

President's Notes



Dear Colleagues,

Have you seen our Facebook page recently? If not, read on . . .

The Facebook page for the Jussi Björling Society-USA is our greatest potential tool to spread the word about our tenor. Please look at it anew:

<https://www.facebook.com/pages/Jussi-Bjorling-Society-USA/29715116469>

David and Vivienne Hill have accepted the opportunity from the Board of Directors to become our official Facebook programmers. Paul Galbraith also has been assisting in recent months, with valuable postings. What a difference they are making!

Now that we have new content being posted on a regular basis, we have a need from *each of you*. Please go to our Facebook page regularly (as in "often") and "like" the page. Then "like" or "share" specific entries on your own Facebook page. This will quickly extend the message about both our Facebook page, and our favorite subject of Jussi Björling.

Many people today who have great enthusiasm for opera and opera singers, may not know the name of Jussi Björling. Facebook is among the most logical resources available to us to newly reveal what we already know about Jussi Björling.

So I urge you to become involved in our effort. Be demonstrative with your passion. Even open a personal Facebook account if you don't have one, and let's have a rollicking good time extending the reach of the Jussi Björling Society-USA!

Opportunities continue! We seek a member to keep our stock of books, CDs, DVDs, etc. This person(s) also would be responsible for mailing out orders to other Society members. If you are the one to assist the Board and the members of the JBS-USA as our Fulfillment Specialist, please step forward. We're anxious to hear from you (see email address below).

And finally, salutations and appreciation to Tom Hines, Sue Flaster, and Dan Shea for alerting information for this Newsletter.

We hope you are inspired with what you read. Perhaps you have your own Jussi experience you would like to share? Please write and send it to me at codyite@gmail.com.

Walter B. Rudolph, *President*

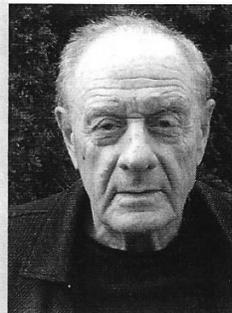
What Caruso Would Have Thought

by Lee Alperin



Jussi Björling in Caruso's Canio costume with Dorothy Caruso

It is not likely interest in the voice of Jussi Björling will ever draw to a close. One reason is there will always be another generation on the horizon to discover him after the previous one has had its turn. Those in the latter group include many who had actually heard the tenor in person. The new generation, of course, will not have had the opportunity. With this in mind, one other group should be included among those never having had the chance to hear him. Its time ended prior to Jussi's emergence on the opera stage.



Lee Alperin

So what of this throw-back generation? Why should anyone care what it thinks? Its day has passed. Singers change. Styles change. Still it should be remembered in that generation Verdi and Puccini were able to exercise their authority over the way their works should be performed. Caruso knew Puccini, and his views would have been significant for singers of our day.