

419
Plains Library
Box 149
Plains, TX 79355

THE PLAINS RIDE

PLAINS, YOAKUM COUNTY, TEXAS

VOLUME 9, NUMBER 22 WEDNESDAY, SEPT. 1, 1993 30¢

State required tax rate publication causes some confusion

A tax notice published in this newspaper and paid for by Plains ISD may leave some local taxpayers scratching their heads in confusion.

The notice incorrectly states that the school tax rate will grow by 468%. But in publishing the notice, local school officials are only complying strictly with the wording of state law.

"This is one of those situations where the law doesn't make sense, but we must nevertheless comply with it or risk serious consequences," said Superintendent Pete Simmons.

Plains ISD is required by the state's "Truth in Taxation" law to publish an official notice reporting last year's tax rate, the proposed tax rate for this year, and the percentage increase. However, due to a drafting oversight in the new school finance law, the notice significantly understates the tax rate for last year and pro-

duces a misleading comparison between last year's and this year's school taxes.

Under the previous school finance law, the county education district (CED) levied part of the taxes used for operating schools and the school district levied the rest. Under the new school finance law, CEDs are eliminated and all school taxes are levied by the district. This includes the amount needed to comply with the reduction in wealth required under SB7. The voters of Plains ISD recently approved sending this "extra" tax money to the state rather than give up our property.

Last year, the county education district imposed a tax rate of \$.901 (per \$100 of value) and Plains ISD imposed a tax rate of \$.2376, a combined school tax rate of \$1.138 per \$100 of value. This year Plains ISD is proposing a total tax rate of \$1.35 per \$100. Due to

the reduction in wealth required by SB7, Plains ISD will still suffer a 9.4% reduction in general revenue at that taxing level.

Because of the mistake in the new school finance law, Plains ISD is required to report a 1992-93 tax rate of \$.2376, a 1993-94 tax rate of \$1.35, and an increase in tax rate of 468%; when in reality the rate will increase by 18.9%, and the actual levy available to the district will decrease by 9.4%.

In an effort to correct the misinformation, Plains ISD is publishing alongside the tax notice an advertisement indicating that the official tax notice is wrong and misleading. The supplemental advertisement, also paid for by the school district, provides the correct tax information.

The new school finance law, Senate Bill 7 was passed into law on May 31, 1993.

Athletic Boosters selling buttons

Plains Athletic Booster Club members are selling "booster buttons" with the photos of high school volleyball players. Photos will be made soon of the junior high volleyball players and football teams so that booster buttons may be made for those athletes, also.

Residents are urged to boost their favorite athletes by wearing the photo buttons at all games. To place an order, call Jennifer Beckham at 456-7463.

Tee shirts are still available at a cost of \$12 each. Interested persons should contact Toni Jones.

Teresa Stroup is in charge of yard signs, which the club is selling for \$15 each. For additional information or to place orders contact her at 456-8655.

Next meeting of the Booster Club will be at 8:30 p.m. Wednesday, Sept. 1. Homecoming plans will be made. All interested persons are invited.

WTLS offers assistance with new library software

Ruth Kinnersley, assistant coordinator and interlibrary loan librarian with West Texas Library Service in Lubbock visited the local library last week to assist with corrections and instructions for the software program used in faxing interlibrary loan requests to the WTLS system. The computers and software are federally funded.

Ms. Kinnersley is the person responsible for the interlibrary loan requests success in the Plains community, states Latrell McDonnell, librarian. "She is a valuable asset to libraries in our WTLS," says Mrs. McDonnell.

A native of Illinois, Mrs. Kinnersley and her husband, Randy, moved to Lubbock so that he might attend Texas Tech University where he is working towards an accountant's degree. Mrs. Kinnersley enjoys visiting libraries and is assisted in her work by Elizabeth Oropeza.

"Patrons in the Plains community have benefitted from Interlibrary Loan continually. I can truly express that the

ILL program has proven beneficial to our educational opportunities in our area as much as any of the WTLS programs," says Mrs. McDonnell.

Videos, films and training programs are also available through ILL.



PAT McNABB with Ruth Kinnersley, assistant coordinator and interlibrary loan librarian with WTLS of Lubbock.



SHOWING OFF 'TEXAS' WATERMELON - G.W. Cleveland stopped by Yoakum County Library this week to show off "a Texas watermelon with Clinton taxes taken out."

