

Lakmé

1940

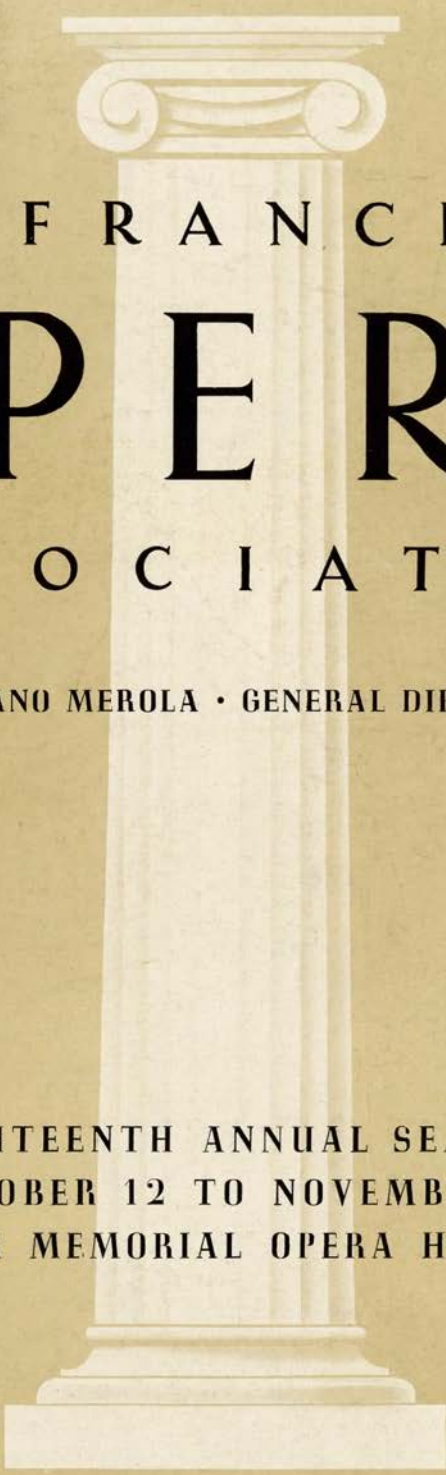
Monday, October 14, 1940 8:30 PM

Sunday, October 15, 1940 2:15 PM

SFO_PUB_01_SFO_1940_06

Publications Collection

San Francisco Opera Archives



SAN FRANCISCO

OPERA

ASSOCIATION

GAETANO MEROLA • GENERAL DIRECTOR

EIGHTEENTH ANNUAL SEASON
OCTOBER 12 TO NOVEMBER 2 - 1940 -
WAR MEMORIAL OPERA HOUSE

Livingston Bros.
GRANT AVENUE AT GEARY STREET

AN Opera
TRADITION
Livingston
Gowns

+

COMPLETE
COLLECTION OF
JEWELRY
WRAPS
BAGS



Fall Exhibit

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

*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

AND UPWARDS

Bullock & Jones

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

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

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 Yosemite

CALIFORNIA'S SMART
WINTER ADDRESS

Special All-Expense Rate

Includes everything necessary for a full week of skiing and skating—sessions at Yosemite Ski School, unlimited use of Upski and skating rink, transportation between ski runs and Ski House, meals and luxurious Ahwahnee accommodations. For details, phone EXbrook 3906.

YOSEMITE PARK AND CURRY CO.





GAETANO MEROLA

General Director

SAN FRANCISCO OPERA COMPANY

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.



310 SUTTER STREET . . . SAN FRANCISCO

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
Moissaye Boguslawski
Jussi Bjoerling
Lucrezia Bori
Jeanne Behrend
Bela Bartok
Mario Chamlee
Alfredo Casella
Karin Dayas
Jose Echaniz
Cecille de Horvath
David Earle
Severin Eisenberger
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
Brendan Keenan
Alexander Kelberine
Alexander Kipnis
Wiktor Labunski
Ralph Leopold
Josef Lhevinne
Rosina Lhevinne
Alfred Mirovitch
Edith Mason
Grace Moore
Charles Naegele
Louis Persinger
Lily Pons
Rosa Raisa
Giacomo Rimini
Moriz Rosenthal
Tito Schipa
E. Robert Schmitz
Joseph Szigeti
Leonard Shure
Ruth Slenczynski
Helen Traubel
Alexander Tansman
Paul Wittgenstein
Victor Wittgenstein
Samuel Yaffe
Franciszek Zachara

Partial list orchestra leaders and radio stars

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

San Francisco
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

ROBERT W. MILLER

ARTHUR MERRILL BROWN, Jr.

JOHN FRANCIS NEYLAN

GEORGE T. CAMERON

MRS. STANLEY POWELL

WILLIAM W. CROCKER

MRS. HENRY POTTER RUSSELL

MORTIMER FLEISHHACKER

RICHARD M. TOBIN

TIMOTHY HEALY

NION R. TUCKER

GOLDSTEIN & CO.

SINCE
1868

Costumers

for the

*San Francisco
Opera Association*



SCHOOLS
MUSICALS

PAGEANTS
MASQUERADE



989 MARKET STREET ☆ SAN FRANCISCO
Phone GARFIELD 5150

Board Of Governors

GEORGE WASHINGTON BAKER, JR.	JOSEPH D. GRANT	EDWARD F. MOFFATT
ALBERT M. BENDER	MARSHALL HALE	GUIDO MUSTO
P. A. BERGEROT	REUBEN B. HALE	MRS. JOHN FRANCIS NEYLAN
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
GUIDO CAGLIERI	TIMOTHY HEALY	MRS. STANLEY POWELL
MRS. GEORGE T. CAMERON	CHARLES H. KENDRICK	STANLEY POWELL
GEORGE T. CAMERON	SAMUEL KNIGHT	ANGELO J. ROSSI
CHARLES A. CHRISTIN	MRS. MARCUS S. KOSHLAND	MRS. HENRY POTTER RUSSELL
TEMPLETON CROCKER	LEWIS A. LAPHAM	A. SBARBORD
WILLIAM W. CROCKER	MRS. STINE LEIS	FRED R. SHERMAN
GEORGE E. CROTHERS	J. B. LEVISON	PAUL SHOUP
MISS MARY C. DUNHAM	MISS EDITH LIVERMORE	MRS. M. C. SLOSS
SIDNEY M. EHRMAN	M. E. LOMBARDI	MRS. SIGMUND STERN
MRS. CHARLES N. FELTON	MISS RUTH W. LORING	MRS. DAVID ARMSTRONG TAYLOR
MRS. WILLIAM M. FITZHUGH	MISS SALLIE MAYNARD	M. C. THRELKELD
MORTIMER FLEISHHACKER	MRS. C. D. G. MILLER	RICHARD M. TOBIN
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 PRESIDENT	RAMSAY MORAN VICE-PRESIDENT	IRA G. THOMPSON SECRETARY TO THE BOARD
FREDERICK J. KOSTER	RALPH J. A. STERN	DR. ALANSON WEEKS
HARRY A. MILTON	JOHN J. SULLIVAN	SELBY OPPENHEIMER MANAGING DIRECTOR OF THE WAR MEMORIAL
ALLISON E. SCHOFIELD	J. H. THRELKELD	
	COL. WILLIAM H. TOBIN	

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, dependability, 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.



