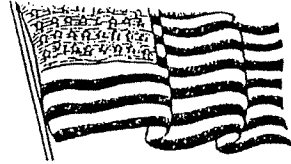


NEWS—AEGIS



MA'S BIG WEEKLY NEWSPAPER

Est. 1906 Successor To The Southern Aegis, Est. 1875

Register In Chancery

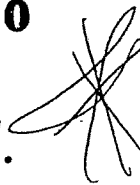
DAY, MARCH 14, 1957

\$2.50 A YEAR 5c A COPY

PHONE COMPANY

Over Dial Phones Saturday Night

Modern Equipment To Serve Entire Area "D" Hour Is 9 P.M.



BARBARA FRAZER



After more than half a century of operation with manual equipment, Pell City's Coosa Valley Telephone Company will cut over to a modern dial system next Saturday night, March 16.

D (for dial) hour will be 9 p.m., when Mrs. Jean S. Augustine, president of the telephone company will give the signal to switch to the dial board.

After Mrs. Augustine gives the signal, other key personnel will participate in necessary work to cut out the old system and cut in the new. Roy Meeks will discontinue service on the old switchboard. Randalls Smith will supervise cutting in the new equipment. Donald Rich and William H. Partlow will do the work on each frame to cut each line in service.

Mayor Joe Kilgroe will make the first call, to Senator Lister Hill in Washington.

Pell City first had telephone service in 1904. George Wilson of South Carolina, built and owned the first system. It was housed at the corner of Cogswell Avenue and 18th Street, across the avenue from the City Hall.

Mrs. Augustine and associates bought the company in December 1955 from Mr. and Mrs. Wasson Harmon who had owned and operated the system since 1922. Previous owners following Mr. Wilson were the late LaFayette Cook, the firm of Burns, Larkin and Sullivan, the late E. A. Thompson and Mr. and Mrs. Harmon.

The switchboard was moved from its original location to the Cooke home, the house now better known as the Ed Love home, from there

to the second floor of the Pell City Drug company, back to the original location across from city hall and later to its present location on the corner of Cogswell Ave. and 17th St.

Mrs. Jesse Cook was the first operator, or "central". Present operators of the manual board are Miss Laura Harmon, Miss Viola Darrah, Mrs. Louise Bailey, Mrs. June Tillery, Mrs. Victoria Wheeler, Mrs. Jeannette Perry and Mrs. Alma Smith.

The cut-over Saturday night will affect nearly 1300 telephone subscribers. However, the new dial board is capable of handling approximately 10,000 telephones, sufficient to serve Pell City and this area at the normal rate of growth for 10 years.

Mrs. Augustine first set a target date of two years for the installation when she bought the local phone utility in December, 1955, but succeeded in making the change in 15 months. The new system was installed at a cost of approximately \$250,000. T. C. Green, of the Stromberg-Carlson Company, has been in Pell City since last November supervising installation of the new switchboard and the other work necessary for the change.

Randalls Smith, vice president of the company, and a special crew, have completed installation of dial equipment on every phone. Mrs. Augustine said the dial phones could have been cut over about two weeks ago, but the intervening time has been spent in testing the new equipment in an effort to iron out every possible flaw and have smooth operation from the beginning.

Officials of the company have cautioned that the old board will be in use until exactly 9 o'clock Saturday night. After that it will be complete dialing. Every subscriber will have a new telephone

HELLO TRACY ... YOU THERE?

New Police Radio System Being



BARBARA FRAZER



BETTY FRAZER



RANDALLS SMITH



MRS. JEAN AUGUSTINE

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Officials of the company have cautioned that the old board will be in use until exactly 9 o'clock Saturday night. After that it will be complete dialing. Every subscriber will have a new telephone directory before the cut-over. Subscribers have also had special notice on how to dial and other information.

In Pell City the prefix word for all phones will be "Edgewood". However, in dialing, only the first two letters of the word "ED" can be used in dialing. Also all numbers in Pell City will begin with the number "8", after which all numbers will be different.

In dialing a number after the cut-over at 9 o'clock Saturday night the number Edgewood 8-2321, the number of The News-Aegis, would be done in the following way; first dial ED, then 8-2321.

HELLO TRACY ... YOU THERE?

New Police Radio System Being Installed Here

Saturday is shaping up to be a big day all around for the citizens of Pell City, and for the city government and law enforcement officers.

