



McCALL
McCALL

RED *And* **WHITE**
RED

REVUE
REVUE

of **1938**



march
10-11-12

JULIUS CAESAR

"Sure I crossed the Rubicon" snapped Julius Caesar to our enquiring reporter. "And why not? That gang in Rome held up my supply of Molson's Export so I just had to go and get it. I couldn't build empires without the Ale my Great-Grandfather drank."



MOLSON'S EXPORT *Ale*



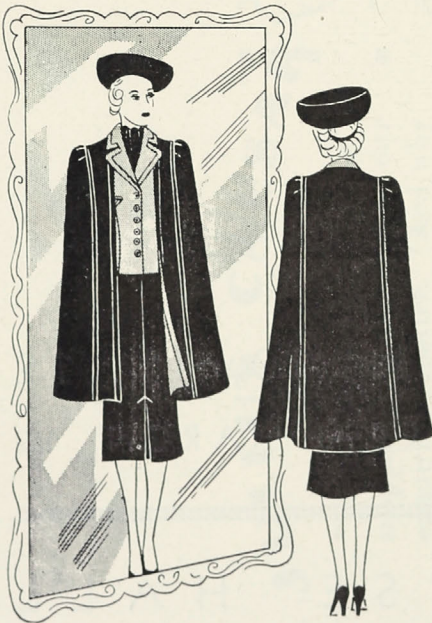
A *Million* DEPOSIT ACCOUNTS
DENOTE CONFIDENCE

BANK OF MONTREAL

Established 1817

MODERN, EXPERIENCED BANKING SERVICE

... the outcome of 120 years' successful operation



Be Yourself

It's Smart This Spring
To Be Yourself

Be boyish and bold or fragile and fair—but be yourself. Be crisp and efficient or languid and dreamy but be yourself! Fashion of 1938 sees beauty only in the real, the genuine, the authentic, so put aside the temptation of imitation and be yourself. You'll find at Ogilvy's authentic Fashions to suit your purse and personality.

JAS. A. OGILVY'S LIMITED

Compliments of

CANADIAN CELANESE



McDOUGALL & COWANS

Members Montreal Stock Exchange
Members Montreal Curb Market
Members Montreal Commodity Exchange, Inc.

COMPLETE
MINING FACILITIES

Private Wire Connections New York and Toronto



520 ST. FRANCOIS XAVIER STREET

14 METCALFE STREET

— Branch —

OTTAWA, ONT.



READING TIME: 1 minute 22 seconds

Scene 1: The Forum, as the bell sounds.

1st Voice: Chock-lits, chewing gum . . .
Pea-NUT-s . . . Popcorn . . .

2nd Voice: Get yer lucky programme
. . . GET yer lucky . . .

3rd Voice: StARR, LaPr-AYSE . . .
St-Ah-rr, Ex-stRY . . .

4th Voice: **Is there a
BRITISH CONSOLS
in the house?**

(Another Stirring Installment page 12)

PERSONAL LOANS

for any worthy purpose



LOW RATES

6% Discount and Small Service Charge



A YEAR TO REPAY

Apply to Any Branch of

THE CANADIAN BANK OF COMMERCE

AS OLD AS THE FIRST MCGILL

"THEATRE NIGHT"

AS MODERN AS

"THE REVUE OF '38"



Compliments of
A. E. AMES & CO.
LIMITED
Business Established 1889

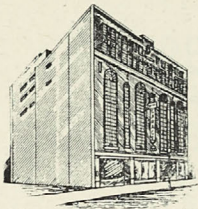
A

OVERTURE

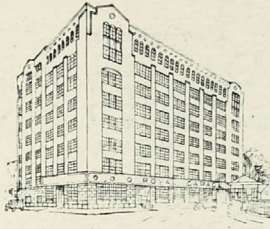
RED & WHITE REVUE ORCHESTRA
under the direction of
RUSTY DAVIS

Violins: R. Cantor, A. Ginsburg, S. Schécter
Trumpets: S. Zuricker, J. Lalonde, D. Cameron
Saxophones: P. Hebert, L. Starkey, H. Matthews, M. Forester
Bass: E. Bourbonnais **Trombone:** F. Kearns
Guitar: T. Ford **Drums:** J. Nadau **Cello:** D. Levenson
Piano: Sidney Flanders

Willis Pianos used exclusively
Supplied by
WILLIS & CO., LTD.
1220 ST. CATHERINE ST. WEST





Mansions Garage
1460 GUY STREET



Royal Garage
FOOT OF MCGILL COLLEGE AVE.



