

Danish Gym Team On Campus Next Saturday

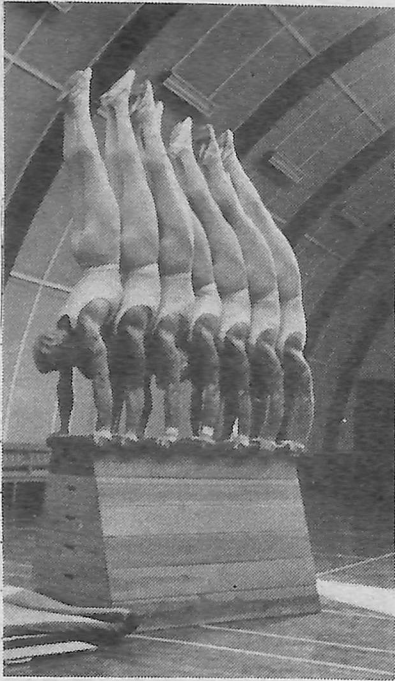
Public Relation Release.

The Ollerup Academy Gym Team of Ollerup, Denmark, will present an exhibition of gymnastics and folk dancing here, next Saturday evening, November 10. The exhibition is scheduled for 8 p.m. in Borup Coliseum and is open to everyone. Tickets are now on sale, will also be available at the door on the night of November 10.

The twenty-seven gymnasts who make up the team are alumni of the Ollerup Academy of Physical Education and are currently completing a six-week tour of the United States and Canada. Ranging in age from 19 to 27, the gymnasts are all amateurs who earn their living at such occupations as teaching, nursing, farming and skilled trades. They have each spent from five to eight months at the Ollerup Academy founded in 1920 by Niels Bukh. Bukh has received worldwide recognition for his contributions to the science and philosophy of gymnastics.

The program by the gymnasts includes breathtaking demonstrations of what the human body is capable of when given the training, discipline and concentration needed. From tumbling routines to springboard flips the 14 men on the team fly through the air with the greatest of ease -- and they don't need a trapeze. Handstand splits, neat round-offs and diving head rolls follow in such quick succession that there is constant danger the gymnasts will crash into each other. The program builds to its final intensity as seven members catapult themselves into simultaneous handstands on a three-foot-long box.

Interspersed with the men's exhibitions are four graceful routines by the 12-member women's team. They perform running floor exercises and their



Seven gymnasts perform the group's finale. The Ollerup Academy Gym Team will present their exhibition November 10 at 8:00 p.m.

calisthenics are almost as strenuous as the men's although they are choreographed into patterns that reflect jazz dancing, ballet, exercises and rhythmic movements.

The program concludes with an exhibition of Danish folk dances with the gymnasts dressed in traditional native costumes.

The current tour represents the first time since 1966 that the Ollerup Team has visited America—they appeared in 1966 at the New York World's Fair. They will conclude their tour on November 18 with a series of performances in the metropolitan area of Chicago. The performance at Dana on November 10 is the only appearance scheduled in the state of Nebraska.

Tickets are now available at the Public Relations Office. Costs are \$1.50 for adults and 75c for students (this includes Dana students, faculty, and staff.)

Notes from Parnassus

Friday, November 9th

3:00 p.m. "The Danish Language in America," a presentation by Professor Iver Kjaer of the University of Copenhagen in Parnassus

Sunday, November 11th:

3:00 p.m. Demonstrations on the potter's wheel and of spinning by Professor and Mrs. Jerome Horning in connection with the current exhibit.

Monday, November 12th:

10:00 a.m. "Danish Ballads," a presentation by students of the Scandinavian Literature class in Parnassus

3:00 p.m. "Birth Defects and Genetic Presentation Programs," a presentation by Dr. Eisen in Parnassus.

4:00 p.m. "Opera Preview of Tosca," a presentation by members of the Omaha Opera Society on A.M.A.

All week Ceramic and Weaving Exhibit by Professor and Mrs. Jerome Horning.

Tuesday, November 13;

3:30 p.m. "The Family in Society," a presentation in Parnassus by Eleanore Plaksley of

the Immanuel Mental Health Center of Omaha, in Parnassus Wednesday, November 14th:

3:10 p.m. "Neihardt Memorial," a presentation in Parnassus

Thursday, November 15:

4:10 p.m. "Rachmaninoff," a presentation by Professor Brandes in Parnassus.

