

The Electric Wiring Installation of the Auditorium

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The Curtains, Scenery and Stage Equipment

OF THE

Auditorium

Including the celebrated Johns-Mansville Asbestos Curtain, the J. R. Clancy Stage Mechanism and the General Stage Apparatus and Appliances designed, manufactured and modeled by the

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Leading Scenic Contractors of the Northwest.

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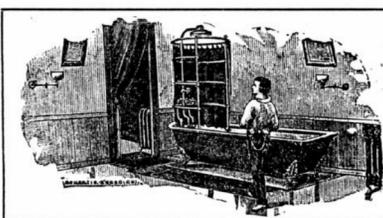
The Leading Opera Houses of the West Are Equipped With Scenery and Stage Work from This Studio.

Estimates cheerfully furnished on all kinds of Curtains, Scenery and Stage Equipment. Correspondence solicited. Address all Inquiries to Bijou Opera House Bldg., Minneapolis. Both Phones.

Plumbing and Gas Fitting

INSTALLED IN THE AUDITORIUM BY

A. W. SCOTT



217 Sixth Street South.

PLUMBING

GAS FITTING

MUSICAL FESTIVAL MARKS AUDITORIUM DEDICATION

World-Famous Artists Will Come to Join With Local Musicians in the Musical Festivities Which Will Inaugurate the New Home for Music--De Pachmann's First Appearance in Minneapolis.



CHARLOTTA MACONDA, Brilliant Soprano Soloist for the First and Second Nights of the Festival.

WITHIN a few days nearly all Minneapolis will gather within the walls of its magnificent new Auditorium to do it honor. The large seat sale for the inauguration musical festival, March 1, 2, 3, 4, would seem to indicate that no loyal Minneapolitan intends to be left out of the dedication festivities of the great Auditorium. The prices have been graded so that all may have a share in the celebration. Large parties from St. Paul are also coming to rejoice with Minneapolis on this occasion.

Of the musical merits of the festival there can be no doubts, for the whole city is proud of its musical organizations which will take part, and the artists include that famous pianist, de Pachmann, whom many consider the greatest in the world. De Pachmann, who is said to play Chopin as only the Polish master himself could play, his own compositions, will give one of the Chopin concertos with the orchestra. Of the rare beauty of his touch, his musical temperament and colossal technical powers whole volumes have been written. This is Minneapolis' first opportunity, and probably the last, to hear this great and noble artist. De Pachmann has registered a vow that he will never cross that dreadful ocean again.

Mme. Maconda, the brilliant soprano, will be the soloist the first night with the Apollo club, the Philharmonic club and Minneapolis Symphony orchestra, and she will also sing the second night. The third evening, when "Aida" will be given, promises to be the most successful concert the Philharmonic club has ever given. Each member of the chorus is inspired with the thought of at last occupying the new home which the club has worked so hard to secure, and in which the members have a warm personal pride. The soloists have had wide experience in the opera and the orchestra is playing the beautiful orchestral parts, so full of color and dramatic fire, superbly.

The children's night, March 4, will be one of the most unique events in the musical history of Minneapolis. It is seldom that 1,000 children are brought together to sing and the little ones are wild with excitement. One of the features will be the singing of that talented little 16-year-old girl, Adele Maloney, who sings like a bird. Miss Margaret M. Gilmore is another of the young musicians whose exceptional gifts have awakened bright hopes for her future.

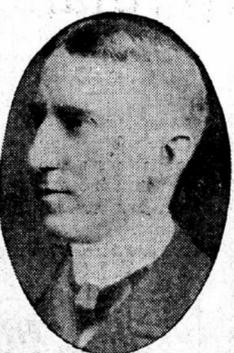
The other soloists, Mrs. Maud Waterman and Mrs. Maud Ulmer Jones, are well known to the public. The Orpheus club will also assist.

The seats are now on sale for the public at the Metropolitan music store.

THE TWO FESTIVAL CONDUCTORS.



EMIL OBERHOFER, Leader of Philharmonic Club and Symphony Orchestra.



HENRY S. WOODRUFF, Leader of the Apollo Club.

The Johnson School of Music, Oratory and Dramatic Art. Among the many educational institutions in Minneapolis perhaps none occupies a higher place in the popular estimation than this school. Conditions musically at the time of its inception in 1898, coupled with the reputation of its founder and director, Gustavus Johnson, were favorable to rapid growth of the school and two years after its opening a beautiful new building was erected for its exclusive use. On the faculty are many of the best-known musicians of the northwest. The oratorical school under the direction of Mr. and Mrs. Holt is practically the only one of its kind in the northwest, the equipment for its work being all that could be desired.

Stanley Hall Conservatory. The new department of Music, Art and Oratory added to Stanley Hall this year has already exceeded, both in numbers and grade, the most sanguine expectations. The faculty comprises many of the finest professionals in the northwest, which, added to the special lecture course exclusively to the pupils of the institution, easily ranks Stanley Hall Conservatory as one of the finest in the country. Pupils' recitals are frequent and individual students now in preparation will inaugurate a series most pretentious for non-professionals. The Stanley Hall Ladies' quartet, composed of the best voices in the school, are in fine training and are to give concerts, one at Litchfield this evening.

COMING SEASON OF GRAND OPERA AT THE NEW MINNEAPOLIS AUDITORIUM



NORDICA.



CARUSO.



FREMSTAD.

THREE OF HERR CONRIED'S GREAT ARTISTS.

THE decision of the Northwestern National Life Insurance company to enlarge its original plans and supply the new Minneapolis Auditorium with one of the largest, finest and most thoroughly equipped stages in the country, was a splendid thing for the cause of music in the northwest.

