La Gioconda

1948

Sunday, October 3, 1948 2:00 PM

SFO_PUB_01_SFO_1948_11

Publications Collection

San Francisco Opera Archives



26 THANNUAL SEASON

SAN FRANCISCO OPERA ASSOCIATION

SEPTEMBER 14 THROUGH OCTOBER 17, 1948





LIVINGSTON BROS . GRANT AVENUE at GEARY

Dean Witter Review and Analysis

Our weekly Review and Analysis discusses pertinent factors of the Stock market and the underlying value of individual securities.

Copies available on request

DEAN WITTER & Co.

New York Stock Exchange

San Francisco Stock Exchange

Los Angeles Stock Exchange

and other leading security and commodity exchanges

SAN FRANCISCO 6

LOS ANGELES

45 Montgomery Street Telephone EXbrook 2-7211 NEW YORK



SAN FRANCISCO TRADITION

BEFORE THE OPERA
...Dine in the exquisite Garden Court

AFTER THE OPERA

Supper in the Garden Court and dance to the fascinating rhythms of

FRANKIE MASTERS

and his orchestra

The Palace Hotel

Edmond A. Rieder, General Manager



Dyears experience in finance is yours when you name this bank the executor of your will

THE SAN FRANCISCO BANK

Savings Incorporated Feb. 10, 1868 • Member Federal Deposit Insurance Corp. Trust
526 CALIFORNIA STREET, SAN FRANCISCO
Parker S. Maddux, President

ART COMMISSION OF THE CITY OF SAN FRANCISCO

TO THE MUSIC LOVERS OF SAN FRANCISCO:

For many years San Francisco has been justly proud of its musical achievements; particularly that contribution made by the people, themselves, in supporting with public funds the annual concert series of our internationally-famed San Francisco Symphony Orchestra.

In 1949, The Art Commission, which presents these concerts, hopes to further enhance the richness of San Francisco's musical history.

Traditionally, the Art Commission concerts have been presented during the regular Fall and Winter symphony season at the Civic Auditorium.

Next year an entirely new policy will prevail.

First, the concerts, a series of five, will be performed in San Francisco's beautiful War Memorial Opera House where, truly, the music of our great Symphony Orchestra rightfully belongs.

Second, they will be offered during the month of May in what will be known as "The San Francisco Spring Music Festival."

The 1949 series will be under the baton of Dimitri Mitropoulos, distinguished conductor, and will present famed artists and soloists at each performance.

We contemplate this music festival will be held annually and hope it is destined to become an outstanding contribution to our city's cultural endeavors.

And, as a result, San Francisco, already looming brightly among the music-conscious communities of the world, should go on to new and loftier heights.

Sincerely,

Haroed & Zellerbach

President

Magnascope TELEVISION by Magnavox



The WINDSOR IMPERIAL radio-phonograph with television

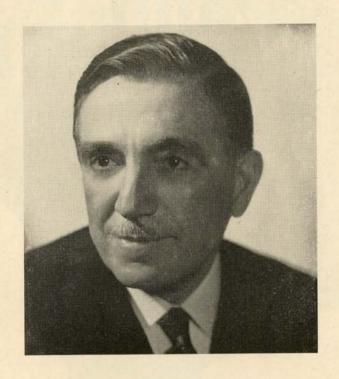


STERLING has a complete selection of magnificent period and modern Magnavox Television and Radio Phonograph Combinations. Enjoy the finest picture quality, the most beautiful furniture styling and the thrilling realism of high fidelity sound reproduction. Truly an investment in gracious living!

Radio-Phonographs 179.50 to 895.00 Television Receivers 299.50 to 750.00 (may be added at any time)

STEBLING Saxe

1049 MARKET . SAN FRANCISCO



GAETANO MEROLA

GENERAL

DIRECTOR

SAN FRANCISCO OPERA COMPANY



San Francisco Opera Association

For the Eighth Consecutive Year

Baldwin

Open Thursday Evenings Until 9

310 SUTTER .

SAN FRANCISCO

SUtter 1-8500

19th & WEBSTER

OAKLAND

HIgate 4-1636

SAN FRANCISCO OPERA ASSOCIATION



OFFICERS

KENNETH MONTEAGLE President

MRS. STANLEY POWELL Vice-President

ARTHUR MERRILL BROWN, JR. Vice-President

CHARLES R. BLYTH Vice-President

GEORGE T. CAMERON Treasurer

PAUL POSZ Secretary

BOARD OF DIRECTORS

GEORGE WASHINGTON BAKER, JR. CHARLES R. BLYTH ARTHUR MERRILL BROWN, JR. GEORGE T. CAMERON WILLIAM W. CROCKER MORTIMER FLEISHHACKER

ROBERT WATT MILLER KENNETH MONTEAGLE JOHN FRANCIS NEYLAN MRS. STANLEY POWELL MRS. HENRY POTTER RUSSELL NION R. TUCKER

EXECUTIVE STAFF

GAETANO MEROLA General Director

CURRAN SWINT, Publicity Director

ARTHUR FRAHM-MICHAEL D. RICH Ticket Sales

PHYLLIS AMATI Season Tickets

PAUL POSZ

Manager

EVELYN CROCKETT-CLADE VON BESSER Office Secretaries

THE SAN FRANCISCO OPERA ASSOCIATION

Presents

SAN FRANCISCO'S GREATEST DANCE FESTIVAL

Only Touring Ballet Company to Play in San Francisco
This Season

THE ONE AND ONLY

Ballet Russe de Monte Carlo

Eleven Gala Performances

Repertoire

Evenings at 8:30

Monday Eve., November 29
LES SYLPHIDES
**SEVENTH SYMPHONY
GAITE PARISIENNE

Tuesday Eve., November 30
BALLET IMPERIAL
**PAS DE QUATRE
CIRQUE DE DEUX
BEAU DANUBE

Wednesday Eve., December 1 SWAN LAKE *QUELQUES FLEURS SCHEHERAZADE

Thursday Eve., December 2
CONCERTO BAROCCO
GISELLE
MADRONOS

Friday Eve., December 3

**ROUGE ET NOIR
SEVENTH SYMPHONY
GAITE PARISIENNE

Saturday Mat., December 4
CIRQUE DE DEUX
THE NUTCRACKER
RODEO

Matinees at 2:30

Sunday Mat., December 5
PAS DE QUATRE
RAYMONDA
MADRONOS

Sunday Eve., December 5 MOZARTIANA PAS DE DEUX ROUGE ET NOIR QUELQUES FLEURS

Monday Eve., December 6
CONCERTO BAROCCO
PAS DE QUATRE
COPPELIA

Tuesday Eve., December 7

THE NUTCRACKER
NIGHT SHADOW
SCHEHERAZADE

Wednesday Eve., December 8
PAS DE QUATRE
SEVENTH SYMPHONY
QUELQUES FLEURS
BEAU DANUBE

* New ** Revival

* * *

Tenth Anniversary Season of

THE GREATEST BALLET COMPANY IN THE WORLD

With a Group of Stars Headed by

ALEXANDRA DANILOVA · FREDERIC FRANKLIN

and a Brilliant Corps de Ballet

New Artists Symphony Orchestra New Productions

Tickets: \$3.60, \$3.00, \$2.40, \$1.80, \$1.20, Tax Incl.
Opera Box Office, City of Paris, EX 2-8585

WAR MEMORIAL OPERA HOUSE

BOARD OF GOVERNORS

GEORGE WASHINGTON BAKER, JR. P. A. BERGEROT CHARLES R. BLYTH I. BRENDAN BRADY H. SEWALL BRADLEY ARTHUR MERRILL BROWN, JR. GUIDO CAGLIERI MRS. GEORGE T. CAMERON GEORGE T. CAMERON CHARLES A. CHRISTIN TEMPLETON CROCKER WILLIAM W. CROCKER GEORGE E. CROTHERS MRS. FRANK P. DEERING MISS MARY C. DUNHAM SIDNEY M. EHRMAN MRS. WILLIAM M. FITZHUGH MORTIMER FLEISHHACKER A. P. GIANNINI RANDOLPH HALE REUBEN B. HALE MRS. LAWRENCE W. HARRIS I. EMMETT HAYDEN TIMOTHY HEALY EDWARD D. KEIL CHARLES H. KENDRICK MRS. MARCUS S. KOSHLAND

LEWIS A. LAPHAM MRS. STINE LEIS M. E. LOMBARDI MISS SALLIE MAYNARD WILLIAM GLADSTONE MERCHANT MRS. C. O. G. MILLER ROBERT WATT MILLER KENNETH MONTEAGLE GUIDO MUSTO MRS. JOHN FRANCIS NEYLAN IOHN FRANCIS NEYLAN RALPH L. PHELPS MRS. STANLEY POWELL STANLEY POWELL MRS. LEON RICHARDSON MRS. HENRY POTTER RUSSELL A. SBARBORO FRED R. SHERMAN MRS. M. C. SLOSS RALPH J. A. STERN MRS. SIGMUND STERN MRS. DAVID ARMSTRONG TAYLOR M. C. THRELKELD NION R. TUCKER RANDOLPH C. WALKER WHITNEY WARREN, JR.

WAR MEMORIAL OPERA HOUSE

(OWNED AND OPERATED BY THE CITY AND COUNTY OF SAN FRANCISCO THROUGH THE BOARD OF TRUSTEES OF THE WAR MEMORIAL)

BOARD OF TRUSTEES

D. LYLE GHIRARDELLI President BEN BAGGENSTOS SIDNEY M. EHRMAN WILBUR A. HENDERSON Vice-President FRANK A. FLYNN DAN S. HEWITT MILTON W. KLETTER

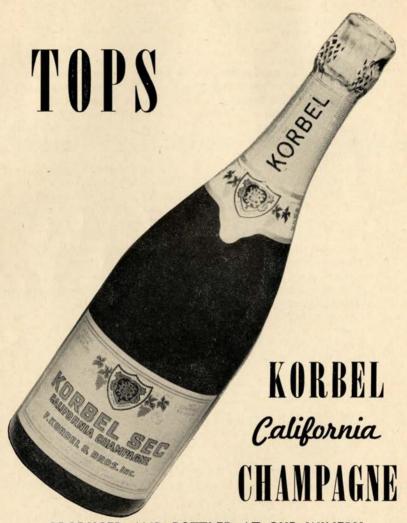
CHARLES B. KLEUPFER GUIDO J. MUSTO RICHARD H. NEWHALL RALPH J. A. STERN

EDWARD SHARKEY Managing Director of The War Memorial E. LAWRENCE GEORGE Secretary to the Board of Trustees

Buffet Service in Basement Promenade and Dress Circle during all performances

LIBRETTOS AND OPERA GLASSES IN FOYER . 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



PRODUCED AND BOTTLED AT OUR WINERY

F. KORBEL & BROS., INC.

Guerneville, California

DISTRIBUTORS:

"21" BRANDS, INC. NEW YORK, N.Y. TRADER DISTRIBUTING CO.

