



Census workers move on to the difficult stage

The 2010 Census moves on to the difficult stage now, with workers trying to track down those who did not return or complete their forms.

If a lot of forms don't come back, one reason might be that the Census Bureau bungled the opportunity to communicate with its audience by using community newspapers and broadcast stations.

Concerned apparently that someone might say the wrong thing, the bureau changed its rules and forbade workers from giving any interviews this year. Last year, the same area supervisors could and did give interviews, and people had a much better idea of what was going on.

Perhaps big-city newspapers has a better shot at finding someone who could or would talk. We wouldn't know. The people on the ground out in our towns, while mostly knowledgeable, had been told not to share with the public.

Worse yet, the Census had no budget for advertising except, apparently, on national television, reaching mostly the large markets. Out here in the nooks and crannies of America, where people can get lost, there was not a dime.

Community newspapers and broadcasters could easily have pushed the Census message to every corner of this and every state. Instead, we got nothing.

None of this should be a surprise to rural Americans, who are used to being overlooked

in the country's metro-oriented culture. There's a sense that the millions of people out there beyond the smog and city haze just don't count for much.

And maybe we should be used to that by now.

But the Census Bureau had an important message to get out. We could have helped.

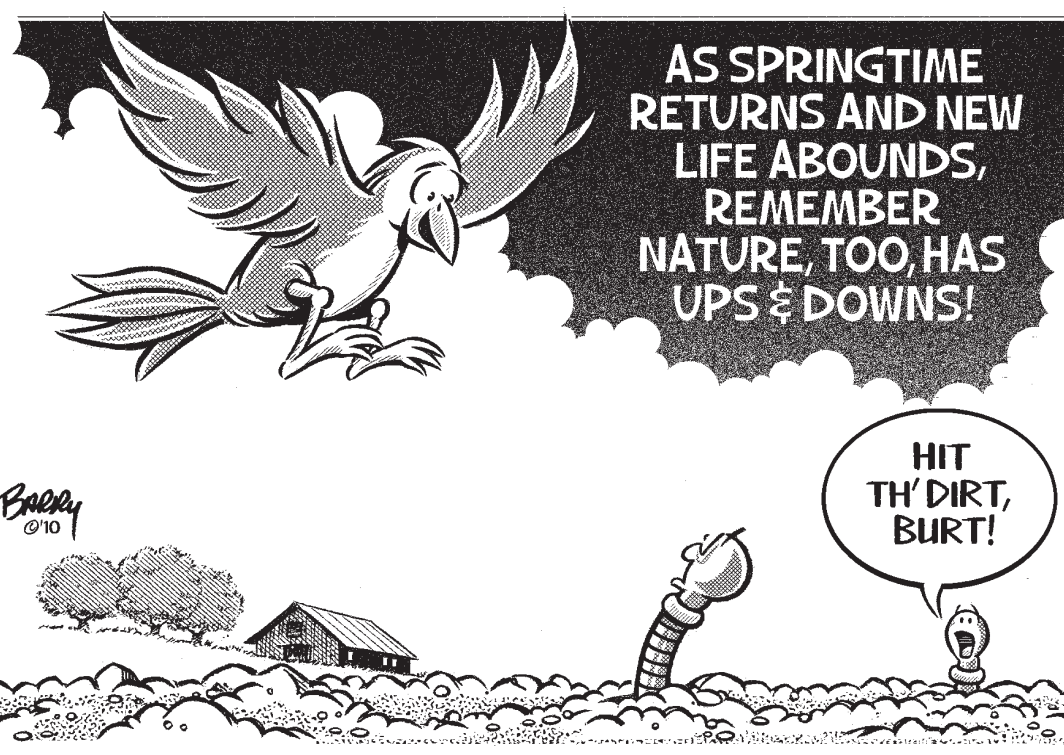
Not only did we get no ads; we couldn't even find someone to talk to us for a news story. The people out here had their mouths taped shut, and the "public relations" offices knew nothing about what was going on here.

When we did reach someone who would comment, for instance, she told the reporter that Census forms would be "in the mail" that day. When they appeared on door knobs around town the next day, many were surprised.

You'd think an agency that has 10 years to plan its every move would be ready to move with confidence. Such is the state of federal competence, however. The bureau obviously had no idea how to handle information. None at all.

The agency should have empowered and trained its employees to spread the word. It could have directed just a fraction of what it spent on television for effective ads in community media. But it did neither.

