



## The Nine Dots Puzzle Follow-Up

Did you figure out the solution to the nine dots puzzle that was featured in last month's newsletter? The challenge was to connect the dots by drawing four straight continuous lines, never lifting your pencil from the paper.

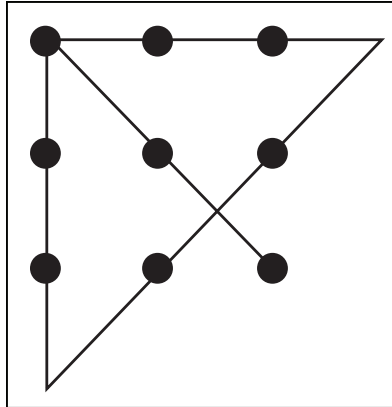
It's really quite simple –just "think outside the box". When solving the puzzle, it is not uncommon to imagine a boundary around the edge of the dot array. It's only by extending the line outside the box that we are able to solve it.

We presented the same puzzle to our own employees, to encourage them that we must also "think outside the box". That way, we will always find the best products and solutions for both our company and for you, our customer.

The history of this puzzle is often debated, but one thing is for sure. It's a cliché that is used often. In 1983, explaining the moral of his favorite puzzle, Newt Gingrich said that "just as the liberals have been trapped in the nine dots of bureaucratic solutions of Washington, so conservatives have been trapped in the nine dots of penny-pinching and negativism."

The puzzle is said to have originated in Sam Loyd's *Cyclopedia of Puzzles*, published in 1914. He called it *Christopher Columbus' Egg Puzzle*. Envisioning the target dots of the puzzle as eggs makes it clear that they have area and are not infinitesimally small points, or that the strokes that connect them have width. Either of these features allows a three-line solution (near-parallel lines that meet far away from the nine points) or even a one-line solution (using a line thick enough to touch all nine points).

In the 1950s and 1960s, the nine dot puzzle was used in training sessions within the Walt Disney Corporation. Each dot had a meaning and the two points outside of the box were labeled as "The



Vision" and "The Method". After Walt Disney's death in 1966, Mike Vance, then Dean of Disney University would explain the nine dot puzzle and how you had to Think Outside of the Box to solve it. This term became common in the Disney organization from then on. Upon leaving Disney in the late 1970s, international speaker Mike Vance would talk extensively about the nine dot puzzle and how Walt Disney would "think outside the box" in all of his speeches and seminars. In 1995, he even wrote a book about thinking outside the box. He also gave thousands of speeches in the 1980s and 1990s which popularized the term. Later, when Mike was working with Taco Bell, they began using the slogan "Think Outside the Bun".

For more fun and a chance to win a Roadies Restaurant \$25 Gift Card, check out this month's Brain Teaser on the back page of this newsletter.

### Phone Numbers

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**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](http://www.ptelco.com)

# From the Manager's Desk...

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

## HALLOWEEN BAGS

### Hey, Mom and Dad!

We appreciate your business! Stop in one of our offices to say hello, and we'll give you a McGruff Trick or Treat bag that will help make your child more visible on Halloween night.

**Supplies are limited, so stop by one of our offices today.**

Palmerton Telephone Business Office  
465 Delaware Avenue  
Palmerton, PA 18071

Gilbert Office  
Rt. 209 Ye Olde Village Professional Plaza  
Gilbert, PA 18331

Pencor Super Store  
656 Delaware Avenue  
Palmerton, PA 18071

## RELIABILITY IS JOB 1

Back in the 1980's, a major automobile manufacturer coined the phrase "Quality is Job 1". It meant that the first concern of the company was to produce a high-quality product. I'd like to borrow from that idea and apply it to today's telecommunications companies. We do not produce a tangible product the way a car company does. Our "product" is service and it is our goal to make it as reliable as humanly possible.

We begin by only using "carrier grade" equipment in our network. This is equipment that is rated to be 99.999% reliable. We do our homework and investigate the track record of a company before we buy its products for our network. Since even the best designed products eventually break or get damaged, all mission critical components have backup systems. Every equipment room is protected by a fire suppression system. We also have preventive maintenance programs in place to ensure that system components like batteries and backup generators perform when needed.

Operating and maintaining all this equipment is a corps of well trained and experienced personnel. Our personnel have a minimum of five years and in some cases over 30 years experience in the field. They use a fleet of modern, well maintained vehicles and state of the art test equipment to keep your service working and quickly repair any problems that arise.

The only benchmark we do not meet or exceed is the PUC set maximum for trouble reports. This criterion allows a company to have customer reported trouble on 5.5% of its access lines in a given month. In the year 2007 we did not exceed 2.2 % in any month. From equipment to vehicles to personnel, we use the best to give you the best.

Sincerely,

*Tom Lager*

General Manager  
Palmerton Telephone Company

**Fall is here!** Call 811 before starting your next home improvement project or planting a tree. Digging without calling can disrupt service to an entire neighborhood or harm you and those around you, potentially resulting in fines and repair costs. Calling 811 before every digging job gets your underground utility lines marked for free and helps prevent undesired consequences.

## Pumpkin Bars

### Ingredients:

- > 2 cups flour
- > 2 cups sugar
- > 1/2 tsp. salt
- > 2 tsps. baking powder
- > 1 tsp. baking soda
- > 2 tsps. cinnamon

Combine all dry ingredients in a large bowl.

To this mixture add the following:

- > 1 cup vegetable oil
- > 4 eggs
- > 2 cups pumpkin

Pour batter into cookie sheet. Bake 20 minutes at 350 degrees. Allow bars to cool before frosting.