Drummond-Street Garage
1414 DRUMMOND ST.

 C.I.C. PARKING GARAGES 

HEAD OFFICE: 1414 DRUMMOND ST. MONTREAL

B

OPENING CHORUS

HEART BEATS

» Music by «
JOHN KETTLES

» Lyrics by «
TED BEECHER

Trio.....BETTY GOULD, PHYLLIS STAPELLES, MARG. JAMIESON

Solo Tap.....PETER MURPHY

CHORUS:—Muriel Armstrong, Frieda Bindman, Carolyn Clarke, Marjorie Ewen, Mary Gibb,
Muriel Hudspeth, Catherine Jones, Eleanor O'Hara, Muriel Scobie, Margaret
Keohan, Norma Bonter, Marjorie Lyons.

After the RED & WHITE REVUE

We'll meet you in

SCOTTS !

For prompt service
Telephone MArquette 5631

Guaranteed

PURE MILK COMPANY LIMITED

MILK—CREAM—BUTTER—EGGS—CHEESE

C

THE TIE THAT BINDS

or—Why Neville Has Cramps

Chamberlain.....	E. W. PETERSON
Hitler.....	ROBERT DUNN
Mussolini.....	HAILE SELASSIE
Lloyd George.....	PETER BAROTT
Anthony Eden.....	A. J. PIERS

Compliments of

BROWN, MONTGOMERY & McMICHAEL

BARRISTERS, ETC.

Compliments of

**DISTILLERS CORPORATION
LIMITED**

1430 PEEL STREET
MONTREAL

D

"SAY WHEN"

» Music and Lyrics by «
SAM TOLCHINSKY

MADELEINE SAINT-MARTIN

Compliments of

A. F. ADAMS

Imported Ski Equipment

BElair 1212
646 CRAIG STREET WEST
near Victoria Square
MONTREAL

LAncaster 6776

**Arlington Cycle & Sports
Limited**

Distributors for
BSA and INDIAN MOTORCYCLES
also
CCM Bicycles and Sporting Goods

1194 UNIVERSITY STREET
MONTREAL

Compliments of

PEEL TAVERN

1452 Peel Street

Opposite Mt. Royal Hotel

E

CINDERELLA — A Grimm Business

Cin-der-ella.....	RITA STEVENSON
Pru-nel-la } Her Stepsisters.....	{ HELEN BYERS
Pri-scil-la }	{ PAMELA MATHEWSON
Gold-i-locks, Her Friend.....	MILDRED HELLAR
The Three Bears.....	A. McLEOD, W. SCOTT, S. SMITH
Fair-y God-mother.....	HARRIET BLOOMFIELD
Prince Kopya.....	W. T. SIMPSON
Taxi Driver.....	ERNEST ROSSITER
Herald.....	COLIN GRAHAM
Courtiers.....	PETER CHARLTON, JOHN COWANS, JOHN AIKEN, DAVE NEVILLE
Soldiers.....	JOHN KETTLES, PETER BAROTT
Duet.....	DOREEN BROWN and MARIOTA SPEILMAN

SCENES: Scene 1—Cinderella's Furnace Room
Scene 2—The Plotters' Garret
Scene 3—The Palace Ballroom
Scene 4—An Unfrequented Alley
Scene 5—The Market Place

CHORUS:—Doreen Brown, Allison Chambers, Kit Crozier, Francis Earle, Caroline Grainger, Joyce Hopkins, Kay Horton, Betty May, Eleanor Monroe, Margaret Parsons, Beth Teed, Pat Walker.

GIRLS IN MARKET SCENE:—Doreen Dann, Barbara Winslow, Margaret Graham, Doreen Robinson, Dorothy Brooks, Dorothy Pugh, Betsy McCrory, Bernice Bigley, Dorothy Lathe, Kathleen Lawson.