JOHN SLOANE, *Chairman*

W & J **SLOANE**
SUTTER near GRANT

SAN FRANCISCO OPERA COMPANY

GAETANO MEROLA
GENERAL DIRECTOR

ARMANDO AGNINI
STAGE AND TECHNICAL DIRECTOR

HERBERT GRAF
GUEST STAGE DIRECTOR

WILLIAM TYROLER
CHORUS MASTER

WILLIAM CHRISTENSEN
BALLET MASTER

ETIENNE BARONE
ASSISTANT STAGE DIRECTOR

PAUL POSZ
BUSINESS MANAGER

STANLEY MACLEWEE
PRODUCTION COMPTROLLER

CURRAN SWINT
PUBLICITY DIRECTOR

Conductors

GAETANO MEROLA

GENNARO PAPI

ERICH LEINSDORF

Assistant Conductors

FRITZ BERENS
CARL FUERSTNER
NAOUM BLINDER
CONCERT MASTER

PIETRO CIMARA
GIACOMO SPADONI

ANTONIO DELL'OREFICE
WILLIAM TYROLER
JULIUS HAUG
LIBRARIAN

Artists

EVARISTO ALIBERTINI
BARITONE
LORENZO ALVARY
BASS
NORMA ANDREOTTI
SOPRANO
ALICE AVAKIAN
CONTRALTO
ROBERT BALLAGH
TENOR
JUSSI BJOERLING
TENOR
MARGIT BOKOR
SOPRANO
RICHARD BONELLI
BARITONE
JOHN BROWNLEE
BARITONE
GEORGE CEHANOVSKY
BARITONE
ALESSIO DE PAOLIS
TENOR
ANDRE FERRIER
TENOR
ROY GARDEN
BARITONE
LESLIE GEORGE
TENOR
ELIZABETH HACKETT
CONTRALTO
RAOUL JOBIN
TENOR
ALEXANDER KIPNIS
BASS

KATHLEEN LAWLOR
SOPRANO
MARJORIE LAWRENCE
SOPRANO
LOTTE LEHMANN
SOPRANO
PAUL LIEBER
TENOR
WALTER LORENZ
BASS
MAX LORENZINI
BARITONE
MARI MONTE
SOPRANO
FRANCISCO NAYA
TENOR
STANLEY NOONAN
BARITONE
WALTER OLITZKI
BARITONE
VERNA OSBORNE
SOPRANO
MONA PAULEE
SOPRANO
GERHARD PECHNER
BASS-BARITONE
IRRA PETINA
CONTRALTO
EZIO PINZA
BASS
OLIVE PONITZ
SOPRANO
LILY PONS
SOPRANO

ELISABETH RETHBERG
SOPRANO
MARGARET RITTER
SOPRANO
BIDU SAYAO
SOPRANO
TITO SCHIPA
TENOR
ROBERT SELLON
BASS
CHARLES SHIFFELER
BARITONE
GLADYS SIMPSON
SOPRANO
SUZANNE STEN
MEZZO-SOPRANO
RISE STEVENS
MEZZO-SOPRANO
GEORGE STINSON
TENOR
THELMA VOTIPKA
SOPRANO
EDITH WISHART WALTHER
SOPRANO
PAUL WALTJ
TENOR
BARBARA WARD
CONTRALTO
ROBERT WEEDE
BARITONE
EDWARD WELLMAN
BARITONE
ELSA ZEBRANSKA
CONTRALTO

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



*Freddy
Martin*

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

PROUD TRADITIONS



... the Opera ... and jewels by
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

Choral Ensemble

CHORUS 1940

SOPRANOS AND CONTRALTOS

LELIA GAMBI	DLGA MAMONTOFF	ELIZABETH HACKETT	VIOLET AURAND
HARRIET GRIFFITH	MARY MATULOVICH	HELEN KOZLOVSKI	ROSE AGNES HERSCH
MONA LO-VATO GRINE	DOROTHY MOSHER	DOROTHY MCINTYRE	LEILA LOERA
LUCILE KIRTLEY	GLADYS SIMPSON	MARY HELEN MARKHAM	MARJORIE MCCARTHY
KATHLEEN LAWLOR	VERNONA STEELE	MARGARET RITTER	CATHERINE STEED
NEVART LEVON	MICHELINA TERRANOVA	AGNES SINGER	CLARAMAE TURNER
MERYL LIGDA	MARIE BRIZEE	EDITH WISHART WALTHER	BARBARA WARD
JEAN MAC LANE	ANN DREW		

TENORS, BARITONES AND BASSOS

ROBERT BALLAGH	PAUL WALTJ	ROY GARDEN	NORMAN BAKULICH
GALLIANO DANELUZ	ALTON BERNHARD	PAUL GUENTER	MILTON HAY
AMERIGO DEL GRANDE	LOUIS BRAUNSTEIN	ARTHUR COLIN HARVEY	ALEX KLIMENKO
C. JOHNSON	ROBERT COYLE	EDMUND LOERA	ELMER MARYATT
PAUL LIEBER	NICHOLAS KEMARSKY	MAX LORENZINI	PAUL SCHAGEN
DON MARQUIS	JAMES LACY	BENJAMIN MARTIN	NICKOLAY SUHANOFF
CARLO MENNUCCI	ALBERT LUDWIG	ROBIN NELSON	FRED WAHLIN
BRUCE MILLARI	ALYSON SMITH	STANLEY NOONAN	WILLIAM T. YOUNG
FRANCES OLIVER	THEODORE THROOP	EDWARD WELLMAN	MALCOLM YOUNGS
ALLEN SCHMIDLING	ROBERT BONNER	EVARISTO ALIBERTINI	

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

Ballet

NION R. TUCKER

CHAIRMAN BALLET SCHOOL COMMITTEE

PRIMA BALLERINA

JANET REED

PRIMIER

LEW CHRISTENSEN

EXECUTIVE STAFF

WILLAM CHRISTENSEN
*Choreographer and
Director San Fran-
cisco Opera Ballet
School*

DEANE CROCKETT
Assistant Director

FRANKLYN SMITH
Public Relations

SOLOISTS

RUBY ASQUITH
JEAN DALZIEL
ZOYA LEPORSKY
JACQUELINE MARTIN
ZELDA NERINA
RONALD CHETWOOD
HAROLD CHRISTENSEN
NORMAN THOMSON

PRINCIPAL DANCERS

MISSES

MADLINE DEL MOTTE
HELEN EVANS
BETTE GERLACH
MATTLYN GEVURTZ
ZOE DELL LANTIS
MARI LYNN
RUTH RIEKMAN
JEANETTE TUCKER
ANNA WHITE

MISSES

EILEEN WHITSON
BARBARA WOOD

MESSRS.

PAYNE CONVERSE
HAROLD LANG
FRANK MARASCO
RONNIE MARVIN
EARL RIGGINS

CORPS DE BALLET

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

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

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

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



Mink

unsurpassed in quality

ARNOLD LIEBES

218 POST STREET * **FURS**



ELISABETH RETHBERG



RICHARD BONELLI



JUSSI BJOERLING



LILY PONS



TITO SCHIPA



MARJORIE LAWRENCE



BIDU SAYAO



EZIO PINZA

ARTISTS OF *San Francisco* OPERA COMPANY



ELSA ZEBRANSKA



ROBERT WEEDE



RAOUL JOBIN



RISE STEVENS



FRANCISCO NAYA



WALTER OLITZKI



ALESSIO DE PAOLIS



LORENZO ALVARY

San Francisco Opera Association

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

SOPRANO - OPERA'S GLAMOUR GIRL

MONDAY EVENING, DECEMBER 2

FRITZ KREISLER

WORLD'S MOST BELOVED VIOLINIST

SUNDAY AFTERNOON, DECEMBER 8

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

WEDNESDAY EVENING, FEBRUARY 5

GLADYS SWARTHOUT

CAPTIVATING AMERICAN SOPRANO

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 PIANO

SUNDAY AFTERNOON, MARCH 30

MISCHA ELMAN

TONE MASTER OF THE VIOLIN

TUESDAY EVENING, APRIL 1

NINO MARTINI

TENOR 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

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

AT 2:30

AT 8:30

DATES AND GUEST ARTISTS

FRI., DEC. 6 — SAT., DEC. 7 | FRI., FEB. 14 — SAT., FEB. 15

OPENING CONCERT

SERGEI RACHMANINOFF

PIANIST

FRI., DEC. 13 — SAT., DEC. 14 | FRI., FEB. 21 — SAT., FEB. 22

ORCHESTRAL PROGRAM

ORCHESTRAL PROGRAM

FRI., JAN. 3 — SAT., JAN. 4 | FRI., MAR. 14 — SAT., MAR. 15

SIR THOMAS BEECHAM

GUEST CONDUCTOR

DOROTHY MAYNOR

SOPRANO

FRI., JAN. 17 — SAT., JAN. 18 | FRI., MAR. 28 — SAT., MAR. 29

ISAAC STERN

VIOLINIST

ORCHESTRAL PROGRAM

FRI., JAN. 24 — SAT., JAN. 25 | FRI., APR. 4 — SAT., APR. 5

ORCHESTRAL PROGRAM

ORCHESTRAL PROGRAM

FRI., FEB. 7 — SAT., FEB. 8 | FRI., APR. 18 — SAT., APR. 19

SERGEI RACHMANINOFF

PIANIST

JOSE ITURBI

PIANIST

SEASON TICKETS (*Tax Exempt*)

