Die-No-Mo Established To Promote School Spirit

To instill school spirit in athletic contests, the Die-No-Mo Club has been reorganized at WSC. Before 1949 when the club disbanded, it functioned to create and promote student enthusiasm in such activities as sports, plays, debates, and musical performances.

The new Die-No-Mo Club hopes to keep students on campus during weekends and thus to promote a greater social activity. It was reorganized at WSC by the Athletic Commission, with membership based on approval of the Student Commission. Actually all WSC students belong to the club but are represented by a few whose job will be to present and solve current problems of school spirit.

Presently the club is divided into 4 committees; publicity, assembly program, cheerleading, and ushers. Club members are the 6 cheerleaders; Nancy Figy, Kathy Haley, Judy Juhl, Geri Lewis, and Kaye Parker; 3 clowns; Jim Martin, Bob Scott, and Bob Gillespie; and other students: Larry Whittier, Jeanne Stegar, Sheri Hightin, Marie Engrav, Jan Jacobson, Dick Anderson, Jerry McNichol, Jack Zierdt, Dave Glazier, Dave Cole, Renee Robertson, John Gruden, Dick MacKay, Dan Johnson, Kaye Parker, and Dale Trochard, Dick Mackey, Connie Glander, Jim Mollinger, Daisy Morcock, Nancy D. Verhuijsen, Ferrier, Meri Zimmer, Gene Lundberg, Chuck Frisky, Dan Kilgore, Ed Red Lee, Wade Vanderheiden, Don Schierholt, Mary Ann Pickart, Mickey Barker, John Jacobs and Dave Stover.

Jeanne Stegar notifies members of club meetings, functions, and any action being taken.

Plans Set For Winter Carnival

WSC's annual Winter Carnival has been scheduled for Jan. 29-31. Dick Mackey, chairman, and his committees have set up a tentative schedule of events.

The boys' team will bring the outdoor sports contests will name the Fair Lady. Last years Fair Lady, Marri Huttemeyer, will be here to proclaim the new fair lady on Jan. 30. This event will be followed by a supper with entertainment.

Spectators will provide music for the dance which follows, to be held in the Smirk. Saturday, Jan. 31, everyone may participate in such outdoor sports as skating, hockey, and tobogganing. Festivities will be climaxed by a basketball game here with Mankato State College.

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Three convicts, Clarence Crum, Richard Goetzman, and Neal Lang, surprise the rich uncle, Randall Stukel, during presentation of the Wenonah Players fall production, "My Three Angels".
Every year around this time, I find myself disturbed by the fact that three-quarters of the people have an opportunity to do their Christmas shopping in a relatively few years, traditionally relatively stodgy and slow-moving groups — far in the rear. Christianity hasn't kept up with the times; consequently, Christianity doesn't sell products. As a result, the religious organ of the feast have been, of necessity, ignored, and Santa Claus, who is an appealing, yet flexible figure, has been adopted by advertising agencies as the focal point of all their Christmas literature.

I have always been intrigued by the methods devised by advertisers to tie their products in with Christmas. Of course, we're all accustomed to Santa Claus consuming or/distributing certain kinds of products. I don't smoke cigarettes, but recently I saw an advertisement whose thesis was that Santa Claus was just one of the more obscure activities of the modern day Christmas sales-promotion. I believe, however, that there is a possible remedy that would be mutually beneficial to both the consumer and Santa Claus.

Perhaps this proposal doesn't seem very effective when first considered, but when actual ads are pictorial the effect can be startling. As an obvious example would be a rugged shepherd gazing at the sky above Bethlehem with a large shopping bag on his back. Another would be the Magi pausing to refresh themselves with Coke and a Christmas card up at the billboard. But the little boy couldn't separate the lyrics too well, so the noise didn't mean much to him. But he overheard an elderly lady say to her companion, "Merry Christmas!" in the voice of Gish and Runyon. Run. Buy. I still have to get something for Florence and she's so fussy. Say! That's a cute Christmas song. I suppose I'd better get over to the Christmas card department.

The possibilities are tremendous — and a campaign like this would restore the almost-forgotten religious aspect to Christmas without sacrificing sales. Yes, Virginia, there is a Christ Child.

Too Sacred to Criticize?

Parents of children in elementary or high school have little hesitancy in criticizing teachers or school officials. But these same parents have not hesitated in criticizing teachers or school officials.
Winona State Men's Basketball

WSC Swimmers at ‘U’ Time Trials

Winona State's swimming team turned in an commendable performance at Saturday's University of Minnesota time trials at Minneapolis.

"I think we’ll have an interesting season," Voorhees said. "Of course, you can't really tell until we get into the meet, but I don’t think anybody will give us a real bad beating."

Voorhees said Winter's time trials will finish with WSC opponents, but "It seems we’re pretty well balanced in relation to Minnesota teams we meet this season," he said.

In two events — 50-yard and 100-yard freestyle, no WSC swimmers placed above the top Warrior finalist. In three events there were three swimmers with top places, and in the remaining two events, three swimmers.