That's the day the new dial phones will be put into use, and Mayor Joe Kilgroe announced this week that the city also hopes to have its new two-way police radio equipment ready to be put into operation on that same day.

The Mayor said the radio equipment arrived Tuesday, and that Tanner Communications Co. of Birmingham was to begin installing it today. He said they would make every effort to have it ready to go 'on the air' at the same time the new dial system goes into effect.

With this new radio system, local police can be reached within a matter of minutes by phoning the city hall, where a radio operator (a member of the police force) will be on duty 24 hours a day. Sending and receiving equipment will be installed in the police car and in the two city utility trucks, so that

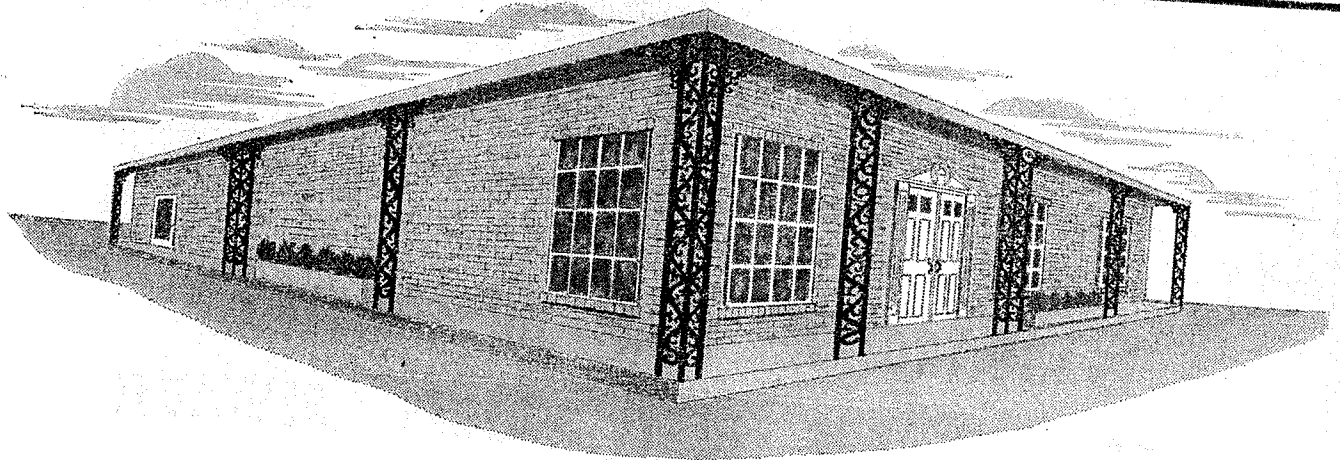
Lyric Theatre

Thurs.-Fri., March 14-15
"THE GIRL CAN'T HELP IT"
Jayne Mansfield - Tom Ewell

Saturday, March 16
MASSACRE
Dana Clark
Comedy and Cartoon

Sun.-Mon., March 17-18
ANASTASIA
Ingrid Bergman - Yul Brynner

Tues.-Wed., March 19-20
A KISS BEFORE DYING



NEW TELEPHONE EXCHANGE . . . (See Story Above)

*News-Courier
6-10-31*

New Telephone Building Dedication Set Thursday

The new central office building of the Coosa Valley Telephone Company will be dedicated at special ceremonies Thursday morning (Christmas Eve) at 11 a.m.

The new building, constructed to house the new and modern equipment of the local company is brick and steel construction and was designed so that walls can be removed for future expansion. The building will take the place of the building completely destroyed by an early morning explosion, December 10, 1963.

Mayor Otis Perry, Judge Hoyt Hamilton, Judge F. O. Whitten Jr., Rep. Ed. Holladay, officials of Southern Bell and other dignitaries will attend the dedication program.

The building was built under supervision of H. E. Brandli Jr., secretary and treasurer of the Company. Coper Construction Co., was the prime contractor. Cost was approximately \$40,000. A crew of specialized installers have been at work for several weeks to get the equipment ready for use as soon as possible. Carroll Sawyer, of Automatic Electric Co., Northlake, Ill., has been supervising installation. Installation is about 60 per cent complete and company officials have a target date of March, 1965, to have it ready for use.

When the new equipment is installed and ready for use it will provide direct distance dialing, automatic toll ticketing and operator service.

