

.. PROGRAMME ..



Under the distinguished patronage of  
Their Excellencies  
The Governor-General of Canada  
and Lady Grey

Mr. VEITCH'S Annual  
Series of Evening Concerts  
*By the World's Foremost Artists*



1909



1910

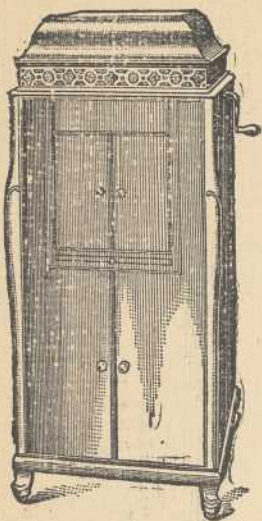
MME. MARCELLA SEMBRICH  
Operatic Soprano

FRANCIS ROGERS, Baritone.

FRANK LA FORGE, Pianist.

Arena, Friday Evg. November 5th,

SECOND EVENT



# Victrola

THE HORNLESS VICTOR

Victrolas from \$150. up  
Other styles of the Victor  
Gramophones from \$15. up

A handsome cabinet to outward appearances, graceful in design and beautiful in its simplicity. But what a world of melody it gives forth! And what a wonderfully pure and mellow tone? Never before were the great masterpieces of music—all the splendid Victor music—played so sweetly and perfectly. "Where does the music come from?" you ask. Beneath the lid of the *Victrola* is a turntable on which the Victor record is placed. From there the tone-waves are carried through the tapering arm down to the sounding board surface which amplifies and reflects them. And the melody floats out from behind the small doors which can be regulated to make music loud or soft at will.

¶ This then is the *Victrola*—the most wonderful of all musical instruments. But you can't know how wonderful it really is until you hear it, for the *Victrola* has a tone-quality such as is possessed by no other instrument.

¶ Hear the *Victrola* to-day at our ware-rooms—we will gladly play it for you. Look for the Victor Dog on the inside of the lid.

## Berliner Gram-o-Phone Co. Limited

415 St. Catherine St.  
Montreal.



"HIS MASTER'S VOICE"  
TRADE-MARK

Order "THE BEST" GURD'S Ginger Ale and GURD'S Caledonian Water

Programme PART 1.

1 Impromptu, F Sharp major - - Chopin

FRANK LA FORGE

NEW SCALE WILLIAMS' PIANO USED

ANNOUNCING AN IMPORTANT  
DISPLAY OF EXCLUSIVE JEWELS

# SAUTOIRS

With the firm's usual enterprise in showing simultaneously with London and Paris the Season's most fashionable jewels, they announce a display of

Elaborate Sautoir Necklaces  
with  
Jewelled Watches to match

—beautiful jewels which must appeal to those demanding ornaments of the most exclusive character.

Each design is an individual creation bearing that unmistakable touch of French art and genius which gives Parisian Jewellery its charm.

We cordially invite the attention of patrons to these artistic Jewels.

HENRY BIRKS & SONS, Limited

PHILLIPS SQUARE.

## A Message to intending purchasers from one of the World's Greatest Vocalists

THE WILLIAMS PIANO CO. Ltd.  
OSHAWA, Ont.

Dear Sir :

*I want to thank your Company for the Magnificent Instrument you supplied for my Concert. During my early studies at home in Portage la Prairie I used a Williams Piano and I have cherished memories of that sweet little instrument. But upon my return to Canada after an absence of several years during which time I had opportunities, on my Concert Tours and in my studies, of using the best makes in Europe, I was delighted beyond measure to note the wonderful improvements secured through the introduction of your new scale. You are to be congratulated in producing in the New Scale Williams a Piano which I consider as standing in the Front ranks among the World's Greatest Instruments.*

*Wishing you all the success your instruments so richly deserve, believe me.*

Yours sincerely

EDITH J. MILLER.

Branch—733 St. Catherine St. West, (near Guy St.) Geo. E. Dies, Prop.

### Programme

2 Aria from Ernani, "Ernani involami" - Verdi

MME. SEMBRICH

NEW SCALE WILLIAMS PIANO USED

Always the Latest in  
Books and Stationery

Books on  
Musical Subjects  
a Specialty

Chapman's Bookstore, 513 St. Catherine St. W.  
(3 doors west of Peel.)

