(WE STAND ON GUARD FOR THEE)

U KENNEDY

Ron Wordall

An original musical comedy presented by the Red and White Revue of McGill University. DIRECTION & DANCES BRIAN MACDONALD



On the concert stage and in the home...

the BALDWIN piano enjoys unqualified approval on every count; glorious tone, perfect response and inherent beauty.

> Why not drop in at our new store on Mountain street, just below Sherbrooke to choose *your* BALDWIN?

Exclusive Representatives for Baldwin Pianos and Organs

CANADA'S LEADING MUSIC HOUSE

Ed. Archambault

Established in 1896

500 ST. CATHERINE E. VI. 9-6201

2140 MOUNTAIN ST. VI. 5-6202

Printed by Quality Press Limited, Montreal.

Honorary Patrons

Under the distinguished patronage of Their Excellencies Governor-General and Madame Vanier.

R. E. POWELL Chancellor

DR. F. CYRIL JAMES Principal and Vice-Chancellor

H. N. FIELDHOUSE Dean, Faculty of Arts and Science

D. L. MORDELL Dean, Faculty of Engineering

L. G. STEVENSON Dean, Faculty of Medicine

PROF. MAXWELL COHEN Acting Dean, Faculty of Law PROF. MARVIN DUCHOW Dean, Faculty of Music

DR. MURIEL ROSCOE Warden, Royal Victoria College

C. M. McDOUGALL Registrar

THE HON. SYDNEY PIERCE Canadian Ambassador to Belgium

JOHN PRATT M. P., Jacques Cartier-Lasalle

> B. C. GARDNER Emeritus Governor

The Red and White Revue stands on guard for Kennedy The Graduates' Society stands on guard for McGill

When you graduate from McGill, the Society keeps you in touch with the University and with your fellow graduates through

- regular meetings at its 55 branches throughout the world

- The McGill News, the graduates' quarterly magazine

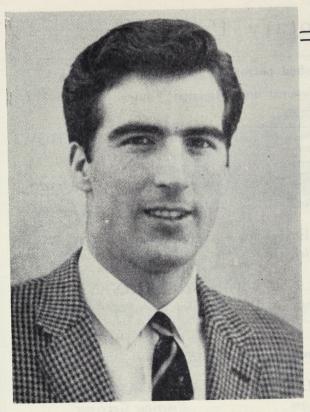
- class newsletters and reunions at McGill

- the Alma Mater Fund, its program of support for McGill

The Graduates' Society of McGill University

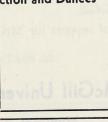
3618 University Street

Montreal 2, Quebec



MIKE BERRY Producer

BRIAN MACDONALD Direction and Dances



THE RED AND WHITE REVUE

Presents

"O KENNEDY"

- an inaugural musical comedy -

Produced by MIKE BERRY

Direction and Dances by BRIAN MACDONALD

Book and Lyrics BILL LYON, DAVE MAYEROVITCH, ALLAN SHIACH

> Musical Director RICHARD NOTKIN

> > Music

MIKE BLUMENSTEIN, STEVE COPLAN, RICHARD NOTKIN, PIERRE PERRON

Orchestration and Arrangements ED ASSALY

Set Design and Technical Direction MARK GRAHAM

Lighting KEN WITHERS, GEOFF MERSEREAU

Costumes JUDY WELTON

Assistant Choreograph	er	-	-	-	-	-	WALLY MARTIN
Assistant Musical Dire	ector	-	-		-	-	MIKE BLUMENSTEIN
Assistant to the Direc	tor			-		-	ANNALEE ELMAN
Assistant to the Chore	ograj	pher	-	-	-		NAOMI KERSHMAN
Stage Manager -		-	-	-			PAGE FAIRCHILD
Publicity Director -	-	-	-	-	-		RAY SIMSER
Advertising Manager	-	-				-	WILF DINNICK
Business Manager -			-	-			TOM KIFRANS
Executive Secretary	-				_		MERIROSE ALLEN
Personnel Manager	-						HEATHER DEWAR
Properties		_	_				EPAN MONING
			-	-	-	-	FRAN MUWAT

