

Manon

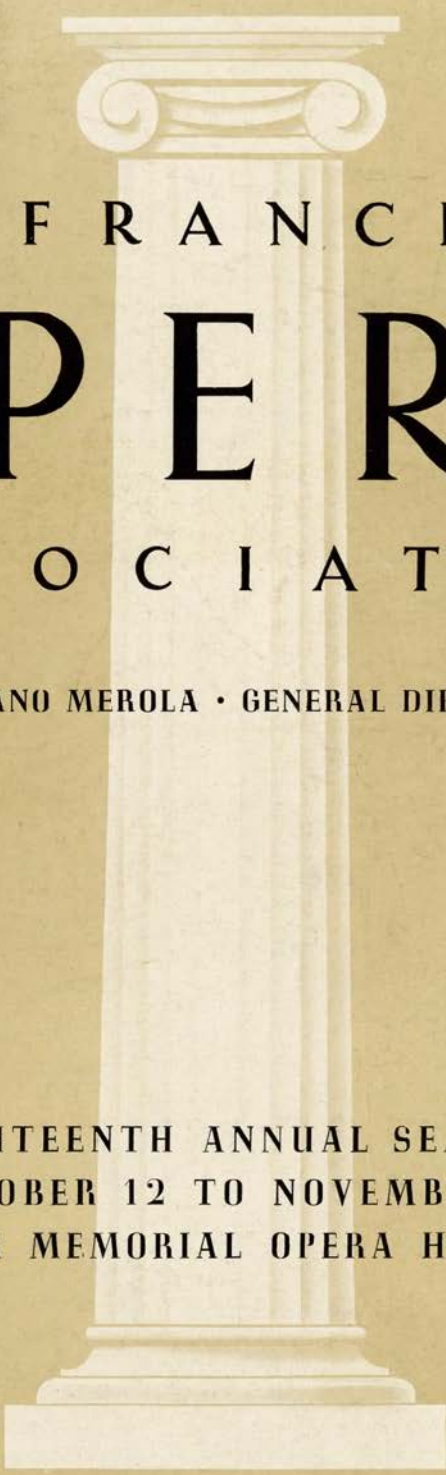
1940

Friday, November 1, 1940 8:00 PM

SFO_PUB_01_SFO_1940_07

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
Enric 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

MISSSES

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

MISSSES

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

WEDNESDAY EVENING, FEBRUARY 5

GLADYS SWARTHOUT

CAPTIVATING AMERICAN SOPRANO

TUESDAY EVENING, NOVEMBER 26

BIDU SAYAO

SOPRANO - OPERA'S GLAMOUR GIRL

TUESDAY EVENING, FEBRUARY 11

MARIAN ANDERSON

THE GREATEST LIVING CONCERT SINGER

MONDAY EVENING, DECEMBER 2

FRITZ KREISLER

WORLD'S MOST BELOVED VIOLINIST

THURSDAY EVENING, FEBRUARY 13

VLADIMIR HOROWITZ

SENSATIONAL RUSSIAN PIANIST

SUNDAY AFTERNOON, DECEMBER 8

ARGENTINITA

AND HER SPANISH DANCERS

TUESDAY EVENING, MARCH 25

ARTUR RUBINSTEIN

DYNAMIC TITAN OF THE PIANO

TUESDAY EVENING, DECEMBER 10

FRANCESCATTI

BRILLIANT NEW VIOLINIST STAR

SUNDAY AFTERNOON, MARCH 30

MISCHA ELMAN

TONE MASTER OF THE VIOLIN

SUNDAY AFTERNOON, JANUARY 5

LINA PAGLIUGHI

THE NEW TETRAZZINI

TUESDAY EVENING, APRIL 1

NINO MARTINI

TENOR STAR OF OPERA, CONCERT, FILMS

THURSDAY EVENING, JANUARY 16

DON COSSACK CHORUS

WORLD'S GREATEST SINGING ENSEMBLE

TUESDAY EVENING, APRIL 22

JOSEF HOFMANN

THE "COMPLETE PIANIST"

TUESDAY EVENING, JANUARY 21

JASCHA HEIFETZ

THE VIOLINIST OF PERFECTION

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



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



* RELATIVELY SO COMPARED TO OTHER FOODS

FRIDAY NIGHT
NOVEMBER 1, at 8:00



Manon

*Opera in five acts. Music by Jules Massenet.
Text (in French) by Meilhac and Gille, after
the novel by Abbé Prévost.*