Following the explosion a year ago, company officials performed a near 'miracle' in finding temporary equipment at Enterprise, Ala. The equipment, including the building in which it was housed was transported to Pell City intact and set up for operation.

Officers of Coosa Valley are

Mrs. Jean S. Brandli, president, Arthur M. Smith, vice president, and Henry E. Brandli Jr., secretary-treasurer. Randles E. Smith is vice president and plant manager. All officials and employees will attend the dedication. Others expected to attend are Mrs. Arthur J. Smith, Buena Vista, Va. and Mr. and Mrs. Henry E. Brandli Sr., New York City.

The company's main office building will still front on Cogswell avenue and customers will use the same building to pay accounts and attend to other business. Officials have plans for a new building fronting on Cogswell avenue when business demands it.

WORD GETS

AROUND

Dear Subscriber;

On a cold December day in 1963 the entire exchange of our Pell City office was destroyed by a fire and explosion that in 15 minutes undid several years of work and crippled the community. Ever since that day we have tried to do our best to give you what we could in the way of telephone service. Admittedly, it has been a long struggle for all of us and while it is service, it is dial and we are grateful for it, still it is a long way from our usual quality. I have bragged consistently, to the Alabama Public Service Commission, to other telephone companies and to anyone who would listen, about the attitude of the people of St. Clair county in the trying days that have followed. Right up until the present day we have had so few people complain that it is unbelievable. And those who did were justified in their criticism. We have had nothing but understanding and sympathy from everyone here, and we want you to know that we appreciate every minute of it. Without that charity from you, many many days it would have been too hard to take.

We are proud to tell you now, what we can and will do. It was quite a decision for us to make last January when we could think clearly whether to install quickly, telephone equipment that would give service, or take our time and plan for the best, newest and highest quality service that we could offer and that we thought Pell City deserved. It would cost money-it meant refinancing-could we do it? Our plant was in ashes- Would our customers wait? And could we ask our employees to try to hold this equipment together that long? Where would we put the new building, and was this where it should be? Finally, we decided, for the long pull, that it was only fair to give you the best at all cost. And so the long months of planning every detail of the complicated equipment began. The letting of the bid for the contract, the plans for the building, how big would Pell City grow? How many years should we plan for? And how could we give more and better service?

NOW! You will have it all! We proudly inform you that in March, 1965, we will be ready at long last. You will have the finest service available. It will be more modern than many major cities. In detail let me itemize:

All number calling. Complete nationwide long distance dialing. As soon as Telstar is operative, you can dial around the world. We'll be ready in Pell City! Each one and two party telephone will be automatically indentified for automatically ticketed long distance computing. All other party lines will be identified by an operator. Person-to-person long distance dialing will be automatically ticketed in our special equipment. New type operation on all Pay Stations for faster less confusing service. More circuits available for two and three line business service. Local operators for repair and information service around the clock. We are pleased to offer you the very best! Your own Long Distance operators for your convenience. We can take care of our own subscribers here in Pell City by the most modern methods and we provide this service for you at no additional cost. Your needs will come first with operators from your own area and their wages stay here in the community.