Since the chance won't come again for a decade, that's truly a shame. The opportunity is lost, but the problem remains. — Steve Haynes



AS SPRINGTIME RETURNS AND NEW LIFE ABOUNDS, REMEMBER NATURE, TOO, HAS UPS & DOWNS!

HIT TH' DIRT, BURT!

News From the Past

5 years ago - 2005
The Goodland Regional Medical Center named Jason Johnson of St. Francis as "Employee of the Year." Johnson is a registered respiratory therapist at the medical center.

The Indian wrestlers won first place at the Prairie Classic at Hays. Team members include Josh Carpenter, Matt Brown, Jordan Gienger, Trevor Richard, Dylan Loyd, Gavin Smull, Devin Rohweder, Gabe Gienger, Gabe Walz, Seth Swihart, Derek Ross, Brennon Wilger, Gabe Smull and Josh Walters.

A bridge on River Street north of the Equity has been demolished. At one time this was the main bridge for crossing the Republican River as people traveled along K-27. Tobe Zwey-

gardt said the highways leading to and from the city were much different than they are today.

Jerry Toler, St. Francis, has been named as a new member of the Cheyenne County Hospital Board.

Close to 80 people attended a meeting which was held to explain what kind of building was being proposed for the fire trucks and ambulances plus office, meeting room and storage place.

A freight truck recently rolled into town with the new seats to be installed at the Cheyenne Theater. The new seats are bigger and more comfortable.

20 years ago - 1990
Steve Nolan and Don Webster of Haigler have retired from the Equity board after giving many years of service.

After more than 20 years, Grace Faulkender has decided to close the doors of Faulkender Hardware for good. She will be liquidating her stock during the next few months. Grace and her husband, Fizz, bought the business from Alice Danielson in 1968.

Heidi Ann Yonkey, daughter of Gary and Miraim Yonkey of Wheeler, was the first baby born in Cheyenne County in 1990. She was born on Jan. 15.

50 years ago - 1960
Army Major Donald R. Boardman, son of Mr. and Mrs. Evin L. Boardman of St. Francis, is an Assistant Inspector General of the Berlin Command. He arrived in the "Divided City" on Oct. 8, 1959, from the 95th Civil Affairs Group in Fort Gorgan, Ga.

Hangin' With Marge



By Margaret Bucholtz

Hearing

margeb@cityofstfrancis.net
For years I have thought that Kurt really wasn't hard of hearing — he just had selective hearing. However lately I have noticed that I don't hear everything like I used to.

Since I have been retired, I usually have the TV on, but most of the time I don't know what is really playing, it is just noise.

One day an advertisement came on and I knew it was another phone

company, but it sort of stopped me short. The lady is saying that they are a Cox family now. It is the best plan for her busy family. She has a husband, two children and a new bedspread.

Well that bedspread thing really threw me and I wondered what on earth a bedspread had to do with a busy family that needed a phone at their ear all the time.

Several times it came on but

I never paid attention until the "bedspread" was over. Finally the time came and instead of a new bedspread it showed their dog and the word was new best friend.

So much for the selective hearing thing. Now I just say, "If you hadn't of ran the TV so loud all these years I could still hear." You know it has to be someone's fault.

Casey's Comments



By Casey McCormick

scmccormick@nwkansas.com
Here is an interesting bit of Americana. Have you ever heard of Sam Born? I'll give you a hint: he was a candy maker.

Born emigrated from Russia to the United States in 1910. He had learned how to make candy in the Old Country, but knew he could do it better in America.

First settling in California, Born invented a machine that could insert a stick into a lollipop. The year was 1916.

That might not sound like much, but the people of San Francisco were so impressed they gave him the keys to the city.

Another one of Born's creations were Jimmies. These are the chocolate sprinkles that go on ice cream.

After moving across the country he opened a small candy store in New York City in 1926. Proud of the freshness of his products, Born used his name and called his company "Just Born."

As the business grew he moved his operation to Bethlehem, Pa. To expand his line of candy, Just Born bought out the Rodda Candy Company in 1953.

The main purpose was to add jelly beans to their mix. But in the back of the building a group of women were making small, three-dimensional marshmallow treats

by hand. Born and his family were fascinated by the chicks which Rodda made only at Easter time.

Originally it took 27 hours to make a single, yellow chick. But in 1954, Just Born began mass production of these little treasures that are now distributed throughout America and Canada. Thus became "Peeps."