Friday, November 16:

4:10 p.m. "Medieval Pilgrimage," a presentation by Giles Bronson.

Paper Shortage Hits Hermes!

The nation-wide paper shortage has hit the *Hermes*. This week we have about one half of the *Hermes* on a different newsprint, which will be used for the rest of the school year.

This change is occurring because the previous type of newsprint is no longer made. No extra cost will arise because of the change.

The Editors



Dana College

VOL. LV

XI

Blair, Nebraska,

Friday, November 9, 1973

Neihardt's Last Great Adventure

by Steve Berntson

"Death cannot rob me of my life. I've already lived it. Oh, how I've lived it. Oh, how I have loved. I do not fear it. I look forward to it as my last great adventure."

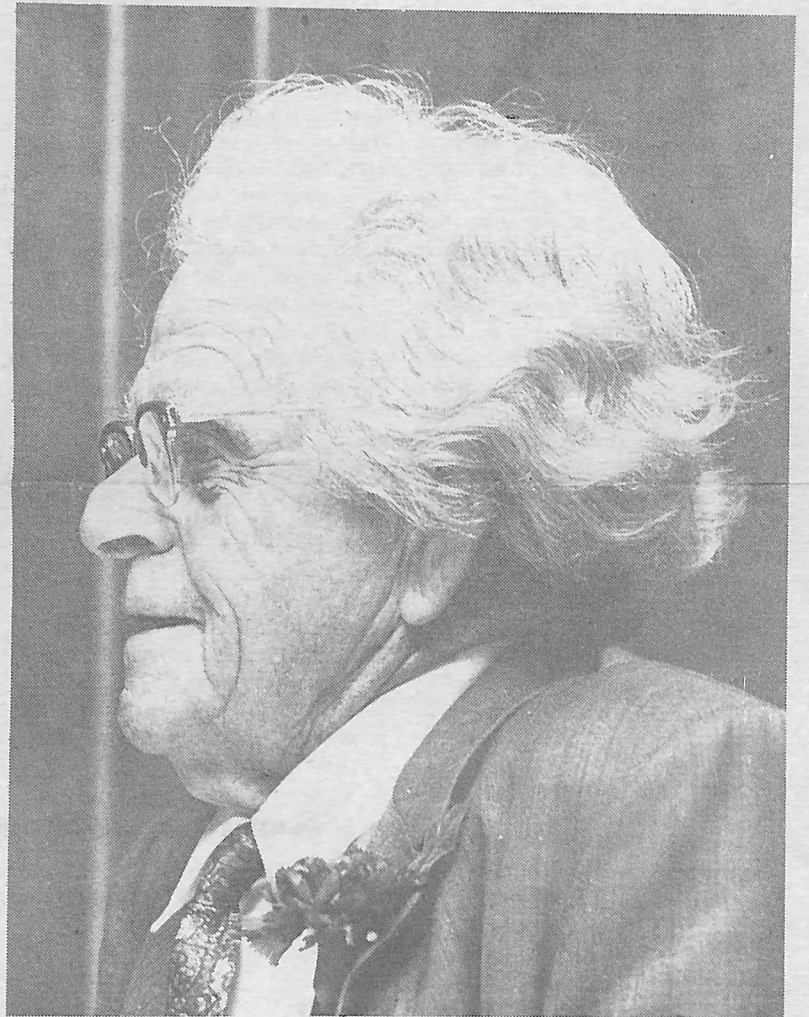
In this way John Neihardt once described his "last Great Adventure," which he had last Saturday afternoon. Death came to him at the age of ninety-two at his home in Columbia, Missouri. The D.J. Youngs of Lincoln, who have cared for him for so many years, were with him at his death.

John Neihardt was best known as the poet laureate of Nebraska, that honor conferred on him in 1921. Neihardt began writing as a teenager and eventually wrote twenty five volumes of fiction and poetry. His best known work is "Cycle of the West," a history of the American West.

One volume of *All Is But a Beginning*, Neihardt's autobiography, has been published. Neihardt did not finish the second volume, but did work on it extensively, and it may be edited and published in a few years.

