

LETTERS

Open air market needs support

To the Editor,
Norton City/County Economic Development will be sponsoring the first-ever Downtown Open Air Market on Thursday, July 12. The market will be held in the 100 block of South Kansas Street from 6 to 8 p.m. The street will be blocked off from 5:30 to 8:30 p.m. to allow adequate time for the vendors to set up and take down their booths. Each vendor is responsible for the setup and cleanup of their area. It is on a first-come, first-serve basis starting at 5:30 p.m., so we would encourage all vendors to be prompt.

The open air market will be governed by the same rules as the Norton Farmer's Market, which will be held from 7 to 9 a.m. and 6 to 8 p.m. every Thursday in Elmwood Park, except during the monthly Downtown Open Air Market when it will be held downtown.

The Downtown Open Air Market is a collaboration between the Farmer's Market, local producers of hand-crafted products, and the downtown businesses. The premise behind this partnership is to increase the foot traffic through our downtown, while promoting the production of local fresh produce, baked goods, and hand-crafted products. This, in-turn, will encourage consumers to think locally for their shopping needs and make the downtown, Farmer's Market, and local hand-crafted products available after normal business hours. This partnership will, hopefully, create an increase in foot traffic and attention to our downtown that will result in increased revenue for all parties involved.

The Downtown Open Air Market will be open to all producers who reside within Norton, Phillips, Rooks, Graham, Sheridan, Decatur, Red Willow, Furnas, and Harlan counties. Any grower from outside this area must get clearance with the market manager prior to offering items for sale.

Non-producers will not be allowed to sell unless specifically approved by the market manager. No license or fee will be required of producers selling their own produce. The Open Air Market is a venue to promote locally produced, or hand-crafted products. It is not for peddling or the sale of items not produced by the seller. All vendors are responsible for paying applicable taxes.

Norton County Economic Development would like to encourage all local producers, businesses, and residents to join us and support downtown Norton on July 12.

For more information, including rules and regulations, please visit www.discovernorton.com or contact Rose Maley rosemaley@yahoo.com, (785) 877-3356 or Christina Files fileschristina@yahoo.com, (785) 202-1577.

We hope to see you there.

Sincerely,

Wade Carter,
Norton County Economic
Development Director

Here's a product you must try

To the Editor,
I wish to express my appreciation to both Shop-n-Save and Jamboree for carrying "Smart Chicken" name brand chicken products. Our family has been learning homesteading principles and implementing them slowly over these past several years.

It has been very difficult to buy locally grown beef, pork, chicken, and milk products. Recently however, we discovered "Smart Chicken" brand chicken products in your stores. Eating healthy, wholesome foods is something our family takes very seriously. Although we prefer to buy directly from local farmers, this product has won a 'big thumbs up' from my family. Their product is organic, veg-fed, free-range chicken. They don't use any chemicals. They are a company of integrity and family-oriented, sustainable agriculturally minded. I encourage you to browse their website.

The price isn't particularly outrageous either. We are used to paying more for quality, even for our family of seven. With all that said, the proof is in the pudding. It is the best tasting chicken my family has ever eaten. It is moist, very flavorful (gee, it tastes like chicken!) and tender.

I encourage you to switch over from other brands of hormone shot chickens and purchase locally sold "Smart Chicken" brand chicken at our local grocers.

Thank-you,

Robin Somers
Norton

Thumbs Up to . . .

- √Norton Public Library personnel, on your 4th place state ranking. (e-mail from a very satisfied patron)
- √Patty Kleinschmidt, for coaching the 14-year and under traveling softball team — Thunders. (called in)
- √Levi Ninemire, recipient of the State FFA Proficiency award. (e-mail)
- √Helen McMullen, on your 90th birthday! (e-mail)
- √Developmental Services of Northwest Kansas, on your 40th birthday. (called in)
- √All you Dads!
(To submit a name or names, please e-mail tomd@nwkans.com, call 877-3361 or 877-6908, fax 877-3732, or mail to or drop by the office at 215 S. Kansas Avenue, Norton.)

THE NORTON TELEGRAM

Office hours:
8 a.m.- 5:30 p.m. Mon.-Fri.
Phone: (785) 877-3361
Fax: (785) 877-3732
E-mail: telegram@nwkans.com

STAFF

- Tom Dreiling editor and publisher
- Christie Anderson advertising
- Veronica Monier staff reporter
- Dick Boyd Blue Jay sports
- Carolyn Plotts society editor
- Sherry Hickman bookkeeping/circulation
- Vicki Henderson computer production

ISSN 1063-701X
215 S. Kansas Ave., Norton, KS 67654

Published each Tuesday and Friday by Haynes Publishing Co., 215 S. Kansas Ave., Norton, Kan. 67654. Periodicals mail postage paid at Norton, Kan. 67654.

Postmaster: Send address changes to Norton Telegram, 215 S. Kansas, Norton, Kan. 67654
Official newspaper of Norton and Norton County. Member of the Kansas Press Association, National Newspaper Association, and the Nebraska Press Association

Nor'West Newspapers

Dick and Mary Beth Boyd
Publishers, 1970-2002
Incorporating the Norton County Champion
Marion R. Krehbiel, editor



Thank sponsors for giving you a flag

We were again honored to present readers of *The Norton Telegram* with a U.S. flag (inserted in Tuesday's paper), to recognize Flag Day (observed June 14, although we encourage you to keep it in your window to recognize July 4th, and other holidays of your choosing). This gift is a combined effort of *The Telegram* and the many business and professional people, whose names occur on the back side of the flag. You might want to thank those good folks.

