

BIOGRAPHY

JEAN S. BRANDLI, (Mrs. Henry E.) Telephone Company Official; born New Haven, Conn. September 13, 1918; parents Arthur J. and Beatrice (Murray) Smith; student Southern Seminary Jr. College, married, Henry E. Brandli, Jr., June, 1964; Treasurer - Lexington Telephone Company, 1951-54; President - Lexington Telephone Company, 1954-58; President - Coosa Valley Telephone Company, 1955-present; President - North Indiana Telephone Company, Wawaka, 1959-67; Past Secretary - Planning Commission, Buena Vista, Va.; Member U. S. Chamber of Commerce; U. S., Virginia Independent Telephone Association; Alabama Telephone Associations; Southern Seminary Alumnae Association - President; U. S. Women's Club; Business and Professional Women's Club, Pell City; Pell City Garden Club - Past President; Pell City Chamber of Commerce - President

Home: 2116 4th Avenue North Office: 1700 Cogswell Avenue
Pell City, Alabama 35125

Taken From:

WHO'S WHO OF COMMERCE AND INDUSTRY

WHO'S WHO IN SOUTH AND SOUTHWEST

WHO'S WHO IN AMERICAN WOMEN

BIOGRAPHY

Mrs. Brandli, president of Coosa Valley Telephone Company was the nominee of the BPW's and the Chamber of Commerce.

Mrs. Brandli re-organized and became the first lady president of the Pell City Chamber of Commerce two years ago. During that time she was instrumental in bringing the Clow Corporation to this area.

She is a member of the Pell City Garden Club, which won second prize in statewide competition for city beautification under her chairmanship. Currently, she is chairman of that club's Holiday Houses.

In 1966, Mrs. Brandli was named TELEPHONE WOMAN OF THE YEAR by the Alabama, Mississippi and Louisiana Telephone Associations, the first woman to ever receive this award. That same year she was a delegate with the People-to-People industry tour of Russia and Europe and has been named co-ordinator for a similar mission in 1969.

Mrs. Brandli was the first woman to attend the University of Kansas Management Development Program and in 1967, a telephone engineering course at Michigan State University.

She has provided facilities for all civic clubs in the conference room of the telephone company and was instrumental in starting a Catholic Church in the area which will be constructed this year on highway 231 south.

She attended Southern Seminary and Junior College at Buena Vista, Virginia, and has previously owned telephone companies in Indiana and Virginia. She is currently president of the Logan Martin Amphitheatre Entertainment, Inc., a non-profit organization that presented musical entertainment in the summer of 1968.

She is listed in WHO'S WHO OF AMERICAN WOMEN, and is a member of the Independent Telephone Pioneers Associations and many of her industry's organizations.

Mrs. Brandli is married to Mr. Henry E. Brandli who is Secretary-Treasurer of Coosa Valley Telephone Company.

LIST OF ACHIEVEMENTS

Mrs. Brandli, president of Coosa Valley Telephone Company was the nominee of the BPW's and the Chamber of Commerce of Greater Pell City. *nominee by FUE? of the award*

Mrs. Brandli *re-established* re-organized and became the first lady president of the Pell City Chamber of Commerce two years ago. During that time she was instrumental in bringing the Clow Corporation to this area. *and to name it in 1968?*

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Mrs. Brandli was the first woman to attend the University of Kansas Management Development Program, and in 1967 she was also noted as the first woman to attend a Telephone Engineering Course at Michigan State University.

She has provided facilities for all civic clubs in the conference room of the Telephone Company, and ^{she} was instrumental in starting a Catholic Church in the area which will be constructed this year on highway 231 South.

Mrs. Brandli, and other civic leaders in the surrounding communities were instrumental in the organization of the Logan Martin Amphitheatre Entertainment, Inc. which brings to the residents of the area entertainment in the various fields. *even in being together many* *to begin the* *Various forms*

Mrs. Brandli is listed in Who's Who of American Women, ^{she} and is a member of the Independent Telephone Pioneers Associations, and many of her industry's organizations. *to the residents of the area.*

Who's who in LA and LW *List each book*
" " " *Commerce & Industry of Amer Women*

BIOGRAPHY

JEAN S. BRANDLI, (Mrs. Henry E.), Telephone Company Official; born New Haven, Connecticut, September 13, 1918; parents Arthur J. and Beatrice (Murray) Smith; student Southern Seminary Jr. College; Married Henry E. Brandli, Jr.

- President - Coosa Valley Telephone Company 1955 - Present
- Treasurer - Lexington Telephone Company, 1951 - 54
- President - Lexington Telephone Company, 1954 - 58
- President - Northern Indiana Telephone Company, Wawaka, 1959 - 67
- Member - U. S. Independent Telephone Association; Southern Seminary Alumnae Association; OPASTCO
- Past President - Alabama-Mississippi Independent Telephone Association
- Member - Board of Directors of Birmingham Catholic Charities Expansion Board
- President - Southern Independent Telephone Exposition, a subsidiary of the Regional Telecommunications Association, Inc.
- Secretary - Rural Telephone Bank Board, Washington, D. C.
- Member - State of Alabama, Board of Pensions & Security
- Member Board of Directors St. Bernard College - Cullman, Alabama

Home: Riviere Estates
Pell City, Alabama 35125

Office: 1700 Cogswell Ave.
Pell City, Alabama 35125

Mailing Address: 1700 Cogswell Avenue
P. O. Box 628
Pell City, Alabama 35125

Mrs. Brandli, President of Coosa Valley Telephone Company, was the recipient of the Woman of Achievement for 1968 award of the Business & Professional Women's Club and the Chamber of Commerce of Greater Pell City, Alabama.

Mrs. Brandli re-established and became the first lady president of the Pell City Chamber of Commerce in 1967. During that time she was instrumental in bringing the Clow Corporation to this area.

She is a member of the Pell City Garden Club, which won second prize in state-wide competition for City Beautification under her Chairmanship. In 1966, Mrs. Brandli was named Telephone Woman of the Year by the Alabama-Mississippi & Louisiana Telephone Association; the first woman ever to receive this award.

That same year of 1966, she was a delegate with the People-to-People Industry Tour of Russia and Europe and in 1969 she led a group of telephone executives on a tour of Spain, Italy, Yugoslavia and Russia.

Mrs. Brandli was the first woman to attend the University of Kansas Management Development Program, and in 1967 she was also noted as the first woman to attend a Telephone Engineering Course at Michigan State University. In 1970 she attended the U. S. Independent Telephone Association Public Affairs-Public Relations Seminar in Washington, D. C.

She has provided facilities for all civic clubs in the conference room of the telephone company. She was instrumental in building the first Catholic Church in the area, which was completed in 1970 on Highway 231 South.

In 1971, Mrs. Brandli was responsible for planning and arranging the program for the annual convention of OPASTCO, (Organization for the Preservation & Advancement of Small Telephone Companies), which was held in New Orleans, La.

She is a member of the Independent Telephone Pioneers Association.

Mrs. Brandli served in 1971 as the first woman president of the Alabama-Mississippi Independent Telephone Association.

She was appointed by Governor George C. Wallace in September, 1971, to the State Board of Pensions & Security.

Also in September of 1971, she was appointed by President Nixon to the Rural Telephone Bank Board and was subsequently elected Secretary of the Board. In September of 1972 she was re-elected by the R. E. A. borrowers to the Rural Telephone Bank and again elected Secretary.

In 1972 she was appointed Chairman of S. I. T. E., (Southern Independent Telephone Exposition), a subsidiary of the Regional Telecommunications Association, Inc. This is a non-profit organization which was established to set up the first regional trade show for the telephone industry in the Southeast.

She is listed in the Who's Who of American Women, the Who's Who in South and Southwest, and the Who's Who in Commerce and Industry.

Pell City's Jean Brandli Makes It In Man's World

Walk into the offices of the president of Coosa Valley Telephone Company in Pell City and immediately there is an obvious question to be asked:

"What is a nice lady home economist doing in a place like this?"

As a matter of fact, the president of Coosa Valley is a lady — a most attractive

utility. She remained as president of this company until 1958 at which time she assumed control of the Northern Indiana Telephone Co. in Fort Wayne. In the meantime, she had purchased Coosa Valley (in 1955), and during the 16 years she has headed this company it has increased its

number of stations from 1,250 to 4,500.

Even greater growth is anticipated in the future, due to the sweeping residential and commercial developments on Lake Logan Martin near Pell City. More than 2,000 new homes have been built on this 18,000 acre Alabama Power lake, and even greater growth is expected in the months ahead.

Mrs. Brandli is not only active within the AMITA, but in other areas as well. She has been named "Alabama Telephone Woman of the Year", is a past president of the Pell City Business and Professional Womens Club, and is currently serving as a member of the State Board of Pensions and Security.



JEAN BRANDLI

lady — and she is in fact a home economist. But for the past 20 years you would never have guessed it. Her name is Mrs. Jean Brandli, and her achievements in the telephone communications industry — historically dominated by males — has been little short of remarkable. Mrs. Brandli is currently serving as president of the Alabama-Mississippi Independent Telephone Association (AMITA). Needless to say, she is the first woman ever elected to that position.

Mrs. Brandli's unusual career began in 1951 when her parents purchased the Lexington (Va.) Telephone Co. as an investment. Without any warning, Mrs. Brandli was given the responsibility of managing the

**expect
superior
service?**

**Sure you do!
and you get it
when you stop
at our facilities
in Alabama.**

MONTGOMERY
AVIATION
BIRMINGHAM
AVIATION
HUNTSVILLE
AVIATION



TURNER

Supply Company

FOUNDED 1905

Distributors of

INDUSTRIAL and ELECTRICAL SUPPLIES

- STEEL
- MACHINERY
- CONTRACTOR'S EQUIPMENT

MOBILE, ALABAMA

JOHN MCCLURE SNOOK
PRESIDENT

HOMER EDWARD DEESE
1ST VICE PRESIDENT AND
PLANT SUPERINTENDENT

ZONA PUGH CROSS
2ND VICE PRESIDENT AND
AND MANAGER

SUMMERFIELD BIGBEE STARK
3RD VICE PRESIDENT AND
CONSTRUCTION MANAGER

GRACE MCCLURE SNOOK
SECRETARY-TREASURER

FRANCES LOUISE WILLIAMS
ASSISTANT SECRETARY

PEARL MORGAN ARANT
ACCOUNTANT AND
ASSISTANT TREASURER

GULF TELEPHONE COMPANY

The South Baldwin Telephone System

DRAWER 670

FOLEY, ALABAMA 36535

October 25, 1971

CENTRAL OFFICES
BON SECOUR, ALABAMA
ELBERTA, ALABAMA
FOLEY, ALABAMA
FORT MORGAN, ALABAMA
GULF SHORES, ALABAMA
LILLIAN, ALABAMA
LOXLEY, ALABAMA
MAGNOLIA SPRINGS, ALABAMA
ORANGE BEACH, ALABAMA
ROBERTSDALE, ALABAMA
SILVERHILL, ALABAMA
SUMMERDALE, ALABAMA

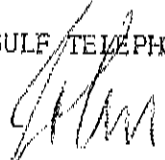
Mrs. Jean Brandli, President
Coosa Valley Telephone Company
Pell City, Alabama

Dear Jean:

I imagine that you have already seen the write up relative to yourself in this month's (October 1971) South, the news magazine of Alabama. In case you haven't, I am sending you a copy of the sheet or page upon which it appears. The article, I feel, is very complimentary and is one worth saving for one's scrapbook. My sincerest congratulations upon this latest complimentary recognition.

Very sincerely,

GULF TELEPHONE COMPANY


John McClure Snook
President

JMS/my

SERVING

ALABAMA POINT AARONVILLE SEULAH HEIGHTS BON SECOUR ELBERTA ELSANOR FOLEY FT. MORGAN GASQUE GULF SHORES
LAGOON LILLIAN LOXLEY MAGNOLIA SPRINGS MARLOW MIFLIN ORANGE BEACH ROBERTSDALE SILVERHILL SUMMERDALE



29 August 1967


Dear Jean:

It was certainly my pleasure to be with you and Henry at the cocktail party and banquet and I see a lot of potential for Pell City because of Logan-Martin, your new airport and good things like the Thunderbirds helping you in your role as President of the Chamber of Commerce.

We are always pleased to assist anyone in Alabama to sell the state and their community and if you have additional need for photographs of possible industrial sites, we will make them available.

I am enclosing copies of the photographs taken in my office which I hope will help to remind you of the Air Guard and the Thunderbirds' visit to this area. Enjoyed meeting both of you and I hope that our paths cross again very soon.

Sincerely,,


G. REID DOSTER, JR.
Maj Gen, Ala ANG
Commander

Mrs. Jean Brandli
President, Coosa Valley Telephone Company
Pell City, Alabama



**Continental Telephone
of the South**

2700 Cumberland Parkway, N.W.
Suite 440
Atlanta, Georgia 30339
(404) 434-1700

June 22, 1979

Dear Jean,

I'm sure that any number of people have already sent you the attached article, but I didn't want to be left out.

I miss you and all my friends at Coosa Valley and wish everyone would come and see me. I like Atlanta and the Division Office, but I guess I miss the frantic pace. I think poor Lowell has to stay awake nights thinking of things to keep me busy enough and, as you can see, my typing is going to hell in a handbasket.

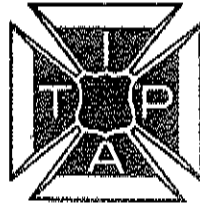
Thanks to the gas shortage, I don't get to Pell City as often as I'd like, but last time I was there Judy told me you were taking off for Rome. Actually, I don't even know if you're back or still gadding about: (It isn't all me. This typewriter has a tendency to skip).

Naturally, I think of you often and can't help wishing we were back to those old SITE days. It was busy, but it was fun too. Believe me, Continental isn't nearly as much fun to work for as you were.

My love to Bill and everyone else you can think of and I'd love to see you if you ever plan anything as mundane as a trip to Atlanta.

Love you,

Independent Telephone Pioneer Association



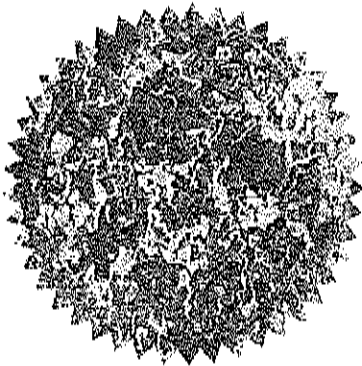
By this Diploma Certifies that

Jean S. Brandli

is a member of the

Independent Telephone Pioneer Association

In recognition of consistent and meritorious service and contributions to the development and progress of Independent Telephony

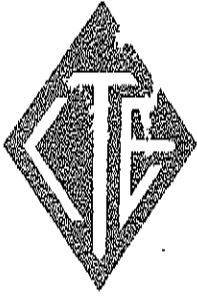


[Signature]
President

December 1, 1966

Date

[Signature]



CENTURY TELEPHONE ENTERPRISES, Inc.

TELEPHONE (318) 387-5541 - POST OFFICE BOX 4065
MONROE, LOUISIANA 71201

April 29, 1971

Mrs. Jean Granli
Coosa Valley Telephone Co.
Pell City, Alabama 35135

Dear Jean,

I shall attempt to reduce to writing my thoughts concerning our proposed operations in Alabama. Of interest to you, of course, is the role you would play in such an operation. The Admiral and I have discussed this and have come up with the following thoughts. We would like for you to be on CTE's Board of Directors and become Vice President in charge of operations in Alabama.

An entity such as Coosa Valley Telephone Co., operating from a board of directors, could be our nucleus in Alabama. Under this plan, you would be responsible to CTE for services and profits commensurate with our investment. As we expand in Alabama your responsibilities would increase accordingly.

We are in a position to negotiate on most any terms beneficial to you and CTE. You can take advantage of a tax free stock swap. In the event something other than total stock is desired, we are in a position to offer cash and stock, straight cash, annual cash payments or a deferred note type of arrangement which I think could be worked out even though we are now public. There may be another type of arrangement that does not come to my mind at this time but I can assure you we are most flexible in this area.

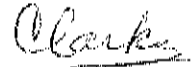
You asked for me to state our position on a broker fee on your company. This is to confirm my verbal conversation with you in which I advised we will not pay a broker fee or commission to anyone for the purchase of your company. We do not now have such an arrangement nor do we plan one in the future.

I am sure many other things will require some discussion as we progress so please advise me of any particular topic you would like for me to comment on and I will do so. The Admiral and I are impressed with your ability and feel that you will be a great asset to CTE's future.

Page 2
Mrs. Jean Brandli
April 29, 1971

With kindest personal regards to you and Bill, I remain,

Sincerely,



Clarke Williams

CW/grd

enclosure 1

April 28, 1971

Mr. James H. Lanham
227 S. Grand - East
Springhill, Illinois 62704

Dear Jim,

As you recall we are interested in working with you in telephone and other utility type acquisitions in that on any proposal that was instituted by you, that we would arrange to pay you a fee for these acquisitions providing it was successfully concluded and you played a material part in such acquisitions.

In order that we may not have any misunderstandings, I am negotiating with Mrs. Jean Brandli of Pell City. While there is no assurance that we will be successful in our negotiations, I wish to call to your attention that any negotiations with Mrs. Brandli will be exempt from any brokers or finders fee with anyone.

I am sorry our water proposal was premature for us. As we acquire additional telephone stations, we will be in a position to handle some other companies. As you know, our broker has advised us that we must not dilute our telephone image at this time.

We shall be glad to see you when you have the occasion to drop by for a visit. We have moved to our new headquarters at 520 Riverside.