Neihardt was a widely sought after speaker and spoke to audiences until a few months prior to his death. Dana was fortunate to have him speak here several times.

There are many plans currently underway to preserve and promote Neihardt's ideas and insights. United Artists has now produced an album of twelve records dealing with the life and thoughts of John Neihardt. United Artists also plans a major documentary film on Neihardt's



Neihardt as he appeared at Wayne State, in 1971.

life. The Neihardt Center, at Bancroft, Nebraska, where Neihardt wrote much of his material, is progressing well.

With Neihardt's letter of blessing, plans continue to be

formulated for the establishment of a Black Elk-Neihardt Park here in Blair.

Neihardt was especially fond of one of his poems and liked to recite it. Now at his death it is especially timely. It says in part:

"Let me live out my years in the heat of blood!

"Let me die drunken with the dreamer's wine.

"Let me go quickly like a candle light snuffed out in the heyday of its glow.

"And grant me, when I face the grisly Thing, One haughty cry to pierce the gray Perhaps!

"O let me be a tune-swept fiddle string that feels the Master Melody--and snaps!"

The fiddle string which felt the Master Melody has now snapped, but its tune is going to be heard for a long time yet to come.

Ceramic and Spinning Demonstrations

Professor and Mrs. Jerome Horning, whose works comprise the current show in Parnassus, will demonstrate their respective arts on Sunday, November 11th, from 3:00 to 4:30 p.m. in Parnassus. Professor Horning, the Assistant Professor at Creighton University at Omaha.

He received his B.S. degree from South Dakota State University. He attended graduate school at Denver University and received his Master of Fine Arts Degree in 1965 from the Univer-

sity of Minnesota. He has exhibited his pottery works in New England, the South and in the Midwest.

Mrs. Mary Jo Horning has a B.A. degree from the University of Minnesota. Her weaving has been exhibited in Minnesota, North Carolina, Texas and in various traveling exhibitions.

Professor Horning will be working at the potter's wheel and his wife will demonstrate the spinning wheel and discuss various weaving techniques.

The Hermes

The Hermes is published weekly during the college year, except holidays, examination periods and interim by the student body of Dana College, Blair, Nebraska 68008

Publisher: Enterprise Publishing Co., Blair, Nebraska 68008
Subscription Rate: \$5.00 per year.

Co-editors: Terri Carroll & Doug Bro

Business Manager: Fred Erdman
Assistant Layout Editor: Jean Knudsen

Circulation Editor: Ruth Meyer
Copy Editor: Ruth Nilsen
Sports Editor: Bob Coffey
Staff: Barb Beck, Steve Berntson, John Brooks, Mary Jo Henriksen, Pat Knuth, Layne Johnson, Jenni Meyer, Dennis Nelson, Akira Okada, Dawn Qualley, Shirley Steffens, Pat Tripp, Dennis Weller, Ruth Whitney.

LETTERS TO THE EDITORS

All opinions expressed under the heading 'Editorials' are the opinions of the co-editors. Members of the staff do not necessarily hold the same opinions and need not support them.

Letters to the co-editors are edited for space, taste, and coherence. Names of those who write letters are withheld upon request. Letters without signatures will not be printed.

A perennially popular question that is asked of me goes something like this: 'What is the difference between a "Christian" college and any other kind?' My answer, couched in the post-Homecoming round of congratulations, would be simply that one of the differences was seen in A.M.A. on Sunday morning, October 28, between 9:30 and 11:45. No fewer than twenty persons, plus a gift from a

sorority and the Dana College Choir, helped to make the worship service meaningful for the more than three hundred people who attended.

I am, therefore, taking this opportunity to thank publicly those students who participated in the Ekklesia Koinonias Homecoming worship celebration.