Calvin & Juanez Beach feted with anniversary dinner

Calvin and Juanez Beach were honored Aug. 23 with an anniversary dinner in First Baptist Church. Approximately 100 persons attended the event commemorating their forty years in the ministry.

Master of ceremonies was C.L. Bowe of San Jon, N.M. Special music was provided by a women's ensemble, Melba Crutcher and Kathy Clark. The evening was highlighted with music testimonies and revelations of personal involvement in the Beaches' ministry.

The Beaches moved from Yoakum County to obtain their educations and pastored small churches in West and Central Texas before moving to Lazbuddie. In each church, Calvin's love for missions led the churches to become actively involved in the mission field.

In 1972, they responded to God's call and returned to Plains from Indiana. It was then that Calvin received the vision of reaching the world with

Cicada killers have arrived

A very large wasp, the "cicada killer" is making its annual appearance on the South Plains, said Terry Milligan, Yoakum County Extension Agent-AG. This wasp is the largest in our area, being about one and one-half inches in length.

This wasp is much more interested in stinging the cicadas than people. They can often be seen dragging or flying and carrying paralyzed cicadas back to their nests.

At suitable nesting sites, the wasps excavate a tunnel into the soil at an angle for a distance of one to three feet. The main tunnel ends in a number of branches and cells. The burrow may be dug during the day or night. The excavation will often result in a large mound of dirt. The burrow entrances are left open during provisioning of the nest and may never be closed except when the wasps entire job is completed.

Depending on their size, from one to four cicadas are provisioned in each underground cell. The female lays an egg on the last cicada she places in a cell. As many as four females may provision a single nest simultaneously although only one of them made the initial excavation.

The wasp larva which hatches from the egg has a cicada meal waiting. After consuming the cicadas provisioned in a cell, the wasp larva remains underground until the following July when the adult wasp emerges again to repeat the cycle.

Cicada killers are not aggressive and seldom attack humans. The males are not capable of stinging. Only the females can sting.

Cicada killers are considered beneficial insects because they prey on cicadas. However, they can be present in sufficient number to be a nuisance.

the gospel of Jesus Christ by taking lay people to share what Jesus had done in their lives. Their first foreign mission trip was to Korea when, in 1973, 16 persons from Plains' First Baptist Church accompanied him on the trip.

This crusade changed the course of their ministry. They became involved and helped develop the ministry of International Crusades. Calvin served as president of the board of directors before accepting the position of executive vice president. He is currently serving as president. Juanez is secretary and assistant enlistment coordinator.

During the past 10 years, some 12,250 pastors and lay people have been involved in 148 crusades on six continents with 518,000 professions of faith.

Host couples for the evening were Messrs. and Mmes. Alfred Bearden, Milton Bayer, Duane McDonnell and Jim Barron, all of Plains, Mr. and Mrs. Bob Thurston of Denver City and Mr. and Mrs. Glen Cavitt of Seminole.

State Line Extension Homemakers catered the dinner.



CALVIN & JUANEZ BEACH

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Providing the people of Yoakum County a well-rounded, modern health care program for over 40 years.

Quality Care For Neighbors, Not For Numbers

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- * 24-hour Emergency Department
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 - Nuclear Diagnostic (by arrangement)
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- * Respiratory Therapy

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Texas Hospital Association

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Family Practice
Board Certified - Internal Medicine
Office Hours: M,T,W,T,F, 9 to 5
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DEBBIE SMITH AND GRANDDAUGHTER, STEPHANIE

Kitchen Korner

Debbie Smith, our cook of the week, is a lady actively involved in the church and the community. She served for several years on the board of directors of the Plains Youth Center and Plains Volunteer Ambulance Service. She was a member of Plains Fine Arts Club, Plains Trap Club and 4-H Adult Leaders Association.

A member of the Church of Christ, Mrs. Smith presently teaches two Bible Classes each week. Married to Hershel Smith, the couple has two sons, Jason, a sophomore physical therapy major at South Plains College, and Luke, a Plains High School sophomore.

When time can be found, Debbie says she enjoys cooking and sewing, "but my favorite pastime is spending time with my family, especially my two-year-old granddaughter, Stephanie."

Beginning her twelfth year of employment with Yoakum County, Debbie works in the County Treasurer's Office and says she really enjoys working "with the great bunch of people at the Courthouse."

