

# **Businesses prepare for Christmas shoppers**

#### by Jane Zupfer

Christmas is one of the most important times of the year for children, grandparents, . .and businessmen. In our community, businesses put much time and effort into preparations for a profitable Christmas shopping season.

The extent of this promotion has long been an issue for controversy between those who long for an "old-fashioned" Christmas and businessmen who see the season as one of their most profitable and important business periods.

The former sentiment is expressed by one consumer who feels that too many people are interested "only in making money" rather than in the actual "spirit of Christmas." She also felt that the extra shopping hours put a strain on retail store employees and, in effect, "spoil" the Christmas season for them.

A similar feeling is expressed by a young woman who is concerned with a child's concept of Christmas. She is of the opinion that the emphasis on shopping and gift giving causes children to see Christmas merely as the time when "Santa Claus" delivers a bundle of toys rather than a time for honoring the Christ child.

Businessmen, however, are quick to defend their position. According to one department store manager, the early advent of the Christmas season and extra number of shopping hours are a distinct customer service and are particularly designed for "the convenience of busy working mothers."



The above scene is characteristic of the usual way in which we observe the birth of Jesus Christ.

In New Ulm, stores are open Monday, Wednesday and Friday nights of the first two weeks in December, and every night thereafter. It is felt that these nights are the only times when most working women can do their shopping.

In the store managed by this source, no employee works for more than one extra night until the last two weeks of the season when this is extended to two. Part-time help work on a full-time basis during Christmas. Consequently, he feels that none of his employees is required to put in an inordinate number of hours.

Businesses in town have also been criticized this year because the Christmas shopping season is scheduled to open the Friday after Thanksgiving. According to my source, however, this is due to the fact that Thanksgiving is on the latest date possible this year, and there are five less shopping days between Thanksgiving and Christmas than there were last year.

Employees of these retail businesses also have definite opinions as to the shopping season. One presented an opinion representative of most when she stated, "I think it's good to get people shopping early so that you avoid the last minute rush." They also admit, however, that many of the nights early in the season are slow resulting in little to do for those who are working. Managers themselves feel they do the majority of their business after December 16.

Inflation and the state of the economy also seem to figure prominently in any speculation concerning the business aspect of this Christmas season. Although one department store manager feels that "stores dealing in perishable consumer goods will not be seriously affected," most consumers seem to have a different opinion.

People consulted for this article feel that their money "definitely won't go as far this year." Consequently many are considering "buying smaller gifts" or "having fewer presents beneath the Christmas tree." Most people agreed, however, that shopping is still one of the most important items on their Christmas agenda.

## Educational fads reconsidered

has paid off. Too often many students just didn't learn anything when they didn't have some

changes have not been completely successful. In the past few years area employers have complained about the lack of basic writing, reading and mathematics skills of high school graduates. Already arithmetic classes at the grade school level have returned to memorization of multiplication tables and other basic skills. An emphasis on good grammar and writing is being made in every class, not just the English courses, so that writing and speaking correctly become a skill the student uses all the time. Our society is technical and competitive. The ability to communicate well is a must. A solid understanding of the fundamentals of the traditional "3 R's" is needed now more than ever to provide a sound base to handle the complex problems we will have to deal with someday. Schools are realizing this need and meeting it at a reasonable pace. Past experience has shown that changes are needed but not a complete overhaul.

In the 1960's American education went through a change. Reformers wanted to get away from the strict, traditional educational system. The result in many cities was bold experimentation. Often these schools had no grades or minimum achievement levels. Creativity was stressed and competition between students was cut to a minimum.

Many communities, however, were not ready to accept all these ideas or hastily change their system of education. New Ulm was one of these communities. Now the effects of this liberal education idea can be seen and much of the results prove that the general wait-and-see attitude of New Ulm and many other communities standards or goals, such as a grade, to aim for. The result has been high school students who can not read well, write correctly, or do simple arithmetic. Competition is important in our society and these students will have no tools or experience to work with.

There is room for this type of liberal education though. The person who is really motivated to learn functions well in this open system. The individual isn't unnecessarily pushed or held back if he grasps a subject easily.

New Ulm schools have not been standing still all this time. Changes to accomodate the "new math" and a general relaxation of the many strict requirements of many classes have been made. Less emphasis has been put on drills and memorization in the areas of mathematics and English. Even these small, almost routine



### by Sue Lang

Too often students seem more concerned with the job outside school or whose party they are going to that night rather than their full-time job which is attending high school.