SAN FRANCISCO OPERA COMPANY

CONDUCTORS

KURT HERBERT ADLER PAUL BREISACH PIETRO CIMARA ERICH LEINSDORF DICK MARZOLLO GAETANO MEROLA WILLIAM STEINBERG

MUSICAL STAFF

GLAUCO CURIEL, ANTONIO DELL'OREFICE, TIBOR KOZMA, KARL KRITZ, WALTER TAUSSIG, HERMANN WEIGERT, Assistant Conductors; KURT HERBERT ADLER, Chorus Director and Musical Secretary; WILLAM CHRISTENSEN, Choreographer and Ballet Master; MADI BACON, Director Boys Chorus; NAOUM BLINDER, Concert Master; BORIS BLINDER, Principal Cellist; JULIUS HAUG, Orchestra Manager; ALMA HAUG, Librarian; DORA DI TANO, Chorus and Ballet Accompanist

STAGE DIRECTION

ARMANDO AGNINI, Stage and Technical Director; WILLIAM WYMETAL, Stage Director; ETIENNE BARONI, Stage Manager; GLYNN ROSS, Assistant Stage Director

ARTISTS

JOHN GARRIS LICIA ALBANESE Tenor Sobrano EVARISTO ALIBERTINI HERTA GLAZ Contralto TITO GOBBI LORENZO ALVARY Bass Baritone SHERRIL ALVER MARY JANE GRAY Soprano Soprano PAUL GUENTER JAMES ATTARIAN Baritone Tenor HOWARD HARTMAN SALVATORE BACCALONI Baritone Bass LOIS HARTZELL EILEEN BALDWIN Soprano Soprano COLIN HARVEY KURT BAUM Tenor Baritone WINIFRED HEIDT EULA BEAL Contralto Contralto NORMAN BENSON ELMA HEITMAN Soprano Baritone ESTHER V. HESSLING MARIO BINCI Contralto Tenor HERBERT JANSSEN JUSSI BJOERLING Teno Baritone BIANCA BRUNI RAOUL JOBIN Tenor Soprano LELIA CAMBI DOROTHY KIRSTEN Sobrano Soprano CHARLES KULLMAN HELEN F. CAREY Contralto Tenor GEORGE CEHANOVSKY KATHLEEN LAWLOR Soprano Baritone LESLIE CHABAY MAX LICHTEGG Tenor Tenor DESIRE LIGETI NADINE CONNER Bass Soprano MAX LORENZINI CAESAR CURZI Baritone Tenor ALESSIO DE PAOLIS PATRICK McVEY Tenor Baritone BENJAMIN A. MARTIN DANIEL DUNO Baritone Baritone SARA MENKES CLOE ELMO Soprano Contralto NICOLA MOSCONA **IOHN FORD** Bass Bass ROBIN NELSON Bass

WALTER OLITZKI Baritone JAN PEERCE CLAUDIA PINZA Soprano EZIO PINZA Bass REGINA RESNIK Sobrano BETTIE SANDERSON Sobrano BIDU SAYAO Soprano JAMES SCHWABACHER Tenor RICHARD SHARRETTS Bass EBE STIGNANI Soprano SET SVANHOLM Tenor FERRUCCIO TAGLIAVINI Tenor ITALO TAJO Bass CLARAMAE TURNER Contralto THEODOR UPPMAN Baritone GIUSEPPE VALDENGO Baritone FRANCESCO VALENTINO Baritone ASTRID VARNAY Soprano PAUL WALTI DOROTHY WARENSKIOLD Soprano LEONARD WARREN Baritone ROBERT WEEDE Baritone MARTINA ZUBIRI Soprano

LIGHT and
MELLOW

Regal Pale

DEGAL AMBER BREWING CO. SAN FRANCI

HORALENSEMBLE C

MISSES

SHERRIL ALVER CARMEN ANDREATTA EILEEN BALDWIN JOSEPHINE BARBANO ELINOR BERTRAM ELINOR BERTRAM
MARGARET BIEDMA
EILEEN BROWNE
BIANCA BRUNI
JEAN BURLINGHAM
LELIA CAMBI
ROSE CARDINALE

EVARISTO ALIBERTINI
ANTHONY ALONZO
JAMES ATTARIAN
NORMAN BENSON
LOUIS BRAUNSTEIN
WILLIS BURROUGHS
MARTIN CLARK
CECIL COOPER
NICHOLAS CRESCI
CAESAR CURZI
GALLIANO DANELUZ
FLOYD DAVIS
AMERIGO DEL GRANDE
FREDERICK D. FRASER
JOSEPH GIAMMONCO

TOMMY BATTAGLIA DONALD BAUMAN RONALD BOURDON TEDDY BURTON MICHAEL BUTCHER JOHN CAMARGO RONALD GHEZZI GEORGE GORBATENKO ERNEST HERNANDEZ

SALLY BAILEY BONNY BELL VELERIE BOOTH VELERIE BOOTH
JANE BOWEN
CELENA CUMMINGS
BETTY CUNEO
VADJA DEL ORO
PATRICIA DUNN
JOAN EDGERTON
CAROLYN GEORGE
NANCY JOHSON
PATRICIA JOHNSTON
ARLAND LE CRONE

MISSES

EUGENE B. DUNKEL
Scenic Artist

L. MITCHELL Master Electrician

MISSES
HELEN F, CAREY
ELEANOR CORYELL
ELOISE FARRELL
MARY JANE GRAY
IRENE HALICKI
THORA HARPER
ELMA HEITMAN
ESTHER V. HESSLING
ORTHELLA HUGHES
SYBIL LOUISE KNAPP
KATHLEEN LAWLOR
MARY LENIHAN MARY LENIHAN

MESSRS.

MESSRS.
PAUL GUENTER
COLIN HARVEY
EDSON B. HOEL
FREDERICK HUTCHINSON
GEORGE D. JENSEN
JOSEPH LAZZARINI
VERNON LOOMER
MAX LORENZINI
AUGUSTO LOURENZO
PATRICK McVEY
GUILIO MANCINI
BENJAMIN A. MARTIN
CARLO MENNUCCI
BRADFORD MORSE
ALEXANDER M. MURRAY ALEXANDER M. MURRAY

MARY MARGARET LUCAS
MARGERY McCARTHY
GRETA NELSON
JO O'CONNELL
ELIZABETH PHARRIS
BETTIE SANDERSON
WINIFRED K. SCHAMP
MARY JANE SPRY
MARY JEAN TURNBULL
VIRGINIA WILCOX
MARTINA ZUBIRI

ROBIN NELSON
WILLIAM A. ROONEY
ATTILIO C. ROSSI
HOWARD SOLVE
ALLEN SCHMIDLING
CHARLES SEGALE
JOHN SEGALE
AUSTIN THOMSON
ANDREW N. SNEDDON
DEMY TREVOR
ALBERTO VANNUCCI
EDWIN J. VANNUCCI
FRED WAHLIN
HERMAN WISEMAN

BOYS' CHORUS

JEFFREY HOLM WARD HOLMES RICHARD MADDOX WILLIAM MARKEL KENNETH METZGER GEORGE MORGAN DONALD MORRISON CARL NEHM ACHILLE PALADINI

ROLAND PERACCA MICHAEL SCAFANI DENNIS SMITH DERREL SMITH STANLEY SMITH RICHARD VALLI JAMES WEBSTER ALBERT ZAIS MICHAEL ZELLER

BALLET

RUBY ASQUITH, Prima Ballerina

MISSES

MISSES
MARGARET LLOYDS
JANICE MITTOFF
JUDY NATHANSON
ROSALIE PROSCH
MARCIANNE RAUB
DOLORES RICHARDSON
JANET SASSON
SHARON SHORE
GERALDINE VASQUEZ
JOAN VICKERS
SALLIE WHALEN
SYLVIA WILLIAMS

PRODUCTION

EARL SIMMONS Master Mechanic

MESSRS. ALTON BASUINO RICHARD BURGESS JAMES CURTIS ROBERT FRELLSON ROBERT FRELLSON
JAMES HICKS
CLIFF JONES
JOSE MANERO
PETER NELSON
DONALD SPOTTSWOOD
ROLAND VASQUEZ

> EARL McGUIRE Master Carpenter

JOHN T. HEAVEY Master of Properties

FOR WAR MEMORIAL OPERA HOUSE

EDWARD J. ZETTEL Master Electrician R. G. WAKEMAN Master Carpenter

WALLACE FLETTER Master of Properties

COSTUMES AND WIGS BY GOLDSTEIN & CO.

ALEXANDER AGNINI Wardrobe Master

INEZ DODSON HALL Wardrobe Mistress

EVERETT MASON Makeup Artist

SUE McGOWAN Hairdresser

PROGRAM

PISANI PRINTING & PUBLISHING COMPANY, PUBLISHERS, DESIGNERS AND PRINTERS

...THRILL AGAIN TO THE MEMORABLE PERFOR OF THESE GREAT



Licia Albanese



Ferruccio Tagliavini



Jan Peerce



Leonard Warren

You'll enjoy over and over the great performances of complete operatic works and many favorite arias and excerpts by this, and an ever increasing group of artists that record for RCA Victor. Come to your favorite of these record stores where you can find recorded music for your every mood.



The World's Great Artists Are



Sherman, Clay & Co.

SUTTER and KEARNY STS. For your listening convenience and comfort in Sherman, Clay's beautiful record department with its 34 sound - proofed, air - conditioned record listening rooms.



1315 Burlingame Ave., DI 3-2788 BURLINGAME "Everything in Music and Home Appliances"

THE RECORD ALBUM

"Everything in Recorded Music"

3310 Lakeshore, Oakland TEmplebar 2-5656

HOY'S RADIO &

Open evenings for your convenience 312 Sir Francis Drake Blvd. San Anselmo Phone San Anselmo 2961

DOUGHTY'S

One of the most complete stocks of Opera, Classical and Popular Records

5031 Geary Blvd. Bet. 14th & 15th Ave. BAyview 1-0056





ON RCA VICTOR RECORDS

Be sure to listen to the RCA Victor "Music You Want, When You Want It" show of the air over KNBC ... Sundays ... 3:30 P.M. PDT.... starting September 26th. You'll hear many new selections that will add charm and enjoyment to your library. Your favorite record store has them. Ask today.

