La Bohème

1940

Friday, October 18, 1940 8:15 PM Tuesday, October 29, 1940 8:30 PM

SFO_PUB_01_SFO_1940_03

Publications Collection

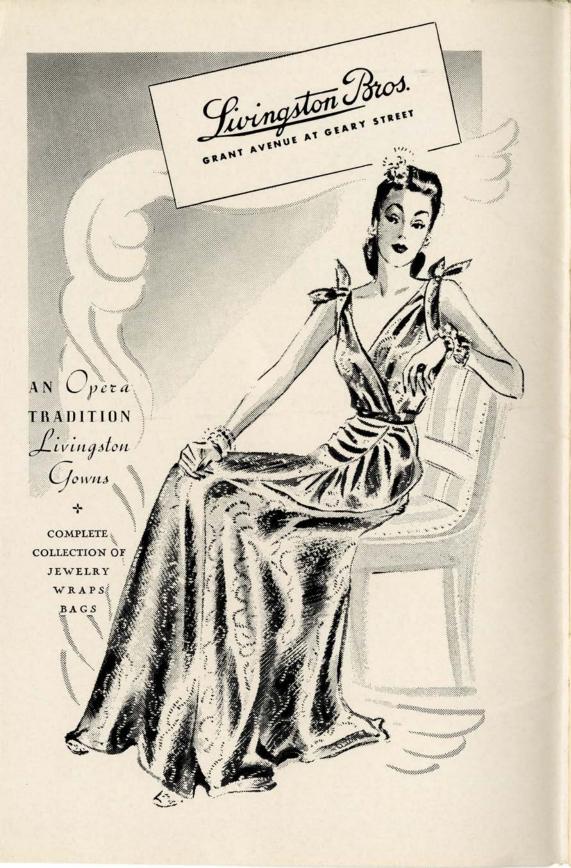
San Francisco Opera Archives

SAN FRANCISCO OPERAAA ASSOCIATION

GAETANO MEROLA · GENERAL DIRECTOR

EIGHTEENTH ANNUAL SEASON OCTOBER 12 TO NOVEMBER 2 WAR MEMORIAL OPERA HOUSE

1940



Fall Exhibit Gentlemen of discrimination who appreciate fine apparel are invited to view the new Oxford Clothes for Fall now on exhibit.

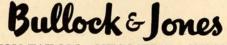
Seles and a last a last a last a last a last a last

Oxford Clothes, by the sheer beauty of their custom fabrics, and the custom excellence of their tailoring, have no peer or parallel wherever fine clothing is known.



Oxford Clothes Finest Custom Quality

Sixty-five Dollars



CUSTOM TAILORS · MEN'S WEAR · IMPORTERS 340 POST STREET · UNION SQUARE NORTH

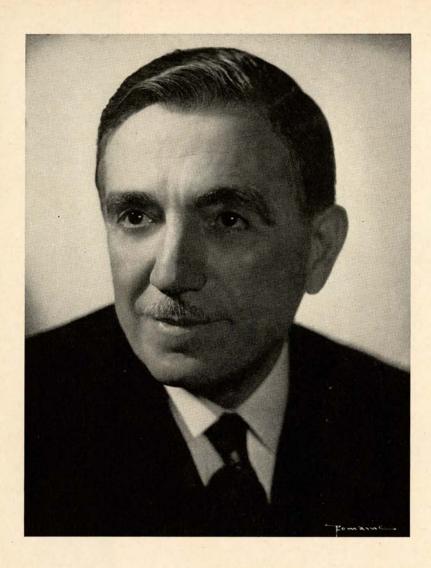
Outside-a snowy winter wonderland Inside – a cheery log-fire's welcome

Special All-Expense Rate Pectal Allectopense Rate Includes eventhing net deating Includes everything necessary for a foll week of skitning and skit School, full week of Yosemite Skit School, sessions at use of Upski between ski unlimited use of the skit between ink. transportation unlimited use of Upski and skating ink, transportation meals and tux-tink, and Ski House, meals and tux-tuns and Ski House, accommodation utious Abwahaee accommodation runs and Ski House, meals and lux-needs and ski House, meals and iux-actions Anwahnee a cyberne 2006. urious Ahwabnee accommodations. For details, phone EXbrook 3006: **YOSENITE PARK AND CURRY CO.** Come for the beauty of still white meadows, towering icy cliffs, frost-spangled trees-Nature in ermine!

Come for sports-skiing, skating, sleighing, tobogganing, the West's most complete snow fun program.

Whatever your purpose, Ahwahnee hospitality will accent your pleasure. Ahwahnee comforts, service, fine food - and gay evenings before the big fireplace-double Winter's delights.

Ahwahnee in Hosemite CALIFORNIA'S SMART



GAETANO MEROLA General Director

SAN FRANCISCO OPERA COMPANY

-3-

Baldwin











The world's most honored piano is the piano for your home or studio

Grand Prix, Exposition Universelle Internationale, Paris, 1900, with Decoration of the French Legion of Honor.

- Grand Prize, Louisiana Purchase Exposition, St. Louis, 1904.
- Grand Prize, World Exposition, London, 1914.

Papal Medal, Rome, 1923.

Official Piano of the Chicago Civic Opera Company, 1922-1932.

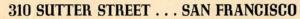
Official Piano of the Century of

☆

Progress, Chicago, 1933-1934. Official Piano of the Texas Centennial Exposition, Dallas, 1936.

- Official Piano for the Cincinnati Symphony Orchestra, Chicago Grand Opera Company, and the Pittsburgh Symphony Orchestra.
- Official Piano for more than 200 Radio Broadcasting Stations.
- Official Piano for the Golden Gate International Exposition, 1939.

☆



Some of the Artists of today who find the Baldwin the perfect instrument for the expression of their art.

Dwight Anderson Frances Antoine Wilhelm Bachaus Harold Bauer Molssave Boguslawski Jussi Bjoerling Lucrezia Bori Jeanne Behrend Bela Bartok Bela Bartok Mario Chamlee Alfredo Casella Karin Dayas Jose Echaniz Cecille de Horvath David Farlo Cecille de Horvath David Earle Severin Elsenberger Daniel Ericourt Ruda Firkusny Frank Farrel Arnold Gabor Walter Gieseking Boris Golschmann Eugene Goossens William Harms Irma Schenuit Hall Stephan Hero Jose Iturbi Amparo Iturbi Edward Johnson Edward Johnson Breendan Keenan Alexander Keiberine Alexander Keiberine Ralph Leopold Josef Lhevinne Rosina Lhevinne Alfred Mirovitch Edith Mason Grace Moore Charles Naegele Louis Persinger Lily Pons Rosa Raisa Giacomo Rimini Roša Raisa Giacomo Rimini Moriz Rosenthal Tito Schipa E. Robert Schmitz Joseph Szigeti Leonard Shure Ruth Slenczynski Helen Traubel Alexander Tansman Paul Witgenstein Victor Witgenstein Samuel Yaffe Franciszek Zachara

Partial list orchestra leaders and radio stars

Freddy Bergin Nat Brandwynne D'Arteaga Eddie Davis Meyer Davis Al Dietzel Jimmy Downey Eddie Duchin Ernie Holst Dick Gasparre Benny Goodman Little Jack Little Vincent Lopez Enric Madriguera Freddy Martin Georges Metaxa Ozzie Nelson Leo Reisman Harry Rosenthal Freda Sanker Lee Simms Phil Spitalny Bud Waples Paul Whiteman



OPERA ASSOCIATION

Officers

ROBERT W. MILLER

*

PRESIDENT

CHARLES R. BLYTH VICE-PRESIDENT

> ARTHUR MERRILL BROWN, Jr. VICE-PRESIDENT

> > EDWARD F. MOFFATT SECRETARY-TREASURER

> > > PAUL POSZ BUSINESS MANAGER



Board of Directors

CHARLES R. BLYTH RO ARTHUR MERRILL BROWN, Jr. J GEORGE T. CAMERON WILLIAM W. CROCKER MORTIMER FLEISHHACKER TIMOTHY HEALY

ROBERT W. MILLER JOHN FRANCIS NEYLAN MRS. STANLEY POWELL MRS. HENRY POTTER RUSSELL RICHARD M. TOBIN NION R. TUCKER

451



Costumers

for the

San Francisco

Opera Association

\$

SC HOOLS MUSICALS PAGEANTS MASQUERADE

 $\stackrel{}{\leftrightarrow}$

989 MARKET STREET ☆ SAN FRANCISCO Phone GARFIELD 5150

461

Board Of Governors

GEORGE WASHINGTON BAKER, JR. JOSEPH D. GRANT EDWARD F. MOFFATT ALBERT M. BENDER MARSHALL HALE GUIDO MUSTO REUBEN B. HALE MRS. JOHN FRANCIS NEYLAN P. A. BERGEROT CHARLES R. BLYTH FREDERIC W. HALL JOHN FRANCIS NEYLAN J. BRENDAN BRADY MRS. LAWRENCE W. HARRIS ETTORE PATRIZI H. SEWALL BRADLEY MRS. ROBERT H. HAWLEY RALPH L. PHELPS ARTHUR MERRILL BROWN, JR. J. EMMET HAYDEN MRS. M. C. PORTER TIMOTHY HEALY MRS. STANLEY POWELL GUIDO CAGLIERI STANLEY POWELL MRS. GEORGE T. CAMERON CHARLES H. KENDRICK GEORGE T. CAMERON SAMUEL KNIGHT ANGELO J. ROSSI MRS. HENRY POTTER RUSSELL MRS. MARCUS S. KOSHLAND CHARLES A. CHRISTIN TEMPLETON CROCKER LEWIS A. LAPHAM A. SBARBORD FRED R. SHERMAN WILLIAM W. CROCKER MRS. STINE LEIS GEORGE E. CROTHERS J. B. LEVISON PAUL SHOUP MISS MARY C. DUNHAM MISS EDITH LIVERMORE MRS. M. C. SLOSS M. E. LOMBARDI MRS. SIGMUND STERN SIDNEY M. EHRMAN MISS RUTH W. LORING MRS. DAVID ARMSTRONG TAYLOR MRS. CHARLES N. FELTON MISS SALLIE MAYNARD M. C. THRELKELD MRS. WILLIAM M. FITZHUGH RICHARD M. TOBIN MORTIMER FLEISHHACKER MRS. C. D. G. MILLER A. P. GIANNINI ROBERT W. MILLER NION R. TUCKER