The Reverend D. Lothar Pietz, Campus Pastor

'Crucifixion' Fund Jumps To \$1600!

by Doug Bro

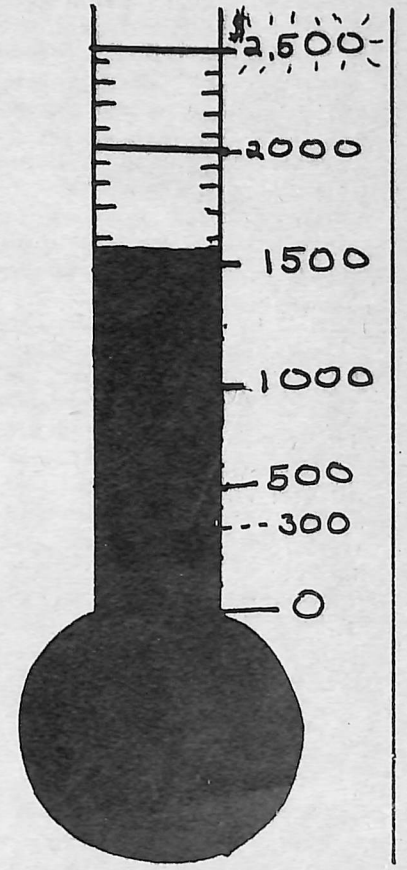
Suddenly, the *Crucifixion* drive has sputtered to two-thirds its goal. In a week, the amount of donations and pledges has moved from \$335 to \$1566.25.

A significant gift was donated by the artist, Mr. Paul Granlund. Upon hearing of the drive to buy the *Crucifixion*, Mr. Granlund donated \$500 last Wednesday. He also agreed to extend the time of the *Crucifixion's* stay on campus. No date was set, but possibly not until Christmas vacation will the sculpture leave should the goal not be reached.

Meanwhile, Human Rights and Concerns, which is sponsoring the drive, is continuing efforts to make the *Crucifixion's* stay on campus a permanent one. Letters can still be written in Parnassus to alumni. All writing materials and stamps are supplied by H.R.C.

Nancy Carlson, chairman of Human Rights and Concerns, noted that the present amount does not include the pledge by an anonymous donor of one dollar for every twenty dollars raised by the drive.

It is also necessary to point out that if each student could come back from Thanksgiving with two dollars for the cause, the goal would nearly be reached.



Presently the *Crucifixion* Fund thermometer reads \$1566.25!

Today marks the third week since the drive has been in operation.

IMPRESSIONS ON A NEWSPAPER

by John Brooks

Howdy gang! Last Saturday morning a group from Concordia College visited our beloved campus. They were here to look over our own KDCV-FM because they are thinking about starting their own radio station. They were asking all sorts of questions and we were answering them with finesse and expertise. Then came THE question. The question we had dreaded all morning long. The question that could end all hope of perpetuating small college radio. (If they were all based on KDCV-FM) "How much does the college community use the educational facilities of the radio station?" Mr. Dibben paled. Katie and I searched our memories. There was a long pause. Mr. Dibben blurted out one instance from about a year ago. Katie remembered something from last semester. They looked at us with doubt and concern in their eyes. Then we told them about the few student productions. This seemed to placate them adequately and we quickly changed the subject.

After they left I sullenly went to my secret corner in the dark recesses of the library (and that's on the main floor) and I thought about what happened. Here we have an educational radio station, something not many colleges of our size have. We have made an investment. It is not being used. Profs require outside readings in the library, why not outside "listening"? Many programs are put together by experts in their field or have talks with experts on particular subjects. He can dwell on and explain specific points. (Note the persistence of lectures in classrooms) Why not use the radio to supplement regular reading?

In *Time* magazine last year, Dana College won space for a full page ad. It stressed LARP, a program of 1/2 hour credit. It showed how the great thinkers of the past were teaching at Dana posthumously. The ad won a national contest. Why not let the great thinkers of this age enjoy the same prestige? The faculty here at Dana has been praised by everyone from the National Council for the Accreditation of Teacher Education to a little guy who flunked German. Why

doesn't the faculty use the radio station as a supplement to an already excellent curriculum? The programs on KDCV cover such a variety of areas that there is no department at this college that couldn't use at least one.

The administration is what really surprises me. KDCV changed its program scheduling to have music during the dinner hour. Is it on? No. Ninety-eight per cent of the time they have it turned off. If there is a meeting upstairs it can be turned off upstairs. There are separate knobs. If only someone would show Art how to work it! KDCV is even turned off in the Dragon's Head sometimes. I can't imagine Mr. Hansen not getting a full return on an investment. He, of all people, I would think would push for the maximum use of all facilities.

It was stated at the opening of KDCV-FM that it would be an avenue of communication between administration and students, the college and community, and would provide a service for the community. Hasn't there been a request by Dana for support from the community? Think about it. If the college doesn't use the radio station why should the community?