On RCAVICTOR Records





San Francisco, Calif. DOuglas 2-4500

Radio-Record Salon

Radio Service Company

See Us for Records - Radios - Appliances Television

7202 East 14th St., Oakland SWeetwood 8-7011

BERMAN'S

Outstanding selection of Victor Records

650 Grand Ave., Oakland TEmplebar 2-5233

TUPPER & REED

"Say it with Music"

2271 Shattuck Avenue Berkeley

THornwall 3-9820

Al Wallace

MUSIC SHOP

FOR RECORD SERVICE TU 5-2826 659 Geary St. Classical - Popular Open Evenings Free Parking

A. CAVALLI & CO.

Since 1880

1441 STOCKTON STREET

Specializing in Italian Records and Operas

GA. 1-4219 Open Eves till 9 p.m.

City Paris

from our

Cy drian collection

exclusively ours

The Gown Salon Third Floor



Music and Stage Direction

- San Francisco
- · OPERA COMPANY



- * BREISACH
- * STEINBERG
- * LEINSDORF
- * MARZOLLO
- * CIMARA
- * ADLER
- * AGNINI
- * WYMETAL

- * TAUSSIG
- * KRITZ
- * WEIGERT
- * DELL'OREFICE
- * CHRISTENSEN
- * KOZMA
- * BARONE
- * ROSS



Beaulieu Vineyard BV WINES



BEAULIEU VINEYARD, a family estate, lies in the heart of California's famed Napa Valley — one of the world's finest wine-producing areas. Its vintage wines—originated from the same aristocratic grape varieties which produce the great white and red wines of Europe — are featured on the wine lists of America's leading hotels, restaurants and clubs.

Beaulieu Vineyard

FOUNDED AND OWNED CONTINUOUSLY BY THE DE LATOUR FAMILY SINCE 1900 Vineyards and Winery at Rutherford, Napa County, California

ARTISTS OF

- : San Francisco
- OPERA COMPANY













* WARREN









- * PEERCE
- * ELMO
- * KULLMAN
- * CONNER

- * MENKES
- * SVANHOLM
- * VARNAY
- * WEEDE









- ★ GOBBI
- * STIGNANI
- * LICHTEGG
- * CLAUDIA PINZA



- * BEAL
- * JANSSEN
- * HARTZELL
- * VALDENGO













Enjoy refreshing SCME BEER

EPERTOI R

REGULAR SUBSCRIPTION PERFORMANCES

- De Paolis, Garris, Alvary, Guenter STEINBERG, Conductor
- MANON (Massenet)
 With Mmes. Sayao, Hartzell, Zubiri, Sanderson, Alver; Messrs. Jobin, Valentino, Alvary, Olitzki, De Paolis, Cehanovsky, Curzi, Lorenzini
 BREISACH, Conductor
- DIE MEISTERSINGER VON NURNBERG (Wagner). Tuesday Night, September 21, at 7:30 With Mmes. Varnay, Glaz, Hessling; Messrs. Kullman, Janssen, Moscona, Garris, Olitzki, Chabay, De Paolis, Ford, Cehanovsky, Ligeti, Walti, Duno, Schwabacher, Uppman, Sharretts STEINBERG, Conductor
- LA FORZA DEL DESTINO (Verdi) . Friday Night, September 24, at 8:00 With Mmes. Menkes, Turner, Baldwin, Cambi; Messrs. Baum, Warren, Pinza, Baccaloni, De Paolis, Alvary, Ford, Cehanovsky MEROLA, Conductor
- CAVALLERIA RUSTICANA (Mascagni) Tuesday Night, September 28, at 8:00 With Mmes. Stignani, Glaz, Turner; Messrs. Binci, Valentino MEROLA, Conductor

Followed by
1 PAGLIACCI (Leoncavallo)

With Mme. Albanese; Messrs. Baum, Weede, Cehanovsky, Chabay, Benson, Curzi CIMARA, Conductor

BORIS GODOUNOFF (Monssorgsky). Friday Night, October 1, at 8:00 With Mmes. Heidt, Beal, Turner, Zubiri, Hartzell, Bruni, Carey; Messrs. Pinza, De Paolis, Kullman, Baccaloni, Cehanovsky, Alvary, Garris, Silva, Walti, Harvey, Martin, Ligeti, Olitzki, Ford, Chabay

LEINSDORF, Conductor CARMEN (Bizet)
With Mmes. Heidt, Conner, Hartzell, Turner: Messrs. Kullman, Valdengo, De Paolis,
Cehanovsky, Alvary, Uppman
MADAMA BUTTERFLY (Puccini)

Tuesday Night, October 5, at 8:00

LEINSDORF, Conductor

Friday Night, October 8, at 8:00

MADAMA BUTTERFLY (Puccini)
With Mmes. Kirsten, Glaz, Gray; Messis. Peerce, Valdengo, De Paolis, Alvary, Olitzki,
Cehanovsky, Harvey
CIMARA, Conductor
With Mmes. Sayao, Hartzell; Messis. Tagliavini, Gobbi, Baccaloni
BREISACH, Conductor

BREISACH, Conductor

Thread Conductor

Thread Conductor

POPULAR SUBSCRIPTION PERFORMANCES

- With Mmes. Albanese, Gray, Lawlor; Messrs. Peerce, Valdengo, De Paolis, Cehanovsky, Ligeti, Olitzki, Lorenzini CIMARA, Conductor

 LA BOHEME (Puccini)

 With Messrs. Peerce, Valdengo, De Paolis, Cehanovsky, Ligeti, Olitzki, Lorenzini

 Thursday Night, September 16, at 8:00

 Thursday Night, September 16, at 8:00
- With Mmes. Sayao, Hartzell; Mesers. Peerce, Tajo, Valentino, Cehanovsky, Baccaloni, MEROLA, Conductor
- With Mmes. Sayao, Dartzeri, MEROLA, Conductor
 Lorenzini, Benson, Curzi MEROLA, Conductor
 IL TROVATORE (Verdi)
 With Mmes. Menkes, Elmo, Baldwin; Messrs. Baum, Warren, Moscona, Chabay, Benson
 MARZOLLO, Conductor
 Thursday Night. October 7, at 8:00
- With same cast as Regular Series except Warenskjold will be Nanette and Elmo, Dame OUICKIY STEINBERG, Conductor
- OTELLO (Verdi)
 With Mmes. Alban
 Cehanovsky, Nelson Albanese, Turner; Messrs. Svanholm, Wa STEINBERG, Conductor

NON-SUBSCRIPTION PERFORMANCES

- BREISACH, Conductor
- With Mmes. Conner, Glaz, Baldwin, Heitman, Lawlor; Messrs. Peerce, Warren, Alvary, Ligeti, Chabay, Cehanovsky, Harvey RIGOLETTO (Verdi)
- ADLER, Conductor
- With same cast as first performance except Gobbi will be Figaro and Cehanovsky, Fiorella

 OCONDA (Ponchielli)

 Saturday Matinee, October 2, at 2:00
 BREISACH, Gonductor BARBER OF SEVILLE (Rossini)
- LA GIOCONDA (Ponchielli) Sunday Matinee. October 3, at 2:00 With Mmes. Varney, Stignani, Turner; Messrs. Baum, Valentino, Moscona, Ligeti, McVey, Benson, Curzi, Nelson, Alibertini, Attarian MARZOLLO, Conductor

Continued on Next Page

REPERTOIRE—Continued

- MANON (Massenet) . Monday Night, October 4, at 8:00 With same cast as Regular Series performance except Mascona will be Count Des Grieux.

 BREISACH, Conductor
- LA FORZA DEL DESTINO (Verdi) . Wednesday Night, October 6, at 8:00
 With same cast as Regular Series performance except Weede will be Don Carlo
 MARZOLLO, Conductor
 DIE MEISTERSINGER VON MURNIERO
- DIE MEISTERSINGER VON NURNBERG (Wagner) . . Sunday Matinee, October 10, at 1:30
 With same cast as Regular Series performance
 STEINBERG, Conductor
- LA BOHEME (Puccini)

 With Mmes. Albanese, Hartzell; Messrs. Bjoerling, Tajo, Valentino, Cehanovsky, Baccaloni,
 Lorenzini, Benson, Curzi

 MEROLA, Conductor

 LA TRAVIATA (Vedi)
- LA TRAVIATA (Verdi) Friday Night, October 15, at 8:00
 With Mmes. Kirsten, Zubiri, Lawlor; Messrs. Tagliavini, Weede, Chabay, Cehanovsky,
 Ligeti, Olitzki, Lorenzini CIMARA, Conductor
- CARMEN (Bizet)

 With same cast as Regular Series performance except Johin will be Don Jose and
 Warenskjold, Micaela

 LEINSDORF, Conductor

MATINEES FOR YOUNG PEOPLE

SPECIAL PORTOLA FESTIVAL PERFORMANCE CIVIC AUDITORIUM

OUPLITY

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

ARTISTS OF

- · San Francisco
- OPERA COMPANY











- * HEIDT
- * BJOERLING
- * KIRSTEN









- * RESNIK
- * BAUM
- * GLAZ
- * BACCALONI



- * TURNER
- * TAJO
- * BALDWIN



- * VALENTINO
- * GARRIS
- * ALVARY

* BINCI













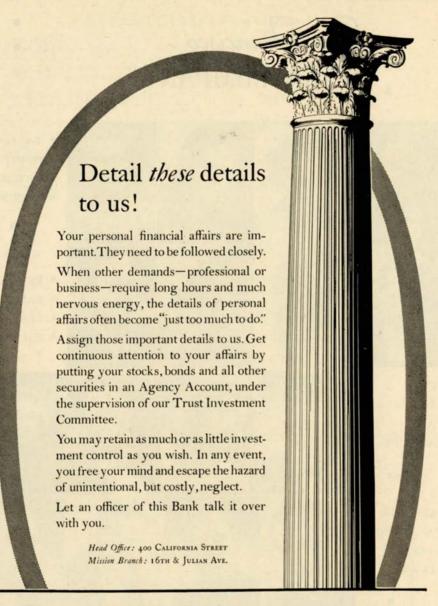












THE BANK OF CALIFORNIA

NATIONAL ASSOCIATION

Incorporated in 1864

Member Federal Deposit Insurance Corporation

SAN FRANCISCO PORTLAND SEATTLE TACOMA



SUNDAY MATINEE, OCTOBER 3, at 2:00

La Gioconda

Opera in four acts. Music by Amilcare Ponchielli. Text by Arrigo Boito.