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



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,
Ferrier. MEROLA, Conductor.
- DER ROSENKAVALIER (*Strauss*) *Sunday Matinee*, October 27, at 2:00
With Lehmann, Kipnis, Stevens, Bokor, Olitzki, Sten, Ponitz, De Paolis, Alvary,
Walti, Lorenz, George, Naya, Simpson, Lieber. LEINSDORF, Conductor.
- LA BOHEME (*Puccini*) *Tuesday Night*, October 29, at 8:30
With Sayao, Bokor, Bjoerling, Brownlee, Cehanovsky, Pinza, De Paolis, Alvary,
Walti, Alibertini, Lorenzini. PAPI, Conductor.
- 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



*Dietetically **NON-FATTENING**

ACME
BEER

ACME BREWERIES, San Francisco - Los Angeles



★ RELATIVELY SO COMPARED TO OTHER FOODS

SATURDAY NIGHT
OCTOBER 12, at 8:15



Marriage of Figaro

Opera in four acts. Music by Wolfgang Amadeus Mozart. Text (in Italian) by Lorenzo da Ponte. Founded on the trilogy by Beaumarchais.

The Cast

Figaro, the Barber, valet of the Count EZIO PINZA
Count Almaviva, a Spanish noble *JOHN BROWNLEE
Countess Almaviva, his wife ELISABETH RETHBERG
Susanna, maid of the Countess BIDU SAYAO
Cherubino, page to the Countess *RISE STEVENS
Marcellina, servant to Bartolo *IRRA PETINA
Barberina, Basilio's cousin MARI MONTE
Doctor Bartolo, rejected lover of Susanna *GERHARD PECHNER
Antonio, a gardener GEORGE CEHANOVSKY
Don Basilio, a busy-body *ALESSIO DE PAOLIS
Don Curzio, a judge *ROBERT BALLAGH
*San Francisco Début

Peasants, Officers of the Court, Valets, Bravos

Stage Director
HERBERT GRAF

Conductor
ERICH LEINSDORF

Chorus Master
WILLIAM TYROLER

Time and Place Seventh Century; near Seville.

(The action is a direct continuation of "The Barber of Seville".)

ACT I: Unused Room in the Chateau of Count Almaviva.
ACT II: Apartment of the Countess.
ACT III: Throne Room in the Chateau.
ACT IV: Garden of the Chateau.

Entire production of "Marriage of Figaro" designed by
ARMANDO AGNINI

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 "The Marriage of Figaro"

ACT I

Figaro, in preparation for his approaching marriage to Susanna, makes ready the room assigned them by Count Almaviva. But his gay spirits are dampened when Susanna tells him the Count is casting desirous eyes upon her. Marcellina, with whom Figaro had previously entered into a marriage contract, enters with Dr. Bartolo and demands that he live up to the agreement. Susanna overhears. They depart as Cherubino, deeply in love with Countess Almaviva, enters and tells of his infatuation. He hides when a knock announces the Count who relates his suspicions of Cherubino. He, too, is interrupted by a knock and also hides. It is Basilio. Cherubino is exiled to the army.

ACT II

Susanna has confessed to the Countess the unwelcome attentions of the Count. Figaro enters and they plot to make the Count jealous by telling him the Countess is to meet a lover in the garden that evening. The plan is to send Marcellina to impersonate the Countess, and Cherubino, in feminine attire, to meet the Count in place of Susanna. Cherubino is dressed to represent Susanna and hidden in a closet as the Count enters. Hearing a noise, the Count demands the closet door open. On their refusal he goes for an implement to force entry. Cherubino slips out and Susanna takes his place. The Count returns, opens the door, discovers Susanna and apologizes. Marcellina, entering, demands that the Count compel Figaro to marry her.

ACT III

The Count threatens Susanna that he will force Figaro to marry Marcellina unless she accepts his attentions. Susanna pretends to encourage him and agrees to meet him that evening. Both believe their ends gained and separate as Figaro enters. Susanna exults to Figaro that their marriage is victorious as they depart. The Count overhears. Figaro returns with Marcellina, a lawyer and Dr. Bartolo. They demand that he marry Marcellina or pay heavy damages. But it develops, through a birth-mark on his arm, that Figaro is really Marcellina's long-lost son. Mother and son embrace as Susanna enters. The embrace is satisfactorily explained. Susanna tells the Countess of the impending success of their scheme. The Countess dictates a letter making a tryst with the Count. (Scene 2): The marriage is performed. Susanna contrives to slip a note to the Count. Cherubino is discovered in his girl's attire and sentenced to marry Barbarina.

ACT IV

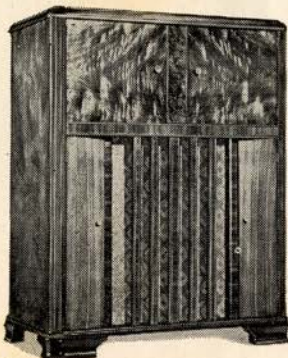
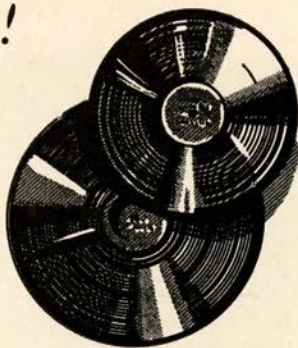
Figaro conceals himself when Susanna, in the guise of the Countess, and the Countess, disguised as Susanna, enter. The Countess also hides. Susanna awaiting the coming of the Count, sings an impassioned love song to fire the jealousy of the hidden Figaro. Cherubino, entering, sees the Countess, thinks she is Susanna and tries to kiss her. The Count comes upon the scene and makes ardent love to the supposed Susanna. The real Susanna reveals herself to Figaro who embraces her. The Count, demands explanations and all ends in happiness.

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

Mi Chiamano Mimi (*La Boheme*)
 Muzio's exquisite rendition of this famous aria on 12-inch record. Now only \$1.00.

Carmen (*Opera complete*)
 In French. Artists of Opera Comique. Album was \$22.50. Now reduced to \$16.00.

These are just two of the musical gems Columbia presents at new low prices in our well-stocked Record Salon!



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

Z E N I T H
RADIO-PHONOGRAPH

With automatic record changer for 10 or 12-inch records. 7 tubes, famous Radiorgan, walnut finish. Special . . .

109.95



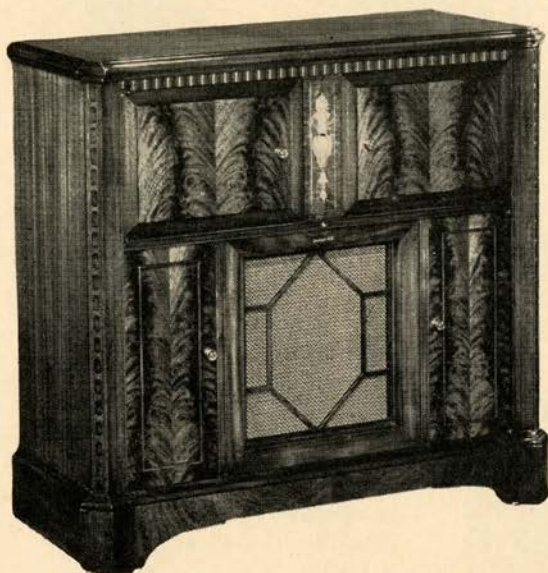
SCHWABACHER-FREY

MARKET OPPOSITE GRANT

CHOOSE THE INSTRUMENT .

MADE FOR EACH OTHER AND THE . . .

RCA



Pons



Like Royalty, you can have Command Performances of 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



Melchior



Pinza



Bethberg

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 *Il 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.)

HAMMO



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!

Sherman
America's Great



Clay
Music House

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.