Take a look at KDCV-FM. All programs can be reviewed before air-play for possible use. There are short explanations of almost all the shows we have. There are unlimited opportunities for college-produced shows and there's lots of room for people willing to help out. Tune in to the mighty mite: KDCV-FM. There's something for everybody. If he's real good I will even let President Mezoff be on my show. See ya kids.

student senate at a glance

Reports

Academic Affairs: Interim-type grading system for P.E. and Language requirements being discussed.

Student Life Committee-no report.

Old Business

Sophomore nominees to be pasted Monday. Elections to be held November 16.

Intervisitation Extension Proposal has been given to President Mezoff. Decision has been asked for by the end of semester.

New Business

Appropriation of \$415 for H.R.C. sponsored speakers. Passed.

Appropriation of \$295.00 for Arts and Crafts program. Passed.

Appropriation of \$1,100.00 for S.A.B. November budget.

Appointment of *as hoc* committee to submit proposals regarding functions of A.L.C. and it's related colleges. Headed by Steve Berke.

Ombudsman Report

(see elsewhere on this page)

Ombudsman

Dear Ombudsman,

Why did President Mezoff use the President's Room for the wedding reception for his daughter?

Reply

The President's Room is for the use of the president. Isn't it?

Dear Ombudsman,

Why did President Mezoff's wedding party use the guest rooms in Blair Hall and, is there a change in policy?

Reply

President Mezoff had 150 out-of-town guests. Some stayed at motels, some stayed in homes of friends and the other 13 stayed in Blair Hall. The policy was

and still is that the rooms in Blair Hall are used with the approval of the administrative officers. The Board of Regents give the President of the college the authority in such matters.

Dear Ombudsman,

How do you make pumpkin pie with a real pumpkin?

No. 3 Cooks

Reply

I am not a cook, but I have heard that you cut the top off the pumpkin, dig a small hole in it and place an apple there-in. Set in a 350° oven for 2-3 hours. When apple is done, remove and eat apple, throw pumpkin away and then go out and buy a pumpkin pie.

ENCOR Hires Larsen as Part-Time Counselor

ENCOR NEWS RELEASE

Jim Larson has been hired by ENCOR as a part-time Counselor and Home Techniques teacher.

A native of Wisconsin, Jim has an A.A. degree from the Waldorf Junior College and is presently attending Dana. He and his wife Beverly live in Omaha Village.

In the past, Jim has been a house parent and teacher at the State of Nebraska Blind Rehabilitation Center in Lincoln, a Bible Camp Counselor at Story City, Iowa and a Blair Middle School Aide.

Mr. Larson is a man of many talents. His college extracurricular activities included cheerleading, gymnastics, band, singers, government, S.E.A., Church Council, drum major, drama, discussion club, Red Cross, and Dana Dancers. He also likes horseback riding, walking and painting.

Believing that empathy is a key word in the life and lives around the mentally retarded, Jim feels that with help, normalization can be observed. These beliefs should be a tremendous asset to a future teacher, minister, and missionary.

Greenhorn



The Creative Flame - In Tribute

Genetics Professor Theater Corner

by Mary Jo Henriksen

On Campus

Monday

by Dennis Nelson

John Neihardt is gone. Somehow we at Dana will never be the same without him. While we all sense a loss, we also realize we are better people for having known this sage.

It was less than a year ago, on a gusty autumn night, that he spoke to us last. Not all of us know why this visitor was so important, but after hearing him speak about the Indian culture, we all recognized the greatness of this man.

The creative flame has left us, but his ideas and insights will not be forgotten. John Neihardt will be remembered.

One of the most eloquent tributes to John Neihardt was written by Dana's own professor of English, Norman Bansen. His tribute is quoted from last year's *Danian*.

Thank you, John G. Neihardt.

Out of your European background, out of the wisdom of the American Indians you know so well, out of your love for the land and for the great river that flows just below our hills at Blair you have taught us through many years.

More than thirty years ago you first came to Dana to share your poetry of life; those of us who were young thought of you as an old man even then. You have continued to visit us and to help us see that man is one, that at the very center of the universe there is the Christ spirit of love, of understanding, of forgiveness. This past autumn you came again to our campus and shared an evening of poetry and art with our own veteran art professor F. William Thomsen.