With kindest regards, I remain,

Sincerely,

Clarke M. Williams

CMM/grd

cc: Mrs. J. Brandli ✓

PINE HARBOR IMPROVEMENT ASSOCIATION

Pell City, Alabama

November 30, 1977

Dear Friends:

On behalf of the board members of your Pine Harbor Improvement Association, allow me to wish you and yours happy and healthy holidays.

In my last letter to the membership, I was -- in part -- asking for your support for the social event that was held on September 17. Those that were able to come had a very enjoyable evening, and you that missed it for whatever reason will have another chance at our resounding holiday get-to-gether: Our Annual Christmas Party.

This year the party will be on Tuesday evening, December 20:

- 1) Cocktails from 7-8 p.m.
- 2) Buffet dinner beginning at 8 p.m.
- 3) Band performing from 9 p.m. to midnight.
- 4) All this and the best friendship available for \$15 per couple (liquid refreshments not included).
5. Dress will be semi-formal.

Rather than getting into the many projects we are pursuing on your behalf, let me talk only about the Bill Philips Memorial in this letter, and I'll bring you up to date on the rest at the Christmas Party.

The Memorial is moving along nicely, but as could be guessed -- slowly. An Ad Hoc Committee was established at our last board meeting of October 9, in order to be able to move faster in building the "gateway." Mrs. James Martin (Sylvia), Mr. Sonny Darden and myself comprise the committee.

The legal requirements to build have been taken care of by board member Charles Robinson, and we have met with and discussed the project to Bill Lang who will be responsible for the actual building in about two weeks.

Our original plans called for the affixing of a 12" x 18" bronze plaque appropriately inscribed and carrying on it a raised bust of Mr. Philips. The cost of such a plaque will run about \$900.

I'm sure you know our treasury can not absorb this cost; so as was previously suggested, I'm asking those interested in helping to please send your contributions to me at Route 4, Box 1422, Pell City, making your checks payable to the Pine Harbor Improvement Association and indicate somewhere on the check that it's for the Memorial.

PINE HARBOR IMPROVEMENT ASSOCIATION

Pell City, Alabama

November 30, 1977

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I'm sure you know our treasury can not absorb this cost; so as was previously suggested, I'm asking those interested in helping to please send your contributions to me at Route 4, Box 1411, Pell City, making your checks payable to the Pine Harbor Improvement Association and indicate somewhere on the check that it's for the Memorial.



ANNOUNCES APPOINTMENT

President Nixon has announced the appointment of Mrs. Jean Brandli above of Pell City, to serve as a member of the REA Telephone Bank Board. She is shown above with Congressman Bill Nichols on a recent visit to Washington. Mrs. Brandli is the President of the Coosa Valley Telephone Company as the first woman to serve on the REA Telephone Bank Board. President of the Alabama-Mississippi Independent Telephone Association, she is also the first woman to serve in that position. Governor George Wallace has announced that Mrs. Brandli had been appointed a member of the State Pensions and Securities Commission.

ST. CLAIR NEWS—AEC

Early Bird Edition

Sunday Morning, June 2, 1974

20 Pages

es held for mortality

He is survived by his mother, Mrs. Nannie Peoples; four sisters, Mrs. Velma Brock, Mrs. Annie Lou Turner; Mrs. Nellie Overton and Mrs. Wanda Ruth Bice; three birth brothers, Dempsey, LeRoy, and Willard C. Peoples.

Funeral services were held at 2 p.m. from . . . Macedonia Baptist Church with the Rev. Tommy Banks officiating. Active pallbearers with will consist of nephews of the deceased.

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Rain or shine... take the time

VOTE

TUESDAY, JUNE 4TH.



Just Push The Button

Barbara Vardeman's new telephone which can be operated with a stick held in her teeth, is hands-free and presents no strain for conversation. Shown with Barbara are Eddy Stone, instigator of the phone,

and P.G. Humphries, both employees of Coosa Valley Telephone Company which made the phone possible for Barbara. See inside for more.

Clair County. R.H. "Bucky" Waid, a member of the St. Clair County Board of Education from Springville, is seeking the post along with Roy H. Coshatt of Pell City.

Others seeking the seat are Hubert P. Hubbard, Allen

County in a race that has created much interest. Incumbent Probate Judge Wallace Wyatt of Ashville is being challenged by three persons, including St. Clair County Sheriff Clemons Koe, Springville businessman L.D.

The Judicial Article has required a new position to be created, that of St. Clair County District Court Judge. Three lawyers are seeking the post. They are Charles Kerr, David Benson and Ken Gilchrist.

Six candidates are running

For Judge of the Court of Criminal Appeals, Bill Bowen is challenging veteran Aubrey Cates. Sam Beatty and William Howell Morrow are running for Associate Justice of the Supreme Court, Place No. 1. (See Voters Page 6A)

Clair News-Aegis

More About You...And The Progress of St. Clair County

WEDNESDAY MORNING, MAY 2, 1976 PELL CITY, ALABAMA

24 PAGES

15 CENTS

—In suit filed against Lawler—

\$30,000 in damages

published at Pell City, St. Clair County, Alabama, material which stated and implied, viz: that the Plaintiff is not a qualified elector or a resident of St. Clair County, Alabama, and therefore not entitled to hold office as Deputy District Attorney. Such material was published with intent to defame the Plaintiff on the 8th day of April, 1976."

Count two of the suit is similar to the first count but lists the St. Clair News-Aegis as the newspaper in which the alleged (See Hodges Page 6A)



JCs 'Roast' Brandli

The Pell City Jaycees held a "roast" for Mrs. Jean Brandli Friday night at Point Aquarius Country Club. Pictured (l-r) are Bill France, Daytona International Speedway; Mrs. Brandli; Billy Church, Master of Ceremonies for the

occasion; and H. Edwin Holladay, Circuit Judge for the 30th Judicial District. Some 250 persons attended the banquet which was designed to raise money for charitable projects organized by the Jaycees. (NEWS Photo By Jim Case)

iverside st Office

Birmingham official to close the post office and have mail delivered to the town by a rural carrier. The reversal came after protests from residents, city officials and congressmen over the closing of the post office.

Moore said that bids were asked for and have been received. "We took the lowest bid of two bids," Moore said. He remarked that the low bid was submitted by Mrs. James Buckner, wife of the current postmaster. "So the post office will be in the same place," he added. The other bid was

Eleven charged with selling



'Telephone Bells'

Ben Brown, executive vice president of South Central Bell Telephone Company, received a fitting gift from Mrs. Jean Brandli at Friday night's Jaycee "roast" at Point Aquarius. Brown, naturally, returned the favor by presenting Mrs. Brandli with a hat of her own. Some 250 persons attended the event, which was designed as a fund raising project for the Jaycees. (NEWS Photo By Jim Case)

MRS. JEAN SMITH BRANDLI, 64, of Pell City, died Wednesday. She was a native of New Haven, Conn., and a longtime resident of Pell City. She was president of the Coosa Valley Telephone Co., which was purchased by the Continental Telephone Co. in 1974. She was the first president of the Pell City Chamber of Commerce, and the past president of the United States Women's Club and past secretary of the Planning Commission of Buena Vista, Virginia. She was a member of the United States Chamber of Commerce, the Alabama Telephone Association, the International Historical Society, and the Arlington Historical Society. She was a member of the Business and Professional Women's Club, Our Lady of the Lake Catholic Church, and the Boys Scouts of America Council, Anniston, and a presidential appointee to the board of directors of the Rural Telephone Bank of Washington D.C. She was named to the "Who's Who of the South and the Southwest" and "Who's Who of American Women" from 1967-76, and was named "Telephone Woman of the Year" in 1966 by the Alabama-Mississippi-Louisiana Telephone Association. Funeral will be at 11 a.m. Saturday at the church. Graveside service will be at 11 a.m. Monday at St. Lawrence Cemetery, New Haven, Conn. Kilgroe Funeral Home, Pell City, directing. Survivors include her husband, Henry E. Brandli, a stepson, Lewis Bird, Springfield, Ill., two stepdaughters, Mrs. Isabelle E. Ridnell, London, England, and Mrs. Jacqui Joffe, Broken Arrow, Okla., and a brother, Arthur M. Smith, Pell City. The family suggests memorials be made to the American Cancer Society or to Comprehensive Cancer Research at the University of Alabama in Birmingham.

Mrs. Brandli

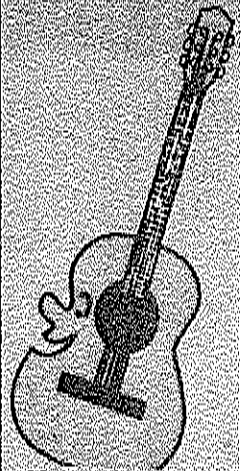
MRS. EVALINE LEWIS, 84, of Oneonta, died Tuesday. Funeral was Thursday at Lemley, Oneonta, with burial in Valleyview Memory Gardens. Survivors include a son, Willie Lewis, Oneonta, and a daughter, Mrs. Kathleen Gilian, Parrish.

CARLE G. MCLIN, 76, of Orlando, Fla., died Tuesday. He was a native of Birmingham. Funeral was today in Orlando. Guy Black Funeral Home directing. Survivors include his wife, Edna Mae McLin, two daughters, Mrs. Shirley Harmon of Miami, Fla., and Mrs. Eugenia de la Toledo of New York, and a sister, Mrs. R.J. Underwood of Birmingham.

BYRON DANSBY, infant son of Mr. and Mrs. Leeveell Dansby, Fairfield, died Wednesday. Graveside service will be at 1 p.m. Saturday at Zion Memorial Gardens, Scott McPherson directing. Other survivors include a brother, Kyron Dansby, Fairfield, and a sister, Angela Hollis, Ensley.

ISAAC SMITH, 94, of Birmingham Rt. 18, died Sunday. He was a retired cement finisher and a member of Zion Hill Baptist Church. Funeral will be at 11 a.m. Saturday at the church, with burial in Zion Memorial Gardens, Smith and Gaston Southside directing. Survivors include his wife, Mrs. Essie Mae Myers Smith; a son, a daughter, and a sister.

**QUICK
Sale**



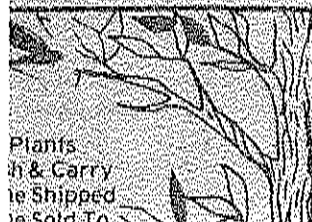
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CUT-OVER LAST SATURDAY —

New 'Phone System In Coosa Valley Area

Official 'cut over' from the old to the very new equipment of the Coosa Valley Telephone Company was at 10 o'clock Saturday night.

However, before the cut over Mr. and Mrs. Henry Brandli Jr., top executives of the company were hosts to nearly 200 people at a dinner at the very new Big Bull Steak House on highway 281 south. Mrs. Brandli acted as master of ceremonies at the dinner, ran the party well and briefly with no 'long windy' speeches from anyone.

The dinner was to honor employees of the company and the employees of Automatic Electric Company who have been in Pell City for several months installing the new equipment.

Mayor Otis Perry made the first call on the new exchange to Gov. George C. Wallace. Mrs. Brandli and others talked to the governor who was awaiting the call at the governor's home in Montgomery. Mrs. Brandli was the cutover a large number of local residents put the new switchboard to work, trying out their new telephone system.

At the dinner party all company employees, Automatic Electric employees and a number of out of town guests were recognized. In addition a number of local guests were present.

Others attending were William Gage, Vice-president of Automatic Electric Sales Co. from Chicago, Ill., Arnold Pearson general Sales Manager for the Southeast for A. E. from Atlanta, the Engineers on the Coosa Valley Project and their wives, Robert Fris and James Carlson. From New York were William Mowat, President of Independent Communications Corp., Mr. and Mrs. John Danner Brandli, Mr. and Mrs. Henry

E. Brandli Sr., Representing the Georgia Public Service Commission was the chief engineer Robert Alford and his lovely wife, Wallace Tidmore and Frank Norton and Mrs. Norton were attending from the Alabama Public Service Commission. All members of the City council and the judges and bankers of the area along with the news media were representing Pell City.

In a dramatic countdown Delbert Glenn and Mrs. Margaret Rich manned the time clock and the signalling which set off the events that caused Richard Guthrie and Donald Rich to disconnect the old office and Randles E. Smith, Charles B. Ingram and Henry E. Brandli Jr. to pull the strips activating the new Connections. With P. G. Humphreys manning the switchboard and contacting the Bell System through the long distance trunks, Arthur M. Smith was supervising the entire operation. His previous planning and dry runs of the schedule made it a simple operation.

Suspense was high as always just prior to actual use of such complicated equipment as Carroll Sawyer and his Automatic Electric crew sweated out the closing moments.

Next Saturday, March 13, the entire county is invited to call by the new Telephone Building on First Avenue South and see what has been done. There will be souvenirs and a display of the beautiful flowers sent by friends and business associates. "This has been the third cutover since I have been here", Mayor Perry said. "I hope it will be the last".



MRS. JEAN BRANDLI
At Coosa Valley Cut-Over
(Story This Page)

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MRS. BIRD INKS CONTRACT FOR NEW PHONE EXCHANGE

... Automatic Electric Co. To Supply Equipment

Mrs. Jean Bird, President of the Coosa Valley Telephone Company, signs contract at Automatic Electric Company for new automatic telephone exchange. The modern equipment will replace the office that was destroyed by explosion and fire on December 10, 1962.

Working on (l. to r.) are E.

A. Fris, Automatic Electric Staff Engineer, Atlanta office; Arthur Smith, General Manager, Coosa Valley Telephone Company; and Arnold Pearson, Automatic Electric District Sales Manager, Atlanta.

Mrs. Bird said that this addition is part of the company's continuing program to steadily up grade its service to keep

pace with growing St. Clair County, and to anticipate needs for future development in the area.

Automatic Electric Company - originated the dial telephone in 1892, and is now the nation's largest manufacturer of telephone and communications equipment for the independent telephone industry.

CLAIR NEWS—AEC

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Thursday, Morning, June 13, 1974

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CVTC Ribbon Cutting

Center bids to open day after 3-month delay

opening of the Center at 12 p.m. on three were to be The City began the new when they firm to draw up plans and early fall with construction specifications. At that time, beginning in the late spring of 1975 and completion in the summer of 1975. Since then, (See Bids Page 7)

Phone restoration said 'just matter of time'

Mrs. Jean Brandli, President of Coosa Valley Telephone Company, Pell City, Friday announced that "complete"

restoration of phone service to homes and businesses was "just a matter of time."

"Because of the extensive damage, restoration of the telephone system must now be done house to house," Mrs. Brandli stated.

"All of the equipment in the office is working and all cable has been replaced. But, each individual house must be visited because of the extensive interior damage to so many homes."

(See Phone Page 7)

Progress on home survey is 'slow'

Progress on the survey of damages done to homes in Pell

City during the Jan. 10 tornado is "slow" and will probably take from eight to ten weeks to complete, according to Walter Spitzform, conductor of the survey.

The survey of residential damages is being done at the direction of Civil Defense coordinator R.L. Timmons in order to provide an accurate and detailed estimate of the amount of damage done. A survey of business establishments damaged during the tornado was completed earlier in the week. The total cost of estimated damages to the 71 businesses surveyed was listed at \$3,500,000.

The residential survey, like the survey of the businesses, is being done on a person to person house to house basis. Spitzform is attempting to contact each homeowner and find out in dollars and cents the damage done to their residence.

He said, however, that various things are slowing the survey of homes down. "The problems we are running into now is locating the homeowner. When we do find the person living in the home, we might find that he is renting the home

(See Survey Page 7)

Donations to victims termed 'overwhelming'

Donations of food, clothing and cash to victims of the Jan. 10 tornado in Pell City have been "overwhelming," according to a spokesman at the National Guard Armory.

The donations began coming in immediately after the word spread that Pell City had been hit and hit hard by a tornado and teams of volunteer workers were immediately put into operation to organize the distributing of items to the needy. Also, donations have not been limited to Pell City and St. Clair County. Workers report that aid in the form of food, clothing or cash has come in from Anniston, Talladega, Childersburg and Sylacauga, as well as other areas.

Civic organizations in these towns have been especially

(See Donations Page 7)

Two youths charged, remain in custody

Two youths arrested Tuesday night in connection with a break-in and robbery at Pell City Rexall Drug Co. have been charged with second degree burglary and are still in custody, Pell City Police Chief Ruble Bowlin said Friday.

Charged in the robbery were Rex A. Franklin, 18, of 812 36th St. N in Pell City and another youth, age 15. Both as of NEWS press time were still being held in St. Clair County jail.

Police allegedly found merchandise totalling \$408.42 in the possession of the two youths upon their arrest. Items recovered by police included five \$10 dollar bills, eight \$5 dollar bills, fifty-two \$1 bills, five quarters, one dime, a large

residents already "KNEW." So here we are, Two weeks — to the day at the time of this writing — after the tragic events of January 10th. And, though emergency housing was finally ordered, still there is no word from the White House on a disaster proclamation.

We understand, after talking with Congressman Tom Bevill, that the laws governing a major disaster proclamation have changed since Xenia, Ohio was declared a "major disaster" and became eligible for federal aid.

At the repeated urgings of officials of State and local, as well as national leaders, a federal disaster survey team was sent to Pell City.

Of an estimated \$3,250,000 damage which was first reported to have been done, in Pell City alone, the figure they came up with for just the business places was \$3.5 million.

That is JUST in Pell City, before they even begin adding up the damage to homes and Ragland.

Law or no law, it doesn't take a genius to know that St. Clair County has suffered a serious, "major" disaster.

The U.S. Government, under the direction of President Ford

(See Opinion Page 7)

bag of assorted change, three watches at \$41.95 each, two clocks at \$35 each and a 17-jewel stainless steel case.

