

# Casey's Comments

By Casey McCormick

Most commercials on TV are a form of necessary evil. But, now and then, an original idea comes through. Lately, Taco Bell is touting a new breakfast menu by getting endorsements from an unusual place. They have found a group of men named Ronald McDonald to endorse their product. This irony got me wondering, "Who was the original Ronald McDonald?" I supposed he was based on someone known neither by Ray Kroc, who built the industry giant, or brothers Dick and Mac McDonald who began the burger restaurant in southern California. But it seems the clown who so many associate with McDonald burgers came about from another clown. Willard Scott, the folksy weather man for years on the Today

Show, was a radio and TV personality in Washington, DC, during the 1950s and '60s. One of his roles was playing the hugely popular Bozo the Clown in that area. But when the Bozo show was canceled, Scott was approached by the local McDonald's people who asked him to create a new character. "There was something about the combination of hamburgers and Bozo that was irresistible to kids...so I sat down and created Ronald McDonald," said Scott in his book, Joy of Living. He played Ronald McDonald on three separate television appearances and the rest, as they say, is burger history. One last little Chicken McNugget of entertainment; surveys of American kids show that Ronald McDonald comes in second only to Santa Claus in recognition and popularity.

# McDonald News

By Sandy Binning

Joan Tongish and Eleanor Swihart visited Betty Lewis Tuesday in the Atwood Hospital. Saturday afternoon guests of Joan Tongish were Kenny and Jeanette Chisham and son Terry,

and Clinton Hopkins. Mr. and Mrs. Wayne Sager and family of Salina, Kansas were weekend guests of Jim and Lois Morelock and attended Hal Sager's memorial service.

# South of McDonald

By Sandy Binning

Rita Officer called on Ratha Leal several times this past week at the Good Samaritan Home in St. Francis. Lynn and Rita Officer attended chapel at the Heartland School in Colby Wednesday morning. The 4th and 5th grade classes were in charge, including Seth Gundlach, Ellen and Tom Dewey, Craig

and Barb Morton, and Sarah Benda all attended the Creative Movements Gymnastic Annual Tumbling Meet in Atwood Saturday to watch Tayten and Tru Dewey. Kelly Dewey, an assistant coach, also helped with the meet.



# Honor Roll

New and renewed Times subscriptions: Dennis Howard, McDonald; Ed Kogl, Commerce City, Colo.; Wanda Dowdy, Bird City.

# Bulletin Board

## April birthdays

April birthdays will be celebrated at the Bird City Senior Center on Monday, April 14 at 3 p.m. 15 Home Circle Club Home Circle Club will be held at 2 p.m. on Thursday, April 17, at the Methodist Church in Bird City with Diane Claudiun as hostess. Each member is to bring something made or received as a gift for "show and tell." 15 "Choosing of the 12" "Choosing of the 12" will be held Sunday, April 13 at 2:30 at the Good Samaritan Village; on Wednesday, April 16 at 7 p.m. at the United Methodist Church in St. Francis with refreshments af-

terwards; and Thursday, April 17, at the Immanuel United Methodist Church in Bird City, with the UMYF serving soup and sandwiches from 5:30 to 6:30, and the program beginning at 7 p.m. 15 Music program The St. Francis Peace Lutheran Church worship choir will present the Holy Week Cantata, "Thy Will Be Done" on Palm Sunday, April 13, at 1:30 p.m. in the church sanctuary. Bring a friend and listen to the wonderful music. 14. Soccer clinic Cheylin Recreation Soccer Clinic will be held Saturday's April 5, 12, 26 and May 3 from 9 to 10 a.m. at the Bird City Park.

Ruben Razo will be the instructor. There is a small fee. See advertisement for more information or all Tina 785-734-7141 to sign-up. 14 Lions Club St. Francis Lions Club collects used eyeglasses, sunglasses, hearing aids and cell phones for refurbishing and use by those in need in 3rd world countries. Collection boxes are available at Bird City: Senior Center, and in St. Francis: County Health Clinic, Senior Center, Dr. Tim Poling, Krien Pharmacy, Thrift Store, St. Francis Supers, and the Court House. For assistance call 785-332-3119, 332-2950, 332-2024, or contact any Lions Club member. 14 Cheylin school security All visitors must enter the west entrances for the elementary and high school buildings after 8:30 a.m. All other doors are locked for security purposes. Please report to the office upon entering building. There is visitor parking available in front of the high school west entrance and on the north side of the elementary building. Grief Support Group The Grief Support Group will continue to meet every second and