Now you are old, Dr. John G. Neihardt; all of us whether young or old, think of you as young and filled with the joy of living as only the wise and kindly can be. Thank you for all the good years, for all the great ideas given to us through the music of poetry, and for teaching us that we, like you, can go on growing: To go on and become something greater-- we growers are one; None more in the world than a bird and none less than the sun; But all woven into the glad indivisible Scheme, God fashioned out in the Finite a part of his dream!



The Greek philosophers understood the logic behind the nature of life and their wisdom was great, but they never knew this modern poetry and I doubt that even they could read into your writing to interpret its meaning. The capacity of your mind is more than I have ever seen, and your intellect is too vast for reasoning. I want to learn from you, and I do; but sometimes I wonder who or what it is that has sent you here ----- I question you because you are different and your experiences are so unfamiliar to mine. Maybe your words were never meant to be translated and even though I try, I never seem to fully understand them. There is a closeness between us, and I

have come to accept those known and unknown parts of you, I feel good when I am with you and even when I'm not, there is a memory of that constant learning which keeps me growing.

Rw

Dana check book covers and 50 FREE PERSONALIZED CHECKS WITH NEW ACCOUNTS WASHINGTON COUNTY BANK

On Monday, November 12, 1973, Dr. James D. Eisen, Professor of Human Genetics at the University of Nebraska College of Medicine in Omaha, will give two presentations on campus. At 3:10 p.m. Dr. Eisen will discuss current genetic and birth defect prevention programs at an informal session in the Parnassus Room. A public lecture entitled, "Genetic Fact vs. Science Fiction," will be given in DHA at 7:00 p.m. They are sponsored by the Human Rights and Concerns Committee.

Dr. Eisen has studied chromosome abnormalities associated with mental retardation and congenital defects.

Masqueraders Invade A.M.A.

Friday night, November 9 (that's tonight!) from 9:30 to 11:30 an event that has never before occurred on the Dana Campus will take place down in A.M.A.

Yes, at last - An Old Fashioned Masquerade Ball! It is sponsored by the theatre group- the Dana Players, so you know it couldn't be anything less than fun, zany and fantastic. Dr. Wise and the Royal Danians will set the whole floor dancing and tapping their feet to oldies and goodies! It's not too late to dream up a crazy costume or slip on a mask and come as yourself! Costume prizes include a dinner at the Fiesta for two and various other gems. But do come and have a good time-- couples, singles, faculty, staff, -- all are sincerely welcome!

Fiesta GRANDE
FINE FOODS & BEVERAGES
BLAIR, NEBR.

Musical Production

Underway

Rehearsal began Monday evening, November 5, for Gian-Carlo Menotti's opera "Amahl and the Night Visitors," which Dana's drama and music departments plan to present on the evenings of November 30 and December 1 at 8:00 p.m. for the general public. On November 29 and 30 the opera will be presented for four matinee performances for grade school children.

A talented cast has been chosen from auditions held in September. In the starring roles are Diane Gunia as Amahl and Molly Chamberlin as his Mother. Also cast were Gene Bamesberger as Melchoir, Mark Grorud as Kaspar, Sue Walth and Elsa Tromborg as shepherds, and Jeff Hogden as The Page. Other parts are yet to be cast. Carl Rasmussen and Diane Larsen will appear on double piano in the pit orchestra.

This one-act opera premiered on NBC Television on Christmas Eve, 1951, and was the first opera written exclusively for television broadcast. Menotti derived his theme from the fifteenth century Flemish artist Hieronymus Bosch's painting, "The Adoration of the Magi."

The story concerns the Three Wise Men who stop at the home of a poor crippled boy, Amahl,

on their way to Bethlehem. When Amahl offers them his crutches as a gift to the Holy Child he is miraculously healed.

TOSCA

On November 16th there will be an excursion to the opera "Tosca" by Puccini. General admission tickets are available in Parnassus for \$2. Drivers would be appreciated. A preview of "Tosca" will be presented by members of the Omaha Opera Company in A.M.A. at 4:10 p.m. on Monday, November 12.