Howlin also estimated damages to the building itself at \$400. The chief said police are still investigating the possibility that the robbery of Pell City Rexall was in some way connected with several other drug store robberies in Pell City in recent weeks.

Beak-ins have been reported in recent weeks at Haynes Medical Clinic, St. Clair County Health Center, Big-B Discount Pharmacy and DeGaris Rexall Drug Co., all occurring recently. Bowlin said he believes the motivation behind all of these robberies was to obtain narcotics.

News Re 915 1 26 1975

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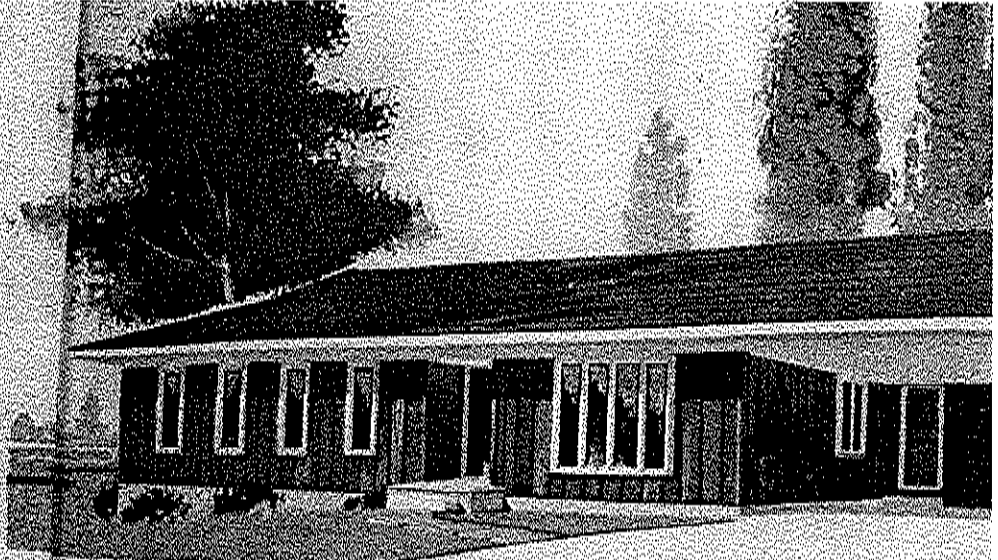
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THREE BEDROOMS, TWO BATHS ECONOMY FEATURED IN CONTEMPORARY HOME



W. D. Farmer

Despite small square footage, this home features three bedrooms, two baths, and all the features normally associated with a larger home. The foyer has coat closet which is convenient for incoming and outgoing

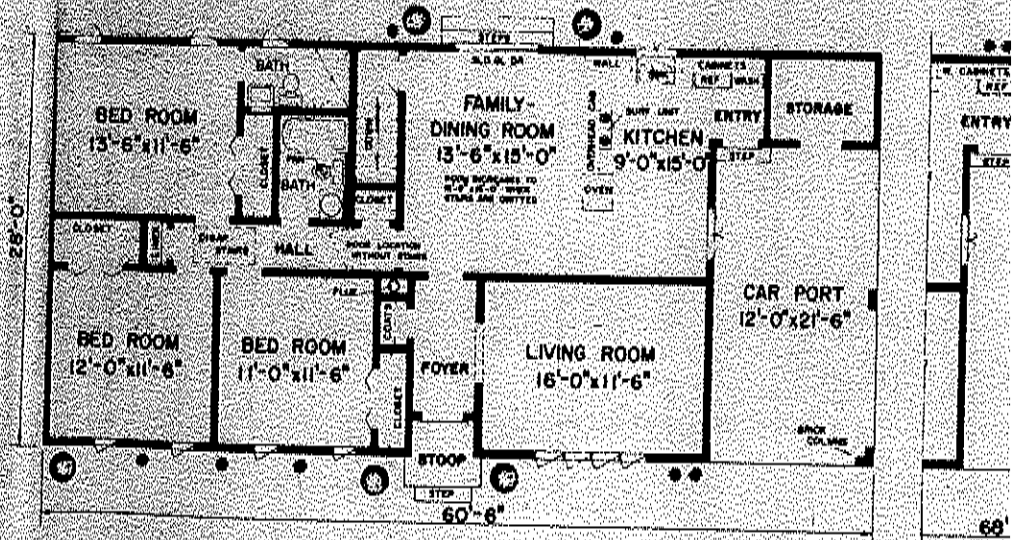
guests. A cased opening leads to the separate formal living area. Isolation of the living room makes this home good for entertaining.

Another highlight of this home is the combination dining-family room. This permits all family oriented activities in one generous sized space.

The L-shaped kitchen is a real step-saver and for convenience is

directly accessible to the family-dining area. Another feature is an optional utility room with washer-dryer connections and a private rear entrance.

The rest of the home encloses the sleeping quarters. The master bedroom has a big closet and a private bath. The other two bedrooms each have ample closet space and direct access to a full bath.



Phone

(Continued from Page 1)

She pointed out that this procedure was "slow going" but pointed out that it is "the only way we can restore service." "We have extra crews working on residential service but, to give you an example, some phones were having to be reinstalled from the ground up. And that takes

time," she stated.

"Our employees are still working long hours and we want you to bear with us in this difficult time. We are doing everything possible to get all phones back in service and we thank you for your cooperation," she concluded.



FARM BUREAU

AGENT

JIM SHI

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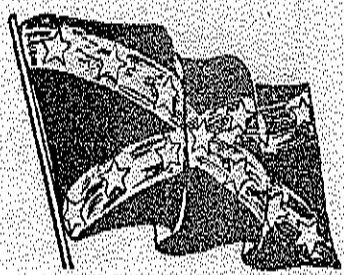
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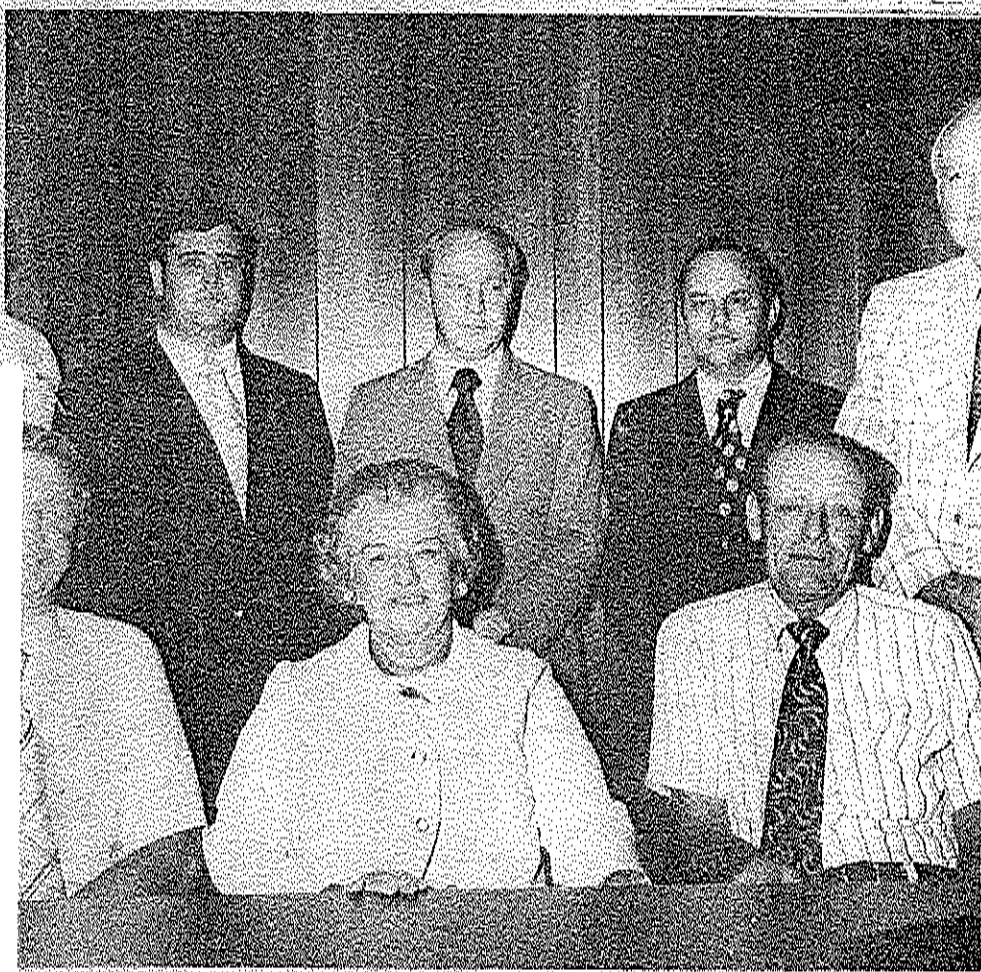
NEWS—AEGIS

THE WEEKLY TO BETTER SERVE YOU



Thursday Morning, July 3,

10 Cents Per Copy



Training School Meeting

Training of tele-communications workers through an addition to the Area Vocational School was the topic of discussion at a meeting Tuesday, Aug. 20, between Mrs. Jean Brandli, State Vocational Education Officials, and county board of Education officials. Shown prior to the meeting are, seated from left; Tom Griffith, director of the Area Vocational School; Mrs. Jean Brandli, president of Coosa Valley Telephone Co.; George Eden, superintendent of

the County Board of Education;. Standing from left: Walter Kennedy, assistant superintendent of the County Board of Education; J.A. Smith, State Vocational Education Dept.; Robert Boshell, coordinator for Area Vocational Schools; James Kendrick, State Dept. of Education, Vocational Division; and B.P. Dillworth, assistant director of the State Dept. of Education - Vocational Division. (NEWS photo by Jenna Whitehead)

Opinion

ALEPA has the right attitude

By LARRY CAMP
NEWS Editor

A closer working relationship between law enforcement agencies and the news media was the object of a recent survey by the Alabama Law Enforcement Planning Agency (ALEPA) which, in our opinion, points up the fact that lawmen and newsmen should work together for the benefit of the public they both serve.

LARRY CAMP



The report, an analysis of a questionnaire-type survey conducted by ALEPA in late July, revealed that relations between law enforcement agencies and the news media in Alabama are generally good, but there is still room for

'Phone Company Hires New General Manager

Coosa Valley Telephone Company this week announced the appointment of O. Lee Shaver as General Manager.

Mr. Shaver has served as Executive Vice President of the Inter-County Telephone Company, Albany, Missouri, for the last eight years and prior to that time was Assistant Manager of the C. T. & N. Telephone Company in Casey, Illinois.

His experience in telecommunications is wide and varied. He has served with ITT, both in this country and abroad and his experience has included serving as project manager of the Vietnam Microwave System and as assistant to the project manager of Eur-Med Tropo Communications System, providing quality communications for the U.S. Air Force across southern Europe from Spain to Turkey.

Mr. Shaver has in the past been responsible for electronic systems for instrumented missile ranges, tracking and

surveillance radars, microwave and telephone communication and various phases of telemetry.

Mr. Shaver started with Chesapeake and Potomac Telephone Company in Washington, D. C. as central office repairman and has worked in every phase of communications. He has attended the University of Maryland, the University of Southern California and Kansas University. His military service was in the U.S. Coast Guard as Communications Technician.

He is a former chairman of

Very much enjoyed was the skit by the Acteens from Bethel Baptist Church and also the new arrangement of the old favorite hymn "Amazing Grace" by this talented group of girls. Other acts included spirituals sung by Eugene Hardrick and Miss Cora Threath who were accompanied by Tommy Ragland on the guitar; Mrs. Johnnie Staggs singing and guitar picking with Mrs. Lucille Freeman playing "rag time" on the piano; Jennie Smith and Mike Bowman singing Country and Western songs, and Fred Jenkins and his son Phillip both playing good instrumental Western music accompanied by the able Mrs. Alexa Stevenson. Mr. John Brothers was fantastic as the director for the Sing Along part of the show. He must have pre-rehearsed those sixth graders of his for them to sing so well. The audience participated happily in singing all those good old songs again.

Odenville is closer to their dream of a marching band due to the efforts of those hard-working people who participated in this show and thanks are certainly due to everyone who took a part in its success.

Please keep in mind the Band Boosters meeting next Saturday night March 31 at 7:30 p.m. at the Odenville Community Center. There are at present, approximately 80 members of the Boosters Club and more would be welcome. It is hoped that you will not deny yourself the pleasure of joining and working with this wonderful group of people toward our mutual goal.

The next project by the Band Boosters will be a "Sellathon" of an amazing new all purpose household cleaner manufactured by the Bestline Corporation. These are products used in homes and businesses every day. Plans are being made to reach every household in the Odenville school area so that everyone who wishes may participate in this event. A date for the "Sellathon" will be announced later. You are invited to call Mrs. Charles Ash to place your order at 629-5369 in case a student fails to call on you. Encourage the Band



O. LEE SHAVER

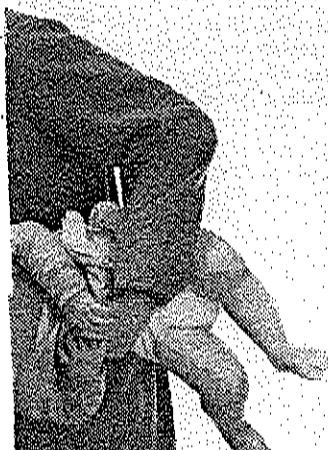
the Regional Planning Commission, has been President of the Albany Chamber of Commerce and a member of MENSA and of the American Management Association.

He has served as Mayor of Albany and is a past president and member of the Industrial Development Committee. He is married and has four children, all of whom are married or in college. He and his wife will be temporarily residing at Pell City Manor.

In making this announcement, Mrs. Brandli said, "Because of the tremendous growth in the area and because we know that Pell City will expand rapidly, we wanted to bring a man to work with us whose vast experience could provide us with fresh ideas.

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"We feel that Mr. Shaver and his wife will be an addition to the community and they are looking forward to the milder climate and good fishing on Logan Martin Lake," Mrs. Brandli commented.

Mr. Shaver will be concerned

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Phone Personnel Meet

A special luncheon meeting was held Thursday in the Riverside Holiday Inn for members of District III Ancillary Manpower Planning Board to view the Alabama Telephone Training Center in Pell City. The program was originated and planned by Mrs. Jean Brandli, president of Coosa Valley Telephone Co. Shown are (l-r) James C. Ceratt, training manager; Roscoe T. Avery,

Manpower Planning Staff, Montgomery; Mrs. Brandli; and Leo Coleman, director of training for Continental Telephone, Bakersfield, Calif. For an in-depth feature story on the training school see inside today's NEWS-AEGIS. (NEWS Photo By Louis Muro)



ST. CLAIR COUNTY

A Newspaper Dedicated to

VOLUME FOUR — NUMBER FORTY-SIX

PELL CITY, ALABAMA - THURSDAY

COLUMN



BY BOB CORNETT

If a mini-drama which unfolded in the meeting of the St. Clair County Commission meeting Monday is to be taken seriously, the black vote in the June 4 Democratic Primary Runoff may have become an important factor.

Of course, there is always drama of a sort anytime that Probate Judge Shirley Satterfield appears before the commission, and according to our faithful reporter on the scene, Monday was no exception.

Judge Satterfield appeared with a young black girl in tow, a Miss Linda Looney, and asked that the commission authorize him to hire her as part-time help in the Probate office.

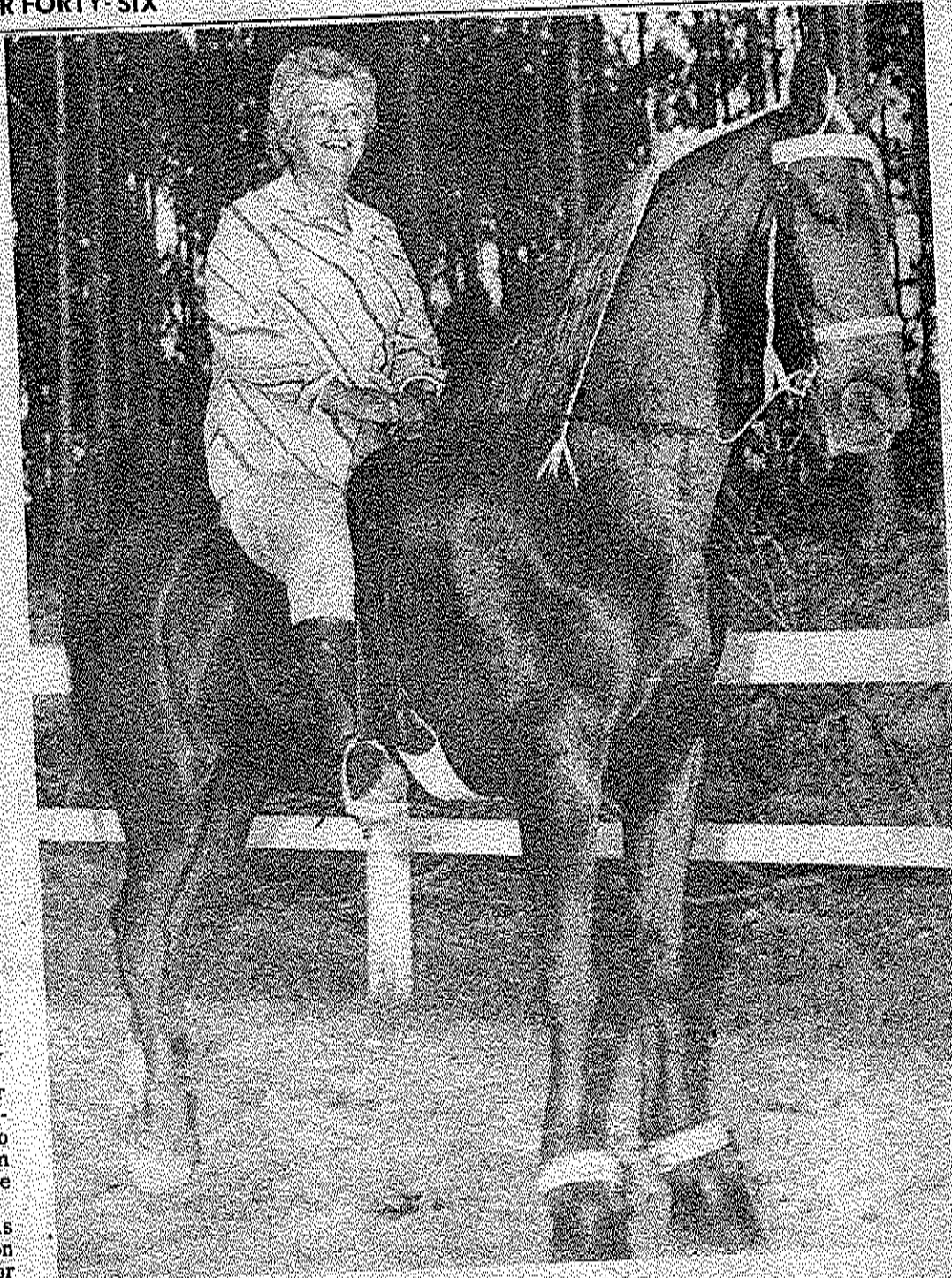
But it was the WAY that Satterfield asked, that set the scene for political drama.

