



HERMES



THE DANA MESSENGER

Vol. XLII

Blair, Nebr., April 27, 1961

No. 24

S.A.M. Features Guests At Seminar

The Dana College Chapter of the Society for the Advancement of Management held a special seminar on Industrial Development this afternoon, April 27.

Three outstanding speakers were present to discuss various aspects of the problem.

Dr. H. M. Trebing and Professor F. W. Woodard of the University of Nebraska spoke on "Factors Affecting Nebraska Growth," and "Effects of Taxation on Industrial Location," respectively.

Also included on the program was Mr. Perry Roys, Director of the Area Development Department of Northern Natural Gas. Mr. Roys discussed the problem of how industry chooses to locate.

From The ALC . . .

1961 BUDGET 'SEEMS REACHABLE' DESPITE SHORTAGE LAST YEAR

Minneapolis—The American Lutheran Church's 1961 budget "seems reachable" despite performance last year which fell nearly one million dollars short of the goal, its stewardship director said recently.

Statistical reports prepared last month after final returns were received from some 5,000 congregations indicate the 1960 goal was missed by \$985,561, said Dr. Raymond M. Olson of Minneapolis.

The money was contributed to the national budget by congregations of three former churches—American, Evangelical, and United Evangelical Lutheran churches. They united to form the new ALC in a merger effective January 1.

For its first year's budget, the new church has set itself the goal of \$16,102,254. The money is used to carry on a national and worldwide program of diversified missionary, charitable and educational activities.

But the new budget will include certain amounts which had not been budgeted under former bookkeeping systems, Dr. Olson said. The new streamlined procedures—recognized as a major advantage of the church merger—were developed after in-

May 1 Is Release Date For Choir's "Hymns Of Praise"

"Hymns of Praise," the Dana College Choir record album has been scheduled for release Monday, May 1. The 33½ long-play album, which was recorded last spring, includes compositions through which Professor Neve exploits the versatility of the organization from soft legato singing to extreme fortissimo. The strong emphasis on vital tone productions resulting in smooth blending and deep organ tones, a trademark of the choir, is vividly reproduced on the **Columbia Records** release. The record, available in monophonic only, will be on sale at the public relations office for \$4.00.

May Fest Royalty To Be Elected Monday, May 1

On Monday, May 1st, the election will be held for this year's king and queen of May Fest. Last week's nominations have yielded the following candidates.

Senior queen candidates are: Norma Parde, Crab Orchard, Nebraska; Arla Jean Siems, DeWitt, Nebraska; Doris Siersbeck, Indianapolis, Indiana; Lois Lorenzen, Blair, Nebraska; and Mary Jo Nielsen, Blair, Nebraska. The sixth nominee is a sophomore, Sandy Jensen from Crystal Lake, Illinois.

S.A.M. Members Take Field Trips

Friday, April 21, ten of the Dana Chapter S.A.M. members visited the Vendo Corporation, manufacturers of automatic vending machines (i.e. Coca-Cola Machines), and the Union Wire Rope Company in Kansas City, Missouri. That evening they sat in on the final session of a symposium on business management games presented by the Remington-Rand Corporation.

On Saturday the group met with other S.A.M. representatives from Drake University, St. Louis University, Oklahoma State, and the Universities of Arkansas, Kansas, Missouri and Oklahoma to report on the year's activities and to discuss problems associated with the local chapters.

The group overnights with several prominent business leaders in the Kansas City area. They received a very favorable comment from Harold Fischer, President of the University Division. He was very pleased with the progress the Dana Chapter has made since its installation.

All-Sports Banquet Set For May 10

The annual Dana College All-Sports Banquet will be held in the college dining hall on May 10, at 6:30 p.m. The speaker for the evening will be Mr. J. Gordon Roberts who is a member of the President's Advisory Committee on Physical Fitness.

Those invited to attend are all athletes, members of the Pep Club, members of the W.A.A., and the Cheer Leaders.

Senior candidates for king are: Lee Barney, Clara City, Minnesota; Emory Anderson, Evan, Minnesota; and Pete Petersen, Botna, Iowa. Juniors are: Gary Kubik, Thurston, Nebraska; Phil Petersen, Waupaca, Wisconsin; and Phil Larsen, Gray, Iowa.