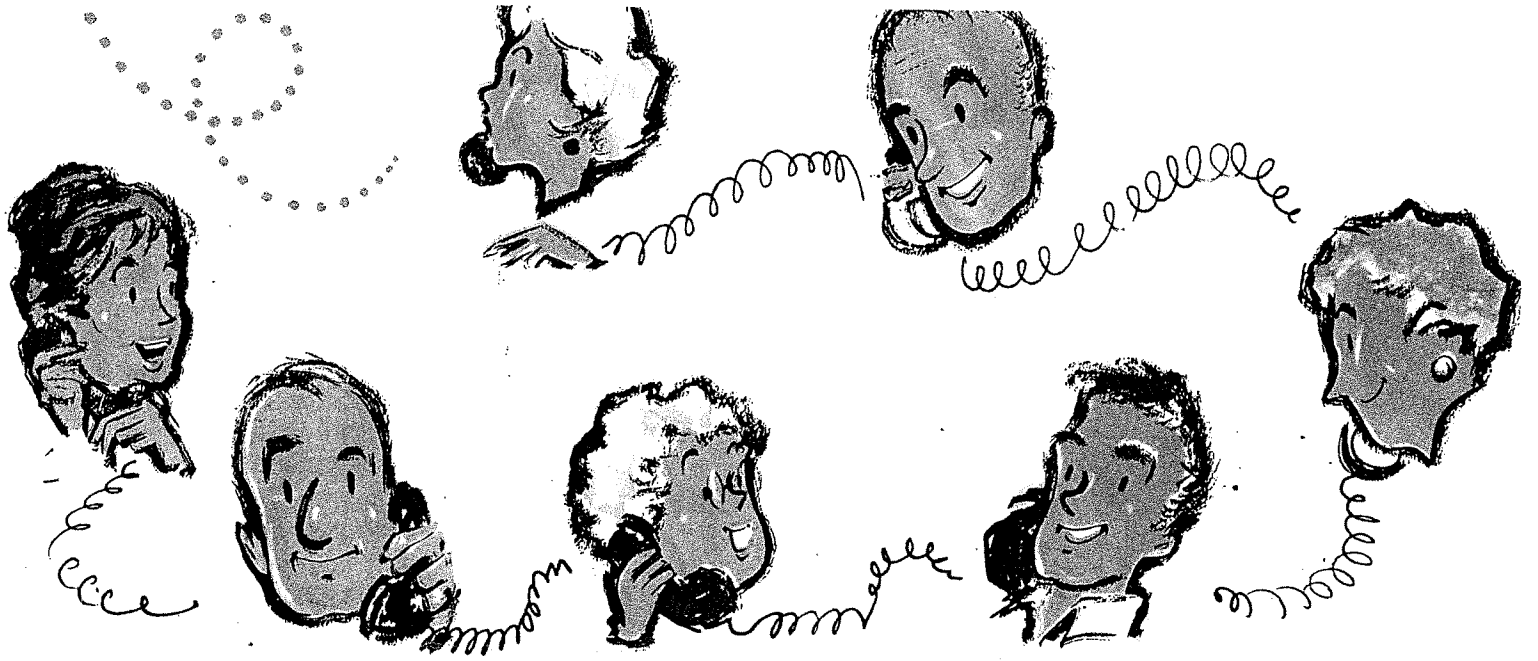
Well, thats our story. It's no longer a secret. Our new telephone directory is going to press next month and will contain the new information for our new system. If you wish to change your address or the spelling of your name or your grade of service please notify us at once so that we may make these corrections for you.

Again, we thank you for your cooperation and patient endurance of the situation. To our employees, thank you for the assistance you have given us every day. And to our suppliers, thank you for the help in planning this program from the dream stage to the finale.

Completion is just around the corner. A little while and we can be proud of our telephone service once again.

Coosa Valley Telephone Co.

Jean S. Brandli, President



News-Aegis

Nov. 17, 1966



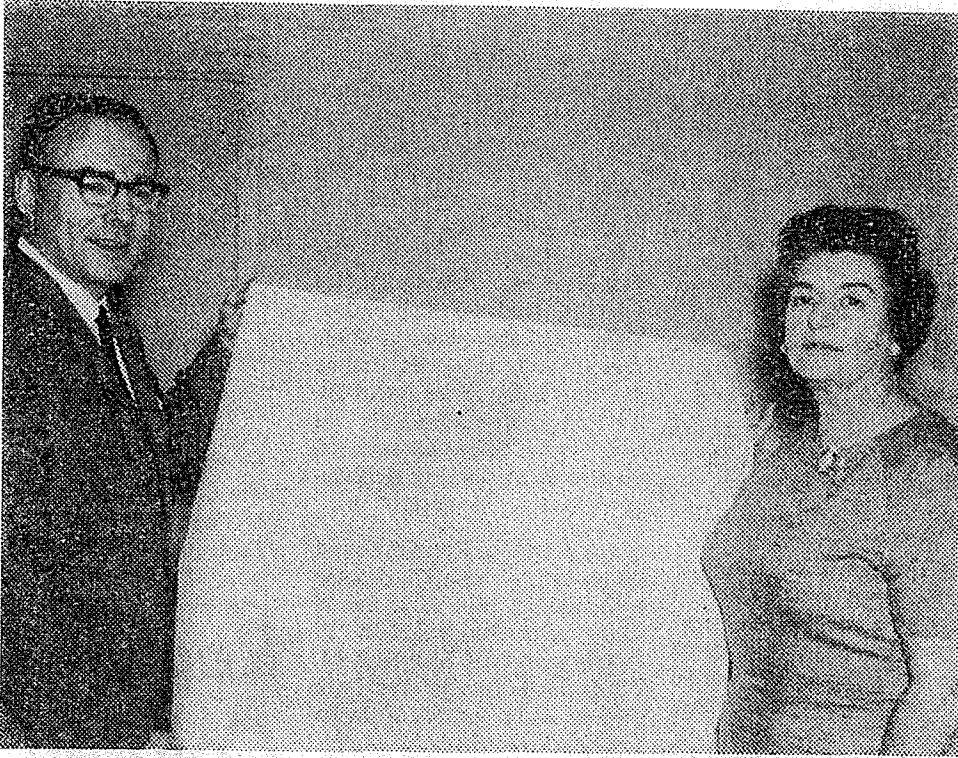
COOSA VALLEY INSTALLS 3000TH TELEPHONE
... In Home of Mr. And Mrs. James Evans