Today Peeps are made for other holidays and they come in various shapes and colors. So the next time your kids or grandkids (or yourself) enjoy a Peep, you'll have Sam Born to thank for sharing them.

Lines from the Library

By Pat Leibbrandt

The St. Francis Public Library has the following new books: *The Summer Hideaway* by Susan Wiggs; *Split Image* by Robert Parker; *Big Girl* by Danielle Steel; *Coming Of The Storm* by Michael and Kathleen Gear; *Fantasy In Death* by J.D. Robb; *Not My Daughter* by Barbara Delinsky; *The New Merck Manual*

Home Health Handbook by Robert S. Porter; *The South Beach Diet* by Arthur Agatston; *Complete Guide to Prescription And Non prescription Drugs*; by Winter H. Griffith; *What To Eat If You Have Cancer* by Maureen Keane.

The following new books have arrived in the children's department: *Johnny Tractor's Fun Farm*

Day by Dena Neusner; *Goodnight, Johnny Tractor* by Dena Neusner; *Millie Cow* by Jo Rigg; *You And Me!* (Helping Hands) by Georgie Birkett; *Grow It* (Helping Hands) by Georgie Birkett; *Horton Hears A Who...DVD*; *The Wheels On The Bus...DVD*; *The Very Hungry Caterpillar And Other Stories...DVD*; *The Velveteen Rabbit...DVD*.

Honor Rolls

New and renewed Herald subscriptions: Terry Bandel, St. Francis; Yost Farm Supply, St. Francis; Delores Wiley, St. Francis; Tim Trumbo, St. Francis; Todd Neitzel, St. Francis; Betty Meads, Indianapolis, Ind.; Janet Carman, St. Francis; Dave Hickert, Bird City; Deloy Rogers, St. Francis; Debbie Lindsten, St. Francis; Gilbert Ochsner, St. Francis; Bill Wilson Accounting, St. Francis; David Busby, Napa, Calif.; Ron

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GOD SAYS

Better is little with the fear of the Lord than great treasure and trouble therewith. Better is a dinner of herbs where love is, than a stalled ox and hatred therewithin. A wrathful man stirreth up strife: but he that is slow to anger appeaseth strife.

Proverbs 14:16-18

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STAFF

Karen Krien Editor/Publisher
Betty Winston Sports Editor
Casey McCormick Advertising Manager
Lezlie McCormick Production
Peggy Horinek Office Manager
Margaret Bucholtz Columnist

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502 W. Spencer
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Morning Worship 10 a.m.
Wed. Bible Study 7 p.m.

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Weekday Mass 8 a.m.
Confessions Sat. 4-4:30

First Baptist Church
2nd & Scott • 332-3921
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Worship 10:30 a.m.
Sunday Evening Service 6:30 p.m., Wed. AWANA Club 6:30 - 8:00 p.m.

United Methodist Church
Church Office 332-2292, Church 332-2254, 512 S. Scott
Pastor Morita Truman
Early Bird Service 8:30 a.m.
Sunday School 9:30 a.m.
Worship 10:30 a.m.

Salem Lutheran Church
332-3002
Pastor Chris Farmer
Sunday School 10 a.m.
Morning Worship 11 a.m.
Communion 3rd Sunday

St. Francis Community Church
332-3150
204 N. Quincy Street
www.sfccfamily.com
Pastor: David Butler
Sunday School 9:15 a.m.
Worship Service 10:30 a.m.
Potluck & Communion - Every 2nd Sunday
Wednesday Bible Study 7 p.m.

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412 S. Denison
Welcomes You!
Pastor Allen Coon
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Worship 10:30
Prayer Meeting, Wed 7:30 p.m.

Peace Lutheran Church, AFLC
202 N. College
Pastor Ken Hart
332-2928 Pars. 332-2312
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Worship 10:30 a.m.
Sunday Eve. Bible Study 7 p.m.
Communion 1st Sunday of the Month

Seventh-Day Adventist Church
785-890-5718 • 3rd & Adams
Pastor Jerry Nowack
Sabbath School 9:30
Morning Worship 10:45

First Christian Church
Pastor Jeff Landers
332-2956 • 118 E. Webster
Bible Fellowship 9:15 a.m.
Church Service 10:15 a.m.

St. Francis Equity

Saint Francis Herald

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