The Cast

Manon Lescaut.....BIDU SAYAO
Chevalier des Grieux.....TITO SCHIPA
Lescaut, *Manon's cousin*.....JOHN BROWNLEE
Count des Grieux.....LORENZO ALVARY
Guillot Morfontaine, *a roué*.....ALESSIO DE PAOLIS
De Brétigny, *a nobleman*.....GEORGE CEHANOVSKY
Maid.....MARGARET RITTER
First Guard.....ROBERT BALLAGH
Second Guard.....STANLEY NOONAN
Citizens, Travelers, Nobles, Soldiers, Prisoners

Stage Director
ARMANDO AGNINI

Conductor
GAETANO MEROLA

Chorus Master
WILLIAM TYROLER

Time and Place 1721; Amiens, Paris, Havre.

ACT I: Courtyard of an Inn, Amiens.
ACT II: Boudoir, in Manon's House, Paris.
ACT III: Anteroom in Seminary of Saint Sulpice.
ACT IV: Gambling Salon, Hotel Transylvanie.
ACT V: Road to Havre.

SEATS FOR "CARMEN", TOMORROW NIGHT
ARE AVAILABLE AT SHERMAN, CLAY BOX OFFICE

Bell rings three minutes before curtain rises - Encores not permitted



The Story of "Manon"

ACT I

Lescault, a bibulous officer of the guard, is waiting the coming of a coach bearing Manon, his cousin, who is being sent to a convent in his care. On her arrival, Guillot Morfontaine, an old roué, who is at the 'inn with a party, takes a fancy to the petite and pretty Manon and pays her court. Amused but flattered, Manon rejects his advances and he is called away by Bretigny, his traveling companion. Among those who have been attracted by Manon is young Chevalier des Grieux on his way to begin study for the priesthood. He approaches and pays his addresses. Manon, not liking the prospect of life in a convent, accepts his proposal and suggests an elopement to Paris. They use Guillot's coach for the purpose.

ACT II

Des Grieux and Manon are living in an apartment in Paris. Des Grieux writes for his father's consent to his marriage with Manon and goes out to post the letter. The capricious Manon, having found that the modest style of their menage hardly meets with her desires, listens to the advances made to her by Bretigny, who promises a life of luxury. It ends by her conniving in a scheme, planned by the elder Des Grieux, for carrying off the son from his questionable surroundings. However, she cannot leave without regret, for she knows how deeply Des Grieux loves her. And when he returns from posting the letter and tells her of a dream that has come to him, it is with a heavy heart that she thinks of their separation. A knock at the door halts the dream narrative. Manon, suddenly repentant, vainly tries to prevent her lover's capture.

ACT III

Manon, as the mistress of Bretigny, is admired and feted. During an entertainment she has overheard a conversation between Bretigny and the elder Des Grieux from which she learned that the latter's son is a novice at Saint Sulpice, and seized with a sudden return of her old love she has hastened to the seminary. But the father is before her. He does his utmost to persuade his son from taking up the holy life. Des Grieux stubbornly refuses and seeks the sanctity of his cell. Manon arrives and sends for him. Des Grieux prays for strength to resist her sensuous pleadings. It is in vain and he flees the monastery with her.

ACT IV

That Manon may have her love and still satisfy her craving for luxury, she persuades Des Grieux to gamble. In a fashionable temple of chance he wins large sums from Guillot, who revenges himself by denouncing Des Grieux as a cheat and Manon as an accomplice. Des Grieux and Manon are placed under arrest. The former is released through his father's influence, but Manon is sentenced to deportation.

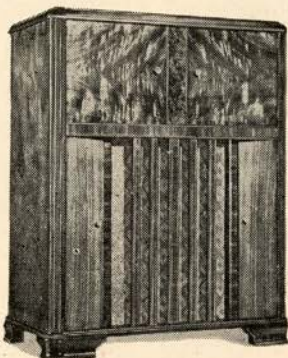
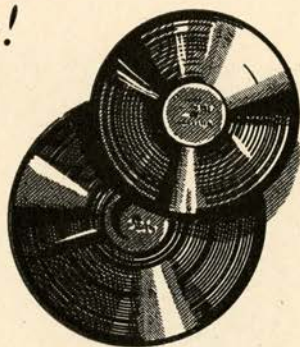
ACT V

Des Grieux is waiting for Manon to pass on her way to the ship that is to carry her into her exile. She approaches and, exhausted by the harsh treatment and illness, falls by the wayside. Lescault restrains Des Grieux from attacking the guard and himself disappears with the sergeant that Manon may find peace in her lover's arms.