RANDOLPH C. WALKER

WHITNEY WARREN, JR.

War Memorial Opera House

[OWNED AND OPERATED BY THE CITY AND COUNTY OF SAN FRANCISCO]

BOARD OF TRUSTEES

JUDGE THOMAS M. FOLEY RAMSAY MORAN PRESIDENT VICE-PRESIDEN FREDERICK J. KOSTER RALPH J. A. STE

HARRY A. MILTON

VICE-PRESIDENT RALPH J. A. STERN JOHN J. SULLIVAN J. H. THRELKELD COL. WILLIAM H. TOBIN IRA G. THOMPSON SECRETARY TO THE BOARD

DR. ALANSON WEEKS

SELBY OPPENHEIMER MANAGING DIRECTOR OF THE WAR MEMORIAL

BETWEEN ACTS VISIT THE SAN FRANCISCO OPERA GUILD LIBRARY-MUSEUM IN LOBBY OPPOSITE COURT ENTRANCE

LIBRETTOS OF OPERAS ON SALE IN FOYER . BUFFET SERVICE IN BASEMENT PROMENADE . HEAD SETS FOR THE DEAF ARE AVAILABLE AT TABLE IN MAIN FOYER. ATTENDANT WILL CONNECT WITH SEAT LOCATION UPON REQUEST. FOR LOST AND FOUND INFORMATION, INQUIRE AT CHECK ROOM NO. 1 WILLIAM A. MEADE, DIRECTOR OF HOUSE SERVICE

Statement of Policy

NINETY-SEVEN YEARS AGO W. & J. SLOANE was founded by William Sloane upon the principle of selling dependable merchandise at an honest figure. After almost a century of building our name on the policy of our founder, we find ourselves with an enviable but "expensive" reputation.

The tendencies of the last few years point to a definite change in values . . . social, economic, and mercantile. Progress is, "Thinking and acting forwardly." We have accepted the challenge these times have brought to us . . . but we fully realize that we must convince you, the buying public, that W. & J. Sloane is not an "expensive" store.

We maintain our reputation for sound merchandise, the finest available . . . merchandise whose design and craftsmanship will continue to find its way into the most discriminating homes.

We mean also to prove to you that we carry an increasing selection of furniture, carpets, draperies and abundant accessories, in the more modest price brackets. This merchandise has been selected with utmost care to come definitely within the range of those of you who, despite limitations of income, possess a fortune in good taste, and rightfully demand that what you buy shall be of quality, dependabilty, and fine craftsmanship.

We want to prove to you that

QUALITY FOR QUALITY OUR PRICES ARE NO HIGHER ... and that OUR POLICY OF GUARANTEEING EVERY PIECE OF MER-CHANDISE WE SELL IS YOUR ASSURANCE THAT YOU ARE BUYING SOUNDLY.

We cordially invite you to visit us in San Francisco. For now, more than ever before, we are proud to feel in all sincerity that this newer and broader W. & J. Sloane will make thousands of new friends... particularly among younger people... while the ties of loyalty to those of our old friends will not be severed.

W & J

481-

UTTER near

JOHN SLOANE, Chairman

SAN FRANCISCO OPERA COMPANY

GAETAND MEROLA

ARMANDO AGNINI STAGE AND TECHNICAL DIRECTOR

HERBERT GRAF

WILLIAM TYROLER CHORUS MASTER

BALLET MASTER

ETIENNE BARONE

PAUL POSZ BUSINESS MANAGER

STANLEY MACLEWEE PRODUCTION COMPTROLLER

CURRAN SWINT

Conductors

GAETAND MEROLA

GENNARD PAPI

ERICH LEINSDORF

Assistant Conductors

FRITZ BERENS CARL FUERSTNER NADUM BLINDER CONCERT MASTER PIETRO CIMARA GIACOMO SPADONI

ANTONIO DELL'OREFICE WILLIAM TYROLER JULIUS HAUG LIBRARIAN

EVARISTO ALIBERTINI BARITONE

LORENZO ALVARY

NORMA ANDREOTTI

CONTRALTO

TENOR

JUSSI BJOERLING

SOPRAND

BARITONE

JOHN BROWNLEE BARITONE

GEORGE CEHANOVSKY

ALESSID DE PAOLIS

ANDRE FERRIER

ROY GARDEN BARITONE

LESLIE GEORGE

ELIZABETH HACKETT

RAOUL JOBIN

ALEXANDER KIPNIS

Artists

SOPRAND

MARJORIE LAWRENCE

LOTTE LEHMANN SOPRAND

PAUL LIEBER

WALTER LORENZ

MAX LORENZINI BARITONE

MARI MONTE

FRANCISCO NAYA

STANLEY NOONAN BARITONE

BARITONE

SOPRAND

MONA PAULEE

BASS-BARITONE

IRRA PETINA CONTRALTO

EZIO PINZA BASS

SOPRAND

LILY PONS SOPRAND ELISABETH RETHBERG

MARGARET RITTER

BIDU SAYAD

TITO SCHIPA

ROBERT SELLON

CHARLES SHIFFELER BARITONE

GLADYS SIMPSON SOPRANO

SUZANNE STEN MEZZO-SOPRANO

RISE STEVENS MEZZO-SOPRAND

GEORGE STINSON

THELMA VOTIPKA

EDITH WISHART WALTHER

PAUL WALTI

BARBARA WARD

BARITONE

EDWARD WELLMAN BARITONE

ELSA ZEBRANSKA

491

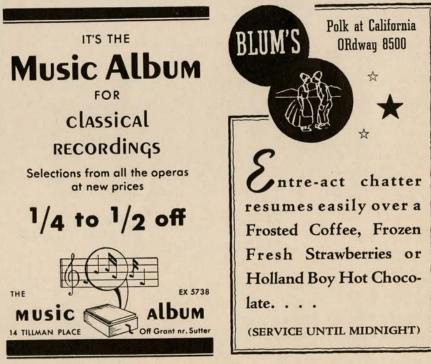
NOW! AND FOR THE REST OF THE YEAR ...



AND HIS ORCHESTRA

... whose modern danceable rhythms thrilled you last year, is now playing in your favorite dancing rendezvous, the luxurious...

MURAL ROOM HOTEL ST. FRANCIS OVERLOOKING UNION SQUARE - SAN FRANCISCO



H10H

Choral Ensemble

SOPRANOS AND CONTRALTOS

LELIA GAMBI HARRIET GRIFFITH MONA LO-VATO GRINE DOROTHY MOSHER LUCILE KIRTLEY KATHLEEN LAWLOR NEVART LEVON MERYL LIGDA JEAN MAC LANE

OLGA MAMONTOFF MARY MATULOVICH GLADYS SIMPSON VERNONA STEELE MICHELINA TERRANOVA AGNES SINGER MARIE BRIZEE ANN DREW

ELIZABETH HACKETT HELEN KOZLOVSKI DOROTHY MCINTYRE MARY HELEN MARKHAM MARGARET RITTER EDITH WISHART WALTHER

VIOLET AURAND ROSE AGNES HERSCH LEILA LOERA MARJORIE MCCARTHY CATHERINE STEED CLARAMAE TURNER BARBARA WARD

TENORS, BARITONES AND BASSOS

ROBERT BALLAGH GALLIAND DANELUZ AMERIGO DEL GRANDE C. JOHNSON PAUL LIEBER DON MARQUIS CARLO MENNUCCI BRUCE MILLARI FRANCES DLIVER ALLEN SCHMIDLING

PALL WALTI ALTON BERNHARD LOUIS BRAUNSTEIN ROBERT COYLE NICHOLAS KEMARSKY JAMES LACY ALBERT LUDWIG ALYSON SMITH THEODORE THROOP ROBERT BONNER