For Body and Fender Repairs See . . . DONNIE & JERRY WEIR

WEIR'S GARAGE

1172 UNION AVENUE

GENERAL AUTO REPAIRS — ALL WORK GUARANTEED

T. MAMEN Reg'd.
Finest ski equipment and sporting goods

F

CHANT DES VOYAGEURS

» Words and Music by «
W. BRUCE ROSS

Voyageurs:

JOHN McLAUGHLIN, STEWART REID, GERALD McKEE, JOHN GARRETT



G

A COUPLE OF SOCIAL PROBLEMS

Pro.....TALBOT JOHNSTON

Con.....CARLOS BOS

Scene: Steps of the Arts Building



Scene 2 : Moyses Hall, as the curtain falls.

1st Voice: Bravo!

2nd Voice: Bravo!

3rd Voice: Bravo!

4th Voice: **Is there a
BRITISH CONSOLS
in the house?**

(Another Stirring Installment page 20)

AND ANOTHER REVUE . . .

OF SPRING FASHIONS . . . SPARKLING,
IRIDESCENT, VIBRANT . . . YOU ARE
CORDIALLY INVITED TO BE PRESENT.

Holt, Renfrew
& COMPANY LIMITED

Sherbrooke at Mountain

H

SOUTH SEA RHAPSODY

(i) "Just Another Day".....Audrey Goodwin

» Music and Lyrics by «
HOWARD SIMPSON

(ii) "Tropical Swing"

» Music by «
JOHN KETTLES

CHORUS:—Muriel Armstrong, Freda Bindman, Norma Bonter, Carolyn Clarke, Marjorie Ewen,
Mary Gibb, Muriel Hudspeth, Catherine Jones, Marjorie Lyons, Eleanor O'Hara,
Muriel Scobie, Margaret Keohan.

INTERMISSION

FLOWERS

LEY & McALLEN

PLateau 4688

DRINK

Dow

**OLD STOCK
ALE**

STANDARD OF STRENGTH AND QUALITY

ESTABLISHED IN 1790



*Good
Health!*



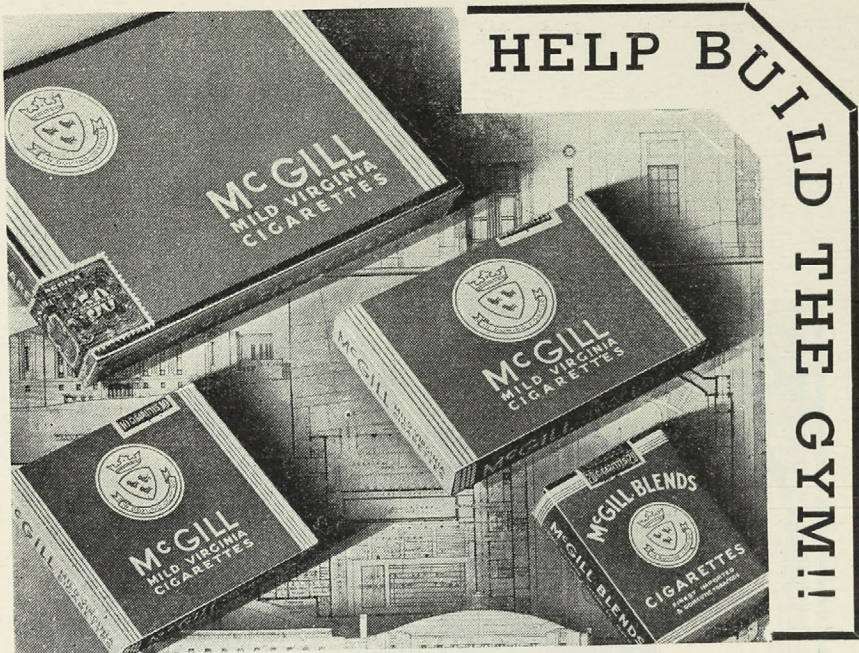
DAWES

BLACK HORSE

ALE

6





MARINE INDUSTRIES LIMITED

DREDGING CONTRACTORS
and
SHIP BUILDERS

G. Simard, President

E. de G. Power
Vice-President

Executive Offices

1405 Peel Street

Montreal, Que.