THE CAST

La Gioconda, a ballad singer	ASTRID VARNAY
La Cieca, her blind mother	CLARAMAE TURNER
Alvise Adorno, a leader of the Inquisition.	NICOLA MOSCONA
Laura, his wife	EBE STIGNANI
Enzo Grimaldo, a Genoese noble	KURT BAUM
Barnaba, a spy of the Inquisition	FRANCESCO VALENTINO
Zuane, a boatman	PATRICK McVEY
A Cantor	NORMAN BENSON
Isepo, a public letter-writer	CAESAR CURZI
A Pilot	ROBIN NELSON
A Monk	DESIRE LIGETI
Two VoicesEVARISTO ALIBER	TINI, *JAMES ATTARIAN * San Francisco Opera debut
	San Francisco Opera acom

Senators, Sailors, Shipwrights, Ladies, Gentlemen, Masquers, Citizens

Solo Dancer: Sallie Whalen

Corps de Ballet

111

STAGE DIRECTOR
ARMANDO AGNINI

CONDUCTOR

CHORUS DIRECTOR

KURT HERBERT ADLER

DICK MARZOLLO

Choreography by Willam Christensen

111

TIME AND PLACE: Seventh Century; Venice

Act II: Courtyard of Ducal Palace
Act II: Lagoon near City—Night

Act III: Scene 1: Room in Palace of Alvise Scene 2: Great Hall in the Ca D'Or

Act IV: A Ruined Palace on an Island near Venice

TICKETS FOR ALL REMAINING PERFORMANCES ARE AVAILABLE AT OPERA BOX OFFICE, CITY OF PARIS

Encores not permitted — Bell rings three minutes before curtain rises

The Story of "La Gioconda"

ACT I-It is in the court of the ducal palace, "The Lion's Mouth," that letters for the Inquisition are received. Men and maidens in holiday attire, gathered for a regatta, sing while Barnaba looks on. He is infatuated with Gioconda who now arrives leading La Cieca, her blind mother. Gioconda is seeking Enzo whom she loves. She is stopped by Barnaba who declares his love. Infuriated she hurries away. Barnaba plans a dire revenge. He tells Zuane, defeated in the regatta, that La Cieca has thrown a spell of ill-luck over him. Zuane and his friends attack the old woman but she is saved by the arrival of Enzo. Alvise also arrives with Laura, who is loved by Enzo. Alvise orders the release of La Cieca who in gratitude, gives Laura her rosary. Barnaba, noting the meanful glances between Enzo and Laura, tells Enzo that Laura is planning to visit his ship that night. Enzo hurries off to receive her. Barnaba dictates an anonymous letter to Alvise informing him of the coming meeting between Eno and Laura. Gioconda overhears and is heart broken at the faithlessness of Enzo.

Acr II—Barnaba, disguised as a fisherman, sings to the sailors and leaves after sending for police galleys. Enzo arrives and is royally greeted by the sailors. Laura reaches the ship and the lovers passionately embrace. Enzo goes below deck to make ready for their departure at dawn. Gioconda unexpectedly appears and denounces Laura. Each declares her love for Enzo. Gioconda attempts to stab Laura. Alvise is seen approaching in a boat and Laura, in despair, holds aloft her rosary in prayer. Gioconda recognizes the rosary as her mother's and generously aids Laura to escape. Enzo comes on deck and is greeted by the vengeful Gioconda. Trapped by Alvise and Barnaba he sets fire to his ship.

Acr III—Scene 1—Alvise decides that the unfaithful Laura shall die. He orders her to drink poison. Gioconda, remembering how Laura befriended her mother, substitutes a narcotic for the poison. Laura drinks and goes into a deep sleep. Scene 2: For the entertainment of his guests Alvise has provided a grand masque ball. He greets the arriving guests and announces the ballet "Dance of the Hours." At the conclusion of the dance Barnaba rushes in dragging La Cieca whom he accuses of performing her magic rites. But she vows that she was but praying for the soul of the dead. Barnaba whispers to Enzo that Laura is dead. Enzo unmasks and denounces Alvise. The murderous husband draws aside a curtain showing the presumably dead Laura. Enzo attempts to kill Alvise and Barnaba is placed over him as a guard. Gioconda then promises herself to Barnaba if he arrange for the release of Enzo.

Acr IV—Gioconda is alone with the unconscious Laura. She persuades the men who have brought them to the island to search for her mother. Suicide seems her only recourse. Enzo, released from prison, arrives. Laura revives and Gioconda aids them to escape. Gioconda is about to swallow poison when Barnaba appears to claim his reward. She seems to yield but instead stabs herself with the dagger she carries. But Barnaba still has his revenge—he cries into Gioconda's ears that he has murdered her mother.

ARTISTS OF

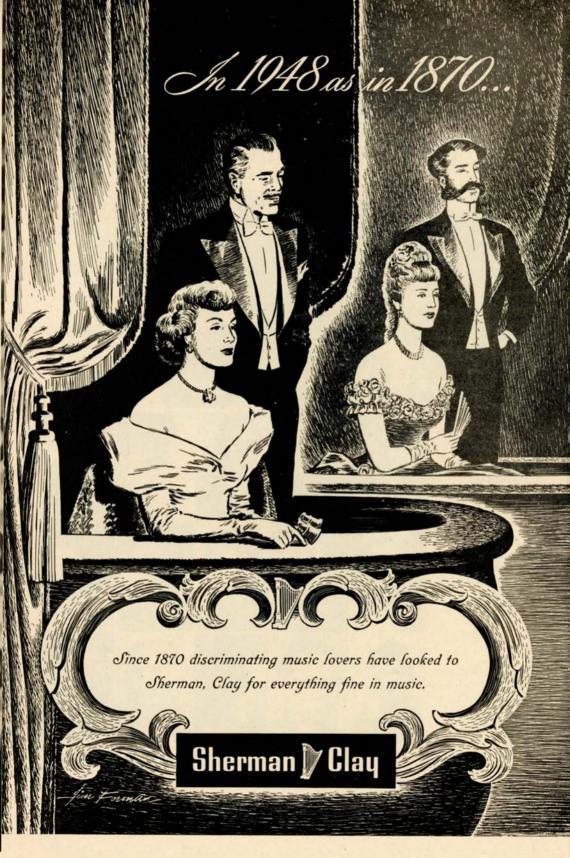
- San Francisco
- OPERA COMPANY



- * LIGETI
- * GRAY
- * CHABAY
- * ZUBIRI
- * WALTI
- * LAWLOR
- * UPPMAN
- * FORD
- * SHARRETTS
- * WARENSKJOLD

- * BENSON
- * SANDERSON
- * HARVEY
- * HEITMAN
- * SCHWABACHER
- * ALVER
- * McVEY
- * MCVEY
- * NELSON
- * HESSLING
- * CURZI
- * SILVA
- * DUNO
- * ATTARIAN
- * LORENZINI





MONDAY NIGHT, OCTOBER 4, at 8:00

Manon

Opera in five acts. Music by Jules Massenet.

Text by Meilhac and Gille, after the novel by Abbé Prévost.

THE CAST

Manon Lescaut	BIDU SAYAO
Chevalier des Grieux	RAOUL JOBIN
Lescaut, Manon's cousin	FRANCESCO VALENTINO
Count des Grieux	NICOLA MOSCONA
Guillot Monfontaine, a roué	ALESSIO DE PAOLIS
De Brétigny, a nobleman	GEORGE CEHANOVSKY
Poussette	LOIS HARTZELL
Javotte	MARTINA ZUBIRI
Rosette	BETTIE SANDERSON
Innkeeper	WALTER OLITZKI
Maid	SHERRIL ALVER
First Guard	CAESAR CURZI
Second Guard	MAX LORENZINI

Citizens, Travelers, Nobles, Soldiers, Prisoners

111

STAGE DIRECTOR
ARMANDO AGNINI

CONDUCTOR

CHORUS DIRECTOR

PAUL BREISACH

KURT HERBERT ADLER

1.11

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 Transvivanie

Act V: Road to Havre

TICKETS FOR ALL REMAINING PERFORMANCES ARE AVAILABLE AT OPERA BOX OFFICE, CITY OF PARIS

Encores not permitted — Bell rings three minutes before curtain rises

The Story of "Manon"

Acr 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 car. 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.

Acr 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 nows 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. Acr 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.

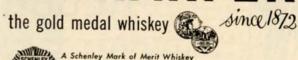


...it's always a pleasure



Distilled before the war and bottled in bond under the supervision of the U.S. Government. precious pre-war bottled in bond

I.W. HARPER





A Schenley Mark of Merit Whiskey

KENTUCKY STRAIGHT BOURBON WHISKEY, BOTTLED IN BOND, 100 PROOF. BERNHEIM DISTILLING COMPANY, INC., LOUISVILLE, KENTUCKY



THAT PLAYS UP TO 45 MINUTES ...



THE SENSATIONAL NONBREAKABLE

COLUMBIA LONG PLAYING

RECORD

A whole symphony—a whole popular album—on one 12-inch or 10-inch record! Now over 100 Columbia selections available at sensational savings! See them—hear them today!

Dohrmann's ON UNION SQUARE

RADIO . RECORD SHOP . THIRD FLOOR

Brilliant Morre

Trade-marks "Columbia," "Masterworks" and (a) Reg. U. S. Pat. Off.

The Metropolitan Opera Association records complete operas exclusively for ...

HUMPERDINCK: Hansel and Gretel

Complete. A Metropolitan Opera Association Production. Sung in English. With Rise Votipka, John Brownlee, Claramae
Turner, Lillian Raymondi, and Max
Rudolf conducting the Chorus and Orchestra
of the Metropolitan Opera Association. Columbia Masterworks Set MOP-26 (Two volumes)

VERDI:

La Traviata Complete. First complete post-war opera recording. Soloists, chorus and orchestra of the Opera House, Rome, conducted by Vincenzo Bellezza Columbia Masterworks Set MOP-25 (Two volumes)

Lily Pons with orchestra conducted by Pietro Cimara

Two Famous Coloratura Arias Columbia Masterworks Set MM-561

Ezio Pinza with Bruno Walter conducting the Metropolitan Opera Orchestra

Mozart Operatic Arias Columbia Masterworks Set MM-643

Helen Traubel with

Charles O'Connell conducting orchestra Italian Operatic Arias

Columbia Masterworks Set MM-675

Jennie Tourel with Pietro Cimara conducting the Metropolitan Opera

Orchestra Jennie Tourel in Rossini Arias Columbia Masterworks Set MM-691

Torsten Ralf with Fritz

Busch conducting the Metropolitan Opera Wagnerian Excerpts
Columbia Masterworks Set MM-634

Bidú Sayão with the Metropolitan Opera Orchestra conducted by Fausto Clova Celebrated Operatic Arias (Mozart, Bellini, Puccini, Massenet, Gounod) Columbia Masterworks Set MM-612

Raoul Jobin with Wilfred Pelletier conducting the Metropolitan Opera Orchestra

Romantic Arias (From French operas) Columbia Masterworks Set MM-696



Columbia Records

MASTERWORKS



want to enjoy the easy life?