All students are urged to vote preferentially since any ballot variation aside from this is to be disregarded.

String Ensemble To Appear Friday

The concert by the Yankton College Faculty String Ensemble which was originally scheduled to be held last week, will be held on Friday evening, April 28, beginning at 8:00 p.m. in Alumni Memorial Auditorium.

This exceptionally fine group will present a free concert of string music as a part of the exchange program between the schools of the newly formed Tri-State Conference.

Rev. R. F. Jenkins Is Guest Speaker

The Rev. R. F. Jenkins from Hope Lutheran Church in Omaha and three members of his congregation will be guests of the L.S.A. next Tuesday evening. Rev. Jenkins is the father of Isaac Jenkins, who graduated from Dana last spring.

Troubles of minority groups and especially the student's role in sit-down strikes will be the topic of a speech by Rev. Jenkins which will be followed by an open forum in which questions may be directed to Pastor Jenkins and the laymen from his congregation.

The meeting will be held at the usual time, 7 p.m., in the canteen.

HERMES

Volume XLII Number 24

Published weekly during the college year, except holiday and examination periods, by the student body of Dana College, Blair, Nebraska.

Publisher: Augsburg Publishing House, 138 N. Seventeenth Street, Blair, Nebraska.

Subscription rate \$2.50 a year, in advance.

Second class postage paid at Blair, Nebraska.

Editor-in-Chief
..... Eldon (Al) Hemmingsen

Associate Page Editors
News Ken Jensen
Features Liz Nielsen
Sports Bob Steffensen

Business Manager Lonnie Hayne

Advertising Manager Larry Lamp
Assistant Thern Kaldahl

News Staff

Bob Hansen Dave Hanson
Phil Kurz Orv Hansen
Bob Rademacher

Features Staff

Phyllis Rasmussen Tom Lange
Wayne Josephson
Women's Sports Sonja Jacobsen
Exchange Secretary Linda Gehrig
Circulation Paul Christiansen
Copy Advisors Ruan Skaar
..... Pat Stolley
Faculty Advisor Miss Luella Nielsen
Printer Augsburg Publishing House

Editor's Periscope

The executive committee of the Student Council has set Thursday, May 11, as the date for election of student publication's editors for next year. At that time editors will be chosen for **Hermes**, **Danian**, and **Sower**. All three of these positions offer a challenge to a person's imaginary and creative interests who will be of junior or senior standing next year.

The **Sower**, being primarily a literary magazine, needs the abilities of an English major. Our college yearbook, the **Danian**, presents its challenge to a responsible individual in meeting the deadlines involved with reliving the year's activities.

Hermes, the student newspaper, offers a rich and fascinating experience in providing a media of communication for news, sports, features, and editorials. Writing is certainly of prime importance to a newspaper, but its organization and management must be recognized on an equal plane. It was apparent at the beginning of this year that too much emphasis had been placed on English and the writing of the **Hermes** at the expense of good management. For this reason, I would recommend and advise first that future year's editors keep this in mind and establish a Managing Editor position on his or her staff. Secondly, that the editor be selective in choosing a competent co-worker for that position.

Charles A. Dana Celebrates Eightieth Birthday Tuesday

Charles Anderson Dana, friend of Dana College, celebrated his eightieth birthday Tuesday, April 25. Dr. Dana, born in New York, started his career as a lawyer and then served in the state legislature for three terms. About 1917 he reorganized a manufacturing company which later expanded and is now a thriving auto-parts industry.

Instead of giving his money to the government, Dr. Dana gave generous financial aid to hospitals and other charitable institutions. However, in 1956 he took an ardent interest in small colleges and universities and began his philanthropy in this area. Since that time he has given millions of dollars to growing institutions which have agreed to match his gift to them.

It was through personal correspondence between Dr. Dana and Dr. Madsen that our college was among the several which have received monetary assistance. His \$200,000 challenge gift to Dana College for a science hall has provided initiative and inspiration to our building program.