A social life is very important and a job may help the financial situation of the average teen-ager, but priorities must be set. A high school education and your record while in school will be of more importance in the long run than how good your social life was or how much money you earned while you were a student. The fact that your high school record means so much after you graduate may seem unfair, but it is a reflection of your attitudes as well as your abilities. And employers and schools do use school records. Is it so hard to find time to prepare for a class for an hour when you know you will benefit by studying? Go to the party a little late or wait until the weekend to let loose. It might not be as fun, but maybe you will find that it is worth it.

There are times when you will need to study when tests pile up. Don't complain to the teacher because you won't have any time. Complaining won't do you any good anyway, and the responsibility toward your job as a student should come first.

We really should take advantage of the education system we have and get the most out of it. As students we aren't even paying for these twelve years of school. If you could get something else useful for free, you would take advantage of the opportunity too.



Judy Stadick pins an "Ask me about DECA" button on Kevin Menk during the local chapter's efforts to publicize its program and activities. Kevin has recently been selected the president of Minnesota's 8th District of the Distributive Education Clubs of America.

## The Guidepost

### by Mr. Jim Zetah

We are back again with another article. It is our hope to make this section a regular feature of the Graphos in an effort to convey information to you about guidance services. We hope to use this means to keep you posted on upcoming events, signup dates for tests or things that you may need to be aware of to make good decisions. Approximately 500 students and their parents from New Ulm High School and Cathedral High School attended our first annual post-secondary educational opportunity night. They had occasion to visit with representatives from 65 colleges, vocational and private trade schools. Bulletins and catalogs from over 200 instate and out-of-state schools are available for your use in the guidance office. Come in and browse. Materials may be signed out for further study for a period of several days.

available for vocation schools and the state colleges. You must send for application forms for all private schools or out-of-state schools.

Seniors who are making plans for posthigh school education are reminded that the deadline for the Family Financial Statement and Minnesota State Scholarship and Grant-in-Aid Program is February 1, 1975. If you need help, please stop in and see us or have your parents give us a call.

# Outlook favorable for post-high school jobs

### by Lori Scheitel

Are you thinking about a job after graduation? A good place to go for information regarding your future career in New Ulm is the Minnesota Employment Service at 1200 South Broadway. Faith Reinhart, an interviewer at this employment office, gives a good outlook for openings during the spring and summer of 1975.

Some fields with good possibilities in New Ulm are factory work, mechanics, secretarial, full-time babysitting, and truck driving. There are also a wide variety of general labor jobs in which one could be asked to do any number of things on one job.

Entry-level jobs, in which a person starts as an assistant and works his way up to an apprentice and then a professional, are available in contruction, carpentry, machine operating, plumbing, and electrical work.

There are also some openings for bookkeepers, management trainees, cooks, farm hands, waitresses, check-out girls, and sales persons.

Wages for employed high school

graduates are quite reasonable. If you are employed at the same job and are doing the same work as a college or vocational school graduate, you should receive equal pay according to law.

In order to apply for a job at the State Employment Office, go in and pick up an application. Fill it out, and if you need any help with it, the receptionist will assist you. Be sure to list any work experience you have had and also list all special interest classes you have taken in high school. This information helps give an interviewer at the employment office a little better insight into your background so that he can help you find the job which is right for you.

An important thing Faith wants to stress is that you should not drop out of high school. There are many reasons. One of which is the fact that you won't have a diploma. Also, if you aren't 18, an employer usually can't hire you because he cannot insure someone under legal age. If you are seriously considering dropping out of school, see your guidance counselor first and discuss it with him so that you will know the consequences of such action!

### New law affects students

#### by Mr. Tom Wilson

Every so often the Minnesota legislature passes laws which directly affect schools and the students who attend. A recent example was the eighteen-year-old adulthood law which gave adult rights to those seniors fortunate enough to have a birthday early in the school year.

Another law, dealing with the collection of student records, was passed last year. This law restricts the amount and type of information about each student the school may collect and store in its permanent records. Permanent records are kept for each student, and they contain information such as grades, test scores, scholastic aptitude scores, teacher comments, health records, reports of serious discipline problems, and similar data. Many schools, including NUHS, have been taking a new look at these student records as a result of this law. access to your records unless you (if you're eighteen or older) or your parents authorize their release.

For some students that provision may be desirable. For most students it will be a handicap, since the only way to authorize their release is by signing a release form each time you want them sent somewhere. It is not possible to sign a blanket release form to cover all occasions.