\$195

PAY ONLY \$10 A MONTH

Write...or call...for the Hammond Solovox folder...no obligation

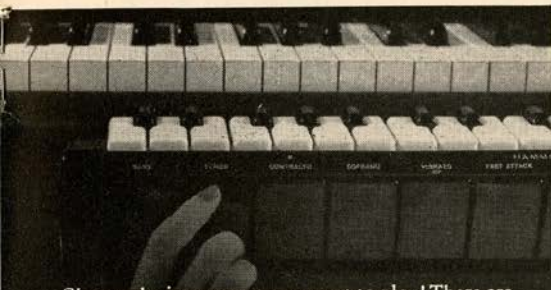
SHERMAN, CLAY, Kearny and Sutter Streets,

Please send me information and folders about the new Hammond Solovox. I am interested in it for use in my home in an orchestra church school

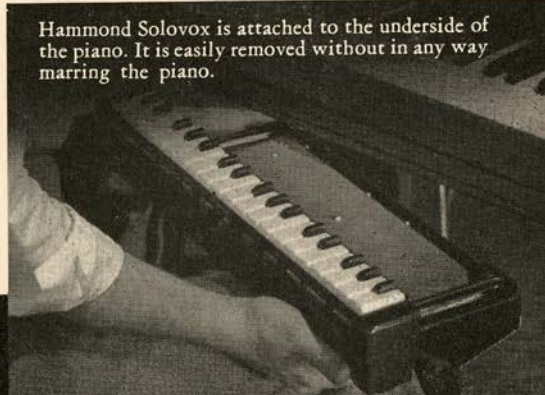
NAME

STREET

CITY.....STATE.....



Choose the instrument you want to play! There are many possible combinations to bring you "solo voices" resembling trombone, trumpet, flute, cello, violin, oboe, organ.



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

QUALITY

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

SELECT . . .

THE SCOTCH WHISKY
FROM SCOTLAND'S
BEST DISTILLERIES

CUTTY SARK

BLENDED SCOTS WHISKY

86 PROOF

Distributed by: Gerald F. Herrmann Co.
300 Front St., San Francisco



. . . 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

SINCE 1888—FIFTY-TWO YEARS



FOR CAREFULLY DRESSED MEN
 SHIRTS — PAJAMAS — ROBES

D. C. HEGER

Importers and Shirt Makers

170 SUTTER STREET ☆ SAN FRANCISCO

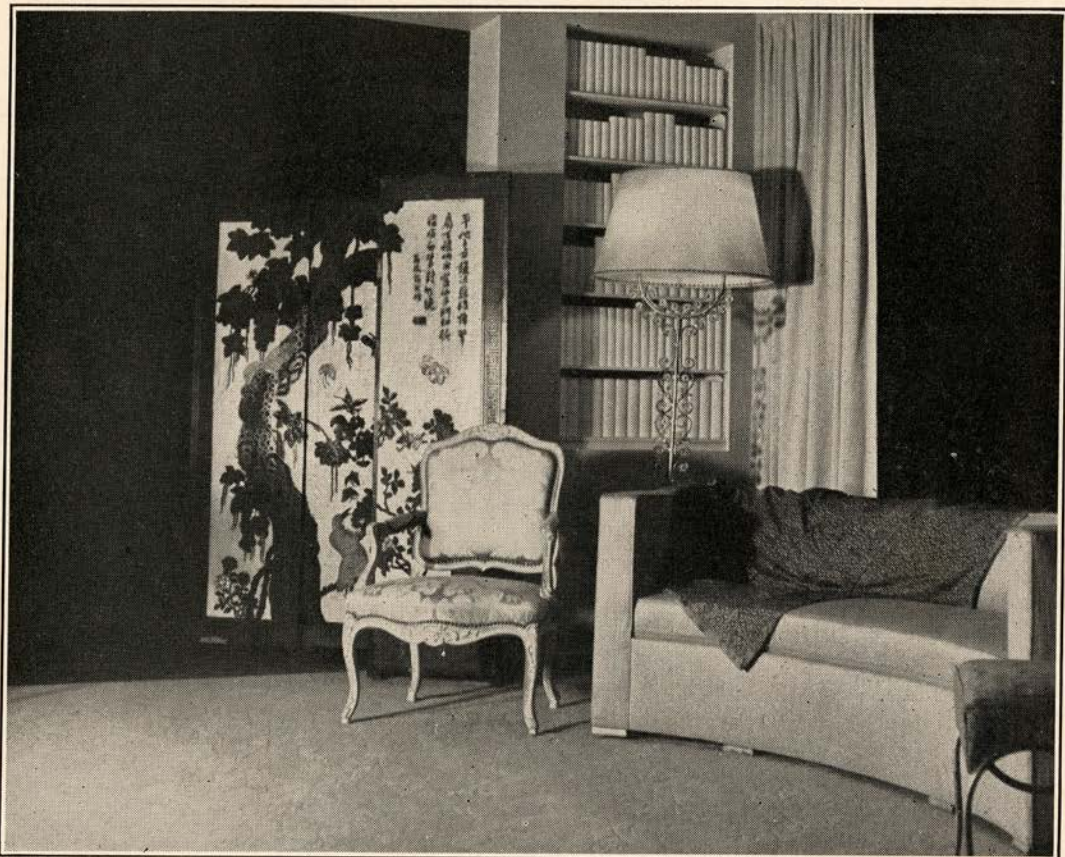
In Los Angeles:

426 WEST SIXTH STREET

In Paris:

12 RUE AMBROISE THOMAS

Visit the newly-opened, unusual
TWENTIETH CENTURY ROOMS



An important exhibit of interiors with an international flavor, rooms with backgrounds and accessory furnishings combining traditional dignity with 20th century dash. . . .

OUR DIVISION OF DESIGN AND INTERIOR DECORATION

—will supply ideas or carry out your own with expert assistance that comes with years of study, good taste and experience. Consult our Division of Design, which is adjacent to the Twentieth Century Rooms. . . .

FIFTH FLOOR



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



PAUL WALT



VERNA OSBORNE



LESLIE GEORGE



WALTER LORENZ



MARI MONTE



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, quieter-riding 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!



MONDAY NIGHT
OCTOBER 14, at 8:30†



Lakme

Opera in three acts. Music by Léo Delibes.
Text (in French) by Gounin and Gille.
Taken from the story, "Le Mariage de Loti"

The Cast

Lakmé, daughter of Nilakantha LILY PONS
Gerald . . { Officers of the British } *RAOUL JOBIN
Frederic { Army in India } GEORGE CEHANOVSKY
Nilakantha, a Brahmin priest ALEXANDER KIPNIS
Hadji, a Hindu slave ANDRE FERRIER
Mallika, Lakmé's slave IRRA PETINA
Mrs. Bentson, a governess THELMA VOTIPKA
Ellen, the Governor's daughter *NORMA ANDREOTTI
Rose, her companion MONA PAULEE
*San Francisco Début

*Hindoos, Altar Girls, English Officer, and Ladies, Sailors, Soldiers
Tourists, Bayaderes, Chinese, Merchants, Fakirs*

Incidental Dances by WILLAM CHRISTENSEN, *Ballet Master*
Principal Dancers: JANET REED, NORMAN THOMSON, FRANK MARASCO
Corps de Ballet

•

<i>Stage Director</i>	<i>Conductor</i>	<i>Chorus Master</i>
ARMANDO AGNINI	GAETANO MEROLA	WILLIAM TYROLER

•

Time and Place About 1880; India.

ACT I: A Sacred Garden.
ACT II: A Bazaar.
ACT III: An Indian Forest.

†Extra Performance of "LAKME", Sunday Matinee, October 20

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 "Lakmé"

ACT I

Before departing on a journey, Nilakantha, guardian of the Shrine of Ganesa, leaves Lakmé in charge of attendants, warning them that death will be the fate of any foreigner trespassing in the holy gardens. A party of English gentlemen and their ladies wander to the garden in their sight-seeing and, heedless of the advice of Frederic, breaks down the frail fence and enter. Gerald, charmed by the spot and intrigued with the story of Nilakantha and Lakmé as told by Frederic, remains to sketch the design of some jewels when the others depart. Surprised by the return of the attendants he conceals himself, but is discovered by Lakmé. Knowing her outcry would summon the guards from the temple, Lakmé hesitates to bring death to the obviously charmed youth and bids him begone. Gerald answers a passionate outburst of love. Lakmé, deeply affected, finally prevails upon him to leave just as Nilakantha returns, and, finding the fence broken, declares the intruder must die.