The new home of Mr. and Mrs. James Evans in the Forrest Hills Subdivision became the recipient of the 3000th telephone installed by Coosa Valley Telephone Co. in this area.

A handsome, continental-type phone (foreground, above) was presented to the Evans family by officials of the Telephone Company.

Pictured from the left above

are Delbert Glenn, commercial manager; Bill Brandli, secretary-treasurer; Jean Brandli, president; Mr. and Mrs. Evans and son, Joe Bob, and Arthur Smith, vice president.



MR. AND MRS. HENRY E. BRANDLI, JR. SHOW SURVEY MAP

. . . One Of Many Produced For Wide Area Survey

An extensive survey is now being conducted by the Coosa Valley Telephone Company to determine its future needs in providing telephone service to its subscribers. Mrs. Jean S. Brandli, President, announced that a group of engineers has been employed to count each dwelling in the area, locate it on a map and classify these according to potential. This was a large project because no really accurate maps of the area exist since the flooding of the lake site changed all the roads and the face of the landscape. Drawing these maps, locating served and unserved dwellings and showing the location and size of poles, cables and wires is just

the first step in a program aimed at producing an adequate 5 year design.

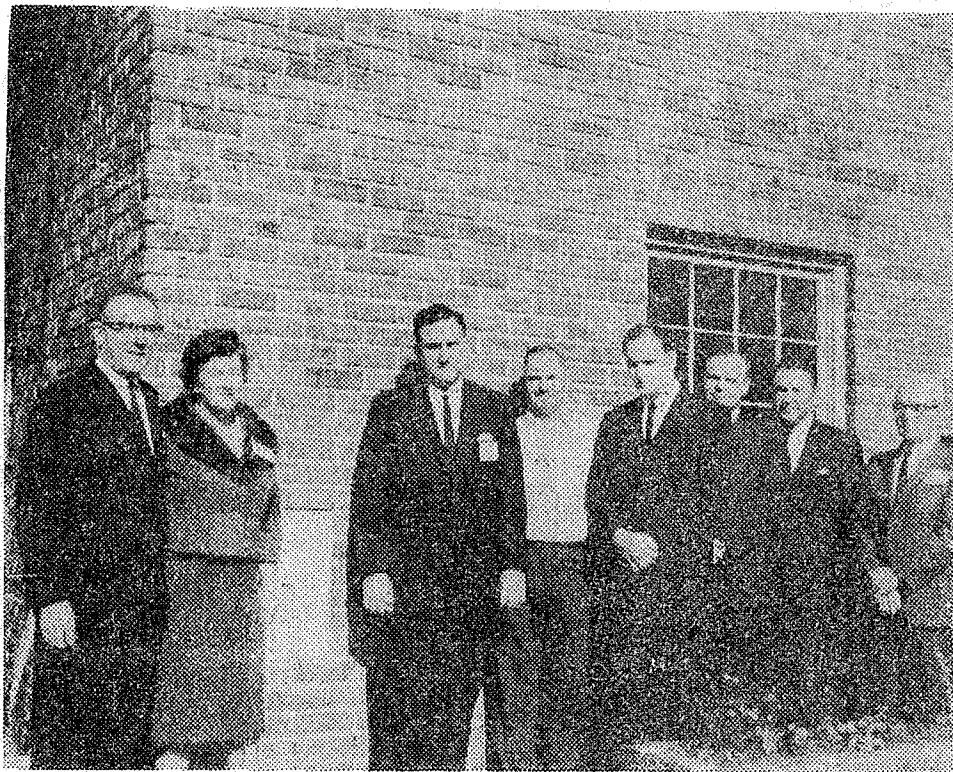
Serving a large area bounded approximately by Broken Arrow Creek, Logan Martin Dam and from Eastaboga to Cook Springs, the Company is attempting to determine a 5 year plan for extending an improved grade of service within these approximately 350 square miles. There are many new types of service available which can be provided if they are desired, however, the cost of the equipment is such that adequate planning is essential.