Sometimes these laws are passed because of abuses. More often they are passed simply to guarantee the rights of individuals to fair treatment. At New Uhm High School a policy of fairness has always been our standard. If you feel a need to check your records to assure yourself that they are in order, stop at the guidance office and set an appointment with your counselor. You will find him quite willing to help you understand your records and yourself better.

As a follow-up to the opportunity night, individual school representatives may be stopping to visit with interested students, primarily seniors. An announcement will be made several days prior to their arrival so necessary arrangements can be made by you. We have application blanks The next ACT test date is December 14. The registration dates for the February 22 ACT test will be from December 9 to January 27. The results of the Iowa Test of Educational Development which the juniors took in September have arrived. Stop in at your convenience and we will interpret the results for you.

One last note — we are interested in beginning some group activity. The groups can meet during a study hall period or after school whenever 6-10 of you are interested in meeting. The group meetings can accomplish different things, one of which can be to discuss common interests or look at mutual problems. If the above plan interests you, contact us. Have an enjoyable holiday season. The law also states that you or your parents may request to review the contents of your permanent records if you give us a reasonable notice, and that you may challenge the accuracy of the records if you believe they are wrong. If you challenge the accuracy of the information and the school doesn't agree, you have the option to pursue your point in the courts.

Another feature of the new student records law provides that only you, your parents, and school personnel may see them. This means that other parties such as colleges, vocational schools, police, military, and employers may not have

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### New sheriff assumes office



### by Marlys Forstner

In the November 5 election Cletus "Bud" Geschwind was elected sheriff of Brown County. On January 1, 1975, he will take office in the Brown County Courthouse.

As sheriff of Brown County, "Bud" Geschwind will plan the work assignments for the county police force and take care of the coverage of the county including the rural areas. He will also work to better the public relations of the sheriff's office throughout the county.

Geschwind never ran for any office before and found the race for sheriff very interesting. Because of his jobs, he campaigned only in the late afternoons and evenings. He added he was "more than satisfied" with the total votes he received.

The new sheriff has been in law enforcement for 33 years. He worked as a Sleepy Eye police officer in the mid-1930's to 1944. From 1944 to 1946 he was in the United States Army in the Criminal Investigation Division. He did a lot of work in China. At one time he was a body guard for the commanding general of a China theater. He did security work and investigated crimes. He investigated fatalities in China and happenings in the Black Market. After service he took the entrance examination and worked for the Minnesota Highway Patrol from 1947 to 1971.

He had been approached by many people in the past two or three years encouraging him to run for sheriff. He wanted to run because the years he has been working in law enforcement have been some of the "happiest and most satisfying years" of his life. He gets a lot of satisfaction from helping individuals and working with people. Geschwind feels it is not his job to take over the police powers in the cities and villages but rather to "give the local authorities all the assistance and help when they need it." He promised the west end of Brown County a full-time deputy, his only campaign promise. There has been almost no contact between the police force and this area. He felt this full-time deputy was needed for years. He will also strive for 100 per cent cooperation between all governing bodies of any city.

While "Bud" Geschwind was working with the city police force, he did civil and social work. He had good relations with the young people and feels he can continue to work effectively with them. When juveniles got in trouble, he usually worked closely with the churches and intends to continue this policy.

Geschwind does not plan on increasing the police force, but at the present time many highly trained officers are doing filing and bookwork. He feels these officers should be assigned to the areas for which they are trained. He will probably make the filing and bookwork jobs open to the handicapped or others who are not professionally trained law enforcement officers.

The sheriff will be in his office around the first of the year and wants "the people to be free to come up at any time." He will practice the "open door" policy and will welcome anyone with problems. He is open for any suggestions one may have for the county.

### A Feathery Dilemna

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by Denise Simonson

If April showers bring May flowers, what do May flowers bring? Pilgrims. Speaking of Pilgrims, the Thanksgiving season came and went very quickly. Why just the other day I saw a turkey in the school parking lot, which as you all know, is not a very uncommon sight. As I approached him, he shifted apprehensively from one foot to another. I tried to calm his fears, but he kept making cutting remarks in choppy sentences. I stroked the poor fellow's feathers and asked him where he had come from. Well, it turned out that he had escaped from a turkey farm near Hanska.

His escape method was really quite unique. He was in a ditch until a school bus stopped; then he made a dash and got on with a couple of seniors and two sophomore girls in brown fur coats. No one seemed to notice him at all. As a matter of fact, he had a stimulating conversation with a third grader about life in general. Wouldn't you guess he even gobbled up the kid's lunch before he got off.