ACT II

Nilakantha knows that the invaders of the holy grounds could be found in the bazaar. Disguised as a beggar, he brings Lakmé thither in the belief that the stranger would recognize her by sight or sound of voice and betray his presence. He orders Lakmé to sing. A crowd gathers, but Gerald is not among them. Nilakantha commands Lakmé to sing again. Gerald, now attracted by the voice, draws near. Their startled recognition is noted by Nilakantha, who contrives to separate Gerald from his friends. Lakmé warns Gerald to flee, but, feeling it beneath his valor as an officer, he refuses and they are surrounded. Nilakantha buries a knife in Gerald's body and makes his escape. But the wound is not mortal, and Lakmé, hoping to win the love of the man the gods have decreed she should hate, has Gerald carried to a hut in the jungle that she may nurse him back to health and strength.

ACT III

Gerald, watched over by Lakmé, recalls the past as his consciousness returns, but seems to heed nothing but his love for the Hindu maiden. A group of young people pass on their way to a sacred spring whose waters insure love's happiness. Besought by Gerald, Lakmé eagerly goes to bring some of the water. Frederic, who has searched out the hidden hut, comes to tell Gerald of a native uprising and remind him of his duty. Gerald half promises to rejoin his regiment, but in his heart would stay with Lakmé. On her return, Lakmé discerns the change in her lover. She drinks of the sacred water and gives some to Gerald. As he drinks it, the wounded officer gives eager ear to the sound of fife and drums and the song of marching soldiers. Lakmé, realizing her love is lost, unobserved plucks daturas from their stems and presses the poison petals to her lips. Nilakantha in rage comes upon them. But Lakmé, warning him that Gerald has drunk of the sacred water and is blessed of the gods, stays his vengeful hand and dies in the arms of her lover.

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

Four performances	}	Alice in Wonderland.....	November 17, 1940
All on Sunday		Robin Hood.....	December 22, 1940
Afternoons at the		Hans Brinker.....	February 2, 1941
Curran Theatre		Heidi.....	March 23, 1941

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

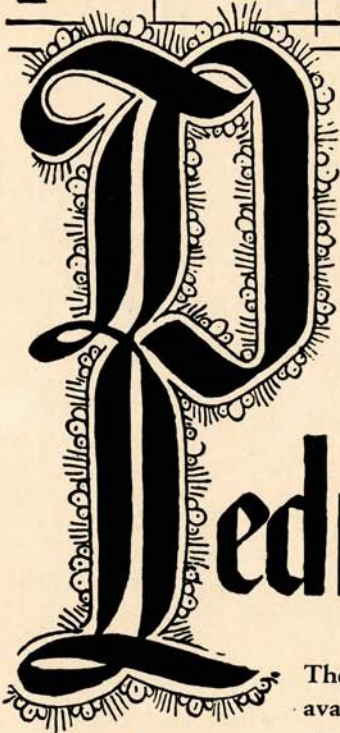
COSMOPOLITAN ATTRACTIONS

PAUL POSZ

26 O'FARRELL STREET

SAN FRANCISCO

TELEPHONE: YUKON 0400



Bottled in Jerez, Spain

From the bodegas of Pedro Domecq

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.

IF 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



• You are cordially invited to visit our Diamond Room. You will find original designs in precious stones and their settings displayed in an intimate room so modern—we say, with due pride, it has no equal . . . Our larger and more complete selection of gifts, this year, will simplify your Christmas problem . . . Visit us and see what “Christmas 1940” means for you— at

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.*

ELINOR'S, INC.

285 GEARY STREET

THE ART COMMISSION

OTTORINO RONCHI
President

JOSEPH H. DYER, JR.
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



CHARLES SHIFFELER



MONA PAULEE



KATHLEEN LAWLOR



EDWARD WELLMAN



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

ONLY ZENITH HAS Radiorgan

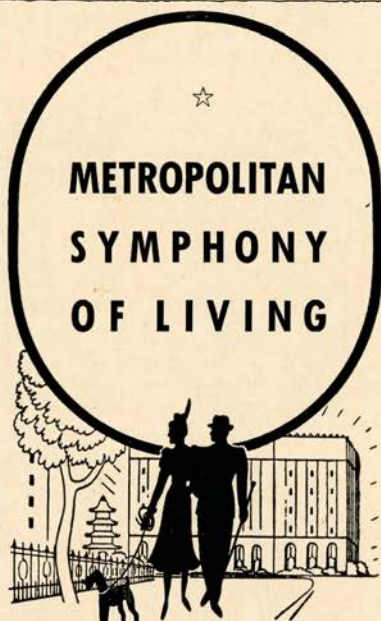
• You of discriminating taste must hear this revolutionary Radiorgan! The entire program . . . be it Symphony, Opera, Choral . . . comes under your control, as though *you* wielded the baton yourself!

• Radio or record reproduction on the Zenith Radiorgan personalized at the touch of your finger. See the entire line of these magnificent musical instruments now, at . . .

Store of A Million Friends

STERLING FURNITURE CO.

BUNSTER & SAXE — 1049 MARKET STREET — EST. 1868



The Fairmont offers a program of living without peer, for a season without end. Carefree comfort is the motif, and dining surprises with delightful variations. Suite appointments introduce convincing harmonies, and a trained staff orchestrates housekeeping details in a key of uninterrupted enjoyment. Traditional hospitality wields the baton. Make permanent reservations now. We welcome your inquiry for details.

The
FAIRMONT
Hotel

CENTRAL LOCATION · GARAGE IN BUILDING

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*
 JERD 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
 Barron, Evelyn H.
 Beall, Mr. and Mrs. R. S.

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

Brice, Elizabeth
 Briggs, Mrs. William Ellery
 Bronson, Roy A.
 Brooke, Mrs. Philip Neville
 Brooks, George W.
 Brown, Arthur M. Jr.
 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.



HARPS - *Kajetan Attl*

INSTRUCTIONS

1030 BUSH ST., SAN FRANCISCO, PHONE DR 6367

LARGE STOCK OF FINE
 HARPS - RENTAL HARPS
 ACCESSORIES

REPAIR SHOP
 9114 S. BUDLONG AVE.
 LOS ANGELES, CALIF.

JOHN WALKER & CO.

WINES AND SPIRITS

All Standard Brands at Competitive Prices

FREE DELIVERY SERVICE: San Francisco, the Peninsula and
 Transbay Districts

CHARGE ACCOUNTS INVITED

111 MONTGOMERY STREET

GARFIELD 1132-33

Sheet Music

OPERA SCORES
LIBRETTOS

*Selections
from the Operas.*



*The Best from the Catalogs
of All Publishers*

at

Grobe Music Co.
INCORPORATED

310 Sutter St. - San Francisco
EXbrook 0442

Ernie
HECKSCHER
HIS GRAND PIANO
AND HIS GRAND BAND

Dance
BEFORE OR AFTER
THE OPERA...

FAMOUS DINNERS FROM \$1.50
NO COVER CHARGE ANY TIME

REDWOOD ROOM AND
TERRACE
CLIFT HOTEL

IT'S THE
Music Album
FOR
CLASSICAL
RECORDINGS

Selections from all the operas
at new prices

1/4 to 1/2 off



THE

Music Album

14 TILLMAN PLACE



Off Grant nr. Sutter

EX 5738

BLUM'S

Polk at California
ORdway 8500



*E*ntre-act chatter
resumes easily over a
Frosted Coffee, Frozen
Fresh Strawberries or
Holland Boy Hot Choco-
late. . . .