Ensemble designed by RAOUL JEAN FOURÉ

Bin Symbol of Other Contracts of Contracts o

SIR GERALD DU MAURIER the eminent artist and celebrity of the theatrical world — bestowed his distinguished name on this distinctive cigarette as a mark of his appreciation of its exceptional qualities.



du MAURIER

THE CIGARETTE OF GOOD TASTE

An Enquiry into The Origins and History Of The Red and White Revue

The Revue is "the closest thing to Aristophanes ever seen on the Canadian stage" remarked Professor Hugh MacLennan in a recently published book we refuse to plug. For those who want to know who's Hugh, he's from McGill — where else?

How did the Red and White become whatever it is today? It all goes back to the serene days of the nineteenth century. In 1899 Victoria reigned, Britannia ruled, and Her Majesty's Theatre in Montreal presented an evening's diversion called "McGill Theatre Night".

This production was staged by professional players, however, and the students took no part in the presentation except for spontaneous demonstrations of enthusiasm by sending flowers, notes, eggs and vegetables to the performers. Inexplicably the show in this format was discontinued by the management of Her Majesty's the following year.

The histrionic instinct, once developed by these dramatic expressions of approval, could not be contained. From 1901 to 1923 the "Theatre Night" of McGill was staged somewhere on campus (the exact location has never been determined; informed guesses suggest the Union Tuck Shop). It consisted of a loosely held together series of song and dance routines and comedy skits presented by various faculties. Trouble was, each faculty tried to ensure its success by sabotaging the others' skits, and instances of collapsing sets and tripped actors were part of the fun.

First Rebue

The first Red and White Revue replaced the chaotic "Theatre Night" in 1924, and was comparatively smoothly organized. It was produced at the St. Denis Theatre by Sidney Pierce, a patron of this year's descendant revue. For the next three years, the Revue was presented three days each year at the (by then) His Majesty's Theatre. The last show in His Majesty's was in the history-making year of '27.

Among other events of the year, McGill's Red and White Revue was sabotaged halfway through Act One of opening night by playful students in the balcony who dropped several hundred pounds of flour on the eminent theatre-lovers seated in the orchestra beneath them. Both university authorities and His Majesty's management decided that the revue could use a change of locale.

Precedents

Moyse Hall became the location of the Red and White productions in the early '30s. Another trademark of present Revues was established in 1933 with the production of a musical comedy rather than unconnected routines. The revue was directed by John Pratt, another patron of this year's show.

The title was "Off Key I Sing", which by the way set up another precedent which has unfortunately persisted through the years — atrocious puns for Revue titles. Whence "O Kennedy".

World War II unfortunately put an end to the revue for six years — historians assure us the delay was unavoidable. However, by 1946 another show was mustered. But until 1957 the revue didn't regain its pre-war quality and popularity; 1951's "Red, Light, and Blue" directed by William Shatner being a notable exception.

Then came "Fur Lady" and a deluge of publicity. So much of it that you can't help but know the history of the 1957-60 successes, and if you don't, ask your neighbour. He or she won't know either, but by now you're friends.

Here ends the chronicle.



Montreal's Leading Fuel and Heating Equipment Dealers 5250 WESTERN AVENUE HUnter 1-0371

Save at the

CITY & DISTRICT SAVINGS BANK

Open Every Evening From 7 to 8 O'clock

AND EVERY DAY FROM 10 TO 3 MONDAY THROUGH FRIDAY





"O KENNEDY"

(We Stand On Guard For Thee)

- Starring -

BILL LYON as General Brewster LORY ROSEN as Vera

ALBERT KOVITZ as Charlie

LINDA RANDAL as Jackie Laflamme

RANDY DAVIES as Roger

ELISABETH HESELTINE as Captain Parkerhouse

BOB MOORE as Prof. Wagner CHARLOTTE ALLEN as Mme. Laflamme

JOHN JULIANI as Whitey

Naomi Kershman and Dorothy Roll Featured Dancers

- With -

- Les Canadiennes: Anne Bruker, Dorothy Cohen, Anne Farmer, Lee Henderson, Elaine Hill, Marion Kahn, Celia Lang, Linda Lang, Leila Siegal, Naomi Singerman, Martha Stein.
- Les Soldats Américains: Richard Beach, Graeme Bell, Don Burnham, Israel Charney, Rob Kelder, Frank Martin, Peter Scupham, Nigel Svami, Tony Wilkins. Reevin Pearl.