fourth Mondays at 2 p.m. Meeting place is the Immanuel United Methodist Church, 116 E. Fourth, Bird City. For more information, call 785-734-2739. The group gives confidential support in a safe place of mutual help and comfort to all who have experienced the loss of a loved one. Emergency number The phone number for Cheyenne County Communications Center (Dispatch) for non-emergency calls: 785-332-8822, Dial 9-1-1 for an emergency. Narcotics Anonymous Narcotics Anonymous meetings are held at 104 W Webster Methodist Education Building on Thursday nights at 7:30 p.m. Contact 785-342-0028. Northwest Kansas Family Shelter Northwest Kansas Family Shelter provides 24-hour-7 day-a-week service to victims of domestic violence and sexual assault. Weekly support groups are available for women and children within the northwest Kansas area. For information or in need of assistance, please call the toll-free number 1-800-794-4624.

# Ag Talk

With Jeanne Falk Jones

## PreSeason Irrigation with Low Well Capacities

As you drive around the countryside, you will see many irrigation pivots running. They are not watering wheat, but rather ground that is going to corn this spring. There are differing opinions on the use of pre-season irrigation. Many of the irrigation systems today in the Central Great Plains no longer have the capacity to apply peak irrigation needs during the summer and must rely on soil water reserves to buffer the crop from water stress. Considerable research was conducted on pre-season irrigation in the US Great Plains region during the 1980s and 1990s. In general, the conclusions were that in-season irrigation was more beneficial than pre-season irrigation and that often pre-season irrigation was not warranted. Because the well capacities have dropped and the market place has changed, the K-State Research and Extension Center in Tribune conducted research on pre-season irrigation, from 2006 to 2009. The objective of this study was to determine whether pre-season irrigation would be profitable with today's lower capacity wells. The study layout consisted of preplant irrigation (0 or 3 inches), 3 well capacities (0.1, 0.15, and 0.20 in/day capacity), and three seeding rates (22,500, 27,500, and 32,500 seeds/a). The pre-season irrigation was applied in early April because earlier studies showed

that spring irrigation is more efficient than fall applied irrigation (70% for spring vs. 33% for fall). In season irrigation was applied weekly to meet crop needs, except when precipitation was sufficient. Here are the results of the study. Corn yields responded positively to pre-season irrigation and increases in well capacity. This was generally from increases in kernels per ear. Pre-season irrigation increased grain yields an average of 16 bu/a. Although not significant, the effect was greater at lower well capacities. For example, with a seeding rate of 27,500 seeds/a, pre-season irrigation (3 in) increased grain yield by 21 bu/a with a well capacity of 0.10 in/day while only 7 bu/a with a well capacity of 0.20 in/day. As expected, grain yields increased with increased well capacity. Grain yields were 29% greater when well capacity was increased from 0.10 to 0.20 in day-1. Crop water productivity (CWP, grain yield divided by crop water use) was not significantly affected by well capacity or pre-season irrigation. Pre-season irrigation was profitable at all well capacities. At well capacities of 0.10 and 0.15 in/day, a seeding rate of 27,500 seeds/a was generally more profitable than lower or higher seeding rates. A higher seeding rate (32,500 seeds/a) increased profitability when well capacity was increased to 0.2 in day-1.

# School Menu

April 14 - April 17

Monday Breakfast: Whole wheat English muffin with toppings, ham patty, fruit cup, cereal, and milk Lunch: Ham and cheese Stromboli, winters blend vegetables, garden spinach salad, pears, tropical fruit, and milk Tuesday Breakfast: Pancake on a stick, fruit cup, fruit juice, cereal, and milk Lunch: Barbecue beef on bun, sweet potato wedges, baked beans, fruit jello, romaine and tomato salad, mandarin oranges, applesauce, and milk Wednesday Ninth grade lunch favorites Breakfast: Scrambled eggs with cheese, yogurt, fruit cup, toast, and milk Lunch: Chicken wrap, Spanish rice, broccoli with cheese, salsa, apple crisp, taco bar, cottage cheese, kiwi, pineapple chunks, and milk Thursday Breakfast: Chicken breakfast biscuit, fruit cup, fruit juice, toast, and milk Lunch: Turkey and cheese sub sandwich, oven fries, mixed salad, peaches, fruit cocktail, and milk \*Menu Subject to Changes

## \*\* Save the Date \*\*

### May 24th, 2014

### Bird City High School Alumni Banquet

Food, Fun & Fellowship at the Legion Hall

## Just Listed - Newly Updated Homes in St. Francis

429 E. Second St., - Updated dated home on Corner lot! This newly updated multi-level home offers a spacious layout w/ 4 BRs, 2 full baths, newer electrical, heating, flooring, windows, paint and so much more!  
409 E. Spencer St., - Exquisite Updates on a Old Style Home! This home has been updated to the modern tastes with comfortable charm. Granite countertops and new wooden floors top the list of the many tasteful features of this 3 BR, multiple bath home with hot water heat & central air, fenced yard and enclosed patio. You must see this one!  
Considering selling your property?  
Ag, Residential or Commercial - Give us a call!