(SERVICE UNTIL MIDNIGHT)

GUARANTOR MEMBERS *continued*

- | | | |
|------------------------------------|-------------------------------------|-----------------------------------|
| Caswell, Mrs. G. W. | Deering, Mrs. Frank Prentiss | Forbes, John F. |
| Carpenter, Estelle | De Latour, Mrs. Georges | Force, R. C. |
| Chamberlain, Selah Jr. | Denman, Mr. and Mrs. Frank H. | Ford, Mr. and Mrs. Edward T. |
| Chidester, Mr. and Mrs. Drew | Devlin, Mrs. Robert T. | French, J. E. |
| Christin, Charles A. | Dill, Mr. and Mrs. Marshall | Fries, William |
| Clark, Mrs. C. Tobin | Dinkelspiel, Mrs. Samuel L. | Fuller, Mrs. W. Parmer Jr. |
| Clark, Herbert W. | Donohoe, Katharine | Gale, Maurice A. |
| Clark, Mrs. Warren D. | Dorn, Mrs. F. A. | Gartenlaub, Mrs. Alice |
| Clayburgh, Herbert E. | Downing, Paul M. | Ghirardelli, D. Lyle |
| Clifton, Mrs. Olga C. | Dray, Mrs. Frank R. | Ghirardelli, Mrs. Domingo |
| Coghill, Newton B. | Drescher, H. B. | Ghirardelli, Mrs. L. |
| Coghlan, Mrs. John P. | Dunne, Judge Frank H. | Giannini, A. P. |
| Cohn, Mr. and Mrs. George D. | Eames, Mrs. A. W. | Gillson, George B. |
| Cohn, Mrs. Max M. | Edwards, Mrs. James W. | Goldstein, Celene and Lutie |
| Coldwell, Mr. and Mrs. Colbert | Ehrman, Albert L. | Goldstein, Mr. and Mrs. Louis S. |
| Coleman, Persis H. | Ehrman, Mrs. Alfred | Graham, Mrs. George D. |
| Coleman, S. Waldo | Ehrman, Sidney M. | Graham, Mrs. Ludovica D. |
| Collier, H. D. | Ehrman, Mrs. S. W. | Grant, Mr. and Mrs. Joseph D. |
| Coney, Mrs. Zachary T. | Esberg, Milton H. and Sons | Gray, Gerald H. |
| Cordes, Dr. Frederick C. | Fagan, Mr. and Mrs. Paul I. | Guggenhime, Mr. and Mrs. Berthold |
| Cowgill, Winston S. | Feigenbaum, Mrs. Louis | Guggenhime, Mrs. Leon |
| Cramer, Mr. and Mrs. Chester R. F. | Feigenbaum, Lionel B. | Gumpel, Gustav |
| Crocker, Mr. and Mrs. William W. | Field, Excelentissima Maria Antonia | Haas, Louis S. |
| Crocker, Mr. and Mrs. Charles | Fleishman, Mrs. Carrie H. | Haas, William and Madeleine |
| Crothers, George E. | Fleishhacker, Mr. and Mrs. Mortimer | Hale, Marshall |
| Davies, R. K. | Fleishhacker, Mr. and Mrs. | Hale, Mrs. Prentiss Cobb |
| Dawson, Kenneth D. | Mortimer Jr. | Hale, Reuben B. |
| Deering, Mrs. Charles J. | Flowers, Mrs. Joseph | Hall, Frederic W. |
| <i>In Memoriam</i> | Flynn, John L. | Hall, Herbert E. |
| <i>Deering, Frank Prentiss</i> | Folger, Mrs. J. A. | Halsted, Eminent P. |

HANCOCK BROS.

ROLL AND RESERVED SEAT TICKETS

25 JESSIE STREET

DOUGLAS 2191

SAN FRANCISCO, CALIFORNIA

CITY TRANSFER CO.

SERVES SAN FRANCISCO OPERA CO.
WHY NOT YOU?

MOVING - STORAGE - SHIPPING

162 TURK STREET

PROSPECT 3060

MORGAN MUSIC STUDIO

872 CHESTNUT STREET., SAN FRANCISCO

VIRGINIA MORGAN

FRANCES MORGAN

HARP INSTRUCTION
HARPIST OF THE
SAN FRANCISCO SYMPHONY

VIOLIN INSTRUCTION
MEMBER OF THE
MORGAN TRIO

TELEPHONE: TUXEDO 2738 FOR APPOINTMENT

SAN FRANCISCO CONSERVATORY OF MUSIC, Inc.

presents

HERBERT GRAF

Stage Director Metropolitan Opera and San Francisco Opera Association
in a lecture

"OPERA PRODUCTION FROM REHEARSAL TO CURTAIN"
at the SAN FRANCISCO MUSEUM OF ART, THURSDAY, OCT. 24, 8:30 p.m.
(Next lecture, *Darius Milhaud, Curran Theatre, Nov. 24, 2:30 p.m.*)

Tickets on sale at SHERMAN, CLAY, S. F. CONSERVATORY OF MUSIC,
3435 Sacramento Street, Telephone WALnut 3496, and at the Door

Host to The World

. . . Any great metropolitan area can from time to time make its influence felt through sheer power of numbers or the careful use of public funds . . . But it takes more than that to deserve a reputation as one of the world's finest hosts . . . It requires a genius for sound leadership and a broad understanding of the value of a full life Such a leadership has San Francisco, for it was San Francisco money and San Francisco enterprise and understanding of the needs of people that made possible two great expositions that directed the favorable attention of the world to the City by the Golden Gate. . . . It is such leadership and such community devotion to the cultural values that have made possible, even in the leanest of years, the outstanding successes of the San Francisco Opera Association.

CITY AND COUNTY OF SAN FRANCISCO

ANGELO J. ROSSI, *Mayor*

NBC Artists Service

OF THE NATIONAL BROADCASTING COMPANY, INC.
 GEORGE ENGLS, *Managing Director*

SAN FRANCISCO and LOS ANGELES OPERA SEASON 1940:

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

PACIFIC COAST CONCERT SEASON 1940-1941

Sopranos

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

Tenors

LAURITZ MELCHIOR
 JAN PEECE
 GEORGE STINSON

Contraltos

MARIAN ANDERSON

Baritones and Basses

DOUGLAS BEATTIE
 RICHARD BONELLI
 FRANK CHAPMAN
 DONALD DICKSON
 EZIO PINZA
 JOHN CHARLES THOMAS

Cellist

EMANUEL FEUERMANN

Violinists

KREISLER
 MISCHA ELMAN
 ROLAND GUNDRY
 NATHAN MILSTEIN
 OSSY RENARDY
 MIRIAM SOLOVIEFF

Pianists

RACHMANINOFF
 BRAILOWSKY
 RUBINSTEIN
 OSCAR LEVANT
 LUBOSHUTZ and NEMENOFF

Special Attractions

ARGENTINITA and HER ENSEMBLE
 BALLET RUSSE DE MONTE CARLO

DON COSSACK CHORUS,

SERGE JAROFF, *Conductor*
 (*Original Cossack Organization*)

Local Concert Management: Concert Division, San Francisco Opera Association
Booking Representative for California, Utah, 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 *continued*

