

HERMES

THE MESSENGER FROM DANA

Volume XXX

Dana College, Blair, Nebraska, Friday, October 15, 1948

Number 2

LSA Launches Program Using '48 Ashram Theme

Under the theme, "If We Obey Him," taken from the National Ashram, the Dana chapter of the Lutheran Student Association has launched into the new program for the 1948-1949 school year.

To effect a successful year plans have been made to have one social, two devotional and one Bible study meetings a month. The devotional and Bible study groups are aimed at being personal and direct.

Paul Simon, editor of the TROY TRIBUNE of Troy, Illinois, and last year's student body president, will speak October 27 on the subject, "If We Obey Him We Will Serve Him in Our Daily Contacts."

On November 5, 6, 7, the Midwest Regional Conference will be held at the University of Nebraska in Lincoln. The Dana Chapter will send two delegates, Norlan Hanson, Joan Peterson, and as many students as possible. Reservations may be made to the Nebraska and Kansas State football game held on Saturday.

Hjortsvang Issues Anthology Policy For Current Sower

The SOWER, Dana's annual literary anthology, is now beginning preparation for its 1949 edition, to be published next April.

This publication will contain a representative selection of the work of creative writing classes and other writers on the campus. Work of any recognized literary type such as short stories, essays, character sketches, and plays will be included. Only material that shows good literary quality, that has reader interest, and is appropriate will be considered. There is no limit on the number of manuscripts that may be submitted by any one author.

Students who desire to submit manuscripts should contact the SOWER editor, Herbert Hjortsvang.

Before publication, the SOWER will be examined by Prof. Joseph Langland, Director of the Writer's Workshop, the University of Wyoming. The authors of the best prose and poetry selections, as determined by the former Dana faculty member, will each receive the Langland award of twenty-five dollars.

Members of the 1949 SOWER staff include Peter Thorslev and Carol Mengers, associate editors. Faculty advisors are Miss Viola Thiel and Miss Nellie Falk.

Dana Downs Midland, 12-6

Lutheran College Faculty Meet

Nineteen faculty members from Dana and fifteen from Midland chartered a bus to attend the twelfth Annual Conference of the Association of Lutheran College Faculties on October 7, 8 and 9, at St. Olaf College, Northfield, Minn. Three hundred and three faculty members from Lutheran colleges and universities from Washington to Ohio were registered. The theme of the conference was "Christ-centered Education in the Church College."

Dr. H. F. Swansen, treasurer, is a member of the executive committee, which planned the program of the convention. Mr. Frank Hengeveld was elected Dana's representative on the board of directors.

Rev. C. C. Madsen and Mr. A. R. Ranheim, members of the Dana faculty, presented subjects on the panel discussions. Dr. H. F. Swansen presided for one of the discussions. President R. E. Morton was in charge of the presidents' and registrars' sectional meeting.

Dr. Theodore C. Blegen, dean of the graduate school of the University of Minnesota, gave the banquet address on the subject "A Matter of Perspective."

Wide Awake Vikings Seize Chance to Wallop Old Foe

The Vikings kept their slate clean, by defeating the Midland Warriors last Saturday night at Bell Street Field in Fremont, by the score of 12-6. This was the third straight victory for the Viking grid machine this season.

The entire first quarter the Red and White's defense was put to the test of stopping the offensive thrusts of the Warriors, which was done successfully by the Danes.

Then early in the second quarter Neil Connealy intercepted a Warrior pass on the Midland 35-yard line and returned it to the 40. This started the Viking offensive march. A couple of passes, Connealy to Bud Robinson, brought the ball to Midland's 25-yard line. A series of ground plays put the ball on the two yard line, but a Viking fumble gave the Warriors the ball. Midland punted out and Willard Gustin returned it to the Midland 30.

Here after a line play failed, Connealy faded back and passed the pigskin to "Sleeper" Christensen, who raced to the one yard line before he was knocked out of bounds. On the next play Connealy darted through the line for the touchdown. The attempted conversion was a little wide, and the score was 6-0.

A few minutes later the Vikings gained possession of the ball again, and immediately began to march. This time Connealy passed to Paul Laursen, who gathered in the pigskin and lugged it to the 8 yard line before he was brought down. Connealy then skirted left end for the six points. The attempted conversion was no good.