Take a 39-day vacation cruise to the Orient aboard the new

S. S. PRESIDENT WILSON
S. S. PRESIDENT CLEVELAND

America's finest postwar luxury liners



Life at sea is a wonderful world of its own...for comfort, parties and deck sports...for superb service and delicious food.

Ports of call: San Francisco and Los Angeles to Honolulu, Manila, Hong Kong, Shanghai, Kobe and Yokohama

Round trip, \$1260 up.

See your bonded travel agent.



Plan now for a 100-day Round-the-World cruise on the luxurious Presidents Polk or Monroe.

AMERICAN PRESIDENT LINES

Your American Hotel Abroad

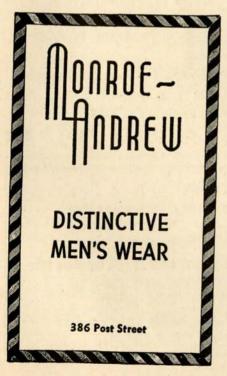
Write or call for free cruise booklet 152 Geary St., San Francisco • YU 6-6000

OPERA BOX HOLDERS

Season 1948

- A MR. AND MRS. GAETANO MEROLA
- B Mr. and Mrs. Karl C. Weber Mrs. Crescent Porter Hale
- C MRS. SIGMUND STERN
- D Mrs. Frank P. Deering Mr. and Mrs. Oscar Sutro, Jr. Mr. and Mrs. R. Gwin Follis
- E Mrs. Felix S. McGinnis
- F Mrs. DAVID ARMSTRONG TAYLOR
- G Mrs. Samuel Knight Mr. and Mrs. Charles B. Henderson
- H Mr. and Mrs. C. O. G. MILLER Mr. and Mrs. F.W. McNear
- J Mrs. I. W. HELLMAN
- K Mr. and Mrs. George T. Cameron Mr. and Mrs. Kenneth Monteagle
- L Mr. and Mrs. Joseph T. Grace Mrs. George Edwin Bennett Mr. and Mrs. Nion R. Tucker
 - M Mr. and Mrs. Mortimer Fleishhacker
- N Mr. and Mrs. Charles R. Blyth Mrs. Richard McCreery

- O Mr. and Mrs. William W. Crocker Mrs. Henry Potter Russell
- P Mr. and Mrs. George Washington Baker, Jr. Mrs. Juilliard McDonald Mr. and Mrs. E. Geoffrey Montgomery Mrs. Lewis H. Lapham
- Q Mr. AND Mrs. SIDNEY M. EHRMAN
- R Mr. AND Mrs. ARTHUR DALE KING
- S Mrs. Marcus S. Koshland Judge and Mrs. M. C. Sloss
- T Mr. and Mrs. Clarence Loran Johnston Mrs. William Cavalier
- U MR. AND MRS. CHARLES L. HARNEY
- V Mrs. Prentis Cobb Hale
- W Mrs. Epps J. Miller Mrs. Arline M. Rolkin
- X Mr. and Mrs. J. E. French
- Y Mr. and Mrs. P. C. Hale, Jr. Mr. and Mrs. Frederick Whitman
- Z Mr. and Mrs. John Barnard Bailey Mr. and Mrs. John B. Cella Mr. and Mrs. Louis A. Petri Mr. and Mrs. Burton B. Turner





for Truly Beautiful Hair

Lysle of the Fairmont, San Francisco's most luxurious salon of beauty, offers you beautiful hair styling with the new magic formula 51-X.



THE CONCERT DIVISION OF THE

San Francisco Opera Association

GAETANO MEROLA, General Director

PAUL Posz, Manager

SEASON 1948 - 1949 DISTINGUISHED CONCERT COURSE

Wednesday Evening, November 10

DOROTHY MAYNOR, Soprano

Tuesday Evening, November 16

NELSON EDDY, Baritone

Monday Evening, November 29 to Wednesday Evening, December 8

BALLET RUSSE DE MONTE CARLO

Tuesday Evening, January 25

HAZEL SCOTT, Pianist

Wednesday Evening, January 26

CASADESUS, Pianist

Wednesday Evening, February 2
LEONARD WARREN, Baritone

Wednesday Evening, February 9

BURL IVES, Folk Singer

Wednesday Evening, February 23

CHRISTOPHER LYNCH, Tenor

Monday Evening, February 28

MARYLA JONAS, Pianist

Tuesday Evening, March 15

DE PAUR'S INFANTRY CHORUS

Tuesday Evening, April 5

DRAPER and ADLER
Tap Dancer Supreme Harmonica Virtuoso

Friday Evening, April 22

JAMES MELTON, Tenor

Wednesday Evening, April 27 HEIFETZ, Violinist

Tuesday Evening, May 3

HELEN TRAUBEL, Soprano

TICKET PRICES

Ballet Russe, Eddy, Lynch, Melton, Heifetz \$3.60, \$3.00, \$2.40, \$1.80, \$1.20, Tax Included All Other Attractions \$3.00, \$2.40, \$1.80, \$1.50, \$1.20, Tax Included

Opera Box Office — City of Paris — EX. 2-8585

WAR MEMORIAL OPERA HOUSE

SPECIAL ATTRACTION!

THE SAN FRANCISCO OPERA ASSOCIATION

Presents

ANDRE KOSTELANETZ, Conductor

with

Symphony Orchestra of 92 Musicians

Wednesday Evening, March 16
CIVIC AUDITORIUM

HOW TO PRONOUNCE THEIR NAMES

LICIA ALBANESE

Lee'-chee-ah Ahl-bah-nay'-zay

LORENZO ALVARY

Lorenzo Ahl-vah'-ry

ARMANDO AGNINI

Ar-mahn'-dow Ah-nee'-nee
SALVATORE BACCALONI

Sahl-vah-tow'-ray Bach-ah-low'-nee MARIO BINCI

Mah'ree-o Been'-chee

Jussi Bjoerling

You-see Bee-yurl'-ing
ETIENNE BARONE

Et-yehn Bah-row'-nay
GEORGE CEHANOVSKY

George Chay-han-off' skee

Leslie Chabay

Leslie Shah-buy'

GLAUCO CURIEL

Glauco Cure-yell'

Antonio Dell'Orefice

Antonio Dell-or-reff'-ee-chay

ALESSIO DE PAOLIS

Ah-less'-see-oh Deh--Pah'-oh-leece CLOE ELMO

HERTA GLAZ

Hair-tah Glahz

Тіто Совві

Tee-to Go-bee

Cloe Ale-mo

RAOUL JOBIN

Rah-ool Zhoh-ban'

DESIRE LIGETI

Dah-zee-ray' Lig'-eti

GAETANO MEROLA

Gah-yay-tahn'-oh Mare'-oh-lah

NICOLA MOSCONA

Nee'-ko-lah Maws-ko'-nah

CLAUDIA PINZA

Cloud'-ee-vah Peen'-zah

Ezio Pinza

Et'-see-oh Peen'-zah

BIDU SAYAO EBE STIGNANI

Bee'-do Sa-yah'-oh

Ay-bay Steen-yah'-nee

GIUSEPPE VALDENGO

Jus-zep'-peh Val-den'-go

SET SVANHOLM

Seht Svan'-holm

FRANCESCO VALENTINO

Francesco Vah-lenn-teen'-oh

FERRUCCIO TAGLIAVINI

Feh-rooch'-ee-o Tahl-yah-vee'-nee
ITALO TAJO

TALO TAJO

Ee-tahl'-o Tah-yo

ASTRID VARNAY

Astrid Var-nigh'

VITTORIO WEINBERG

Vee-tor'-ree-o Weinberg

MAESTRO NINO COMEL

Teacher of Josephine Tuminia, Metropolitan and S. F. Opera Co.
Claramae Turner, Metropolitan and S. F. Opera Co.
Kayton Nesbitt, San Francisco Opera Co.
Bart Arotca, 1946 winner of the Gainsborough Music Foundation Scholarship

VOICE COACHING

45 Maiden Lane, San Francisco 8, California

DOuglas 2-6379

GRaystone 4-0054

ELIZABETH WILLS 5 FLORENCE OUARTARARO

FOR TEN YEARS-

METROPOLITAN AND SAN FRANCISCO OPERAS

701 PINE STREET, SAN FRANCISCO

SUTTER 1-1584

Hear the San Francisco **Opera Stars**

ON



RECORDS

concert arias by Mozart. TAJO Album Mozartiano

STIGNANI Arias from Norma, Barbiere, Amico Fritz, Mignon, Trovatore

ELMO Arias from Adriana Lecouvreur, Werther, Gioconda, Fedora, Trova-tore, Tristan; Duets from Gioconda and Aida

TAGLIAVINI L'Amico Fritz (complete opera)

LA FORZA DEL DESTINO (complete), with Caniglia, Masini, Stignani, Pa-sero, Tagliabue, Nessi, etc.

These and other great Italian Operatic and Instrumental Music are superbly recorded on CETRA-SORIA RECORDS.

At your dealer now.

RAXOR CORPORATION 43 West 64th Street, New York, N.Y.

FEDERALLY INSURED



Opera and Music Lovers KSMO

Gives you the world's greatest music night and day. . . . Hear these fine musical programs every day. . . .

9:00 AM—SYMPHONIC VARIATIONS (Concerti and Tone Poems) 10:00 AM—POPS CONCERT

(Boston Pops)
1:30 PM—SIDEWALK CAFE—CITY
OF PARIS (Continental)
2:30 PM—SLOANE'S "AT HOME"

(Light Classical)

3:00 PM-CONCERT GRAND (Piano Classics)

4:00 PM-SYMPHONICALLY YOURS

7:00 PM—HILLSDALE HOUR (Short Classics

7:30 PM-AT THE BALLET

(Ballet)
8:00 PM—DEEMS TAYLOR CONCERT
8:30 PM—THE GOLD CURTAIN

9:00 PM—CONCERT AT NINE (Classical)

10:00 PM—TREASURY OF MUSIC (Definitely Classical)

KSMO The Music Station for the Bay Area 1550 ON YOUR DIAL



Custom Made Draperies

Interior Decorators

Finer Furniture

HENRIQUES

267 Hamilton Ave., Palo Alto



CHORAL ENSEMBLE OF SAN FRANCISCO OPERA COMPANY



BOYS CHORUS OF SAN FRANCISCO OPERA COMPANY



DAINI BROS.