# STEAMSHIP TICKETS

ALL LINES TO  
Great Britain and Continent  
FROM  
Montreal, Boston and New York

TEL. MAIN 2646

W. H. HENRY,  
286 St. James St., Victoria Sq.

## Programme

3 Aria from *Herodiade* - - - *Massenet*  
FRANCIS ROGERS

NEW SCALE WILLIAM'S PIANO USED

## M. TANNENBAUM

High-Class Ladies' Tailor and Costumer

¶ We aim to impart to every garment the distinctive and individual touch that makes fashion effective. ¶ Our season's arrangements are complete in every detail. :: :: :: :: ::

111 METCALF STREET, (<sup>just above</sup> St. Catherine St.) MONTREAL

## DUPUIS FRERES, Limited

The Great East End Emporium - 447-449 St. Catherine St. East


---

### Opera Cloaks

Our own importation—no two alike.

All the newest shades. Silk lined.

PRICES, \$40.00 to \$100.00



### Symphony Concerts

open on Friday afternoon, November 26th, 4 p.m.  
at His Majesty's Theatre. A few good orchestra  
seats are available if ordered immediately.

### Footwear

You cannot mar the effect of your gowns  
by wearing shoes that are not appropriate.

Dupuis' Boot and Shoe department offers  
shoes for all occasions at prices that are revel-  
ations of economy.

---

## DUPUIS FRERES, Limited

The Great East End Emporium - 447-449 St. Catherine St. East

# DUPUIS FRERES, Limited

The Great East End Emporium - 447-449 St. Catherine St. East

## Paris Millinery

Our Exhibit of Paris Millinery surpasses by far, what has ever been seen before in Montreal.

Visit our Millinery Salons—You will be amazed.

### Programme

- 7 a. Pastorale - - - - - Bizet  
b. Love has wings - - - - - J. Rogers

MME. SEMBRICH

NEW SCALE WILLIAMS' PIANO USED

### Of Course you are interested in Music

We have thousands of copies of the master's famous selections—compositions by the world's most noted composers—which we are now offering at the remarkably low price of 10c. a Copy no matter what the regular price is.

- |   |  |
|---|--|
| Poète et Paysan, Overture, <i>Suppe</i> | Papillon d'Amour, <i>Schutt</i>        |
| La Chasse Infernale, <i>Kolling</i>     | Pasquinade, Caprice, <i>Gottschalk</i> |
| Troisième Méditation, <i>Faell</i>      | Marche Hongroise, <i>Kowalski</i>      |
| Dernier Sourire, <i>Wollenhaupt</i>     | Sonate à la Lune, <i>Beethoven</i>     |
| Rondo Capriccioso, <i>Mendelssohn</i>   | Valse Arabesque, <i>Lack</i>           |

## DUPUIS FRERES, Limited

The Great East End Emporium

447-449 St. Catherine St. East

# "The Cocoa with a Character"

THAT'S

*Suchard's*  
(SU-SHAR'S)

The high character of "Suchard's Cocoa" has been maintained  
for nearly 100 years.

It's different from all others.

A comparison will prove it. Get a tin at your grocers.

Agents, FRANK L. BENEDICT & CO.  
MONTREAL

## Programme

- 4 c. Frühlingsnacht - - - Schumann  
d. The Lass with the Delicate Air - Dr. Arne

MME. SEMBRICH

Intermission of 5 minutes

## WILLIS PIANOS

Are made in our factory, and every detail of their construction receives attention from expert workmen; this, with the best material obtainable means a piano or player piano of lasting excellence. We cordially invite musicians and others to visit our magnificent display of Knabe, Willis, Newcombe, Dominion Pianos, Dominion Organs, Willis Player Pianos, Autopianos, Sohmer and Farrand Cecillian Players, etc., etc. Old instruments of any make taken in exchange, and liberal terms of payment given

WILLIS & CO., Limited, 600 St. Catherine St. W.



## The Delicately Rich Flavor

of Suchard's Cocoa has never been equalled by any other brand. ¶ Taste Suchard's—then the best other cocoa you know—and notice how flat the other tastes. ¶ This distinctive Suchard flavor is due partly to the use of the finest cocoa-beans grown, but even more to skill in manufacture. ¶ Roasting, blending, grinding, extracting the oil, is carried on by experts, who know just how to bring out to perfection the rich aroma and flavor. ¶ There's pleasure and satisfaction in a fragrant steaming cup of Suchard's Cocoa.