YES. The "Food Business" is the world's "Biggest Business" and Canada's leading food store operators offer splendid opportunities to ambitious young people.

You will find in Steinberg's a variety of work offering challenge and the opportunity for advancement.

Sleinberg

Inquiries welcomed at: Employment Office, 1010 St. Catherine St. E., Room 310, Montreal, Quebec.

Life can be pleasant

at the Carnival

enjoy it

have a

MOLSON

Canada's largest selling ale

FOR YOUR TEXT BOOKS

AND

SUPPLIES

The

McGill University Book Store

3416 MCTAVISH STREET

Getting the Show on the Road



PLANNING IN LYON'S DEN

SETTING UP THE SETS





AND AFTER A FEW SHORT REHEARSALS...

SYNOPSIS OF SCENES

ACT I

	OVERTURE					
Scene 1:	ST. MAURICE SUR	LA	GLA	CE,	QUE	BEC
	"A St. Maurice" - (Perron, Mayerov			-	-	Chorus
Had 2	"A New Dame" - (Coplan, Mayerov		-	-	-	Roger and Chorus
Scene 2:	SOMEWHERE IN	OTTA	WA			
	"Spy or Die" - (Blumenstein, Ma			-	-	Captain Parkerhouse
Scene 3:	BRIEFING ROOM					
	"Home Town" - (Notkin-Blumenst		- liach)	-	- (Les Soldats
	"Better Beware" - (Notkin, Lyon-M		- tch)	-	-	Brewster and Soldats
Scene 4:	CHARLIE'S "OFFI	CE"				
	"Home Town II"	-	-	-	-	Charlie and Vera
Scene 5:	CHEZ LAFLAMME	:				
	"Alouette Roque"	-	-	-	-	Chorus
	"Dat's de Way We A (Blumenstein, Ma		- ch)	-	-	Mme. Laflamme and Canadiennes
	"North or South" (Coplan, Mayero		-	-	-	Jackie and Roger
Scene 6:	BRIEFING ROOM					
	"If Nixon Woulda W (Coplan, Mayero		-	-	-	Quintet
Scene 7:	A STREET IN ST.	MAU	JRIC	E		
Scene 8:	CHEZ LAFLAMMI	Ξ				
	"Oui Oui" (Perron, Shiach)		-	-	-	Les Canadiennes
	"O Kennedy" - (Perron, Mayero	- ovitch)	/	-	-	Chorus

ND MUSICAL NUMBERS

ACT II

Scene 1: A CORRIDOR Reprise: "O Kennedy"

Scene 2: DETENTION ROOM

"Doin' Time" - - - - Jackie and Roger (Blumenstein, Shiach)

Scene 3: BRIEFING ROOM

"America Is Movin'" - -(Coplan, Shiach) Reprise: "Better Beware"

Scene 4: VERA'S ROOM

Scene 5: FINALE -

Company

Brewster and Chorus

Bouquets by Pinkerton Flowers Ltd.

COMPLIMENTS OF

STATION CKVL-AM "The Station of the Stars"

STATION CKVL-FM "The Good Music Station" After the Show meet at the

CAFE ANDRE

Food at its best

2077 VICTORIA ST. VI. 9-5038

INDEX



CAN YOU SPOT THE TWINS?

