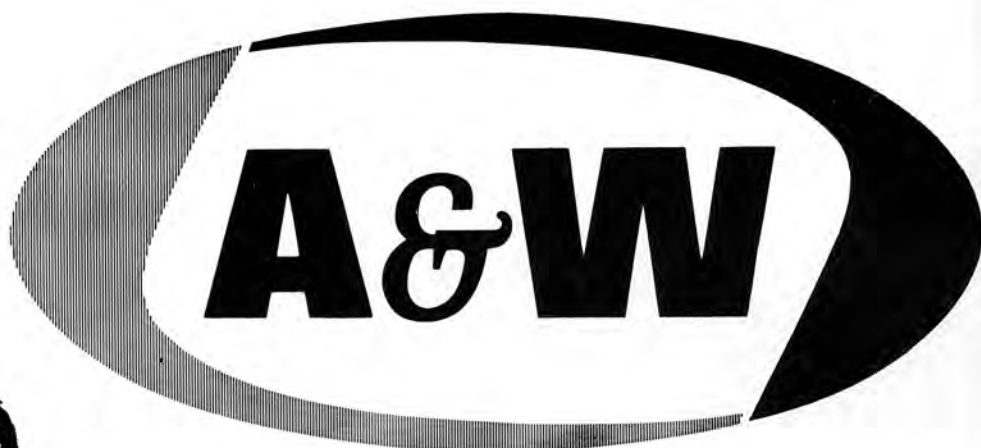




Winter Carnival '70



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History of The Waterloo Lutheran University Winter Carnival and the Miss Canadian University Queen Pageant

Through the nine years that the students of Waterloo Lutheran University have held their Winter Carnival, it has become the biggest university Carnival in Canada. We are unique, in that we hold the "Miss Canadian University Queen Pageant" to select a queen from over twenty contestants representing leading universities across the nation.

In 1961, during the first Winter Carnival held at WLU, the main attraction was a "bed push" from London to the WLU campus.

In 1962, Carnival became a two day event, in which the Eastern Canadian University Queen Contest and the Mardi Gras Ball were inaugurated. The Pageant in which six girls participated was won by Miss Nancy Watchorn of Carleton University in Ottawa.

The Winter Carnival of 1963 was a three day fun festival. The Miss Canadian University Snow Queen Pageant was established and fourteen girls participated. Miss Maxine Dawe of Memorial University, Newfoundland was crowned as queen.

In 1964, the Pageant was enlarged with eighteen girls taking part. The winner was Miss Musa Lincke of the University of British Columbia. The ski afternoon at Chicopee was started this year as well as the Saturday afternoon sports.

Miss Wendy Crump of Waterloo Lutheran University, in 1965 took the Miss Canadian University Snow Queen title and Miss Congeniality, winning over twenty other candidates.

In 1966 a freshette from the University of Toronto, Miss Suzanne Langford was crowned Miss Canadian University Snow Queen. Suzanne was at Winter Carnival '67 to crown the winner of the "Miss Canadian University Queen Pageant", Miss Linda Inkpen of Memorial University, Newfoundland.

Carnival '67 was proud to host twenty-one lovely queens from as many Canadian universities across our nation. Carnival was extended to a four day festival with the addition of a rock dance and fireworks display Wednesday night, curling bonspiel Thursday afternoon for the Queens, and an extended sports program on Saturday afternoon.

In 1968 a record twenty-four queens contested the title. Miss Liz Chapple was crowned and received many glamorous prizes including the use of a Ford Torino. National Publicity reached a new level in both television and graphic arts.

Carnival '69 hosted thirty-five queens, the largest attendance as yet. Reva Rodunsky from the University of Calgary was crowned Miss Canadian University. The judges included such notables as Nancy Greene, Harold Town and Joan Sutton. Highlights of the week were a dinner at the Toronto-Dominion Centre, The Supremes Concert, Mardi Gras Ball and of course the Canadian Queen Pageant.

The Winter Carnival and the Miss Canadian University Queen Pageant are organized and run entirely by the students of Waterloo Lutheran University and has achieved national fame in recent years.

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President Peter's Message

Winter Carnival has become a WLU institution. Each year the committee responsible for arrangements attempts to surpass the achievements of previous carnivals. Those of us who have seen the pageantry for a number of years have come to appreciate the artistic efforts of the students.

It is also a distinct pleasure to greet our visitors. May Winter Carnival be a happy occasion.

Frank C. Peters,
President

Chairman's Message

This year as in the past we look forward to a successful Carnival. Carnival '70 marks the tenth year that Waterloo Lutheran University students have organized and promoted this festival.

We so often see today's university students depicted as disruptive and irresponsible individuals. However, as Chairman of Carnival, I have had the opportunity to work with a group of students who are citizens of the highest calibre. They have devoted their spare time for the past five months to this project knowing their only remuneration would be the gratification of seeing an event of its magnitude run smoothly and successfully.

I would also like to take this opportunity to thank the university administration, the local merchants and the news media for their unselfish co-operation in helping us develop our program.

To all the students and their guests, I extend a welcome to participate and enjoy Carnival '70.

L. Peter Sharpe





CARNIVAL



BOTTOM ROW - L. to R. - Brian Loney, Chris Gray, Lois Roeding, Art Lyon, Peter Sharpe, Bob Hamilton, Pat Doyle, Ian Smith, Steve Lyons.
 TOP ROW - L. to R. - John "Tinker" Bell, Rob McKelvey, John Radford, Patrick F. Whitley, Judi Gedye, John Dunn, Bill Cressman, Don Edwards, Brad Hara. Absent: Doug Farmer, Mike McMahon, Ian Bowie.