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

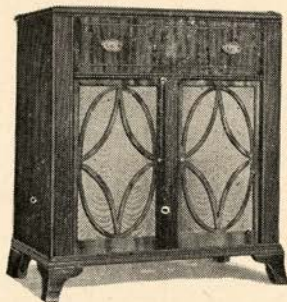
Take advantage of reduced record prices to add favorites to your recorded Opera Library . . . ready to play at a moment's notice, long after the performance is just a memory!

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, walnut 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**

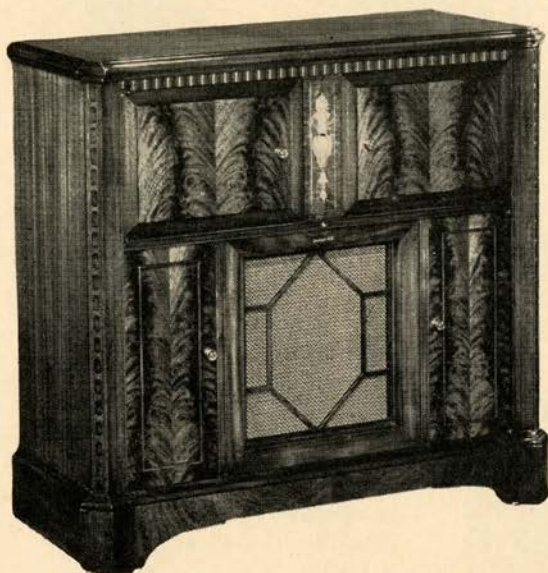


SCHWABACHER-FREY
 MARKET OPPOSITE GRANT

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

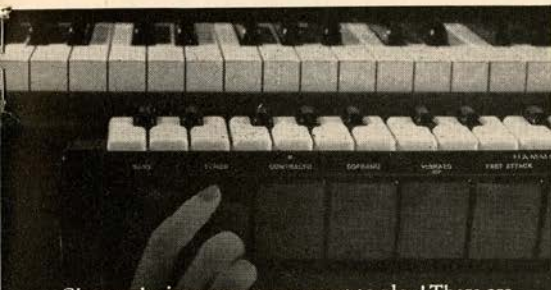
SHERMAN, CLAY, Kearny and Sutter Streets,

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

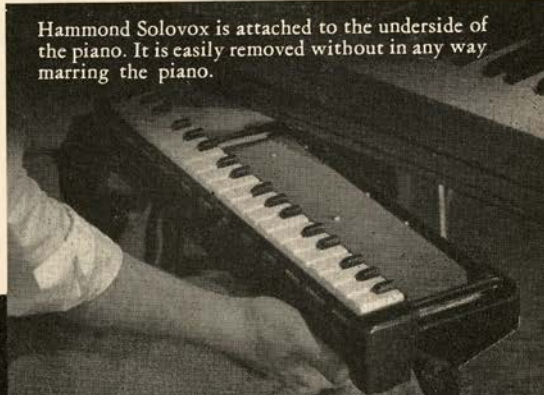
NAME

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

City

DOUGLAS 4500



Paris

UNION SQUARE



*Bess Schlank
famous
Couturiere*

*presents her
Fall Collection
of*

*Gowns
Wraps
Furs*

**CITY OF PARIS
THIRD 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 WALTI



VERNA OSBORNE



LESLIE GEORGE



WALTER LORENZ

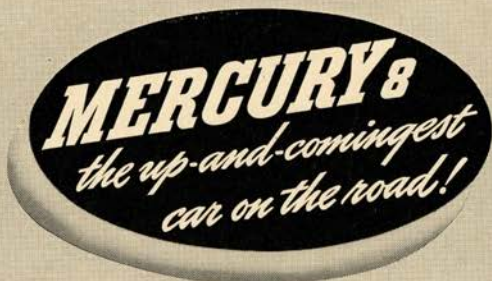


MARI MONTE



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!