CREDITS

We wish to thank

MACDONALD TOBACCO LTD. IMPERIAL TOBACCO LTD. ROYAL VICTORIA COLLEGE FNGLISH DEPARTMENT Bell Telephone Co. Ltd. INDEPENDENT PRODUCTIONS LTD. WILF HASTINGS NOAH WEBSTER JOHN ACHLADITES MR. WELTON & U.S. ARMY MODESTE MUSSORGSKY ROY MARCHAND LTD. MOST OF MONTREAL for constructive criticism

LEONARD BERNSTEIN I. PONTON ENRG. DUPLAN OF CANADA, LTD. CANADIAN CELANESE CO. LTD. RED ROSE TEA AND COFFEE GEOGRAPHY DEP'T, McGill University FRENCH FEATHER AND FLOWER CO. LTD. LOUIS QUINZE APEX FURNITURE CO. UNITED STORE EQUIPMENT INC. GRAIG STORE & OFFICE EQUIPMENT THE KOTRLYS for the cat.

ED ARCHAMBAULT INC. for supplying us our official Red and White Revue (Baldwin) Piano

PRODUCTION PERSONNEL

BUSINESS

Tom Kierans

PUBLICITY

Ray Simser Gay Love Tim Palmer Barry Biberman

PERSONNEL

Heather Dewar Pat Collins Chris Thomas Cathy Williamson

PROGRAM

Bruce Stove!

PROPERTIES

Fran Mowat Alena Kotrly Joan Henson

SET CONSTRUCTION

Bob Valentine Ian Harris Mike Berrill Ted Roseman Dave Thornton Bob Grimes-Graeme

LIGHTING CREW

Geoff Mersereau Dave Mayerovitch Tom Pound Mike Schoel Brian Smith Dave MacLean Betsy Monks

ADVERTISING Wilf Dinnick

COSTUMES

Judy Welton Claudia Hulme Janet Westaway Heather Stuart

SECRETARIAT

Merirose Allen Marcia Hertz Gail Morell Angela De Vreeze (Girl Friday)

TICKET SALES Jo Meakins

REHEARSAL PIANISTS

Ruth Leblanc Mike Blumenstein Barry Jones

MAKE-UP Eleanor Portner Nancy Batist

HOUSE MANAGER John Luard

STAGE CREW

Page Fairchild (Manager) Geoff Mersereau (Ass't Manager) Mike Berrill Ted Roseman Dave Thornton Toby van Esselstyn Rod Grimes-Gralme



Shop with Confidence at EATON'S

Protecting the shopping dollars of Canadians from Coast to Coast is this famous Eaton guarantee:

"GOODS SATISFACTORY OR MONEY REFUNDED"

T. EATON C°

On Sait Jamais Ce Qui Se Passe

If you missed the first act of "O Kennedy", or if you don't parley la belle langage, or if you can't stay to see all eleven acts, or if you want to be able to explain the whole thing to your babysitter, or if you're a small lady sitting behind a large gentleman, or if you're a large gentleman sitting behind a small lady with a large hat, here's what's going on.

First of all, the writers assure us that the title is a sophisticated example of that recondite literary device, the pun. It also serves to introduce the dominant theme of the whole symphony, the pervasive influence of the U.S. of A. on Canada.

As a rousing opening to the show, the curtain opens. St. Maurice sur la Glace, Quebec, is a small village idyllically located four hundred miles from Montreal (in Canada's national direction, due north). Enter the U.S. Army, which has just decided that a top-secret scientific base at St. Maurice is an integral part of its incisive global strategy.

Actually, the base was set up to provide that brilliant German scientist, Prof. Wagner, with room and board. He is unable to live in his new homeland as he has just finished doing some top-secret scientific work for another world power (Russia will remain unnamed here).

The Canadian government, always alert to recent cultural developments, hears of the American infiltration of the homespun French-Canadian milieu. Fearing the loss of a national identity, the Canadian secret service ace, Captain Parkerhouse, sends her deputy Charlie to St. Maurice to investigate.

Charlie arrives in the guise of Company Recreation Officer, and this is what he finds. St. Maurice, including its two leading social figures, Mme. Laflamme and her daughter Jacqueline, is rapidly becoming more and more attuned to the American entity (whatever that means). General Brewster, the American leader, is busy ferreting out un-Americans, assisted in his noble endeavor by Vera, his aide-de-camp.