- | | | |
|-----------------------------------|---------------------------------|-----------------------------------|
| Hanley, Charles Patrick | Kahn, Mrs. Ira | Lipman, Mr. F. L. |
| Hanrahan, W. F. | Kahn, Mr. and Mrs. Samuel | Lisser, Dr. and Mrs. H. |
| Harden, Mrs. Robert D. | Kaiser, Henry J. | Livingston, Mrs. and Mrs. David |
| Harrison, Maurice E. | Keast, Mr. and Mrs. George R. | Livingston, E. |
| Hastings, Mrs. Russell P. | Keenan, Mrs. Charles James | Lochead, James K. |
| Hayes, Mr. and Mrs. Elystus | Kendrick, Mr. and Mrs. Charles | Loftus, Mrs. William M. |
| Hazem, Arthur W. | King, Mr. and Mrs. Arthur Dale | Lombardi, Mr. M. E. |
| Healy, Timothy | King, Percy L. | Lowengart, S. |
| Hecht, Edith | Kinney, R. W. | Lowrey, Mrs. A. J. |
| Heller, Mrs. E. S. | Kleijung, Mrs. Josephine R. | Lurie, Mr. and Mrs. Louis R. |
| Heller, Walter D. | Kleinsorge, Mrs. William E. | McAllister, James W. |
| Heller, Walter S. | Knight, Mr. and Mrs. Samuel | McCarty, A. M. |
| Hellman, Mrs. I. W. | Kohn, Marion H. | McCormick, Mrs. William H. |
| Henderson, Mrs. Robert B. | Korbel, Caroline | McDonald, Mr. and Mrs. Angus |
| Hills, Leslie W. | Korbel, Elsa R. | McDonald, Mrs. Mark L. |
| Hills, Mr. and Mrs. Reuben W. Jr. | Koshland, Mrs. Marcus S. | McGinnis, F. S. |
| Hilp, Mr. and Mrs. Harry H. | Koster, Frederick J. | McGregor, John A. |
| Hoffman, Carl | Krick, Mr. and Mrs. Edwin V. | McKee, John D. |
| Hohfeld, Edward | Lang, Albert G. | McNear, Mr. and Mrs. Frederick W. |
| Hooker, Osgood | Langhorne, Mrs. James P. | McNear, Mrs. George P. |
| Hoover, Mrs. Herbert | Larson, Mr. and Mrs. John G. | McVay, John H. |
| Hornlein, Mrs. H. A. | Lathrop, Mrs. Charles G. | MacDonald, Graeme K. |
| Hotaling, George H. | Lathrop, Leland S. | Magnin, Mr. and Mrs. Grover |
| Huntington, Marian | Layman, Dr. Mary H. | Mailliard, Mrs. J. W. Jr. |
| Hyman, Mrs. Joseph | Leventritt, Mr. Mortimer C. | Mattei, A. C. |
| Irvine, Mrs. James | Levison, J. B. | Mendessolle, Evelyn |
| Jacobs, Dr. S. Nicholas | Lilienthal, Mrs. Jesse W. Jr. | Merola, Mr. and Mrs. Gaetano |
| Jeddis, Mrs. Frank L. | Lilienthal, Mr. and Mrs. Samuel | Merritt, H. C. Jr. |
| Judson, Mrs. Chester W. | Lindner, Clarence R. | Meyer, Mrs. George H. C. |
| Johnston, Mr. and Mrs. Clarence | Loran | Meyer, Viola S. |

E. RECCHIA & CO.

TAILORS—IMPORTERS
FOR CAREFULLY DRESSED MEN

508 PHELAN BUILDING
SAN FRANCISCO

GARFIELD 2786



JOHANNA KRISTOFFY

PRIMA DONNA SOPRANO

TEACHER of VOICE

From Primary Beginning to Final Accomplishment
Opera, Church and Concert Repertoire

740 PINE STREET

EXbrook 4366

**THE FAMOUS
MARGERY WILSON
METHOD**

of CHARM, ETIQUETTE,
PERSONALITY BUILDING

Taught Personally in San Francisco

By EVELYN SHIPPER
Graduate and Authorized Teacher

Class and Private Instruction
Interviews by appointment only

845 CALIFORNIA STREET
EXbrook 6175 San Francisco

MYRA KINGSLEY

Celebrated Astrologer

In San Francisco winter 1940-41

CONSULTATIONS

\$10.00 - - \$5.00

ORdway 6707

1380 TAYLOR ST. SAN FRANCISCO



KORBEL SEC . . . CALIFORNIA CHAMPAGNE

*from Del Monte
to the Ritz !!!*



*Served at all
Hotels and
Restaurants*



Distributed by

TRADERS DISTRIBUTING CO.

314 FRONT STREET

SAN FRANCISCO

CALIFORNIA

GUARANTOR MEMBERS *continued*

Michaels, C. F.	Oliver, Mrs. Edwin L.	Saxe, Betty
Miller, Mr. and Mrs. C. O. G.	Orrick, W. H.	Scales, Horace H.
Miller, Mr. and Mrs. Robert Watt	Page, Chas. R.	Schaubye, Carl
Milton, Maxwell C.	Phillips, Mrs. Grattan D.	Schilling, Else
McLaughlin, Mrs. Alfred	Pisani, Gioacchino	Schilling, Walter
Moffat, Henrietta	Poladian, Aram	Schmiedell, Mrs. E. G.
Moffitt, James K.	Pope, Mr. and Mrs. George A.	Schabacher, A. E.
Monteagle, Kenneth	Potter, Mrs. Ashton H.	Schwabacher, Mrs. Frank
Monteagle, Louis F.	Potter, J. Sheldon	Schwabacher, James H.
Monteagle, Paige	Powell, Mr. and Mrs. Stanley	Schwabacher, Mrs. Louis A.
Montgomery, F. H.	Quinn, Mrs. Warren S.	Shainwald, Mr. and Mrs. Richard H.
Moore, Mrs. Joseph A.	Raiss, Mrs. Carl	Shainwald, R. S.
Morgan, Mrs. H. W.	Rawlings, Jane D.	Shuman, J. F.
Munsell, Mrs. Juliet E. O.	Raymond, R. F. I.	Siegfried, Mrs. A. H.
Musick, Mrs. Elvon	Reid, Mrs. James W.	Sinsheimer, May
Musto, Guido J.	Rees, A. S.	Sinton, Mrs. Edgar
Musto, Laura	Requa, Mrs. Mark L.	Slack, Charles W.
Nelson, A. E.	Revet, Mrs. B. S.	Sloss, Mrs. Leon
Nelson, Ralph R.	Reynolds, Ralph A.	Sloss, Mr. and Mrs. M. C.
Neppert, Julia M.	Roos, Mrs. Achilles	Smallwood, Stanley C.
Neustadter, Newton H.	Roos, George H.	Smith, Dr. Wallace B.
Newhouse, A. A.	Roos, Col. and Mrs. Robert A.	Some's, Mrs. George B.
Newman, Mrs. Alfred	Rosekrans, John N.	Stanwood, Mrs. Edward B.
Neylan, Mr. and Mrs. John Francis	Rosenbaum, Mrs. Charles W.	Stern, Mrs. Sigmund
Nixon, Nagene	Rosener, Leland S.	Stout, William W.
Nixon, Mrs. Stanhope	Roth, Mrs. Angela Wing	Strickler, Benka Dunlap
Obujen, Mary L.	Roth, Mr. and Mrs. Wm. P.	Strickler, Dr. and Mrs. John Philip
Oddie, Clarence M.	Rothschild, Mr. and Mrs. W. Lansing	Strickler, John Robert Dunlap
Older, Benj. J.	Russell, Mr. and Mrs. Henry Potter	Sullivan, Mr. and Mrs. Walter H.

ELIZABETH SIMPSON

Piano Specialist . . .

609 SUTTER STREET SAN FRANCISCO
2833 WEBSTER STREET BERKELEY

ELIZABETH WILLS

VOICE BUILDING -- COACHING

SINGERS PREPARED FOR
RADIO - CONCERT - CHURCH - OPERA
BEGINNERS ALSO GIVEN
SPECIAL ATTENTION

701 PINE STREET SUTTER 1584

COOKS - MAIDS - GOVERNESSES
(CHILDREN'S) NURSES - COUPLES
BUTLERS - CHAUFFEURS - HOUSEMEN
GARDENERS AND INSTITUTIONAL HELP
ANDERSON DOMESTIC AGENCY
CERTIFIED AND BONDED SERVICE
1145 POLK ST. AT SUTTER - MEZZ.
FLOOR - SAN FRANCISCO
TUXEDO 6464

STELLA SPRAGUE BEST
TEACHER OF VOICE

PUPILS PREPARED FOR
OPERA - CONCERT

PHONE: GRAYSTONE 2786
STUDIO 204, 2845 VAN NESS AVE.

FASHION FLASH — !!!

ROSE O'BRIEN *has selected —*
Dresses, Coats and ensembles with
distinction, for women of taste,
modestly priced—sizes for all!

Shreve Bldg. 210 Post at Grant Ave.
Rose O'Brien DRESS SHOP
DOUGLAS 8069

ANDRE FERRIER'S

STUDIOS - THEATRE

REAL OPERA TECHNIQUE
SINGING . . . DRAMA
FRENCH CONVERSATION

1470 WASHINGTON STREET
PHONES: ORDWAY 3143, TUXEDO 1731

**"LIBIAMO NE'
LIETI CALICI"**

Traviata



Alfred. *con grazia leggierissimo*

Li - bia - mo, li - bia - mo ne' lie - ti ca - li - ci,
pp che la - bel - lez - za - in - flo - ra; e la — fug - ge - vol, fug -
pp ge - vol o - ra s'in - ne - brii - a - vo - lut - ta

• For more than half a century, delicious, mellow Italian Swiss Colony wines have enabled San Franciscans to heed this melodic invitation to a joyous toast, from the pen of the great Verdi.