EASY CHICKEN CASSEROLE
4 chicken breasts, (cooked, deboned and diced)
1 large bag Doritos chips
2 cups grated cheddar cheese
2 cans cream of chicken soup
2 cans cream of celery soup
2 cans evaporated milk
2 cans diced green chilies
1 small jar diced pimentos

Preheat oven to 350 degrees. In a 9 1/2 x 11 baking dish place diced chicken. Crush Doritos and spread over the chicken. In a large saucepan heat soups, milk, chilies and pimentos; stirring until smooth. Pour this mixture over the crushed chips. Top with grated cheddar cheese. Bake for 20 minutes or until hot and bubbly. Cool five minutes before serving. (This is a great casserole for fellowships and other pot-luck type gatherings!)

POTATO DINNER ROLLS
1 medium-size baking potato (peel and cut into 1 1/2 inch pieces; about 6 oz.)
1 cup skim milk
1 package dry yeast
3 3/4 c bread flour, divided
2 tablespoon sugar
3/4 teaspoon salt
2 tablespoon margarine, softened
1 egg, slightly beaten
vegetable cooking spray

Place potato in a small saucepan; cover with water, and bring to a boil.

Reduce heat, and simmer, uncovered, 15 minutes or until very tender; drain. Press potato through a sieve into a bowl. Set aside 1/2 cup potato (remaining potato can be discarded). Heat milk over medium-high heat in a heavy saucepan until tiny bubbles form around edge. (Do not boil.) Remove from heat; let cool until very warm (120 to 130 degrees).

Combine yeast, one cup flour, sugar and salt in a large bowl; stir well. Add one-half cup potato, very warm milk, margarine and egg; beat at medium speed of electric mixer until smooth. Add one cup flour; beat until smooth. Stir in one and one-fourth cups of flour to form a soft dough. Turn dough out onto a lightly floured surface. Knead dough until smooth and elastic (about ten minutes); add enough remaining flour to prevent dough from sticking to hands. Place dough in a large bowl coated with cooking spray, turning to coat top. Cover and let rise in a warm place 45 minutes or until doubled in size. Punch dough down, and turn out onto a lightly floured surface; knead lightly four or five times. Divide in half; cut each half into eight equal portions. Shape each portion into a ball. Place balls three inches apart on a baking sheet coated with cooking spray. Cover and let rise 25 minutes or until doubled in size. Bake at 325 degrees for 23 minutes or until lightly browned. Makes 16 rolls.

Brantley-Elmore family holds reunion in Clubroom

The W.P. Elmore and G.C. Brantley families, long-time residents of the Tokio community, held their annual family reunion Sunday, Aug. 22. Forty-three family members and friends gathered at the clubroom in Plains.

Following the welcome by T.A. Elmore and the invocation by G.W. Brantley, those present enjoyed the noon meal and then an afternoon of fellowship and gospel singing.

Plains residents attending were A.G. and Hattie B. Brantley, Polly and Betty Rushing, Debbie and Doug Rushing, Owen and Sadie Schneider, Bill Overton, Buddy and Janelle Brantley and Ita Young.

Brownfield guests included T.A. and Romalee Elmore, Ozell Prather, DeeDee Charlebois, Evelyn Farrar, Rick Elmore, Shay and Kari, and Betty Charlebois.

Others attending were Beulah Hubbard and Genay Jolly, of Tahoka; Randy and Susan Brantley, Justin and Kyle, of Lubbock; Everett and Eunice Brantley, Seminole; Sonny and JoAnn Brantley, Duncanville; Chad and Heather Williamson, Red Oak; Bub and Clea Moore, Carrollton; Lynn and Rhonda Cox, Sharon and Laura, of Wolfforth; and Richey and Lea Brantley, Rory and Ryan of Midland.

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HOMEMAKERS MODEL FASHIONS - Shown modeling for their style show and luncheon are Extension Homemakers Maurine Smith, Bea Pippin, Sidney Murphey and Velma Dearing.

'Young at Heart' group meets for supper & singing

Young at Heart singing group of First Baptist Church met Aug. 21 at the church for a fish fry supper with trimmings of red beans, cole slaw, potato salad, carrot salad, cornbread, hush puppies, apple and peach cobblers, coffee and birthday cake decorated for Punk Culwell and Faye Nelms.

Following the meal, they assembled for practice with accompaniment by Margaret Liles and direction by Patrick Hamilton.