(Continued on page 3)

DANIANS! Name the Recreation Center

Help name the Dana Recreation Center! Forms will be distributed tomorrow. Here's what is wanted in the way of a name.

1. Must be in keeping with the Dana tradition.
2. Must be short.
3. Must be easily pronounced and readily understood.

Example: At St. Olaf (the college seal bears the Lion of Norway) a similar room is known as "The Lion's Den."

Men's Glee Club Makes First Appearance

"Sing Hallelujah" were the words that rang through the dining hall last Sunday noon as the men's glee club, directed by Don Poh, made their first appearance of the school year on the campus. After an enthusiastic round of applause, the sixteen singers added "Lover, Come Back to Me" and a barbershop arrangement of "Tell Me Why" to their brief noon program.

The program was a replica of one which they presented at the recent district American Legion convention held in Blair, where they sang to legionnaires from four eastern Nebraska counties. The first two numbers were also heard over radio station KORN at Fremont when wire recordings made the night of the Legion convention were replayed over the "Blair on the Air" program.

Members of the glee club are—John Lassen, Jim Sorensen, Elmer Petersen, Lloyd Bansen, George Demant, Lyle Jacobsen and Charles Doidge, tenors; Fred Jensen, Paul Johnsen, Bruce Jensen, Wayne Hansen and Charles Anderson, baritones; and Charles Petersen, Warren Rasmussen, Al Nygaard and Art Simon, basses.

The group represents all four classes at Dana and seven states: Minnesota, Wisconsin, Illinois, Nebraska, Iowa, Colorado and California.

Homecoming Committee at Work



The above photo shows the Committee hard at work making plans for the largest expected Homecoming of former Danians.

Dedication Ceremony Highlights Homecoming Plan; Former President Returns for Saturday Address

Climaxing the 1948 Homecoming festivities will be the dedication on Sunday afternoon of the new quarter-million dollar Administration-Library Building.

The opening event of the Homecoming program will be the entertainment presented by the Dana College Dramatics Club on Friday night, with curtain time at 8 o'clock. Following this, students, alumni and friends of Dana will gather on the hillside for a bonfire pep rally. Something new this year are the plans for a coffee hour at 10:30.

Saturday morning visitors and friends will have the opportunity of touring the new building and seeing the classrooms, library and new office facilities. At 1:30 the colorful parade of floats representing various student activities will move from the Hill to the football field for the game between the Dana Vikings and the Norfolk Black Hawks. At the football field, the queen of Homecoming will be crowned. This is the second year Dana has had a queen to reign over Homecoming festivities. She is to

be elected by the popular vote of the student body.

Erland Nelson, a former president of Dana and now president of Carthage College in Carthage, Illinois, will be the speaker at the formal buffet supper to be held in the auditorium Saturday night at 7:30. Musical numbers and other features will complete the program.

The activities for Sunday include the morning worship service in the Auditorium, and the concluding event of the weekend, the dedication ceremonies at 3 o'clock in the afternoon.

Many hours are being spent to make this Homecoming pleasant and entertaining for returning members of the Dana family. Norlan Hanson and Howard Petersen as co-chairmen are in charge of the work of the committees and have many other details to arrange. The heads of the various committees are: Earl Pace, banquet; Elaine Madison, program; Ella Erlandsen, decoration; John Hansen, pep; Joanne Merrill, housing; and Paul Laursen, clean-up.

Queen Elections Start Monday

Students of Dana College will nominate six girls at the primary elections as candidates for homecoming queen, next Monday, October 18. Any upperclass women are eligible.

Final elections, at which a queen and two attendants will be chosen from the six previously elected is to be on the following Friday, Oct. 22.

The voting will take place all day at the polling headquarters located outside the president's office. The announcement of the royalty will be made in the next issue of the HERMES. This bulletin is from the homecoming chairman.

ACTIVITIES CALENDAR

- Oct. 20 L.S.A.A.
- Oct. 22 McCook (McCook, Nebr.)
- Oct. 27 L.S.A.A.
- Oct. 29-31 Homecoming
- Oct. 29 DCDC Production
- Oct. 29 Pep Rally, Coffee Hour
- Oct. 30 Tours of New Building
- Oct. 30 Homecoming Game (Norfolk)
- Oct. 30 Buffet Supper
- Oct. 31 Worship Service
- Oct. 31 Dedication of New Building

Sideline Plants

By Beck

A Reminder . . .

