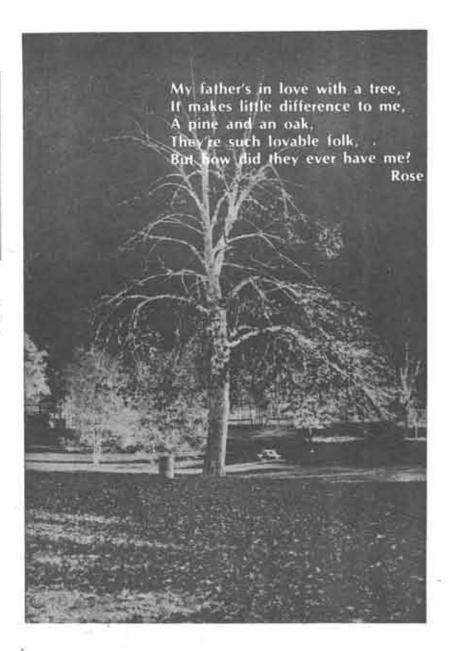
Chi-obscuro

I can remember once when I was about ten my uncle took me for a ride on a roller coaster. It was rather a strange experience, all that going up and down, but somehow I managed to hold onto my lunch, although my uncle flashed all over the lady in front of us. That's all I have to say, thank you.





Oh head of heads, oh stone of stones, oh face of faces, oh, oh of ohs.

Silent ever silent, the tide washes over me

Rejoice for the hour of the watermelon comes with the moon, And so, the gossamer winged men do twerk.

Okay, the spectrum of universal combustion delves ever onward,

But then to fail, to live, to love, to die?

But-who can say?

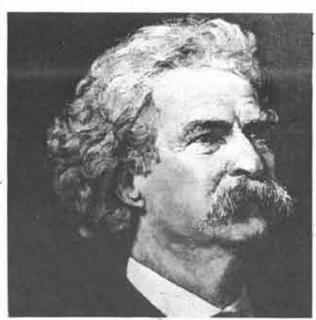
Oh mother of stone, I cry out to your for I am as barren as a beach

A stilted stoney lover on a lonely lurid beach

The head, the head, the head Hey buddy, can you spare a dime?

Earl





Face

Faces laugh and faces cry, Faces sing, they cheat and lie, But of all the faces that I know, I love yours best, it hangs so low.

Your face means the world to me. I'd swim across the sea for thee. I'd climb a mountain tall and wide I'd never falter at your side

Oh doggy nose, oh floppy ears, you save me from primaevil fears, Your whiskers tease me in the night, I'd love to hold your face so tight

So priceless, noble, fithful mutt, Forget the tail, the leg, the butt. Your snout all cold and wet will be, the bastion of my love for thee.

Ken L. Ration

If we awake to the threat that we

only if we persuade our fellow man,

that free institutions offer a surer, if at times slower route, to the ends they seek,

to the ends they seek, than the coercive power of the state.

The glimmerings of change that are already apparent the intellectual climate are a hopeful augery.

M Friedman



Death....

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Thursday, March 14, 1974

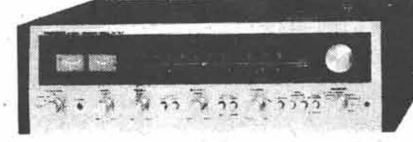
4:30 - 7:30

| Biology | Concourse |
|--|-------------|
| Business | 5-307 |
| | Concourse |
| | |
| Character and the control of the con | 5-110 |
| Economica | 2-201 |
| | |
| Geography & Geology | 1-303 |
| German | - Concourse |
| History | 1-401 |
| Mathematics | Concourse |
| Music | Concourse |
| Philosophy | Concourse |
| Physical Education | Concourse |
| Physical Education | Concourse |
| Physics | 1.401 |
| Political Science | 2 100 |
| Psychology | 3-108 |
| Religion & Culture | Concourse |
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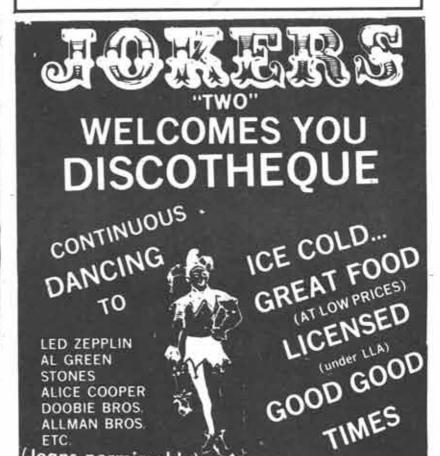
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STUDENTS HOME AWAY FROM HOME

This place was recently ranked NUMBER ONE among local

(Jeans permissable)

pubs by a Wilfred Laurier research team. Nice atmosphere fairly inexpensive drinks nice waiters and waitresses a dance floor and a disc jockey.

1974 U of Waterloo Student Handbook pe 8

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What are these people doing? Well, they're not all up early to march over to an eight o'clock class. In the fast moving age in which we live, classes are passe. Neither are they attending a night-time football game, although that's probably the only other place you will see such a crowd. No. they're out to watch silly people run around without any clothes on, which is either an attempt to prove a] virility, b] that you'll not knuckle under to the system, or c] that 20 people can be more emptyheaded than one person. C is correct.

ymposium well-received

by Eugene Agu-Onwumere

Phrases such as "Black Power" and "Black is beautiful" are good, but can be meaningless without reference to economic advancement and technological skills, charged one speaker at the black symposium held at U of W last weekend

Dr. Farley, professor of Economics at State University of New York made his remarks in a lecture entitled "developing strategy in the black world." He stressed that the black world is, overall, the poorest part of the world, thus the challenge of development becomes partially, a problem peculiar to blacks.

He pointed out that only three African countries, Libya, Babon, and South Africa are not below the poverty line defined by the United Nations. Some countries, such as Ethiopia, Malawi, Upper Volta

have Gross National Products which average less than \$100 per person, per year.

Dr. Farley said that although discrimination continues, there is a 'revolution of the mind' occuring which sees blacks talking less of survival and more of constructive solutions. The solution to underdevelopment is for blacks to use their brains, and regard for others to provide the necessities. Furthermore, he advocated that Black Americans spearheaded the challenge to erase the 'black poverty gap' in black nations.

A second speaker at the symposium, Dr. Yosek-ben Jochannan, Jochannan enjoyed poking holes in the mysticism of christianity and colonialism, and offered that colonialism had done nothing for the Africans, in fact, colonialism had made it difficult for African

blacks to establish an identity For example, Lake Victoria, the largest lake on the continent, named after the great colonial Queen, could as easily have been named for a great african. After pointing out insidious roles by Christian missionaries to promote Colonialism, he urged blacks to look upon Nkrumah and-Lumumba as their saviors, rather than Jesus

There was one disappointment in the symposium, Mohammed Ali, ex-heavy weight boxing champ failed to show due to a "tight schedule".