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Who's behind Winter Carnival '70 Programme

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Doug. Farmer - Chairman
Julie Keshen - Co-Chairman
Marsha McQuillan
Lydia Jakubowski

ARTWORK AND COVER

Edmund Jakubowski - Graphics House
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Alice in Wonderland

Schedule of Events

MONDAY, JANUARY 26

- 1:30 & 2:30 p.m. - Don Crawford
- 8:30 p.m. - Fashions Fantastik in Theatre Auditorium.

TUESDAY, JANUARY 27

- 11:00 a.m. - Queens Arrive - Toronto International Airport.
Reception - Skyline Hotel.
- 1:30 & 2:30 p.m. - Don Crawford in Mezzanine.
Dinner for Queens at Toronto-Dominion Centre.
- 8:30 p.m. - Basketball Game in Theatre Auditorium - Lettermen vs. Faculty.
- 3:30 p.m. - Film Festival in 1E1.

WEDNESDAY, JANUARY 28

- Civic Luncheon for Queens.
- 1:30 & 2:30 p.m. - Don Crawford in Mezzanine.
Curling at Westmount for Queens.
Faculty Dinner for Queens.
- 8:30 p.m. - Rock Show in Theatre Auditorium featuring **Chuck Berry**.

THURSDAY, JANUARY 29

- Rehearsal for Queens.
- Civic Luncheon for Queens.
- 1:30 & 2:30 p.m. - Don Crawford in Mezzanine.
Judging of Queens.
- 3:00 p.m. - Hamburger Eating Contest.
- 8:30 p.m. - Concert at Kitchener Memorial Auditorium:
Motown Revue with Stevie Wonder and
Martha Reeves and the Vandella's.

FRIDAY, JANUARY 30

- Continuing of Judging.
Luncheon for Queens.
- 1:30 & 2:30 p.m. - Don Crawford in Mezzanine.
- 8:00 p.m. - Miss Canada University Pageant in Theatre Auditorium.

SATURDAY, JANUARY 31

- 9:00 a.m. - Snowmobile running begins.
- 10:00 a.m. - Gymkana.
- 11:00 a.m. - Powder Puff Football.
- 11:30 - 1:30 p.m. - Cookout.
- 1:30 p.m. - Hockey Game at Kitchener Memorial Auditorium — W.L.U. vs. Trent.
- 3:30 - 6:30 p.m. - Giant Hayride to Steer and Beer Bash.
- 8:30 p.m. - Mad Hatters Mardi Gras Ball.
— The Trollie.
— Town Choir.
- 1:00 a.m. - Fireworks.

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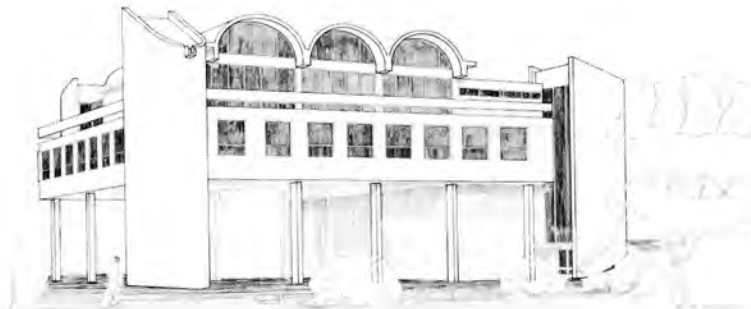


On November 21st of last year, Winter Carnival '70 decided to enter a float in the College Bowl Parade. Entering a float is easy; it's building of one that creates problems. A wonderland motif was settled on and the preparations began. The girls of Carnival, under the artistic leadership of Judy Gedye made the playing cards of the Wonderland creatures, and also constructed the impressive Queen of Hearts. The male faction of Carnival set out to construct the three trees necessary for the float. Bill Cressman did such a realistic job on the trees that dogs came from miles around, just to sniff and be disappointed. A special touch was added to the float by John Radford and Ted Wilson, who rummaged through the construction site on campus and found enough material for the sturdiest swing ever built. (It is now in Dean Nichol's games room).

All these events happened in Waterloo, and since the parade was in Toronto, it was necessary to transport everything along the 401. After truck breakdowns, misplaced directions, and trips to the "store", everyone met the partially assembled float in Toronto about one hour before parade time.

In record time, thirty people who obviously had Eskimo blood mixed with their alcohol, constructed the best looking float of the parade. Although the judges didn't think the same way as we did, everyone was very happy with the evening.

Special thanks go to Pat Whitley, who, being well aware of the biting cold, was kind enough to leave the sound equipment power on and let sparks loose, thus setting our 10' Queen of Hearts on fire and allowing everyone to get warm.



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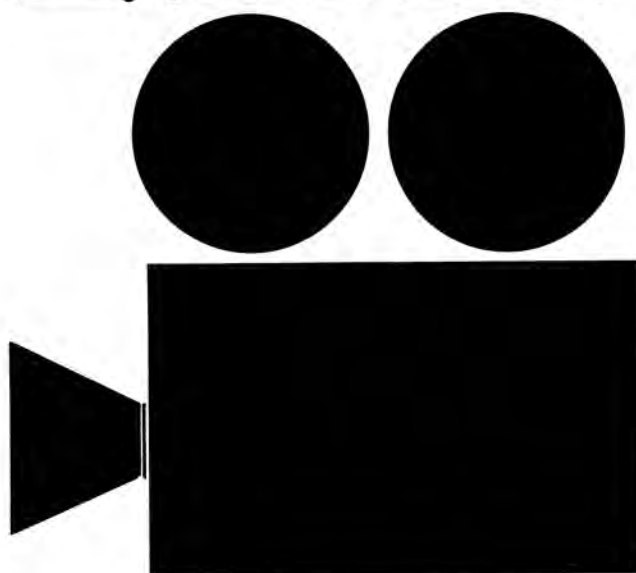
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DON CRAWFORD

Don Crawford's back! Yes, Winter Carnival '70 is proud to have this talented entertainer who was such a great success last year, back again living on campus and performing exclusively for you every day in the Mezzanine, January 26-31.