I would like to blend my voice with those of the Viking rooters at the Fairbury game who in reply to the announcer's remark that Art "Scatback" Sorensen wouldn't be causing opponents any trouble next year said, "Start watching 'Dazzler' Niel Connealy then." Not only can Connealy scamper and pass, as was particularly evident at the Midland tilt, but he is also capable when it comes to booting the pigskin. Triple-threat Connealy has three years of competition left after the current season.

Thank . . .

I think that it's time that we express appreciation for the use of Veteran's Field.

Bzzzzz . . .

If Kenny Christensen's profs notice him a trifle late to class I'd like to remind them that Kenneth is a born "Sleeper".

More Washpowder . . .

It is rumored that perhaps Dana's best potential fullback is not out for football for one rather good reason—they just didn't have shoulder pads big enough to fit around Knud Warschauer's hips.

Hey, Snowbeck . . .

Dear Coach:

It will be appreciated by the boys if, while you are exhibiting the correct blocking techniques, you will please remove your glasses. I'm told that some of the team might like to fight back.

Bodily Contact . . .

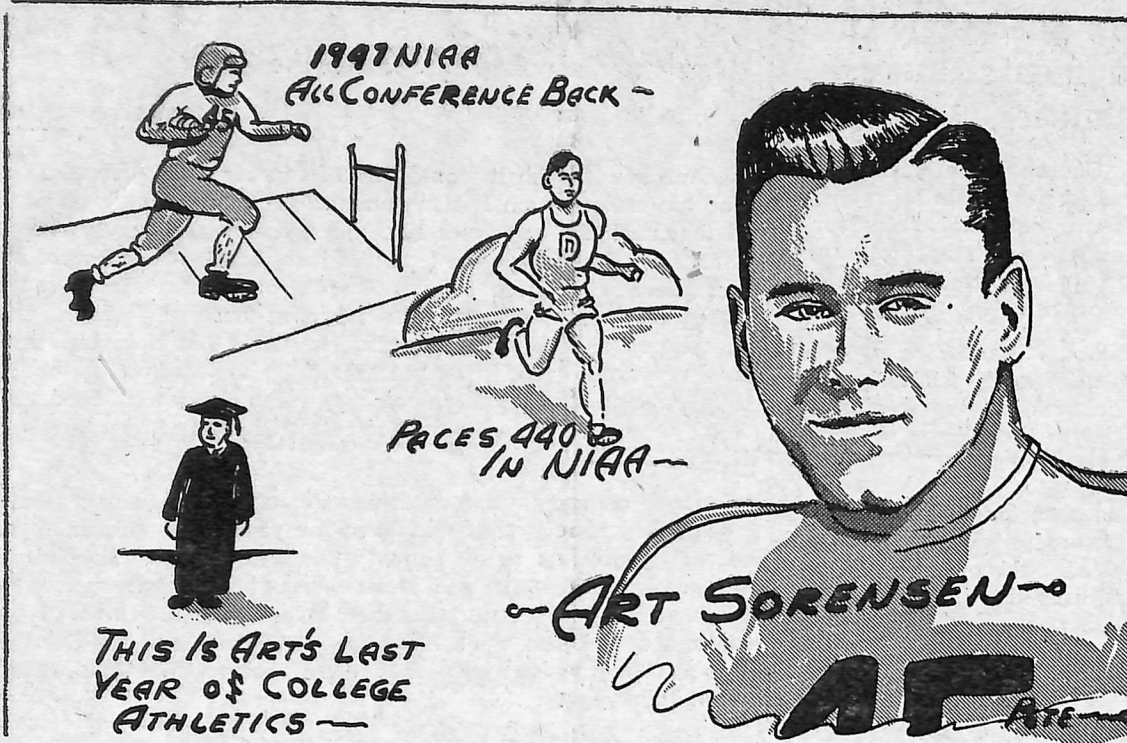
When the average fan here at Dana watches the fellows in action on the gridiron he will undoubtedly find his eyes on our nicely working backfield most of the time, and that's only natural. I would like, however, to remind that average fan that it's those beaten-up boys in the line that produce the holes for the touch-down trips. Then, too, the whole team isn't out on the playing field; "they also serve, who only stand and wait."