With warmth in our hearts we of Dana College congratulate Charles A. Dana on his eightieth birthday and pray for his well-being.

Gusty Winds Obliginglly Carry Arrows Away From Targets

Archery and Nebraska get along together about as well as the proverbial cat and dog, ask anyone who has been whipped around in the P. E. classes for the last few weeks.

Not too long ago we were down in the lower field sending arrows whizzing into the straw bales, (they were supposed to hit the target, but you know how that goes!) when we were blessed with one of Nebraska's few wind storms. Now, we would have had no particular objections to the "breeze" had it been a steady blow—but, typically, it was of the gusty category.

The arrows pursued their usual course until the wind obliginglly made the arrow jog and go sailing gleefully into the hill beyond

or slither into the tattered straw of the butt—yes, "butt," b-u-t-t—butt is the word. It got so dangerously unpredictable that we finally resorted to loud speakers to warn all people within the neighborhood that they stayed at their own risk.

Undoubtedly, our archery adventure will produce a few legendary William Tell heroes—providing the windy conditions are the same, otherwise habit would force them to miss the apple together! For most of us, however, archery is synonymous with sore arms and welted wrists—not to mention the wind-blown hair, laughs, and lost arrows. But, William Tell or not, we have had fun seeing who could miss the target by the least distance.

The Observer

by Ken Jensen

The superior manufacturing complex of the United States is moving steadily closer to the junk heap because companies have not had the funds to replace worn-out and technologically obsolete equipment. This is occurring while our United States foreign aid to industries in Japan and Germany, for example, have given these countries a competitive edge in world markets, and even the United States.

H. Eugene Dickhuth, economic consultant, brought these facts out in a recent government publication, **Spotlight**. He stated that one-third of the industrial plant and equipment is obsolete; latest technological improvements are being retarded; foreign countries with more liberal depreciation allowances are handicapping domestic manufacturers; and job opportunities for America's increasing labor force are being blocked. The cause for all these hindrances to industry lies in one main cause—inadequate depreciation tax allowances.

President Kennedy has said, "Obsolescence is slowing down our growth . . ." He also calls for tax reform to remedy the situation. The situation is serious and needs immediate action if America is to keep pace with the Soviets in World prestige.

Blair Florists and Greenhouses

"Say It With Flowers"
"Flowers For All Occasions"

Home Theatre

SHOWTIME 7:30 every night
Sat. Matinee, 1:30
Sun. Matinee, 2:30
2 shows every Fri. and Sat. Nite

Thurs.-Sat. April 27-29
"THE THREE WORLDS OF GULLIVER"

Sun.-Wed. April 30-May 3
"THE LITTLE SHEPHERD OF KINGDOM COME"

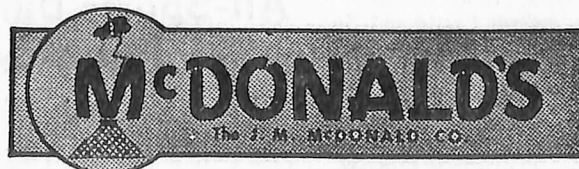
Rathmann Drive Inn
—BROASTED CHICKEN—
S T E A K S

FOUNTAIN SERVICE
SANDWICHES — MALTS
Orders To Go Phone 2929

LEE'S PHARMACY
PRESCRIPTION SPECIALISTS
Phone 3700

This Sunday Evening
Make It
LACY'S CAFE

J. M. McDONALD CO.



Department Store

RABBASS STUDIO Portraits

Cameras, Films, Supplies
Telephone 3292

1745 Washington Street

Blair, Nebraska

Council Clips

by Bob Rademacher

One item that brought a great deal of discussion at the last Student Council meeting was the subject concerning the fact that some faculty members had backed candidates who were running for student body offices. This practice is definitely not in good taste and certainly not appreciated by the other candidate, especially when he knows that a faculty member is supporting his opponent. Student body elections are for students and students **only**. Faculty interference by supporting any one candidate in any way is considered not only to be in bad taste, but also illegal. To remedy this situation and to prevent it from occurring again, the faculty will be approached on this subject at their meeting and asked to put in writing a rule making it definitely illegal for any member of the faculty or administration staff to support a candidate in any way which might influence the outcome of the election.