SATURDAY NIGHT
NOVEMBER 2, at 8:15



Carmen

*Opera in four acts. Music by Georges Bizet.
Text (in French) by Meilhac and Halévy,
after Prosper Mérimée's Romance.*

The Cast

Carmen MARJORIE LAWRENCE
Don José RAOUL JOBIN
Micaela VERA OSBORNE
Escamillo, *the Toreador* EZIO PINZA
Zuniga, *Captain of Dragoons* LORENZO ALVARY
Frasquita ... } *Companions of Carmen* { THELMA VOTIPKA
Mercedes ... } ALICE AVAKIAN
Dancairo } *Smugglers* { GEORGE CEHANOVSKY
Remendado } ALESSIO DE PAOLIS
Morales, *an officer* STANLEY NOONAN

*An Innkeeper, Guide, Soldiers, Citizens, Boys, Cigaret Girls,
Gypsies, Smugglers.*

Incidental Dances by WILLAM CHRISTENSEN, *Ballet Master*

Principal Dancers: EMITA DE SOSA, LEW CHRISTENSEN
Corps de Ballet

Stage Director

ARMANDO AGNINI

Conductor

GAETANO MEROLA

Chorus Master

WILLIAM TYROLER

Time and Place About 1820; Seville, Spain.

ACT I: A Public Square.

ACT II: Interior of Tavern in Suburbs.

ACT III: A Rocky Pass in the Mountains at Night.

ACT IV: Square at Entrance to Bull Ring.

Bell rings three minutes before curtain rises - Encores not permitted



The Story of "Carmen"

ACT I

Micaela, a country maid to whom Don José, young brigadier, is engaged, seeks her affianced with a message from his mother. He is not on duty, and embarrassed by the attentions of the soldiers, she leaves. The new guard marches in. José is told that Micaela has come to see him, and he sits thinking of her. Cigarette girls stream out from the factory near by, with them, Carmen the gypsy. Attracted by the indifference of handsome Don José, Carmen sings directly to him. Throwing him a flower, she leaves him, dazed and bewildered. A moment later a stabbing affray with a rival factory girl leads to the Gypsy's arrest and she is placed in the care of José. A few more smiles and José is half persuaded to allow her to escape and to join her later at the Tavern of Lillas Pastia. There is a sudden struggle, the soldier lets go his hold, and Carmen flees.

ACT II

Carmen and a band of gypsies are singing a gay song. She remembers that the soldier who went to prison for her is now at liberty and shortly will join her. Morales, of José's guard, is trying to win her favor, but she laughs at him. The famous bull-fighter Escamillo enters and she devotes herself to him. Morales is enraged. Both men leave and the tavern is closed. The inn-keeper then admits two smugglers who tell their plans to the girls whom they invite to join them. Carmen, alone, will not go. She is waiting for José, whose arrival leads to an ardent love scene. But he hears the trumpet sounding the retreat and tells Carmen he must return to his regiment. She is incensed and tells him that she hates him. Desperately he pours out his love and Carmen hurries to paint attractively the life they might lead together in the mountains. Despite her charms José is about to leave when his officer appears and orders him back to line. Resentfully José defies the captain, and escapes to the smugglers' camp. with Carmen.

ACT III

José is unhappy in the life of a bandit, and Carmen, tiring of her gloomy lover, dreams of the Toreador. José threatens to kill her if she abandons him. "Death comes as Fate decrees," is her answer. She lays out the cards. They predict that she and her lover will die. Two visitors arrive: Escamillo, to see Carmen, and Micaela with a message from José's dying mother. The jealous José sees only Escamillo and shoots at him. Escamillo goes at once, but challenges José to meet him later. Micaela implores José to go to his mother. They leave together.

ACT IV

Carmen has become Escamillo's adored mistress. Magnificently dressed she comes with him to the entrance of the bull-ring, where he takes leave of her with impassioned song. Then the clouds of tragedy, which Carmen had read in the cards, lower in truth. Don José comes to Carmen to plead with her to be kind to him. Escamillo's name sounds in the arena amid wild applause, and Carmen repulses José with biting scorn. Escamillo's name again rings out, and the cheated José stabs Carmen to the heart.