How this whole mess will turn out has foxed everyone so far, so we'll be as interested as you to see the outcome.

why throw pennies in the wishing-well?



Planned saving will make your dreams come true

OPEN AN ACCOUNT WITH BANQUE CANADIENNE NATIONALE

597 OFFICES IN CANADA

FINE ARTS SECTION



STUDY IN SPATIAL CONFIGURATION #539

McGILL WINTER CARNIVAL FEBRUARY 16, 17, 18

THURSDAY, FEB. 16: MOUNTAIN NIGHT

Lower Campus, 8 p.m.

FRIDAY, FEB. 17: LAURENTIAN SKI DAY

Mont Habitant (Bus fare-\$1, Tow-\$1.75) Brothers Four - \$2.00 Gym, 8 p.m.

SATURDAY, FEB. 18: DEBATING FINALS

Carnival Review - \$1.50 Carnival Ball - \$5.00 per couple Door Prize - 1961 Volkswagen

WHO'S WHO

This is a rough sketch of the aristocracy of "O Kennedy". More complete biographies of the revue wheels will be available to the general public when the 1961 Red and White *Blue Book* is published. In its absence, we offer the following tantalizing scraps of ignorance.

BRIAN MACDONALD claims to have played a part in virtually all revues from 1943 onwards. Director and choreographer of this year's show, as well as "Got It Made" last year and "My Fur Lady,, in 1957, Brian explains that the Red and White offers one of the few opportunities to work on an original showwithin limits. He is currently on the faculty of the Banff School of Fine Arts and the National Theatre School, and appears regularly on CBC-TV as an actor and dancer. Last fall's French network success, "La Veuve Joyeuse", is one of the hundreds of TV shows he has choreographed.

MIKE BERRY is our harassed Producer, the man everyone on the staff is looking for. As you read this, Mike is still wondering if he's forgotten anything. A British import (or export), he came over to the New World in 1954 to find out what Jacques Cartier had been talking about. Docking in Toronto, he spent two years there, chalked the time up to experience, and came to McGill to see what Montreal was like. Since then he has been busy preparing for this year's revue by studying politics. He is also a top-hole performer on the soccer field.

DAVE MAYEROVITCH, BILL LYON and **ALLAN SHIACH**, the writers, insist they would have written "West Side Story" if they had the talent. Experienced fanatics, they are three fourths of the writing team of "Got It Made" (the last quarter is a voluntary exile to Europe).

Dave's show-biz career has been shaped by the discovery at the age of four that he sings abominably. This drove him into writing. He dresses nattily in bow ties, has visions twice weekly which he cannot explain, professes "no political convictions whatsoever", and thinks in rhyme all the time.

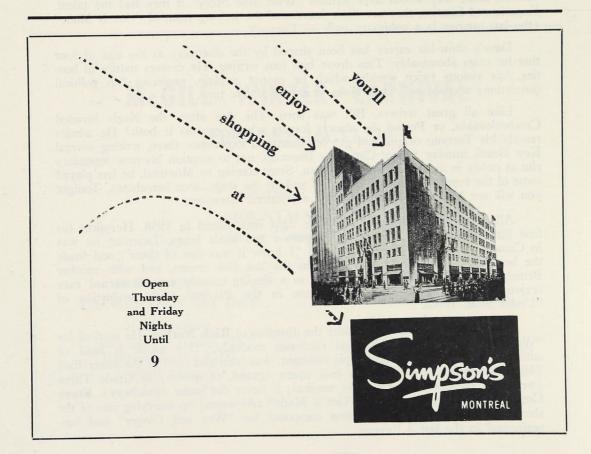
Like all great writers, Bill was born. The day after, the Nazis invaded Czechoslovakia, or Poland, he always forgets which, or was it both? He admits readily his Toronto origin, and got his theatrical experience there, writing several Kew Beach Sunday School Christmas Pageants, not to mention his now legendary run as caddy in the 1953 Canadian Open. Since coming to Montreal, he has played some of the funniest character parts, on and off the stage, seen hereabouts. Tonight you will see him at his inimitable best as General Brewster.

