIQUOR STORE**

111 MONTGOMERY ST.

Wines, Spirits and Liqueurs

Barton Guestier	Duff Gordon & Co.
J. Calvet & Cie.	Gonzales & Byass
Berry Bros.	Cresta Blanca
Bols	Bonded Whiskeys
Wynand Fockink	Scotch Whiskies
Champagnes	Cognacs
Gins	Vermouths

Charge Accounts Invited
FREE DELIVERY SERVICE
San Francisco, the Penin-
sula and Transbay
Districts

Catalogue Mailed on
Request

GArfield 1133

Ballet:ADOLPH BOLM, *Director*

CLARE LAUCHE, *Assistant*. PRINCIPAL DANCERS: Misses Frances Giugni, Clare Lauché, Eccleston Moran, Margaret Rogers, Maclovía Ruiz, Evelyn Wenger; Messrs. Arnold Block, George Bratoff, Dimitri Romanoff, Nicholas Vasilieff. CORPS DE BALLET: Misses Victoria Albertsen, Eilton Brandner, Isobel Bradshaw, Virginia Browning, Donna Bugbee, Miriam Butt, Jean Cane, Betty Joan Dodson, Winifred Fishel, Dorothy Garver, Jeanne Hayes, Evelyn James, Marie James, Juanita Johnson, René Lavell, Shirley Malm, Lucille Mayes, Lois McMillan, Susan Noe, Laura Post, Virginia Raisbeck, Leila Raisch, Leone Roof, Ruth Schroeter, Kathleen Shepard, Ruth Syndon, Dolores Van Patten, Virginia Wieman, Dorothea Walker, Golden West, Julia Woodworth, Eleanor Young; Messrs. Walter Alden, Wallace Bancroft, Gregory Gorbounoff, Edward Oliver, Carlos Pineda, Richard Siprelle, James Starbuck, Alexis Shiminauff, Walter Van der Kamp, Felice Yazolino.

Production:ARMANDO AGNINI, *Stage and Technical Director*

STANLEY MACLEWEE, *Assistant Stage Director*; Julian Dové, Fritz Kraencke, *Scenic Artists*; Paul Pinell, *Carpenter*; C. J. Holzmueller, *Chief Electrician*, Edward Zittel, *Assistant*; S. E. Simmons, *Properties*, Alexander Agnini, *Wardrobe*; Goldstein & Co., *Costumes, Wigs and Makeup*; Scenery and Properties designed by Armando Agnini and Julian Dové and built by San Francisco Opera Association Studios.

Music:GAETANO MEROLA, *Director* ARNOLD PISANI, *Secretary*

Naoum Blinder, *Concertmaster*; Walter Oesterreicher, *Orchestra Manager*; Julius Haug, *Orchestra Librarian*; Ulisse Caiati, *Chorus Librarian*; Dora Di Tano, *Chorus Accompanist*; Lea Vergano, *Ballet Accompanist*.

Executive Staff:PETER CONLEY, *Business Manager*

CURRAN D. SWINT, *Publicity Director*; Olga Bose, Gerald G. Ross, *Office Secretaries*; Phyllis Amati, Laila Jackson, H. F. Decker, Victor Lefler, *Ticket Sales*; William A. Meade, *Director of House Service*.

Program:

PISANI PRINTING AND PUBLISHING COMPANY, *Publishers, Designers, and Printers*; Curran D. Swint, *Program Notes*.

Addenda*(Resident Artists and Choral Ensemble)*

Madilyn Williams-Ankele, Willaine Auer, Madelaine Lanz, Edith Wishart.

Serving in the NEW BUFFET

Imported Domecq Sherries

Alorosos - Amontillados - Double Century

*Have You "DISCOVERED"
this smart Peninsula Shop?*

One of Fifth Avenue's finest shops has been transplanted to Palo Alto on the Peninsula.

It is here that metropolitan styles are rushed from New York by aeroplane and displayed weeks in advance of the season.

Featuring one-of-a-kind apparel, Alma Walker has already established a distinguished clientele.