PACIFIC AT POLK STREET

Fine Imported and Custom Furniture

Phone ORdway 3-4540

GUARANTOR MEMBERS

of the

SAN FRANCISCO OPERA ASSOCIATION

Mrs. L. C. Abbott
Mr. and Mrs. W. Lindley Abbott
Mr. and Mrs. C. Edgar Adams
Mr. and Mrs. C. Robert Adams
Mr. and Mrs. C. Robert Adams
Mr. and Mrs. N. Harris Ades
Mrs. John S. Adler
Bertram E. Alanson
Mrs. Agnes Aldrich
Mrs. Annette S. Alexander
Constance H. Alexander
Mrs. Wallace M. Alexander
Sal Alioto
Dr. and Mrs. Emmet Allen
Lucy H. Allyne
Jose M. Alonso
Thomas E. Ambrose
E. R. Armsby
Edward W. Arnold
Mrs. Edward R. Bacon
Elsa M. Baker
Mr. and Mrs. George W.
Baker, Jr.
Mrs. William Paul Baker
A. R. Baldwin
Baldwin Piano Company
Mr. and Mrs. B. A. Banker
M. Patricia Bannam
Mr. and Mrs. Otto Barkan
Mr. and Mrs. Otto Barkan
Mr. and Mrs. John B. Barley
Mrs. John Thomas Barnett
Peter Barnett
J. F. Barrett
Nestor Barrett

Evelyn H. Barron
Mrs. Edward F. Barron
Irving Bartel
Florence Colby Battram
Mrs. Duke F. Baxter
Dominic A. Bazzanella
Mr. and Mrs. Stephen D. Bechtel
Dr. George H. Becker
Dr. and Mrs. Walter Beckh....
Mr. and Mrs. Frank G. Belcher
Mr. and Mrs. F. N. Belgrano, Jr.
Mrs. W. H. Bell
Mr. and Mrs. David Benioff
Mr. and Mrs. Dudley G. Bennett
Mrs. George E. Bennet
Mrs. George G. Bennet
Mrs. George
Mr. and Mrs. Tholow Binkley
Ernest E. Bischler
Mrs. Arthur R. Bishop
Newton Bissinger
Mr. and Mrs. Norman K.
Blanchard
W. Harry Blatchly
Mrs. Naoum Blinder
Louis Bloch
Dr. and Mrs. Arthur L.
Bloomfield
Mr. and Mrs. Althur L.
Bloomfield
Mr. and Mrs. Blyth

Marken Bocqueraz
Mrs. C. M. Boggs
Ann Bohigan
Mrs. Robert C. Bolton
Merle Boomhower
Mr. and Mrs. Joseph N.
Borroughs
Mrs. Boyd
Mrs. Davenport Bradley
Mr. and Mrs. George H. Bowman
Louise A. Boyd
Mrs. Davenport Bradley
Mr. and Mrs. Edward Bransten
Mr. and Mrs. Edward Bransten
Mrs. William Ellery Briggs
Mrs. John F. Brooke
Mrs. Julia Fox Brooke
George W. Brooks
Louis L. Brounstein
Arthur Brown, Jr.
Arthur M. Brown, Jr.
Arthur M. Brown, Jr.
Mrs. Louis C. Brown
Ralph Brown
Walter D. Brown
Mrs. E. E. Brownel
Mrs. Frank Brucato
Starr Bruce
Frank E. Buck
Leonard W. Buck
Thomas Buck
Dr. and Mrs. E. Welley
Mr. and Mrs. F. Neil Buckley
Mrs. Daniel W. Burbank
Mr. and Mrs. R. G. Burmister

Mrs. Walter W. Boardman

Established =

Proud Tradition . . .

Costuming has been called an art. The art that makes artists stand out at their very best.

Costuming, as an art, requires a skilled designer, adequate equipment and wide experience.

GOLDSTEIN & COMPANY

offers you all these to meet your every need

For 26 years costumer of the San Francisco Opera Association and 80 years of service to the citizens of San Francisco

989 Market Street	
GArfield 1-5150	

Jr. and Mrs. Edmund Butler Mrs. Felix Butte Mrs. Arthur Bowles Cahill John R. Cahill Lewis S. Callaghan Dr. William Otis Callaway Mr. and Mrs. George T. Cameron
Mr. and Mrs. Craig Carrier
Dr. William A. Carroll
Mr. and Mrs. H. K. Cassidy
Mrs. William Cavalier
Mrs. William Cavalier
Mrs. William Cavalier Mrs. Augustine Cazenave Mr. and Mrs. John B. Cella Mrs. Concetta Cenni Mrs. Selah Chamberlain Selah Chamberlain, Jr. Mr. and Mrs. Elbert M. Chandler Dr. and Mrs. Lee S. Cherney Mrs. Drew Chidester Mrs. W. F. Chipman Charles A. Christin Antone Cincotta Dr. and Mrs. J. J. Citron Madame Clara Mrs. Baylies V. Clark S. G. Clark Mrs. Tobin Clark Mrs. Tobin Clark
Mr. and Mrs. Robert A. Clarke
Herbert E. Clayburgh
Donald W. Cleary
Lindsey W. Cochran
Mr. and Mrs. John P. Coghlan
Mrs. Betty Cohn
Mr. and Mrs. George D. Cohn
Mrs. Max M. Cohn
Mr. and Mrs. Cother
Mr. and Mrs. Colbert Coldwell
Mr. and Mrs. Colbert Coldwell
Mr. and Mrs. Colbert Coldwell
Persis H. Coleman Persis H. Coleman H. D. Collier Alton H. Collins Mr. and Mrs. Jesse C. Colman Joseph J. Coney Mary R. Conlin Dr. and Mrs. Frederick C. Cordes O. Dewey Donnel, Jr. John Foster Corlett Mrs. F. A. Dorn Alan H. Critcher

Arthur S. Crites Carrie Bell Crocker Mr. and Mrs. William W. Crocker George E. Crothers Thomas B. Crowley Dr. and Mrs. Leon Cuenin Clarence W. Cumming Mrs. Chester Dahl Mr. and Mrs. Ture Dahlstrom Alan S. Dale Mr. and Mrs. Vernon S. Dallman Countess Lillian Dandini Ar. and Mrs. George S. Daniels Arnaldo D'Anneo Mr. and Mrs. V. D. Dardi Mrs. Vivian H. Davies Mr. and Mrs. Alvin Davis Fyerett V. Davie Everett W. Davis Florence E. Dean Mrs. Charles J. Deering Mrs. Frank P. Deering Dr. Karl J. Deissler Mrs. Georges de Latour Mrs. Arthur de Lorimier Mr. and Mrs. Louis Demartini Mrs. Walter A. de Martini Frank H. Denman Charles E. Denton Mr. and Mrs. John Michael Desch Mr. and Mrs. Richard Detert Mrs. Robert T. Devlin Mrs. Benjamin H. Dibblee Mrs. Donald R. Dickey Mrs. B. J. Dietrich Mario Di Grazia Mario Di Grazia Dr. and Mrs. Victor Dillon Mrs. L. W. Dinkelspiel Mrs. Samuel Dinkelspiel Nathaniel S. Dodge Mr. and Mrs. R. Stanley Dollar Mr. and Mrs. Robert Dollar II Mrs. Emma Domb Julie D. Donish D. C. Dorward

F. M. Dorward Mrs. Harold S. Doulton Mrs. Paul M. Downing Mr. and Mrs. Richard E. Doyle Charles Dreifus, Ja Mr. and Mrs. Ted Dreyer Miles R. Drobisch Hollis G. Duckworth J. A. Ducournau
Mrs. J. H. Duhig
Mrs. Lambert Dunbar
Mrs. Charles Dunphy
Mrs. Dunn Dutton Mrs. James J. Dwyer Mrs. George E. Ebright Dwight Edwards Mrs. Francis Milner Edwards
Dr. Muriel E. Edwards
Mr. and Mrs. Albert L. Ehrman
Alexis L. Ehrman, Jr. Mrs. Alfred Ehrman Mrs. Alfred Enrman Mrs. Joseph Ehrman, Jr. Mrs. S. W. Ehrman Mr. and Mrs. Sidney M. Ehrman Mr. and Mrs. Stewart P. Elliott John W. Elwood Mark C. Elworthy Mark C. Elworthy
Mrs. Carl F. Ernst
Herbert W. Erskine
Milton H. Esberg, Jr.
Mrs. Milton H. Esberg
Dr. Roberto F. Escamilla Louis Ets-Hokin Dr. and Mrs. Harold K. Faber Mrs. Paul I. Fagan C. L. Faucette Philip R. Faymonville Alfred Fellner Mrs. R. Craig Ferguson Mr. and Mrs. William F. Fielder George F. Fisher, Jr. Marshal H. Fisher Mrs. Grace L. Fisk Rosemary R. Fitzgerald Mr. and Mrs. Mortimer Fleishhacker



POST STEET SAN FRANCISCO 2, YUKON 6-0136

PASTENE'S

CLEMENT AT 24th AVENUE

ROCKING CHAIR LOUNGE FINE FOOD

AUTUMN IMPORTATIONS of Shirtings and Tie Silks Shirts \$10.50 to \$40.00 Ties \$2.50 to \$7.50 Hand Painted Ties \$18.00 to \$35.00

HEGER IMPORTERS

MEN'S APPAREL TO MEASURE 170 Sutter Street, San Francisco

The following NCAC and HUROK artists are appearing with the San Francisco Opera Company this season:

EULA BEAL
SALVATORE BACCALONI
KURT BAUM
HERTA GLAZ
WINIFRED HEIDT
RAOUL JOBIN
SARA MENKES

JAN PEERCE
CLAUDIA PINZA
EZIO PINZA
EBE STIGNANI
CLARAMAE TURNER
GIUSEPPE VALDENGO
ASTRID VARNAY

ROBERT WEEDE

NATIONAL CONCERT AND ARTISTS CORPORATION

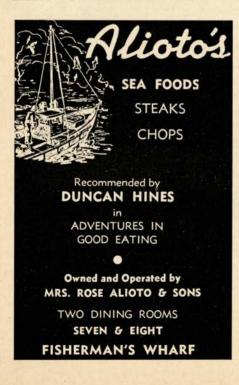
Marks Levine, Director, Concert Division

Exclusive booking direction for

Hurok Attractions, Inc., Hurok Artists, Inc., and Hurok Productions, Inc.

Pacific Coast Division:

ALEXANDER F. HAAS, Vice-President 810 Auditorium Bldg., Los Angeles 13, Calif.