Also attending were Ben Liles and their daughter, Shirley, of Connecticut,

Wayne and Gwen Carter, Inez Culwell, Jim and Mae Barnett, Studie and Joe Thompson, Johnny and Nell Williams, William and Helen Worsham, Randy and Edith Tuggle and Stacy, Red and Jo Harbour, Billy and Marty Bagwell, Odell Kirby, Nellie Wauson, Lula Belle Crawford, Latrell McDonnell, Sidney Murphey, Bill and Linda Wright and a guest, U.S. Bullock of Brownfield, brother of Studie Thompson.

The fish was furnished by the Thompsons.



renaissance
Flowers & Gifts

M-F 456-3939 10-5:30

Homecoming (Sept. 24)
Baby & Big Mums
Garters from \$8⁵⁰ and up
Halloween pumpkins



scarecrows
witches
ghosts

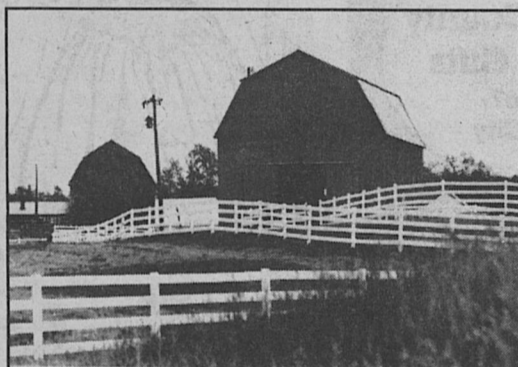


Cards for all occasions

Autumn Decorative Items

Selections:

Mike Brown & Debbi Head



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For your day-to-day or seasonal operations, for your computer or heavier machinery, electricity is at your command.

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Electricity... it's today's way to productivity.

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SEPT. 1-SEPT. 8, 1993

PLAINS, TEXAS





ALL TYPES
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COLA
\$1.59
12 OZ. CANS



**SAUSAGE, EGG
& BISCUIT**
89¢
ONLY

TOM'S NACHO
OR AUTHENTIC
**CORN
CHIPS**
16 OZ. BAG
\$1.49



**CORN KING
MEAT
FRANKS**
12 OZ. PKG.
49¢



TROP ARTIC 30W
TROP ARTIC



BUDDY BRANTLEY AND SAMMY RODRIGUEZ of Precinct Three received County awards during a recent Awards Picnic held in Yoakum County Park.



COUNTY EMPLOYEES RECOGNIZED FOR YEARS OF SERVICE are left to right, Debbie Smith, Julia Lemley and Kay McClure.



PRECINCT FOUR RECIPIENTS of County Awards are, left to right, Junior Rivas, Alfred Martinez, Billy Curtis and Richard Garcia.

Two J-S Flying Service
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PLAINS, TX

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SAUSAGE, EGG & BISCUIT **89¢** ONLY