Compliments of

MONTREAL BOOK ROOM LIMITED

1455 MCGILL COLLEGE AVENUE

NELLISH, THE BEAUTIFUL LIGHTHOUSE KEEPERSH DAUGHTER (SH!)

or—Where Was Moses When The Light Went Out?

Mae South, a Lady of the Old School.....	BERNICE ASHKANASE
Desmond Doubledye, a Bold Bad Villain.....	HUNTLEY DUFF
Blondie LaTulippe, a Seductive Siren.....	AUDREY GOODWIN
Moses Dewlap, a Worthy Lighthouse Keeper.....	BILL HINGSTON
Nellish Dewlap, Daughter to the Above.....	LORNA MEAGHER
Tom Bowlegs, the Darling of His Crew.....	GERALD W. McKEE
Sheriff Smarmalade, a Well-Preserved Gentleman.....	CARLO BOS
Aloysius, a Blinking Idiot.....	BURNS WYCK
Junior.....	THE VOICE OF EXPERIENCE

POLKA DOTS:—Freida Bindman, Norma Bonter, Carolyn Clarke, Marjorie Ewan, Mary Gibb, Marjorie Lyons, Kit Crozier, Francis Earle, Caroline Grainger, Margaret Parsons, Beth Teed, Pat Walker.

SAILORS:—John McLaughlin, Alec McLeod, Peter Charlton, Stanley Smith, Alfred Holland, Walter Scott.

SCENES: Scene 1—Mae South's Gamboling Hell—late one afternoon
Scene 2—Outside Mae's
Scene 3—Way Out on the Deep—that evening
Scene 4—A Corridor in the Courthouse
Scene 5—Outside Mae's—one year later.
Scene 6—The Lighthouse
Scene 7—Mae North's Milk Bar

Compliments of

HOUSE OF FLOWERS INC.

MOUNTAIN STREET

JUST BELOW SHERBROOKE

Compliments of

LEGGAT, CASSILS & CO.

132 ST. JAMES STREET

Tel. HARbour 6174

J

"THERE'S NO SUBSTITUTE FOR LOVE"

» Music by «
IRIS ARMSTRONG

» Lyrics by «
BILL HINGSTON

IRIS ARMSTRONG and TOP EMORY

**THE MONTREAL
CITY & DISTRICT
SAVINGS BANK**

Established 1846



THE ONLY SAVINGS BANK IN MONTREAL



HON. RAOUL DANDURAND
President

DONALD Q. HINGSTON, M.D.
Vice-President

T. TAGGART SMYTH
General Manager



Investigate...

G. E. OIL FURNACE

for

- **Comfort**
- **Economy**
- **Convenience**

Canadian General Electric Co. Ltd.

1000 BEAVER HALL HILL — MONTREAL, P. Q.

K

TANGO NOCTURNE

» Music by «

RALPH J. WHITEHEAD

TALL CHORUS:—Doreen Brown, Allison Chambers, Kit Crozier, Francis Earle, Caroline Grainger, Joyce Hopkins, Kay Horton, Betty May, Eleanor Monroe, Margaret Parkins, Beth Teed, Pat Walker.



The choicest hops lend a matchless aroma
—Carling's own pure Spring Water gives
that clear sparkle and a century of
brewing skill imparts a mellow, smooth
strength to this finest ale . . .

RED CAP ALE

CARLING BREWERIES LIMITED, MONTREAL

COMPLIMENTS OF

Dominion Steel & Coal Corporation

Montreal



L

"AT THE SEWING CIRCLE"

BARBARA WHITLEY



Scene 3: A Broadcasting Station, as the station pauses.

1st Voice: This is the station K.X.Y.Z.

2nd Voice: When you hear the gong it will be

3rd Voice: And now through the courtesy of

4th Voice: **Is there a
BRITISH CONSOLS
in the house?**

(Another Stirring Installment page 28)

TEL. LANCASTER 5057

M. HEBERT LIMITED
TAILORS

Room 401
UNIVERSITY TOWER BUILDING
660 St. Catherine St. West

Come to Montreal's Most Chic
Restaurant... Delicious Food & Drink
... Delightful Entertainment.