In his closing remarks, Mr. O.T. Williams thanked the organizers on behalf of the black students. He also said the discussions would be important to the future of blackwhite relations and the future direction of the black people.

Small turnout

SAC rep elections final

by Brian K. Hackett

Wednesday witnessed an unusual event here at WLU. According to reliable sources, the regular Spring SAC elections were being conducted in the Concourse.

A close study of the event showed that only 155 arts and 76 business and economics students were aware of the election as witnessed by the voter turnout.

Chief electoral officer, Charles Lyle led the tabulation of votes in the student union building ballroom. After the usual amount of confusion on the part of those adding the totals, the results were announced. (see box) Elizabeth "Brandy" Robinson topped the polls for the second straight arts election, while ex-director of Student Activities Blair Hansen led in the business vote. Only Bernard Brunner in arts and Dave Dart in business failed to receive enough votes to be elected.

Contrary to past experiences, the only 'irregularity' in this election was the absence of a disqualified candidate. Fur-

thermore, only one SAC rep was acclaimed, Science rep Terry MacIntosh.

Phil Turvey, SAC president has called his first full council meeting for Mar. 21. A tentative agenda includes the ratification of a director of finance and a director of student activities, and general financial planning for 74-75.

| Rep election res | ults |
|---|---|
| ARTS Brandy Robinson Jim Binns Warren Howard Pat Bush Rick Campbell Marion Coomey Robert Weaver Les Francey | 113 81 77 74 70 69 69 |
| BUSINESS Blair Hansen Brenda Boyes Bruce Taylor Harry Hartfiel | 61 54 47 38 |

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Warren Howard, Student Publications, W.L.U.

The provincial budget

What's behind the

by Dave Schultz

One of the most contentious areas of university operation this year is Ancillary Services, the catch-all title for the Bookstore, residences, dining hall and Torque Room, and security. Of these, according to the new university budget presented to the Board of Governors last Tuesday, The Bookstore anticipates a net profit for 74-75 of about \$117, while the residences and food services combined will 'lose' \$26,626. The latter is a smaller 'loss' than was budgeted for the 73-74 year by about \$4,000.

The dining hall revenues for 74-75 are figured at \$531,898, while expenses are figured at \$523,983 yielding a net operating surplus of \$7,915. However, there is a \$19,319 per year mortgage payment made on the dining hall, which results in a net anticipated loss for the dining hall of \$11,404 next year. It is this mortgage payment, which has come under fire as one of the main causes of cutbacks in the dining hall food allotments. Is this a justified criticism?

According to government edict, 'academic' monies are not allowed to be

used to fund such 'non-academic' services as the dining hall. Consequently, in leaner days, the school adopted a policy of having each ancillary pay its own way. Consequently, the bookstore has had to pay 'rent' to the university, while the dining hall has been held responsible for its own mortgage. If either area incurred a loss that could not be covered within the ancillary services area, the difference was made up of money received from 'other sources'. other sources being anything not received as tuition or from the government grant

President Frank Peters has explained that these 'other' monies are allocated to non-academic areas, the most important of which is scholarships. Consequently, if the deficit incurred by the dining hall is to be paid off from outside ancillary services, it would have to come out of this only sizeable fund of loose money, scholarships. This is an exchange he said he is unwilling to make. (However, the 73-74 deficit will be paid from

There is, though, a trade off made, of 'food for sweat'. The university as a whole, will have a surplus in 74-75 of about \$416,000 of which \$300,000 will be transferred to the Program development fund, and \$100,000 to the Campus development fund. The former finances new and expanding academic programs, while the latter is for physical expansion of the university, more precisely, capital expenditures.

As the summary of the budget notes, the operating funds 'loaned' \$1.1 million dollars to capital funds to finance the building of the athletic complex. Of this, \$600,000 will be 'paid back' by April 30 of this year, and the remaining \$500,000 will be 'paid back' over the next five years out of the campus development fund. In effect, then, surplus operating money is transferred to pay off a capital debt on a building which does not, similar to the dining hall, fall under the category of academic expense. Thus, the \$100,000 could be justified for use in paying off the mortgage of the dining hall, just as it is justified in paying off the athletic complex. Somehow, these bookkeeping procedures get around the government edict outlined above.

One last salient point is the ad-

ministrations decision to reduce the allowable deficit of ancillary services next year by \$4,000. The budget notes part of the reason for the 8 per cent increase in AS expenses next year is the anticipated wage hike. Further, Cliff Bilyea has indicated that an allowance for rising food costs was built into the budget. To anticipate increased wages for all ancillary services employees and increased food costs amounting to only an extra \$125,000 seems to be an underestimation of the effects of inflation. Bilyea commented if food costs rise more than was allowed then the food services will have to do a little 'belt-tightening'.

Such belt-tightening seems inevitable. The university has reduced by \$4,000 the loss which it is willing to carry on ancillary services, and has estimated increased costs at only 7.5 per cent. Thus, by effectively reducing the income, and more than likely underestimating expenses, the university has, once again, put the squeeze on the students who live in residence. But then, the showpiece of the school, the Athletic Complex, will be paid off.

THE CORD WEEKLY

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The Cord Weekly is published by the Student Board of Publications of Wilfrid Laurier University. Editorial Opinions are independent of the University, Students Administrative Council and the Board of Publications. The Cord is a member of the Canadian University Press cooperative.

Screening sessions for next year's Cord editorial positions will be held tonight at 7:30 in the Cord office.

The attendance of all staff members is requested. The meeting is open to all interested students.

Streaking...why?

Due to a long-standing Cord policy, editorials are supposed to be about something happening on campus. What is happening on campus this week? Streaking. So be it.

In the near future, you will undoubtedly be subjected to some sage-sounding analysis of streaking by the delegated sages of interpretation, the psychologists and social experts. Might as well pre-empt them. First of all, what about the hypothesis that the student body of WLU has finally realized that it is no longer under the wing of the Lutheran Church, and has accordingly let loose with behaviour that would not make the grade in a church school? What about the theory that this latest phenomenon merely represents the latest in WLU following U of W, as the first WLU streaker not only streaked in response to the first at Uniwat, but advertised the fact. How about the theory that the pressure of exams is finally getting to students, and they are taking it out in this form? Best yet, what about a theory linking the streaking phenomenon with the decline of "serious" involvement in university life?

Is it at all strange that the idea of streaking should capture the imagination of the students at WLU as home-sponsored concerts, Winter Carnival, Homecoming, or even the regular activities of SAC or its departments? Hardly. The point seems to be the amount of commitment required by streaking as opposed to activities which are, in one sense or another, productive.