Well, he seemed at a loss for what to do so I tried to give him a little direction. He was still worried about being plucked from life at so early a stage in life. So, to make a long story even longer, I told him to go down to the New Ulm travel agency and get on another bus. He thought this was a halfbaked idea until I pointed out the advantages of travel and how it could lengthen his lifetime.

Well, I never got a postcard, but the other day I saw two bus drivers making a wish with a rather large wishbone.

### Over the River...

#### by Bruce Boock

"My, I haven't seen you in such a long time." SMOOCH. SMOOCH. KISSS. KISSS." Just look at you; you sure have grown!"

The classic statment every time the holidays roll around. You just can't wait to get to Grandmother's house, can you? It is the same old thing every year. You walk in the door and she is waiting with turkey and stuffins and big kisses for both you and your brother. After that you retire to the outdoors and stand guard for more approaching relatives.

You absolutely can't forget your favorite cousin from the big city coming all the way to mission to go outside and cool off. Probably just to get you out of their hair.

By now it is snowing and you are having a ball running through the back woods after a cottontail you flushed. After you realize that you have been running around in circles, you decide to sit down and pick the burrs off. What fun !!!

All in all it has been a long day, and it is about time to get back and say your good byes to all your favorite relatives, so you take your time and arrive just as everyone has gone. Too bad!

But things aren't as they used to be. Nowadays one might see Grandma cruising

visit your humble town. Undoubtedly you will after the day is over — three fights with him all but destroyed your Grandmother's PHILODENDRON.

As Dad puts a stop to your horticulture class, it is now time to think of something else to amuse yourself before chow's on. Perhaps we could crawl through the closet, pull down all the coats and sit there on top of all the trunks and write secret messages on the wall.

"Dinner" was all it took to bring me to my senses and to the table. Naturally they wouldn't let you and your brother sit together because they knew that dinner would be all over both of us afterwards.

Now stuffed to the hilt and all energies restored, the older folks finally give you per-

down the avenue on her Ski-do with a bird sitting on the back of her snowmobile. When she arrives, a cordial hello might be in order before the bird is popped into the radar range.

As the day of fellowship. . .er. . .of football I mean begins, there is the old man in the front row of the "one-eyed-monster" yelling and cheering for his favorite team. After a short period of time the dinner gong is sounded and the mad rush to the table is.on where all the fixins are ready. The prayer is short but definitely to the point.

"Thank you Lord for this food, and help me to overcome my payments on my snowmobile and my refrigerator and my new stereo and my..." We ask so much, but do so little.

HAPPY HOLIDAYS

# Grapplers look forward to fine year

#### by Jim Henning

New Ulm High School's Wrestling Team has opened its 1974-1975 season in good fashion. Despite graduating 8 senior lettermen from last year's squad, Coach Rich Peterson feels New Ulm should be tough in the South Central Conference.

With a total of 40 boys out for wrestling, Coach Peterson should have more than enough talent to work with. He feels the team has worked hard to prepare for the new season, and no boy has yet won a starting position permanently.

"I don't think we'll suffer too much from graduation," explains Peterson, "We have 15 returning lettermen who should be capable of filling in the gaps."

Last year's team, with an 8-4 dual meet record, sent several boys to the regional meet. Only one, however, was able to advance to the state tournament.

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Peterson pointed out that this year the district has adopted a new rule. If a team competes in the district and wins top honors, all of the team members advance to the region. After that, however, only the top wrestlers in the region will go to the state competition.

Coach Peterson feels this rule is a good addition. It will give the individual wrestlers something to work for as a team. Being runner-up in the District 10 last year, Peterson along with Mr. Robert Voves, assistant coach, believes that New Ulm will be among the top teams in the conference. Expected to be tough this year is St. James, who beat New Ulm 30-17 a year ago. Also good competition is expected from Blue Earth and district foe Wabasso.



Steve Dittrich, sitting, and Rocky Bernard, kneeling, are two returning lettermen among this year's talented wrestlers.

### Gym team young

#### by Kevin Wilner

A young New Ulm High School gymnastics team began practice November 11 in hopes of improving on last year's six and two dual meet record.

The Eagles return only six lettermen from that team, all juniors. One of the key losses is Jim Lowinske, the team's top allaround performer and a ninth place finisher in the all-around competition of the state meet.

Coach Jim Schmidt noted the youth and lack of experience when asked for his appraisal of the team, but he also added, "I feel we'll come around by the end of the year."