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 UNSET:

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

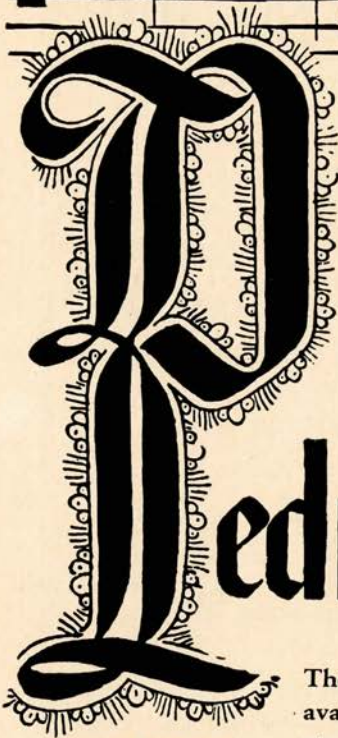
COSMOPOLITAN ATTRACTIONS

PAUL POSZ

26 O'FARRELL STREET

SAN FRANCISCO

TELEPHONE: YUKON 0400



From the bodegas of Pedro Domecq

Bottled in Jerez, Spain

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

☆
**METROPOLITAN
SYMPHONY
OF LIVING**



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

EX 5738

Music Album

14 TILLMAN PLACE



Off Grant nr. Sutter

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.	Gartlenlaub, 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. Mortimer Jr.	Hale, Mrs. Prentiss Cobb
Dawson, Kenneth D.	Flowers, Mrs. Joseph	Hale, Reuben B.
Deering, Mrs. Charles J.	Flynn, John L.	Hall, Frederic W.
<i>In Memoriam</i>	Folger, Mrs. J. A.	Hall, Herbert E.
<i>Deering, Frank Prentiss</i>		Halsted, Eminel 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

HARP INSTRUCTION
HARPIST OF THE
SAN FRANCISCO SYMPHONY

FRANCES MORGAN

VIOLIN INSTRUCTION
MEMBER OF THE
MORGAN TRIO

TELEPHONE: TUXEDO 2738 FOR APPOINTMENT

San Francisco Conservatory of Music, Inc.

24TH YEAR

3435 SACRAMENTO STREET

WALNUT 3496-3497

OFFERS A THOROUGH MUSICAL EDUCATION

Day and Evening Instruction in:

PIANO	VOICE	TRUMPET	HARMONY	ORCHESTRA
VIOLIN	ORGAN	FLUTE	EAR TRAINING	CHORUS
CELLO	CLARINET	SIGHT SINGING	COUNTERPOINT	ENSEMBLE
NORMAL COURSES WITH DIPLOMA			SPECIAL CHILDREN'S CLASSES	

BRANCHES IN OTHER CITIES

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

Contraltos

MARIAN ANDERSON

Baritones and Basses

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

Violinists

KREISLER
MISCHA ELMAN
ROLAND GUNDRY
NATHAN MILSTEIN
OSSY RENARDY
MIRIAM SOLOVIEFF

Pianists

RACHMANINOFF
BRAILOWSKY
RUBINSTEIN
OSCAR LEVANT
LUBOSHUTZ and NEMENOFF

Tenors

LAURITZ MELCHIOR
JAN PEECE
GEORGE STINSON

Cellist

EMANUEL FEUERMANN

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 leggerissimo*

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

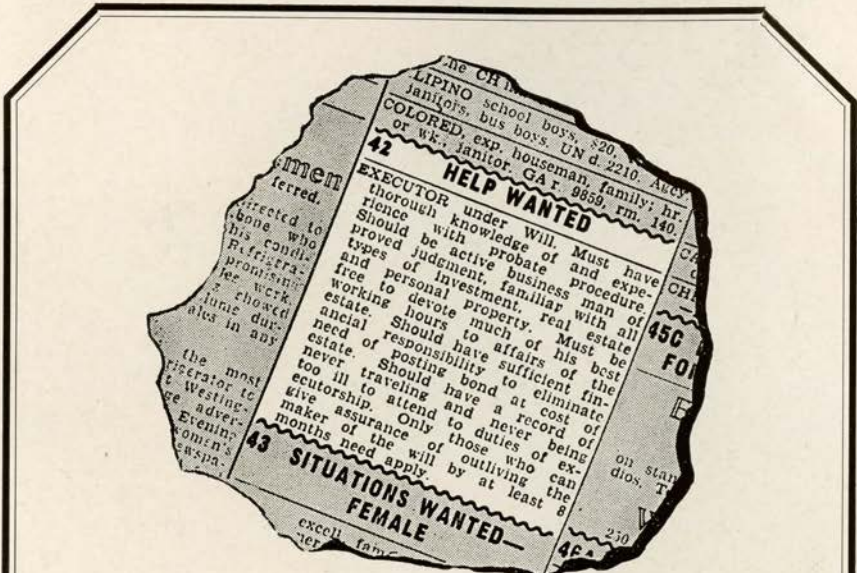
COLUMBIA BROADCASTING SYSTEM

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