For the entire year, this publication has been trying to stir up a little.....enough of this shilly-shallying! Firenza is back! Yes kiddies, the guru of nudity, the Maharishi of buffness is here to enlighten you on this great new activity, to expose the bare facts, if you will. First of all, streaking has a long intellectual history, going back to the inventor of the Screw, Archimedes. Yes, that great Greek is history's first recorded streaker! You all remember how he streaked through downtown Athens shouting 'Eureka' which may have meant 'I have found it'. What he had found was that different matters displaced different quantities of water. Continuing in this intellectual tradition, students at universities across the USA have taken to running starkers across campus and through public places. This proves that they are intellectuals.

In the last few weeks the streaking phenomenon has burst forth in full glory all across North America. There have been a few setbacks to this fast emerging underground. Chaps being arrested, running into one another and being knocked out, lads being caught by storekeepers (who grabbed and held on until the police came, some time afterwards) this does nobody any good. The Brotherhood of the Buff (so called until this reporter sees the first distaff dasher) must be careful lest the malevolent forces of decency and goodness clamp down. Garner returns from his coffee break.....this is the Sage of the Streakers Edsel Firenza saying goodbye and good streaking, I'll be coming to you as soon as I find another unguarded typewriter. Good Streaking!.....interest in activities, after all this is your school. You should be interested in what goes on. Participate dammit! Don't bitch about nothing being done if you aren't willing to help make something happen. Sure it's fun to remove all of your clothes and participate in a new fad, it is probably easier on your stomach than goldfish. That still doesn't change the facts. The student body of this university is much happier being trendy than it is being useful. I appear to have used up my space so remember-Streak if you must, but there are more useful things to do with your time. If people would be interested in what concerns us all, this could stop being a 'suitcase' university

Tom Garner



WLU: streaking capitol

Streaking, the number one North American sport in the hearts of millions, has taken the country by storm. What started out as a novel idea about 10 years ago has now reached epidemic proportions everywhere including Parliament Hill Last week a challenge was issued to the mayor of Toronto, David Crombie, and his aldermen from someone deep in the Davis regime to streak around Queen's Park at high noon. For some strange reason Crombie declined, muttering something of 'getting even'.

Recent streaks at U of W have attracted CKCO cameras and KW Record reporters. It seems to me I saw a Waterloo student I knew streaking by a cop car on the evening news last week. Even though the challenge has gone up right across the country, Universities of Toronto, BC and Calgary have all had mass streaking rallies.

I'd still like to believe WLU is the streaking capital of Ontario regardless of these upstart pretenders for that title.

As you may recall one freezing night two weeks ago, one brave WLU set out on the first official streak in Canada. His dash across campus apparently came off without a hitch although there were unsubstantiated reports of some obscure figure trying desperately to get into the front door at McDonald House that night. This incident set off a wave of streaking all over the country but all we've seen here, the birthplace of it all, is scattered forays, nothing compared to the massive forays conducted by U of W and U of T who are trying for the Canadian record.

Lets get out and show Ontario just who started this whole business, then we'll unveil our secret weapon: Co-ed streaking. Alan Manchee or Consequences" will, of course, not be alert enough to catch a fall star, let alone a full moon.

Beware Dr. Morgenson and students, during your next Abnormal Psychology lecture. The abnormals are in us all and we may rise up and with our staves held high, run amuck in 1E1. An amuck isn't easy to clean up after, either.

Ah, yes, the joys of nature. A good streak amongst the periodicals has been known to ruin many a magazine with tears of joy dripping from the streaker—or is it streaker.

But wait? What's that behind them. It's communications 100 on the scene. Wires are dangling all over as Radio Laurier is in hot pursuit for an interview. Tuffy Knight rounds the last pile of books with a keen eye for a prospective tight end or flanker. The library staff is right there hoping to lay it under glass in the lobby. Finally, in the back of all the group is Phantom III, getting all the action into his note book with his trusty Bic, or is it his Venus.

Phantom III

It all began here

Due to the recent publicity of "streaking", I feel it is my obligation to report the first true "streak" in an Ontario University. It happened on December 12, 1973 on WLU campus. The streaker's run included a slow jog around Clara Conrad Hall. The streaker's intention was the celebration of his 20th birthday. The streaker's apparel consisted of construction shoes and white underwear (due to the winter seasonal conditions). The name of the streaker is to be withheld, although his nickname is "Boner" (a WLU student). Verified and witnessed by:

> George Kreltyka Bob McCraken Stephen Publicover Steve Polarski Kevin Keogh David R. Black Brian Lorch

As concerned students who eat regularly in the dining hall, we would like to bring up a few facts that we hope will incite your concern and action. We realize that many things have been written about the food, but little has been done in this regard.

Recently a petition was circulated and out of 745 students only 250 were concerned enough to sign it. There is a lot of room for improvement in the food situation, and 250 signatures are not enough to make an impact that will create a change in the students' fayour.

Much of the blame for the financial losses that have been incurred by the food services, and the justification for the changes in the item system has been placed on the students, (i.e. pilfering food

and taking advantage of the bag lunch and supper system). Its very easy to place the blame on the students but shouldn't Mr. Bilyea and his committee look into other aspects? (i.e. the method used to buy food, the number of employees hired for food preparation, serving and clean-up, etc.)

We do not think that the students are being dealt with fairly. For example, the mortgage of the dining hall is paid for by the whole student body whether we use it or not.

The quality and quantity of the food has decreased irregularly since September 1973. Unless we stand up for our rights this will continue and at the same time we will be paying more for less.

If these and other facts create the least bit of concern in you as a student who must eat in the dining hall, let your concern be known by your presence at the next food committee meeting on Wednesday, March 20, 1974 at 4 pm in the Mezzanine. At this meeting one of the main items on the agenda is a discussion of alternatives to the meal card system. Things can be changed for the students benefit if you will come with suggestions and or your support.

Still more hope for the disillusioned

I was very pleased to read the well-researched article "Hope for the Disillusioned" by Cathy Riddell in the Cord Weekly of February 7th. This article goes a long way in explaining how Interdepartmental Majors can provide a viable, alternate way of education for an undergraduate student in the Faculty of Arts and Science. Those of us in the faculty who have played a role in the planning of the various studies programmes-Canadian Studies, Archaeology, Comparative Literature, Fine Arts, and Urban Studies- are of the firm conviction that the course of studies in each case is a sound one. Each carries the stamp of approval of the Arts and Science Faculty Council and the University Senate.

My own particular interest is with Canadian Studies. The curriculum offers a wide range of courses-Economics, English, Geography, History, Political Science, French, Sociology and others. Though it might appear that the curriculum is spread out, it must be brought to the prospective student's attention that we recommend that he or she also have a concentration in any one of these disciplines, especially if in future he or she will be seeking certification as a secondary teacher in Ontario.

We require that a student take at least seven courses from the approved list, and that these courses be selected from at least three different departments.