AGENTS

FRANK L. BENEDICT & CO.,  
MONTREAL

### Programme PART 2.

- 5 a. Der Liebe Holdesgluck (Magic Flute) - Mozart  
b. "La ci darem la Mano" (Don Giovanni) - Mozart

MME. SEMBRICH and MR. ROGERS

NEW SCALE WILLIAMS' PIANO USED

## The Royal Arms Laundry Co.

LIMITED

J. R. BARCLAY, Man. Dir.

¶ We are not boasting—there is no better work done in any Laundry in Canada. ¶ All hand-work and the finest of materials may safely be sent to us.

A trial will convince you.

'Phone East 2488

# Ferry's

The only high-class Horse Shoe Counter uptown

◊ ALWAYS OPEN ◊

Fresh Oysters received daily



309 BLEURY STREET, near St. Catherine.

## Programme

8 *b.* Clown's Serenade - *Isidore Luckstone*  
*c.* Border Ballad (Walter Scott) - *Cowen*

MR. ROGERS

NEW SCALE WILLIAMS' PIANO USED



# Columbia



¶ Grand Opera, double disc records. ¶ Our list of artists include most of the world-renowned singers—Bonci, Constantino, Sembrich, Zenatello, Lehmann, Sammarco, De Reszke, Kubelik, Russ, Didur, Anselmi, Stracciari, Destinn, Companari, Bassi and Scotti. Give us a call.

TELEPHONE UP 4113 ————— OPEN EVENINGS

*Dominion Phonograph Co. 596 St. Catherine St. W.*

The Pickings of most Exclusive Europe  
In the way of Dress and Dress Accessories

MADE UP

- Egyptian Scarfs with solid silver or tinsel effects, platted in by hand.
- Most handsome flowered crepe de chine scarfs.
- Lovely crepe de chine shawls with the new "Lacets" fringe.
- Real lace handkerchiefs.

TO MAKE UP

- Exquisite sheer chiffon cloths; new semi-made robes, embroidered on voile.
- Sequin and beaded robes, all white, all black or others touched with gold.
- Exclusive metallic trimmings well worthy of the richest gowns.

*The John Murphy Company Limited*

Programme

- 4 a. Forelle - - - - - Schubert  
 b. Nussbaum - - - - - Schumann

MME. SEMBRICH

NEW SCALE WILLIAMS' PIANO USED

CHAS. DESJARDINS & CO.

IN THEIR NEW PREMISES

The largest and best equipped  
 retail **FUR** house  
 in the world

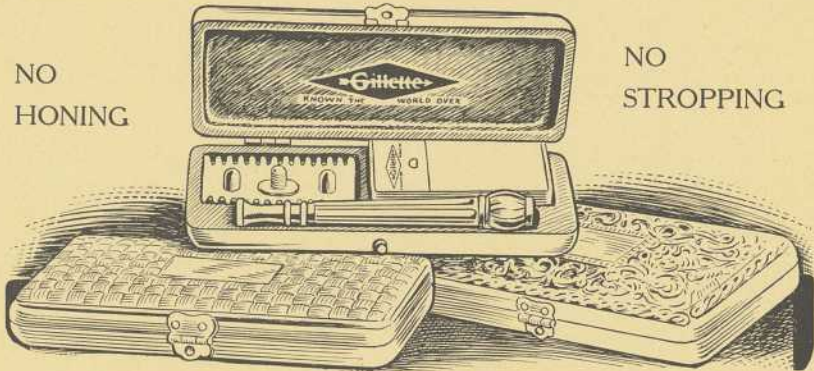


All **FURS** at  
 40 per cent less than any-  
 where else for same quality.