- ROY GARDEN PAUL GUENTER ARTHUR COLIN HARVEY EDMUND LOERA MAX LORENZINI BENJAMIN MARTIN ROBIN NELSON STANLEY NOONAN EDWARD WELLMAN EVARISTO ALIBERTINI
- NORMAN BAKULICH MILTON HAY ALEX KLIMENKO ELMER MARYATT PAUL SCHAGEN NICKOLAY SUHANOFF FRED WAHLIN WILLIAM T. YOUNG MALCOLM YOUNGS

COSTUMES AND WIGS BY GOLDSTEIN & CO. WARDROBE MASTER: ALEXANDER AGNINI

CHIEF OF MAKEUP: EVERETT MASON

Ballet

NION R. TUCKER CHAIRMAN BALLET SCHOOL COMMITTEE

> PRIMA BALLERINA JANET REED

PRIMIER LEW CHRISTENSEN

EXECUTIVE STAFF

SOL DISTS

WILLAM CHRISTENSEN RUBY ASQUITH Choreographer and Director San Fran-JEAN DALZIEL cisco Opera Ballet School ZOYA LEPORSKY JACQUELINE MARTIN ZELDA NERINA Assistant Director RONALD CHETWOOD

HAROLD CHRISTENSEN NORMAN THOMSON

FRANCES BAILEY BARBARA BECKWITH LOIS BERNARD BONNIE BERTCH JANET CARLTON CELENA CUMMINGS GENEVIEVE DOOLIN

DEANE CROCKETT

FRANKLYN SMITH

Public Relations

ANDREA DOWNING MILDRED FERGUSON PEARL FRICK HARRIET GOSHEN ALICE KOTCHIK VERA KRAUKLIS

CAROLYN LAVEAU HOPE LINTZ TOSCA LIPPI BARBARA MCINTYRE LORAINE PACE PETTY PARADES

MISSES

MADELINE DEL MOTTE

HELEN EVANS

MARI LYNN

BETTE GERLACH

ZDE DELL LANTIS

ROSALIE PROSCH

JEANETTE TUCKER

RUTH RIEKMAN

MATTLYN GEVURTZ

PRINCIPAL DANCERS

MISSES ANNA WHITE EILEEN WHITSON BARBARA WOOD

MESSRS. PAYNE CONVERSE HAROLD LANG FRANK MARASCO RONNIE MARVIN EARL RIGGINS

VIRGINIA PAUL BARBARA SUMINSBY PEGGY SWIFT JOCELYN VOLLMAR DORIS WHISTLER BOBBIE WILSON

CORPS DE BALLET





ELISABETH RETHBERG



JUSSI BJOERLING

LILY PONS





MARJORIE LAWRENCE

BIDU SAYAO

EZIO PINZA

ARTISTS OF San Francisco OPERA COMPANY



ELSA ZEBRANSKA

FRANCISCO NAYA



ROBERT WEEDE

WALTER OLITZEI





ALESSIO DE PAOLIS





LORENZO ALVARY



GAETANO MEROLA, GENERAL DIRECTOR PAUL POSZ, BUSINESS MANAGER

CONCERT ATTRACTIONS Artists and Dates

TUESDAY EVENING, NOVEMBER 12 PAUL ROBESON THE GREAT NEGRO BARITONE

TUESDAY EVENING, NOVEMBER 26 BIDU SAYAO SOPRAND - OPERA'S GLAMOUR GIRL

MONDAY EVENING, DECEMBER 2 FRITZ KREISLER WORLD'S MOST BELOVED VIDLINIST

SUNDAY AFTERNOON, DECEMBER B ARGENTINITA and her spanish dancers

TUESDAY EVENING, DECEMBER 10 FRANCESCATTI BRILLIANT NEW VIOLINIST STAR

SUNDAY AFTERNOON, JANUARY 5 LINA PAGLIUGHI THE NEW TETRAZZINI

THURSDAY EVENING, JANUARY 16 DON COSSACK CHORUS WORLD'S GREATEST SINGING ENSEMBLE

TUESDAY EVENING, JANUARY 21 JASCHA HEIFETZ THE VIOLINIST OF PERFECTION GLADYS SWARTHOUT

TUESDAY EVENING, FEBRUARY 11 MARIAN ANDERSON THE GREATEST LIVING CONCERT SINGER

THURSDAY EVENING, FEBRUARY 13 VLADIMIR HOROWITZ SENSATIONAL RUSSIAN PIANIST

TUESDAY EVENING, MARCH 25 ARTUR RUBINSTEIN DYNAMIC TITAN OF THE PIAND

SUNDAY AFTERNOON, MARCH 30 MISCHA ELMAN TONE MASTER OF THE VIOLIN

TUESDAY EVENING, APRIL 1 NINO MARTINI TENDR STAR OF OPERA, CONCERT, FILMS

TUESDAY EVENING, APRIL 22 JOSEF HOFMANN THE "COMPLETE PIANIST"

TUESDAY EVENING, APRIL 29 HELEN TRAUBEL THE "AMERICAN FLAGSTAD"

FRIDAY EVENING, MAY 2 JOHN CHARLES THOMAS AMERICA'S MOST POPULAR BARITONE

SEVENTEEN GREAT ATTRACTIONS Presented in a Varied Group of Series Performances SEASON TICKETS AT SHERMAN, CLAY BOX OFFICE—EXBROOK 8585

WAR MEMORIAL OPERA HOUSE

+14+

THE MUSICAL ASSOCIATION OF SAN FRANCISCO Presents		
SAN FRANCISCO SYMPHONY ORCHESTRA PIERRE MONTEUX, Conductor LEONORA WOOD ARMSBY, Managing Director HOWARD K. SKINNER, Business Manager		
OPERA HOUSE TWENTY-NINTH SEASON		
TWELVE FRIDAY AFTERNOON AND SATURDAY NIGHT CONCERTS		
DATES AND GUEST ARTISTS		
FRI., DEC. 6 — SAT., DEC. 7 OPENING CONCERT	FRI., FEB. 14 — SAT., FEB. 15 SERGEI RACHMANINOFF PIANIST	
FRI., DEC. 13 — SAT., DEC. 14 ORCHESTRAL PROGRAM	FRI., FEB. 21 — SAT., FEB. 22 ORCHESTRAL PROGRAM	
FRI., JAN. 3 — SAT., JAN. 4 SIR THOMAS BEECHAM GUEST CONDUCTOR	FRI., MAR. 14 — SAT., MAR. 15 DOROTHY MAYNOR SUPRAND	
FRI., JAN. 17 — SAT., JAN. 18 ISAAC STERN VIOLINIST	FRI., MAR. 28 — SAT., MAR. 29 ORCHESTRAL PROGRAM	
FRI., JAN. 24 — SAT., JAN. 25 ORCHESTRAL PROGRAM	FRI., APR. 4 — SAT., APR. 5 ORCHESTRAL PROGRAM	
FRI., FEB. 7 — SAT., FEB. B SERGEI RACHMANINOFF PIANIST	FRI., APR. 18 — SAT., APR. 19 JOSE ITURBI PIANIST	
SEASON TICKETS (<i>Tax Exempt</i>) Friday Series: \$6.60 to \$33.00 Saturday Series: \$6.60 to \$15.00		
SPECIAL POPULAR CONCERT Sunday Evening, March 2 - Eight Thirty O'Clock Soloist: MARGARET SPEAKS, Soprano Tickets: 65c to \$1.25 (Tax Exempt)		
Box Office: War Memorial Opera House-UNderhill 4008		

+15+



BEFORE THE OPERA

Buffet Dinner in the Garden Court where you can dine at leisure...choose from among an array of dishes created for gourmets by Chef Maurice...and yet be certain of being on time for the Opera...

.... Two Dollars per Person.

AFTER THE OPERA

Buffet Supper in the Garden Court and Cafe, our famous Chef Maurice will be there to tempt your palate...soft and appropriate music maintains the mood of the Opera... and memory will call it a perfect evening. a la Carte.