Mrs. James L. Flood Judge Thomas M. Foley R. Gwin Follis John F. Forbes John F. Forbes
Mr. and Mrs. Lawrence C. Ford
Francis F. Forsell
Paul G. Fourman
T. G. Franck
Mrs. Morris Frank Mrs. Morris Frank Mr. and Mrs. J. E. French Mrs. W. H. French Dr. and Mrs. Charles L. Freytag Mrs. Henry B. Friedrichs Arthur J. Fritz Armur J. Fritz Kenneth E. Fultz-Vayette Angelo A. Fusco Nelly Gaffney Louis P. Gainsborough Maurice A. Gale Mr. and Mrs. Peter A. Galioni Mrs. L. Galtie Crissie Gardner Mrs. Elsie S. Garin Joseph J. Geary Mr. and Mrs. Henry Gede, Jr. Dr. Ernst Gehrels Dr. E. P. M. Von Gehren Mrs. Gibson Gerlack Mrs. Charles E. Germane D. Lyle Ghirardelli L. M. Giannini Dr. and Mrs. Arthur Collis Gibson George B. Gillson Don Gilmore Harry Gittings, Jr. Mr. and Mrs. A. Warren Glickman Louis J. Glicksberg

Edward James Goldie Mr. and Mrs. Maurice L. Goldman Mr. and Mrs. Louis S. Goldstein Lutie D. Goldstein Mr. and Mrs. C. Ray Goman Jack Gomperts Jack Gomperts
Mrs. Isaac Goodman
Mr. and Mrs. Lester Goodman
Mr. and Mrs. Walter M. Gordon
Dr. William A. Gorman
Mr. and Mrs. Joseph T. Grace Mr. and Mrs. Chalmers G. Graham Granam Mrs. Joseph D. Grant Countess Gratsos Mrs. Maurice S. Greenberg Mr. and Mrs. Stuart N. Greenberg Mrs. F. S. Greenlee Farnham P. Griffiths Gayle V. Grubb Mr. and Mrs. Berthold Guggenhime Gustav G. Gumpel Albert Haas Mrs. Crescent Porter Hale Marshal Hale, Jr. Mrs. Prentis Cobb Hale Prentis Cobb Hale, Jr. Randolph Hale R. B. Hale Herbert E. Hall Eminel P. Halsted Mrs. J. L. Hanna Marshall S. Hanrahan Rupert C. Hansen Jane Ann Harden Mrs. Robert D. Harden

Mr. and Mrs. Max J. Harn
Mr. and Mrs. Charles L. Harney
Mrs. John R. Harris
Mrs. L. W. Harris
Gregory A. Harrison
Dr. Marlow B. Harrison
Maurice E. Harrison
Mrs. Henry H. Hart
Dr. and Mrs. Clarence E. Hass
Mr. and Mrs. Clarence E. Hass
Mr. and Mrs. Harry Hastings, Jr.
Mrs. Russell P. Hastings
Mrs. Juanita Hatch
Mr. and Mrs. Elystus L. Hayes
Mrs. Juanita Hatch
Mr. and Mrs. Elystus L. Hayes
Mrs. J. K. Hecht
Mrs. D. C. Heger
Mrs. E. S. Heller
Mr. and Mrs. Walter D. Heller
Walter S. Heller
Mrs. I. W. Helman
Mrs. Chares B. Henderson
Mrs. Robert C. Henderson
George Harrington
Dr. Ernest Hessing
Mr. and Mrs. Walter Henry Hill
Harry H. Hilp
Mr. and Mrs. Walter J. Hollings
Hazel G. Holly
Dr. and Mrs. George H. Holt
Charles J. Holzmueller
Osgood Hooker
Mr. and Mrs. L. Arundel
Hopkins
Robert A. Hornlein
J. W. Howell





Creators of Fine Printing



PISANI PRINTING & PUBLISHING CO.

700 MONTGOMERY BLDG. SUTTER 1-4772



MAESTRO CESAR CIANFONI

Voice Specialist — Opera Coach — Conductor Member Italian Society of Composers, Rome (Italy) Ten years Director Detroit Opera Co. VOICE BUILDING -- TONE PLACEMENT STUDIO 1154 O'FARRELL ST., Tel. GRaystone 4-8228 Inquire regarding Sight Singing, Theory and Harmony Classes

RITA VOLK

Teacher of Bel Canto OPERA, CONCERT, RADIO

Original Languages

Former Instructor at the American College in Istanbul, Turkey Appointments by Phone Only—TUxedo 5-3120 and MOntrose 4-2980 465 Geary Street, Studio 30 and 1565—46th Ave.



SAN FRANCISCO CONSERVATORY of MUSIC, Inc. 3435 Sacramento Street • Tel. WAlnut 1-3496

All Branches of Music

Class Work Accredited with University of California Extension Division

Authorized for G.I. Instruction

Normal Courses with Diploma

Special Children's Classes

MONTHLY RECITALS . BRANCHES IN BURLINGAME, BERKELEY, MARIN

STELLA SPRAGUE BEST

Italian Method • Bel Canto • Pupils prepared for Grand Opera and Concert 2845 Van Ness Ave. • GRaystone 4-2786

Mrs. V. W. Hoxie
Robert Hulbert
Jacquelin Hume
Frederic G. Humphrey
Phelps Stokes Hunter
Marian Huntington
Mrs. James Irvine
Dr. S. Nicholas Jacobs
Mr. and Mrs. Tevis Jacobs
Mr. and Mrs. Tevis Jacobs
Mrs. Conrad Jansen
Robert J. Jansen
Mrs. Charles A. Jewel
Mr. and Mrs. Clarence Loran
Johnston
Mrs. Holloway Jones
Dr. Horace Jones
Nelson E. Jones
William Josephian
Major Gen. and Mrs. Kenyon
Joyce
Jean Juillard
Mrs. Ira Kahn
Samuel Kahn
Henry J. Kaiser
Mr. and Mrs. Augustin C. Keane
Mrs. Charles J. Keenan
Edward D. Keil
Mrs. Philip Kelley
Mr. and Mrs. Charles Kendrick
Mr. and Mrs. Charles Kendrick
Mr. and Mrs. Marion H. Kent
Mr. and Mrs. Theodore Kessler
Elizabeth O. Kiechle
W. K. Kilpatrick
Mr. and Mrs. Arthur Dale King
Percy L. King
Mrs. Francis Kirkham
Frank E. Kitchens
Mrs. J. R. Kleinjung
Paul L. Kleinsorge
Mrs. William E. Kleinsorge

Robert L. Kline William R. Knapp Mrs. Samuel Knight Mrs. John Bryant Knox Caroline Korbel Elsa R. Korbel Krs. Jesse Koshland
Mrs. Jesse Koshland
Mrs. Marcus S. Koshland
Frederick J. Koster
Dr. and Mrs. Henry A.
Kreutzmann Mr. and Mrs. E. V. Krick Valentine Kriloff Gus Kroesen Mrs. Fred H. Kruse Esther Kuenz Joseph C. Lacey Joseph C. Lacey
Mr. and Mrs. Gustave Lachman
Mrs. Alberf G. Lang
Mrs. Lewis H. Lapham
Mrs. H. M. Lawrence
Arthur P. Lazarus
Mr. and Mrs. L. H. Lazarus
Bernice Lucille Lee Edwin Leitch
Dr. and Mrs. Milton B. Lennon
Mr. and Mrs. W. A. Leonetti
Leopold Lerner Mr. and Mrs. John A. Lesoine Mrs. J. B. Levison Mr. and Mrs. G. Irwin Lewis Mrs. Alexander Lewthwaite Mrs. Jesse Lilienthal
Philip N. Lilienthal
Ar. and Mrs. Samuel Lilienthal
Mr. and Mrs. John Lincoln
Mr. and Mrs. William Lindenberger Clarence R. Lindner Mr. and Mrs. Paul Lindsey F. L. Lipman

Mrs. Norman B. Livermore
Carl Livingston
Lawrence Livingston
Mr. and Mrs. James K. Lochead
Mrs. John S. Logan
Carl D. Lovotti
James Rowland Lowe
Mrs. Amy D. Lowengart
Mrs. A. J. Lowrey
Donald G. Lucas
Mrs. R. F. Luce
Mr. and Mrs. Angelo Lucido
Roger Lueck
Jack H. Lund
Louis R. Lurie
Edmunds Lyman
Melvin E. Lyon
James W. McAlister
Mrs. Thomas R. McCarron
Mr. and Mrs. A. M. McCarty
Mrs. William H. McCormick
Mrs. William H. McCormick
Mrs. Richard S. McCreery
Mrs. Juilliard McDonald
Mrs. C. S. McDowell
Thomas E. McEvoy
Mrs. Felix McGinnis
Campbell McGregor
A. C. McLaren
Florence F. McLelland
Mrs. F. W. McNear
Mrs. George P. McNear
Mrs. George P. McNear
Mrs. William Mackenzie
Mr. and Mrs. John B. Mackinlay
Mrs. Lacy Mac Lean
Mr. Ladjson
Grover A. Magnin
I. Magnin & Company
H. A. Magnuson



SAN FRANCISCO

Ballet School

HAROLD CHRISTENSEN, director

WILLAM CHRISTENSEN ballet master

San Francisco Opera Company San Francisco Ballet School

ADULTS — BEGINNERS — CHILDREN

236 Van Ness Ave.

San Francisco 2, California

UNderhill 1-4422



LUNCHEON . DINNER . AFTER THEATER

TOWN HOUSE

STUDIO CLUB

1******* San Francisco Opera Stars :************

COLUMBIA ARTISTS MANAGEMENT Inc.



Albanese

Alvary

Binci

Bjoerling

Conner

Elmo



Kirsten

Sayao







Kullman

Tagliavini

Tajo

Warren

COLUMBIA CONCERTS, Inc., 113 West 57th St., New York San Francisco Representative, Paul Posz, War Memorial Opera House

HANCOCK BROS.

BONDED TICKET PRINTERS



25 JESSIE STREET San Francisco 5, California

DOuglas 2-2191

Van Ness at Geary-Just a 2 minute drive Hors d'Oeuvres Served During Cocktail Hour MILAN LAMBERT at the Organ

RICHELIEU HOTEL

Leopold Lerner, Manager





F. Bruce Maiden Mrs. J. W. Mailliard, Jr. Mrs. T. P. Mailliard Mr. and Mrs. Joseph Mancini George M. Mann Mr. and Mrs. George M.

Mardikian
Mrs. Randolph Wyatt Martenet
A. C. Mattei
Harry D. Maxwell
R. A. May
Mrs. Jack Meier
Evelyn Mendessolle
Mr. and Mrs. William
Gladstone Merchant

Gladstone Merchant
Edith A. Mereen
Mrs. M. M. Merillion
Mr. and Mrs. Gaetano Merola
Mrs. Julian J. Meyer
E. Olga Meyer
Ernest W. A. Michaelis
Mrs. Epps J. Miller
Mr. and Mrs. C. O. G. Miller
Mr. and Mrs. Robert F. Miller
Mr. and Mrs. Robert Watt Miller
Edward M. Mills
Mrs. Maxwell C. Milton
Mrs. Sidney Modlin
Mrs. Edward F. Moffatt
James K. Moffitt

Charles W. Moisson Mario Mondin Mr. and Mrs. Kenneth Monteagle Paige Monteagle Mr. and Mrs. E. Geoffrey Montgomery Frederick H. Montgomery Anthony C. Morici

Montgomery
Frederick H. Montgomery
Anthony C. Morici
Mrs. Doris F. Morley
Mrs. Joseph A. Moore
Mrs. Philip C. Morse
Mrs. H. D. Mortenson
Raymond M. Mosher
Mrs. E. M. Motte
Guido J. Musto
Laura Musto
E. M. Nagel
Mr. and Mrs. Ralph R. Nelson
Julia M. Neppert

Julia M. Neppert
Arthur A. Newhouse
Dr. and Mrs. Alfred Newman
John Francis Neylan
George W. Nickel
Blanche R. Nixon
Dr. and Mrs. Charles A.
Noble, Jr.