Don is a unique, cosmopolitan individual. His career has varied from drama at San Francisco State College; to journalism at Berkely, to a free lance photographer in Vancouver. Later this work brought him to Toronto where he spent time editing Toronto Life Magazine and acting on the side. But folksinging lured him from these occupations and has made him known throughout Canada and the United States.

He writes most of his own material as well as colouring his act with works of Leonard

Cohen, Bob Dylan and Tim Hardin. He has an only slightly off beat sense of humour, never nasty but always impolite — the way friends talk to each other.

Crawford has strummed and sung his way across the United States from the Hungry i in San Francisco, to the Purple Onion and the Gate of Horn in Chicago, to The Bitter End in New York.

His thinking and his talent are superb. He'll say things that'll stir up feelings inside of you and when he smiles he'll transform the atmosphere into happiness.

Go see Don Crawford, this fascinating performer who is not embarrassed to say he loves you. We guarantee you'll love him.

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STAFF AND
ADMINISTRATION
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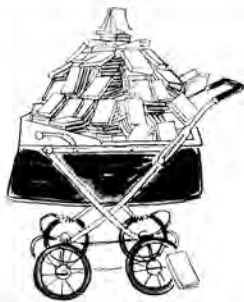
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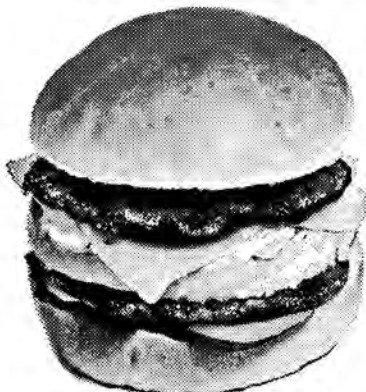
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WEDNESDAY NIGHT

ROCK SHOW

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CHUCK BERRY

If you want to make your fame and fortune in pop music, it is a good idea to keep your eye on a guy like Chuck Berry. While everyone else is scrambling, trying to create the "new sound" and engaging in other foolhardy endeavours, Chuck just picks up the guitar and lets it happen.

He is a pace setter and an inovator. From the dark ages of boogie, he led us into the sunshine of rock and roll, but he didn't discard all of the old music form, just speeded it up a little and he mixed in a country sound. Before Chuck, East was East and Western was Western, and the twain never met at any record session. Now all styles of music meld constantly, but why did it take everybody so long to work it out? Chuck gave them the answer about fifteen years ago.

That was the time of "Maybellene" and "Roll Over Beethoven" and those incredibly driving, frenzied sounds that drifted over the Atlantic to lay the groundwork for the start of another music phenomenon. Chuck's influence on the music of the Beatles is apparent and acknowledged. Their "Back in the U.S.S.R." is most certainly a reference to Berry's "Back in the U.S.S.R.". The Beatles took the Berry sound and amplified and magnified it.

Now Chuck Berry is back!



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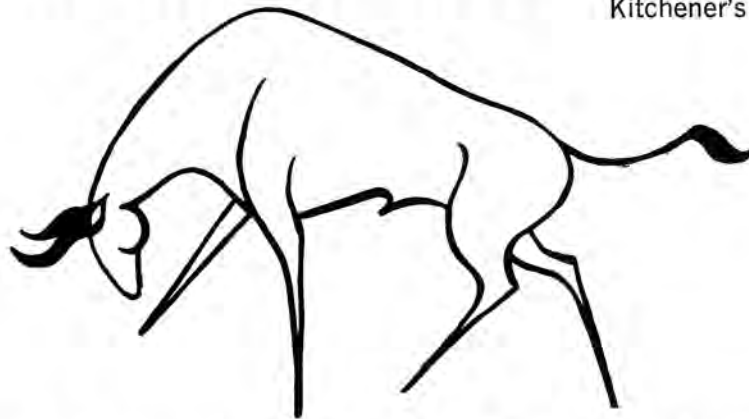
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STEVIE WONDER SHOW



STEVIE WONDER

Stevie Wonder was born in Saginaw, Michigan, the third child in a family of six. Soon after Stevie was born, the family moved to Detroit, which proved to be a fortuitous circumstance for the young boy. For in Detroit he became friendly with the younger brother of Ronnie White, a member of the Miracles, one of to-

day's most popular vocal groups. Ronnie heard Stevie sing and brought him to the attention of Berry Gordy Jr., head of the Motown Records group.

Mr. Gordy was startled to hear such rich expression and warmth in so young a lad (Stevie was 12 at the time) and immediately signed him for his first record, "I Call It Pretty Music", on the Tamla Label. The record was a tremendous hit and sent Stevie on his way to an outstanding career as a recording artist and performer.

At home, Stevie attends the Michigan School for the Blind in Lansing, Michigan. When he's on the road, he is accompanied by a special teacher, and after school hours, he studies music in Braille.