★ **ALL RUSSIAN REVUE** ★
for Dinner and Supper
Dancing — Gypsy Music
No Cover Charge Ever

THE SAMOVAR
1424 PEEL ST. — MA. 8975

M

"DREAMS ALONE"

» Music and Lyrics by «
SAM TOLCHINSKY

MADELEINE SAINT-MARTIN and JOHN FRAZER



N

TIPSY TYROLEAN

FRASER McMILLAN

Compliments of

MACDOUGALL, MACFARLANE, SCOTT & HUGESSEN

ADVOCATES, BARRISTERS, ETC.



Frontenac White Cap ALE

"A Mighty Ale for Mighty Men"

1115 St. Catherine St. W.



In the Drummond Bldg.

CLOTHES, HABERDASHERY AND HATS

○

— FINALE —

Bernice Ashkanase, Madeleine Saint-Martin, Iris Armstrong, Top Emory, Rita Stevenson, John Fraser, Bill Hingston, John McLaughlin, John Garret, Stewart Reid, Gerald McKee.

SNOW GIRLS:—Kit Crozier, Frances Earle, Pat Walker, Caroline Granger, Margaret Parsons, Carolyn Clarke, Marjorie Lyons, Beth Teed.

TYROLEAN CHORUS:—Muriel Armstrong, Muriel Hudspeth, Catherine Jones, Eleanor O'Hara, Muriel Scobie, Margaret Keohan, Doreen Brown, Allison Chambers, Joyce Hopkins, Kay Horton, Betty May, Eleanor Munroe.

"LET'S SIT THIS ONE OUT"

» Music by «

SEYMOUR SILVERMAN

» Lyrics by «

ERNEST SABLOFF

With our best wishes . . .

TYPO-PRESS
PRINTERS

396 Craig St. W. - Montreal - MARquette 2926

Compliments of

J. P. Porter & Sons LIMITED

Rivers and Harbor Dredging,
Harbor Construction,
Railway Construction
Concrete Work,
Tunneling and General,
Construction Work.



General Office:

**936 Dominion Square Building
MONTREAL, QUEBEC
Tel. BELair 1928-1929**

Branch Offices:

**Toronto, Ont., Three Rivers, Que.,
Halifax, N.S.**

Canada In The Lead

Canadians use the telephone more than the people of any other country. Statistics gathered from official sources show that telephone calls per capita in the Dominion total 207. Next to Canada comes the United States with 198 annual calls per capita. Then in order come Denmark with 171; Sweden, 144; Austria, 84; and Norway with 78.

Great Britain is making rapid strides in telephone development but is still far down the list in general usage.

Practical Assistance to Investors

Branches located across Canada, connected by direct wire, and our offices in London and New York, keep us informed of developments affecting the security markets.

The information thus obtained is available to Canadian investors.

Inquiries invited

W. C. PITFIELD & COMPANY LTD.
MONTREAL

Toronto

Ottawa
Vancouver

Quebec
London, England

St. John

Halifax

LYRICS FROM CINDERELLA

"IN DAYS WHEN VICTORIA RULED . . ."

In days when Victoria ruled in a manner serene
Serene!
The toast of the commoner and
of the lord was "The Queen"
The Queen!
Policemen abounded at hand,
And RIGHT was the law of the land,
Yet soirees were filled with aesthetic young men
who demanded that anarchy shatter the scene—
Oh—

•
They had such fun,
'Twas logical
To champion
The Radical;
As one by one
The ladies kissed
The dank and lanky tresses of the Extremist.

The world has moved on since
that time to a marked extent,
Extent!
And many more people have
trouble they try to foment
Foment!
Instead of his being encored,
The Radical's merely ignored,
So he's forced to resort to the faction extreme
and he's Communist now to
his great discontent—
Oh—

•
It is no fun
It's tragical
For anyone
Who's Radical.
In unison
The wise insist
It's vital to exterminate the Communist.