Mrs. Deborah C. O'Brien Richard J. O'Brien Mary L. Obujen Harry Ogilvie Carl F. Ohliger Benjamin J. Older Mr. and Mrs. Edwin Letts Oliver

Mr. and Mrs. Edwin Letts
Oliver
Duncan H. Olmstead
Mrs. Warren Olney, Jr.
Mr. and Mrs. Ralph P. Olsen
Mr. and Mrs. William H. Orrick
Dudley E. Ott
Mr. and Mrs. W. Wallace Owen
Dr. B. H. Page
Charles R. Page
Mrs. Stuart D. Paine
Mrs. S. H. Palmer
Lorriene Parisen
William J. Parker
Philip P. Paschel
Dr. Sadie D. Patek
Gertrude Pauson
J. W. Pauson
D. D. Pebbles
Helen M. Perkins
G. Baltzer Peterson
Howard Peterson
T. S. Peterson
Mrs. Grattan D. Phillips
Mrs. Herman Phleger
Mrs. Milton Pilhashy

Mr. and Mrs. Gioacchino Pisani

50

th Year

Est. 1898

Agents Allied Van Lines

Your Household and Office Furniture is moved with the same care and efficiency we use on the elaborate sets and properties of the Opera.

CITY TRANSFER & STORAGE CO.

JOHN WALKER & CO.

WINES and SPIRITS

111 Montgomery Street

YUkon 6-2707-08

All Proprietary Brands at Competitive Prices

WHISKIES OF QUALITY

JACK DANIEL—Old Time Tennessee Sour Mash Whiskey 90 Proof

JOHN BEGG-Liqueur Scotch Whisky 86.8 Proof

Free Delivery Service Entire Bay Area Shipments Made Throughout California

Charge Account Privileges

Gift and Bon Voyage Packaging

THE 3 LITTLE SWISS.

"THE BEST FOOD FOR THE BEST PEOPLE"

SAINT MORITZ RESTAURANT 530 BROADWAY

Mr. and Mrs. Harold D. Pischel Jules S. P. Podesta Aram Poladian Mr. and Mrs. Jerome V. Powell Mr. and Mrs. Stanley Powell Colonel and Mrs. John Sedgwick Pratt Dorothy Puett Mr. and Mrs. John Baird Quigley Melesio Quintero Mrs. Carl Raiss Robert Ransohoff Mrs. Albert Rees Dr. Frederick Leet Reichert Dr. R. H. Reid Dr. R. H. Reid Dr. George G. Reinle Robert S. Reis Dr. Ralph A. Reynolds Mrs. Herbert W. Richards Hermann A. Richardson Mrs. W. J. Richardson Milo R. Robbins Dr. and Mrs. Lames W. Ro Milo K. RODDINS Dr. and Mrs. James W. Roberts Mr. and Mrs. Gregory Robinson Mrs. Harrison S. Robinson Dr. Frank H. Rodin Mrs. Nathan Rogers Mrs. Edward M. Rolkin Col. and Mrs. Robert A. Roos Ralph S. Rose John N. Rosekrans Leland S. Rosener Lenore Rosenfeld Alexander Ross Donald L. Ross Mr. and Mrs. Edmund A. Rossi Robert D. Rossi Mrs. William P. Roth W. Lansing Rothschild John Rothschild Oliver Rousseau Ken F. Royce Ken F. Royce
Dr. J. Elliott Royer
Mr. and Mrs. David Rubenstein
Mr. and Mrs. A. S. Russell
Mr. and Mrs. Leon B. Russell Mr. and Mrs. Leon B. Russ Michael J. Ryan Paul A. Ryan Orla St. Clair Mr. and Mrs. George Saks Mrs. M. J. Savage Elizabeth Scamman Robert H. Scanlon Mrs. Karl Schaefer Mr. and Mrs. Carl Schaubye Elsa Schilling
Mrs. Walter Schilling
George B. Schirmer
Mrs. Edward G. Schmiedell Nat Schmulowitz Mrs. Guy Schoonmaker Mr. and Mrs. Albert Schwabacher

James H. Schwabacher Mrs. Frank Schwabacher Mrs. Louis A. Schwabacher H. S. Scott Mrs. Wallace E. Scott Marcella C. Sedgely Mrs. A. Setrakian R. H. Shainwald Mr. and Mrs. R. S. Shainwald Mrs. Nelson Towne Shaw Fred R. Sherman Mrs. Robert Stanton Sherman Mrs. Clarissa Shortall Roy L. Shrutleff Frank Simmons R. O. Simon Ray Simonds Mrs. Norman J. Sinclair May Sinsheimer Mrs. Edgar Sinton Genevieve Six Edith Slack Sidney Sloane Sidney Sloane Judge and Mrs. M. C. Sloss Stanley C. Smallwood DeLancey C. Smith Mr. and Mrs. Ferdinand Smith Mr. and Mrs. Melville L. Smith Philip Smith
H. M. Snyder
Jack Soderlund
George Willard Somers Eldridge T. Spencer Mrs. C. O. Spurgeon Mrs. E. B. Stanwood Dr. and Mrs. J. H. Stark G. A. Starkweather Glen C. Stater Mr. and Mrs. Harold S. Stein Molly Steines Gwynne Stern Mrs. Sigmund Stern Mr. and Mrs. Ralph J. A. Stern Mrs. G. J. Stickney Claude Albon Stiehl George Stimmell R. I. Stone Benka Strickler John Strickler Dr. and Mrs. John Philip Strickler Walter H. Sullivan Ernest J. Sultan Roger Sturtevant Bert Orrell Summers Mrs. Alfred Sutro Mr. and Mrs. Oscar Sutro, Jr. Louis Sutter Mrs. Lorna W. Talbot Mrs. David Armstrong Taylor George S. Terrill Mr. and Mrs. Charles Tesseyman

Mrs. Myron I. Thomas Joseph S. Thompson Mrs. William Timson C. R. Tobin Mr. and Mrs. Joseph O. Tobin Richard M. Tobin Mr. and Mrs. Edward Topham, Jr. Ernest J. Torregano Mrs. Naude R. Torrey Mrs. Nicholas Torrieri, Sr. Mrs. Nicholas Torrieri, Sr. Dr. H. G. Trimble Dwight K. Tripp Mrs. Alfred Tubbs Mr. and Mrs. Nion R. Tucker Barbara B. Turner Mr. and Mrs. William B. Tyler Richard Van Reekum Paul Verdier Mr. and Mrs. Van Vissing Midgley
Stanley R. Vinnicombe
Dr. and Mrs. C. E. Voight
Mr. and Mrs. Daniel Volkmann
Dr. Hans von Geldern Mr. and Mrs. Alexander H. Von Hafften Mrs. G. A. Voute George Wagner Mr. and Mrs. C. B. Wallace Mary Wallace Morton Wallace Mrs. Irene Wallen Whitney Warren Karl C. Weber Michel D. Weill Mrs. Shirley Weissich Dr. and Mrs. Henry M. Weyrauch Mrs. T. J. Whalen Mr. and Mrs. George B. White Mrs. Millard C. White Mr. and Mrs. Frederick Crocker Whitman Mr. and Mrs. Rich Whitmore Mr. and Mrs. Rich Whitmore Robert L. Wiel Brayton Wilbur Mr. and Mrs. Charles F. Williams Stephen Williams Willard F. Williamson Mr. and Mrs. Walter F. Willmette Frank M. Wilson Mrs. J. L. Wolf Dr. and Mrs. Bertram L. Wolfsohn
Mr. and Mrs. Gilbert S. Woods
Mr. and Mrs. Dwayne G. Young
Mrs. V. Zabura
H. L. Zellerbach
J. D. Zellerbach Mrs. John G. Ziel Edgar T. Zook Dr. and Mrs. Nicholas Zuardo

CONTRIBUTORS TO 1948 SEASON

George C. Thierbach

Constant J. Auger
Blum's
Borden's Dairy Delivery Co.
California Notion & Toy Co.
City of Paris
City Transfer & Storage Co.
George Daniels
Davis-Schonwasser
The Emporium
Nelly Gaffney
Hale Brothers Stores, Inc.

Hastings
Carolyn Kelsey
K. H. Lengfeld
H. Liebes & Co.
Livingston Brothers
I. Magnin & Co.
Joseph Magnin Co., Inc.
Maison Mendessolle
Merrill's Drug Center
Musicians' Union
Macy's

Palace Hotel
Pisani Printing &
Publishing Co.
Ransohoff's
Roos Brothers
St. Francis Hotel
Schneider Brothers, Inc.
Standard Oil Co. of California
The White House
Yellow Cab Co.
Weinstein and Company

How did it start?

"EXECUTOR"

From the Latin verb exsequi—"to follow to the end"—comes our word Executor, which in law means: a person appointed in a Will to see that its provisions are carried into effect.

The duties of the executor of a Will have always been exacting. They grow increasingly so as the laws become more numerous and complex.

Hence, a bank or trust company is a good choice as executor... being widely experienced and responsible and, moreover, always ready for the job. Fees are set by law... are the same for an individual as for a bank.

Ask for folder describing the responsibilities of Executorship.

TRUST DEPARTMENT

Wells Fargo Bank & UNION TRUST CO.

SAN FRANCISCO · 20
Established 1852

Wells Fargo Music Hour
a program for music-lovers
10 TO 11 NIGHTLY, SUNDAY THRU FRIDAY
KJBS-1100 on your dial

ALWAYS MILDER BETTER TASTING COOLER SMOKING

Of course I smoke Chesterfields because they're <u>Milder</u>"

Susan Hayward

CO-STARRING IN WALTER WANGER'S

COLOR BY TECHNICOLOR

UNIVERSAL INTERNATIONAL RELEAS



WHY... I smoke Chesterfield

FROM A SERIES OF STATEMENTS BY PROMINENT TORACCO FARMERS

"Liggett & Myers buy as fine tobacco as there is grown. They buy only mild, sweet cigarette tobacco.

"I smoke only Chesterfield cigarettes and I have smoked them right from the start."

P. Hasdy TOBACCO FARMER, MULLINS, S. C.



CHESTERFIELD