

# George W. Norby Dies Here At 69

George W. Norby, 69, 1412 Belmont Road, president of Norby's of Grand Forks department store, died Monday morning at a local hospital.

Mr. Norby had entered the hospital on Saturday and immediately underwent emergency surgery.

Funeral services will be held at 11 a.m. Thursday at Calvary Lutheran Church with Rev. Nelson F. Preus officiating.

Burial will be in Memorial Park Cemetery.

The body will lie in state from 7 to 9 p.m. Wednesday at Hanson-Anderson Mortuary.

George William Norby was born Oct. 20, 1900, at Barnesville, Minn., the son of the late Mr. and Mrs. L. M. Norby. His father was a pioneer Barnesville merchant.

#### On Title Team

Mr. Norby was a graduate of Barnesville High School and was a member of Barnesville's district championship basketball team that competed in the 1918 Minnesota State tournament. He attended the University of Minnesota and graduated cum laude from the St. Paul College of Law. He passed the Minnesota bar examination but did not practice law.

Mr. Norby married the former Dorothy Parsons of Lidgerwood, N.D., in 1927 at Lidgerwood.

#### Joined Store In '24

Mr. Norby joined the Norby Department Store at Barnesville in 1924 after graduating from college. He continued with the firm at Barnesville until 1938, when the Norby Department Store purchased the former Odell Company in Grand Forks. Mr. Norby has headed the firm since coming to Grand Forks. In 1947, a new building was constructed and in 1957 an addition was constructed which evolved into the present four-story Norby's of Grand Forks building located in downtown Grand Forks.

#### Was With Brothers

Mr. Norby was associated for more than 43 years in the department store business with his brothers, the late Loren M. Norby of Fergus Falls, Minn., and the late Julian A. Norby of Barnesville. All three brothers operated department stores. Julian operated the original store at Barnesville. Loren Norby established the Norby Department Store at Fergus Falls in 1931. A cousin, James E. Norby was the second



GEORGE W. NORBY  
1900 - 1970

generation Norby to operate a Norby Store at Detroit Lakes, Minn. A third brother, Charles Norby, was a professor of history at Iowa State University and died in World War II while serving in the U.S. Navy. All of the Norby Stores continue to operate as the sons of the brothers carry on the Norby tradition.

George W. Norby had said at the store's founding here, "It is our philosophy that Norby's of Grand Forks ought to serve the family and it ought to be in the center of our civic life — a place to meet, to visit and to enjoy the new things brought to us by thousands of designers and skilled craftsmen."

Mr. Norby was active in many Grand Forks civic activities. He was a past treasurer and member of the board of trustees of United Lutheran Church and a member of the building committee and a current member of the Calvary Lutheran parish. He had served as a director of the

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YMCA, Salvation Army Advisory Board, a past member of the Community Chest and a past member of its board of directors and a 25-year member of the Grand Forks Kiwanis Club. Mr. Norby was a member of the Retail Merchants Committee of the Grand Forks Chamber of Commerce for many years. He was a member of Grand Forks Acacia Lodge No. 4 AF&AM, Scottish Rite Bodies and Kem Temple of the Shrine. In recent years, Mr. Norby had made numerous trips abroad to Europe and the Middle East.

Survivors include his wife; two sons, John K. Norby, who has been associated with his father in business here for 13 years and George W. Norby Jr. in Jerusalem; one sister, Mrs. Ilot (Stella) Swanson, Fergus Falls and four grandchildren.

The family prefers that memorials be designated to the Calvary Lutheran Church Library Fund.