Lastly, as an attempt to increase Continued on page 9

Streaking:

suggestions for...

I feel compelled to comment on the current craze of "Streaking". It is a deprayed and perverted stunt that should be encouraged at this and other Universities.

A suggestion to improve the visual delights of the Torque Room 100 students: the aisles will definitely have to be wider so as to allow crowds of streakers to run through en mass. By running single file, the tail end is bound to come into contact with the law.

In and around all the pool tables would be a likely area for a streakin. Any active pooler about to drop his ball, I'm sure, will allow the skin kids to play through. Watch all the runs drop as the disease of scratching and reversing sweeps the pool room. The security people, watching the quiz program "Truth

Food facts

LEAN AND HUNGRY/BY GEORGE KOPP

SURVEYS SHOW THAT THE MCGKLL DAILYO IS MOST FREQUENTLY READ DURING CLASSES. SHAMEON YOU LEAN AND HUNGRY THEREFORE PROPOSES TO TEACH YOU SOLVETHING IN A MINI-LECTURE SUB-MODULE ENTITUED:

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AVERAGE-SIZED BAG OF WET GARBAGE YET IN SPITE OF THIS IT HAS MILLIONS OF TIMES THE THINKING POWER OF A LARGE BAC OF WET GARBAGE.

LEFT AND RIGHT. ONE IS SAID TO BE DOMINANT. DOCTORS SAY THIS DETERMINES WHETHER OR NOT YOU MEDICARE.

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QUIZ: WHERE IS YOUR BRAIN RIGHT NOW? a) INSIDE YOUR HEAD. b)2 FEET ABOVE YOUR ASS. c) LEMCOCK 132. d) NO OPINION IF YOU WANTED TO HAVE YOUR BRAIN SPLIT WOULD YOU GO TO: a) THE DOUGLAS, 6) THE CYCLOTRON LAB, JA PODIATRIST, d) JOINT HONOURS IN MINING ENGINEERING AND FINE ARR

Right Thinking

from the McGill Daily

How to make a powder keg



by Robert K. Rooney

The greatest threat to world peace (if that is what we have now) exists in the Middle East. All the necessary ingredients for a flaming conflagration existhostility, vast and valuable resources, instability and a plentiful supply of weapons. It is to the last problem to which this article addresses itself; the vast and mindless buildup of stocks of modern, technically advanced armaments.

The attention of the world has been focused on the Middle East for many years now as a result of the fierce Arab-Israeli conflict and the vast oil reserves of the Arabian peninsula. The constant efforts of the Arab countries to destroy Israel have sparked the introduction of the latest and best instruments of destruction into the area. The situation has escalated from wars fought with World War II small arms to the latest Arab assault which saw the world's most advanced armour and air weapons engaged. From the Lee-Enfield rifle to the T-62 tank in

twenty-five years is quite a jump. It is not just the equipment in the hands of the warring states which is a problem, though, but the military acquisitions of the other states in the area. Saudi Arabia has purchased French AMX-30 tanks and Mirage jet fighters. Kuwait has also purchased Mirages, presumably to defend the airspace of a country which can be overflown in only a few minutes. Iran has just agreed to purchase the new F-15 Eagle fighter from the United States, a plane so new the USAF hasn't even acquired them yet. Iran will also receive the F-14 fighter in quantities larger than the US Navy could afford. The large amounts of munitions held by "radical" Arab states such as Syria and Iraq is well known, as is the considerable military muscle of Egypt. These three states are almost totally supplied by the Soviet Union, which leads us to the crux of the problem-big power involvement in the area.

The arms race in the Middle East has been exacerbated for the past fifteen years by the struggle for influence in the area between the West, usually represented by the USA, and the USSR. The Soviet Union has poured billions of dollars worth of increasingly sophisticated weaponry into Egypt

and other states attempting to destroy Israel, The United States countered with comparatively simited aid to Israel and attempts to maintain the friendship of the so-called conservative Arab states like Jordan and Saudi Arabia by supplying some arms and training. A new, or rather returning, factor in this flood of munitions is France. France used to be the main armourer of Israel. Following the 1967 war however, General DeGaulle decided to shift French foreign policy to a more pro-Arab stance. 'Le grand Charles' ' successors have continued this policy with ever increasing enthusiasm, by selling Mirages (once intended for Israeli use but destined to be used in the recent war against them) to the fanatical Colonel Qaddafi who rules Libya.

France has moved with immense cynicism and complete cold bloodedness to grab a piece of the huge Arab gun market. Due perhaps to the traditional glorification of the warrior in Arabian culture, the newly rich nations of the area lust after the very latest in destructive hardware. France has abandoned any pretense at objectivity in the Israeli question. The foreign minister Joubert uttered the

patently ridiculous observation that it was probably Israel who attacked first in the Yom Kippur War. The generosity of the French probably stems both from a desire for the Arab oil dollars and a quest for influence in the area. Condemnations of the 'Soviet-American condominium' would seem to indicate that the French are again having delusions of Great Power status.

Where will it all lead? Ah yes, the time old question of whether capitalism will wipe out all its customers, or poison them, or just bore them to death.

Where will it all lead? The Saudi Arabians and the Iranians or more properly their monarchs are glaring at each other over the Persian Gulf as each attempts to gain leadership in the area. The Shah of Iran has announced his intention of replacing Britain as the predominant power in the area east of Suez. Needless to say this sits uncomfortably with Saudi Arabia's King Feisal. Iran is also

engaged in border disputes with the Soviet-armed Iraqis who are allowing a Soviet naval base to be built on their territory. Iraq and Kuwait have engaged in disputes in the past and may again. France, the USA, the USSR and even Britain (if they ever can produce anything) are still maneuvring for positions by backing various countries in the Energy Sweepstakes.

It can hardly be conducive to stability in this area to have arms flooding into it. The positions of both the USA and the USSR can be understood as requiring one presence to counterbalance the other's presence. The callous and mercenary actions of the French arms salesmen are inexcusable. It is one thing to sell arms to those who need them and are responsible, it is another to risk a major war or series of wars. If a conflict of great magnitude begins in the Middle East a large part of the blame must be laid at the door of the 'Merchants of Death'.

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Thursday Mar. 14

IVCF supper and meeting, 5:30 in the seminary basement Christian lounge, Topic, Marriage.

Book Review Luncheon-W.O. Mitchell, Book: the vanishing point, Kit. Pub. Lib. 12:15

Friday Mar. 15 Hockey. Jr. A rangers vs St. Catherines 8pm

Sunday Mar. 17 Hockey. Rangers vs Hamilton

Monday Mar. 18 Annual Music Makers Concert. 8pm, WLU choir and others First United Church, William and King St. in Waterloo, Jazz Club Topic: Bill Evans.

Tuesday Mar. 19

Wednesday Mar. 20 recital, 8pm, Rm 3c15 Moon Marigolds, \$1, 1E1.