Intramural . . .

This fall has already witnessed the return of intramural sports to the Dana campus. There are numerous softball teams forming, and once again the cries of "Kill the umpire" can be heard echoing across the campus. As long as you aren't the umpire, all is well.

Something New . . .

When the Vikings defeated the Midland Warriors last Saturday night, it was the first time in Dana's football history. Out of four encounters with the Warriors previous to the last game, Dana had been mauled every time. In the first game, played in 1927, the Vikings were slaughtered 101 to 000. That is no misprint! The totals for the four games: Dana 12-Midland 225.



Eriksen Chosen W.A.A. Head, Program Slated

Esther Eriksen was elected president of the Women's Athletic Association at their first meeting of the year. Other officers elected were Ella Erlandsen, vice-president; Erna Petersen, secretary; Edith Skobo, treasurer, and Elsie Jensen, recording secretary.

The president stated that the program would be much the same as in previous years featuring the sports of basketball, softball, volleyball, shuffleboard, and ping-pong. Badminton, tennis, roller skating, and bowling may be added to the list.

Plans will be made to send representatives to W.A.A. conferences.

Intramural Preview . . .

Coach - Manager "Old Timer", Mumm, ace Green Gopher wheel, reports that the Bjdtangs may just as well forget any hopes they have of copping the Intramural Basketball championship. We're also informed that a better than ever town team is in prospect, and there is a growing rumor that a certain collection of non-descript characters on the fourth floor have intentions of reviving the old "Fourth Floor Flyers" under a different moniker—"The Tangerines" or the name of some citrus fruit, or other.

Thanks, Elmo . . .

The nicely drawn cartoon of "Scatback" Art Sorensen, appearing on this page, was drawn for the sports department by Staff Artist Elmer Petersen. If you think it's easy, try it sometime.

Midland—

(Continued from page 1)

Midland did not score until the fourth quarter when Billy Flynn went over from the nine yard line for the first Warrior touchdown of the season. The ball had been advanced to this point on a series of ground plays. The attempted conversion was no good, and the score stood at 12-6. The rest of the fourth quarter saw Dana threaten once, but the Vikings were stopped on the ten yard line.

LINE-UPS

First Downs	6	6
Net yds. rushing	59	34
Yds. passing	84	44
Total Yds.	143	78
Passes Attempted	12	11
Passes Complete	6	3
Passes Intercepted	1	1
Fumbles	3	2
Fumbles Recovered	1	2
Opp. Fumbles Recovered	1	1
Yds. Penalized	30	40
Punting Ave.	28.4	33.6
Touchdowns;		

DANA: Connealy 2, MIDLAND: Flynn

Officials: Rosenberg, Omaha; Huston, Omaha; Delafield, Omaha

DANA VIKINGS		MIDLAND WARRIORS	
No.	Name	Pos.	Name
26	Laursen	L.E.	Phillips
47	Pace	L.T.	Sturtevant
25	A. Hansen	L.G.	Buckley
35	Schou	C.	Norrall
30	M. Andersen	R.G.	Dumbler
39	Bradley	R.T.	Cleason
36	Robinson	R.E.	Bales
43	Gustin	Q.B.	Coad
40	Connealy	L.H.	Flynn
37	K. Christensen	R.H.	Meyer
45	Sorensen	F.B.	Papstein

DANA: Ends, Nyegaard (46); Tackles, R. Christensen (38); Guards, J. Hansen (33), R. Johnson (32); Backs, Parker (21); Jackson (31).

MIDLAND: Ends, Nissen (49); Tackles, Gross (30); Guards, Larson (29); Backs, Schiessler (22),

Dana "B" Team Loses Luther Contest 7-0

The Dana Junior Vikings were defeated by the Luther College Varsity eleven, 7 to 0, last Friday night at Veteran's Field. Lester Jasa, Luther right halfback, went over in the third period for the winning tally.

At first it appeared that the two teams were too evenly matched, and the game might easily battle to a draw, but the Luther pass attack proved itself by setting up the touchdown for the invaders. Jasa romped over the goal line in an off-tackle play for the six winning points. Lanich, left tackle for Luther, drop-kicked the extra point.