Telephone EXbrook 8600 for Reservations

THE PALACE HOTEL

Repertoire

Regular Series

MARRIAGE OF FIGARO (Mozart) Saturday Night, October 12, at 8:15 With Rethberg, Pinza, Sayao, Brownlee, Stevens, Petina, Monte, Pechner, Cehanovsky, De Paolis, Ballagh. LEINSDORF, Conductor. LAKME (Delibes) Monday Night, October 14, at 8:30 Pons, Jobin, Cehanovsky, Kipnis, Petina, Votipka, Andreotti, Paulee, Ferrier. MEROLA, Conductor. DER ROSENKAVALIER (Strauss) Wednesday Night, October 16, at 8:00 With Lehmann, Kipnis, Stevens, Bokor, Olitzki, Sten, Ponitz, De Paolis, Alvary, Walti, Lorenz, George, Naya, Simpson, Lieber. LEINSDORF, Conductor. LA BOHEME (Puccini) Friday Night, October 18, at 8:30 With Sayao, Bokor, Bjoerling, Brownlee, Cehanovsky, Pinza, De Paolis, Alvary, Walti, Alibertini, Lorenzini. PAPI, Conductor. DON GIOVANNI (Mozart) Monday Night, October 21, at 8:00 With Pinza, Rethberg, Schipa, Kipnis, Zebranska, Bokor, Cehanovsky, Alvary. LEINSDORF, Conductor. THE MASKED BALL (Verdi) Wednesday Night, October 23, at 8:00 With Rethberg, Bjoerling, Bonelli, Sten, Bokor, Alvary, Sellon, Cehanovsky, Walti, Garden. PAPI, Conductor. CARMEN (Bizet) Friday Night, October 25, at 8:15 With Lawrence, Jobin, Pinza, Osborne, Votipka, Avakian, Alvary, Noonan, Cehanovsky, De Paolis. MEROLA, Conductor. **RIGOLETTO** (Verdi) Monday Night, October 28, at 8:15 With Weede, Pons, Naya, Avakian, Alvary, Shiffeler, Wellman, De Paolis, Cehanovsky, Walther, Votipka, Lawlor. PAPI, Conductor. AIDA (Verdi) Wednesday Night, October 30, at 8:00 With Rethberg, Sten, Stinson, Weede, Pinza, Alvary, De Paolis, Ponitz. PAPI, Conductor. MANON (Massenet) Friday Night, November 1, at 8:15 Sayao, Schipa, Brownlee, Alvary, De Paolis, Cehanovsky, Ballagh, Noonan, Ritter. MEROLA, Conductor. *

Popular Series

LAKME (Delibes) Sunday Matinee, October 20, at 2:15 With Pons, Jobin, Cehanovsky, Kipnis, Simpson, Votipka, Andreotti, Paulee,

Sunday Matinee, October 27, at 2:00 With Lehmann, Kipnis, Stevens, Bokor, Olitzki, Sten, Ponitz, De Paolis, Alvary,

LA BOHEME (Puccini) Tuesday Night, October 29, at 8:30 With Sayao, Bokor, Bjoerling, Brownlee, Cehanovsky, Pinza, De Paolis, Alvary,

CARMEN (Bizet) Saturday Night, November 2, at 8:15 With Lawrence, Jobin, Pinza, Osborne, Votipka, Avakian, Alvary, Noonan, Cehanovsky, De Paolis. MEROLA, Conductor.

* Extra Performances

CARMEN (Bizet) Thursday Matinee, October 31, at 1:30 With Lawrence, Jobin, Pinza, Osborne, Votipka, Avakian, Alvary, Noonan MEROLA, Conductor AIDA (Verdi) Friday Matinee, November 1, at 1:30

With Rethberg, Zebranska, Stinson, Weede, Pinza, Alvary, De Paolis, Ponitz. PAPI, Conductor.

OPERA FOR YOUNG PEOPLE presented by SAN FRANCISCO OPERA GUILD

Ferrier. MEROLA, Conductor. DER ROSENKAVALIER (Strauss)

Walti, Lorenz, George, Naya, Simpson, Lieber. LEINSDORF, Conductor.

Walti, Alibertini, Lorenzini. PAPI, Conductor.





⁺ Der Rosenkavalier

Comedy for Music in three acts. Music by Richard Strauss. Text (in German) by Hugo von Hofmannstahl.

The Cast

Marschallin, wife of Field Marshall	
Prince von WerdenbergLOTTE LEHMANN	
Baron Ochs, of LerchenauALEXANDER KIPNIS	
Octavian, a young noblemanRISE STEVENS	
Herr von Faninal, a rich merchant,	
newly ennobled*WALTER OLITZKI	
Sophia, his daughter*MARGIT BOKOR	
Marianne, her duennaOLIVE PONITZ	
Valzacchi, an intrigantALESSIO DE PAOLIS	
Annina, his accomplice*SUZANNE STEN	
A Police Commissioner*LORENZO ALVARY	
Major-domo of the Marschallin LESLIE GEORGE	
Major-domo of FaninalPAUL WALTI	
A Notary*WALTER LORENZ	
A LandlordLESLIE GEORGE	
A Singer *FRANCISCO NAYA	
A Milliner*GLADYS SIMPSON	
A Vendor of Animals PAUL LIEBER	
A Vendor of AnimaisPAUL LIEBER Three Orphans	
Three Orphans	
*BARBARA WARD	
A LITTLE DIACK DOY NEMESIO PAREDES	
*San Francisco Début A Scholar, A Flute Player, A Hairdresser, His Assistant, A Widow of Noble	
Family Four Footmen of the Marschallin, Four Waiters, Footmen	

Family, Four Footmen of the Marschallin, Four Waiters, Footmen Couriers, Heyducks, Cook Boys, Guests, Musicians, Watchmen, Children, Various Persons of Suspicious Appearance.

Stage Director

Conductor

Chorus Master

HERBERT GRAF

ERICH LEINSDORF

FRITZ BERENS

Time and Place In the Early Years of the Reign of Maria Theresa; Vienna.

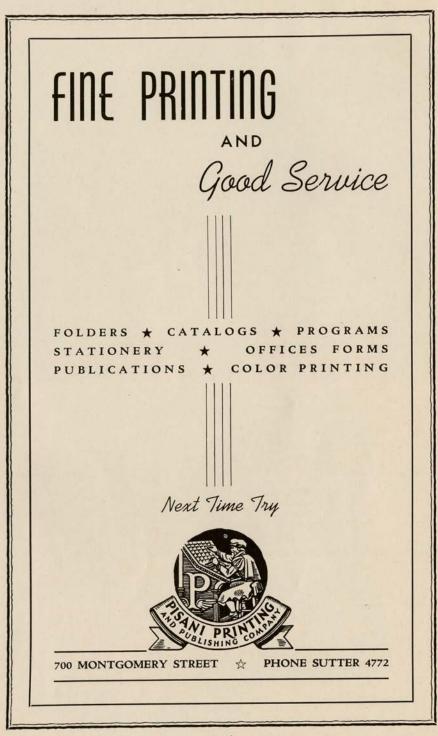
Act I: The Bedroom of the Marschallin. ACT II: A Room in the House of Herr Faninal. Act III: A Room in an Inn.

Produced by HERBERT GRAF. Scenery and Costumes by JANE BERLANDINA. +Extra Performance of "DER ROSENKAVALIER," Sunday Matinee, October 27.

> SEATS FOR ALL REGULAR AND POPULAR SERIES OPERAS ARE AVAILABLE AT SHERMAN, CLAY BOX OFFICE



Bell rings three minutes before curtain rises Encores not permitted



+20H

After the curtain falls . . THE OPERA IS YOURS on Columbia Records!

Take advantage of reduced record prices to add favorites to your recorded Opera Library . . ready to play at a moment's notice, long after the performance is just a memory!

Our completely stocked Record Salon, rich in Columbia's operatic gems, is always at your service. Come in to browse . . anytime.



Z E N I T H RADIO-PHONOGRAPH With automatic record changer for 10 or 12-inch records. 7 tubes, famous Radiorgan, wal nut finish. Special . . . 109.95

Z E N I T H PERIOD COMBINATION 7-tube Mahogany finish console with Radiorgan tone mastery. Automatic record changer for 10 or 12-inch records. Easy terms, if desired. 159.95



H21H

SCHWABACHER-FREY

MARKET OPPOSITE GRANT

CHOOSE THE INSTRUMENT.

MADE FOR EACH OTHER AND THE ...







Like Royalty, you can have Command Performances of Grand Opera in

Grand Opera in your home, through your R C A Victrola and Victor Red Seal records. From Pinza's deepest bass tone to Lily Pons' soaring top note, the entire tonal range is reproduced with perfect fidelity by the new R C A Victrola, Model 301, which has an automatic changer for ten and twelve inch discs. The radio combination offers American and foreign reception and push-button tuning . designed for television attachment.

Enjoy your favorite operas in your home. No investment can pay you and your family greater dividends of year long happiness. All of these Victor recorded operas are available at your Victor record salon: Aida, La Boheme, Rigoletto, Madama Butterfly, Otello, Tosca, Cavalleria Rusticana, Don Pasquale, Il Trovatore (each one complete). ELIZABETH RETHBERG sings O Patria Mia and Ritorna Vincitor from Aida; Batti, Batti from Don Giovanni.

RED SEAL RECORDS NOW REDUCED AS

CITY OF PARIS

DOUGLAS 4500 Phone for your favorite records RADIO - RECORDS SECOND FLOOR B

THE EMPORIUM

MARKET OPPOSITE POWELL EXBROOK 6800 For Complete Displays Radios, Victrolas and Records FOURTH FLOOR

SCHWABACHER-FREY

Radio and Record Salon MEZZANINE FLOOR

Market opp. Grant Ave. DOuglas 4848

.. GREAT ARTISTS CHOOSE

Victor Red Seal Records

VICTROLA



LILY PONS sings Ou Va la Jeune Hindoue (Bell song) and La Bas dans la Foret from Lakme; Caro Nome and Tutte le Feste from Rigoletto.

EZIO PINZA sings the Temple Scene from *Aida* (Part 1 with Metropolitan Chorus, Part 2 with Martinelli); Finche Han del Vino and Serenata (Deh Vieni alla Finestra) from *Don Giovanni*.

