

Opportunity knocking on U.S. 36 doors

We live on U.S. 36. In Kansas that is made up of 13 counties, from the Colorado state line to the Missouri state line. And in between is a very good roadway, along which there is much to see — if you take time to see it.

Each year this newspaper joins other newspapers along U.S. 36 to put out a special section, highlighting the things to see and do while traveling across Kansas. It would be interesting to know how many readers of *The Norton Telegram* take advantage of the sights and sounds in other towns along this highway, other than the occasional visit when our athletic teams play theirs.

Now that we are officially into the summer of 2007 — Thursday was the official start of the summer season — maybe we should plan outings that take us into those other counties to see what they have. We might be surprised. And in so doing, it would give us an opportunity to warmly invite those residents to spend a few days, and a few dollars, with us.

Our problem — and we are not sure that's the right word to use — could be our inability to communicate with one another. We have no problem luring strangers (tourists), while overlooking the potential dollars that could be circulating in our neck of the woods by the very people who live in our neck of the woods.

Maybe this falls under economic development. It just seems there is an opportunity out there for every one of those 13 counties to bring in a lot of dollars without much of an investment, other than the cost of a bus, or van.

These could be used to transport groups from one county to another. Norton folks could spend a day or two in Doniphan County, while they send a bus or van load of people to do likewise in Norton County. Cheyenne County's vehicle could send people to see what's going on in Marshall County, who would have a group traveling to Cheyenne County for the same purpose. And on it would go.

The good thing about this is it is not seasonal — such as is tourism — but an ongoing opportunity. It would give us a chance to see the other 12 counties along U.S. 36 and give those 12 counties an opportunity to see us. That's about as neighborly as it gets.

This may only be a pipe dream, but we need to find ways to get dollars circulating where they do the most good. And you know where that is.

—Tom Dreiling

Thumbs Up to . . .

✓ **Jenny Braun**, for organizing not one but two Walk Kansas teams! Go girl! (e-mail)

✓ **Mike Watkins**, new vice president of First Security Bank. (e-mail)

✓ **Julius and Alice Field**, on your 50th wedding anniversary. (e-mail)

✓ **Scott Sproul and the Lenora Jubilee Committee**, on a fantastic jubilee weekend. What an awesome job! (Karla — Norton Area Chamber of Commerce)

✓ **Calvin Gill and son Tim**, on that first load of wheat! (called in)

✓ **All the teachers and adults** who chaperoned the Washington, D.C. trip a few weeks ago, especially **George "Thirteenth Trip" Rossi**, for his obvious care for the kids and excellent ability to organize and make happen a D.C. sight-seeing adventure. Great job! (e-mail)

✓ **Jenny Braun**, for organizing the June 6 Red Cross Blood Drive, **NCF and staff** for hosting and helping it go so well, and all of the **wonderful donors** for making it a success! (e-mail)

✓ **All the business people** listed and *The Norton Telegram* for giving us a free flag in the paper. We're relatively new here and never saw this done before. Thanks! (called in)

(To submit a name or names for this weekly salute, e-mail tomd@nwkansas.com, fax 877-3732, mail to 215 S. Kansas Ave., Norton, drop by the office or call 877-3361 or 877-6908. Thanks for your help!)

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It's now your turn to grade our efforts

Well, readers, when June ends I will have completed 18 months in this newspaper's hot seat. The time has slipped by fast. Overseeing a newspaper, such as *The Norton Telegram*, is a challenge.

Most importantly, in this position, you've got to like the community you are working and living in — Norton gets an A+.

I think following that would be giving readers what they want, not what I or my staff think they want. And equally important is serving the needs of the advertising community to insure their dollars spent with us result in sales.

Customer service is what we're all about.

That all said, now it's your turn to grade us. Pick up a piece of paper and answer the following:

- 1) What do you like about the paper?
- 2) What don't you like about the paper?
- 3) What would you like to see in the paper?
- 4) What would you like to see more of in the paper?
- 5) What would you like to see less of in the paper?
- 6) How can we improve the paper?
- 7) How are you received when you visit the newspaper office?
- 8) How are you handled when you call the newspaper office?
- 9) What are we not covering that you think we should be?
- 10) Do we live up to our promises when we tell you we will be there at an assigned time?
- 11) Do we use enough pictures?
- 12) Is your delivery of the paper satisfactory?
- 13) Are you a subscriber, or do you buy the paper at the various places of business that make it available?

Good Evening Norton Tom Dreiling



14) If you were in the hot seat, what would you change, if anything?

15) What is your favorite page?

16) Your age? (Optional, but it does help us plan.)

Anything we missed? If so, have at it. You can answer all of the questions, or pick and choose only those you want to respond to.

You can get your answers to us in several different ways:

By mail to The Norton Telegram, Attn. Publisher, 215 S. Kansas Avenue, Norton, Kan. 67654;

By e-mail to tomd@nwkansas.com;
By fax to (785) 877-3732;
Deliver to the office;

Or if you spot your carrier you can also give your envelope to him/her and have them give it to the front office.