"Tosca", set in June of 1800 in Rome, is the story of the painter, Mario Cavaradossi, and his attempts to help Angelotti, an escaped prisoner who was wrongly accused. His attempts were hampered by the jealousy of his girlfriend, Tosca. Marisa Galvany, a New York City Opera star, sings the role of Tosca. Other members of the cast from the NYC Opera and the Chicago Lyric are James McCray (Cavaradossi), Chester Sudgrin (Scarpia), J.B. Davis (Sacristan), and Norman Paige (Spoletta). The sets are by Peter Wolf of Dallas and costumes are by Malabar of Toronto.

Ma tight Spot?
and want a class ring?

Save \$14.00 on your John Roberts class ring. Trade in your old high school ring (\$10.00)* and order in November (90 day shipment-\$4.00). Stop by for further details

Dana College Bookstore

*Lady's high school ring \$5.00.

CHAPEL SCHEDULE

Nov. 13 -- The Rev. John Haakenson, Pastor, Lord of Love, Omaha
Nov. 14 -- ALL-CAMPUS Communion, Pastor F. Wm. Thomsen, Professor of Art, Preacher; Pastor Pietz, Liturgist
Nov. 16 -- Pastor Pietz

Vinton Motor Sales
Chevrolet - Oldsmobile - Pontiac
SALES & SERVICE
Downtown Blair, Nebraska



sports



Dana Closes Out Season

by Bob Coffey

Last Saturday the Concordia Bulldogs defeated the Vikings 21-6 to put the Vikes out without a win this year. The win raised Concordia out of the conference cellar with a 1-4 record in the NIAC. The Vikings used a passing attack that kept them alive with Stan Hicks making an excellent showing. He went 12 for 24 for 114 yards, filling in for the injured Don Nevius. The start of the game was mainly a punting battle with Ed Spicer keeping Dana out of a hole with some good punts. Jeff Thompson picked up a fumble on an attempt-

ed punt and ran it down to the 4 yard line but the Vikes could not capitalize as they lost the ball on downs and an offside penalty. The Bulldogs' scores came on quick strikes, one coming off a fumbled punt run from the 10 yard line. In the second half, Dana came out and moved the ball well, mostly because of the passing by Hicks. Lowell Peterson and John Hibbing made some key receptions to keep the Vikes alive. The running attack opened up when the linebackers were forced to drop back to cover for the pass. They

had used stunting before to contain the run effectively. Dana drove downfield and Rick Mewhirter carried the ball in the last yard standing up for the Vikes' single score.

Statistics

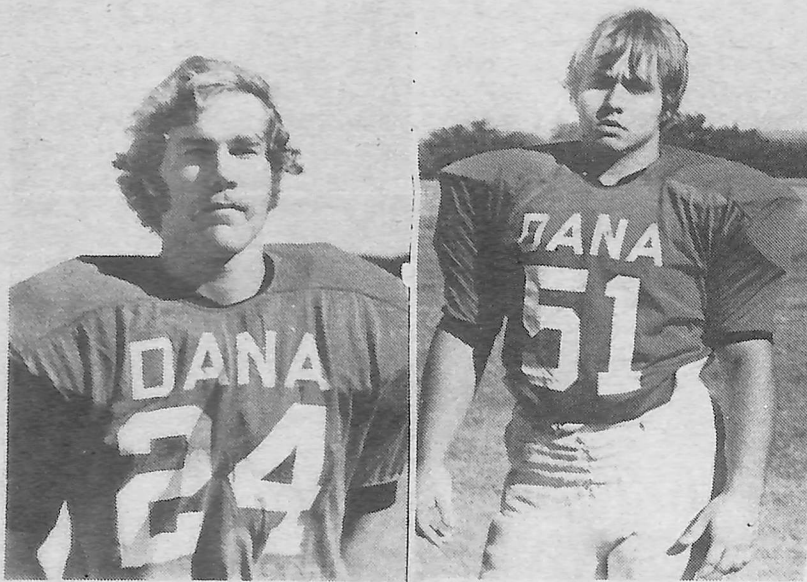
	Dana	Concordia
yds. rushing	55	194
yds. passing	126	98
passes/compl.	30-13	24-8
first downs	14	15
punts	7/31.5	6/24
intercepted by	2	1
fumbles lost	1	1
penalties	4-20 yds.	7-41 yds.