May 11 is the day to don work clothes and to "pitch in" and help clean up the campus. This day, formerly known as Clean-Up Day, has this year been changed to Spring Day because the day will include more than the general "spring cleaning." If everything runs according to schedule, the intramural track meet will be held in the afternoon and the annual all-school picnic in the evening sponsored by the dormitories will top off a day of fun and work.

Dana Band Was Begun In '47 With 17 Members

The band will be returning tomorrow, and Room 308 will become alive with musical sounds again! With 41 members, the Dana College Band is more than twice as large today as when it was first organized in 1948 under the direction of Professor Paul E. Neve, head of the Department of Music. The initial performance of this first band of 17 members was at the dedication of Pioneer Memorial.

In 1954 Dana College employed Mr. A. E. Rembold, also director of the Blair High School Band, as part-time director. During his first year, he organized the Dana marching band, which marched in the Homecoming Parade. The next year the alumni noted a considerably larger band in the parade and voted to raise funds for uniforms.

Thus, in 1956 the band wore their bright new red and gray uniforms for the first time under a new director, Professor Robert A. Campbell. The band became larger and new instruments, including a set of kettledrums, were added.

In 1958 Dr. Wayne W. Wise came to Dana as a full-time instructor of instrumental music and director of the band.

Band officers for this year are: Bill Johnson, President; Judy Magnussen, Secretary; and David Snowbeck and Phillip Kurz, Librarians.

Contagious Disease Is Rapidly Spreading Over The Campus

What is the matter with Dana's intellectual life of Dana's students and teachers? How does one explain recent actions by everyone on campus? For example, Mr. Tveton and Mr. Fallgatter were over in the girls dorm last Tuesday night with ping pong paddle in hand, the cooks have made some wonderful meals lately and are planning better ones, four band members were wearing shorts at "Una Sancta" practice, and Pat Olson has been making eyes at somebody on campus all weekend. There is nothing really wrong with these people or anybody else on campus. They just have spring fever.

Spring fever has wrecked the

intellectual life of Dana's students, at least for the moment. Who cares about studies, when one can soak up the vitamin D on campus or get moonburn while walking with that certain someone. After all Russian history isn't going to help you get that big date for May Fest. However, there is no need for alarm, in a few weeks we'll all be normal again and start to study.

In the meantime, if a robin comes hopping your way singing a song or if you feel a sudden pain in your heart, beware! Don't panic! Grab your gal and go for a walk in the moonlight, while nature plays "In the Evening by the Moonlight."

Spring Is Sprung!

Spring is sprung,
Ze grass is rizz,
I wonder wher de GIRLS izz!

A mighty good guess would be that they are occupying the south-west area of Dana's 100 acres!

So many have migrated to the hills to toast themselves that the male gym-diggers don't even bother to look at the girls anymore as they trot by! (Girls, the reason they looked the first day was in wonder as to the trench coat and blanket as temperatures soared . . .)

The first question in a girl's mind as she wakes with a start in the morning is a desperate "Is it sunny today?" and NOT "Am I late for class?" But teachers needn't panic—all the gals tote along their **Ideas of the Great Economists** as well as their blanket, pillow, sunglasses and other essentials. And isn't it a CRIME that the canteen doesn't sell Baby Oil?

And, later in the dining hall. . . One dares not touch a friend's blazing red arm! The friend can't figure it out: she's NEVER in her LIFE burned before, but in the second breath assures you that "It'll be BROWN tomorrow!"

An agreed upon fact is that band tours and such should always be scheduled when the snow flies. Besides missing out on a whole week of sunshine, how will it be POSSIBLE to endure that scratchy uniform?

Another Sun-Worshipper

Ten Vikingettes To Receive Letters

With the finish of the girls' basketball season Coach Paul Peterson announced that 10 girls will receive letters.