Submissions to To Be must be handed in no later than 10 am Tuesday of the week of insertion. They may be placed in the To Be slot in the Board of Publications office.

8pm Kit. Mem. Lib.

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The pallor of positive thinking

reprinted from the varsity

Dr. Norman Vincent Peale—apostle of positive thinking, spiritual counsellor of his nation's Chief Executive, Aquinas of Reader's Digest—began the long journey to success and God in his early teens.

He decided to go into business selling aluminum pots and pans door-to-door to the frugal housewives of Bellefontaine, Ohio, but his first attempts were dismal failures. His carefully prepared sales pitch was forgotten, and he could only bring himself to stammer, "You don't—want any pots and pans—do you?" He enlisted the help of a friend, who, on his first attempt, made a sale. Norman was astounded.

"How did you do it?"

"I just told her needed 'em", his friend replied. "Matter of fact, she does. If you believe in what you're selling, you can sell anything."

"Gosh! The brochure didn't say that."

"Never mind the brochure", his friend said, "Just have faith in the product! And somewhere along the line, tell 'em something nice about themselves!"

Norman had learned the cardinal rule of salesmanship. Make the customer think he can't get along without what you're selling, and you can't lose. "And somewhere along the line, tell 'em something nice about themselves."

Fifty years later he had written several best-sellers with titles like "The Power of Positive Thinking", "The Amazing Results of Positive Thinking", "A Guide to Confident Living", "The Art of Living", "Stay Alive All Your Life," and "Enthusiasm Makes the Difference". These books propose "formulas for effective living" which can change "sorrow to joy, weakness to strength, failure to success, despair to hope, and defeat to victory". These claims may seem slightly inflated to the sceptic; but Dr. Peale is not one to hedge his bets.

The formula is twofold, including God and a mental attitude which has become wellknown as positive thinking.

"Positive thinking", Dr. Peale says, "is a form of thought which habitually looks for the best results from the worst conditions".

This is a theme which constantly recurs in the books you can find classified under "Self-improvement" in Coles. Such an attitude has probably existed since the discovery of misfortune. Things aren't so bad, you just think they are. Or as Pangloss (whose works, unfortunately are not available at Coles) put it, "Everything is for the best in this best of all possible worlds".

A good example of positive thinking's spiritual ancestry is provided by "Self-Mastery Through Conscious Auto-Suggestion", a charming tract written by Dr. Emile Coue of Paris in 1920. Among other things, Dr. Coue has discovered that:

"When you wish to do something, or when you have a duty to perform, always think that it is easy and make the words 'difficult', 'impossible', 'I cannot', 'it is stronger than I', disappear from your vocabulary; they are not English. What is English is: 'It is easy and I can'. By considering the thing easy it becomes so for you, although it may seem difficult to others. You will do it quickly and well, and without fatigue, because you do it without effort; whereas if you had considered it as difficult or impossible it would have become so for you simply because you would have thought it so."

Naturally, this is just the ticket for mankind, oppressed by toil and pain. And a generous sampling of enthusiastic testimonials indicates that mankind has been quick to embrace Dr. Coue and the fruits of auto-suggestion. Case after case of imsomnia, headaches, eye troubles, intestinal disorders, heart attacks, tuberculosis are paraded dispiritedly before the reader; all are vanquished.

Yet the farsighted Dr. Coue perceives

even more beneficial applications of his method. Depression and self-doubt disappear before the healing onslaught. But best of all is the miraculous simplicity of this method, so that Dr. Coue need only offer a single admonition to his befuddled patients:

"As long as you live, every morning before getting up, and every evening as soon as you are in bed, you must shut your eyes, so as to concentrate your attention, and repeat twenty times, moving your lips, (that is indispensable) and counting mechanically on a string with twenty knots in it the following phrase: 'Every day, in every way, I am getting better and better.'

Positive thinking has a lot in common with self-mastery through conscious autosuggestion. But Dr. Peale's work puts less
emphasis on curing specific physical or
mental disorders than it does on achieving
success in economic, social and marital
situations. Unlike much self-improvement
literature, faith in God plays a prominent
part. The combination leads to some rather
unlikely theology.

"You remember", writes one of his innumerable disciples, "that we had been looking for a car since last October when our seven-year-old Studebaker started giving us fits. We found the one we wanted then, a second-hand Buick, but we felt we didn't need such a fine car. So Jim kept looking and looking, but none came up to the Buick in price, mileage, cleanness and all things considered.

"So one day he said, "Well, we know we don't need that nice a car; we know we don't have the downpayment, but if that's the car we're supposed to have, the down payment will come to us, and the car will still be on the lot waiting when it does."

"Imagine our suprise when Jim got a note from the office saying they were going to pay him a bonus on his profit. And instead of the usual ten percent, it was fifteen percent! So there was our down payment! And after four months of waiting, the car was still there!"



goo

This happy little story is offered as an example of "how God is looking after us". What makes this story, and others like it, remarkable, is that the normal state of religious experience is reversed. The apprehension of God is not an end, but a

Another of Dr. Peale's readers, who runs a clothing store, had a large number of debts owing to him. He was complaining of this situation to a friend, and received the following reply.

"All right now, will you try an experiment? Send out all of those bills as usual, but this time say a prayer for the person who will be receiving it. In your prayer express the desire that each person have a happy and prosperous use of the clothing you have sold him. Pray that things will go well with him. Then at the bottom of the bill add a word of personal interest. Simply, "I hope you are enjoying the sweater", or "If there is any problem with this pair of shoes, be sure to bring them in and we can see what to do about it". Then add a cheery word like "Lots of luck", or 'Hope the family is all well"."

"And then", Dr. Peale comments, "was he surprised. Right away an amazing thing happened. Of the ninety-six debtors, over half promptly remitted in whole or in part."

But one cannot help wondering, would this incident have been cited if the debtors had failed to remit promptly in whole or in part? The conclusion suggested is not that the clothing store owner learned to love his fellow man, but that he learned a more efficient way of collecting his debts.

So we have returned to the principle of salesmanship Norman learned in Bellefontaine, Ohio. "While you're at it, tell 'em something nice about themselves." It is not surprising that this idea of God or brotherhood should have emerged in North America in the twentieth century. More than any other time and place, this is the age of the salesman. This is a society which cannot continue to exist without an artificially high degree of production and consumption of goods. The salesman convinces us that we really need a 1974 model electric can opener. So, perhaps, he goes to the trouble of learning his customer's first name, of saying "Hope the family is all well", of giving a friendly handshake.

The word "surrender" appears often in Dr. Peale's theology. But it is not a surrender of desire, or of will, only of responsibility for everything that is bad in the world.

"A positive thinker does not refuse to recognize the negative, he refuses to dwell on it. It is possible to look for something to build on; it is possible to expect the best for yourself even though things look bad."

