



HAPPY APRIL FOOL'S DAY!

In its April 1985 edition, *Sports Illustrated* published a story about a new rookie pitcher who planned to play for the Mets. His name was Sidd Finch, and he could reportedly throw a baseball at 168 mph with pinpoint accuracy—an extreme 65 mph faster than the previous record. Surprisingly, Sidd Finch had never even played the game before. Instead, he had mastered the "art of the pitch" in a Tibetan monastery under the guidance of the "great poet-saint Lama Milaraspa." Mets fans celebrated their teams' amazing luck at having found such a gifted player, and *Sports Illustrated* was flooded with requests for more information. But in reality this legendary player only existed in the imagination of the author of the article, George Plimpton.

In 1996, the Taco Bell Corporation announced that it had bought the Liberty Bell and was renaming it the Taco Liberty Bell. Hundreds of outraged citizens called the National Historic Park in Philadelphia where the bell was housed to express their anger. Their nerves were only calmed when Taco Bell revealed, a few hours later, that it was all a practical joke. The best line of the day came when White House press secretary Mike McCurry was asked about the sale. Thinking on his feet, he responded that the Lincoln Memorial had also been sold. It would now be known as the Ford Lincoln Mercury Memorial.

In 1998, Burger King published a full page advertisement in *USA Today* announcing the introduction of a new item to their menu: a "Left-Handed Whopper" specially designed for the 32 million left-handed Americans. According to the advertisement, the new whopper included the same ingredients as the original Whopper (lettuce, tomato, hamburger

patty, etc.), but all the condiments were rotated 180 degrees for the benefit of their left-handed customers. The following day Burger King issued a follow-up release revealing that although the Left-Handed Whopper was a hoax, thousands of customers had gone into restaurants to request the new sandwich. According to the press release, "many others requested their own 'right handed' version."

These are borrowed from online entries listed by the Museum of Hoaxes, but the list of April Fool's Day stories could go on and on. Do you remember some of the lighthearted pranks you may have pulled as a kid?

Perhaps you pulled the 'ol "Is your refrigerator running? Then you'd better go catch it." Or maybe you called the Green residence, and asked for Mr. Brown. When the person answering the phone would correct you, you simply replied, "Sorry, wrong color."

AS FUNNY AS SOME OF THESE PRANKS ONCE SEEMED, MANY ARE NOT. YEARS AGO, PRANK TELEPHONE CALLS WOULD OFTEN GO UNPUNISHED (UNLESS OF COURSE YOUR PARENTS FOUND OUT).

LUCKILY, WITH TODAY'S TECHNOLOGY, WE CAN KNOW WHO IS CALLING BEFORE ANSWERING THE PHONE – NOT ONLY ON APRIL FOOL'S DAY, BUT EVERY DAY. CALLER ID ALLOWS YOU TO SEE WHO IS CALLING, BEFORE YOU PICK UP THE PHONE. NO MORE SURPRISE INTERRUPTIONS, OR RUNNING TO ANSWER BECAUSE YOU ARE AFRAID OF WHAT YOU WILL MISS. THE CALLER ID DISPLAY UNIT KEEPS TRACK OF CALLS ON YOUR PHONE OR DISPLAY UNIT (EVEN WHEN YOU'RE NOT HOME) AND IS READY TO VIEW WHEN YOU ARE. SO DON'T BE FOOLED EVER AGAIN – CALL US TODAY TO SIGN UP FOR CALLER ID!

Phone Numbers

Customer Service
610-826-6650

Business Office
610-826-2115

Repair Service
610-826-3444

Gilbert Office
610-826-9321

Palmerton Telephone Company continues to engineer and advance technology for tomorrow while providing reliability and quality service that Pennsylvanians count on today.

SERVING THIS AREA SINCE 1900

465 Delaware Avenue • Palmerton, PA 18071 • www.ptelco.com

From the Manager's Desk...

Do you know that
Palmerton Telephone
has been serving the
area since 1900?

A PROMISE KEPT

Early in this decade the Pennsylvania Legislature passed and the Governor signed a law creating a new set of regulations for Pennsylvania's telephone companies. This set of regulations was referred to as Chapter 30. In theory, the telephone companies committed to make broadband Internet access available to 100% of their customers by the end of 2015 and the PUC was supposed to relax regulations on those companies. Things didn't work out as planned. While the companies struggled to build the networks necessary to fulfill their part of the bargain, the PUC actually increased the regulatory burden on them. The law that was passed in 2000 was scheduled to expire or sunset at the end of 2003.