Skip Petersen Sales Agent & Auctioneer 785.332.8221  
Brett Petersen KS Agent & Auctioneer  
Western Auction & Real Estate Inc. westernauctionandrealstate.com  
W. Hwy. 36 - P.O. Box 928 St. Francis, Kansas 67756 - 785.332.8990  
Licensed in Kansas, Colorado, & Nebraska for your Real Estate needs!  
Robin A. Petersen, Assoc. Broker, Auctioneer 785.332.5586  
Betty L. Petersen, Broker Gary L. Wickwar KS Sales Agent

# Storewide Sale 25% off Thursday, April 10

All In-Stock Merchandise Excluding prescriptions & Stasser Galleries  
Krien Pharmacy | The Flower Shop  
Pharmacy 785-332-2177 | Flower shop 785-332-3400  
105 W. Washington, St. Francis

SHOWTIME: 7:30 p.m. 1 hr. 52 min.  
Muppets: Most Wanted PG  
April 11-13 While on a grand world tour, The Muppets find themselves wrapped into an European jewel-heist caper headed by a Kermit the Frog look-alike and his dastardly sidekick.  
Starring: Ricky Gervais, Ty Burrell and Tina Fey

CHEYENNE THEATER St. Francis, KS 785-332-2747  
Children 12 & Under: \$4 All Others: \$6  
3D Movies: Children 12 & Under \$6 All Others: \$8

CHEYENNE COUNTY HOSPITAL 210 W. 1st • St. Francis, KS 785-332-2104  
Spring Health Fair 2014  
Cheyenne County Spring Health Fair Men & Women Exams: April 14-18 all day in St. Francis  
St. Francis - Call clinic for appointment 332-2682  
Men & Women Exams: April 14-18 in Bird City 9:00 a.m. - noon  
Bird City - Call clinic for appointment 734-2306  
Exam Fee: \$25.00 due at time of service!  
For more information Contact: Mila Bandel, RN County Health Nurse 785-332-2381. Sponsored by Cheyenne County Hospital, Clinic & Health Department

The Bird City Times (USPS 056-720) Serving the communities of Bird City and McDonald  
Karen Krien, Editor  
Norma Martinez, Co-Editor  
Karen Krien - Publisher  
Tim Burr - Advertising Manager  
Periodicals postage paid at Bird City, Kansas 67731-0220  
Phone (785) 734-7031  
Fax (785) 332-3001  
Or Phone (785) 332-3162  
E-Mail bc.times@nwks.com  
Published every Thursday \$33 per year in Cheyenne and surrounding counties; other in-state \$36 and all out-of-state subscriptions, \$40 (strictly in advance).  
Postmaster: Send address correction to P.O. Box 220 Bird City, Kansas 67731-0220  
Official City Newspaper Published Weekly By Nor'West Newspapers, Incorporated Bird City, KS 67731  
KANSAS PRESS ASSOCIATION

Spring On Over to Burrows Vision Clinic, LLC. Frame and Sunglass Show Enjoy 20% Savings on all "A&A Optical" Frame and Lens Purchases  
April 11, 2014 11 a.m.-6 p.m. 212 West 9th St. McCook, NE 69001 (308)345-2984  
April 12, 2014 9 a.m.-2 p.m. 617 Chief St. Benkelman, NE 69021 (308) 423-2152  
Featuring Brands like: Jimmy Crystal New York Quicksilver Roxy Sperry Top-Sider Ann Taylor and many others

It Feels Like Spring  
Rhyme Time  
B A A S P O E M V I R A L  
E L L A A N T I A R O M A  
F E L L O W M A N N A M E S  
I R E N N E N A H A N T  
T O N I C N O L A N  
M E L L O W F L A V O R  
R A P S P E W E P O X Y  
O N E S N O W M A N T E E  
S T E A L H A S P E N S  
Y E L L O W J A C K E T  
S W E A T L A N E S  
R A E E B B S A M O L E  
H A R R I D B E L L O W O U T  
H A I K U A R E A A N D I  
S T E E P R E D S S E E N

American Profile Celebrating Hometown Life See American Profile magazine in this week's issue of Bird City Times (available in local area only)  
Brought to you by The Times  
"Your sponsorship could be right here."  
For more information contact: Tim Burr at 785-332-3162