-td-

Sunday is Father's Day. Do it up right for him. Dads never ask for much, it just isn't in their character to do so. But you have an opportunity to heap a few surprises on him.

For me, however, Father's Day will be a mixed bag at best. I will get the traditional phone calls from the kids, always anticipated, always appreciated. But there is something else about this year's date for Father's Day — June 17. If my wife Jean were still alive, June 17 would find us celebrating our 40th wedding anniversary. But I guess that was never meant to be, thanks to leukemia.

That all said, pamper your Dad today. Let him set the agenda. And to you "new dads," experiencing the thrill of Father's Day for the first time, soak it up.

Hat's off to all Dads...from this Dad!

-td-

The wheat crop, for the most part, looks very promising. All we need is for Mother Nature to cooperate. She did inflict damage to some fields in the last week or two, but now it is critical that she behave herself. Generally, conditions have been fa-

Good Evening Norton Tom Dreiling



vorable. We cross our fingers, we hope, we pray...and we keep an eye on the sky.

-td-

I guess I would file this under the category, *you'll never believe the answer*. A professor at a well-known university asked the class: "Who can tell me what Roe vs. Wade is all about?" From the back of the room came this answer: "That was the decision George Washington had to make before he crossed the Delaware."

-td-

Former Republican Senator and television actor Fred Thompson finds himself running second to former New York City Mayor Rudy Giuliani in at least one presidential poll released this week. Thompson isn't even a candidate. Yet. However, he keeps hinting of entry.

His standing doubtless will tumble after he officially becomes a candidate and then undergoes media scrutiny, something he has been able to escape to this point. Not many of us have paid much attention to Thompson politically, and only know of him from his role in a popular television series. Incidentally, he would be the second Thompson in the race, the first being former Wisconsin Gov. Tommy Thompson.

However, the latest New Hampshire poll, also out this week, is good news for GOP presidential hopeful Mitt Romney. He has taken the lead away from Giuliani and Sen. John McCain, the co-leaders.

And one more political note: Keep an eye on Wyoming where the death of its senior U.S. Senator Craig Thomas last week has forced what could be an explosive situation in that state. Among those wanting to fill the vacant seat is none other than Lynn Cheney, wife of Vice President Dick Cheney. Hmm!

-td-

Don't forget to take part in our "Tell Us 2008" poll. We have received several replies and will soon start publishing them — Republican and Democrat. You can add a brief comment to your response. Your name won't be used. E-mail tomd@nwkans.com, write Political Poll, c/o The Norton Telegram, 215 S. Kansas Ave., Norton 67654, call us at 877-3361 or 877-6908, or fax us at 877-3732. Just that simple.

-td-

Regular callers to my home might want to note my number change: (785) 874-4394. If you dial the old number you will probably hear a recording advising you that it is no longer in service or that it has been changed.

If you don't get the recorded voice, it might ring...and ring...and ring...and ring...forever. I often wonder where that ringing goes?

-td-

Have a good weekend. And if you hear bells ringing, chances are it's your church *issuing a reminder*.

New 'Welcome' signs easy to overlook

So is anybody impressed with the new "Welcome to Kansas" signs? Didn't think so. These little blue jobs have got to be the most underwhelming state welcome signs since, maybe, Mike Hayden's "Ah, Kansas" campaign.

It seems like every governor has to fool with the welcome signs. The results are mixed at best, worse when the governor has an ad agency design the signs.

That's what the Sebelius administration did — and it shows.

The signs match the current "Kansas — big as you think" campaign, on which the state Department of Commerce has spent millions.

Probably the best signs Kansas has had were the simple green ones Bob Docking put up when he was governor back in the 1960s. While they were just highway signs, they featured a striking diagonal support which served as a stem for the big sunflower rising over the top.

The text was simple: "Welcome to Kansas," with "Midway, U.S.A." in smaller type below. That marketing survived through the Bob Bennett era, though the Republicans quickly dismantled the smaller signs below which read "Robert B. Docking, governor."

Hayden's people covered the green signs in dirt brown for the "Ah Kansas"

Along the Sappa Steve Haynes



campaign designed by — you guessed it — an advertising agency. The agency replaced the sunflower with an indecipherable logo representing the state's attractions. They even peeled the green "stem" off the supports, though many of the diagonal poles lasted into the Sebelius era.

After the voters chased Hayden from office, the incoming Finney administration ditched the awful brown, replacing the signs with an agency-inspired version featuring the state's name exploding into confetti.

Honestly, I never did figure out what that was supposed to signify. The state was just exploding? No one ever told me, but I was living in Colorado by then.

Those signs lasted until Gov. Bill Graves' wife got tired of them. She designed the purple signs with the odd sunflower just now being replaced, five years into the Sebelius era.

And, yes, an ad agency gets the blame once more.

The new ones are attractive, really, as good as any, but they're so small you miss them if you blink. Maybe the agency needed the money for more television ads.

Does anyone think spots on a few networks touting how "big" our state is will bring us business? Or impress anyone?

The best signs so far? Bob Docking's sunflowers, hands down. And I'm a Republican.

☆☆☆☆

My advice is, never let an agency art department near a highway sign. The two don't go together.

Colorado for years had carved brown-and-white wooden signs that proclaimed "Welcome to Colorful Colorado." Cynthia used to laugh at the visual disconnect, but the understated message was clear. While Roy Romer was governor — a long 12 years — he had those replaced with nasty orange-yellow-and-purple signs with the same slogan designed by an agency. Gov. Bill Owens thankfully had those replaced, replicating the wooden signs of yore.

Which proves that sometimes common sense does prevail.

☆☆☆☆

Anyone want to start a "bring-back-the-sunflowers" movement?