

OPERA BEGINS NOV. 3

Brilliant Season Predicted for Chicago Civic Opera Company; Open \$500,000 Studio, Warehouse

Emphasizing the fact that grand opera is not a "high-brow" performance for a select few, but a highly enjoyable work of art which all—musical or non-musical—can appreciate, understand and enjoy, the Chicago Civic Opera is making a new gesture to gain public favor by issuing a unique prospectus for the new season which opens November 3 at the Auditorium theatre.

The new prospectus is a distinct departure from anything previously issued by any grand opera company anywhere in the world. It consists of a beautiful 16-page magazine, printed in rotogravure. It is lavishly illustrated with scenes from famous operas and pictures of well-known stars, which intersperse the stories of some of the masterpieces which the company will produce. These are told in an informal, intimate manner, emphasizing the romance, love interest, tragedy and comedy, which grand opera embodies. More than a quarter of a million of these magazines are being distributed to foster an increased "let's get acquainted" spirit between Chicago and its Civic Opera organization.

Have \$500,000 Studio

This company, which is the largest and finest civic institution of its kind in the world, has just moved into its new \$500,000 studio and warehouse building, the finest opera atelier and only structure of its kind to be found anywhere on earth. Here more than 100 complete opera productions are stored, representing an investment of over \$6,000,000. Here, too, new productions are built including everything from huge sets of scenery, period furniture, and costumes, down to the smallest items of decoration.

Chicago's Civic Opera is looking for-

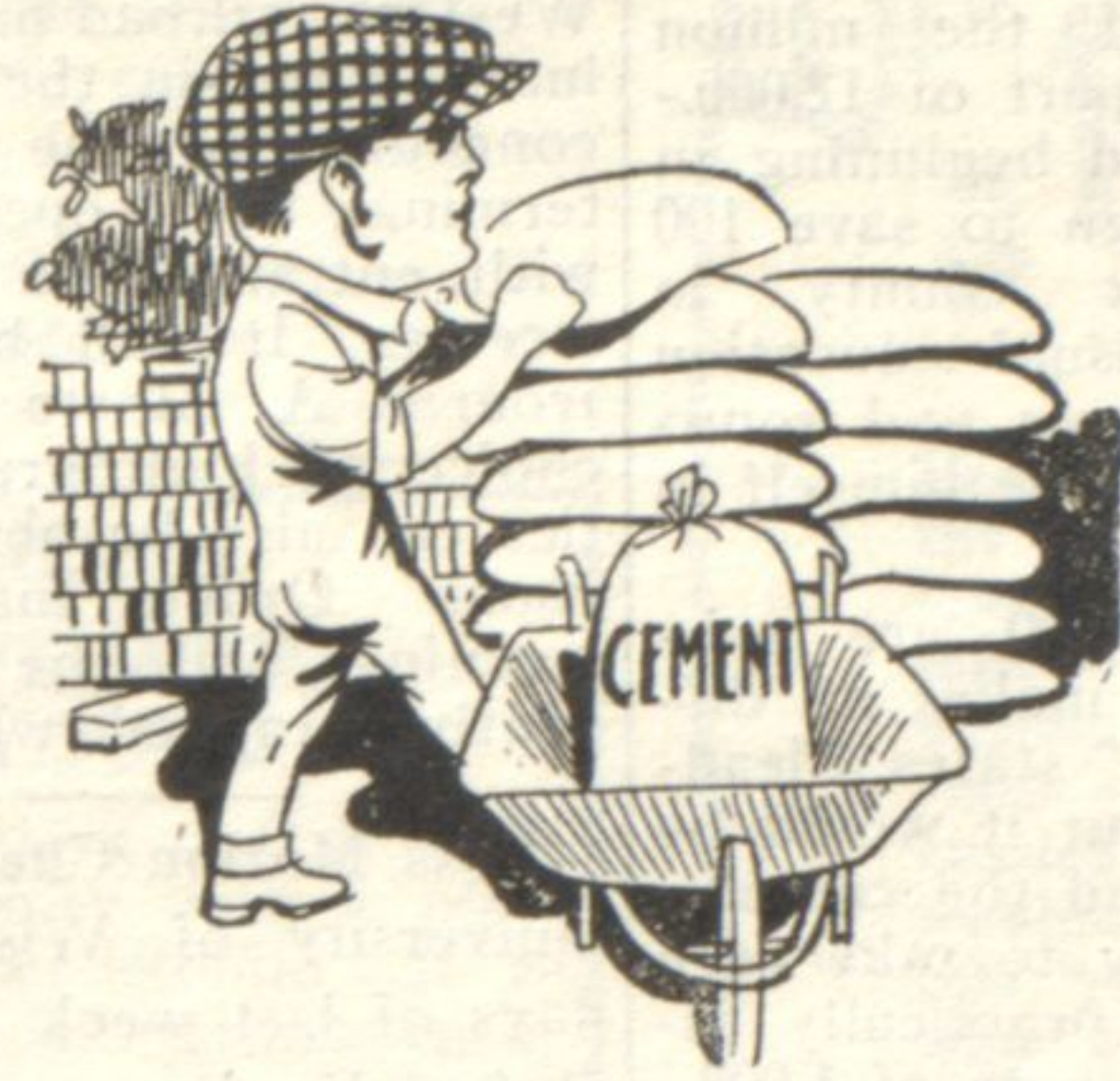
ward to an unusually brilliant season. Several new productions are scheduled, including world premieres and American premieres. A number of splendid new artists have been engaged, many of whom will be introduced to American audiences for the first time during the season. Several brilliant American artists are included among these. These will be in addition to the host of internationally known artists of world-wide popularity for which the Chicago Civic Opera is already famous.

The period for advance subscriptions for the coming season is rapidly drawing to a close, with the opening but a few weeks off. The public, acquainted with the advantages that accrue to subscribers, is responding in unusually large numbers, which are increasing daily as the period draws to a close.

All things considered, Chicago is preparing for its greatest season of grand opera.

Miss Jeanette Cherry, 422 Abbottsford road, Kenilworth, leaves Friday for the East. She will visit relatives in Buffalo and Ithaca before going to New York where she will stay a few weeks.

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