Little wonder that smart women are "discovering" this shop in increasing numbers.

alma Walker

126 UNIVERSITY AVENUE

PALO ALTO

DISTINCTIVE COMFORT
AND
RESPONSIVE SERVICE
WITH
APARTMENT CONVENIENCES



HOTEL EL CORTEZ

Geary near Taylor

MANAGEMENT OF HERBERT C. BLUNCK



ENTR' ACTE

... at the opera, the interlude when critical eyes inspect your ensemble. No matter how beautiful your gown, a Podesta and Baldocchi corsage will still further enhance your loveliness.

Podesta AND Baldocchi

"The Voice of a Thousand Gardens"

224 Grant Avenue..Telephone SUtter 6200

Encore! Encore!...

for **Non-Fattening**

ACME BEER

**Superior
Pilsener
Refreshment**



CALIFORNIA BREWING
ASSOCIATION
San Francisco, Los Angeles

Announcing . . .

*with Great Pleasure that
Goldstein & Co. are the
Official Costumers for the
San Francisco Opera Associa-
tion for the Season of 1935.*

**We have had also the
honor of supplying the
cast for Max Reinhardt's
"Midsummer Night's Dream"**



May We Serve You?



Goldstein & Co.

C O S T U M E R S

ESTABLISHED 1865

989 MARKET STREET

GArfield 5150

1,000,000 Persons Paid Admissions
to the Sensational "Streamlined" Performances
of Shakespearean Plays by the Famous
Old Globe Theatre Players

THOMAS WOOD STEVENS, *Director*

AT THE SAN DIEGO AND CHICAGO EXPOSITIONS

(The 1,000,000 admissions were in addition to the regular Fair Ground admission)

ALCAZAR THEATRE

MON. EVE., DEC. 2—"Julius Caesar" and "Taming of the Shrew"
TUE. EVE., DEC. 3—"Julius Caesar" and "Taming of the Shrew"
WED. MAT., DEC. 4—"Julius Caesar" and "Taming of the Shrew"
WED. EVE., DEC. 4—"Macbeth" and "A Comedy of Errors"
THU. EVE., DEC. 5—"Macbeth" and "A Comedy of Errors"
FRI. EVE., DEC. 6—"Hamlet" (Full Program)
SAT. MAT., DEC. 7—"As You Like It" and "Much Ado About Nothing"
SAT. EVE., DEC. 7—"Twelfth Night" and "All's Well That Ends Well"

SECOND AND FINAL WEEK

MON. EVE., DEC. 9—"Macbeth" and "A Comedy of Errors"
TUE. EVE., DEC. 10—"Twelfth Night" and "All's Well That Ends Well"
WED. MAT., DEC. 11—"Hamlet" (Full Program)
WED. EVE., DEC. 11—"As You Like It" and "Much Ado About Nothing"
THU. EVE., DEC. 12—"As You Like It" and "Much Ado About Nothing"
FRI. EVE., DEC. 13—"Hamlet" (Full Program)
SAT. MAT., DEC. 14—"Twelfth Night" and "A Midsummer Night's Dream"
SAT. EVE., DEC. 14—"Macbeth" and "A Comedy of Errors"

Nights and Matinee Prices (including tax): \$1.65, \$1.10, 83c, 55c

Tickets Now On Sale

SHERMAN, CLAY & CO., SUTTER AND KEARNY STREETS

Management: PETER CONLEY

LUXOR CABS...

The Silver Cab With the Red Line



Radio Equipped

MINIMUM RATES
FULLY INSURED

●
Courteous Drivers

●
Call a LUXOR
for the Opera

ORdway 4040



Cognac

Opera House Buffet

CUORVOISIER

THE BRANDY OF NAPOLEON

Distributor

ALPHA IMPORTING COMPANY
Van Ness and Washington

Announcing . . .

ADDED SERVICE IN BUFFET

Now Serving a Full Line of

BONDED and IMPORTED LIQUORS — COCKTAILS — LIQUEURS — BRANDIES
BELL RINGS 3 MINUTES BEFORE CURTAIN

Featuring . . .