For this to happen leadership must be provided by the returning lettermen, Mike Gentz, Jeff Hildebrand, Paul Rolloff, Dale Thorson, Darvin Turbes, and Jeff Wesselman. These six are included among a squad of twenty-three, made up of nine juniors, eleven sophomores, two ninth graders, and one eighth grader.

The Eagles will be preparing in the upcoming five weeks for their opening meet on December 18. Exactly one month later will be the New Ulm Invitation.

"The top powers in the state will be there," said Schmidt. "Armstrong, Robbinsdale, the Bloomingtons." This meet promises to be one of the biggest of the year.

How New Ulm does in this meet may be a preview of how the Eagles will fare in post-season competition because a young team may come of age and jell later in the season as they gain more experience.

If the Eagles should do well in this meet, it could give them the confidence needed for a strong late season showing.

As it now appears, the season depends on how fast the younger members of the team develop, but a good season is anticipated.

### **Basketball outlook good**

#### by Ron Starke

The New Ulm varsity basketball team is looking forward to a very successful season in 1974-75. Both players and fans feel that the Eagle squad has an abundance of talent, good coaches, and great enthusiasm.

This year the Eagle squad will consist of a host of talented juniors and seniors. Ken Hagg will be the only returning starter, but new players are filling the other positions very adequately. New Ulm should have a very strong inside game this year with Ken Hagg, Tom Schrader, Steve Altmann, Dave Miller, Kevin Wilner, and Jim Henning averaging six feet three inches tall. The Eagles should be able to control both the offensive and defensive boards.

A big team also needs good ball handlers and outside shooters. The NUHS squad has the guards and forwards to do the job. Returning guards and forwards are Bruce Johnson, Ron Starke, Dave Loucks, and Jay Hamann. The junior prospects are also good in these positions.

The coaches are stressing fundamentals during the difficult early season workouts. One of the bright spots is music played during practice. The players are really working hard and seem to be getting a little boost as they listen to the Beach Boys, Neil Diamond and others.

Both coaches and players seem to be really excited and are looking forward to their first games in December. The Eagles are playing some very strong competition and expect to fare well. The main goal is the District 10 Championship, and the Eagles hope to carry the championship trophy off the floor in what very likely will be their last year of District 10 competition.

## **Paul's Sports Parade**

### by Paul Wyczawski

If you think a new style of boy's hair has hit NUHS, you might be right. Although it may only last through the winter, don't be disappointed. It's that time of the year again when Minnesota schools and athletes make the change from fall to winter sports. It's time for many of the football players to get rid of their bulging muscles and make the transition to that graceful but grueling sport of basketball. It's also time for the wrestlers to lose any excess weight hanging over their belts that may or may not have been needed this fall. winter season where the Football and Cross Country teams left off. Good Luck!

FINAL FOOTBALL FACTS - The New Ulm Eagles' pigskin is in mothballs along with the jerseys, shoulder pads, etc., but here are some interesting facts about this year's winning team - the seventh in the past 21 years. This was the best defensive squad in 15 years — giving up only 13 points per game. The 1960 NUHS eleven gave up only 10.25 points per game with a 4-3-1 record. Pat Roiger gained 585 net yards for a 4.23 average while Bruce Johnson caught 10 passes for 158 yards. Kevin Wilner and Roiger had eight receptions. Roiger led the scoring with 42 points, Steve Altman had 26, Bruce Johnson 18, Charles Johnson, Paul Wyczawski, six each while John Hanson, Bruce Boock, Kev Wilner, Shelby Penrod and Larry Guggisberg had two apiece. South Central teams had an overall record of 41 wins against 31 losses. Blue Earth thoroughly whipped Luverne in the South Central vs. Southwest Conference battle 41-0. Blue Earth outplayed Class A finalist Chaska in its opening game before losing in the final minute 7-6.



Indicative of New Ulm's improving football program is this year's all conference awards. Mark Stewart, Pat Roiger, Steve Altmann and Dan Sweet were named to the South Central All Conference Team. Last year, New Ulm's winless team had only one selection, Mark Stewart. You may have noticed a few of these scenes in the past week or two: short haircuts, shorter lunch lines and guys walking around like rheumatics, (mainly gymnasts) are just a few.

One of the most significant points of the fall to winter switch is the hibernation of Ray Crowther. Over the winter Ray will be mending a broken arm suffered in one of his fierce daily battles.

Perhaps by the first ball game or meet, our present athletes will be in tip-top shape, and they then can begin their