ALEXANDER KIPNIS sings Herr Kavalier (Letter Scene and Waltz from Rosenkavalier.

JUSSI BJOERLING sings Celeste Aida from Aida; Che Gelida Manina from La Boheme, and La Donna E Mobile from Rigoletto. TITO SCHIPA sings Dalla Sua Pace and II Mio Tesore from Don Giovanni; Il Sogno (The Dream) and Ah Dispar Vision from Manon; and from Rigoletto, E Il Son Dell Anima and La Donna E Mobile.

MUCH AS ONE HALF FORMER PRICES.

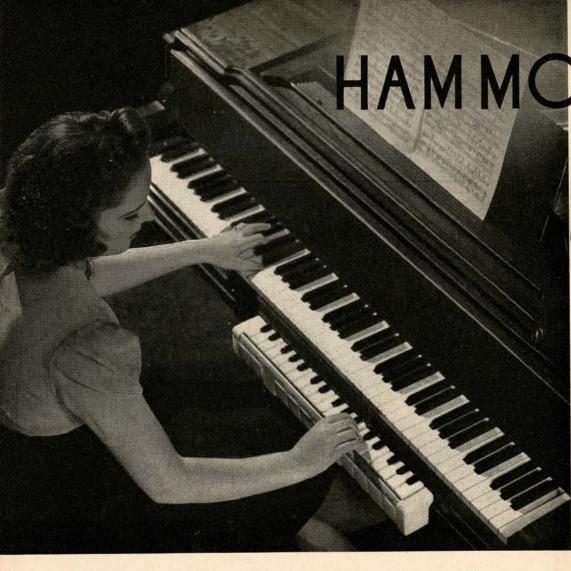
THE WHITE HOUSE RAPHAEL WEILL & COMPANY * SAN FRANCISCO *

RED SEAL RECORDS

75¢ and \$1.00

SHERMAN, CLAY

America's Great Music House TEN PACIFIC COAST STORES THE MUSIC ALBUM FOR CLASSICAL RECORDS 14 TILLMAN PL. EXbrook 5738 (OFF GRANT AVE.)



Play the melody with your right hand on the Hammond Solovox keyboard. Play the piano with your left. The Solovox produces the musical effects of violin, trumpet, 'cello, saxophone, flute, oboe, clarinet. With the Solovox you add the solo tone of these various orchestra instruments to the brilliant voice of your piano . . . easily and without learning new techniques. It's so easy to play that even a child can use it. Even if you've forgotten most of your music, you'll find a new way to enjoy playing . . . with the Hammond Solovox. There's nothing like it in the world of music! See . . . hear . . . play the Hammond Solovox today!

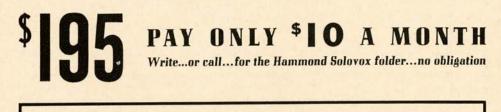


the sensation of the musical world... ND SOLOVOX

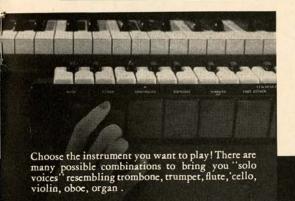
the new musical instrument that enables you to add the solo voice of various orchestra instruments to your own piano accompaniment

Hammond Solovox...an instrument everyone can play, from the accomplished musician to the one-finger artist who can barely carry a tune! Developed by Laurens Hammond who gave you the famous Hammond Organ and the Novachord, the Solovox is exclusive with Sherman, Clay.

The Solovox is fun to play yourself, and it's perfect for duets. It can be a serious instrument...yet it lends itself to the popular melodies of the day.



SHERMAN, CLAY, Kearny and Sutter Streets,	
Please send me information and folders abo interested in it for use in my home [] in a	
NAME	
STREET	
CITY	STATE



Hammond Solovox is attached to the underside of the piano. It is easily removed without in any way marring the piano.

TEN PACIFIC COAST STORES San Francisco (3), Oakland, San Jose, Fresno, Sacramento, Redding, Portland, Seattl

<u>OIIAIITY</u>

Style . . . and a reputation In the making of smart Men's Clothing . . .

WILLIAMS AND BERG CO.

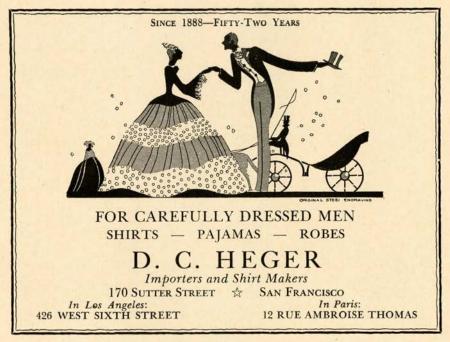
GENERAL ENGLISH TAILORS 110 SUTTER STREET FRENCH AMERICAN BANK BUILDING



+26+

SEASON BOX SUBSCRIBERS

MR. and MRS. GEORGE WASHINGTON BAKER, JR. MR. and MRS. CHARLES R. BLYTH MRS. FREDERICK W. BRADLEY MR. and MRS. ROY BRONSON MR. and MRS. GEORGE T. CAMERON MR. and MRS. CHARLES CROCKER MR. and MRS. WILLIAM W. CROCKER MR. and MRS. KENNETH DAWSON MRS. FRANK P. DEERING MR. and MRS. SIDNEY M. EHRMAN MR. and MRS. PAUL I. FAGAN DR. and MRS. JOSEPH C. FLOWERS MR. and MRS. MORTIMER FLEISHHACKER MR. and MRS. JOSEPH D. GRANT MRS. PRENTISS COBB HALE MRS. I. W. HELLMAN MR. and MRS. CLARENCE LORAN JOHNSTON MR. and MRS. ARTHUR DALE KING MR. and MRS. SAMUEL KNIGHT MRS. MARCUS S. KOSHLAND MR. and MRS. FELIX S. MCGINNIS MR. JOHN A. MCGREGOR MR. and MRS. F. W. MCNEAR MR. and MRS. GAETANO MEROLA MR. and MRS. C. O. G. MILLER MR. and MRS. ROBERT WATT MILLER MR. and MRS. MAXWELL C. MILTON MRS. STANHOPE NIXON MR. and MRS. GEORGE A. POPE MR. and MRS. WILLIAM P. ROTH MR. and MRS. HENRY POTTER RUSSELL JUDGE and MRS. M. C. SLOSS MRS. SIGMUND STERN DR. and MRS. DAVID ARMSTRONG TAYLOR MR. and MRS. NION R. TUCKER



H27H



TCHIN-TCHIN BAR

in the famous

Paul Verdier Cellars

Where you may order from an outstanding collection of imported and domestic champagnes wines and liquors.

NORMANDY LANE

H28H



ALEXANDER KIPNIS



SUZANNE STEN



LOTTE LEHMANN



JOHN BROWNLEE



THELMA VOTIPKA



GEORGE STINSON

GEORGE CEHANOVSKY

MARGIT BOKOR

ARTISTS OF San Francisco OPERA COMPANY



STANLEY NOONAN



OLIVE PONITZ



ALICE AVAKIAN



WALTER LORENZ





MARI MONTE



VERNA OSBORNE





Newest chapter in The story of a great success!

In Mercury's first two years it smashed all modern records for quick popularity! Now a new Mercury is ready for new records again in 1941! Mercury for '41 is a still bigger car, with increased wheelbase, still wider rear seats! Mercury for '41 is a still softer-riding, quieterriding car! Mercury for '41 adds faster pick-up and getaway to performance that was already famous! No matter what you're driving now . . . ask your dealer to show you Mercury for '41. It had to be great to do what it's done . . . now you'll find it greater still!



FRIDAY NIGHT OCTOBER 18, at 8:15[†]

La Boheme

Opera in four acts. Music by Giacomo Puccini. Text (in Italian) by Giacosa and Illica.

The Cast

Mimi, an embroideress	BIDU SAYAO
	MARGIT BOKOR
Rudolph, a poet)*JUSSI BJOERLING
	Four (JOHN BROWNLEE
Schaunard, musician) Bohe	mians (GEORGE CEHANOVSKY
Colline, philosopher)
Benoit, an importunate landlore	d Alessio de paolis
Alcindoro, state councilor	
and admirer of Musetta	LORENZO ALVARY
	EVARISTO ALIBERTINI
	MAX LORENZINI
	* San Francisco Obera Début

Students, Work-Girls, Grisettes, Shopkeepers, Vendors, Waiters, Soldiers, etc.

Stage Director ARMANDO AGNINI

Conductor GENNARO PAPI

Chorus Master WILLIAM TYROLER

Time and Place About 1830; Paris.

-ACT I: Garret of the Bohemians. ACT II: Terrace of the Café Momus. ACT III: A City Gate of Paris. ACT IV: Same as Act I.

†Extra Performance of "LA BOHEME" Tuesday Night, October 29

SEATS FOR ALL REGULAR AND POPULAR SERIES OPERAS ARE AVAILABLE AT SHERMAN, CLAY BOX OFFICE

Bell rings three minutes before curtain rises - Encores not permitted



The Story of "Aida"

ACTI

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 reeives a consecrated sword and is dedicated to his trust.