In 2003, the effected telephone companies met with legislative leaders in order to attempt to craft a better law to replace the existing Chapter 30. We came up with a compromise that moved up the goal of statewide broadband access to the end of 2008 for most companies, including Palmerton Telephone. In return for that commitment, specific regulatory reforms were enacted that spelled out just which burdensome regulations would be repealed. While this plan met with some

resistance from our competitors and some regulators, it became law in December of 2004, as Act 183.

Today I am happy to report that Palmerton Telephone has met and exceeded its commitment. Broadband Internet access, as defined by Act 183 as 1.544 Mbps in one direction, is available to 100% of our customers. We also offer speeds of 2 Mbps x 256 kbps and 3 Mbps x 320 kbps in most areas. Broadband access is available at an affordable price of just \$29.95 monthly. We also offer DSL service at rates as low as \$19.95 per month for those not needing broadband but who want something faster than dialup access. Please contact our Business Office today to find out more about high-speed Internet access and kiss your old slow dialup service goodbye. Palmerton Telephone's DSL service is powered by our friends at PenTeleData.

Sincerely,

Tom Lager

General Manager

Palmerton Telephone Company

ONE BILL. ONE ENVELOPE. ONE STAMP.

WHO IS YOUR LONG DISTANCE CARRIER? IF IT'S NOT PALMERTON LONG DISTANCE, YOU MIGHT BE MISSING OUT ON SAVINGS!

Palmerton Long Distance and Palmerton Telephone have a unique partnership that allows all of our billing to be included on the same statement. That means that you have only one bill, one envelope and one stamp to make your payment.

Palmerton Long Distance offers a variety of calling plans – they're sure to have one that meets you family's needs. For more information, call 610.826.7521.

Recipe

Very Easy Crab Dip

Ingredients:

- > 1 (8 oz.) package cream cheese, softened
- > 1 (8 oz.) jar cocktail sauce
- > 3/4 pound imitation crabmeat

Directions:

1. In a medium bowl, blend the cream cheese and cocktail sauce. Cut the imitation crabmeat into small pieces and combine it with the mixture. Refrigerate 3 hours before serving.

SOME SIMPLE COST CUTTING ADVICE

WOULD YOU LIKE TO HOLD ONTO MORE OF YOUR MONEY? IN TODAY'S ECONOMIC CLIMATE, WHO WOULDN'T? THERE ARE SOME SIMPLE, YET EFFECTIVE, THINGS WE CAN ALL DO TO SAVE MORE DOUGH. EVEN MAKING ONE OR TWO OF THESE CHANGES CAN MAKE A DIFFERENCE IN YOUR HOUSEHOLD BUDGET.

SHOP WITH A LIST. Have you ever gone to the store for one or two items and come out with a whole cartload? Resist impulse shopping by jotting down everything you need, and sticking to it. If you are still tempted to add an extra item, go home and think about it first.

SHOP TO SAVE. If you normally buy things at regular price, challenge yourself to find them on sale. If you typically shop sales, look for clearances.

CARRY SNACKS. Eating out is always more costly than eating at home. Toss a granola bar and bottle of water in your purse or car before running errands, and stash some goodies in your desk at work. Be ready for that hunger attack whenever it decides to strike.

SWITCH TO STORE BRANDS. Store brand products are often just as good (if not identical) as name brands. By switching to the bargain labels, you can shave 25-50% off your weekly grocery bill.

SAVE ON UTILITY BILLS. Install a programmable thermostat, turn off your lights when they are not in use, wash laundry in cold water, turn down the temperature on your hot water heater, and when buying appliances, consider only Energy Star certified.

SAVE ON YOUR TELEPHONE BILL. If you make long distance calls, consider Palmerton Telephone's Val-YOU Package. This residential package includes unlimited local and long distance calling within the Continental United States, low international calling rates from Palmerton Long Distance, 3-Way Calling, Touchtone Service, Call Forwarding, Repeat Call, Call Waiting, Voice Mail, Return Call Service, Caller ID Deluxe, and Speed Dial 30. That's quite a deal for just \$39.99 a month! (Taxes, Universal Service Fund, 911 and other charges are additional.) As an added bonus, Val-YOU Package Customers have or choose to add Platinum or Platinum Plus DSL will automatically save \$10 per month on their high-speed broadband Internet connection.

Start saving today – and if we can help, call our Business Office at (610) 826-6650.