Team Votes For MVP's

by Bob Coffey

The Viking football team voted and named Rick Mewhirter as their outstanding offensive player. Rick had 4 touchdowns this season, 2 of them on kickoff returns. For outstanding defensive play, Mike Herbert was picked. Mike also was voted as most outstanding freshman player.

Next year's co-captains were also named. They are Dave Larson, tackle; and Terry Jensen, safety, both to be seniors next year.



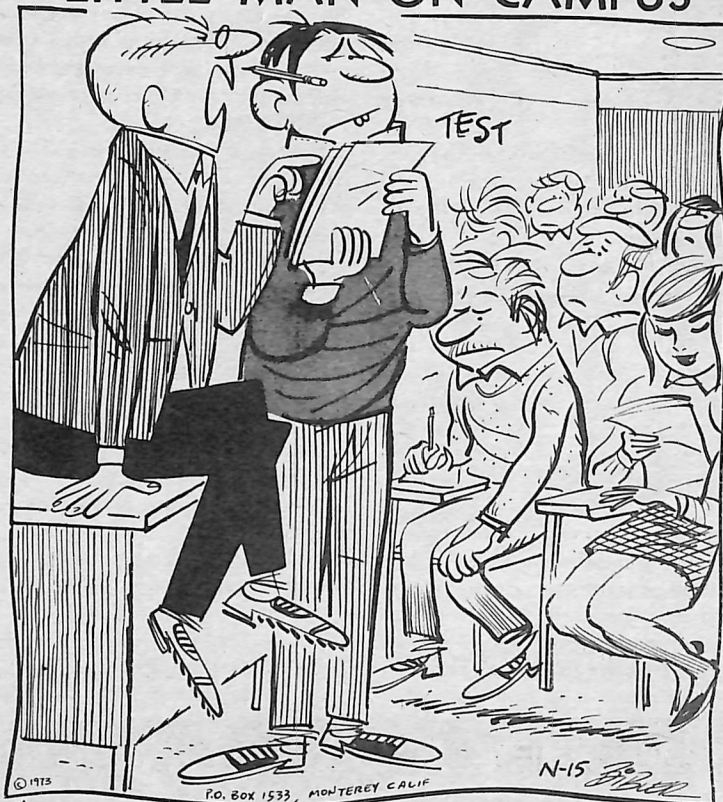
Rick Mewhirter, Outstanding Offensive Player, Mike Herbert, Outstanding Defensive Player.



Dave Larson, Co-Captain 1974.

Terry Jensen, Co-Captain 1974.

LITTLE MAN ON CAMPUS



"JUST THE WAY IT READS: 'IF _____ OF _____ WHAT _____ IS _____?' IF YOU HAD READ THE ASSIGNMENT THE QUESTION WOULD BE PERFECTLY CLEAR."

Danish Professor NEIHARDT To Speak Today MEMORIAL

"The Danish Language in America." will be the title of Professor Iver Kjaer's presentation in Parnassus this Friday, November 9th at 3:00 p.m. Professor Kjaer, who is from the University of Copenhagen, will use tapes to demonstrate various Danish-American speech patterns.

Tribute will be paid to John G. Neihardt at a program in Parnassus next Wednesday, November 14th, at 3:00 p.m. Various individuals will participate in the presentation. During the hour preceding and following the tribute, tapes of Neihardt will be played in Parnassus.

SKELLY SERVICE STATION
 Complete Engine Tune-up
 Brake and Muffler Service
 FREE Pick-up and Delivery
 105 S. 19th
 At the Stop Light

Stair Bank
 Free Personalized Checks With New Accounts

DICTIONARIES WEBSTER
 Library size 1973 edition, brand new, still in box.
 Cost New \$45.00
Will Sell for \$15
 Deduce 10% on orders of 6 or more
 Make Checks Payable to
DICTIONARY LIQUIDATION
 and mail to
HERMES
 Dana College
 Box 1259

C.O.D. orders enclose 1.00 good will deposit. Pay balance plus C.O.D. shipping on delivery. Be satisfied on inspection or return within 10 days for full refund. No dealers, each volume specifically stamped not for resale.
 Please add \$1.25 postage and handling.

Compliments Of
Korshoj Construction Co., Inc.