"Now, they've been telling over yonder," Satterfield said to the young lady with him, "that I can hire anybody I want to, and that's just not the way it is."

Whereupon Commissioner James B. Walters set Satterfield straight: "There is no question about who you can hire. All we can do is authorize extra help."

Then Satterfield was questioned by the Commission about a vacancy he has for permanent help in his Asheville office and asked if he wanted to consider Miss Looney for that position.

When the Judge replied, "she



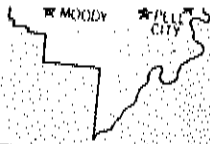
Ready For Horse Show

Mrs. Jean Brandt of Pell City sits astride The Spoller, a championship walking horse belonging to Mrs. Brandt.

expected to draw participation from throughout the state. There are two performances, one beginning at 2:00 p.m. and another at 7:00 p.m.

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W. CLAIR

A Newspaper Dedicated

VOLUME FOUR — NUMBER FORTY-SIX

PELL CITY, ALABAMA

COLUMN 1



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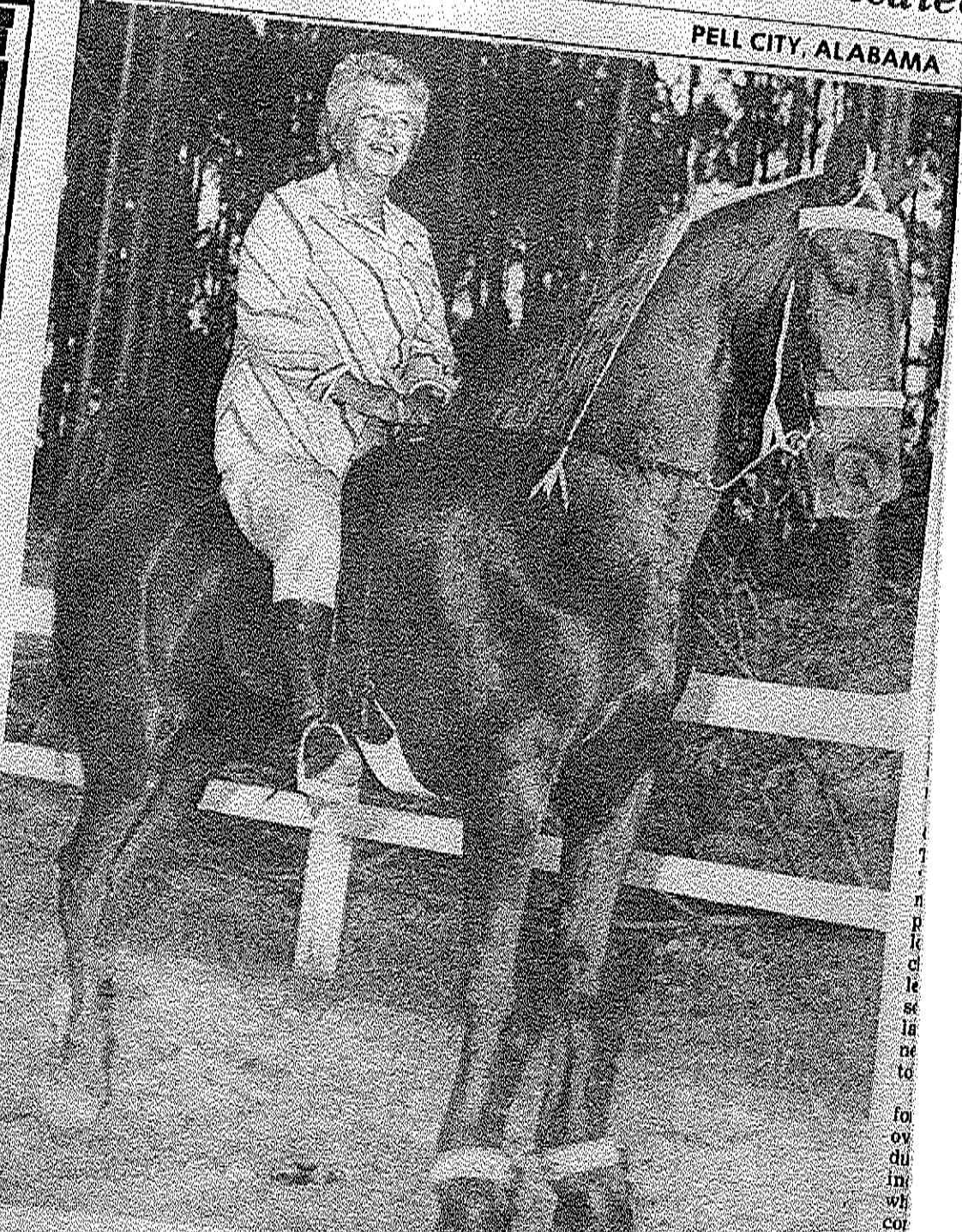
Whereupon Commissioner James B. Walters set Satterfield straight: "There is no question about who you can hire. All we can do is authorize extra help."

When Satterfield was informed by the Commission of a vacancy he has for permanent help in his Ashville office and asked if he wanted to consider Miss Looney for that position.

"The Judge replied, "she is qualified for that job. I have already hired her for that job."

Satterfield stammered for a moment and never came forth with a word.

"After we have decided on her eligibility, we will make a decision. However, we are leaning very strongly to the statement...



Ready For Horse Show

Mrs. Jean Brandt of Pell City sits astride The Spoiler, a championship walking horse belonging to Johnny Turner of Pell City, which will be among those in the Pell City Horse Show this Saturday, May 18, at Alumni Stadium in Pell City. The Horse show, sponsored by the Pell City Band Boosters, with proceeds going to that organization, will feature 34 classes of Walking, Racking and Western Pleasure horses, and is

expected to draw participation from throughout the state. There are two performances, one beginning at 2:00 p.m. and another at 7:00 p.m. following a supper break. Mrs. Brandt has been "getting acquainted" with Spoiler all week, and says she may enter the Women's Amateur division. Dr. John Haynes is another well known Pell City horseman who will be an entry. Haynes won the championship two years ago in Pell City.

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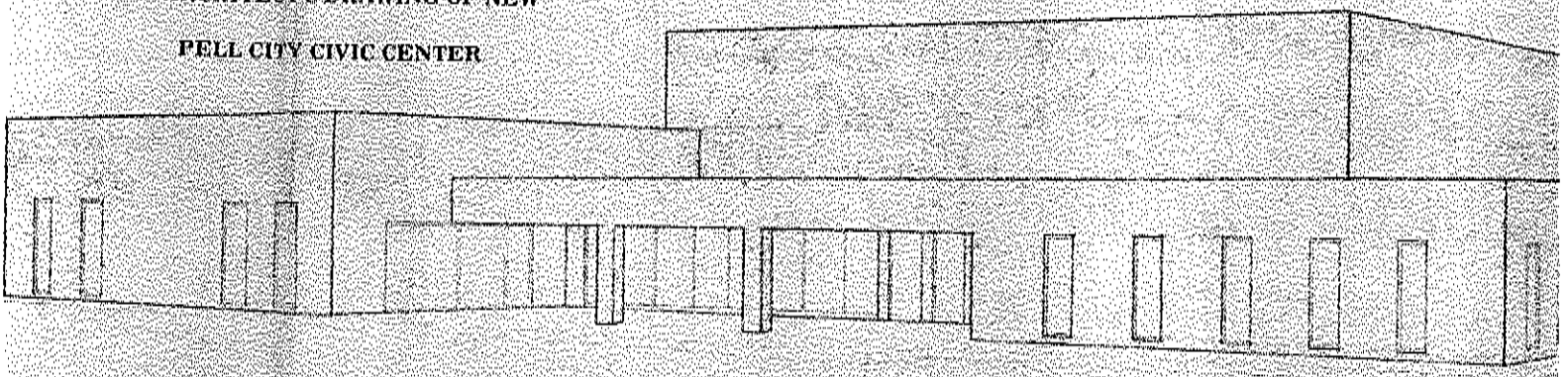
er Dedicated to Community Service

PELL CITY, ALABAMA - THURSDAY, JULY 11, 1974

TWO SECTIONS — TWENTY

Construction To Begin Soon

ARCHITECT'S DRAWING OF NEW
PELL CITY CIVIC CENTER



Continental to Acquire Coosa Valley 'Phone Sto

Continental Telephone Corporation of Chantilly, Va., has agreed in principle to acquire all of the stock of Coosa Valley Telephone Company in Pell City, according to an announcement by Mrs. Jean S. Brandli, Coosa Valley President.

Under the arrangement, Mrs. Brandli will assume managership of all the Continental Telephone properties in the state of Alabama.

In making a brief announcement shortly before Observer press time, Mrs. Brandli said that the move would necessitate no changes in the operation of CVTC. "We will continue

our operation as usual and with the same personnel," she said."

Coosa Valley Telephone Company began operations here in 1956 after buying the old St. Clair Telephone Company from the late Wasson Harmon. Under the leadership of Mrs. Brandli, who has become a nationally known figure in telephone industry, the company has made giant strides, providing the latest in modern equipment and service in a continual program of improvement.

The company recently moved into a modern new

building on Cogswell Avenue.

Mrs. Brandli is Secretary of the Rural Telephone Bank Board, and a past president of the Alabama-Mississippi Independent Telephone Association. Last year she was coordinator and hostess of the impressive Southeastern Independent Telephone Exposition (SITE) held at the new Civic Center in Birmingham.

Further details of the company's association with Continental Telephone Co. will be announced at a later date, Mrs. Brandli said.



MRS. JEAN S. BRANDLI

OBSERVER

St. Clair
County's Only
Home-Owned
Newspaper

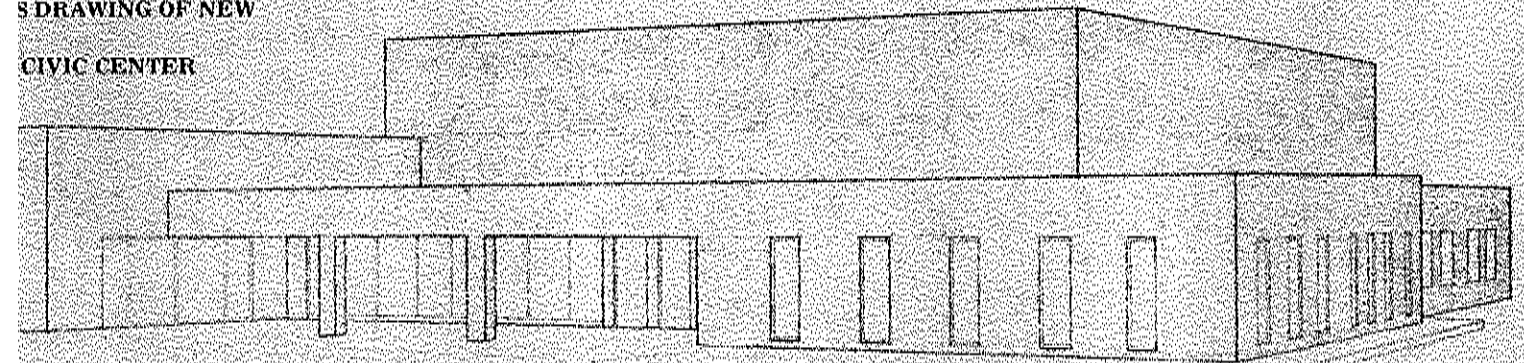
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THURSDAY, JULY 11, 1974

TWO SECTIONS — TWENTY-EIGHT PAGES

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SDRAWING OF NEW
CIVIC CENTER



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POLL LIST IN THIS ISSUE

St. Clair News

We Care About You...And The Progress of St. C

103RD YEAR-NO. 28 PELL CITY, ALABAMA SUNDAY

Jean Brandli to be 'roasted' by PC Jaycees

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4.11.1976

Cornelia Wallace, Sen. Jim Allen, Rep. Tom Beville and Bill France are among dignitaries invited to Point Aquarius Country Club on April 30 to roast Pell City's "First Lady," Mrs. Jean Brandli, at a banquet sponsored by the Pell City Jaycees.

Donn Brascho, Judge H. Edwin Holladay, Bill Roach, Don Webber, R. Johnson, Jim Napier, Malcolm Holmes, R.C. Thomas, Joe McCorquodale, Ben Brown, Bob Spivey, Rev. Raymond Murrin, Bishop Joseph Vath, Jim Mayberry, Clark Miller, Ruth Owens, Bob Dickinson, Judge Sullivan.

Attorney Billy Church will serve as Master of Ceremonies for the event, which is scheduled to begin at 7:30 p.m.

Mrs. Brandli is president of Coosa Valley Telephone Company in Pell City and is involved in several civic activities on both the local and statewide level.

Invited to appear on the panel honoring Mrs. Brandli, along with the four previously mentioned, are Rep. Bill Nicholls, State Rep. Marilyn Quarles, Juanita McDaniel, Dr.

Some 400 guests will be in attendance at the banquet. Cost (See Brandli Page 7)



POLL LIST IN THIS ISSUE ..

St. Clair News-A

We Care About You...And The Progress of St. Clair County

103RD YEAR-NO. 29

PELL CITY, ALABAMA

SUNDAY MORNING, APRIL 11,

Jean Brandli to be 'roasted' by PC Jaycees

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but He has risen". Remember how He told you while He was still in Galilee, that the Son of Man must be delivered into the hands of the sinful men and be crucified and rise again on the third day." LUKE 24: 1-7.

Inside the NEWS

FEATURES . . . Local Nursing Home holds Easter egg hunt . . .

NEWS . . . J. M. Partain's letter to the Editor . . .

SPORTS . . . Full coverage of Pell City and county schools football jamborees held recently . . .

First ever—

Tele-school graduation held

Graduation was held on Thursday, March 27, for the first graduates of the Alabama Telephone Training School, which offers skilled, trained workers to the telephone industries.

The 13 graduates, who gathered to celebrate their accomplishments with those persons who brought the school into being, were told that at the present the job market is virtually closed to them, and as Southern Bell Telephone Co. and independent telephone companies are now forced into a position of no-hiring or letting go of employees already on salary — due to economics.

"When I surveyed telephone companies one year ago, there were 250 requests openings for installer-repairmen alone. One month ago when I began contacting these same people they said that they could not hire, some said that they were laying off. It is unfortunate that you are graduating at a time like this. I think conditions will change. You now have a tool

a skill. You are well prepared to go into a job, and you have something you did not have before," said Mrs. Jean S. Brandli, who saw the needs of the telephone industry for skilled persons rather than

someone off the streets, and saw an untapped labor source.

Through Mrs. Brandli's efforts, and contacts with the Rural Electric Electrification Board, the Comprehensive Employment Training Act personnel, the Alabama Employment Service and the State Department of Education — Vocational Division, the idea of a telecommunications school blossomed, and through the untiring efforts of the persons involved, the school became a reality.

The graduating class was addressed by those persons from those agencies and businesses which made their instructions possible.

Dr. Henry Taylor, Assistant Director of the Rural Electrification Board, Washington, D.C., told the students that by seeing them, seeing the center where they were trained, seeing their curriculum, and their instructor, was like looking at abstract ideas become concrete. "This program is imaginative, and in its limited imagination it has come into fruition. I see confidence on the faces of the students, and this is because you are well trained, with a sure knowledge of your ability to do the job," said Taylor. "You have had the best instructor obtainable, because

preliminary plans are finished. Contractors are currently in the process of finishing the topography map, which should be finished by the middle of this week.

"After the topo map is finished, it will take about two days to get it corp drilled and ready for construction," Nixon said.

C.D. Wilson & Sons of Ashville will construct the Civic Center after being awarded the low bid of about \$603,000. The Ashville firm has estimated a completion time of 10 months, which would put completion of the center around February, 1976, barring any major delays.

The latest delay in constructing the building came

In four years—

ALEPA grants to \$155,000 for St.

A sum of \$155,633.24 allocated to St. Clair County was among more than \$22.2 million in Alabama Law Enforcement Planning Agency (ALEPA) funds pumped into the state's local criminal justice systems during the recently completed four-year term of Gov. George C. Wallace. ALEPA officials announced Thursday.