ACTII

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 him 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.

ACTIV

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.

From the bodegas of bodegas of Domecq

11tos

Alleoning

Bottled in Jerez, Spain

ALLEONING

Wash

The Sherries of Pedro Domecq are now available in great variety to suit every palate and every purse. If your taste is for a sweet wine we have mahogany-hued Olorosos rich in the benefactions of antiquity. For those who prefer the dryer types there are Domecq Amontillados and Finos of great distinction. To serve Sherry is good taste. To serve Domecq Sherry is discrimination.



F you can learn to say Domecq when you ask for Sherry you will never be disappointed in the quality of your wine. Sold at package liquor stores and served by leading hotels and restaurants.

Served at the Opera House BUFFET

H341

COSMOPOLITAN ATTRACTIONS

PAUL POSZ

JAMES HILTON: Author of "Good-bye, Mr. Chips", "Lost Horizon", etc. Topic: "MR. CHIPS LOOKS AT THE WORLD" Date: NOVEMBER 14, 1940

SIGRID UNDSET: Norwegian Novelist; Nobel Prize Winner for Literature Topic: "THE INFLUENCE OF WORLD AFFAIRS ON LITERATURE" Date: NOVEMBER 25, 1940

DR. WILL DURANT:

America's Outstanding Philosopher Topic: "THE CRISIS IN AMERICAN CIVILIZATION" Date: FEBRUARY 28, 1941

DR. MORTIMER ADLER:

Psychologist and Philosopher; Author of "How to Read a Book" Topic: "EDUCATION FOR A DEMOCRACY" Date: APRIL 16, 1941

MRS. FRANKLIN D. ROOSEVELT: Topic: TO BE ANNOUNCED LATER Date: MARCH 24, 1941

ALL OF THE ABOVE LECTURES AT WAR MEMORIAL OPERA HOUSE Tickets at SHERMAN, CLAY — \$2.00 — \$1.50 — \$1.00 — 75¢

CLARE TREE MAJOR CHILDREN'S THEATRE of NEW YORK

World's Foremost Authority on Theatre for Children

Alice in Wonderland	November 17,	1940
Robin Hood	December 22,	1940
Hans Brinker	February 2,	1941
Heidi	March 23,	1941
	Robin Hood Hans Brinker	Robin HoodDecember 22, Hans BrinkerFebruary 2,

SEASON PRICES FOR ABOVE 4 EVENTS-\$3.50-\$2.50-\$1.50

MME. ELSA SCHIAPARELLI:

Famous Parisian Couturier Topic: "CLOTHES MAKE THE WOMAN" Date: NOVEMBER 15, 1940 — 12 Noon. Palace Hotel: Lecture, Fashion Show and Luncheon—Cards \$5.00 each

COSMOPOLITAN ATTRACTIONS

PAUL POSZ

26 O'FARRELL STREET

SAN FRANCISCO

TELEPHONE: YUKON 0400

H34H

Distinctive .

Beautiful new creations can be designed to utilize your old jewelry or unmounted stones . . . We gladly cooperate with you in remodeling your jewelry and submit designs without charge.

JAMES L. CALLAN

Jeweler

SUITE 304-305 HOWARD BUILDING POST STREET AT GRANT AVENUE TELEPHONE EXBROOK 8778

DIAMONDS — WATCHES — SILVERWARE

INCOMPARABLE

That feeling of self assurance when you know you are smartly dressed.

H35H

ELINOR'S, INC.

285 GEARY STREET

THE ART COMMISSION **OTTORINO RONCHI** JOSEPH H. DYER, JR. President Secretary Presents Municipal Concerts SEASON 1941 LEOPOLD STOKOWSKI **JANUARY 10, 1941 BALLET RUSSE DE MONTE CARLO** JANUARY 28 TO FEBRUARY 2, 1941 ALEXANDER BRAILOWSKY MARCH 4, 1941 **KIRSTEN FLAGSTAD** MARCH 21, 1941 YEHUDI MENUHIN APRIL 15, 1941 with the San Francisco Symphony Orchestra **PIERRE MONTEUX, Conductor** CIVIC AUDITORIUM WAR MEMORIAL OPERA HOUSE In accordance with the policy of the Art Commission, the single and season tickets for this series will be offered at popular prices. For information, phone or write Box Office, War Memorial Opera House, UNderhill 4008

J. EMMETT HAYDEN Chairman, Music Committee







GLADYS SIMPSON

ROY GARDEN

ANDRE FERRIER

IRRA PETINA

ARTISTS OF San Francisco OPERA COMPANY



ROBERT SELLON



NORMA ANDREOTTI



EDITH WISHART WALTHER



ROBERT BALLAGH



GERHARD PECHNER



ELIZABETH HACKETT



PAUL LIEBER



MAX LORENZINI





Your well known and knowing friend, Maitre de Hotel John, has invoked the magic of Chef Rene for your special tempting. And he whispers the happy suggestion of your presence at a specially prepared dinner in the Spanish Grill. It will peerlessly prologue your next appearance at the Opera.

MARK HOPKINS HOTEL »

Geo. D. Smith, General Manager

SAN FRANCISCO OPERA GUILD, INC.

MRS. HENRY POTTER RUSSELL, Chairman MRS. EDWARD OTIS BARTLETT, Vice-Chairman JOHN L. BRADLEY, Secretary IERD SULLIVAN, Treasurer

Committee Chairmen

MRS. HENRY POTTER RUSSELL, MRS. THOMAS CARR HOWE, JR., MRS. CABOT BROWN, MRS. EDWARD OTIS BARTLETT, MRS. STANLEY POWELL, MRS. MARCUS S. KOSHLAND, MRS. KENNETH MONTEAGLE, JANE GOODFELLOW.

GUARANTOR MEMBERS

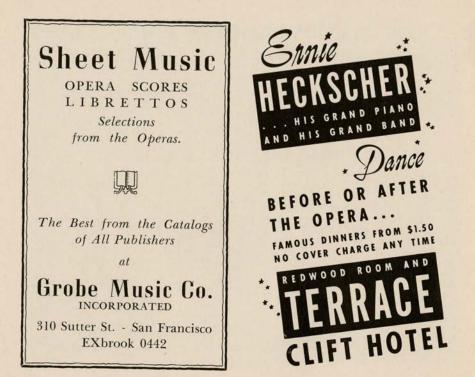
Adams, C. Robert Adams, Mrs. Edson Adler, Jennie S. Alexander, Mrs. Wallace M. Allyne, Lucy H. and Edith W. Alward, Mr. and Mrs. Herbert V. Andrews, Margaret Avenali, Ettore Babcock, Mrs. William Bailey, Frazier Baker, Jr., Mr. and Mrs. George Washington Baldwin, A. R. Baldwin, Harry Barkan, Dr. Hans Barkan, Dr. and Mrs. Otto Barron, Evelyn H. Beall, Mr. and Mrs. R. S.

Benioff, Mr. and Mrs. David Belgrano, Jr., Mr. and Mrs. F. N. Briggs, Mrs. William Ellery Bentley, Mrs. Walter H. Berenson, Altess Kutner Binkley, Dr. Tholow Bissinger, Mr. and Mrs. Newton Brown, Arthur M. Jr. Blatchly, W. H. Bloch, Louis Blyth, Charles R. Boggs, Mrs. Angus Gordon Bolton, Mrs. Robert C. Bovyer, Effie Bowles, Mrs. Philip E. Boyd, Louise A. Bradley, Mrs. Frederick W. Bradley, H. Sewall Breuner, Caroline and Katherine

Brice, Elizabeth Bronson, Roy A. Brooke, Mrs. Philip Neville Brooks, George W. Brown, Carl G. Brown, Mrs. Louis C. Brown, Ralph Brownell, Mrs. E. E. Bruce, Starr Buck, Frank E. Buck, Mrs. Frank H. Buck, Dr. and Mrs. Leonard W. Cahill, Mr. and Mrs. John R. Calloway, William Otis Cameron, Mr. and Mrs. George T.



+391-



PROUD TRADITIONS

SHREVE, TREAT & EACRET! Both brilliantly woven into the romantic, glamorous pattern that is San Francisco.