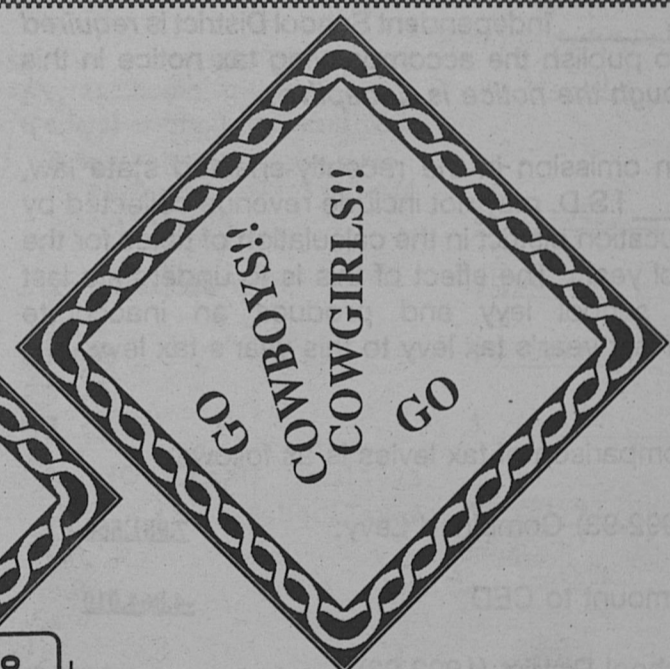
49¢

TROP ARTIC 30W
TROP ARTIC MOTOR OIL QUART \$1.29

10W/30 OR 10W/40 QUART **\$1.39**

ALLSUP'S HOT LINKS 2.99¢ FOR

MAMA ANGELINA'S COMBO PIZZA **79¢**
5 INCH ONLY



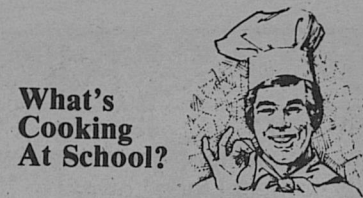
- SHURFINE FRUIT RINGS **\$2.99**
- CEREAL **79¢**
- 15 OZ. BOX.....
- SOPHIE MAE PEANUT BRITTLE **\$3.99**
- 4 OZ. BOX.....
- SHURFINE DOG FOOD **\$3.99**
- 20 LB. BAG.....
- DISPOSABLE CUDDLERS **\$3.99**
- DIAPERS 24 LARGE OR 32 MEDIUM CONV. PKG.....
- BRAWNY PAPER TOWELS **99¢**
- JUMBO ROLL.....
- WILSON MEAT BOLOGNA 12 OZ. PKG..... **79¢**

COMBO OF THE MONTH
2 CHIMICHANGAS OR 2 BEEF & SALSA BURRITOS EACH COMES WITH A TALLSUP FOR ONLY \$1.99

COOKED FOODS SPECIAL OF THE WEEK
ALLSUP'S "FAMOUS" BURRITO & A 20 OZ. NR COKE FOR ONLY 99¢

Values In Every Aisle

Plains Independent School District Home of the Cowboys & Cowgirls



What's
Cooking
At School?

Sign-ups continue for gymnastic lessons

Registration for Plains Royal Bounders gymnastics classes was held Monday evening, Aug. 30 from 6:30 to 8:30 p.m. in the Elementary Building Activity Room. Due to inclement weather, registration has been extended and those who wish to sign up may do so by contacting Billie Howell, 456-4695 or Penny Green, 894-7916.

There is a \$20 registration fee which includes the cost of insurance. Classes are 45 minutes each week and the cost of lessons are \$25 per month. Classes will be held in the Junior High Gym and were scheduled to begin Sept. 6.

VOLLEYBALL

The Cowgirls suffered a 11-15 15-11 8-15 loss Lubbock High, Tuesday, Aug. 24. Rhonda Cowart served eleven points in the match. They were eliminated by the Dumas Demonettes in first round action of the Lubbock Invitational Tournament held in the Monterey Gym, Saturday, Aug. 21. They finished second place in pool competition on Friday, splitting games with Canyon Randall 16-14 12-15, Pampa 15-12 14-16, and Monterey 15-9 11-15.

The JV went the full three games with Lubbock High before falling 2-15 15-13 5-15. Heather McDonnell recorded eight points. The Brownfield JV claimed a 15-10 15-8 win over the Cowgirls, Friday, Aug. 20. Amanda Koncaba notched six points, and Mary Ann Gonzales and Mary Morales combined for ten. Bridget Bernal led all servers with six points in their 10-15 6-15 loss to the Brownfield ninth grade squad.

Dear Editor

To The Editor:

Where is the big change that we constantly heard about last year? The way I see it, we just have more of the same: politicians who say they want to cut taxes and reduce the deficit, but wind up voting for increased taxes that will kill the recovery and balloon the deficit.

I have observed through the years a person in Washington who is serious about cutting taxes and lowering the deficit. Senator Phil Gramm can see through the rhetoric those "change" people put out. He stands up for our rights and values because he is one of us. I appreciate his hard work and wish him luck on the difficult task ahead.

Sincerely,
s/Nita Gibson
Nita Gibson
7003 59th
Lubbock, Texas 79407
793-0820

Tumblers will be eligible to participate in meets and halftime shows during the year. All ages and all level classes will be available and classes are open to all students who wish to enroll.

School pool hours announced

The swimming pool at Plains ISD will be opened to the public Mondays and Tuesdays from 6 to 8 p.m. for the months of September and October.

Students and families are encouraged to take advantage of this opportunity.

School Events

MONDAY - Labor Day - School Holiday.

TUESDAY - Volleyball - Denver City - 9th/JV/V - there - 5 p.m.

THURSDAY - Volleyball - Denver City - 7th/8th - here - 5 p.m.; Football - Morton (scrimmage) - 7th/8th - there - 5 p.m.; Football - Morton - JV - there - 7:30 p.m.