Starting Lineups

DANA	LUTHER
Eckert	L.E. Lind
Poh	L.T. Johnson
Jensen	L.G. Fisher
Leighton	C. Englehardt
P. Christensen	R.G. Rafchneider
Collier	R.T. Hult
L. Christensen	R.E. Eckstrom
Madsen	Q.B. Andersen
Parker	L.H. Benson
Glazier	R.H. Jasa
Weare	F.B. Fredricksen

Dumbler (26), Bernard (39), Potadle (45).

Vikings Defeat Bombers 21-0 In N.I.A.A. Tilt

Connealy, Sorensen Score for Dana Vikings

By the impressive count of 21-0 the Dana Vikings knocked down the Fairbury Bombers on Friday, October 1. The highlight of the encounter came toward the end of the second quarter when Art Sorensen raced 68 yards for the second Viking tally.

The Red and White showed its supremacy throughout the game, and twice the hard tackling line stopped the Bombers in the shadow of the Viking goal posts. The Fairbury team, which attempted 19 passes and completed 6, found the Vikings ready for their aerial attack. The Danes attempted 7 passes and completed 5 of these tosses.

Of the three touchdowns netted by the Red and White, Neil Connealy romped 17 yards for the first, and Sorensen raced through for the other two. Connealy booted all three of the extra points.

Starting Line-ups

Dana Vikings	Fairbury Bombers
Laursen	L.E. Kendig
Pace	L.T. Hawes
A. Hansen	L.G. Sleigh
Schou	C. Holly
M. Andersen	R.G. Parsons
Bradley	R.T. Sawyer
Robinson	R.E. Brettman
Neary	Q.B. Haddan
Connealy	L.H. Cantwell
K.Christensen	R.H. Gausman
Sorensen	F.B. Leshner

Substitutes for Dana: Ends, A. Nyegaard; Tackles, D. Collier, R. Christensen; Guards, P. Christensen; Centers, Leighton, Oberhofer; Backfield, Parker, Gustin, Eriksen, Jackson.

Peterson Elected N.I.A.A. Prexy

Coach Paul Peterson of Dana College is the new president of the Nebraska Intercollegiate Athletic association. He was named at a conference meeting in Fremont to succeed Coach Leonard Campbell of Norfolk.

BETTE'S GIFT and JEWELRY STORE

The Dana Students' Jewelry Headquarters
Watch Repair Phone Red 498

JOHANSEN FLOWER SHOP

Flowers for All Occasions
Florist Telegraph Delivery

Brown McDonald's
Clothing and Shoes
For Entire Family

NELSON BROS. CLOTHIERS

"Home of Quality Names"
COOPERS SPORTWEAR
ARROW SHIRTS

SAMSON REKALL DRUG STORE

Prompt Service
on Prescriptions

DR. D. R. EHLERS and DR. E. V. EAGLETON

DENTISTS
Clinic Building
11 W. Lincoln Ph. 208

Kolterman's Ben Franklin Store

5c to \$1 Merchandise
Come here for year round school needs
Our 38th Anniversary Year

THE ARNDT HARDWARE

Variety of Gift Merchandise
Radios
Electric Appliances

BLAIR MOBILE SERVICE

The College Service Station
Repairs - Greasing
Wayne Allen

Books School Supplies Gifts LPH BOOK SHOP

PRINTING
PUBLISHING
BINDING
PUBLISHING HOUSE
LUTHERAN

Rabbass Studios

PHOTOS THAT PLEASE
AMATEUR SUPPLIES COMPLETE LINE OF FRAMES

GUYER and HANSEN

Real Estate
Loans Insurance
P. V. Hansen H. Lyle Guyer

WASHINGTON COUNTY BANK

Blair, Nebraska
Member Federal Deposit
Insurance Corp.

PHONE 333

Christensen Lumber Company

It's Good if It's from Us

BLAIR CLOTHING CO.

Men's and Boy's Clothing
and Shoes
Kenneth L. Jensen, Prop.
Blair Nebraska

Clubs Organize, Students Elect Class Officers

Fine Arts Club

Newly elected officers of the Fine Arts Club are: president, Willard Johnson, and secretary-treasurer, Marlyn Neve. The club plans to sponsor programs throughout the year for the development of appreciation of fine arts on the campus. Other activities will include trips to Joslyn Memorial to visit the art galleries and attend the music programs. The purpose of the monthly programs will be to show the relationship between the fields of art and music.