But what does it mean, this refusal to dwell on the negative? Certainly there are forces over which we have little control, such as winter and death, and to dwell on these is clearly not productive. But just as certainly there are other forces over which we do, or might, have control. To dwell on the negative is to demand a reason why, to think "things might be otherwise". It is the birth of possibility.

For Dr. Peale and those who accept his teachings, a universe of possibility is an unthinkable one. Why worry yourself about hunger, war, death, lives of lovelessness and boredom? The world is given, only God can change it. With his cosmic expense account, he picks up the tab for evil, and lets us reap the fruits, a second-hand Buick.

Dr. Peale's social and political positions, although never made explicit in his writing, show a strong affinity for those in power. When Billy Graham is off Crusading, Dr. Peale often conducts the Sunday morning services in the White House chapel. He performed the ceremony at the wedding of Julie Nixon and David Eisenhower.

"Every American", Nixon said on that happy occasion, "should have an interest in all Dr. Peale stands for—a reverence for God and country, a contagious enthusiasm, and inspiring advocacy of the positive values in life—and through all he does for his fellow man, a tough-minded optimist".

During the 1960 presidential campaign, Dr. Peale made one of his rare forays into the political arena. He was, depending on whose account you read, either chairman or a member of a group of Protestant clergymen who expressed anxiety that Kennedy's election might lead to domination of American foreign policy by the Vatican.

The group issued a statement to that effect, which received a great deal of negative reaction, in the press and elsewhere. The New York Times, then Time, then Newsweek, then The Nation began to talk about Peale's group". Dr. Peale protested. It wasn't his group, he was just an interested observer, he didn't realize what the group was saying, and when he thought about it he didn't really agree with them at all. Within a week he disassociated himself from the group and its statement.

The most fitting tribute he ever received was made by the Advertising Sales Club of New York in 1958, when he was distinguished by the title of "America's Most Sales-Minded Clergyman". Only in America could a small-town boy start out selling aluminum pots and pans and end up selling God. And—of course—he owes it all to the power of positive thinking.



peale

gene allen



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- 1. What is David Bowie's real name?
- 2. Who is Marty Robbins and what does he do?
- 3. What song did Jackie Olliver
- and the Shadows record? 3. What famous songwriting team
- has both members named John, but to avoid confusion, one chose to use his second name, which is the same as one of the co-stars of The Sting?
- 5. Lord Hesketh and Lord Sutch, one owns and runs a sporting team, the other makes miserable records. Which is which?
- 6. Who is Sid Barrett and what did he do and what happened to him? 7. What is Tom Garner's favourite all time record?
- 8. Who did the cover for Jamming With Edward?
- 9. How many miles are there in a Light Year? (Answer in less than five seconds.)
- 10. What was the first record that Rick Wakeman played on?

Answers:

found him playing in a bar. 10. Space Odditty, by Bowie, they in less than five seconds?) 9. 14,543,712,000,000 (did you of

8. Nicky Hopkins. Watkins Glen. 7. James Hunt's lap record at ponkers.

Pink Floyd, who went slightly 6, Sid Barrett was the founder of miserable records.

Lord Sutch makes racing, 5. Lord Hesketh runs Hesketh

Paul, like Paul Newman, from The actually named John, but chose 4. Lennon and McCartney, Paul is

Unreliable Automobile Blues." would probably sing "The racing team, if they sang, they 3. They don't sing, they are a

who also sings country and 2. He is a race car (stock) driver, L David Jones

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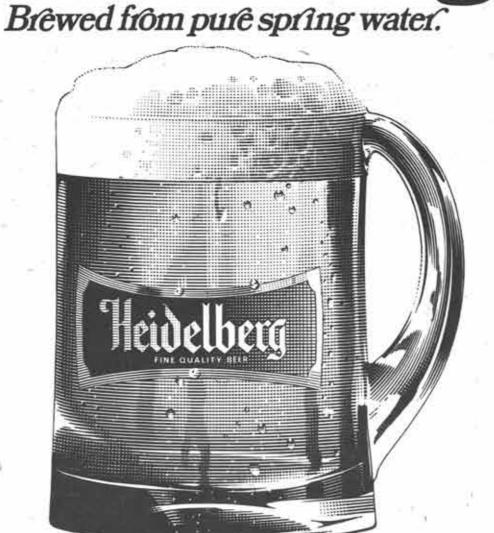
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"The National Dream"

Berton's magnum opus makes it all seem real

by Pat Bush

Any student of History, especially Canadian History, would do himself a good turn by putting down his books on a Sunday night just long enough to watch the best educational and even entertaining programme that the great and wonderful CBC has come up with in many long years. The National Dream based on the two novels. The Last Spike and The National Dream by Pierre Berton, retells the story of the building of the Canadian Pacific Railroad, and the political scandle that erupted, and the life of that powerful man John A. Macdonald.

William Hutt has been acclaimed as one of the finest Canadian actors, in his portrayal of John A. and with justification. The strength of character, the passion for life that was John A. Macdonald is displayed with

empathy and finesse by Hutt. In the first two programmes the mood and rhythm of the times has been set by a cast of fine actors. and the production crew that is working under the careful eyes of Berton, the "father" of the whole endevour. If you have read any of Berton's works (there are several) you are aware of the accuracy and detail he employs in his historical writing. This is seen over and over again through the programmes on Sunday evenings. With a complementary narrative by Mr. Berton from such places as the Parliament Buildings in Ottawa, and Hutt as Macdonald speaking rauciously in the background, it is easy to lose yourself in the excitement and tension that is exuded from the great doors of the Chamber. History comes alive. It breathes and sighs with the stony presence of Alexander McKenzie,

and the contagious laugh of John A. that ripples through the members of the House's hearts.

A show that might have been caught up in the long and at times dry speeches of the politicians, moves along smoothly and with a tempo that is easy to keep up with. The men that portray the members of Parliament are not merely standins, the "people en masse". This is the mainstay of the whole programme, living and breathing history. It is Berton's forte and our good fortune as television viewers.

This series deserves credit on many levels, its entertainment value, historical accuracy and in some ways its credibility as art. Berton, the CBC, William Hutt, the production crew and the other actors are all part of an attempt to bring the history of Canada to the people, and they have done this same thing with a great deal of

feeling for the time and the man they depict so well. For those Canadians who feel that there is an historical vacuum when it comes to Canadian history, this series will undoubtedly change their minds and might steer them into the caches of Canadianna that are waiting to be reopened. Any of Berton's books, the Last Spike, The National Dream, Klondike, The Comfortable Pew, and several others might give more Canadians something to sing about. Maple leafs, lacrosse sticks and our courageous men in RED are being moved over by competent, interesting and highly entertaining looks at what Canada is about, really about.

mate

by Frank Sexton





On February 23 and 24 the K-W Chess League sponsored its second tournament. Most of the twenty entries were from local high schools although the top rated players were university students.