They are as follows:

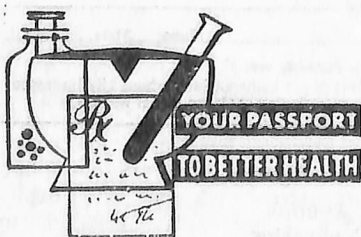
- Joyce Nielsen
- Sharon Mardesen
- Luana Peterson
- Donna Layton
- Donna Berryman
- Dixie Hagedorn
- Shirley Thompsen
- Nancy Jacobsen
- Sonja Jacobsen
- Betty Platt

Augsburg Publishing House

138 No. Seventeenth St.
Blair, Nebraska

Quality Printing
of all kinds

Samson Rexall DRUG STORE



KOLTERMAN'S Ben Franklin Store 5c to \$1 Merchandise

Come Here for Year Round School Needs

Washington Co. Bank Blair, Nebraska

"Bank With A Smile"
Member F.D.I.C.

Try the TOPPER CAFE

for
Snacks — Short orders — Meals
Fountain drinks

HUSKER BOWL

1 mile south on Hiway 30
Malts — Sandwiches — Seafoods — Chicken — Steaks

OPEN BOWLING:

Mon - Fri. 1-7 p.m., 11-?
Sat. -Sun.: All Day and Evening

We have the most modern bowling facilities found anywhere.
College kids always welcome

Advance Cleaners



See Larry Lamp North Dorm

Five School Records Broken By Trackmen

So far this spring the members of the Dana Track Squad have broken five school records. The events in which the records were broken are the Mile Relay, the Sprint Medley, the Two-Mile Relay, the 480 Shuttle High Hurdle Relay, and the 880.

The Mile Relay record of 3:34.6 set in 1954 was broken against Omaha University and Midland by Hans Willadsen, Roger Beck, Don Sutton, and John Laughhunn. They set a new mark of 3:34.0.

The Sprint Medley team of Don Sutton, Bryce Olson, Wayne Peterson, and John Laughhunn set a new record of 3:42.1 at the Midland Relays. The old record set in 1954 was 3:47.2.

The old record of 66.1 set in 1956 for the 480 Shuttle High Hurdle Relay was broken by Tom Frank, Tom Leehy, Darryl Rholl, and Byron Jensen at the Midland Relays with a time of 64.8.

The 880 record of 2:04 set in 1960 by Hans Willadsen was broken by John Laughhunn with 2:03.5 against Omaha University.

In the Midland Relays a team of Lynn Barnes, Phil Dynneson, Hans Willadsen, and John Laughhunn had a time of 8:24. This was the first time in the history of track at Dana that this event had ever been run.

Dana Nine Field One Victory, But Drop Three On Diamond

During the past week the Viking baseball team won one game while losing three to bring its season record to one win and four losses.

On Tuesday afternoon, April 18, the Vikings traveled to Orange City, Iowa, where they split a double-header with Northwestern College. Northwestern won the first game 4-3, while the Vikings took the second 7 to 4.

Last Saturday afternoon the Vikings played host to Morningside at Vet's Field and lost a double-header 4-2, and 9-3.

Individual Game Results

Against Northwestern:

First Game

Dana 001 010 1-3 6 1
N. W. 100 111 x-4 10 1

WP—Eernisse, LP—Winscott.

Hits for Dana—Barney 2, Winscott 1, Kiger 1, Wallman 1, Fenster 1. Runs scored for Dana—Kiger 1, Wallman 1, Fenster 1.

Second Game

Dana 000 420 1-7 5 4
N. W. 030 010 0-4 5 5

WP—Rich, LP—Roos. Hits for Dana—Barney 1, West 1, Lebeck 1, Fenster 1, Rich 1. Runs scored for Dana—Templeton 2, West 3, Lebeck 1, Fenster 1.

The only extra base hits for Dana in the games against Northwestern were a double by Kiger in the first game and a home run by West and double by Lebeck in the second game.

Against Morningside:

First Game

Morningside ... 020 002 0-4 9 1
Dana 000 200 0-2 2 2

WP—Van Houten, LP—Dolleck. Hits for Dana—West 1, Templeton 1. Runs scored for Dana—West 1, Nitzel 1.