Dramatics Club

The Dana College Dramatics Club officers are: president, Verlan Hanson; secretary, Carol Wintner; vice-president, Ray Weckmuller; and treasurer, Elaine Highby. They plan to provide the program for the Friday night of homecoming. They will present a three-act play in the spring and one-act plays during the year.

Pre-Seminary Club

The Pre-Seminary Club will meet once a month with a speaker at one meeting and a discussion at the alternate. Their officers are: president, Roy Mumm; vice-president, Joe Andersen, and secretary-treasurer, Verlan Hanson.

Class Officers

The senior class officers are: president, Dean Madsen; vice-president, Art Christensen; and Alice Romer is secretary-treasurer. No plans have been made for the year.

The junior class has not planned anything as yet for the coming year. Their officers are: president, Earl Pace; vice-president, Herbert Hjortsvang; and secretary-treasurer, Glennis DeVasure.

The sophomore class officers are: president, John Beck; vice-president, Elmer Petersen, and secretary-treasurer, Ruth Larsen.

The freshman class is planning a social party for the whole school. Officers are: president, LeRoy Andersen, vice-president, Walter Kirkegaard, and secretary treasurer, Verna Hagen.

New Electronic Organ Augments Practice Facilities

A Connsonata organ has been installed in the Old Main Chapel. This completely electronic organ will be used by students for practicing to supplement the Möller pipe organ in the gymnasium.

Although far more expensive than the organ originally slated for installation, the special price quoted to the college made purchase possible.

The electronic organ makes use of the undesirable hum in radio tubes and, through special tubes, transforms this into pleasant organ tones.

Changes Improve Women's Study Conditions

To facilitate the girls' studying in the library, the women's dormitory rules have been changed. The changes decided upon are as follows: the doors will remain open until 10:00 p.m. Monday through Thursday instead of the former 9:30 p.m. On Sunday nights the doors will close at 10:30 p.m., a half hour earlier than previously. To improve studying conditions in the dormitory a month's trial of "no lights out" will be observed.

Professor Neve Begins Rehearsals With Concert Band

Eighteen musicians form the first concert band in Dana history. The organization, well-balanced in instrumentation, is directed by Mr. Paul Neve, head of the music department. He reports gratifying rehearsals.

The band will be represented in the Homecoming festivities and is planning a special float. A spring concert is also included in plans for the year's band activities.

Additional instruments are on order for the new musical organization.

Indian Summer Reverie . . .

By a Pensive Student

And how foolish it would be to sit in my dormitory room when God has created such Indian summer! The sun shining on my back in that unshaded spot was like the warmth and glad heart of a friend, but here under the tree it is just as nice—as if I were at perfect peace with those I love. One of our beloved and venerable Christianity professors said this morning that each time he entered the church on a Sunday morning, he could not help but think of the preparation which had been made by the janitor, the choir, the organist, and the minister for the worship service. "Indeed," he said, "they have to be ready, for is not Christ the first guest to enter the edifice?"

Can I compare our mental endeavors with this story? Our professors and faculty members have for years been preparing themselves to teach us to be happy and useful beings. To paraphrase our good minister, "Indeed, must we not be ready to receive, for the sowing of seed in our minds is their task?" I almost think the examinations of the past week have been more of a test for our professors for they must see if they have accomplished their purpose. What think you? . . .

Have you noticed the fall colors in our Father's world? Before my eyes I can see the rich red brown of the sumac, the gold, green, and rust of the maple. Artists must revel in such color settings. . .

Young lovers walk hand in hand over the hill, from the Quadrangle comes the merry whistle of a happy student, the laughing voices of others ring through the dormitory—days such as this are created for living. We thank you, Lord, that from the Beginning Your work has been good!

Council to Begin Study of N. S. A.

A campus council, or committee, of the National Student Association has been appointed by the Student Council. The main function of the campus council, according to Don Schou, student body president, will be to examine closely the operations of the NSA, determining in what respects the activities of that association will be of most benefit to our college.

When the committee has finished its work, a report will be made to the Student Council. This report, with any added recommendations, will then be presented to the student body for discussion and action.