MY FRIENDS WON'T TELL ME

My friends won't tell me, but I'm lacking in charm.
Yet I don't quite get it, for I nightly perform
Ablutions with cream,
Massages with steam;
I use Campana and I drink Ovaltine.
Wheatena breakfast fills,
Sanka's my devotion.
Carter's Little Liver Pills
Cooperate with Jergen's Lotion.
I can't understand what's wrong with my form
'Cause my friends don't tell me, but I'm lacking in charm!
My friends won't tell me, but I'm lacking in poise.
And I'm pos-it-ively not a wow with the boys.
They don't ask me out,
Forget I'm about,
They hide on seeing me I haven't a doubt.
Fed on Shredded Wheat,
Refreshed with Coca-Cola,
Streamlined well with Neet,
Slenderized on pure Mazola,
I'm beginning to believe with alarm
What my friends won't tell me; that I'm lacking in charm!

HAIR STYLES

for the Ladies of the Chorus

by

Henri of

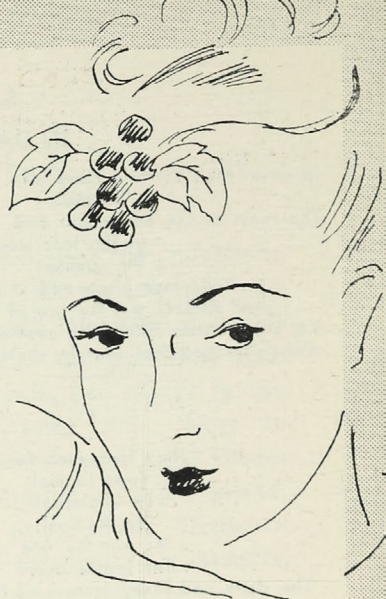
KATHLEEN BEAUTY SALON

1445 Metcalfe Street

HARBOUR 4846

E A T O N ' S

PRELUDE
TO A
BEAUTIFUL
EVENING



Brilliant receptions... important "little" evenings...
dinners for twenty or for two... you can be your most
alluring self! A flattering coiffure created by our French
hair stylists.. a radiant complexion aided by a Charles of
the Ritz facial and make-up... and final gilding... a
cream manicure and pedicure accented with new smoky
shades in Revlon Cream Enamel!

Telephone the SALON ELYSEE for your appointment
PL. 9211. Salon Elysee... Fifth Floor

THE T. EATON CO. LIMITED
OF MONTREAL

Compliments of

PEEL-WINDSOR GARAGE, Inc.

Dominion Square Building
ST. CATHERINE & PEEL STREETS

ACKNOWLEDGEMENTS



The Red and White Revue takes pleasure in making the following acknowledgements to the individuals and firms listed below for their kind assistance:—

McGill Union House Committee.

Mr. Henry Finkel—Lettering picture displays.

Mr. Shan H. Dunn.

Editorial associates—for the taking of the poster pictures.

Mr. John Kettles—Rehearsal Pianist.

Mr. William E. Ponman—Programme Cover Design.

Dr. W. Bruce Ross and Messrs. W. K. Dunn, Jack Waud, C. Ward O'Connor—for their invaluable assistance throughout this year's production; all others whose names cannot be included due to printing schedules.



Montreal firms, who by taking advertisements, have made this programme possible; and those who have displayed our posters.

Telephone PLateau 4009

School, College & University Outfits

S. W. Howarth Limited

1444 ST. CATHERINE ST. W.
MONTREAL

CLOTHIERS

OUTFITTERS

Lee & Lee Frocks

EXCLUSIVE MODEL DRESSES

—
10% DISCOUNT for STUDENTS
—

Suite 516
UNIVERSITY TOWER BLDG.
660 St. Catherine St. West

PHELAN, FLEET, ROBERTSON & ABBOTT

M. A. PHELAN, K.C.	ROBERTSON FLEET, K.C.
J. H. H. ROBERTSON, K.C.	D. C. ABBOTT
J. G. NICHOLSON	J. G. BRIERLEY
J. C. BINNIE	C. HARRINGTON

