

'Rise and Shine' rings sleepers back to reality

By Sandra K. Gary
Battalion Reporter

Tic toc, tic toc, tic toc ... ring-a-ling-a-ling ... clank clank, BANG ... tic toc, tic ... ZZZZZZ ... Arggh! Overslept again!

Though this sequence may be familiar for some, it doesn't have to be routine. For the patrons of Rise & Shine Wake-up Service, the ring-a-ling-a-lings come from the telephone, not an alarm clock. And after the clank clanks comes, "Good morning, Linda. It's 6 a.m."

Rise & Shine is a telephone reminder service.

"We offer a variety of services besides the wake-up calls. We call people to remind them of appointments or anything else they might want," said Joey Williams, the initiator of the service. "But mostly we do wake-up calls."

"A lot of people have a tough time waking up. And if they hear a voice just after they've woken up, they're more likely to stay awake," Williams said.

Customers include people who work long hours and have to get up very early or people who don't have regular waking and sleeping hours, he explained.

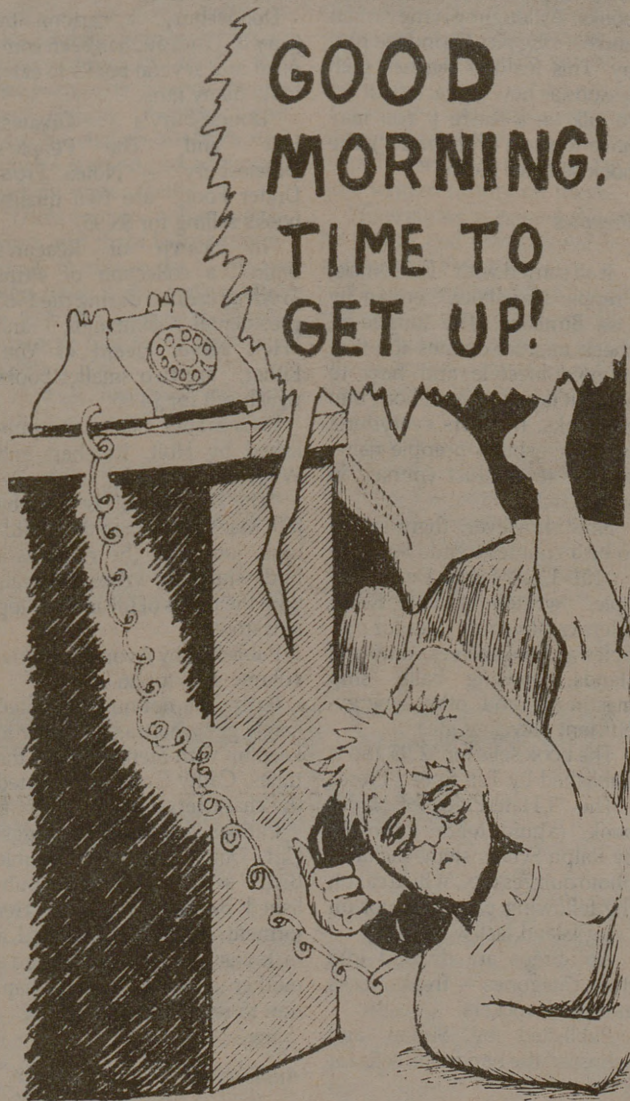
"Most of our customers right now are oilfield workers and Aggies," he added. "The oilfield workers use the service because they work long hours and don't get a lot of sleep. The Aggies use us because they tend to get lazy with studying."

"Our first call starts around 4:30 a.m. and we keep calling until about 8 o'clock," he said.

"We have a three-way partnership and the three of us handle most of the calls," Williams said.

Bruce Hale and Leonard Hale are the other two partners in the Rise & Shine Wake-up Service. Williams' wife helps out, too, since all of the men work construction during the day.

"With all of us calling, we can handle about 15 calls a minute. So if that many people want to be woken up at the same time, we don't run into too many problems," Williams said.



"One person can make four to five calls a minute. And when you get used to dialing the same numbers every day, you can sometimes handle more than that — if the people answer their phones promptly," he explained.

"Once people get used to waking up when the phone rings, they'll catch it in two or three rings, but sometimes it takes 30 rings. And that hurts because it cuts in on other people's calls," Williams said.

The rousers themselves don't oversleep, he added.

"We all get up pretty early anyhow. And I'm a morning person. My day starts around 4:30 or 5 o'clock," he said.

Williams said prices are set for a student's budget.

"Five calls per week cost \$10 a month. Seven calls a week is \$15 a month," Williams said. "And if a husband and wife want to be waked up at different times during the day, that's \$20. We also have a plan for people who don't need to be called regularly. It costs \$5 for 10 wake-up calls on weekdays only."

"Our service is coming along pretty good now. But since we're not listed in the phone book, things are a little slower than we'd like," he said. If you have trouble getting started in the morning, the phone number for Rise & Shine Wake-up Service is 779-3159.

Top Ten

Ahhh, Thanksgiving. A time for school children to make pilgrim hats of construction paper. The day to stuff yourself to the eyebrows with the traditional spread, spawl there groaning in front of the television set, and then fight with your dad over the last piece of pumpkin pie.

And it's the time that giving thanks for your blessings brings a tear to the eye and a sigh to the cranberry-stuffed stomach.

Yes, however awful the college grind may be, you too have some things to be thankful for. Be thankful *Focus* is here to remind you of them.

Give thanks for ...

- 1 — Whatever grade points you have managed to accumulate. Some people don't have any, or enough to stay in school. Aren't grade points like golf scores, the lower number, the more skilled you are? (Try that one on the parents).
- 2 — Turkey. It lasts and lasts, and you can eat and eat — the same thing fixed 73 different ways in one week. Turkey crepes and turkey divan might be fairly palatable, but turkey meatloaf?
- 3 — Peanut butter. It's a nice change after eating nothing but turkey for one week. And it probably has more protein. Ask Annette Funicello.
- 4 — It's almost over for the semester. Then you can go home and have your mother spend one month trying to tell you how to run your life. With any luck, it won't work. Then you can tell her how to run her life.
- 5 — Feet. Where would you be without them? Other parts of the body are nice, too, and each deserve a separate thank you for surviving what you have put them through. And what you're going to put them through.
- 6 — Movies. All-purpose goodies useful for excuses not to study, blind dates, and something to watch instead of football games on Thanksgiving and New Year's. Who would you rather see, Bonzo or Cosell?
- 7 — Professors. Grin — with teeth clenched. Thank them for all those tests they're letting you take next week, just so you will have something to do during the break. Complain about studying.
- 8 — Di-Gel and Alka Seltzer. You've got to have relief from the gut-busting meal you'll be stuffing past your lips. Fizz and plop your way back to comfort.
- 9 — Goodness, Heavens, and Your Lucky Stars.
- 10 — Lists in *Focus* that keep you entertained. We know you lose sleep nights trying to figure out what the theme of the next week's list. It's fine to await them eagerly, but please stop those fistfights at the Batt distribution boxes.

Happy Thanksgiving! Christmas is only 29 days away!

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