FRIDAY - Football - Morton - V - here - 8 p.m.

SATURDAY - Volleyball - Wink Tournament - V - there

BOOSTERS ARE NOW SELLING...

PHOTO BUTTONS - contact Jennifer Beckham

TEE SHIRTS - contact Toni Jones

& YARD SIGNS - contact Teresa Stroup

THE ACCOMPANYING TAX NOTICE IS WRONG!

The Plains Independent School District is required by state law to publish the accompanying tax notice in this form, even though the notice is deceptive.

Because of an omission in the recently-enacted state law, Plains I.S.D. may not include revenue collected by the county education district in the calculation of taxes for the 1992-93 school year. The effect of this is to understate last year's actual school levy and produce an inaccurate comparison of last year's tax levy to this year's tax levy.

The correct comparison of tax levies is as follows:

Last year's (1992-93) Combined Levy:	<u>7,981,566</u>
Less: Amount to CED	<u>-4,064,010</u>
Revenue to School District (1992-93)	<u>3,917,556</u>
This year's (1993-94) proposed school levy:	<u>2,585,000</u>
Less: Amount to the State	<u>-6,035,921</u>
Revenue to School District (1993-94)	<u>3,549,079</u>
Percentage change:	<u>-9.4% (decrease)</u>

FOR SALE

HOUSE FOR SALE: 605 4th St., 5 Years Old. 3 Bedrooms, 2.5 Baths. Finished basement on 2 lots, \$85,000. Call Collect 512/241-9867. Locally contact Linda Lowrey or Christy Brink.

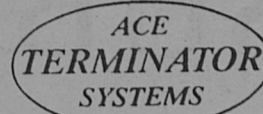
Notice

BEAUTI CONTROL cosmetics. Call Holly Dyer, 456-8451. 49/tfc

Don't confuse fame with success: Madonna is one and Helen Keller is the other. ~ Erma Bombeck

Immediate Opening School Nurse for Plains Schools.

Must have at least LVN certification and either be certified to do TEA screening or willing to become certified. Applicants should contact Charley Chambliss at Plains Elementary School, 806-456-7438. Plains ISD is an equal opportunity employer.



Pest Control & Extermination

Alton McGinty
Certified Applicator

Box 557
Plains, Texas 79355

(806) 456-4030

This notice is required by the Texas Legislature.

*The percentage increase shown in the first paragraph below may appear unusually high because it does not reflect 1992 taxes levied by the now-abolished county education district (CED). In 1992, the CED levied a portion of the taxes used for school purposes, and the school district levied the remainder of school taxes. In 1993, school districts will levy all school taxes. For an explanation of the increase, attend the public hearing scheduled below or call your school district.

Notice of Public Hearing on Tax Increase

The Plains Independent School District will hold a public hearing on proposal to increase total tax revenues from properties on the tax roll in 1993 by 468% *percent. Your individual taxes may increase at a greater or lesser rate, or even decrease, depending on the change in the taxable value of your property in relation to the change in taxable value of all other property.

The public hearing will be held on Monday, Sept. 13th at 8:00 p.m. - Adm. Offices.

FOR the proposal: Jerry Parrish, Stanley Ashburn, Gary Six, Roger Bennett,
Tony Winn, Rickey Bearden and Danny Bell

AGAINST the proposal: NONE

The statement above shows the percentage increase the proposed rate represents over the 1993 tax rate that the unit published on August 26, 1993. The following table compares taxes on an average home in this taxing unit last year to taxes proposed on the average home this year. Again, your individual taxes may be higher or lower, depending on the taxable value of your property.

	(Optional) Last Year County Education District	Last Year School District	This Year School District
Average home value	\$ 31,710	\$ 31,710	\$ 31,340
General exemptions available <small>(amount available on the average home, not including senior citizen's or disabled person's exemptions)</small>	\$ 11,342	\$ 11,342	\$ 11,268
Average taxable value	\$ 20,368	\$ 20,368	\$ 20,072
Tax rate	\$.901/\$100	.2376/\$100	1.35 /\$100 <small>(proposed)</small>
Tax	\$ 183.52	\$ 48.40	\$ 270.98 <small>(proposed)</small>
(Optional) Total 1992 School Taxes	\$ 231.92	(Optional) Total 1993 School Taxes	\$ 270.98 <small>(proposed)</small>

(School districts publishing optional information must publish the following:)

This paragraph compares last year's CED and school district taxes with this year's proposed school district taxes:

Under this proposal, taxes on the average home would increase by \$39.06 or 16.85% percent compared with last year's total school taxes. Comparing tax rates without adjusting for changes in property value, the tax rate would increase by \$.2114 per \$100 of taxable value or 18.57% percent compared to last year's total school tax rate. These tax rate figures are not adjusted for changes in the taxable value of property.