The growth in the new Logan Martin Lake area could not be estimated in advance and facili-

ties therefore could not be put in place. In order that future designs be made most economicaly it is advisable to contact the subscribers and a questionnaire is being mailed to all of them. The company will appreciate advance knowledge of any large construction plans.

"The technology of the telephone industry is advancing very rapidly into services other than regular voice transmission," Mrs. Brandli said, "and we must study our needs more carefully than ever."

All of this is planned to give the highest quality of telephone service at the lowest cost consistent with good management, Mrs. Brandli said.



TELEPHONE BUILDING DEDICATION

Officials of the Coosa Valley Telephone Company, city officials and others at the recent dedication of company's completed operations building. Shown above from left top photo are Mr. and Mrs. Henry Brandli Jr. Mrs. Brandli is president of the company, Mr. Brandli secretary-treasurer, Mayor Otis Perry who officiated at the ceremony, Randles Smith, vice president of Coosa Valley, City councilmen Wallace Shoemaker and Dr. Ray Cox, Billie Cosper whose company were prime contractors on construction and Sam F. Burt, ex mayor, during whose administration the building was started. Coosa Valley officials hope to cut over the new equipment housed in the building sometimes in March. Bottom photo shows Mr. Cosper in the act of laying the cornerstone, and Mrs. Brandli. The cornerstone contains a number of coins, telephone equipment items



and newspapers for information to those who may open the cornerstone on some far away day.

Contel of the South, Inc. in Pell City

A HISTORY

1904

St. Clair Telephone Company of Pell City, an antecedent of Coosa Valley Telephone Company, was born at the corner of Cogswell Avenue and 18th Street across from the then Pell City City Hall. George Wilson was its founder.

1907

Wilson sold St. Clair Telephone to Lafayette Cook (after whom Cook Springs was named), who moved the company to 1701 Cogswell Avenue, just a block away.

12/12/08

St. Clair Telephone Company was incorporated by L. Cook, J. F. Cook and E. E. Cook. The first operator was Mrs. Jess Cook.

1915

The Cooks sold St. Clair Telephone to a group known today only as Burns, Larkin and Sullivan, who moved it to 1901 Cogswell Avenue, above the drug store.

1920'

St. Clair Telephone expanded and sold then to C. R. Fay, Ellen Spears and to someone identified as Vandander. Larkin, identified as a buyer in 1915, may have continued as part owner.

1941

One of Pell City's first telephone directories published 200 listings.

1945

Randles E. Smith bought "an interest" in St. Clair Telephone and moved it to 1700 Cogswell Avenue.

1946

With the arrival of Mrs. Georgiana Underwood, St. Clair Telephone now had one day time operator and an assistant as well as one night time operator who slept in a cot next to the switchboard. At this time there were 20 incoming lines.

12/1/55

Jean Augustine and Associates purchased St. Clair Telephone Company. (Mrs. Augustine later was known as Jean Brandli). On the same date, Mrs. Augustine along with Randles Smith and Arthur Smith filed to incorporate Coosa Valley telephone Company as the new name for the old St. Clair Telephone Company.

12/12/55

St. Clair Telephone, antecedent of Coosa Valley Telephone, was officially dissolved as a corporation after 47 years.

3/16/57

Jean Brandli had called for a two year target date to convert Pell City switching to automatic dialing, buying the equipment from Stromberg Carlson for \$250,000. The job was completed by this date after 15 months. There were now nearly 1,300 subscribers. The last call through the old switch was initiated by Mrs. Wasson Harmon, widow of the company's part owner sometime during the 1920's. Pell City Mayor Joe Kilgroe then made the first call through the new switch, this to U. S. Senator Lister Hill in Washington, D.C.

March 1958

The Pell City phone directory was published with 10 white pages and 20 yellow. The current prefix designation was "Edgewood 8".

March 1963

Coosa Valley Telephone's directory now contained 18 white pages and 34 yellow pages, 14 of the white pages being Pell City listings and 4 being Lincoln. The Lincoln prefix was designated "Gridley 2".