Concerned as he is with the fortunes of his fellow teenagers, Stevie's overwhelming interest lies with his music. Although still in his midteens, he has mastered the piano, the organ, drums and harmonica, in addition to singing. For Stevie that's just the beginning — he plans to attend the University of Southern California to study composing and arranging.

The young singer enjoys every type of good music, and tries to embrace the widest variety of musical styles in his repertoire — ballads, standards, rhythm and blues.

Asked whom he most admires in the field of popular music, Stevie answers unhesitatingly, "Ray Charles". But Stevie has no desire to imitate Charles: he is devoting all his energies to establish his own style of singing and to make the name of Stevie Wonder as respected as those names at the very top of the list.

MARTHA REEVES and THE VANDELLAS



MARTHA REEVES AND THE VANDELLAS

A few years back, Martha Reeves and the Vandellas were presented a music plaque by comedian Phil Silvers. The presentation was in recognition of the trio's sizzling rock classic, "Heat Wave", a "Grammy Award" nomination,

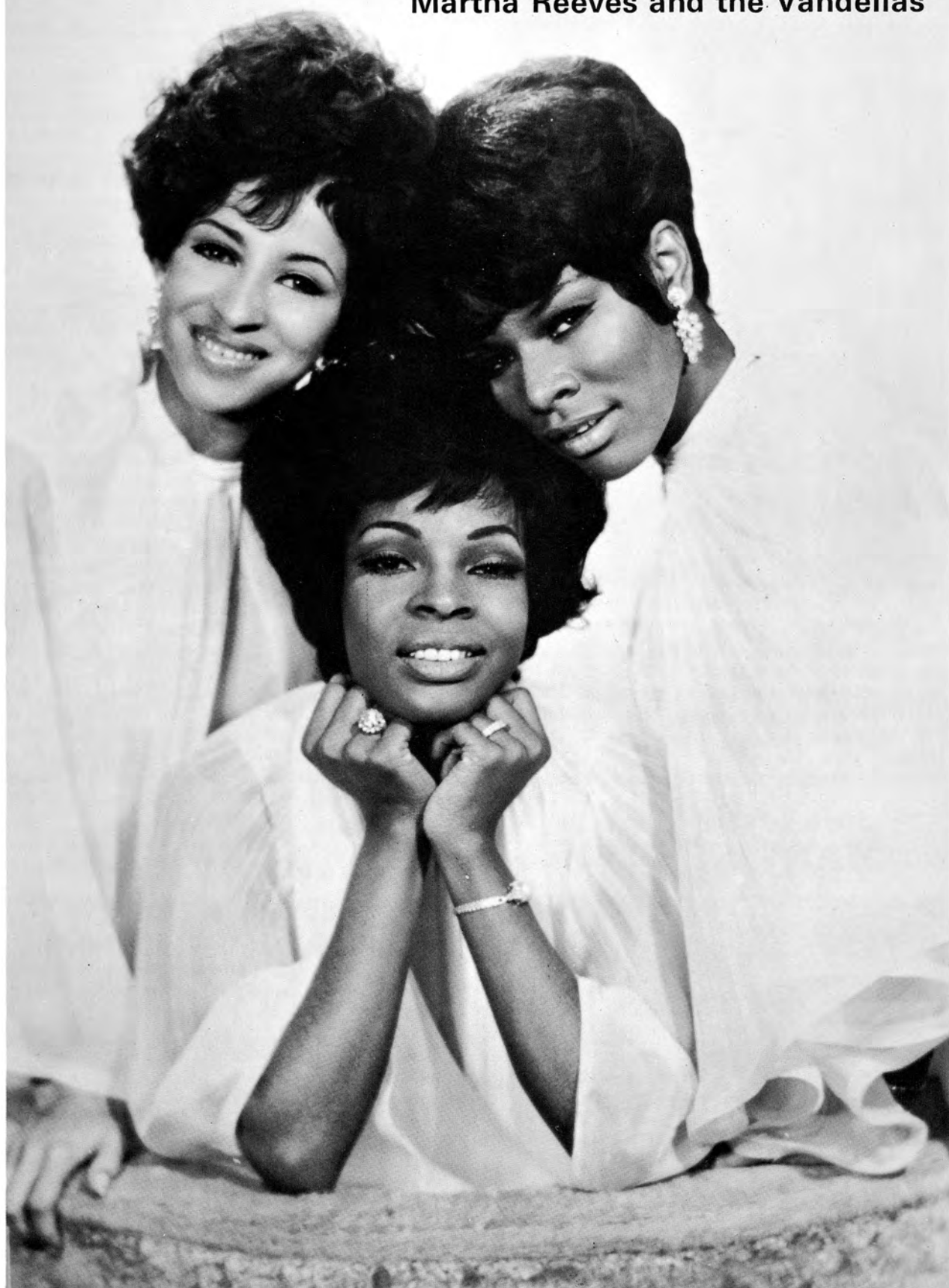
as the best Rhythm and Blues record of the year.

Five best selling albums and twelve hit singles later, the trio had become one of the hottest recording acts in the nation. Indeed, they are one of the top properties at Motown Record Corporation, where every group under contract ranks as an internationally acclaimed headline act.

Besides the lead singer Martha Reeves, the group comprises of Rosalind Ashford, first soprano and Lois Reeves, Martha's 19 year old sister, second soprano.

Among their recordings following the initial release are "Dancing in the Street", "Quicksand", "My Baby Loves Me", "Ready for Love", "Jimmy Mack", "Love Bug Leave My Heart Alone", and the current hit release, "Honey Chile."