The State agency, created by Executive Order in 1969 following Congressional approval of the Safe Streets Act, awarded \$22,224,762.76 to county and city governments during the Governor's 1971-1974 term to fight crime and upgrade local judicial processes.

No less than \$1 grants administered by "Bo" D. State agent the state more than period a second li \$2.7 (Annist Madison Tuscalo received In ad mention (See

Mrs. Brandli would have none the but the best for her school."



Telecommunications Scho

The first graduation class of the Alabama Telephone Training Center contained 13 graduates, all of whom received certificates and diplomas from Alabama Technical College in Gadsden, stating them to be trained telephone installer-repairpersons. Shown is the first class with Mrs. Jean S. Brandli, initiator, and James Ceratt, instructor. From left first row: Randy Hawkins,

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No less than six of the state's 67 counties were awarded more than \$1 million in ALEPA grants during the last administration, according to records furnished by Robert G. "Bo" Davis, director of the State agency Jefferson County, the state's largest, received more than \$4 million during that period and Mobile County, the second largest, received nearly \$2.7 million. Calhoun (Anniston), Dallas (Selma), Madison (Huntsville) and Tuscaloosa counties all received more than \$1 million.

In addition to the above mentioned counties, 31 others

(See ALEPA Page 5)

the same incident, thirtieth Judicial Circuit Judge L.P. Waid sentenced two Pell City residents to five years in prison after they were convicted of assault with intent to rob in criminal court action this week in Pell City.

Terry Bridges and Peggy Bridges were convicted and sentenced in connection with an assault and intended robbery outside of Ed's Lounge in Pell City. The two were accused of attempting to rob a man of his wallet after striking him with a baseball bat.

The cases were held separately Monday and Wednesday and convictions resulted in both cases.

In other cases slated for call this week, a burglary charge against Charles Ray Owens was continued; two forgery charges against Robert L. Dispennett, Jr. were forfeited with an alias warrant issued; a buying, receiving or concealing stolen property charge against James

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Telecommunications School First Graduation

The first graduation class of the Alabama Telephone Training Center contained 13 graduates, all of whom received certificates and diplomas from Alabama Technical College in Gadsden, stating them to be trained telephone installer-repairpersons. Shown is the first class with Mrs. Jean S. Brandli, initiator, and James Ceratt, instructor. From left first row: Randy Hawkins,

Ken Jenkins, Mary Lou Haynes, Ronnie Harrington, Mrs. Brandli, Bob Jones, Mike Day and Ceratt. Second row from left: Jack Johnston, Tim Thompson, John Rich, Leon Estelle, U.V. Estelle, Nate Fomby and Milton Tucker. (NEWS photo by Jenna Whitehead)

Jenna Whitehead



Planners Gather

The Alabama Telephone Training Center came into being as the results of combined efforts of numerous agencies, who latched onto Jean S. Brandli's idea and "ran with it". Those who planned the Center came to see the first graduates receive their honors. Shown from left: first row: William Tumlin, Eastern District Manpower Supervisor; Mrs. Brandli, Dr. Henry Taylor, assistant director of the Rural Elec-

trification Board; James Ceratt, instructor; William C. Roach, Division Manager Continental Telephone Company; Second row from left: Gene Stewart, personnel Manager Continental Telephone Co.; Fred Clark, Director, Rural Telephone Board; James Kendrick, Director Vocational Education — State Dept. of Education; and Bob Hood, Manpower Planning Board. (NEWS photo by Jenna Whitehead)



First Fem

Mary Lou Haynes, only female in the first graduating class of the State Troop Training School, is shown here. Ms. Haynes graduated with an average of 90.7. (NEWS photo)

Ceremonie

Ceremonies marking the opening of the State Troop Recruit School were held today at the Alabama Police Academy in Montgomery.

Colonel E.C. Dothard, Public Safety Director said, "43 new employed recruits from throughout the state are attending the school which will last for 14 weeks during which time they will receive intensive training in constitutional and criminal law, criminal investigation, behavioral science and patrol operation."

Other subjects will include firearms training, self-defense tactics and pursuit driving where students are taught to handle patrol cars at high speeds and under adverse conditions. The operation of the Photo-Electric Intoximeter, an instrument used to determine the degree of intoxication of suspected drinking drivers will also be taught.

Pell City personals

By Linda Reece

Dr. Robert J. Goode, pastor of the First Baptist Church will bring the Easter message at the Sunrise Service at Water Tank Hill, Sunday March 30th at 6 a.m.

The Iola Roberts P.T.A. program will be presented by the Physical Education classes Thursday night, March 27th, 1975 at 7:30 p.m.

Glynn Nixon has returned from a business trip to New York.

Miss Gerry Beavers of Birmingham spent the weekend with her parents Mr. and Mrs. Lawrence Beavers.

Bob Mann of Auburn University is spending the

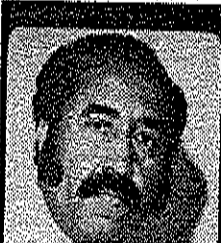
proving and hopes to be back in Pell City in the near future.

Visiting Mr. and Mrs. C.O. Lacy this week are their daughter Mrs. Richard Douglass and grandchildren, Brooks and Leslie of Okla. City, Okla. Mrs. Lacy's sister, Mrs. Clarence Bull of Fort Smith, Ark. and Mrs. Lacy's niece Mrs.

Johnny Baker of Lindsay, Okla. Get well wishes to Rachel McClurkin who has been ill at home for several days.

Get well wishes to Mrs. Mattie Gravette who is ill at home.

Get well wishes to Kenneth Otwell who is at Baptist Medical Center Montclair.



BE READY WITH A REGULAR CHECKUP

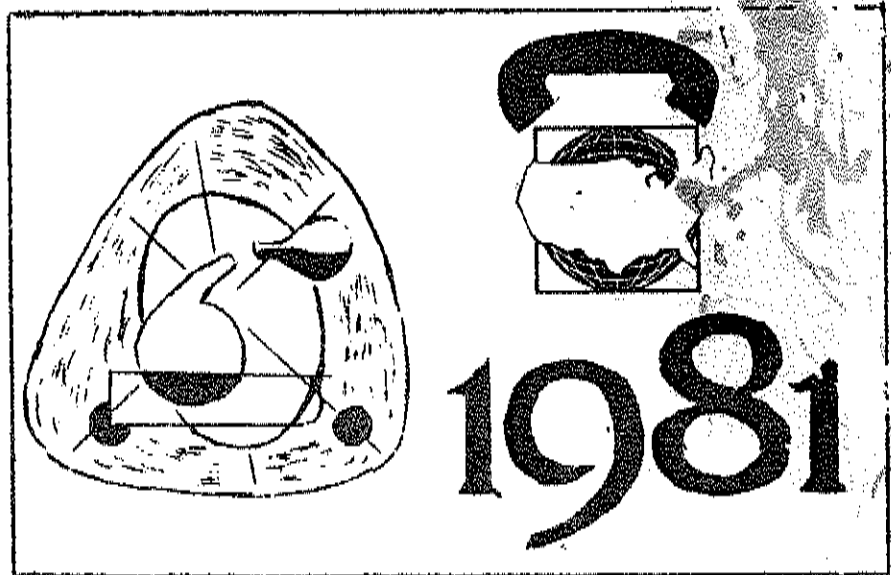
"Cancer is a serious threat to men and women of all ages. But many cancers can be cured if found early enough," says Dr. John L.S. Holloman, Jr., President of the Health and Hospitals Corporation of the

JEAN S. BRANDLI
PRESIDENT

COOSA VALLEY TELEPHONE CO.
1910 COWWELL AVE. - P. O. BOX 628
DELL CITY, ALABAMA 35125

PHONE
205-664-1010

TELECOMMUNICATIONS
TECHNOLOGY
SHOWCASE



PURPOSE

This Showcase is an educational activity sponsored by John Pope Eden Area Vocational Center and managed by the Telecommunications Department to impart useful and necessary information about new products and technology in the field of telecommunications.

THINKING

If you think you are beaten, you are
If you think you dare not, you don't
If you'd like to win but you think you can't
It's almost a cinch you won't.

If you think you'll lose, you're lost,
For out of the world we find
Success begins with a fellow's will--
It's all in the state of mind.

If you think you're outclassed, you are;
You've got to think high to rise;
You've got to be sure of yourself before
You can ever win a prize.

Life's battles don't always go
To stronger or faster man;
But soon or late the man who wins,
Is the one who THINKS he can.

--Walter D. Wintle

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John Pope Eden Vocational Thurs. 23 April 81
Training School Jean's Speech

It all began 5 years ago
when 38 companies had
no place to go for training.

Thank to these men and
to James McGowan, I can
point with pride to the
graduates of this school.

I am part of them, with
the telephone industry, and
this makes it grow, and grow
and grow.

James must feel like I did
when I started SITE.

MEMO from
JEAN S. BRANDLI

The suppliers wanted it
and with their help it
began to be.

These men, suppliers,
James, and graduates,
all make me very
proud today.

Jean Brandli

In the spring of 1975, Jean Brandli, President of the Coosa Valley Telephone Company, expressed to state and local vocational personnel a deep interest in training students for employment in the telephone industry. She initiated and conducted a survey of independent telephone companies to determine the need of training in this area. The results were very complete and showed a very definite need for the training of telephone technicians among and for independent telephone companies. The meetings were held with telephone management personnel, State Department of Vocational Education personnel and local administration and vocational personnel to determine the possibility of initiating the pilot program at the secondary and post secondary level. Agreements were made concerning the responsibility and cost of such a program. It was agreed that the State Department of Vocational Education would help to fund the cost of the instructor; the telephone companies would set poles, help with other specialized equipment, work with the instructor and State Department personnel in developing a course of study, and with other technical advice and know-how. The local educational agency agreed to furnish the facility, training, and administration for the program.

The Telecommunications Department, then came into being. But, without Ms. Jean Brandli to initiate the project, it might never have occurred. Ms. Brandli is presently serving as Vice-President of Continental Telephone Company of the South, and makes her home in Pell City, Alabama.

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8:00 a.m.

ORGANIZATION

9:00 a.m.

John Pope Eden Area Vocational Center

School Director Mr. Edward L. Bass

Program Sponsor Mr. James McGowan

Program Coordinator Ms. Jackie Smith
Mr. James McGowan

Registrars Ms. Jane Stewart
Ms. Linda Williamson
Ms. Sharon Ledford

Door Prizes Mr. Robert Cole
Ms. Linda Runyans

Display Consultants Mr. Ray Summers
Mr. Cecil Campbell
Mr. Jimmy Reeves

Lunch Coordinators Ms. Pat Murphree
Ms. Ella Griffith

Refreshments Mr. John McHugh
Mr. Ramsey Funderburg

Campus Pal Coordinator . . . Mr. Don Stewart
Mr. Van Lockridge

9:45 a.m. 1

10:00 a.m. 1

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PROGRAM

Thursday, April 23, 1981

8:00 a.m. Registration at the Business Education Department

9:00 a.m. General Session at Ashville High School

Presiding Mrs. Jackie Smith

Invocation Rev. Manuel Chamness

Welcome Mr. Edward L. Bass

Platform Guests:

- Mr. J. W. Richey, Supt. of Education
- Mr. Hugh Williamson, Asst. Supt. of Education and Mayor of Pell City
- Mr. Walter Kennedy, Asst. Supt. of Education of St. Clair County
- Ms. Jean Brandli, Initiator of the first Telecommunications Program at John Pope Eden Area Vocational Center

Mr. James Oliver McGowan, Instructor Telecommunications Department at John Pope Eden Area Vocational Center

Address Mr. J. W. Richey

Address Ms. Jean Brandli

9:45 a.m. Drawing for Door Prizes

10:00 a.m. Break

10:30 a.m. Exhibition & Training Seminar in the Telecommunications Department

All Exhibitors and Suppliers in the Trowel Trades and Wood Work Departments

11:30 a.m. Lunch - Health Occupations Department

- ational Center
- Edward L. Bass
- James McGowan
- Jackie Smith
- James McGowan
- Jane Stewart
- Linda Williamson
- Sharon Ledford
- Robert Cole
- Linda Runyans
- Ray Summers
- Cecil Campbell
- Jimmu Reeves
- Pat Murphree
- Ella Griffith
- John McHugh
- Ramsey Funderburg
- Don Stewart
- Van Lockridge

- 12:30 p.m. Drawing for Door Prizes
- 1:00 p.m. Exhibition & Training Seminar
- 3:00 p.m. Adjourn

Friday, April 24, 1981

- 8:00 a.m. Registration at the Business Education Department
- 9:00 a.m. Exhibition & Training Seminar in the Telecommunications Department
All Exhibitors and Suppliers in the Trowel Trades Department and the Wood Work Department
- 10:00 a.m. Break
- 10:15 a.m. Drawing for Door Prizes
- 10:30 a.m. Exhibition & Training Seminar in the Telecommunications Department
All Exhibitors and Suppliers in the Trowel Trades Department and the Wood Work Department
- 11:30 a.m. Lunch - Health Occupations Department
- 1:00 p.m. Exhibition & Training Seminar
- 2:00 p.m. Break - Drawing for Door Prizes
- 2:15 p.m. Exhibition & Training Seminar
- 3:00 p.m. Adjourn

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NOTES:

Door Prizes---You have been given 3 tickets in your program packet for door prizes.

Drawings will be made at special times during the Seminar. If your number is called, please present your ticket to the Door Prize Clerk in the Health Department.

Breaks-----are designated several times during the day. At this time, you are invited to visit our refreshment area for cokes, coffee, and doughnuts - compliments of the Suppliers and Independent Telephone Companies.

Campus Pals---Several students have been asked to assist you in order to help make your visit here a pleasant one. Please feel free to call upon them.

HOPING THAT YOUR DAY

HOLDS ALL YOU'VE HOPED FOR.....

HAVE A

WONDERFUL DAY!

HISTORY

John Pope Eden Area Vocational Center began as a dream in the heart of John Pope Eden, a vocational agriculture teacher at St. Clair County High School. John's brother, George Eden, at that time was the superintendent of the St. Clair County School System and together they worked to make the school a reality. John was appointed the first Director of the school, but, unfortunately, died before the school was completed in 1973.

Thomas Griffith, former principal of Sardis High School was appointed Director of the School and Vocational Education Director for the county. Under his leadership and through his great efforts the Vocational School was completed and thrived.

The school began with eight departments, the Business Office Education Dept., Cosmetology, Auto Mechanics, Auto Body Repair, Commercial Sewing, Horticulture, Welding, and Building Trades. Later, the Building Trades Department was enlarged and divided into two units, the Wood Work and Trowel Trades Departments. Other units added to the Vocational School were Health Occupations, Radio & TV Repair, Refrigeration and Air Conditioning, and Telecommunications.

The staff of John Pope Eden Area Vocational Center and officials of independent telephone companies led by Ms. Jean Brandli believed a vocational course offered by vocational centers in this occupational area could provide youth with entry level skills for potential employment in or near their home area.

At that time no other course was offered in public secondary schools in Alabama for the preparation of telephone installer-repairmen. In planning and conducting the exemplary program, John Pope Eden Area Vocational Center personnel received active and continuous support from Ms. Jean Brandli, President of the Coosa Valley Telephone Company at that time, and now the Vice-President of Continental Telephone Company. The Telecommunications program is a

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twelfth grade
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development of a two-year program for eleventh and twelfth grade students, preparing them for entry level jobs as telephone linemen, installers, and repairmen.

The project director for initiating the program was Mr. Thomas Griffith, whose responsibilities included arranging for adequate facilities and materials as need; supervising the instructional program; directing regular planning and evaluation sessions with the instructor and other appropriate personnel; and assisting in the placement of students completing the course.

The instructor for the course was Mr. James Oliver McGowan, whose responsibilities included the writing of specifications and making recommendations for acquiring equipment and materials needed for conducting the program; providing classroom instruction and laboratory experiments to all students enrolled in the program; and participating in planning and evaluation sessions.

Thirty-eight students were enrolled in the first course. Nine seniors completed the program the first year, and twenty-nine eleventh graders returned the following year to complete the course. Any St. Clair County school student, grades 11-12, meeting qualifications were accepted into the program. The qualifications for entry into the course were having normal color vision and being free of physical handicaps that would preclude climbing and working aloft. Approximately 320 hours of instruction was offered in 2-hour blocks during the year. During this time the students learned all of the basic outside plant and approximately 85% of the Station Installation Portion.

On an annual basis, approximately 85% of the telecommunications students are placed in entry level jobs with local telephone companies.