12/10/63

An explosion destroyed Pell City dial equipment and knocked out all the phones in that exchange, setting off a flash fire which gutted the building in 13 minutes. Former operators were called back to service to an old manual switchboard while

temporary lines were connected to pay stations and to such emergency services as the hospital, police and fire stations and radio station WFHK. Pell City was isolated less than three hours. Service was restored to a large part of the city within 24 hours.

12/11/73

Coosa Valley Telephone borrowed an emergency central office from General Telephone Company at Enterprise, 200 miles away. It became the largest highway moving job in Alabama history up to that time. This would allow the fire-ravaged company to expedite restoration of service to its Pell City customers.

12/24/63

Describing it as a Christmas Eve "gift" to her 2,100 Pell City customers, Jean Brandli announced that service was back to near normal in spite of \$250,000 in damage yet to be overcome. She said facilities would be largely temporary until a complete and full redesign could be achieved for an ultramodern service in the distant future.

3/16/65

After months of planning, research, rebuilding and effort, Coosa Valley Telephone Company activated its new switching system, as modern as any. It was an ESS switch to serve a new, second exchange for the Pell City area and bearing the prefix 884.

8/17/69

Coosa Valley Telephone completed a new central office, containing an XY switch, for Surfside with a prefix of 525. This brought one and two party service to the south end of Logan Martin Lake. Mostly underground cable would feed the Surfside customers.

8/31/69

Extended Area Service was provided by Coosa Valley Telephone and South Central Bell in a toll free link between the Lincoln and Talladega exchanges. Lincoln already had EAS ties with Pell City and the new Surfside exchange.

1973

The "Superphone" was introduced to Coosa Valley Telephone Company customers representing a \$675,000 expansion of the Pell City switching facilities offering push button dialing, zero plus long distance dialing and future plans for such exotic optional features as call forwarding, call waiting, rapid dialing and conference calling.

November 1973

Major construction was completed on a new office building for Coosa Valley Telephone Company in Pell City, its location at 1610 Cogswell Avenue. The Coosa Valley Telephone Company headquarters was designed by John Fuller of Birmingham and built of Bentley Construction Company. Interior design was by C. M. George of Birmingham.

May 1974

Coosa Valley Telephone now had 4,800 subscribers using 6,735 6,735 telephones. Of these subscribers, 3,040 were in Pell City, 628 were in Surfside and 1,132 were in the Lincoln exchange.

9/19/74

Continental telephone Company acquired Coosa Valley Telephone Company, although Coosa Valley maintained its separate identity for awhile.

1/10/75

A tornado struck Pell City at 4:10 PM this Friday afternoon. It lasted only three minutes but was one-quarter mile wide and either destroyed or seriously damaged 50% of the homes. Twenty-eight people were hurt but miraculously none dead. Nearly 15 businesses were in rubble including the switching building operated by Coosa Valley Telephone Company for Continental. Damage to the telephone facilities amounted to approximately \$1.5 million. Pell City mayor A. E. Nixon said all power, gas and telephone service was completely stopped.

1/11/75

By the next morning, a bank of public telephones was activated outside the devastated switching building. Both the ESS and the XY switch (884 and 338 exchanges respectively) were damaged but with concentrated 24 hour a day effort the XY switch was made ready for service bank by bank and within four days the

electronic switch would be completely ready for service. The problem continued to be, however, that cable routes were so shredded by the tornado that restoration of service would have to take place house by house and business by business over a period of many weeks.

1/26/75

With the greatest amount of restoration labor now ahead, Coosa Valley president Jean Brandli published a full page newspaper ad thanking all who contributed to the effort. Listed by name were representatives of Alabama Telephone Company (23); Kentucky Telephone (2); Leeds Telephone (7); the parent company Continental (23); Stromberg Carlson Corporation (11); Hargett's Telephone Contractors, Inc. out of South Carolina (8); C & C Contracting Co. out of Indiana (3) and Bowers Contracting Co. out of North Carolina (5) -- in addition to the 34 from Coosa Valley Telephone. Her thanks went to a list totaling 109 telephone workers involved in around the clock work.

Summer 1978

Continental Telephone established its state headquarters in Pell City.

2/3/88

Continental Telephone became Contel of the South, Inc.

Mid February 1990

Contel's Gulf Division moved its headquarters to Pell City from Atlanta, Georgia.