Schools entered included the University of Minnesota, Gustavus Adolphus, St. Olaf, Hamline, Carleton, St. Thomas, Duluth Branch, Macalester, and Winona State College.

Winona State's All-NSCC team, including Larry Christenson, Dave Percival, and Jim Voorhees, swam well in the meet.

Local lack of the big man to get a few much-needed rebounds again was felt by Winona, and things were made to be worse by a red-hot Michigan shooting percentage of 52 — connecting on 35 of 73 attempts.

The Winona State College Warriors have played some exciting basketball, but have yet to win that first encounter. Lack of height on an overall basis has been the story for the cagers all this season.

Winona State College swimmers swam hard, but were not able to pull out a victory over the Michigan team.

"Water Boys" Tip Macalester

The Winona State College swimmers swam hard, but were not able to pull out a victory over the Michigan team.
News Notes

The week of Dec. 15-19 the Business Club will sell Wennonah subscriptions.

At the Dec. 9 meeting, Al Meyer's committee reported that the sale of ads for the annual is progressing very well. Suggestions for the April field trip were given. There is, also, a possibility of taking a second field trip this year.

Sally Hartle led a discussion on the topic, "Outlining," at the Dec. 9 meeting of Y.W.C.A. The group decided to meet on Jan. 6 to bake goods for a sale to be held immediately after the assembly on Jan. 12.

This year's officers include president, JoAnn Wilson; vice-president, Sara Lehnmann; secretary, Abbie Berge; and treasurer, Sally Hartle.

The Canterbury Club had its regular meeting on Dec. 11 at Rev. Goodrich's home. It was decided that the group would participate in the caroling event on Dec. 18. A Christmas Party was held after the basketball game on Wednesday, Dec. 17.

The Nov. meeting of the Women's Physical Education Club was a work meeting on volleyball officiating.

Miss Moravec demonstrated the different rules and arm signals and then had various students practice officiating a game.

The Wire Club held its Christmas party in Memorial Hall on Dec. 8. Although the weather was below zero, a scavenger hunt was carried out. Members of the winning team were Lillian McKenzie, Nancy Arnold, Dorothy Kieffer, Laura Hoon, and Jo Rheingans, who received their lunch free. The losers were the clean-up committee. After lunch there was group singing.

General Chairman for the Christmas party was Doris Kamm.

The group winning team were Lillian McKenzie, Laura Hoon, and Jo Rheingans.

Contributors to Cornerstone Campaign

The following people have contributed to the Alumni Cornerstone Campaign recently: Mr. and Mrs. L. H. Amdahl, Dr. and Mrs. Luther Gulick, D. Vincent Enright, Ethel Givens, Christine Krazt Hanson, Florence Walma Hofman, Mary Kieffer, Lucille Harrington Johnson, Jerlene Miller, Duane Nienow, Elaine Nienow, Horst Padtke, Alma Smith, Elizabeth Stevens, James Suchomel, James Nienow, Christine Kratz Hanson, Florence Walma Hofman, Mary Kieffer, Lucille Harrington Johnson, Jerlene Miller, Duane Nienow, Elaine Nienow, Horst Padtke, Alma Smith, Elizabeth Stevens, James Suchomel, James Nienow.

Religious Groups Hold Carol Sing

A "carol sing" was enjoyed Dec. 18 by six of the college's religious groups.

Members of LSA, Bradford Club, Canterbury Club, Wesley Foundation, Westminster Foundation, and Baptist Student Foundation met at Central Lutheran Church at 7 p.m. for instructions about as to where to go caroling. After two hours of caroling at rest homes, the dormitories, and private homes, the groups met again for devotions and refreshments consisting of cocoa and donuts.

Georgia Stechel, head of the religious commission, was in charge of the event.

Film Series Begins

Due to a good student response last year, a new film series for students has begun. The first film, "The Benny Goodman Story," was presented in Somsen Hall on Dec. 14. Other scheduled showings include: Jan. 18, "Hamilton," and Feb. 22, "My Man Godfrey." The film for March 22 has not yet been announced.

Admission prices are $1.00 for a season ticket and 35c for individual showings. Tickets are transferable.

The social committee emphasizes that the series may be discontinued if there is a lack of student response.

Bierce Definitions

education, n. That which discloses to the wise and disguises from the foolish their lack of understanding.

grammar, n. A system of pitfalls feets of the self-made man, along the path by which he advances to distinction.

The above definitions are from Ambrose Bierce's "The Devil's Dictionary," a book published by the Peter Pauper Press.

Honor Roll Released

(Continued from page 1, column 5)

Stegmeier, Richard
Sorenson, Paul
Spreckel, Mary Ann
Sved, John
Swenson, Paul
Swenson, Walter
Swenson, Wilma
Swenson, William
Swensen, Mary
Swenson, William

The Die-No-Mo Clowns, WSC's new mascots and an innovation of the Die-No-Mo Pep Club, will give school spirit a lift and assist in cheering. Their first appearance was the Dec. 5 home basketball game.

My interest in you, Heathcliff, is purely psychological.