OLD BAKER

BONDED WHISKEY BY FRANKFORT

MAKERS OF FAMOUS

FOUR ROSES

BELLOWS & COMPANY

BRANDIES, WHISKIES AND CHAMPAGNES

are available at the Opera House Bar

WILDMAN & COMPANY, INC.

Distributors

20 Leidesdorff Street
San Francisco

9041 Sunset Boulevard
Los Angeles

In the Cocktails Served in Buffet

**GORDON'S
GIN**

IS USED EXCLUSIVELY



THE HEART
OF A GOOD
COCKTAIL

ARTISTS of SAN FRANCISCO



KIRSTEN FLAGSTAD



GIOVANNI MARTINELLI



ELISABETH RETHBERG



TITO SCHIPA



MAREK WINDHEIM



DOROTHEE MANSKI



LOUIS D'ANGELO



JOSEPHINE TUMMINIA



QUERITA EYBEL



HELEN GAHAGAN



GUSTAVE SCHUTZENDORF



EVA GRUNINGER



ALFREDO GANDOLFI



DORIS DOE



EDNA ELIZABETH SMITH



EMANUEL LIST

★ GRAND OPERA COMPANY



Lauritz Melchior



Kathryn Meisle



Richard Bonelli



Helen Jepson



Nelson Eddy



Friederich Schorr



Emily Hardy



John Howell



Chase Baromeo



Anna Young



Ezio Pinza



Douglas Beattie



Raymond Marlowe



Hans Clemens



Coe Glade



Henri Sheffoff

M U S I C A L

VOCAL

MME.

McCUNE WILLIAMSON

Distinguished Vocal Specialist and
Composer

26 O'FARRELL STREET

TEL. EXbrook 5969 ORdway 8974

MME.

JOHANNA KRISTOFFY

PRIMA DONNA SOPRANO

Thorough Vocal and Dramatic Training

740 PINE STREET Tel. EXbrook 4366

MME.

BEATRICE BOWMAN

TEACHER OF

EMILY HARDY QUERITA EYBEL
MILDRED BALDWIN

2217 CALIFORNIA STREET

TEL. WEST 4406

EVA GRUNINGER

CONTRALTO

Available for Concerts

2205 PACIFIC AVE. WEst 0176

MAESTRO NINO COMEL

Vocal Teaching — Coaching

376 Sutter Street

ORdway 0579

DOuglas 6379

EMILIE LANCEL

SINGING AND

SPEAKING

GROUP LESSONS

545 SUTTER ST. Phone SUTter 7645

CLAIRE ANKER, Soloist

TEACHER OF PIANO

3142 Gough ORdway 7667

RENA LAZELLE

3437 Sacramento St. Phone WALnut 3307

HOTEL LEAMINGTON, OAKLAND
HOOVER HALL, BURLINGAME

PIANO

JOSEPH GREVEN

VOICE SPECIALIST

Teacher of Many Prominent
European and American Singers

927 Lake St. BAyview 5278

LAWRENCE STRAUSS

Distinguished Lieder Singer

Pupils Prepared for Opera and Concert

1150 UNION ST. ORdway 8093

MYNARD JONES

VOICE STUDIOS

New Berkeley Studio

1324 Bay View Place ASHberry 8300

San Francisco Studio:
Western Women's Club (Wed. & Sat.)
TUxedo 9941

EDITH CAUBU

PIANO

376 SUTTER STREET

Tel. DOuglas 0269

MALEN BURNETT SCHOOL OF MUSIC

Thorough Training from Kindergarten to
Adult. Professional. Concert Stage.