ARE YOU PREPARED FOR THE UNEXPECTED?

IF YOU'VE EVER HAD TROUBLE WITH YOUR TELEPHONE, YOU KNOW HOW FRUSTRATING IT CAN BE. THERE ARE MANY POSSIBLE CAUSES OF UNFORESEEN TELEPHONE WIRING AND JACK PROBLEMS, AND THEY CAN RESULT IN COSTLY LABOR AND MATERIAL CHARGES.

Luckily, we offer an Inside Wire Maintenance Program that covers diagnosis and repair of the inside telephone wire and jacks that provide your dial tone service. With Inside Wire Maintenance, you will not pay to make repairs covered by the plan. Without it, you are responsible for maintaining the telephone line, also known as "inside wiring"; and service jacks inside your home.

For only 50 cents per month, plus a set-up fee, we will take responsibility for your inside wiring and phone jacks. The only exclusions to repairs include telephones, telephone cords, Caller ID boxes and wiring between the phone jacks and telephone equipment, although isolating a problem to one of these as part of our troubleshooting process is done at no charge. For more information or to sign-up, call our Business Office at (610) 826-6650.

Do you know that Palmerton Telephone copper wires, connected end to end, circle the earth 4 times at the equator?

Brain Teaser February 2009 Winner!

Congratulations to Bonnie Paules of Palmerton, PA. Bonnie was the winner of a \$25 Gift Card to Roadies Restaurant and Bar at Penn's Peak in Jim Thorpe, Pa.

Thomas and Steve go down to the beach to collect sea shells. They take one bag with them. How many shells can they put in the empty bag?

Answer: One (after they put one in the bag, it's no longer an empty bag)

Fun Facts

Wine experts caution to never serve wine in a glass with a flared lip, which dissipates its aroma. A slight incurving is desirable.

The most popular sport with American adults ages 20-29 is golf, followed by mountain biking and snowboarding.

The creme filling used in OREO cookies for one year could ice all the wedding cakes served in the United States for two years! That's 4,724,000 three-tier wedding cakes.

Senior citizens are at greater risk for dehydration than younger people because their bodies are less effective at letting them know when they need water.

More diamonds are purchased at Christmas-time (31 percent) than during any other holiday or occasion during the year.

The penguin is the only bird that can swim, but not fly. It is also the only bird that walks upright.

The city in the United States that purchases the most ice cream on a per capita basis is Portland, Oregon.

About 75,600,000 pumpkin pies are baked each winter holiday season in the United States.

The number 4 is the only number, in the English language, that has the same number of letters in its name as its meaning.

The U.S. state of Maine has 3,500 miles of coastline.

Personal Emergency Alert

HAVE YOU HEARD ABOUT THE BENEFITS OF PALMERTON TELEPHONE'S PERSONAL EMERGENCY ALERT?

You or your loved one can maintain or regain the independence many of us take for granted. Anyone recovering from injury or with a permanent disability can benefit from this 24-Hour a day Emergency Response Service – even in the shower!

How does it work?

An Alarm Unit, installed by our specially trained technicians, connects to a telephone jack (preferably a special alarm jack). The user wears a waterproof alarm sender, either in the form of a wristwatch or a pendant, which summons help with the press of a button. **Our local operators**, not someone in another state or country, are able to talk and hear the caller through the communicator console - typically up to a range of 250 feet away. They can find out what help is needed, and will **notify up to four predetermined contacts**, including 911. These can be **family, friends, emergency personnel or caregivers---you decide!** The unit also has power failure and power restore options, as well as an inactivity alarm.

Don't wait until something happens, subscribe to genuine peace of mind.

This exceptional service is as low as \$17.95 per month. For more information, please call our Business Office at (610)826-6650.

Can you beat this **BRAIN TEASER?**

Palmerton Telephone is giving away a \$25 Gift Card to Roadies Restaurant and Bar at Penn's Peak in Jim Thorpe, Pa.

To enter, e-mail the correct answer to ptelco@ptd.net or send a 3" x 5" index card to 465 Delaware Ave. Palmerton, PA 18071. Please include your name, address, daytime telephone number (to call only if you win), and the Brain Teaser answer. All entries must be received by **4/20/09**.

Good Luck!
Palmerton Telephone



Brain Teaser

If a rooster is perched on the top of a barn with the barn roof sloping east and west, and just as the sun rises the rooster lays an egg, on which side of the barn will the egg roll?