SHREVE, TREAT & EACRET

PEARL AND GEM SPECIALISTS ***** JEWELERS AND SILVERSMITHS ONE THREE SIX GEARY STREET

440F

GUARANTOR MEMBERS

Caswell, Mrs. G. W. Carpenter, Estelle Chamberlain, Selah Jr. Chidester, Mr. and Mrs. Drew Christin, Charles A. Clark, Mrs. C. Tobin Clark, Herbert W. Clark, Mrs. Warren D. Clayburgh, Herbert E. Clifton, Mrs. Olga C. Coghill, Newton B. Coghlan, Mrs. John P. Cohn, Mr. and Mrs. George D. Cohn, Mrs. Max M. Coldwell, Mr. and Mrs. Colbert Coleman, Persis H. Coleman, S. Waldo Collier, H. D. Coney, Mrs. Zachary T. Cordes, Dr. Frederick C. Cowgill, Winston S. Cramer, Mr. and Mrs. Chester R. F. Feigenbaum, Lionel B. Crocker, Mr. and Mrs. William W. Crocker, Mr. and Mrs. Charles Crothers, George E. Davies, R. K. Dawson, Kenneth D. Deering, Mrs. Charles J. In Memoriam Deering, Frank Prentiss

Deering, Mrs. Frank Prentiss De Latour, Mrs. Georges Denman, Mr. and Mrs. Frank H. Devlin, Mrs. Robert T. Dill, Mr. and Mrs. Marshall Dinkelspiel, Mrs. Samuel L. Donohoe, Katharine Dorn, Mrs. F. A. Downing, Paul M. Dray, Mrs. Frank R. Drescher, H. B. Dunne, Judge Frank H. Eames, Mrs. A. W. Edwards, Mrs. James W. Ehrman, Albert L. Ehrman, Mrs. Alfred Ehrman, Sidney M. Ehrman, Mrs. S. W. Esberg, Milton H. and Sons Fagan, Mr. and Mrs. Paul I. Feigenbaum, Mrs. Louis Field, Excelentisima Maria Antonia Fleishman, Mrs. Carrie H. Fleishhacker, Mr. and Mrs. Mortimer Hale, Marshall Fleishhacker, Mr. and Mrs. Mortimer Jr. Flowers, Mrs. Joseph Flynn, John L. Folger, Mrs. J. A.

continued Forbes, John F. Force, R. C. Ford, Mr. and Mrs. Edward T. French, J. E. Fries, William Fuller, Mrs. W. Parmer Jr. Gale, Maurice A. Gartenlaub, Mrs. Alice Ghirardelli, D. Lyle Ghirardelli, Mrs. Domingo Ghirardelli, Mrs. L. Giannini, A. P. Gillson, George B. Goldstein, Celene and Lutie Goldstein, Mr. and Mrs. Louis S. Graham, Mrs. George D. Graham, Mrs. Ludovica D. Grant, Mr. and Mrs. Joseph D. Gray, Gerald H. Guggenhime, Mr. and Mrs. Berthold Guggenhime, Mrs. Leon Gumpel, Gustav Haas, Louis S. Haas, William and Madeleine Hale, Mrs. Prentiss Cobb Hale, Reuben B. Hall, Frederic W. Hall, Herbert E. Halsted, Eminel P.

HANCOCK BROS. ROLL AND RESERVED SEAT TICKETS

SAN FRANCISCO, CALIFORNIA

CITY TRANSFER CO. SERVES SAN FRANCISCO OPERA CO. WHY NOT YOU?

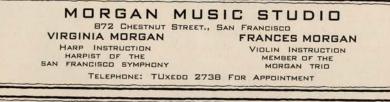
25 JESSIE STREET

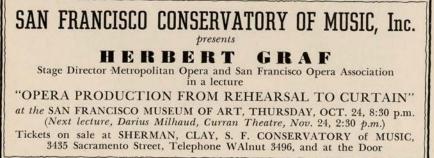
DOUGLAS 2191

MOVING - STORAGE - SHIPPING

162 TURK STREET

PROSPECT 3060





AFTER THE OPERA

visit San Francisco's spectacular Sky Room

*

For Distinctive Residence LIVE IN A LUXURIOUS EMPIRE TOWER APARTMENT

mpire HOTEL

NBC Artists Service=

OF THE NATIONAL BROADCASTING COMPANY, INC. George Engles, Managing Director

SAN FRANCISCO and LOS ANGELES OPERA SEASON 1940:

MARGIT BOKOR RICHARD BONELLI ERICH LEINSDORF EZIO PINZA ELISABETH RETHBERG GEORGE STINSON ELSA ZEBRANSKA

Contraltos

PACIFIC COAST CONCERT SEASON 1940-1941

Sopranos

KIRSTEN FLAGSTAD DUSOLINA GIANNINI ANNE JAMISON LINA PACLIUGHI MARGARET SPEAKS GLADYS SWARTHOUT ELISABETH RETHBERG

Tenors

LAURITZ MELCHIOR JAN PEERCE GEORGE STINSON MARIAN ANDERSON

Baritones and Bassos Douglas Beattie Richard Bonelli Frank Chapman Donald Dickson Ezio Pinza John Charles Thomas

MISCHA ELMAN ROLAND GUNDRY NATHAN MILSTEIN OSSY RENARDY MIRIAM SOLOVIEFF *Pianists* RACHMANINOFF BRAILOWSKY RUBINSTEIN

LUBOSHUTZ and NEMENOFF

Cellist

EMANUEL FEUERMANN

Special Attractions Argentinita and Her Ensemble Ballet Russe De Monte Carlo DON COSSACK CHORUS, SERGE JAROFF, Conductor (Original Cossack Organization)

OSCAR LEVANT

Violinists

KREISLER

Local Concert Management: Concert Division, San Francisco Opera Association Booking Representative for California, Utab, Nevada, Arizona and Northwest Texas: L. E. BEHYMER, Auditorium Bldg., Los Angeles San Francisco and Northwest Representative: ALEXANDER F. HAAS, 111 Sutter St., San Francisco

GUARANTOR MEMBERS

Hanley, Charles Patrick Hanrahan, W. F. Harden, Mrs. Robert D. Harrison, Maurice E. Hastings, Mrs. Russell P. Hayes, Mr. and Mrs. Elystus Hazem, Arthur W. Healy, Timothy Hecht, Edith Heller, Mrs. E. S. Heller, Walter D. Heller, Walter S. Hellman, Mrs. I. W. Henderson, Mrs. Robert B. Hills, Leslie W. Hills, Mr. and Mrs. Reuben W. Jr. Koshland, Mrs. Marcus S. Hilp, Mr. and Mrs. Harry H. Hoffman, Carl Hohfeld, Edward Hooker, Osgood Hoover, Mrs. Herbert Hornlein, Mrs. H. A. Hotaling, George H. Huntington, Marian Hyman, Mrs. Joseph Irvine, Mrs. James Jacobs, Dr. S. Nicholas Jeddis, Mrs. Frank L. Judson, Mrs. Chester W. Johnston, Mr. and Mrs. Clarence Loran

Kahn, Mrs. Ira Kahn, Mr. and Mrs. Samuel Kaiser, Henry J. Keast, Mr. and Mrs. George R. Keenan, Mrs. Charles James Kendrick, Mr. and Mrs. Charles King, Mr. and Mrs. Arthur Dale King, Percy L. Kinney, R. W. Kleinjung, Mrs. Josephine R. Kleinsorge, Mrs. William E. Knight, Mr. and Mrs. Samuel Kohn, Marion H. Korbel, Caroline Korbel, Elsa R. Koster, Frederick J. Krick, Mr. and Mrs. Edwin V. Lang, Albert G. Langhorne, Mrs. James P. Larson, Mr. and Mrs. John G. Lathrop, Mrs. Charles G. Lathrop, Leland S. Layman, Dr. Mary H. Leventritt, Mr. Mortimer C. Levison, J. B. Lilienthal, Mrs. Jesse W. Jr. Lilienthal, Mr. and Mrs. Samuel Lindner, Clarence R.

continued

Lipman, Mr. F. L. Lisser, Dr. and Mrs. H. Livingston, Mrs. and Mrs. David Livingston, E. Lochead, James K. Loftus, Mrs. William M. Lombardi, Mr. M. E. Lowengart, S. Lowrey, Mrs. A. J. Lurie, Mr. and Mrs. Louis R. McAllister, James W. McCarty, A. M. McCormick, Mrs. William H. McDonald, Mr. and Mrs. Angus McDonald, Mrs. Mark L. McGinnis, F. S. McGregor, John A. McKee, John D. McNear, Mr. and Mrs. Frederick W. McNear, Mrs. George P. McVay, John H. MacDonald, Graeme K. Magnin, Mr. and Mrs. Grover Mailliard, Mrs. J. W. Jr. Mattei, A. C. Mendessolle, Evelyn Merola, Mr. and Mrs. Gaetano Merritt, H. C. Jr. Meyer, Mrs. George H. C. Meyer, Viola S.

TAILORS — IMPORTERS E. RECCHIA & CO. FOR CAREFULLY DRESSED MEN **508 PHELAN BUILDING GARFIELD 2786** SAN FRANCISCO





-44+

GUARANTOR MEMBERS +

Michaels, C. F. Miller, Mr. and Mrs. C. O. G. Miller, Mr. and Mrs. Robert Watt Milton, Maxwell C. McLaughlin, Mrs. Alfred Moffat, Henrietta Moffitt, James K. Monteagle, Kenneth Monteagle, Louis F. Monteagle, Paige Montgomery, F. H. Moore, Mrs. Joseph A. Morgan, Mrs. H. W. Munsell, Mrs. Juliet E. O. Musick, Mrs. Elvon Musto, Guido J. Musto, Laura Nelson, A. E. Nelson, Ralph R. Neppert, Julia M. Neustadter, Newton H. Newhouse, A. A. Newman, Mrs. Alfred Neylan, Mr. and Mrs. John Francis Nixon, Nagene Nixon, Mrs. Stanhope Obujen, Mary L. Oddie, Clarence M. Older, Benj. J.