The tournament play was exciting and a number of upset victories took place. Second seeded R. Leonard lost his first game to an unrated player while first rated B. Douthwaite drew his third game with another unrated opponent. By the start of round four only one player had a perfect score, third rated F. Sexton. The penultimate round pitted Doutwaite against Sexton and in an exciting finish Douthwaite caught his oppent's king in a mating net. However the new leader could not win the last game and so the tournament ended in a tie for the first between Sexton and Douth-

The sponsors of the tournament, the K-W Chess League, are actively planning more tournaments in the future and hope for better participation. A mailing list for tournament notices is now being made by Paul Kostiuk, 242 Erb St., Waterloo, and interested persons should contact him to be automatically sent invitations.

Instead of a problem this week, there is an interesting game from the K-W tournament which actually drew applause from the spectators; a rare occurance in chess!

SEXTON-KLARNER: 1. b4, Nf6; 2. Bb2, d6; 3. c4, g6; 4. e3, Bg7; 5. Nf3, 0-0; 6. Bez, e5; 7. 0-0, Nc6; 8. b5, Ne7; 9. d4, ed; 10. Kxd4, Nf5; 11. Bf3, Rb8; 12. Nd2, Nxd4; 13. Bxd4, Nd7; 14, Nb3, Bxd4; 15, Qxd4, b6; 16. a4, Ne5; 7. Be4, Be6; 18. Bd5, Qe7; 19. a5, Bxd5; 20. Qxd5, Qe6; 21. Nd4, Qxd5; 22. cd, Rb7; 23. ab, ab; 24. Ra3, Nd7; 25. Nc2, Re8; 26, f4!?, Re4; 27, Rbl, Rc4; 28. Ra2, Nf6; 29. Rdl, Rc5; 30. Nb4, Rxb5??; 31. Nc6!, Kg2; 32. Ra8, Nd7; 33. e4, Rb2; 34. e5!, b5; 35. e6, Nf6. 36. ef, Nd7; 37. Rel, Rb3; 38. Re7, Nf8; 39. Ree8, Kxf7; 40. Rxf8 and White won easily,

The solution to last week's problem is; 1. Q-N4, (a) PxB; 2. Q-N8 mate, (b) PxN; 2. Q-N7 mate.

GO OUT AND FIND SOME NEWS!

YESSIR.

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EDITOR

TOUR MEDITOR

TOUR MEDITOR

Music WLU

"Music makers" concert on March 18

On Monday, March 18, the second annual WLU "Music Makers Concert" will be held at First United Church (King and William Sts., Waterloo) at 8 pm. These concerts are another musical "first" for this university because they are unusual in several ways.

First of all, they are a cooperative venture by the WLU Cultural Affairs Committee, and the Performance Trust Fund of the Federation American Musicians. Also, they are unique in a way that is very significant for our community, for their primary purpose is to present musical repertoire which is not usually included in most performing arts programmes. And, not only do these concerts provide an opportunity for people to hear works of a specialized nature, as well as those which are rarely performed; they also include premieres of newly-composed music.

Participants in this year's concert will include Prof. Barrie Cabena, organ, the WLU Choir, and members of the K-W Symphony Orchestra, under the direction of Dr. Walter H. Kemp. The works to be performed will cover a wide spectrum of twentieth-century music, and will include two outstanding compositions by Vaughan Williams; "Fantasia on a Theme of Thomas Tallis", and "Serenade to Music" (a choral work based on texts from Shakespeare.) Prof. Cabena will perform the "Concerto for Organ, Strings, and Tympani" by the French composer, Francis Poulenc. To be premiered by the

University Choir is a recentlycommissioned work by Derek Healey called "Clouds". The text of the piece is taken from the haiku poem, "Clouds pass from time to time, giving men a rest from gazing at the moon." Although this text is only_heard once as a complete phrase, the composer has based much of the work on the vowel sounds contained in the words themselves. To create a new type of vocal sound, the music contains very few pitched notes like those usually seen in printed sheet music. Instead, unusual symbols were devised to convey the idea of any given sound, often leaving the actual production of it very much up to the singers, who must choose notes within a particular range. This method of composition means that the piece will be different every time it is performed, yet it will remain the same in its basic expression of an idea. "Clouds" will be a unique experience for all, and in keeping with their reputation as "pioneers" of new Canadian

music, it will be another significant accomplishment for the WLU Choir. (Admission to this concert is free of charge.)

Upcoming Events on Campus: Graduation Recitals:

Wed., Mar. 20, Room 3C15 (Old Arts Bldg.) 8:00 p.m., Elizabeth Jefford, soprano.

Fri., Mar. 22, Room 3C15, 8:00 p.m. Diane Leith, soprano.

(Further graduation recitals to be announced next week.)

Studio Recitals: Thurs., Mar. 14 (TODAY), Room 3C15, 4:30 p.m., Students from the Voice Studio of Prof. Victor

Thurs., Mar. 21, Room 3C15, 4:30 p.m., Students from the Voice Studio of Mr. Alvin Reimer.

Thurs., Mar. 21, Room 3C15, 4:30 p.m. Students from the Opera Literature course of Mr. Raffi Armenian.

Further studio recitals to be an nounced next week.)

Admission to all of the above events is free of charge.

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Continued from Page 4

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details of the present offerings are spelled out in the university calendar and in a pamphlet available in my office. I would be happy to answer any questions which students might raise.

> Dr. Barry M. Gough Coordinator of Canadian Studies 4-413 Teaching Building 884-1970 ext. 292

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The Sports Shop

by Les Francey

Didn't it always amaze you during the past pro football season when you saw those commercials presented on behalf of the players association advising young people about the hazards of drugs? Although the specific player making the commercial may not have been one who indulged in that illfamed habit of taking drugs, a healthy (or perhaps one should say unhealthy) percentage of the professional football players do. Bennies and other drugs are used to increase one's aggressiveness, and stamina for the game. We have all heard of the athlete who pops his pill before a game and then does not play and spends the next two days coming down. We have all heard of the athlete who is hopelessly injured halfway through the game but is so important to the team that exceptional measures are made to doctor him up so that he can play just one more half or one more period.

Ray Johnson, director of athletics at McMaster University spoke about the problem of drugs in sports last Friday in Hamilton. According to Johnson, the problem of drug use in professional sport can be attributed to a society that condones taking drugs of all types. He said that about half of the people in our society have drugs over-prescribed to them and that the situation in pro sport is worse because the doctors are fans first and doctors second which leads them to improve the athlete's performance. He concluded that drug use by athletes destroys the basic concept of sport, which is to pit one man's ability against

Al Brenner, linebacker for the Hamilton Tiger-Cats had another point of view. Brenner said that the essence of sport is money. According to Brenner, professional athletes play not for the love of the game but because of the money involved he argued that a guy playing professional sport is trying to support his wife and kids and if that player thinks that taking pills

will improve his performance, he is likely to take them.