Second Game

Morningside ... 340 200 0-9 8 0
Dana 011 010 0-3 5 6

WP—R. Hansen, LP—Rich. Hits for Dana—Barney 1, Winscott 1, West 1, Nitzel 1, M. Peterson 1. Runs scored for Dana—Winscott 1, Nitzel 1, R. Peterson 1.

Viking Cindermen Trounce Concordia

Last Friday afternoon the Viking track squad overwhelmed the host Concordia Bulldogs by a score of 109 to 27 in a duel meet.

Bryce Olson and Emory Anderson led the victors with wins in two events.

The Vikings swept all three places in five events while holding the Bulldogs to only one first place.

Event Winners

Mile—Don Berger, Concordia, 4:54.7. 440—Hans Willadsen, Dana, :52.8. 120 highs—Tie between Byron Jensen and Tom Frank, Dana, :15.6. 880—John Laughhunn, Dana, 2:07.5. 220—Wayne Peterson, Dana, :23.1. Two-Mile—John Seberg, Dana, 11:00. Mile Relay—Dana (Lynn Barnes, Roger Beck, John Laughhunn, Don Sutton), 3:40. 880-Relay—Dana (Bryce Olson, Sig Brekke, Larry Swanson, Wayne Peterson), 1:40.

Discus—Phil Petersen, Dana, 122-4. Vault—Roger Beck, Dana, 10-6. High Jump—Bill Bracker, Dana, 6-0. Broad Jump—Nofm Bock, Dana, 19-10.

Golfers Fall To Wayne State; 15-0

Last Thursday afternoon the Dana Golf team traveled to Wayne. There they met with the hands of defeat as they were beaten by Wayne Teachers, 15-0.

Jack "Gramps" Madsen took low medalist honors for the Vikings with an 89. Although the skies were sunny for most of the match, both teams, especially the Vikings, were hampered by continual high winds.

Others who played in the top five for Dana were Gary Bates, Randy Anderson, Stan Erlandsen, and Bob Steffensen.

Tennis Team Scores Victory

The Dana tennis team won their first meet of the season Thursday afternoon against Wayne on the college courts. Three singles' victories were turned in by Lee Wiges, Al Girtz and Roger "Bud" Christensen. The doubles team of Fustos and Wiges won a hard-fought match in three sets, 3-6, 6-3 and 8-6, to clinch the team victory, four matches to three.

The day you know
you must provide



Brotherhood Provider Life Insurance gives you:

\$10,000 of lifetime security for only 44¢ a day*

Because you are a Lutheran, you can own Brotherhood Provider Life Insurance and at remarkably favorable rates. That's important when you think of the family responsibilities in your future. It's reassuring to own Brotherhood Provider now... against the day when you know you must provide. Look at these big advantages:

- \$10,000 of permanent, dividend-paying life insurance.
- If you retire at 65, you can get \$13,000 in cash—a return of \$1.83 for each dollar invested.
- If you die at 65, your beneficiary gets \$16,760—your total investment is only \$7,097.

• Lutheran Brotherhood pays all premiums if you are totally disabled before 60.

All this and more for an investment of just \$161.30 a year... about 44¢ a day. You pay more than this for lunch.

Right now, think about your future... the future of those who will depend on you. Call your Lutheran Brotherhood campus representative and join the thousands of Lutherans who enjoy security and peace of mind in the bond of Lutheran Brotherhood.

*Based on age 21 and on current dividend rate, which is not guaranteed. Actual amount may be more or less than total premiums paid.

LUTHERAN BROTHERHOOD

A legal reserve LIFE INSURANCE society • 701 Second Ave. So., Minneapolis 2, Minn.

FREE full-color reproduction (18" x 24") of Martin Luther window ideal for framing. Mail coupon now.



Mail for free gift and information
LUTHERAN BROTHERHOOD Dept. CQ-2
701 Second Avenue South • Minneapolis 2, Minnesota

Name _____
Address _____
City _____ Zone _____ State _____

Please furnish me:
 details about Lutheran Brotherhood Life Insurance
 free reproduction of Martin Luther window

Jerome M. Reinan Agency

11030 Olin Avenue
Omaha 44, Nebraska