2580 Broadway FI 1898

ELSIE COOK

Authorized California Representative of
Tobias Matthay School of London, England

BY APPOINTMENT ONLY

c/o COOK-LARAIA STUDIOS

3327 Octavia Street San Francisco

● Dr. IAN ALEXANDER

1103 FRANKLIN STREET

Tel. GRaystone 5317

ANDREW BOGART

STYLE — DICTION — REPERTOIRE

26 O'FARRELL ST., S.F. Tel. GARfield 6296

"A MESSAGE TO SINGERS" ON REQUEST



DIRECTORY

VIOLIN AND MISCELLANEOUS

THEODORE STRONG

ORGANIST

RECITALS ✓ INSTRUCTION

San Francisco and Burlingame

SIGMUND ANKER

VIOLIN INSTRUCTION

Teacher of Yehudi Menuhin

And Other Child Prodigies
Rapid Methods for Advanced and Beginners

3142 Gough ORdway 7667

HARPS SOLD AND RENTED

see ATTL

Harpist and Instructor

Phone: ORdway 6367

KNABE

and Other Fine Pianos

•

RCA Victor Radios

•

Kohler & Chase

20 O'Farrell Street

San Francisco

CITY TRANSFER CO.

SERVES SAN FRANCISCO

OPERA CO.

WHY NOT YOU?

Moving Storage Shipping

Phone FRanklin 4600

162 TURK STREET

ARRILLAGA MUSICAL COLLEGE

THE LARGEST AND BEST EQUIPPED
SCHOOL OF MUSIC

Dr. A. L. Artigues,
President

V. de Arrillaga
Director

2351 JACKSON STREET

WAlnut 3742

BEATRICE LEWIS

STUDIO OF THE MODERN DANCE

533 POST STREET

ORdway 0829

SILVIA CORTESI

Swiss Violinist

RECITAL Dec. 5, 1935

Veterans' Auditorium

CATHERINE B. SWINT

TEACHER OF PIANO

Specializing in Child Instruction

135 JORDAN AVENUE

San Francisco



508 SUTTER STREET

Club Deauville

FRENCH CASINO

A beautiful environment for
smart entertaining . . . before
and after the opera

168 O'FARRELL STREET

Frank De Goff, Mgr.

DOuglas 1936

The Epilogue...

Enjoy it in the magnificent Louis XV
setting of the new

MUSIC BOX

859 O'Farrell Street
(Polk and Larkin)

JIMMY WALSH'S ORCHESTRA

(formerly of Williams & Walsh and with Anson Weeks)

with the most engaging melody in the West.

A stunning floor show

Before the Opera

A superb dinner created
by Chef Rudy Wartenberg
formerly of Delmonico's, New York,
and the Hotel Mark Hopkins

After...

A tasty supper, fine liquors,
gaiety. . . .