TELECOMMUNICATIONS
SUPPLIERS

Altec, Inc.
American Fidelity Assurance Co.
AMP Telecom Division
Anaconda Telecommunications
Automation Products Co.
B.M.W. Electronics
CMC
Carnes, Wiltsee & Associates, Inc.
Childs Alarm Company, (The)
Collins Radio Company
Commercial Electric Products
Communication Equipment &
Contracting Company, Inc.
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Hi-Lite Products Company
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Information Processing Associates, Inc.
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Southern
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Stewart,
Stromber
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T & B Te.
TRW Cinc
TW Comco
Telco En
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Reliance Telecom
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Seiscor Division, Seismograph Service Corp.
Siecor Optical Cables, Inc.
Siemens Corporation
Source of the South, Inc.
Southern Telephone Supply Company
Standard Manufacturing Division
Standard Pneumatic
Stewart, Thomas J., & Associates
Stromberg-Carlson
Superior Cable Corporation
Swift Industrial Power, Inc.
Batteries Division
Swintek Enterprises, Inc.
T & B Telecom
TRW Cinch Connectors
TIV Comcorp.
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Telephone Engineering Services, Inc.
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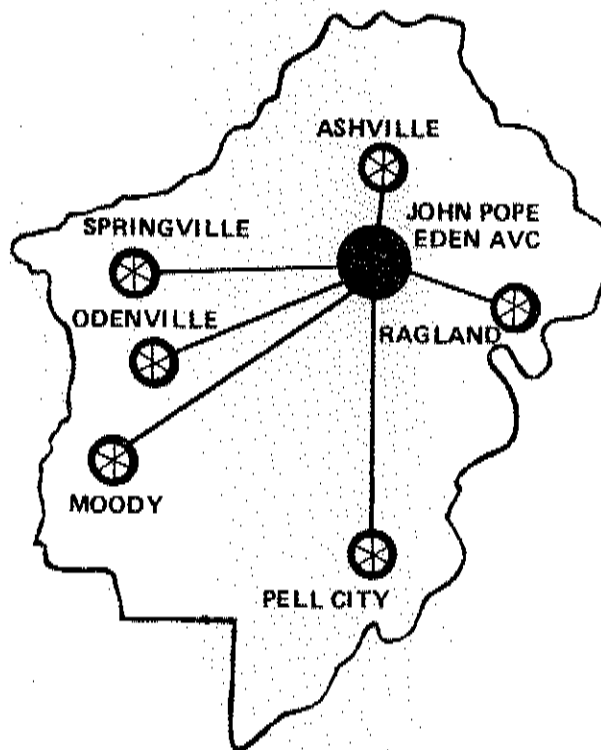
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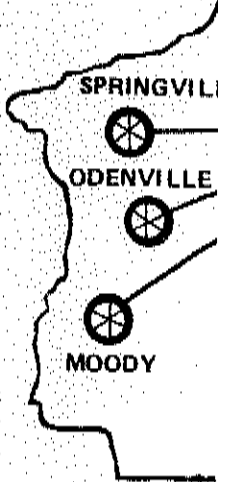
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Alabama
party line

Busy woman finds time to serve country, city

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Crane, Smith

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THE BRIDE-ELECT is the daughter of the late R. J. Crane, and the granddaughter of the late Mr. and Mrs. Wilson Turner Barbee of Edgewood, Ill.; the late Mr. and Mrs. Robert Jackson Crane of Columbus, Ga.

Mr. Smith is the son of Mr. and Mrs. Raymond Smith of Birmingham. His grandparents are Mr. and Mrs. Clarence Leroy Young; the late Mr. and Mrs. Robert Lee Smith, all of Albertville. He attended Jefferson State Junior College.

MISS CRANE attended the University of Alabama and Troy State University.

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Mr. and Mrs. Monty Hoyt Yeager of Birmingham announce the engagement of their daughter, Martha Ella, to John Douglas Turnipseed, son of Mr. and Mrs. Burt Mason Turnipseed of Bessemer. She is a senior at Carraway Methodist Medical Center School of Nursing.

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THE WEDDING will be on Dec. 17 at Ensley First United Methodist Church.

Ray, Gowins

Mr. and Mrs. Roy C. Ray of Gardendale announce the engagement of their daughter, Betty Ann, to Timothy E. Gowins, son of Mr. and Mrs. Eugene Gowins, also of Gardendale.

THE BRIDE-ELECT is the granddaughter of Mrs. Laura Tanner of Hanceville and the late John T. Tanner; the late Mr. and Mrs. George W. Ray.

The prospective bridegroom is the grandson of Mrs. Ellen Griffin and the late George Griffin; Mr. and Mrs. A. D. Gowins, all of Mount Olive.

MISS RAY attends Jefferson State Junior College and her fiance is stationed with the Air Force at Chanute AFB, Ill.

The wedding will be on Nov. 6 at First Baptist Church in Gardendale.

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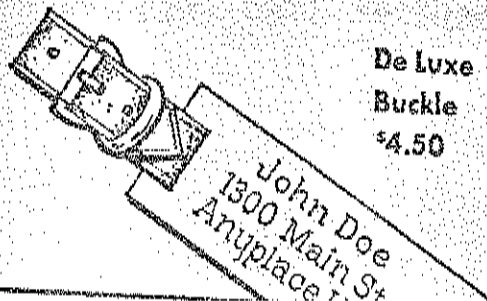
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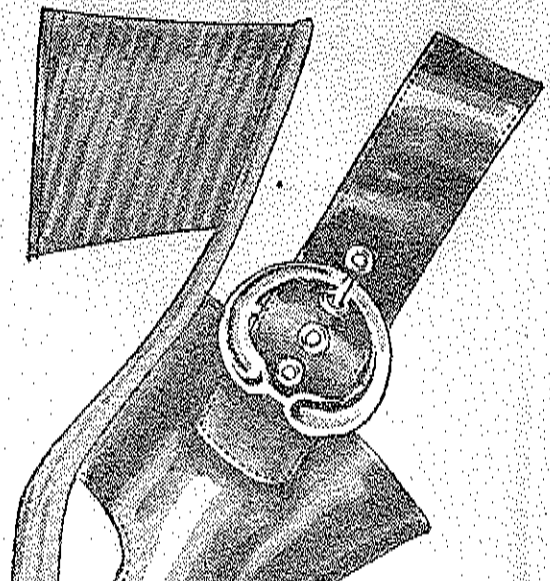
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SLING- ALONG



Moving hints

NEW YORK

Anybody who has ever moved knows what a harrowing experience it can be, but James P. Harley, Impartial Chairman of the Moving and Storage Industry of New York, says it isn't nearly so bad if a family knows what to expect.

Harley has several tips:

DO discuss with the mover the services he offers and the costs, and decide exactly what services you can afford.

DO arrange in advance for credit. Otherwise be prepared to pay immediately on completion of the move.

DO number all cartons to be moved and record the contents to simplify checking.

DO ask the driver to note any damaged or lost articles on the bill so you can make a claim to the mover.

DON'T allow valuable items to be moved unless you arrange with the mover or your insurance broker for additional insurance coverage.

DON'T move during the summer or at the beginning or end of the month, if you can avoid it. These are the busiest times.



WOMAN EXECUTIVE BUSY WOMAN
... Mrs. Jean Brandli of Pell City



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WOMAN EXECUTIVE BUSY WOMAN
... Mrs. Jean Brandli of Pell City

Pell City's Jean Brandli Makes It In Man's World

Walk into the offices of the president of Coosa Valley Telephone Company in Pell City and immediately there is an obvious question to be asked:

"What is a nice lady home economist doing in a place like this?"

As a matter of fact, the president of Coosa Valley is a lady — a most attractive

utility. She remained as president of this company until 1958 at which time she assumed control of the Northern Indiana Telephone Co. in Fort Wayne. In the meantime, she had purchased Coosa Valley (in 1955), and during the 16 years she has headed this company it has increased its

number of stations from 1,250 to 4,500.

Even greater growth is anticipated in the future, due to the sweeping residential and commercial developments on Lake Logan Martin near Pell City. More than 2,000 new homes have been built on this 18,000 acre Alabama Power lake, and even greater growth is expected in the months ahead.

Mrs. Brandli is not only active within the AMITA, but in other areas as well. She has been named "Alabama Telephone Woman of the Year", is a past president of the Pell City Business and Professional Womens Club, and is currently serving as a member of the State Board of Pensions and Security.



JEAN BRANDLI

lady — and she is in fact a home economist. But for the past 20 years you would never have guessed it. Her name is Mrs. Jean Brandli, and her achievements in the telephone communications industry — historically dominated by males — has been little short of remarkable. Mrs. Brandli is currently serving as president of the Alabama-Mississippi Independent Telephone Association (AMITA). Needless to say, she is the first woman ever elected to that position.

Mrs. Brandli's unusual career began in 1951 when her parents purchased the Lexington (Va.) Telephone Co. as an investment. Without any warning, Mrs. Brandli was given the responsibility of managing the

alabama

party line

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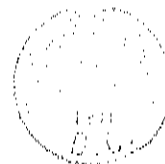
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THE WHITE HOUSE



Mrs. Henry E. Brandli
Rivere Estates
Pell City, Alabama

THE WHITE HOUSE

WASHINGTON

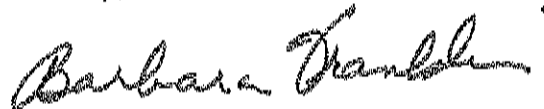
November 4, 1971

Dear Mrs. Brandli:

Congratulations on your appointment to the Board of Directors of the Rural Telephone Bank. As the recruiter of women for high-level positions in government, I am particularly pleased about your participation on this Board.

My sincerest good wishes for a successful tenure. I'll look forward to meeting you sometime soon.

Sincerely,



Barbara Hackman Franklin
Staff Assistant
to the President

Mrs. Jean S. Brandli
President
Coosa Valley Telephone Company
1700 Cogswell Avenue
Pell City, Alabama 35125

July 28, 1971

Mr. Frederic V. Malek
Special Assistant to the President
The White House
1600 Pennsylvania Avenue
Washington, D. C. 20500

Dear Mr. Malek:


I have just learned that the President may be considering the appointment of Mrs. Jean Brandli, President of the Coosa Valley Telephone Company, Pell City, Alabama, as a member of the National REA Bank Board.

I am pleased to know that my constituent is being considered and I hasten to assure you and those who will be considering this recommendation that the appointment of Mrs. Brandli would reflect credit on this Administration.

In all of my twelve years in the legislative field, I cannot think of a better business woman than Mrs. Jean Brandli. She possesses astute judgement and is one of the best organizers I have ever known. Mrs. Brandli, is a lady of many talents and I can recall the many visits she has made to Washington and the personal contacts she has had with members of the Congress which was most helpful in gaining passage of the REA Bank Bill. In fact, I would say without fear of contradiction that Mrs. Brandli's hardwork and leadership perhaps, did more than any other one individual in compromising and working out details of the bill with individual members of the Congress.

I strongly recommend the appointment of Mrs. Jean Brandli to the REA Bank Board, knowing that she will serve the industry and in turn her country in a most capable manner.

Sincerely,



Bill Nichols, M. C.

BN/jms

Jews-Aegis

The Progress of St. Clair County

DECEMBER 23, 1976

28 PAGES

15 CENTS PER COPY

Jean Brandli listed in 'serious' condition

Mrs. Jean Brandli, president of Coosa Valley Telephone Company, was listed in serious condition in St. Vincent's Hospital in Birmingham Wednesday morning after suffering what doctors described as a stroke early Tuesday morning in her home in Pell City.

Mrs. Brandli was transferred to St. Vincent's from St. Clair County Hospital shortly after 10

a.m. Wednesday. She suffered the attack early Tuesday morning and was taken to the hospital here, where she was attended by Dr. John Haynes.

Mrs. Brandli is well-known throughout the state of Alabama through her participation in various civic affairs.

Further details will be made known when they become available.



MRS. JEAN BRANDLI

BRHSA plans meeting in PC

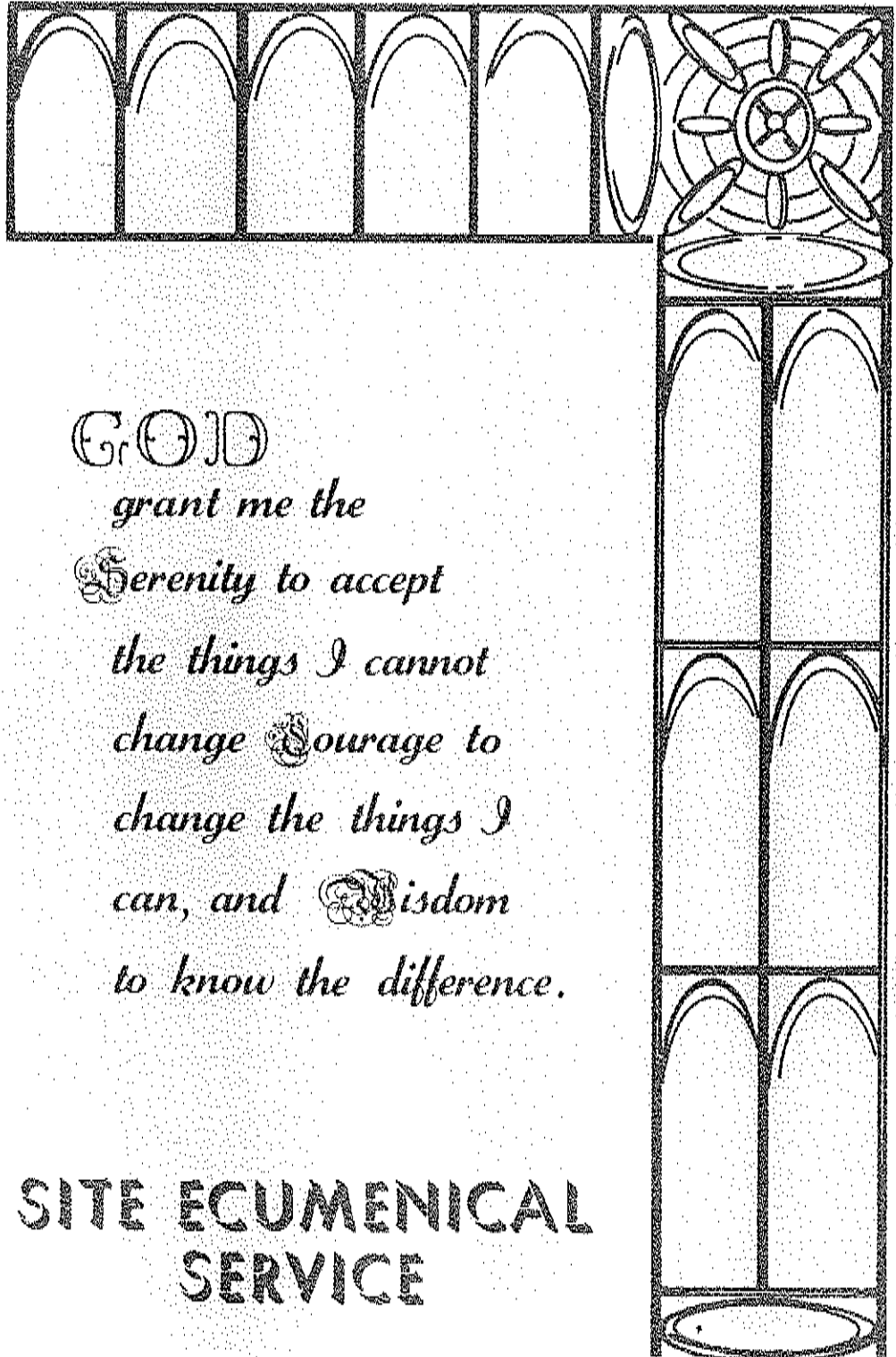
The Birmingham Regional Health Systems Agency, Inc., will hold a public hearing Tuesday, January 25 at the St. Clair County Courthouse in Pell City at 7 p.m.

The meeting is one of six scheduled in the six-county area "to review the 1977-1981 Health

Blount County—January 20, Blount County Courthouse, Oneonta, 7 p.m.; Chilton County—January 18, Chilton County Courthouse, Clanton, 7 p.m.; St. Clair County—January 25, St. Clair County Courthouse, Pell City, 7 p.m.;

(See BRHSA Page 8A)

Coosa Valley Telephone Company President Mrs. Jean Brandli has been nominated to the Executive Board of the Choccolocco Council, Boy Scouts of America, America for 1977. Mrs. Brandli is one of 17 new members Board nominees.



GOD
grant me the
Serenity *to accept*
the things I cannot
change **Courage** *to*
change the things I
can, and **Wisdom**
to know the difference.

**SITE ECUMENICAL
SERVICE**

FIRST ECUMENICAL CHURCH SERVICE
FOR INDEPENDENT TELEPHONE PEOPLE
BY INDEPENDENT TELEPHONE PEOPLE

PARTICIPATING:

Clarke M. Williams, Chairman of the
Board and President, Century Telephone
Company, Monroe, Louisiana

L. Ron Schultz, Vice President and General
Manager, VICOM Corporation
Mt. View, California

Reverend Raymond Murrin, Pastor
St. Raphael's Church,
Graysville, Alabama

Jean S. Brandli, President, Regional
Telecommunications Association & Coosa Valley
Telephone Company, Pell City, Alabama

Courtesy of L. M. Berry and Co.

Art Work by Mickey Hicks, Birmingham

INVOCATION.

WORSHIP PRAY

Heavenly Father
anxieties* the y
lives* Thy Holy
refreshment of s
week* for the p
for all the good
and temptation.
this hour* with
passion upon al
purity of purpo
together in pea
be promoted* at

LORDS' PRAY:

Our Father
kingdom come*
Give us this da:
forgive our tres;
liver us from e
glory, forever. /

SCRIPTURE R

RESPONSIVE

Reader:

The Lord is
His kindness.

INVOCATION..... Clarke M. Williams

WORSHIP PRAYER (In Unison)..... L. Ron Schultz

Heavenly Father* we rejoice that amid the ceaseless cares and anxieties* the vain desires and wearisome struggles of our earthly lives* Thy Holy Sabbath has been given us as a day of rest and refreshment of soul. We thank Thee for Thy mercies during the past week* for the preservation of our lives* of love, of friendship* and for all the good influences which support us in the hour of trial and temptation. In all our thoughts and prayers may we come to this hour* with a spirit of humility and dedication. Look with compassion upon all Thy children* and grant us strength of love and purity of purpose that we may live together in unity* and work together in peace and concord* so that the well-being of all may be promoted* and Thy name be glorified. AMEN.

LORDS' PRAYER (In Unison)..... Rev. Raymond Murrin

Our Father, who art in heaven* hallowed be Thy name. Thy kingdom come* Thy will be done* on earth as it is in heaven. Give us this day our daily bread* and forgive us our trespasses as forgive our trespassors* and lead us not into temptation* but deliver us from evil* for Thine is the kingdom, the power and the glory, forever. AMEN.