### Cream Cheese Icing:

- > 8 oz. cream cheese
- > 1 tsp. vanilla
- > 3/4 stick of butter (softened)
- > 2 cups powdered sugar

Blend all ingredients until smooth. Frost bars.

Recipe

# Let's Talk About Us

Choosing a communications provider can be harder than being a kid in a candy store. With so many options, it's tough to make the best choice. With that in mind, we'd like to share a few facts about your service with Palmerton Telephone. After all, the information you receive about whatever service you choose should be clear, without small print disclosures and disclaimers.

- > In order to ensure 100% uptime of your telephone service, our crews are on standby 24 hours a day, 7 days a week, 365 days a year for fast emergency response.
- > Your landline phone service from Palmerton Telephone does not require electricity to your home. As long as you have one wired (not cordless) phone, you can make or receive calls – without worrying about running out of battery life. Backup batteries only last a short time – a power outage can last much longer.
- > We have plans in place for outages, including batteries, standby generators and mobile units. The power for most standard telephones is supplied over your telephone line. If you do rely exclusively on a cordless phone, keep a wired phone handy for emergencies. That way, if the power does go out, you can simply switch the jack from one phone to the other.
- > We provide Lifeline/Universal Service, making access to local telephone networks available at an affordable price to anyone who wants it, including schools and libraries.
- > We are committed to serving our communities in every way that we can—from putting up holiday decorations every year in Palmerton to helping out the local Wildlife Information Center and assisting and encouraging our own employees to volunteer in their communities.
- > We maintain over 700 miles of copper and fiber optic telephone cables in Carbon and Monroe Counties, both aerial and underground. If we placed all the copper wires end-to-end they would stretch to just over 108,000 miles—that means they would go around the earth just over 4 times at the equator!
- > Our investment is not fixed only to our cables that make up our telephone network, but also the land, buildings, and other equipment necessary to keep everything running smoothly throughout the year.
- > With the increased bandwidth available with fiber optics, the types of communications services we will be able to offer in the future will be limited only by the imagination.

**Best of all, we are local. If you have a question or concern that we haven't answered here, you can simply stop by our office to say hello and we'll be glad to help!**



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

## Brain Teaser August 2008 Winner!

**Congratulations to  
Bettie Kunkle of  
Kunkletown, PA.  
Bettie was the  
winner of a \$25 Gift  
Card to Roadies Res-  
taurant and Bar at  
Penn's Peak in Jim  
Thorpe, Pa.**

At both extremes of the day, I'm the same distance away. I look the same from each end. High time you solved me my friend.

*Answer: Noon*

### Fun Facts

A shrimp has five pairs of legs.

The National Golf Association says that, at golf ranges, an extra-large golf-ball bucket contains about 150 balls; large, 90 balls; medium, 63 balls; and small, 35 balls.

The purpose of the indentation at the bottom of a wine bottle is to strengthen the structure of the bottle and to trap the sediments in the wine.

The word "bookkeeper" is the only word in the English language with three, back-to-back double letter combinations.

In high school, Brad Pitt, Mia Farrow, Dennis Hopper, Art Linkletter, Eleanor McGovern, Richard Nixon, David Susskind, and John Wayne were on their school's debate team.

Laughing lowers levels of stress hormones and strengthens the immune system. Six-year-olds laugh an average of 300 times a day. Adults only laugh 15 to 100 times a day.

According to Bayer Aspirin®, over 50 billion aspirin tablets are taken worldwide each year.

In 1954, Trix breakfast cereal was introduced by General Mills. The new cereal, a huge hit with kids, was 46.6 percent sugar.

The original name of the Girl Scouts was the Girl Guides; this is the name still used in some countries in Europe.

### DSL

#### What happens to a fast witch on a slow broom? She flies off the handle.

What happens when your Internet service is slower than molasses in January? Well – there's nothing funny about it.

If you've been waiting on your dial-up Internet service for as long as Linus has been waiting for the Great Pumpkin, we can help!

Palmerton Telephone DSL offers a constant connection to the Internet, with speeds up to 3 Mbps! There's no need for an extra phone line, no busy signals – and no reason to wait!

Packages are as low as \$19.95 a month, and include 5 e-mailboxes per customer with 50 MB of storage per mailbox and FREE access to any PenTeleData Unleashed Wi-Fi Hot Spot location. As if that wasn't enough, during the month of October, we're offering free DSL installation. For more information, call us today!

### Our Momisms Contest Reminder

As mentioned in our September newsletter, we have been using Mom's words of wisdom, otherwise known as Momisms, to advertise Palmerton Telephone's products and services.

Tell us about your momism experience, and you could win a prize package that includes a \$25 Gift Card to Roadies Restaurant and Bar in Jim Thorpe, four tubing passes to Blue Mountain Ski Area, two \$5 Subway coupons for The Pit Stop

in Palmerton, and two tickets to the Penn State vs. Michigan State Football Game on November 22.

Simply e-mail your response to [ptelco@ptd.net](mailto:ptelco@ptd.net) or send a postcard to: Palmerton Telephone, 465 Delaware Ave., Palmerton, PA 18071

Please be sure to include your name, address and telephone number. **We will randomly select a winner from all entries received by extended deadline of 10/17/08.**

### 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](mailto: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 **10/20/08**.

**Good Luck!**  
**Palmerton Telephone**



### Brain Teaser

I sound like one letter, but I'm actually three.  
Look the same from both ends - I'm a palindrome you see.  
What am I?