(All school districts must publish the following:)

This paragraph compares last year's school district tax with this year's proposed school district taxes:

Under this proposal, taxes on the average home would increase by \$222.58 or 459.88% *percent compared with last year's school district taxes. Comparing tax rates without adjusting for changes in property value, the school district tax rate would increase by \$1.1124 per \$100 of taxable value or 468.19% * percent compared to last year's school district tax rate. These tax rate figures are not adjusted for changes in the taxable value of property.

Mayor T.J. Miller is recognized

The Texas Public Power Association (TPPA) is pleased to announce the recipients of this year's awards to organizations and individuals in Texas for contributions to their communities, public power and TPPA.

Plains Mayor T.J. Miller received the Jack Miller Public Service Award, for his exceptional leadership and public service in the public power field.

The awards were presented at the 1993 TPPA Annual Meeting Awards Luncheon held Aug. 31 at the Hilton Palacio del Rio in San Antonio.

The Texas Public Power Association represents Texas' publicly-owned electric utilities. Members include municipal utilities, joint action agencies, river authorities, and rural electric cooperatives.

Receptionists make first impressions

Your customer's first impression of your business is often over the telephone. That first customer's call is as important as a face-to-face handshake. It not only communicates the professionalism of your business but also creates the desire or non-desire on the customer's part to purchase your product or service.

Receptionists, customer service representatives and sales people are most likely to make or receive those first impression call. Here are some tips to keep in mind when talking with your customers.

First, answer the phone with "How may I help You?" after giving the name of your firm. This simple greeting increases the caller's positive attitudes by 23 percent, according to the Professional Consultant and information Marketing Report.

Second, avoid trite and overused phrases.

And third, don't put anyone on hold for a long time. Instead, explain that you will return to the call within a few minutes.

Next, be sure that people answering the phone have sufficient knowledge about your products and services to maintain the customer's interest in what you offer. When interested prospects call back, turn their names over to someone who can make a follow-up call.

In today's economic climate, proper use of the telephone has become even more critical, particularly in sales-oriented companies that rely heavily on the telephone to generate business. Correct use of the telephone will help your business keep your customers satisfied.

Texas ALLTEL is a telephone operation company subsidiary of ALLTEL Corporation. ALLTEL provides telephone service to over 1.3 million customers throughout the United States. ALLTEL also has subsidiaries or investments in companies that provide cellular telephone service, information services, communications products and other related services.

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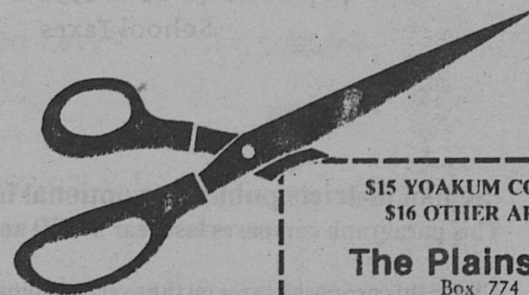
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CITY OF PLAINS
RAYMOND CRAIN
ARCHIE HARRIS
~~FRANK HARRIS~~
BILLIE FAYE McDONNELL
BILL OVERTON
~~HOMER SHELTON~~
~~BONNIE YOUNG~~
BILLY HUCKABY
MICKEY McMINN
SUE RUSSELL
ROGER HARVEY

AUGUST

EDWIN BRINK
BRENDA CANADA
~~GR. GAYLE~~
BOB JONES
MACKY McWHIRTER
YO. CO. EXT OFFICE
~~J.M. DEARING~~
PHARON PHARR



1 year (Yoakum & surrounding counties)

\$15

2 years (Yoakum & surrounding counties)

\$25

\$15 YOAKUM COUNTY
\$16 OTHER AREAS

The Plains Pride

Box 774

Olton, Texas 79064

Subscriber's Name (Print)

Box Number or Route

Town and Zip

Years _____ New Renewal

Amt. Received _____ Date _____