Allan landed in Montreal from the tight little island in 1958. He spent his first three weeks here looking for kangaroos and koala bears. Learning he was in Canada, he snapped his fingers, said "I knew it was one of them", and made the best of it. He played lead parts in the last two revues, and with another Britisher has played in local nightclubs as a singing comedy act. He earned rave reviews (he says) for his performance in the Players' Club production of "Under Milk Wood".

THE MUSIC MEN are under the direction of **Rich Notkin.** He worked for "Wry and Ginger" in 1958, and confesses modestly, "My music is kind of authentic". **Mike Blumenstein**, his assistant, was born and bred in the lower East Side of Snowdon. He wrote his first opera (grand, of course) in Grade Three (we won't mention his Grade Six musical; it never did make Broadway). **Steve Coplan** wrote all the music for "Got it Made" and wound up marrying one of the show's chorus girls. **Pierre Perron** composed for "Wry and Ginger" and has performed in the last 3 Revues.



There are 74 B of M BRANCHES in the MONTREAL DISTRICT to serve you. WORKING WITH CANADIANS IN EVERY WALK OF LIFE SINCE 1817.



ED ASSALY is probably a mystery man to the audiences of the last four revues. He's the fellow you see directing the orchestra up front, and orchestrated the music for all the shows since 1957. He arrived in Montreal from the Far West, and has written a great deal of classical and sem-eye-classical music, particularly for the C.B.C.

MARK GRAHAM is yet another ex-Britisher who has designed the sets for "Reign or Shine" in 1959 and "Got It Made" last year, as well as "O Kennedy". He has a sister who is a professional set designer, and four grandchildren in the business.

JUDY WELTON is the chief seamstress of the show. Her home town, Lake Forest, Ill., is so well-studied sociologically she found it necessary to leave for lesser-known parts. Once here, she pricked her fingers for "Reign or Shine" and Got It Made". She tears her hair distractedly on occasion, partly because it saves hairdressing expenses. She is not a beatnik.

PAGE FAIRCHILD (with a name like that he has to be American) is stage manager of this year's revue. He has put in a frenzied period as a fast-changing character actor in "Wry and Ginger" and "Reign or Shine". Now insane, he can be seen storming out of the Union any day crying in true Lear fashion, "Snow..., I can't do it ..., one sten gun ..., one ping-pong table ..., a juke box ..."

Although **BERT KOVITZ** is making his revue debut as Charlie in tonight's show, he has played leading parts in many recent productions at McGill, such as the "Experimentals '60" of the Players' Club and English Department's "Man and Superman". Bert styles himself a sidewalk comedian, plays a mellow jazz clarinet, and will soon leave on a modern odyssey to San Fran, New York, and Europe to develop his music.

LORY ROSEN is another newcomer to Red and White casts. She came to McGill, where she is taking Social Work, from the open spaces of the West. There she gained a great deal of theatrical experience, and besides spent a year in London trying to break into Big Time. This is her first part in a revue, and though she is still wondering if she can do it, nobody else does.

LIZ HESELTINE (if you'll pardon the direct reference) is ace spy Captain Parkerhouse tonight, and has appeared in many guises in three previous revues, "My Fur Lady", "Wry and Ginger", and "Reign or Shine". She is studying to be an electro-microscope when she grows up (or maybe an electro-microscopist, she isn't sure yet).

RANDY DAVIES returns from a leading part in "Got It Made" to play Roger in this year's revue. Randy has played in many Montreal productions and yet claims to have retained his acting, singing, and dancing talents. He has finished his song at a Broadway audition before being told "We'll call you . . ." — quite an achievement.