Martha Reeves and the Vandellas



Stevie Wonder



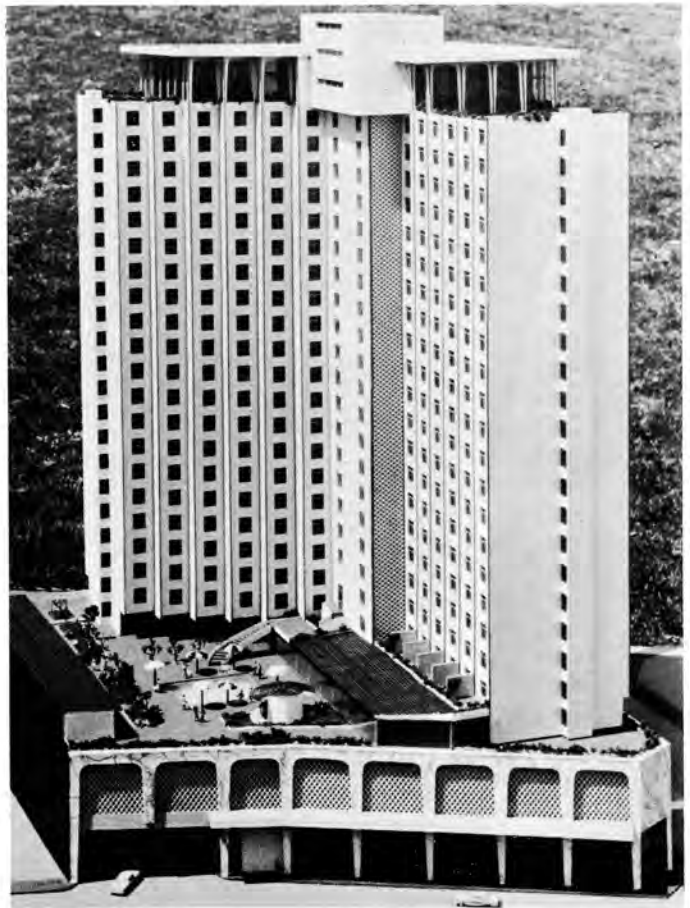
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JUDGES



▷ Bruno Gerussi one of Canada's most successful stage and television actors, received his dramatic training at the Banff School of Fine Arts and the Seattle Repertory Playhouse. He rose rapidly from small parts to leading roles with the Stratford Shakespearean Festival Company and in 1963 he acted-and sang-in a long running Toronto Production of the off-Broadway show, "The Fantastiks".

With this brilliant acting Career behind him Gerussi became a radio broadcaster with CBC national radio network.

Miss Smith was one of the Original members of the National Ballet of Canada, and she was its Prima Ballerina from 1955. From the beginning of her dancing career in Vancouver when she was fifteen until the present, Miss Smith has performed the great classic roles in literally every major city in Canada, the United States and Mexico. In addition to her numerous stage appearances she also starred in four full length ballets with the C.B.C. In 1969 Lois Smith retired from the National Ballet and opened her School of Dance in Toronto.



Educated at the University of Toronto, freelance writer Edna Staebler is of Waterloo County pioneer stock. As a writer for Maclean's, Chatelaine and Star Weekly Magazines she has lived in everything from an Old Order Mennonite farm to a French Canadian canal Barge. Many of her articles have been reprinted in school texts and anthologies. A winner of the Canadian Women's Press Club Award and author of the bestseller "Sauerkraut and Enterprise" Edna Staebler now resides in a cosy cottage on Sunfish lake, near Waterloo.

Itaru Tsuge entered the Political Affairs Bureau, Ministry of Foreign Affairs in 1943. In 1956 he became Consulate General of Japan in Sydney, Australia and in 1959 First Secretary to the Embassy of Japan in Indonesia.

Since leaving Indonesia he has been a member of many varied international Trade Bureaus. He is currently Counsellor of the Canadian Embassy for Japan and Republic of Korea situated in Toronto.



MISS CANADIAN UNIVERSITY PAGEANT



Bill Walker - M.C.

Bill Walker - M.C.

Bill Walker as the master of ceremonies for our "Miss Canadian University Pageant", brings to this Winter Carnival '70 a wealth of experience in all facets of the entertainment world. Though his home is in unassuming Oakville, his regular business stops are Toronto, Montreal, Hollywood, and New York, to name a few. You might have known him as the host of C.B.C.'s Flashback show, their recent New Year's Eve show, or the personality featured on Irish Coffee House. Broadway shows, such as the Music Man, have afforded him the leading roles and as a matter of fact, he again will be starting a new musical this summer. As Carnival grows, so does the calibre of its celebrities. Bill is an integral part of our largest Carnival and we welcome his appearance on our campus this year.



Miss Congeniality '69
Libby Westland



Camilla Turner - 2nd Runner up, Reva Rodunsky - Miss Canadian University '69, Heather Quipp - 1st Runner up, Libbie Westland - Miss Congeniality.

Miss Canadian University Queen, 1969

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MISS CANADIAN UNIVERSITY will be a guest at El Presidente Hotel in Acapulco for four days and three nights.

MISS CANADIAN UNIVERSITY will be hosted by a representative of Aeronaves de Mexico.