Closer to home, what of rumours that athletes in universities particularily here at Laurier are taking pep pills of other drugs to improve their performance?

Coach Knight, director of athletics, believes that there is no place for drugs in sports either on the professional level or the intercollegiate level. Knight is not even in favour of pain killers, not because of any moral argument but because he has never seen them work.

Knight states that he has never suggested to any of the athletes here that they take anything stronger than aspirin or dristan. To his knowledge, he knows of no athlete who has ever used any drug and if he discovered that there were some, he would certainly do something about it.

One would think then that there are two levels on which drug use in sports can be judged. On the mature level, it can certainly be argued that the essence of sport is pitting ones ability against anothers. On the professional level, one must respect Brenner's point of view that a player is out there fighting for his job and anything that can improve his performance is a decision that must be made on the individual level.

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Hockey

U of W beats Calgary, on to national finals

by Rick Campbell

On Saturday last, the University of Waterloo Warriors advanced to the Canadian finals by sweeping their best two of three semi-finals with the University of Calgary in two straight games. Friday night the Warriors won 6-3, while, on Saturday afternoon they squeaked out a 3-2 victory. The games were crowd-pleasing and both teams displayed a skillful quality which will make the Warriors a worthy opponent for Sir George Williams this weekend. Waterloo was fairly dominant offensively in both games but it must be pointed out that the Calgary team travelled over 4,000 miles in the last week to get this far. Thusly, they must be commended for their fine showing. Warriors continued to show the great team spirit which has held them together in their last few triumphs and should again hold them together in Toronto where the CIAU champion will be

Personally, it is disturbing to note that once a Canadian champion is declared, the team will play the American champion in one, winner-take-all affair. If there must a confrontation, it should be a series format, with at

least the best three games of five. teams are Canadian and for the Any team can be beaten on any given day, regardless of the superiority of the victims. Witness the case where the University of Toronto, a perennial power in Canadian university hockey was eliminated from further competition by Western, a capable, but much weaker team. It just happened a cold Blues goalie spelled disaster for the U of T. Because it was a one shot affair, the Blues had no chance to recover which means that the best team in Canada will not be representing us against the U.S. This is not a presumptuous statement either as after defeating U of T. Western could not muster up enough attack to beat Waterloo, which had been soundly handled by the Toronto team twice this season.

The Canadian side has very little to gain playing the American school, save for the age-old cliche of "you don't need scholarships to have good athletic teams". Everyone knows that guys playing hockey at the Canadian university level are generally more interested in getting good grades than scoring good goals. That is not to say that all players on American teams are dummies, but most players on good American

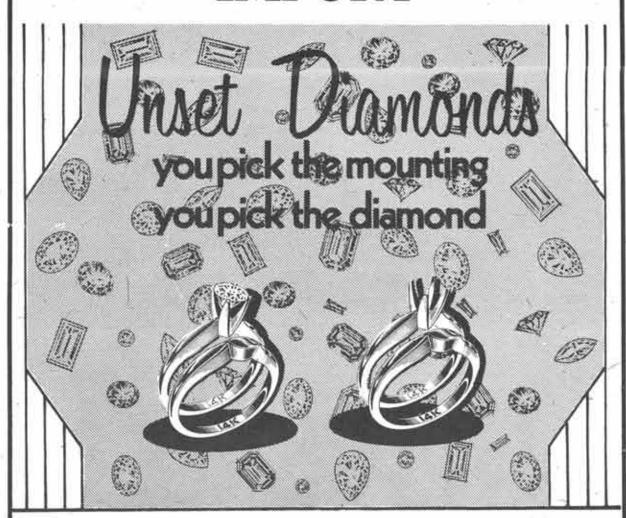
most part they are students who have slightly lower grades than their Canadian counterparts, but are allowed to continue their academic pursuits travelling through the channels of athletic reward.

The Canadian champion has a lot to lose by playing the Americans at this point. Although the game is being televised in Canada nationally, American television is being very cautious. If the Canadian team wins, very little will probably be made of the game. Yet if the underdog American team with all its Canadians should win, the damn thing will likely be beamed via satellite to 50 million Americans overseas. Secondly, as previously mentioned the Americans will be looked upon as underdogs the same way the Russians were in the Olympics against Canada ten years ago. Teams in the running for the NCAA crown such as Michigan Tech, and Boston University live, eat, breath and sleep hockey, not so with Canadian university teams. But most important, there will be undeserved pressure on the Canadian team to "show the Yanks" how our national game is played. Unless a team such as Minnesota should win the NCAA we will merely be matching talents with guys we played with or against in high school. Cases in point are Boston U. whose high scoring lines is three guys from Owen Sound Grays, and Michigan Tech, which with fellows like Lorne Stamler and Graham Wise, looks like a Toronto Marlboro reunion. That is also not to say that Canadian Universities should go and hide, even though they have been beaten by American foes this year. Waterloo proved its superiority by capturing the Oshwego N. Y. tournament at Christmas, and likely will give any American school a good run for their money.

But does the WHA get to play the NHL in a one game affair? Does the ABA play the NBA? The day will come when the Canadian university should play the American University. But like the NFL, that day should not come until the two countries are playing university hockey under one governing body with the same rules and conditions. Mention centre red line to an American player and he'll tell you that's three Russian forwards. Only when the CIAU and NCAA are united with equal recruitment opportunities, should the thought of a North American championship be entertained.

Can you see it now? Howard Cosell leaning into the players bench and telling Waterloo Coach Bob McKillop not to be bitter? Why stop at hockey? Let's go all the way. Say Rod, do you think you could swing a championship basketball game between Guelph and UCLA?

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Badminton

Intramural tourny success

The first Intramural mixed doubles badminton tournament, sponsored by the International Students Association was held in the Athletic Complex last Thursday and proved to be a big success.

Many students and some staff and faculty spent the afternoon in the fight for the fine trophies donated by the International Students Association. The many cries that the faculty should not partake in the competition for the trophies, proved to be unnecessary for both faculty teams were defeated in the semi-finals after valiant efforts and all trophies went to the student teams.

Consolation winners were Bryden Dunn and Rosco Markovic defeating Mary Lynn Montani and Rick Griffith. Tournament winners were Chris Driver and Tim French who defeated Jan Wilson and Doug Kitts.

The next big intramural tournament, also sponsored by the International Students Association, is the men's squash tournament being played today. Because of the enormous number of entries, the tournament will stretch into tomorrow morning. Nine teams of five players each have been entered in the tournament. So for those of you who want to see a lot of squash, the squash courts are the place to be



This was some of the action that took place throughout the entire tournament.

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