SCRIPTURE READING: PSALM..... Clarke Williams

RESPONSIVE READING..... L. Ron Schultz

Reader:

The Lord loveth righteousness and justice, the earth is full of His kindness.

RVICE
PEOPLE
EOPLE

by

(R) The counsel of the Lord standeth forever

(C) And His purposes through all generations

(R) He fashioneth the hearts of men

(C) He considereth all their deeds

(R) A king is not saved by the multitude of his hosts

(C) Nor is a mighty man delivered by mere strength

(R) Our soul waiteth for the Lord

(C) He is our help and our shield

(R) The Lord redeemeth the soul of his servants

(C) None that take refuge in Him shall be forsaken

"THIS I BELIEVE" — Sermonette..... Rev. Raymond Murrin

PRAYER FOR WORKERS..... Jean S. Brandli

Glorious St. Joseph, model of all those who are devoted to labor* obtain for me the grace to work conscientiously* putting the call of duty above my many sins* to work with gratitude and joy* considering it an honor to employ and develop* by means of labor* the gifts received from God* to work with order, peace, moderation and patience* never recoiling before weariness or difficulties* to work, above all* with purity of intention* and with detachment from self* having always death before my eyes* and the account which I must render of time lost* of talents wasted* of good omitted* of vain complacency in success* so fatal to the work of God. Such shall be my watchword in life and death. AMEN.

BENEDICTION..... Rev. Raymond Murrin

Clair News-Aegis

We Care About You...And The Progress of St. Clair County

SUNDAY MORNING, MAY 2, 1976 PELL CITY, ALABAMA

24 PAGES

15 CENTS

—In suit filed against Lawler—

ks \$30,000 in damages

published at Pell City, St. Clair County, Alabama, material which stated and implied, viz: that the Plaintiff is not a qualified elector or a resident of St. Clair County, Alabama, and therefore not entitled to hold office as Deputy District Attorney. Such material was published with intent to defame the Plaintiff on the 8th day of April, 1976."

Count two of the suit is similar to the first count but lists the St. Clair News-Aegis as the newspaper in which the alleged server.

(See Hodges Page 6A)



JCs 'Roast' Brandli

The Pell City Jaycees held a "roast" for Mrs. Jean Brandli Friday night at Point Aquarius Country Club. Pictured (l-r) are Bill France, Daytona International Speedway; Mrs. Brandli; Billy Church, Master of Ceremonies for the

occasion; and H. Edwin Holladay, Circuit Judge for the 30th Judicial District. Some 250 persons attended the banquet which was designed to raise money for charitable projects organized by the Jaycees. (NEWS Photo By Jim Case)

Is Riverside Post Office

Birmingham official to close the post office and have mail delivered to the town by a rural carrier. The reversal came after protests from residents, city officials and congressmen over the closing of the post office.

Moore said that bids were asked for and have been received. "We took the lowest bid of two bids," Moore said. He remarked that the low bid was submitted by Mrs. James Buckner, wife of the current postmaster. "So the post office

he ad-
l bring



ST. CLAY

A Newspaper

VOLUME FIVE — NUMBER THIRTY-TWO

PELL



If Coosa Valley Telephone President Jean Brandli had her druthers, she'd as soon not have any disasters occur - even as you and I

But since she has been affected by two - the 1963 gas explosion described in Part I of the Jean Brandli Story (last week's column which got out of hand and had to be broken up into two parts), and the Jan. 10 tornado - and since someone asked her to compare them, she had an answer.

"The tornado destruction was much harder to recover from, since we had 11 miles of cable down along main street in Pell City, and some main feeder cables which affected more people

"Also, there was the damage to the central building, with water coming down on all the equipment, which we're still drying and re-drying, 24 hours a day. And almost all the houses which were damaged by the tornado had to be rewired.

"We wanted to do a quality job of restoration so that if things went wrong sometime in the future, we wouldn't be falling back on the old excuse, 'well, we did that after the



First In The Hearts Of

Third in New Orleans, but first in the hearts of the people of Asheville is the Asheville High Marching Band following a triumphant return from successful competition in the "Greatest Bands in Dixie" marching band contest at the Mardi Gras in New Orleans. also became the champion. Upon the were were



BY BOB CORNETT

If Coosa Valley Telephone President Jean Brandli had her druthers, she'd as soon not have any disasters occur - even as you and I.

But since she has been affected by two - the 1963 gas explosion described in Part 1 of the Jean Brandli Story (last week's column which got out of hand and had to be broken up into two parts), and the Jan. 10 tornado - and since someone asked her to compare them, she had an answer.

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"Also, there was the damage to the central building, with water coming down on all the equipment, which we're still drying and re-drying, 24 hours a day. And almost all the houses which were damaged by the tornado had to be rewired.

"We wanted to do a quality job of restoration so that if things went wrong sometime in the future, we wouldn't be falling back on the old excuse, 'well, we did that after the tornado.'

"At the same time, we took the opportunity to redesign the cable where we had to replace it. When we get through, we will have a much cleaner, better operating system."

(It is a theory much to be desired, to wit: don't just put it back like it was; make it better than before. Many people, including a letter to the Observer this week have expressed the thought that this would have been an opportune time for the downtown Pell City business district to take on a long-needed new look, instead of just patching up the damage as most seem to be doing.)

Incidentally, that damage to the central office is something you have to see to appreciate - all those zillions of tiny wires which have to be painstakingly dried, the huge batteries which have had to be replaced, etc., etc.

It was a job requiring almost superhuman effort and that was what Mrs. B. got from the Coosa Valley Telephone employees,



First In The Hearts Of Their Boosters

Third in New Orleans, but first in the hearts of the people of Ashville is the Ashville High Marching Band following a triumphant return from successful competition in the "Greatest Bands in Dixie" marching band contest at the Mardi Gras in New Orleans last weekend. The Bulldog Band, which is composed of Ashville High and Ashville Middle students, placed third in a field of 12 top-notch bands from around the South and became the first band in the history of the event to place among the top finishers, after only three years in existence. Band Director Steve Reagan, at age 19,

also becomes the youngest leader to ever win the competition, according to Ashville High. Upon their return to Ashville Monday, they were greeted by an estimated 300 boosters. "It's a real honor. We competed against the best bands in the country and came in third. But we'll be as proud as we can be because of the enormous support of the community we had this time," Reagan noted proudly.



MRS. GAMBRELL

Rites Held For Mrs. Gambrell

Council Hears Pro Against New Trail

BY AUGUST LEHE

Responding to complaints that Pell City was fast becoming "one big trailer park," the City Council spokesmen said Monday night that the city could not prohibit mobile homes from being placed in any area of the town - so long as minimum State standards are met.

Under present law, according to Pell City Mayor A. E. "Dill" Nixon, a mobile home can be placed on a minimum of 15,000 square feet when connected to an approved septic tank, or on a

mean an assessment of \$1537 own per customer. "Most of the

Citizens Are Attend Tornado

All citizens of St. Clair County by county-wide "Tornado Clinic," Tuesday, Feb. 25 at the Pell City beginning at 7 p.m. according to

back like it was, make it better than before. Many people, including a letter to the Observer this week have expressed the thought that this would have been an opportune time for the downtown Pell City business district to take on a long-needed new look, instead of just patching up the damage as most seem to be doing.)

Incidentally, that damage to the central office is something you have to see to appreciate — all those zillions of tiny wires which have to be painstakingly dried, the huge batteries which have had to be replaced, etc., etc.

It was a job requiring almost superhuman effort and that was what Mrs. B. got from the Coosa Valley Telephone employees, the Continental Telephone folks, and all the local people who just pitched in and volunteered to help in so many ways. 'Twas a phenomenal thing for which Mrs. B. is most grateful.

"Everybody compliments us on how fast we restored the service, but it was only because we have such dedicated people here at Coosa Valley Telephone Company. Sunday before last, after they had worked 15 days straight we asked for volunteers to work on Sunday, and every man and woman in this organization came in and worked.

"And we really appreciate the value of the support given us by the men of the Continental Telephone Corporation who were in here by midnight on Friday, Jan. 10th and just kept on working. And the amazing thing was, by 5 a.m. Sunday they had two enormous trailer loads of equipment and supplies in here from Hickory, N.C. which is Continental's Center of operations. It was unbelievable! I almost cried when I saw those trucks rolling into town that morning.

"Also, the people of Pell City have been wonderful. No one complained about the interruption of service. They were sympathetic and understood our problems. And they were more than generous in their cooperation. It was all very heartening."

"So you see," said the lady from Lexington, Va., who made her home in Pell City some 12 years ago. "I may not have been born here, but don't you think I've been adopted?"



MRS. GAMBRELL

Rites Held For Mrs. Gambrell

Graveside services were held in Pell City last Friday for Mrs. Margaret Holladay Gambrell, 50, who died suddenly at her home in Jasper last Thursday of a heart attack.

Mrs. Gambrell, a native of Pell City, was the daughter of Mrs. Roy Holladay and the late Mr. Holladay.

She was married to D. Joe Gambrell, former University of Alabama football player who played on the Crimson Tide's 1945 Rose Bowl team and later coached the Walker County High School football team for 16 years.

A 1942 graduate of Pell City High School, Mrs. Gambrell received a BS Degree from the University of Alabama in 1947. She taught school at St. Clair County High School in Odenville before moving to Russellville and later to Jasper, where she taught in the Walker County school system until just two years ago.

Survivors include the husband; two daughters, Mrs. Gail West and Stacia Gambrell; one son, Danny Gambrell, all of Jasper; mother, Mrs. Roy Holladay; and two brothers, Judge Edwin Holladay and J. T. Holladay, all of Pell City.

Funeral services were held Friday morning at 11:00 at the First Baptist Church of Jasper, and graveside services were conducted Friday afternoon at Oak Ridge Cemetery in Pell City, where she was buried near the grave of her father.

Ag

BY AUGL
Responding
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City Council's
Monday night th
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consisting of Ne
Kate Stevens.

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said

Mrs. Lewis ask
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Jan. 10 tornado
permanent effect

Nixon respond
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Nixon said.

Nixon said that v
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In other busine
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Wh... will be is
profes... tional Outboard
Association racers competing
for the World Outboard
Championship in both Runabout
and Hydroplane classes.
These races, held the past

When...
told the sponsoring
Ohatchee group and local area
members of the press at a
recent meeting that the Neely
Henry site "is as fine as I have
ever seen for races of this
type."

is
guaranteed for the event, and
another \$7,000-\$8,000 in prize
money is possible, Fox said.
Joining top racers from
throughout the country will be
Gadsden's Dub Parker, current
Continued On Page 2

refused to do so because "Bill
Coleman had said that he did
not want St. Clair County to do
anything for the town of
Riverside."
Mayor Coleman said that a
meeting had been set up with
County Engineer Blake

Mrs. Brandli Proves (Again) She's 'Hostess With Mostest'

BY ANNE MILAM

The telephone industry's first
major regional trade show was
held at the Birmingham-
Jefferson Civic Center last
weekend with more than 2,400
people from throughout the
Southeast and as far away as
Puerto Rico, Canada and the
Bahamas attending.

Mrs. Jean Brandli, President
of the Coosa Valley Telephone
Company in Pell City, con-
ceived, planned and supervised
the whole event.

The meeting began with
registration at noon on Friday
and a grand opening and ribbon
cutting at 7:00 Friday night.
Mayor George Seibels was
unable to attend the meeting
and Jefferson County Com-
mission President W. Cooper
Green officiated at the ribbon
cutting.

Seminars and exhibitions
were held on Saturday and a
country style buffet and en-
tertainment were held Saturday
night.

An ecumenical church ser-
vice was conducted on Sunday
led by telephone people for
delegates and guests. The day
concluded with a seminar in the
afternoon.

The trade show, called SITE
(Southern Independent
Telephone Exposition) was
solidly backed by over 100
suppliers who booked 199 booths
displaying telephone equipment
and supplies.

Over 400 people from the Bell
System attended the show and
according to Mrs. Brandli, this
was the first time that Bell
System officials and employees
had cooperated with the in-

dependents in putting on a trade
show.

The show, which was said to
be the fruition of a dream many
years ago by Mrs. Brandli, was
designed as an educational
experience for the people who
work in the craft department of
all the small telephone com-
panies in an eleven state area.

Commenting on the
tremendous success of the
entire show, Mrs. Brandli said
that the event proved that the
South is a great place to come
to, which was what she was
trying to prove.

"The entire idea was to train
telephone people and proved so
popular that people came from
Puerto Rico, Canada, Ohio,
Wisconsin and all the Southern
states," she said.

"There were exhibitors from
all over the country and they

had 199 booths displaying
telephone equipment and
supplies. VIPs from all over
the telephone industry at-
tended, as well as members of
Public Service Commissions
from southeastern states," she
added.

"This was two days of time
when the people who work for
the telephone companies who
have never been able to attend a
national convention and see a
trade show and the equipment
were able to devote their time to
just that," she concluded.

The entire event was held in
the Birmingham Civic Center —
there were no outside functions
of any kind.

Mrs. Brandli, who resigned as
an officer and director of
OPASTCO when she became

Continued On Page 2

to because "Bill said that he did air County to do the town of

an said that a en set up with beer" Blake

is displaying pment and from all over industry at is members of Commissions n states," she

days of time who work for mpanies who ble to attend a on and see a he equipment e their time to ncluded.

it was held in ivic Center — ide functions

to resigned as director of she became

Page 2

consisted mainly of th — last July 1973... Post... 8652 in

Continued On Page 2



SITE Ribbon Cutting

Telephone company officials and Birmingham City officials opened the telephone industry's first major regional trade show in the Civic Center Exhibition Hall in Birmingham last Friday night with ribbon cutting ceremonies at 7:00. Pictured are, from left, Weldon Case, First Vice President, United States Independent Telephone Association; Douse Bibby, President, Stromberg Carlson Corporation; Cecil Bower, President, South Central Bell (and Birmingham's Man of the Year 1973); Com-

missioner Juanita McDaniel, Alabama Public Service Commission; W. Cooper Green, President of the Jefferson County Commission, Mrs. Jean Brandli, President of the Regional Telecommunications Association and President of Coosa Valley Telephone Company in Pell City who was chairwoman of the trade show and J. G. Denton, Chief, Engineering Branch, Southeast Area Telephone REA. (See story for details.) (Photo by Bob Moore)

Kieberg and Cameron counties, Texas.

Continental Telephone to Acquire

CHANTILLY, Va. — Continental Telephone Corp. said it agreed in principle to acquire Coosa Valley Telephone Co. serving 7,000 telephones in Bell City, Ala. and neighboring communities.

The company said the property was being purchased for an undisclosed number of Continental's common shares.

J. P. McGuire, president, said Jean Brandt, president and principal owner of Coosa Valley, will become manager of all Continental operating properties in Alabama.

With the acquisition, Continental will be serving 77,000 phone outlets in Alabama.

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SUN
SUN

The New Haven Register

SUNDAY, JULY 25, 1971

Starting

By RUTH G. CLOUSE
Register Society Editor

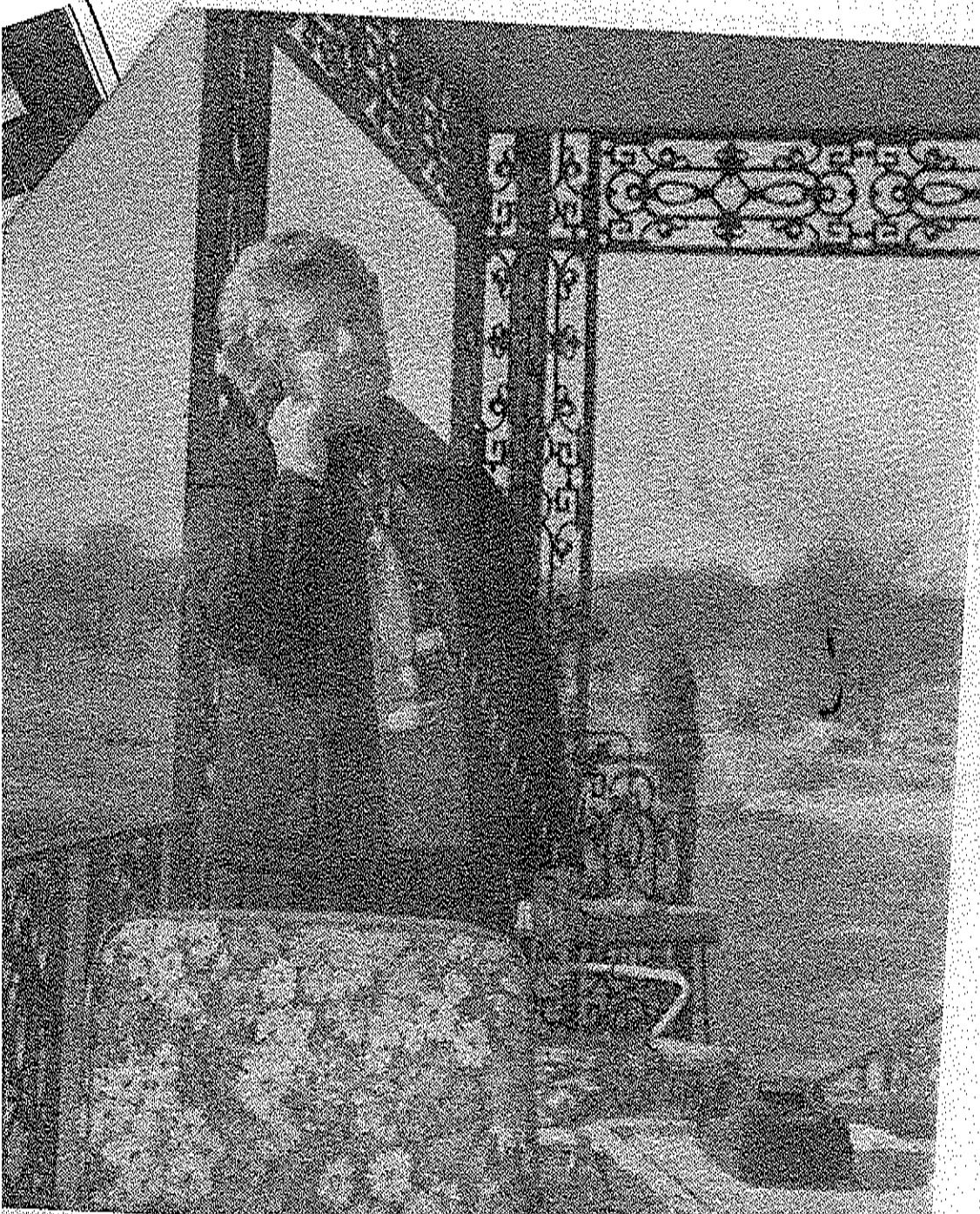
To make a recipe come out right, Jean Murray Smith Brandli knows, you must follow it to the last detail and put in the right ingredients in the right proportions. The home economics graduate of Southern Seminary and Junior College and a former resident of this city, is now president of the Coosa Valley Telephone Co., Pell City, Ala. To find out how to cope with the problems at the top, she has learned at first hand how to mix and work in all the component parts.