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First Lady Hair Salon	- Synthetic Wig
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Simpson-Sears	- A suit of Clothes
Visa Marketing	- 4 Day Trip to Acapulco
W.L.U. Administration	- Engraved Bracelet

Miss Canadian University and first and second runners-up

Columbia Records Ltd.	- Selection of Modern L.P.'s
Downtown Kitchener Business Association	- Engraved 400 Day Clock, Electric Hair Rollers and Make-up Mirror for Winner
	- Engraved Jewel Cases for Runners-up
Ontario Glove Co.	- 1 Pair of Deer Skin Gloves for each
Prentice Hall of Canada	- Books of Interest
Torfeaco Industries	- Bed Spreads
Vic Tanny's Health Spa	- 6 Month Membership for Runners-up

Miss Congeniality

Delnita's Boutique	- Gift Certificate
Evelyn Wood Reading Dynamics Institute	- \$150 Speed Reading Course
Fairweather Stores	- \$300 Fur Coat of Her Choice
Prentice Hall of Canada	- Books of Interest

PRIZES

Semi-Finalists

Air Canada	- 7 Flight Bags
Avon Cosmetics	- Complimentary Cosmetics
Capitol Records of Canada	- Record Albums
Generation - A Division of Diamant Knitting Mills Ltd.	- 7 Pant Suits
Golden Crown Knitting Ltd.	- Seven, 7-Piece Wardrobes
Greb Industries Ltd.	- 7 Pairs of High Fashion Mukluks
Kayser Roth	- 20 Pairs Carmolon Panty Hose
Lady Galt Hand Knitting Yarns by Dobbie Industries	- 7 Irish Knit Sweaters

All Contestants

Birks Jewellers Ltd.	- Regency Plate Teaspoons Personally Engraved
First Lady Hair Salon	- Complimentary Cosmetics
Fuller Brush Ltd.	- Assorted Cosmetics
G. A. F. Corporation	- Instamatic Cameras
W. J. Gage Publishing Ltd.	- Stationary
Hatashita Art & Jewel Shop	- Posters
Lyons of London	- "Snuggle Bugs" Slippers
Smiles 'n Chuckles	- Box of Chocolates
W.L.U. Book Store	- Laundry Bags
W.L.U. Student Council	- Beer Steins

Kaufman Fur Coat Contributed by:

AP Parts of Canada Limited	J. C. Hallman Manufacturing Co. Ltd.
Automatic Radio of Canada Limited	John Hauser Iron Works Limited
Bender Printing Limited	Joseph E. Seagram and Sons Limited
Bestpipe Limited	Kent Shoes Limited
Bick's of Canada Limited	Kitchener-Waterloo Record
BP Canada Limited	London Farm and Garden Tractor Co. Ltd.
Burlington Carpet Mills Canada Limited	The Mutual Life Assurance Co. of Canada
Canada Sand Papers Limited	Raymond Snack Foods Ltd. "Jack Snacks"
Falconbridge Nickel Mines Limited	Sunar Industries Limited
Garret Manufacturing Limited	William Wolfe Construction Ltd.
Gulf Oil Canada Limited	J. M. Schneider Ltd.
Horton Steel Works Limited	Zehrs Markets

WINTER CARNIVAL '70 THANKS these "Student Minded" Companies for their \$25 Donations.

3
♣

CONTESTANTS



Christine Bennett
St. Mary's University



Susan Dods
Carleton University



Patti May
Waterloo Lutheran University

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3

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♠

CONTESTANTS



Cynthia Blanchet
University of New Brunswick



Bev Bond
University of Waterloo



Nicole Menard
Laurentian University

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♦

CONTESTANTS



Sandy Woticky
McGill University



Mary Catherine Waymouth
University of Windsor



Sue Mack
Macdonald College

♦
3

3
♥

CONTESTANTS



Trudy Gay Browne
University of Alberta



Mary Stone
York University



Marnie McKee
McMaster University

♥
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CONTESTANTS



Maureen Huston
University of B.C.



Susan Longmire
Dalhousie University



Liz Adams
Lakehead University

♣
3

3
♦

CONTESTANTS



Heather Cameron
Queen's University



Patricia Stevens
Loyola College



Judy Fetterley
Acadia University

♦
3



CONTESTANTS



Susan Hammond
Bishop's University



Brenda Crowley
Memorial University



Ane Sapieja
University of Guelph

Pictures not available for:

Sue Hanlin	- Brock University
Sharlene MacLean	- Saint Dunstan's University
Vijaya Roopchand	- Notre Dame University
Joanne Carmichael	- University of Ottawa
Louise Moraim	- Université de Shérbrooke
Sheila Wilson	- University of Toronto
Janiel Jolley	- Simon Fraser University

Contestants not yet chosen:

University of Calgary
Saint Francis Xavier University
Brandon University
University of Western Ontario
Ryerson Polytechnical Institute



We have armfuls of adorable
and dashing coats—in all
the cuddliest furs: kalgan,
opossum, lamb, muskrat,
lynx, fox and raccoon. A
fabulous feast.

fairweather
*A Fashion
Council Store*

A Warm Welcome To . . .