LINDA RANDAL, the blonde teen in tonight's show, will be remembered as the redheaded teenager in last year's "Got It Made". A show-biz nach'ral, she entered life at an early age and has been at it ever since. She won innumerable prizes, scholarships, and Sunday School pins in her pre-teen years. **BOB MOORE** is a German tonight, although he is of Polynesian, Swedish, Patagonian, and Iroquois ancestry. His part in "Got It Made" resulted in lucrative offers from Broadway and Hollywood, all of which he spurned out of laziness. He keeps apartments, women, and Tibetan dogs in all of the world's capitals. He attempts suicide thrice monthly, living in constant fear of succeeding, and admits he is an inveterate liar.

CHARLOTTE ALLEN is another "Got It Made" veteran. She opened eyes around the world in her first major role in St. Louis, Mo. ("Life With Father" presented by the Grade Seven of P.S. 81). She has been raising eyebrows ever since, and is the best Mme. Laflamme ever seen on the Canadian stage.

JOHN JULIANI is new this year, both to the revue and to its base, McGill. He spends his spare time learning a little law, and says he is sorry he didn't come here sooner (we'd better not say he comes from Loyola after that).

MERIROSE ALLEN, our Executive Secretary, if asked about her past, replies primly, "There's nothing to be told". Constant research revealed that she is from Ontario, worked on last year's revue (costumes, backstage, and backdoor), and writes a mean business letter.

TOM KIERANS handles what optimists call our budget. He spurned an illustrious career as a boy millionaire to come to McGill, and has compensated for it by developing one of the most authoritative signatures in the country.

RAY SIMSER runs the Publicity Department of the revue. From his executive suite in the Union he turned the crank that started the gigantic machine that persuaded you to come to the show. Awed to speechlessnes by his power, we can say no more.

ANNALEE ELMAN has spent a good deal of her time on the wrong side of the tracks, waiting in a taxi for trains to pass the Rockland crossing. When asked about her background, she says "When I was nine we lived in New Jersey ... near a cemetery ... we had lovely flowers ... the boy next door"

BRUCE STOVEL thinks he is program(me) manager, and doesn't know how to spell the word. This bothers him, as it is one of the unresolved crises in his forthcoming novel, "Correct Spelling in an Era of World Tension".

JOHN MATHIS, PETER PALMER, and DENNY VAUGHAN are Backstage Patron, Sadie Hawkins Director, and Honorary Producer of this year's show. All newcomers to the revue, they are being carefully groomed by the experienced hands on the staff, and should be a definite asset to future revues.

HEATHER DEWAR is Personnel Manager. This means she arranges for cast parties to be arranged, among other duties, and everyone considers her indispensable.

WILF DINNICK has handled the advertising for this year's show singlehandlehandedly. Since he represents black ink in the ledger, Wilf is a Red and White anomaly.

FRAN MOWAT is prop girl. She gets American flags for us to abuse from the American consulate by legal methods. That's charm.

Wherever You Go...

TRUST TEXACO



TEXACO CANADA LIMITED PETROLEUM PRODUCTS

DU. 1-2311

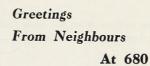
8205 Casgrain

Banquet & Catering Supplies Rental Reg'd.

Formerly Newman's Chair and Table Service

CHAIRS - TABLES - DISHES - LINEN GLASSWARE - CUTLERY - SILVERWARE

JACK SCOPP



Sherbrooke St. W.





with ice cold Coke!

Ask for it either way . . . both trade-marks mean the same thing



GREAT NAMES

When James McGill founded the university that bears his name, he called it "The Royal Institution for the Advancement of Learning".

Today, through its graduates and their achievements, it is one of the "great names" among educational institutions, as well as the Alma Mater of top artistic talent.

The Provincial Bank of Canada is also proud of its reputation acquired by sound banking practices and by a long record to satisfied customers in Eastern Canada.

The many services available in all branches are the stepping stones of financial success and security.

See the nearest manager on any banking matters — your financial problems are his daily business — consult him with confidence.

357 branches and agencies to serve you throughout Eastern Canada.

THE PROVINCIAL BANK OF GANADA

1.111,

Your Partner