ITALIAN SWISS COLONY

California Wines

ALL VARIETIES
BOTTLED OR IN BULK

Since 1881

GENERAL OFFICES
SAN FRANCISCO



GUARANTOR MEMBERS *continued*

Sutro, Alfred	Van Bergen, Mrs. Edward A.	Whitaker, Mr. and Mrs. L. C.
Talbot, Mrs. Andrew B.	Volkman, Mr. and Mrs. Daniel	Wiel, Robert L.
Taylor, Mrs. David Armstrong	Volkman, Johanna M.	Wilcox, Martha
Thierbach, George C.	Voute, G. A.	Williams, Mrs. Selden
Threlkeld, J. H.	Wagner, George	Williams, Stephen
Timson, William	Walker, Mr. and Mrs. Randolph C.	Welch, R. M.
Tobin, C. R.	Wallace, Bradley L.	Worden, Mrs. Clinton E.
Torregano, Mr. and Mrs. Ernest J.	Walter, Mrs. Clarence R.	Wright, Mr. and Mrs. Allen G.
Towne, Mrs. Arthur W.	Warren, Whitney Jr.	Wright, Mr. and Mrs. Harold L.
Towne, Helen	Weber, Robert W.	Younger, Mrs. W. F.
Tubbs, Mrs. Alfred S.	Webster, Mrs. C. A.	Zane, F. A.
Tucker, Mr. and Mrs. Nion R.	Welch, R. M.	Zaruba, Mrs. V.
		Zellerbach, J. D.

GUARANTOR MEMBER ORGANIZATIONS

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

CONTRIBUTING MEMBER ORGANIZATIONS

Blum's	Livingston Bros., Inc.	Roos Bros.
Bordens' Dairy Delivery Co.	I. Magnin & Company	Ransohoff's
Bullock & Jones Co.	Hotel Mark Hopkins	Shreve & Company
City Transfer & Storage Co.	Maison Mendessolle	St. Francis Beauty Salon
Columbia Concerts Corporation	National Broadcasting Co.	Standard Oil Company of California
Don Lee	O'Connor, Moffatt & Co.	Sommer & Kaufmann
Fairmont Hotel	Palace Hotel	Hotel St. Francis
Nelly Gaffney	Podesta & Baldocchi	Yellow Cab Co.
Lovina Hund, Inc.	Munson School for Private Secretaries	



**CALIFORNIA
CHAMPAGNE**

☆

*of the Finest
Quality*

☆

**WEST COAST
VINTNERS, Inc.**

605 SANSOME STREET
SAN FRANCISCO

FRANK J. BRUCATO, *General Manager*

PRESENT THIS AD AND
RECEIVE 15% DISCOUNT
ON

XMAS CARDS

of Originality and Distinction

THE PROCESS COMPANY

690 MARKET STREET, Suite 207
GARFIELD 2913
Formerly 694 Market Street

BUFFET SERVICE

•

CHAMPAGNES MAY BE ORDERED AHEAD FOR CHILLING, READY FOR INSTANT SERVICE DURING INTERMISSION.

TABLES MAY BE RESERVED FOR EVENING OR SEASON BY ARRANGEMENT WITH HEAD WAITER.

BELL RINGS THREE MINUTES BEFORE CURTAIN.

USE ELEVATOR DURING INTERMISSIONS.

R. C. O'BRIEN, CONCESSIONS

COLUMBIA CONCERTS CORPORATION

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*	KRAEUTER TRIO
JOHN CARTER*	LOTTE LEHMANN*
ROBERT CASADESUS	EUGENE LIST
RICHARD CROOKS*	NINO MARTINI*
MILDRED DILLING	ERNEST MCCHESENEY
NELSON EDDY	DOROTHY MAYNOR
DANIEL ERICOURT	KATHRYN MEISLE*
EDWINA EUSTIS	JAMES MELTON
ZINO FRANCESCATTI	YEHUDI MENUHIN
DALIES FRANTZ	GREGOR PIATIGORSKY
MARIA GAMBARELLI	GEN. PLATOFF DON COSSACK CHORUS
IGOR GORIN	LILY PONS*
LANSING HATFIELD	PAUL ROBESON
JASCHA HEIFETZ	BIDU SAYAO*
JOSEF HOFMANN	ALBERT SPALDING
VLADIMIR HOROWITZ	LAWRENCE TIBBETT*
JOSE ITURBI	TRAPP FAMILY SINGERS
HELEN JEPSON*	HELEN TRAUBEL*

VRONSKY AND BABIN

Making Pacific Coast Concert Tours—Season 1940-41

COLUMBIA CONCERTS CORPORATION

of

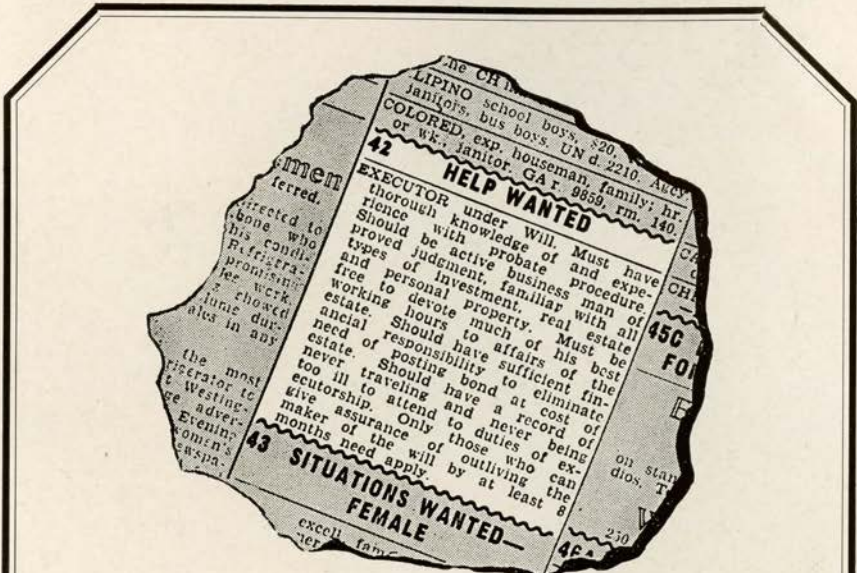
COLUMBIA BROADCASTING SYSTEM

113 WEST 57TH STREET NEW YORK CITY

Pacific Coast Representative: L. E. BEHYMER

415 AUDITORIUM BLDG., LOS ANGELES

**Member, Metropolitan Opera Company*



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

TRUST DEPARTMENT

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*

Satisfies

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

SUNDAY MATINEE
OCTOBER 20, at 2:15



Lakme

*Opera in three acts. Music by Léo Delibes.
Text (in French) by Gouinnet and Gille.
Taken from the story, "Le Mariage de Loti"*

The Cast

Lakmé, daughter of Nilakantha..... LILY PONS
Gerald .. { Officers of the British }..... RAOUL JOBIN
Frederic { Army in India }..... GEORGE CEHANOVSKY
Nilakantha, a Brahmin priest..... ALEXANDER KIPNIS
Hadji, a Hindu slave..... ANDRE FERRIER
Mallika, Lakmé's slave..... IRRA PETINA
Mrs. Bentson, a governess..... SUE BELLE BROWN
Ellen, the Governor's daughter..... NORMA ANDREOTTI
Rose, her companion..... MONA PAULEE
A Jewish Vendor..... PAUL LIEBER
A Sepoy..... ARTHUR COLIN HARVEY
A Fortune Teller..... ROBERT BALLAGH

*Hindoos, Altar Girls, English Officer, and Ladies, Sailors, Soldiers
Tourists, Bayaderes, Chinese, Merchants, Fakirs*

Incidental Dances by WILLAM CHRISTENSEN, *Ballet Master*

Principal Dancers: JANET REED, NORMAN THOMSON, FRANK MARASCO
Corps de Ballet

Stage Director
ARMANDO AGNINI

Conductor
GAETANO MEROLA

Chorus Master
WILLIAM TYROLER

Time and Place About 1880; India.

ACT I: A Sacred Garden.

ACT II: A Bazaar.

ACT III: An Indian Forest.

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