CANADA LIFE BUILDING

MONTREAL

275 ST. JAMES STREET

INDEX TO ADVERTISERS

<p>A. F. Adams & Co. 10</p> <p>A. E. Ames & Co. Ltd. 7</p> <p>Arlington Cycle & Sports Ltd. 10</p> <p>Bank of Montreal 2</p> <p>Bell Telephone Company of Canada 24</p> <p>Brown, Montgomery & McMichael 9</p> <p>Canadian Bank of Commerce 6</p> <p>Canadian Celanese 4</p> <p>Case, Ltd. 23</p> <p>Carling Breweries, Ltd. 19</p> <p>Central Investment Corporation 8</p> <p>Distillers Corporation, Ltd. 10</p> <p>Dominion Steel & Coal Corporation, Ltd. 20</p> <p>T. Eaton & Co., Ltd. 26</p> <p>Frontenac Breweries, Ltd. 22</p> <p>General Electric Co., Ltd. 19</p> <p>Guaranteed Pure Milk Co., Ltd. 9</p> <p>Charles Gurd & Co., Ltd. 6</p> <p>M. Hebert Ltd. 21</p> <p>Holt Renfrew & Co., Ltd. 13</p> <p>S. W. Howarth, Ltd. 27</p> <p>House of Flowers Inc. 17</p> <p>Imperial Tobacco Company Ltd. back cover</p> <p>Kathleen Beauty Salon 25</p>	<p>Leggat, Cassils & Co. 18</p> <p>Lee & Lee Frocks 27</p> <p>Ley & McAllan Co., Ltd. 13</p> <p>W. C. MacDonald Inc. 4, 12, 20, 28</p> <p>MacDougall, McFarlane, Scott & Hugessen 21</p> <p>T. Mamen Regd. 12</p> <p>Marine Industries, Ltd. 16</p> <p>McDougal & Cowans 4</p> <p>McGill Cigarettes 16</p> <p>Molsons Brewery Ltd. front cover</p> <p>Montreal Book Room Ltd. 17</p> <p>Montreal City & District Savings Bank 18</p> <p>Mount Royal Hotel inside back</p> <p>National Breweries Ltd. 14, 15</p> <p>Jas. A. Ogilvy's Ltd. 2</p> <p>Peel Tavern 11</p> <p>Peel Windsor Garage 27</p> <p>Phelan, Fleet, Robertson & Abbott 28</p> <p>W. C. Pitfield & Co., Ltd. 24</p> <p>J. P. Porter & Sons 24</p> <p>The Samovar 21</p> <p>Scott's Restaurant 8</p> <p>Typo Press Co., Ltd. 23</p> <p>Weir's Garage 11</p> <p>Willis & Co. 7</p>
--	--



Scene 4: A Brokerage Boardroom, as the market drops.

1st Voice: Amalgamated Motors two and a quarter . . .

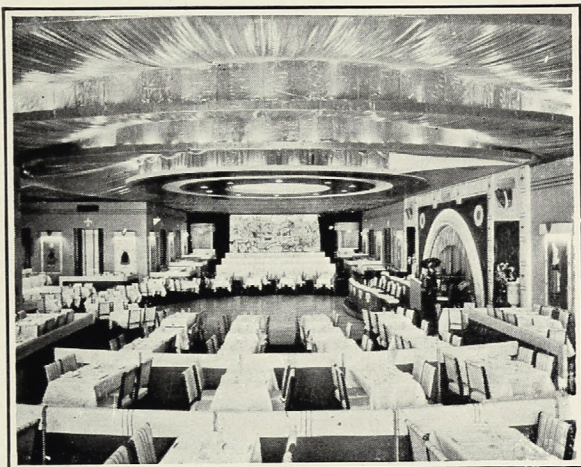
2nd Voice: Amalgamated Motors one and a quarter.

3rd Voice: Amalgamated Motors . . . !!

Four Voices: IS THERE A

**BRITISH CONSOLS
IN THE HOUSE ? ? ?**

THE NORMANDIE ROOF



"America's most beautiful room"

ENTERTAINMENT at 8.15 and MIDNIGHT

Evelyn and James Vernon

"Society's Favourite Dancers"

Robert Neller

"And his pal Dizzy Duggan"

Carl and Leone Bonner

"Sweethearts of Song"

and those famous flying flipping folks

The Honey Family

with

Lloyd Huntley

Master of Ceremonies

with his famous orchestra

atop the

MOUNT ROYAL HOTEL

J. ALDERIC RAYMOND
President

VERNON G. CARDY
Managing Director



“How would you like to try the Big Apple?”
“I'd rather have a Sweet Cap!”

SWEET CAPORAL CIGARETTES

“The purest form in which tobacco can be smoked.”