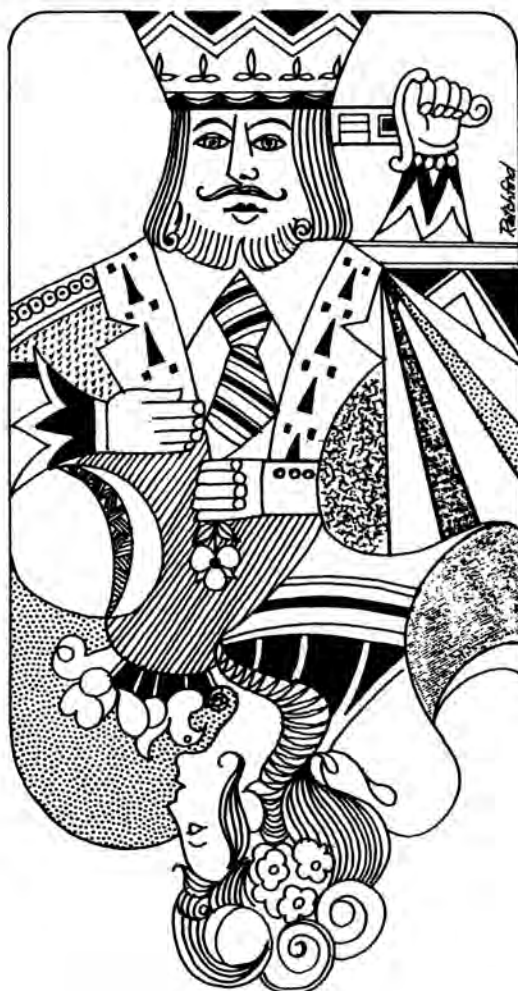


the LONGHORN INN

Restaurant, Tavern & Steak House

WATERLOO SHOPPING CENTRE

WATERLOO, ONTARIO



. . . For Kings
and Queens

very soon . . .



Sauders

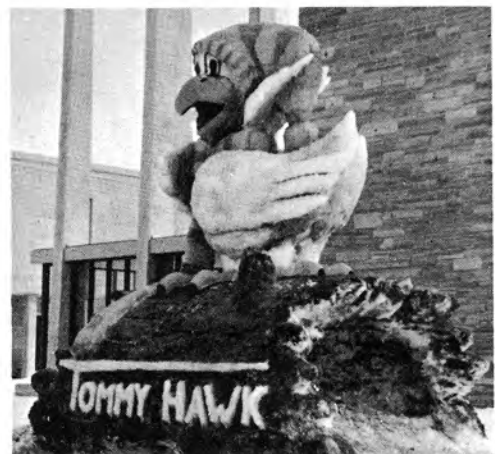
WESTMOUNT PLAZA

JUDGING OF ICE SCULPTURES



SATURDAY

One of the highlights of any Winter Carnival is its artistic Ice Sculptures which help to set the mood and develop the theme. All clubs, organizations, classes and residences work on these during the week before Carnival and all strive for the best and most unique sculpture. They are judged by a committee on ingenuity, effort, workmanship and artistic endeavour and are awarded generous cash prizes.



THE LOO

HOTEL
WATERLOO

KING and
ERB STS.

*For a Special Kind
of Candy Enjoyment*

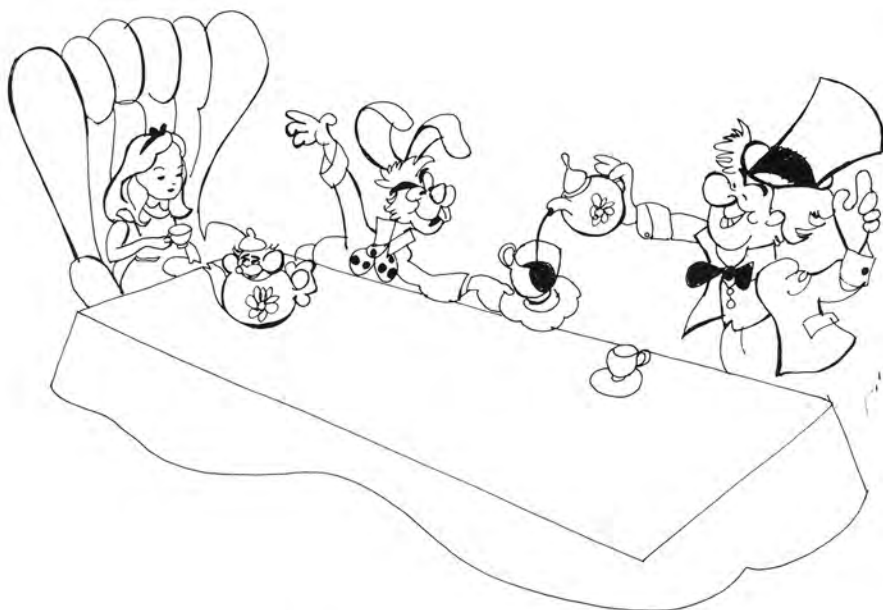


BY

Smiles'n Chuckles



**KARNIVAL
KAPERS**



After Friday night's parties, all students welcome Carnival's Saturday Cookout.



SATURDAY COOKOUT

CANADA TRUST
H U R O N & E R I E
WATERLOO TRUST

the money planner

True Savings

(pays an attractive interest rate)

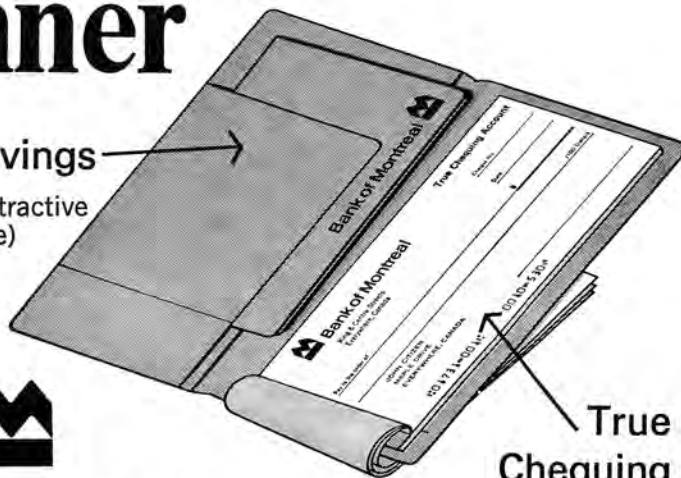
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Canada's First Bank