TELEPHONE, EAST 1537

130 ST DENIS STREET, (NEARLY OPPOSITE)  
 LAVAL UNIVERSITY)  
 MONTREAL

NO  
HONING



NO  
STROPPING

### A Razor for Your Vest Pocket

"Gillette" Pocket Edition is the wonderful Gillette Safety Razor in its new and more compact form. In Gold, Silver or Gun-metal, \$5 to \$7. Standard Sets, \$5 up. Gillette signs show dealers handling Gillette Razors and Blades. Look for them

### Programme

7 c. To a messenger - - - *La Forge*  
d. Where sits a bird - - - *A. Foote*

MME. SEMBRICH

NEW SCALE WILLIAMS' PIANO USED

## A GREAT PIANO

WHAT A TREAT FOR A BUSINESS MAN

after the work and worry of the day, to have an evening of music. Amusements may pall; Books may lose their charm; but Music brings rest and relaxation to mind and body. 🌿 🌿

### The Great New Scale Williams Player Piano

brings music to you, instead of sending you to seek music outside of your home. 🌿 🌿

Branch: 733 ST. CATHERINE ST. W., (near Guy) GEO. E. DIES, Prop.

*By Royal Warrant to His Majesty The King*

## The Wine of Royalty

*Royal Warrants have been granted  
to Messrs. G. H. Mumm & Co. by*

His Majesty King Edward VII      His Majesty the German Emperor  
H.M. the Emperor of Austria      H.M. the King of Italy      H.M. the King of Sweden  
H.M. the King of Denmark      H.M. the King of the Belgians      H.M. the King of Spain

The most  
exquisite  
Dry Champagne  
imported

**G·H·MUMM & CO**  
**EXTRA DRY**  
**SELECTED BRUT**

A superb  
Brut wine  
of unsurpassed  
style and flavor

There is probably not a club in the world where men of taste gather,  
where the name of G. H. MUMM & CO. is not a synonym for  
the best champagne that can be had,

## Programme

8 a. Du bist wie eine Blume (Heine)      *Rubinstein*  
MR. ROGERS

NEW SCALE WILLIAMS' PIANO USED

## Fall and Winter Trips

TO  
Bermuda, Jamaica, Cuba, Mexico,  
Nassau and West Indies

ALSO  
The Mediterranean, Egypt and  
The Orient.

Conducted and Independent Travel.

W. H. HENRY,  
Telephone Main 2646      286 St. James St., Victoria Sq.



Trade Mark  
Registered  
1891



TRADE MARK  
*Small's*  
MAPLE SYRUP  
is Standard



MAPLE  
CREAM  
Cake Icings



TRADE MARK  
*Small's*  
CHOCOLATES  
are Standard

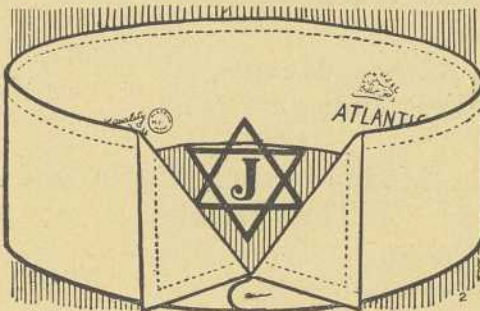
## Programme

- 6 a. Nocturne, F sharp major - - - Chopin  
 b. Study in Octaves - - - - - Boothe

MR. LA FORGE

NEW SCALE WILLIAMS' PIANO USED

## Two Grades — Two Dozen Styles



**N**O matter what your experience has been with other collars, you can get the *shape* you want in the *size* you wear in the collar that is *easy, comfortable and fit perfectly* in "J" Brand Collars. "J" Brand Collars are made of sun-bleached fabrics, which wear much longer than when bleached chemicals and have our patent *easy-to-button button-hole*, which means collar comfort and unbroken finger nails. Ask your dealer to show you "J" Brand Collars and see for yourself that they are unequalled for the money.

The CANADIAN UNDERWEAR CO.

309 NOTRE DAME ST. WEST

Arthur L. Brault

MERCHANT TAILOR

RIDING BREECHES A SPECIALTY  
Fall, Winter & Spring lines now complete

91 BLEURY ST. TEL. MAIN 1961

SYMPHONY CONCERTS

*Dates.*—Friday Afternoon, 4 p.m., November 26th, December 10th,  
January 14th, 28th, February 11th and 25th.

*Rates.*—1 Subscription or 6 Seats, \$6.00. Five Subscriptions, \$27.00.  
All orders to Mr. Veitch's office, Main 4734.