DINNERS \$1.50 The Finest Liquors **SUPPERS**

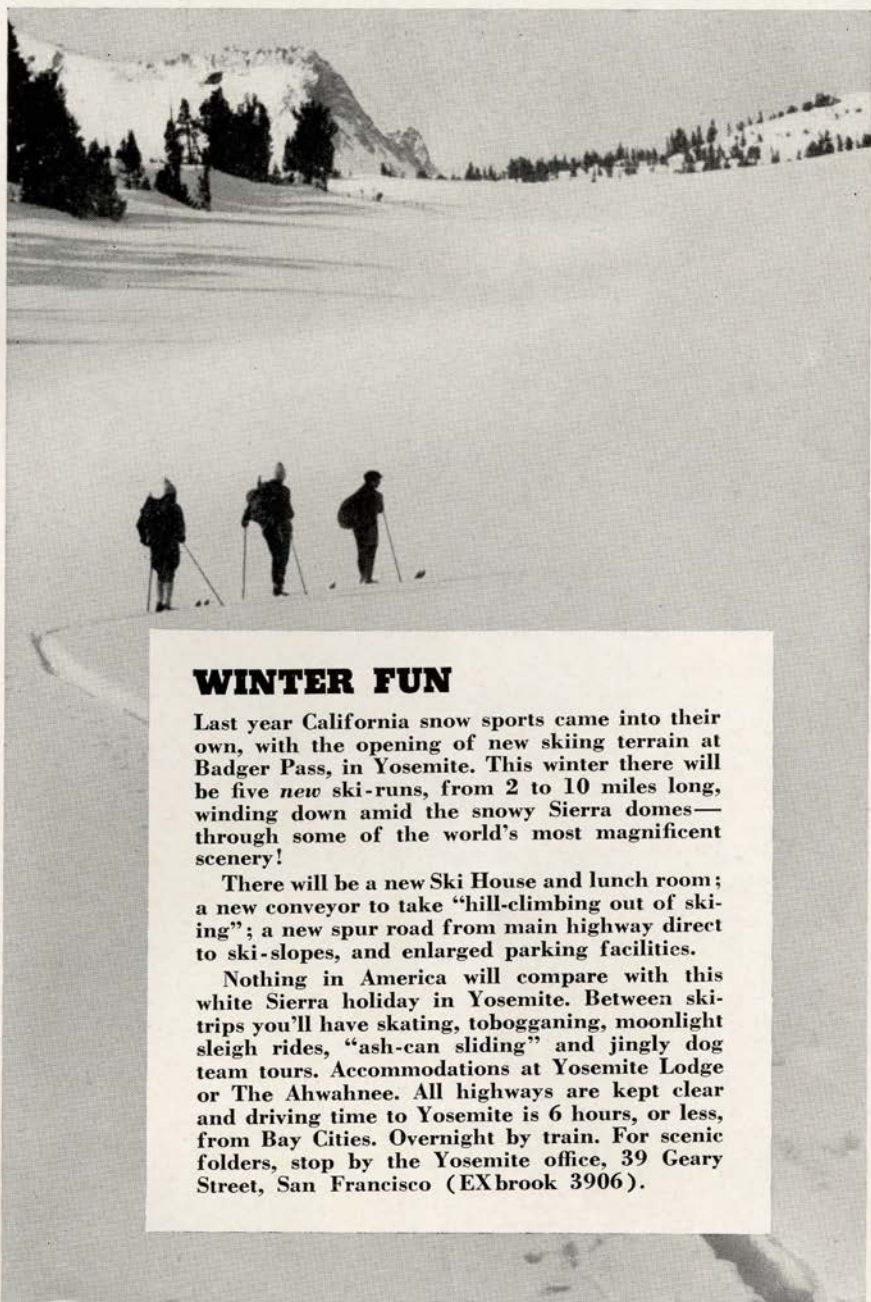
SAM NUSSBAUM, Mgr. FRANK HANSEN, Maitre de Café
Formerly of Tait's at-the-beach From Hotel Mark Hopkins

THE MUSIC BOX

GEORGE L. RICCOMI

ORdway 9656

859 O'Farrell, near Polk



WINTER FUN

Last year California snow sports came into their own, with the opening of new skiing terrain at Badger Pass, in Yosemite. This winter there will be five *new* ski-runs, from 2 to 10 miles long, winding down amid the snowy Sierra domes—through some of the world's most magnificent scenery!

There will be a new Ski House and lunch room; a new conveyor to take "hill-climbing out of skiing"; a new spur road from main highway direct to ski-slopes, and enlarged parking facilities.

Nothing in America will compare with this white Sierra holiday in Yosemite. Between ski-trips you'll have skating, tobogganing, moonlight sleigh rides, "ash-can sliding" and jingly dog team tours. Accommodations at Yosemite Lodge or The Ahwahnee. All highways are kept clear and driving time to Yosemite is 6 hours, or less, from Bay Cities. Overnight by train. For scenic folders, stop by the Yosemite office, 39 Geary Street, San Francisco (EXbrook 3906).

Yosemite
AND BADGER PASS SKI-RUNS

Such Praise must be deserved by **PHILCO** RADIO PHONOGRAPHS



Read what Maestro
GAETANO MEROLA,
Director of the
Standard Oil Symphony
Hour, San Francisco
Opera Association, says

I have listened to your 1936 Philco 116 High-Fidelity Radio-Phonograph. I want to congratulate you on the realistic reproduction that this radio brings to the listener. It is truly a marvelous radio.

In listening to operatic and symphonic broadcasts over this radio, I was delighted to be able to distinguish every instrument of even the largest orchestras. This radio truly brings all of the artists "as if in person." One hears the overtones that are so important to the enjoyment of real music.

Gaetano Merola



**A Complete Line of PHILCO
RADIO-PHONOGRAPHS**
Starting at \$99.50

See Your Nearest Philco Dealer