University Ave. & Phillip St. Branch: ART THOMPSON, Manager



True Chequing

Golden Earring, The Twin Cities Only Supper Club

Ali Baba

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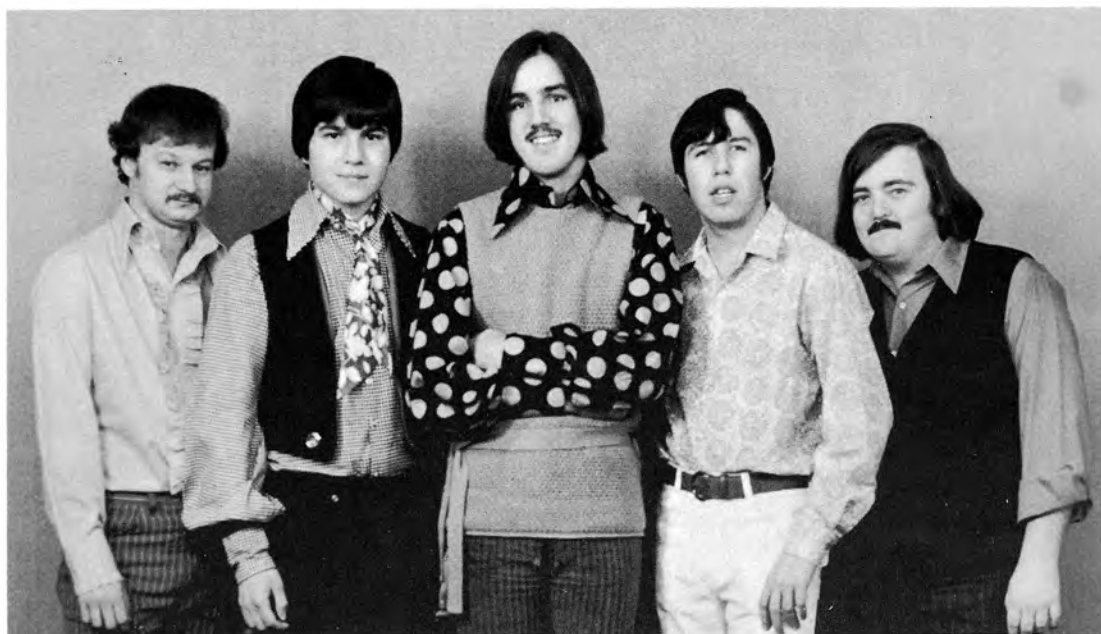
130 KING STREET SOUTH, WATERLOO

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SATURDAY NITE . . .
DANCE IN THE T. A.
AND SING ALONG
PUB IN THE DINING HALL

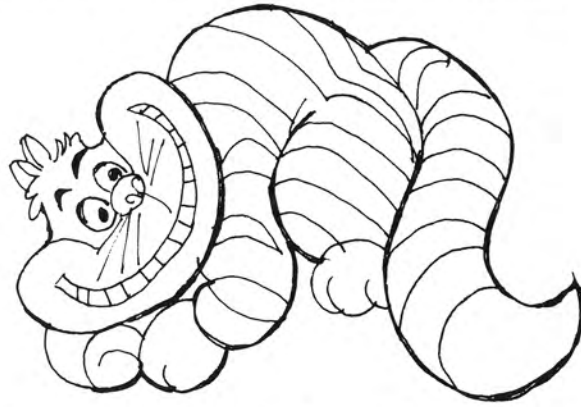


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MAD HATTERS



MARDI GRAS BALL



Acknowledgements

FIRST LADY HAIR SALON
SKYLINE HOTEL
TORONTO-DOMINION BANK
RESIDENTS OF WEST HALL
CARL SMALL MOTORS LTD. (Guelph, Ont.)
MR. BARRY LYON
HOLIDAY INN
CITY OF WATERLOO
CITY OF KITCHENER
W.L.U. CAMPUS SHOP & BOOK STORE
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UNIVERSITY OF WATERLOO THEATRE
ARTS BOX OFFICE
MISS TAMARA GIESBRECHT
ROYAL BANK OF CANADA
GIBB WHITE
COLONIAL RECORD SHOPPE

BRIAN DALY
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KING & UNIVERSITY

Hot Lunches and Drinks

UNIVERSITY BILLIARDS

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IN

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LICENCED LOUNGE AND DINING ROOM

ENTERTAINMENT WEEKENDS

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A WINTER CARNIVAL GUIDE TO STOMACH SURVIVAL

- Giant Hot Submarine Sandwiches
- Steaming Spaghetti with Meat Sauce
- Tasty Pizza, (as you like it)
- Wine Baked Ham on a Bun (it's toasted)
- And the Best Coffee in Town

— DINING ROOM — TAKE OUT —
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A Harvey's HAMBURGER
THICK AND JUICY

OPEN TILL
2 A.M. AT
KING and WEBER
IN WATERLOO



Helping to bring us all together.

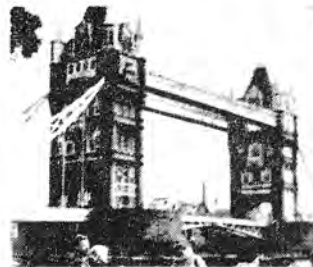
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