Oliver, Mrs. Edwin L. Orrick, W. H. Page, Chas. R. Phillips, Mrs. Grattan D. Pisani, Gioacchino Poladian, Aram Pope, Mr. and Mrs. George A. Potter, Mrs. Ashton H. Potter, J. Sheldon Powell, Mr. and Mrs. Stanley Quinn, Mrs. Warren S. Raiss, Mrs. Carl Rawlings, Jane D. Raymond, R. F. I. Reid, Mrs. James W. Rees, A. S. Requa, Mrs. Mark L. Revett, Mrs. B. S. Reynolds, Ralph A. Roos, Mrs. Achilles Roos, George H. Roos, Col. and Mrs. Robert A. Rosekrans, John N. Rosenbaum, Mrs. Charles W. Rosener, Leland S. Roth, Mrs. Angela Wing Roth, Mr. and Mrs. Wm. P. Rothschild, Mr. and Mrs. W. Lansing Russell, Mr. and Mrs. Henry Potter

continued

Saxe, Betty Scales, Horace H. Schaubye, Carl Schilling, Else Schilling, Walter Schmiedell, Mrs. E. G. Schabacher, A. E. Schwabacher,, Mrs. Frank Schwabacher, James H. Schwabacher, Mrs. Louis A. Shainwald, Mr. and Mrs. Richard H. Shainwald, R. S. Shuman, J. F. Siegfried, Mrs. A. H. Sinsheimer, May Sinton, Mrs. Edgar Slack, Charles W. Sloss, Mrs. Leon Sloss, Mr. and Mrs. M. C. Smallwood, Stanley C. Smith, Dr. Wallace B. Somets, Mrs. George B. Stanwood, Mrs. Edward B. Stern, Mrs. Sigmund Stout, William W. Strickler, Benka Dunlap Strickler, Dr. and Mrs. John Philip Strickler, John Robert Dunlap Sullivan, Mr. and Mrs. Walter H.



-145 -



GUARANTOR MEMBERS

Sutro, Alfred Talbot, Mrs. Andrew B. Taylor, Mrs. David Armstrong Thierbach, George C. Threlkeld, J. H. Timson, William Tobin, C. R. Torregano, Mr. and Mrs. Ernest J. Walter, Mrs. Clarence R. Towne, Mrs. Arthur W. Towne, Helen Tubbs, Mrs. Alfred S. Tucker, Mr. and Mrs. Nion R.

Van Bergen, Mrs. Edward A. Volkmann, Mr. and Mrs. Daniel Volkmann, Johanna M. Voute, G. A. Wagner, George Walker, Mr. and Mrs. Randolph C. Wallace, Bradley L. Warren, Whitney Jr. Weber, Robert W. Webster, Mrs. C. A. Welch, R. M.

continued

Whitaker, Mr. and Mrs. L. C. Wiel, Robert L. Wilcox, Martha Williams, Mrs. Selden Williams, Stephen Welch, R. M. Worden, Mrs. Clinton E. Wright, Mr. and Mrs. Allen G. Wright, Mr. and Mrs. Harold L. Younger, Mrs. W. F. Zane, F. A. Zaruba, Mrs. V. Zellerbach, J. D.

GUARANTOR MEMBER ORGANIZATIONS

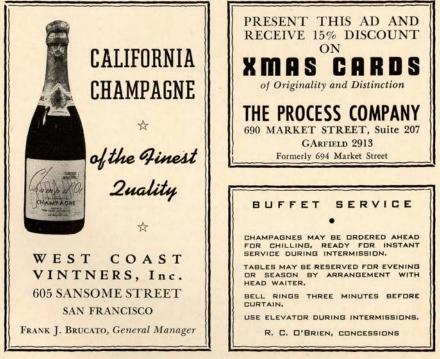
Baldwin Piano Co. Davis-Schonwasser Co. The Emporium Sherman, Clay & Co. Pisani Printing and Publishing Co. Musician's Union - Local 6

CONTRIBUTING MEMBER ORGANIZATIONS

Blum's Bordens' Dairy Delivery Co. Bullock & Jones Co. City Transfer & Storage Co. Columbia Concerts Corporation Don Lee Fairmont Hotel Nelly Gaffney Lovina Hund, Inc.

Livingston Bros., Inc. I. Magnin & Company Hotel Mark Hopkins Maison Mendessolle National Broadcasting Co. O'Connor, Moffatt & Co. Palace Hotel Podesta & Baldocchi Munson School for Private Secretaries

Roos Bros. Ransohoff's Shreve & Company St. Francis Beauty Salon Standard Oil Company of California Sommer & Kaufmann Hotel St. Francis Yellow Cab Co.



-471-

OLUMBIA ONCERTS ORPORATION=

Exclusive Managers of:

BIDU SAYAO* LILY PONS* LOTTE LEHMANN* **JOHN BROWNLEE* RISE STEVENS*** FREDERICK JAGEL* SUZANNE STEN **ROBERT WEEDE*** Appearing with San Francisco Opera Company, 1940

and of:

BARTLETT AND ROBERTSON ANATOL KAMINSKY HILDA BURKE* **JOHN CARTER* ROBERT CASADESUS RICHARD CROOKS*** MILDRED DILLING NELSON EDDY DANIEL ERICOURT EDWINA EUSTIS ZINO FRANCESCATTI DALIES FRANTZ MARIA GAMBARELLI IGOR GORIN LANSING HATFIELD JASCHA HEIFETZ **JOSEF HOFMANN** VLADIMIR HOROWITZ **JOSE ITURBI HELEN** JEPSON*

KRAEUTER TRIO LOTTE LEHMANN* EUGENE LIST NINO MARTINI* ERNEST MCCHESNEY DOROTHY MAYNOR **KATHRYN MEISLE*** JAMES MELTON YEHUDI MENUHIN **GREGOR PIATIGORSKY** GEN. PLATOFF DON COSSACK CHORUS LILY PONS* PAUL ROBESON BIDU SAYAO* ALBERT SPALDING LAWRENCE TIBBETT* TRAPP FAMILY SINGERS HELEN TRAUBEL*

VRONSKY AND BABIN

Making Pacific Coast Concert Tours-Season 1940-41

COLUMBIA CONCERTS CORPORATION of COLUMBIA BROADCASTING SYSTEM 113 WEST 57TH STREET NEW YORK CITY

Pacific Coast Representative: L. E. BEHYMER **415 AUDITORIUM BLDG., LOS ANGELES**

*Member, Metropolitan Opera Company

PISANI PRINTING & PUBLISHING CO. 700 MONTGOMERY, S. F.

COULD ANYONE YOU KNOW ANSWER THIS ADVERTISEMENT?

Could any human being you know fill all the requirements of the above advertisement? . . . Now read it again, and think how fully a corporate executor meets each qualification.

A trust company is never ill; it is never away. It can be counted upon to be present and ready to serve when the time comes.

The officers of a trust company have a daily familiarity with probate procedure, the administration of property, and the affairs of your estate.

SEE YOUR LAWYER ABOUT YOUR WILL TODAY

Wells Fargo Bank & Union Trust Co.

Market at Montgomery Market at Grant Avenue

SAN FRANCISCO MEMBER F. D. I. C.

Do you smoke the cigarette that

Chesterfield is the one cigarette that gives you a completely satisfying smoke. The exclusive Chesterfield blend... the right combination of Turkish and Domestic tobaccos makes Chesterfield today's DEFINITELY MILDER, BETTER-TASTING, COOLER-SMOKING cigarette. Everybody who smokes 'em, likes 'em.

MAKE YOUR NEXT PACK CHESTERFIELD

Copyright 1940, LIGGETT & MYERS TOBACCO CO.

TUESDAY NIGHT OCTOBER 29, at 8:30

La Boheme

Opera in four acts. Music by Giacomo Puccini. Text (in Italian) by Giacosa and Illica.

The Cast

Mimi, an embroideress.		BIDU SAYAO	
Musetta, a grisette		MARGIT BOKOR	
Rudolph, a poet) JUSSI BJOERLING	
Marcel, painter	The Four	(JOHN BROWNLEE	
Schaunard, musician)	Bohemians	(GEORGE CEHANOVSKY	
Colline, philosopher)	
Benoit, an importunate l	andlord	ALESSIO DE PAOLIS	
Alcindoro, state councilo	r		
		LORENZO ALVARY	
Parpignol, toy peddler.		PAUL WALTI	
Customhouse Sergeant		EVARISTO AL IREPTINI	
Customhouse Guard		MAX LOPENZINI	
	k-Girls, Grisettes,		
Vendors, Waiters, Soldiers, etc.			

Stage Director ARMANDO AGNINI *Conductor* GENNARO PAPI

.

Chorus Master WILLIAM TYROLER

Time and Place About 1830; Paris.

ACT I: Garret of the Bohemians. ACT II: Terrace of the Café Momus. ACT III: A City Gate of Paris. ACT IV: Same as Act I.

SEATS FOR ALL REMAINING PERFORMANCES ARE AVAILABLE AT SHERMAN, CLAY BOX OFFICE

Bell rings three minutes before curtain rises - Encores not permitted

