

(opera music begins)

- Hi, I'm Beverly Sills, and I'm doing what I often do on a Saturday afternoon when I'm not singing in an opera. I'm listening to an opera, Texaco's live broadcast from the Metropolitan. You know, opera needs support from everyone who loves it and Texaco has been helping tremendously by bringing these glorious Metropolitan broadcasts into millions of homes all over America for 36 years to people who can't hear live opera in any other way, to children who get their first taste of opera over the radio and then go on to develop a lifelong love affair with it. (opera music swells) Now, isn't that a beautiful Texaco station? (opera music continues)

- Texaco invites you to listen to Ms. Beverly Sills and other great artists later this year when Texaco begins its 37th year of Saturday afternoon radio broadcasts live from the Metropolitan Opera. Texaco's Metropolitan Opera broadcasts, the longest continuous sponsorship of the arts in broadcasting history. (opera music continues)