Home Comfort

Nothing will more decidedly help towards the comfort and brightness of an apartment than a Fine Table Lamp. The new models we are showing are specially attractive in design and value. Nothing makes a more useful and welcome present. A visit will be appreciated.

McDONALD & WILLSON

99 DRUMMOND STREET, above St. Cath.



¶ If you need Furniture, Rugs, Carpets, Curtains, Oilcloths, Linoleums, in fact anything in the way of house-furnishings, come and see our assortment. ¶ Our furnished apartment will prove of special interest to every prospective housekeeper. ¶ Upholstering and repairing old furniture is a specialty with us. ¶ We are sole agents in Montreal for All Horsehair Sanitary Mattress—the only healthful and really comfortable mattress made

## RENAUD, KING & PATTERSON

Cor. ST. CATHERINE STREET and GUY STREET

### Programme

9 Valse "Voce di Primavera" - J. Strauss

MME. SEMBRICH

NEW SCALE WILLIAMS' PIANO USED

## The Montreal Conservatory of Music

Prof. HARRY T. DICKINSON, Director

**A**NNOUNCEMENT is made of the important change in the domicile and personelle of the Montreal Conservatory of Music. ¶ The most thorough Courses in Music are now offered to students under competent Specialists. ¶ The Departments embrace both Instrumental and Vocal, as well as Special work. ¶ The teaching is by Private lessons or in Classes, as desired by the pupil.

For further particulars, prospectus, etc. apply to *The* Secretary,  
Montreal Conservatory of Music,  
138 Mansfield Street.

PHONE UPTOWN 1599

¶ Prof. MATOFF, for the benefit of East End pupils will meet them at his Studio, 136 Laval Ave.

When buying your next Costume—Select  
**Priestleys' Dress Goods**

Present Fashion calls for  
Diagonals and  
Wide Wale Scopes

The Fabrics that best  
meet these demands  
are

**PRIESTLEYS'**

**Mayfair  
Costume  
Cloth**  
and  
**Cheviot  
Costume  
Cloth**

52 inches wide  
Correct weight  
Latest Colorings

Look for  
"The Varnished Board"



**N. EICHHORN**

TEACHER OF PIANO & ORGAN  
Concert Accompanist

STUDIO: TEL. UP. 2254  
903 ST. CATHERINE ST. W.

**EMIL TARANTO**

**VIOLIN VIRTUOSO**

PHONE EAST 347

169 ST. DENIS STREET

**C. d'ALESSIO**

MUSIC LESSONS  
Singing in Italian a Specialty  
TELEPHONE UP 4434

Studio: 100 METCALF STREET

**FRANK C. FOX**

Refracting Optician

PHONE UP. 1185

32 MCGILL COLLEGE AVE.

**Malone Moulding & Framing Co.**

ARTISTIC PICTURE FRAMING  
REPAIRING AND REGILDING

48 BEAVER HALL HILL

**ANNOUNCEMENT**

☐ The soloists at the Symphony Concerts this season will include such great artists as Ovide Musin, Violinist; Kirby-Lunn, Contralto; Emiliano Renaud, Pianist; Fritz Kriesler, Violinist, and Edith Miller, Contralto.

**Punde & Boehm**



*Artistic  
Wig Makers  
and  
Hair  
Dressers*



*Marcell Undulation  
a Specialty*

Telephones  
Up 3161  
Up 5160

471-475 ST. CATHERINE, W.



**Johnson & Copping**

634 St. Catherine St. W.

(between Mountain and Crescent Sts.)

**Corticelli Spool Silk**

Full Strength  
Full Length.

and too strong  
to break.

**Johnston Bros.**  
 Jewellers,  
 483 St. Catherine St. W.



¶ Taste in Jewellery has no purer expression than the various assortment of Jewels and artistic gold work being displayed by this firm. ¶ Lavallieres, Brooches, Jewelled Necklets, Bracelets, Rings, Men's Jewellery in equally attractive effect. ¶ All Johnston quality and pleasing prices.

# PALLMALL

CORK TIPS

## LONDON CIGARETTES

IN ATTRACTIVE RED  
BOXES OF TEN.

Regular Size  
A Shilling in London  
A Quarter Here

H. I. M.



THE KING'S SIZE.

35c. per package



No other cigarette approaches them in popularity among men of cultured tastes.