

THREE LITTLE WORDS...

I suppose some degree of commerce would grind to a halt if telephone solicitors weren't able to call people at home during dinner hour. But that doesn't make it any more pleasant.

Now Steve Rubenstein, a writer for the San Francisco Chronicle, has proposed "Three Little Words" based on his brief experience in a telemarketing operation that would stop the nuisance for all time. The

three little words are "Hold On, Please." Saying this while putting down your phone and walking off instead of hanging up immediately would make

each telemarketing call so time-consuming that boiler rooms would grind to a halt. When you eventually hear the phone company's beep-beep-beep tone, you know it's time to go back and hang up your handset, which has efficiently completed its task.

OTHER GOOD IDEAS:

When you get ads in your phone or utility bill, include them with the payment let the companies throw them away.

When you get those pre approved letters in the mail for everything from

credit cards to 2nd mortgages and junk like that, most of them come with postage paid return envelopes, right? Well, why not get rid of some of

your other junk mail and put it in these cool little envelopes!

Send an ad for your local chimney cleaner to American Express. Send the pizza coupon to Citibank.

If you didn't get anything else that day then just send them their application back! If you want to remain anonymous, just make sure your name isn't on anything you send them. You can send it back empty if you want to just to keep them guessing!

Eventually, the banks and credit card companies will begin getting their junk back in the mail. Let's let them know what it's like to get junk mail,

and the best of it is that they're paying for it! Twice!

Let's help keep our postal service busy since they say e-mail is cutting into their business, and that's why they need to increase postage again!