Ray Weckmuller, chairman of the committee, will be assisted by Dean Madsen, Earl Pace, John Beck, and Leroy Anderson, class presidents.

Traveler-Reporter Gives Danish Lecture

Travel through forty-two countries formed the background from which Mr. Børge Strandnaes, Danish traveler and reporter, drew a word picture in what he termed a series of short snapshots. The September 28 lecture given in the Danish language was translated by Rev. Paul C. Nyholm for those Danians who are not well-versed in the language.

The American Scandinavian Foundation invited students and friends to a coffee hour after the lecture to give them an opportunity to meet Mr. Strandnaes, his wife, and son. Mrs. Strandnaes purchased choir records for broadcast on a shortwave station recently opened in Denmark, making it possible that the choir may be heard in Asia and throughout Europe.

Public Relations Department Sells Choir Recordings

Recordings of the 1947-48 Dana College Choir are on sale in the Public Relations Office.

The set includes two records, each with two selections. F. Melius Christiansen's arrangement of "Praise to the Lord" and "Alleluia" by Randall Thompson are on one record. The other two selections are Kaj Munk's "Herre, Vort Herskab," in the original language, and R. P. Keigwin's translation of "Kirkeklokken," ("The Church Bell.") "Kirkeklokken" was translated especially for the Dana College Choir last spring. Mr. Keigwin, an Englishman, is known for several books of verse and for his translations of the plays of Kaj Munk, a Danish pastor-dramatist.

These recordings were made by Radio Station WOW and processed by Allied Record Manufacturing Company, Inc., Hollywood, Calif.

EAT SHOP
Headquarters after
All the Games
Dick Nelson

WASHINGTON COUNTY MOTORS
Chrysler and Plymouth Dealer
Phone 432 Wrecker Service

MOORE PHARMACY
Modern Prescription
Pharmacy
BLAIR NEBRASKA

ADVANCE CLEANERS
(COLLEGE AGENT)
Wayne Hansen Room 400
Free Pick-up and Delivery

Place Orders Now
for your
HOMECOMING CORSAGE
BLAIR GREENHOUSE
Bob Eriksen, Rep.
Watch Bulletin Board

MAX BAIN BARBER SHOP
Service with Satisfaction
Blair, Nebraska

HOME FURNITURE AND APPLIANCE STORE
ZENITH and BENDIX
RADIOS
Records — Top Tunes

Schadegg Conoco Station
Expert Washing and Greasing
24 HOUR Taxi Service
STATION
Phone 391

VonLANKEN SHOP
Ready to Wear
Shoes, Hosiery, Lingerie
Margaret VonLanken, Prop.

GOVOCO TAXI
Phone 525

ROBINSON CAFE
Where Students and Young People
Are Always Welcome

THE BIG DIPPER
Ice Cream Fountain Service
Coffee and Sandwiches
Open 8 A.M. to 10:30 P.M.

BLAIR HOME LAUNDRY
Free Pick Up and Delivery
Phone 115 608 W. Nebr. St.

SCHEFFLER HARNESS COMPANY
Quality Shoe Repairing
Prompt Service

BLAIR HOME LAUNDRY
Free Pick Up and Delivery
Phone 115 608 W. Nebr. St.

The New Young's Cafe
Blair's Finest Restaurant
Blair Nebraska

Save on laundry bills!
The Washerette offers free pick-up and delivery.
We offer these economy washing plans:
1. Come in and do your own laundry automatically—at an extra saving.
2. Drop your laundry off (or have us pick it up) and let our attendants do it for you:
(a) Damp or Rough-Dried (same-day service).
(b) Completely finished (with ironing), one or two day service.
The Washerette Opposite Tyson-Long on Front St. Phone White 433.

LOW NET COST . . .
Life insurance is issued to Lutheran Men, Women, and Children ages from birth to 65. The members of Lutheran Brotherhood own the society, and they alone receive the earnings. There are no stockholders.

Lutheran Brotherhood
LEGAL RESERVE LIFE INSURANCE FOR LUTHERANS
MINNEAPOLIS 2, Herman L. Ekern, President MINNESOTA
214 Locust Lodge JOHN S. GEBUHR Council Bluffs, Iowa

BUILD YOUR ESTATE NOW!
YOUR FUTURE STARTS TODAY