Most importantly, you do NOT have to sign your score sheet. In the event a name does appear, it will NOT be used.

I do hope, folks, that you take advantage of this opportunity. Reader input is so vital to the success of any community newspaper. It is the tool we use to plot the course. If we don't hear from you we then assume we're doing just what you want. How cool that would be! But we are realists.

I will share the results with you. Thanks, in advance, for your help.

—td—
The new stretch of U.S. 36, west of

Norton is now open and what a great ride it is! It's interesting to note the construction challenge presented to allow the roadway to provide a flat surface, void of the hills motorists generally had to navigate. I would guess — and this is only a guess — that speeding tickets may be on the increase because you just don't feel like you are moving when you are doing 65! I know, I was surprised at what my speedometer showed the first time I used the new stretch. Eliminating the hills was a safety factor, and disciplining ourselves to observe the posted speed is the other part of the equation. They made it safe, we can make it even safer.

In my last column, I gave readers an update on my home phone number change. That brought this comment from a friend who is a professor at New York University and receives the column each week: "Got to love a small town paper whose editor publishes his home phone in his column. Wow. I bet I couldn't get the NY Times editor's direct office line let alone his home phone number."

Yes, that is why I love doing journalism in Small Town, America. You know the people you write about, you take pictures of. And when there is a change you think they should know about, you tell them. Secrets are few.

—td—
One television weatherman always makes it a point to say, "...and the temperature outside is (whatever it is)." Each time I hear him say that I cringe. Does he think we are even remotely interested in what the temperature is inside his studio?

—td—
Have a good weekend. Take the family to church, to brunch and then just hang out together the rest of the day.

But please, don't forget the ice cream

Back Home Nancy Hagman



We get busy in the summer and sometimes forget to watch the news. I always read a weekly news magazine and we get a Kansas daily newspaper secondhand. The news is a little stale by the time we find things out. However method of news acquisition has brought about an interesting revelation: most of the stuff everyone was so excited about seems insignificant a couple of days later. There is a lesson for us here, I think.

Our place in the society and the world, our age, interests and vocation all color how we look at an event. Recently NASCAR fans had to cope with the earth shattering news that Dale Earnhardt, Jr. would leave DEI (the racing consortium his father established) at the end of this season. They say NASCAR has the largest fan base of any "sport" but I was a little surprised at how much attention this news got. The day he announced which "team" he would be driving for next year the radio station I was listening to carried the news conference live!

If you are a NASCAR fan (and statistics say you probably are) this news might have merited a live press conference. In our wild and crazy youth we used to chase around to the area stock car circuit. The hubby was chief mechanic, his brother drove. This nonsense went on for seven years. We had a lot of fun. But my interest has waned. When Junior came on the air with his big announcement I changed the channel.

The weather channel has been advertising their "First Day of Summer" event recently with live coverage across the

country. I might tune in and see what is so exciting. I just hope the greeting card and floral industries do not get the idea that we all need to send cards and gifts to celebrate the day. Here's a hint: a box of chocolates would be a bad idea.

As farmers, it is hard to give summer holidays the attention they merit. It is great that *The Telegram* has made it a point to provide us with "flags" to fly for Flag Day. I hope you are all keeping yours up until July Fourth at least. At our house July Fourth usually is a non-event because we are either trying to finish harvest or so tired from harvest there just is not much energy left for the day.

Summer celebrations call for picnics. Like many farmers, the hubby does not enjoy picnics much. (My Dad hated them!) After being outside all day in the heat and the dirt it is not much of a treat to go back out and fight flies and mosquitoes for your supper!

Whenever we have things to celebrate in the summer months we have homemade ice cream. I made some for Father's Day. I have a great recipe for homemade ice cream. It came from a cook book com-

plied by an area newspaper over 30 years ago. It was contributed by Mrs. Ralph Lare, Kirwin. Every time I make ice cream I wonder about her. We live really close to Kirwin! She isn't in the phone book so I can't invite her over for a dish!

That recipe was something the paper printed that was worth keeping, unlike much of the news today's papers trumpet. I mean it is great the San Antonio Spurs won the NBA Championship but when did Eva Longoria join the team. Isn't she on "Desperate Housewives"? Yet in every team picture we see she is holding on to the trophy with one hand and some tall dude in a basketball uniform with the other. What is the important news here?

Never mind. If you want to celebrate the NBA championships, the first day of summer, Dale Earnhardt's new race sponsor, or whatever, here is a really good ice cream recipe.

Home Made Ice Cream (for a 4 quart freezer)

4 eggs
1 cup sugar
2 boxes instant pudding mix
9 ounce carton Cool Whip (thawed) milk
Beat eggs and sugar until creamy, add dry pudding mix. Blend until smooth. Fold in cool whip. Pour in freezer can and add milk to fill line. Stir to blend. Freeze as usual.

Any flavor pudding can be used. A rich chocolate can be made with chocolate pudding, chocolate Cool Whip and chocolate milk