Instead of simply erecting a music hall, the company has provided the northwest, and Minneapolis in particular, with a magnificent opera house and music hall combined, in which productions of grand opera can be given which shall be the equal of those seen in the Metropolitan opera house in New York.

The northwest thus far has been visited only once by the great Metropolitan company, reference being made to the season of grand opera given in Minneapolis four years ago under Maurice Grau's direction. For lack of a better place, the performances were given in the old Exposition building, no pretensions being made as to scenic effect, because there was only an apology for a stage and makeshift facilities for the manipulation of scenery, lighting, etc. Nevertheless, thousands of music lovers turned out from all parts of the northwest, overlooked the shortcomings of the Exposition building and sat spell-bound under the glorious voices of Mr. Grau's famous artists.

It is doubtful, however, whether Heinrich Conried, successor of Mr. Grau, would have consented to give a season of grand opera in Minneapolis with the same conditions confronting him as those Mr. Grau labored under, for Mr. Conried particularly prides himself not only upon his great vocal "stars," but upon performances which are perfect in every detail. But the new Auditorium, with its magnificent stage, has made another season of grand opera from the Metropolitan opera house at New York possible in Minneapolis, and it will be one with which that of four years ago can in no wise be compared. Mr. Conried gives his personal pledge that no pains or expense shall be spared to make the season a memorable one in the musical annals of the northwest, and that every opera announced to be

given will be produced with the same care and attention as when it is sung in New York.

Some time ago Mr. Conried's technical director, Eugene Castel-Bert, visited Minneapolis and thoroughly examined the Auditorium and its stage, and his report to Mr. Conried was couched in glowing terms. In short, Mr. Castel-Bert was delighted with the building and grew especially enthusiastic over the possibility of giving in Minneapolis an adequate production of "Parsifal," which, as is well known, requires a stage of exceptional size, thoroughly equipped in every particular.

The coming season will consist of three performances, the first being that of "Parsifal," which will commence at 5 p. m. Monday, March 27. There will be an intermission, after the first act, of two hours for dinner. The cast selected for "Parsifal" in Minneapolis is identical with the one given the majority of times in New York, and includes Fremstad as Kundry, Burgstaller as Parsifal, Van Rooy as Amfortas and Blass as Gurnemanz. The performance will be conducted by H. Hertz, who conducted the memorable

first performance of "Parsifal" in New York on Christmas Eve, 1903.

On Tuesday afternoon, March 2 "Les Huguenots," the thrilling and heart-stirring opera of Meyerbeer, will be given. The list of artists in the cast is a most notable one including No. deca, Sembrich, Homer, Scotti, Dipp and Journet.

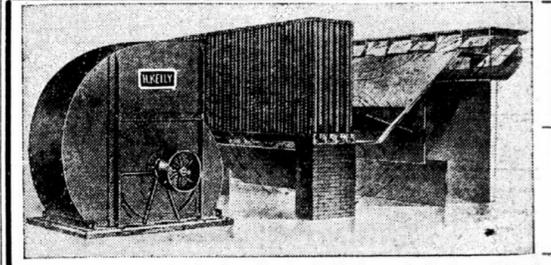
The season will close on Tuesday evening, March 28, with a grand double bill, consisting of "Cavalleria Rusticana" and "Pagliacci." In the former, an opportunity will be given to hear DeMacchi, the most powerful dramatic soprano that Italy has produced in recent years, who will assume the highly intense role of Santuzza. "Pagliacci," a sweeping surprise is store for northwestern music-lovers: the wonderful work of Caruso, without a doubt the world's greatest Italian tenor, who for two years has been the idol of frenzied New York audience. It is said that one may go far in the way of heaping superlatives upon superlatives in describing the exquisite beautiful golden voice of Caruso as still leave much untold. Caruso is said to be particularly irresistible in "Pagliacci."

Plastering Work at the New Auditorium was done by Johnson & McCoy

11 North Third Street Plastering Contractors Plain and Ornamental. T. C. Phone 9098.

C. A. Johnson, 612 Sixth Ave. North. T. C. 13435.

J. B. McCoy, 1315 19th Ave. North. T. C. 13182.



This cut represents one of the four large fans installed in the new Auditorium, which will be one of the best heated and ventilated auditoriums in the country.

We have installed similar systems in Chamber of Commerce, Minneapolis and Duluth, Northwestern National Bank, Cream of Wheat Building, Clay School, Washington School, Le Sueur, Minn. Canada Maiting Co., Montreal, Can. Thomas Lowry's Residence, Hon. W. D. Washburn's Residence.

H. Kelly & Co., Third St. and Third Ave. So.

Have you noticed The Journal's new feature, "Shopping by Telephone," printed on the Want Page every day? It's a good thing.

TO SOUTHERN TEXAS, \$27.75 Round Trip.

Galveston, Fort Worth, Houston and Beaumont. To New Orleans and return, \$25.00. Tickets on sale February 21 and March 7 and 21. Limited twenty-one days. Stopovers permitted. Call on J. G. Rickel, city ticket agent, 424 Nicollet av.

THE DECORATING AND WOOD POLISHING

THE AUDITORIUM

WAS DONE BY THE Harry B. Cramer Co. 215 SOUTH SIXTH ST.

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Sash, Doors, Frames, Moldings, Interior Finish and Office Fixtures.

Office and Factory, 2308 N. Second St. T. C. Phone 3190.

This company also furnished the Deere-Webber building, J. I. Case & Co.'s building, Minn. Moline Plow Co.'s building, Advance Thresher Co.'s building, Minn. Linseed Oil Co.'s building and many other large buildings.

Would you go across the city to answer a Journal want ad which said merely: "House for Rent"? You would if you wanted a house, and the ad enumerated the features you were looking for in a house. Remember this when you write a Journal want ad--for renting or anything else. The principle is the same. Tell the story. People will go to see what they feel may satisfy them.