Jean Brandli is the daughter of the late Arthur J. Smith, who was in the drug business in Westville for 40 years.

Her mother, Mrs. Smith, the former Beatrice Murray, is now living in her own home in Pell City, having recently sold her property in Buena Vista, Va. Mrs. Smith's father was the late James A. Murray, who was well known in New Haven. He was president of the New Haven Board of Police Commissioners for many years and was president of the Goodyear Rubber Sundries on Daggett Street. He founded this company after he resigned as vice president and general manager of the Seamless Rubber Company.

Both sets of Jean's grandparents lived in Westville. Summers found the families in Pine Orchard.

Pell City, Ala., where Jean and her husband live, is on the edge of an 18,000 acre lake, adjacent to a resort area. It is only 30 minutes from Birmingham, a city of approximately one million. "As transplanted Yankees," says Jean, "we are



Jean Murray Smith Brandli, former New Havener, now president of the Coosa Valley Telephone (Ala.) uses the tool of her trade. The balcony of her home in Pell City, not far from Birmingham, looks out on Logan Martin Lake.



Wilson Photo
Jean Brandli

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C

Starting At Top Means Work, Too

By RUTH G. CLOUSE
Register Society Editor

To make a recipe come out right, Jean Murray Smith Brandli knows, you must follow it to the last detail and put in the right ingredients in the right proportions. The home economics graduate of Southern Seminary and Junior College and a former resident of this city, is now president of the Coosa Valley Telephone Co., Pell City, Ala. To find out how to cope with the problems at the top, she has learned at first hand how to mix and work in all the component parts.

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Pell City, Ala., where Jean and her husband live, is on the edge of an 18,000 acre lake, adjacent to a resort area. It is only 30 minutes from Birmingham, a city of approximately one million. "As transplanted Yankees," says Jean, "we are

enjoying it, but occasionally become nostalgic for New England."

To start in top management when you've never been in the industry before takes a lot of going.

Her mother and father retired in 1948 to Buena Vista, six miles from Lexington, Va., and the site of the college Jean had attended. Three years later they bought the Lexington telephone company as an investment, and their daughter was handed a challenge. At first she was treasurer, and then president of the company until 1958, when Central Telephone & Utilities Corp. of Lincoln, Neb., bought it and it became Virginia Telephone & Telegraph Co.

The following year, Jean Brandli acquired the Northern Indiana Telephone Co., located at Fort Wayne. She served as president of Northern Indiana, Wawaka, from 1959 to 1967; then sold the company, which became General Telephone Co. of Indiana.

Meanwhile, she had in 1955 acquired Coosa Valley Telephone Co. Her only brother, Arthur M. Smith, is vice president-operations, and her husband, Henry E. Brandli is secretary-treasurer of the company. The latter is the son of the past president of Cities Service Oil Co., now known as Cldgo.

Great Handshaker

Competent Jean Brandli is a great hand shaker, by her own admission. The 52-year-old dynamic former New Havener with the public relations flair, has been a mover in the Alabama-Mississippi Independent Telephone Association, of which she is president.

While she and her husband were touring Europe in 1966, she received the news, in Moscow, that the association had voted her "Alabama Telephone Woman of the Year," first woman to receive the award. She was a delegate with the People-to-People Industry Tour of Russia and other European countries. Three years later, she led a group of telephone executives on a tour of Spain, Italy, Yugoslavia and Russia.

New industry is coming into the area, and Jean's activities are closely allied with those of the Greater Pell City Chamber of Commerce, which she served as its first woman president in 1966-67. She also served as president of the Business and Professional Women's Club. Jean was the recipient of the Woman of Achievement for 1968 award of the BPW Club and the Chamber of Commerce.

No Office Sitter

Jean Brandli is not one to sit back in her office and handle the big projects. She wanted to understand the requirements of each job. For a while in Lexington, she worked as an operator, as night operator, chief operator, service representative, and even climbed poles and helped splice cable.

She was the first woman to attend the University of Kansas Management Development Program, and in 1967 she was the first woman to attend a telephone engineering course at Michigan State University. In 1970 she attended the U.S. Independent Telephone Association Public Affairs-Public Relations Seminar in Washington, D.C.

In January of this year, Mrs. Brandli was responsible for

planning and arranging the program for the annual convention of the Organization for the Preservation & Advancement of Small Telephone Companies (OPASTCO), which was held in New Orleans, La. She was elected second vice president at that convention. She is also a member of the Independent Telephone Pioneers Association.

It's not all work and no play for Jean Brandli, however. She is a member of the Pell City Garden Club, which won second prize in statewide competition for city beautification under her chairmanship. She has provided facilities for all civic clubs in the conference room of the telephone company. She was a moving force in building the first Catholic church in the area, completed last year on Highway 231 South, and is a member of the board of directors of Birmingham Catholic Charities Expansion Board.

Vitality Pays Off

A fireball, Jean had a chance to put her vitality and get-up-and-go to the task several years ago, when an explosion and fire in early morning hours ravaged the service center. Telephone service was just about at standstill. It was just before Christmas, 1963.

The Coosa Valley had friendly relations with other companies and help was soon offered. Mr. Brandli bought a 24x30-foot building housing an emergency switchboard and central office and she leased equipment. moved intact down the highway 250 miles from Enterprise, Ala. to Pell City. As it went through Birmingham, Southern Bell officials contributed holiday greetings. See **STARTING**, Page 10E

famous makers as Mr. Corelli, Connie and m
Get on your old shoes
new ones. Shoe Salor
or phone orders, plec
FRANKLIN

▶ Starting

Continued From Page 1E

ings, and Coosa Valley gift-wrapped the structure with a huge bow and ribbon.

When she surveyed all that had been accomplished in so short a time, Jean said, "May I say to you, not all the miracles occurred at Bethlehem. You have seen one here this Christmas Eve in Pell City."

Coosa Valley is growing with the community it serves. It has recently completed a \$3 million outside plant program. Now the company offers all one-party service in the base rate area and only one and two-party service in the rural areas. The 30 employees of the company help run three exchanges: Pell City, Lincoln and Surfside, Ala.

The Brandlis love to entertain, and, when doing it, Jean presides in the kitchen, where her specialty is coq au vin. In other relaxed moments, she reads and does needlepoint, with the family's little black poodle, Beauregard, at her side.

She doesn't concern herself with women's lib. From her vantage point, she looks ahead and sees the opportunities for a woman as fantastic, "if she is willing to work."



Wilson Photo

Jean Brandli

An original Bicentennial song, written especially for St. Clair County, was officially presented to the Pell City Civic Chorus in special ceremonies at Pell City Hall Tuesday by its composer, Mrs. Tom Bevill. Civic Chorus Director Ron Partain, who accepted on behalf of the chorus, said he was thoroughly impressed with the song and pledged to include it as a regular part of all future civic

chorus programs. Shown here reviewing Mrs. Bevill's tribute to St. Clair County in song are, from left, Civic Chorus Treasurer Harold King, Civic Chorus Committee Chairman George Williams, Mrs. Bevill and Ron Partain. Partain said the song would be premiered at the May 1 performance of the choir. (PHOTO BY AUGUST LEHE)

On April 30—

Main Course At Point Aquarius Roast Will Be 'Grilled Brandli'

BY BOB CORNETT

Mrs. Jean Brandli, former Coosa Valley Telephone Company President - now General Manager for all of Continental Telephone Company's Alabama facilities, whose varied credentials and accomplishments, if listed, would run off the bottom of this page, will get her comeuppance on Friday night, April 30.

Which is to say that she will be the roastee in a Dean Martin-type roast cooked up by

the Pell City Jaycees who hope to pocket some change from the event for the benefit of their various civic and charitable endeavors.

Scene of the searing will be Point Aquarius and cookoff time (ouch!) is 7:30 p.m.

If you would like to be a party to the hilarity and sit around with a steak-stuffed stomach, patting your foot while Ole Jean gets hers, it's easily enough arranged.

Contact Mack Bell at Carpets

Unlimited or Burk Yarbrough at Smith and Hayes Sporting Goods for tickets. They're going for \$25.00 a couple or \$15.00 slag. And for that you get a steak and the trimmings with a Brandli Alexander (ouch, again!) for dessert.

But wait -- that's not all. After the laughter dies down, live music and the dance floor await. Peg and Marge, a delightful musical duo who are no strangers to Pell City audiences, will provide the

music and the rest is up to you. The roast will be emceed by a local raconteur (no, Virginia, not racketeer!) of note, one Billy Church. And thanks largely to Mrs. Brandli's wide association with people in high places, the guest list sounds like a chapter out of Who's Who in America.

On the dais, for instance will be these notable roasters:

Bill France, president of NASCAR and creator of Alabama International Motor Speedway; Ben Brown, president of South Central Bell; Bob Spivey, vice president Birmingham Trust National Bank; Bob Dickinson, president, Ragland Telephone Co.; Judge William Sullivan of Lincoln; Dr. Donn Brascho; Judge Edwin Holladay; Juanita McDaniel, member, Alabama Public Service Commission; Bill Roach, division Manager, Continental Telephone Co.; Marilyn Quarles, member, State Legislature, and Dill Nixon, mayor, Pell City.

It shapes up as an evening of high entertainment, and by availing yourself of a piece of the action, you will also be contributing to the unarguably

Continued On Page 2



MRS. JEAN BRANDLI

Commission Subpoenas Assistant D. A. Hodges

St. Clair County Assistant District Attorney George Hodges was served Tuesday by Deputy Sheriff James Murray

with a subpoena requiring him to appear before next Tuesday's Commissioners Court in Pell City to "give testimony regard-

ing tax assessments in St. Clair County."

According to a spokesman in the St. Clair County Commission office, the subpoena is signed by Commission Chairman James S. Satterfield and reads as follows:

"You are hereby commanded without delay to subpoena George W. Hodges, Ashville, Alabama, personally to be and appear before the St. Clair County Commissioners Court at the St. Clair County Courthouse at Pell City on the 27th day of April, 1976, then and there to testify before said Court and to bring with him all tax assessment records of any real property owned by him in St. Clair County and in Etowah County, Alabama, and to give testimony regarding said tax assessments and have your endorsement thereon in that manner you have executed the same.

"This writ is issued under authority given said Court by

Continued On Page 1

Letter Appeals For Rescue Squad Funds

The St. Clair Observer
Pell City, Ala.

Dear Bob:

The annual fund drive of the North St. Clair Rescue Squad will resume this coming weekend (April 24 and 25). We will solicit the areas of Steele, Ashville and Ragland. We suspended the drive due to the suspected drowning at Kelly Creek on the Coosa River for the past two weeks as we were helping on the dragging and search mission.

We would also like to thank all of those who have already contributed. The response has been wonderful.

If you can give us another spot in your paper to let the people know to expect us we would appreciate it very much.

Thanks for the past support.

Sincerely,
CHARLES R. FORMAN
Odenville, Ala.

candidate, is concern, act that no ng shown, to see the Executive me kind of er apathy ght. Voter he biggest al system thing that something and in important ring this elections. do is be o try to lates - by able to e. individ and their exercis- it at the tion right edule my political ut you... sked me ndidates have a up with ause of a piece of ntly fell : it was ed itself amera's he took of the and we used of We like nd don't ek's the before folks, e held 30, in of this id, in a Charles concern- Rescue orts this if you worthy ar this ouldn't tion to rescue may be. rtunate squads, le area d these e most 2

CLOSE-UP

Jean Brandli

Determi

By MARCI ELLIOTT

The wheelchair is as appropriate to the lady as a Scottish kilt is to an Eskimo.

The twinkling eyes and the concentrated expression conceal a near-disastrous stroke suffered seven months ago. For an ordinary person, it would have been disastrous. But for a person like Jean Brandli, the stroke has turned out to be a setback, one which Jean herself describes as temporary.

She has recovered in what is called "typical Brandli style" by those who know her. Now with 88 per cent of her speaking ability back and a 95 per cent improvement in her general condition, Jean makes no bones about it: her condition at the present time is nothing short of miraculous. Was there much hope for her recovery immediately following the stroke? "I didn't think so," she says unhesitatingly.

Jean Brandli, currently vice president and former president of the Coosa Valley Telephone Company, civic leader and patron of the arts, was felled December 21st, 1976 with what was diagnosed as a stroke. After being rushed by ambulance to the St. Clair County Hospital in Pell City, she was transferred to St. Vincent's Hospital in Birmingham, where she remained for several months.

Jean's nurse, Irene Smith, who remains with Jean at her home, explains in medical terms the condition and extent of the stroke. In lay language, she says, there are many different kinds of strokes, each one unique from all the rest, many with similarities. In Jean's case, hers was the only one of its kind with no similarities to any other type of stroke.

But the outstanding part of Jean Brandli is not her stroke, but her strong sense of determination and drive. This is what

Lexington Telephone Company and an additional phone company in Indiana. She acquired the then-existing Lincoln and Pell City phone companies, merging them together. She gradually "sold them off," as she explains, to Continental Telephone Company of Merrifield, Va., whose headquarters have recently relocated to Pell City. At one time the owner of seven telephone companies, Jean is currently vice president of Continental.

Mrs. Bill Brandli in her private life, Jean and her husband live in a tastefully appointed lake home in Pine Harbor just outside Pell City. The home's interior is done in a combination of European and American furnishings. Furniture, art objects, paintings and Oriental rugs mingle gracefully with lots of white-lacquered wicker and bold-design wallpaper which lend an airy look. A large outdoor patio with several round umbrella-topped tables is the scene of occasional entertaining, one of Jean's favorite "hobbies" before her stroke.

With the look of a famous and talented designer throughout, the home was designed basically by Jean herself. "We already had our furniture when the house was built eight years ago," Jean says, "and I designed the rest of the house around it." Several pieces collected from the Brandlis' world traveling add personal touches.

Although set back temporarily with her stroke, Jean has resumed part of her duties with Coosa Valley Telephone little by little. Her "new" job is lobbying, a job she finds loads of fun. "It's a lot of fun," she says. "I like it a lot!"

Lobbying brings Jean into contact with people, a pastime she loves. She gets to associate with people like Governor George Wallace, Public Service

she couldn't count them.

"I want to thank every single one of these people who took the time to wish me," she said. "I would never be able to thank each and every one of them in person, but I want them all to know how much I think of them and how much I appreciate all their kindnesses. I especially want to thank all my neighbors at Pine Harbor, for everything they did for me, too. I will never be able to thank them enough."

Her Pine Harbor neighbors, a closely knit neighborhood, visited Jean as a group while she stayed at St. Vincent's. And all the time she was "sick," as she refers to her stroke, she received at least one basket of flowers every week, and is still receiving some.

Together with Bill, Jean has traveled extensively "all over," by her description. Her favorite place to visit is Ireland, where she owns a cottage on the grounds of a large Irish castle. Another favorite country she likes to visit is Russia, a place Jean points out as a very interesting place to visit. "But only to visit!" She adds, laughing. "I'd like to learn more about it, though."

The Brandlis have also traveled to Spain, Italy, Yugoslavia and Germany. They visited Germany during trips in the last two years, where they looked up Bill's Swiss ancestry in the national records there.

The Brandlis entertained often before Jean's stroke. They have served dinner for parties of two to 200 at their home, and during one of the 500 races at Talladega International Alabama International Raceway in Talladega, entertained approximately 1,000 people at the Pell City Airport. Jimmy Carter was among the guests for that affair.

Although entertaining guests on full scale will have to wait for additional improvement in Jean's condition, she is now able to cook breakfast by

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To list all of them would take an infeasible amount of space. Among them are included: special courses at Georgia State University School of Business Administration; Advanced Executives, to which Jean was among the invitees; Kentucky State University Management Development; Mississippi State University Utilities Seminar which Jean was elected to Board of Trustees; and many more. "That's enough!" Bill Brandli exclaims out of frustration trying to remember all of them. She's also on the Board of Directors of the Birmingham Symphony Orchestra and Southern Benedictine College, Cullman.

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But the outstanding part of Jean Brandli is not her stroke, but her strong sense of determination and drive. This is what has made her, and what has pulled her through to such an incredible recovery. This is what makes the "typical Brandli style."

The telephone industry

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Lobbying brings Jean into contact with people, a pastime she loves. She gets to associate with people like Governor George Wallace, Public Service Commission President Juanita McDaniel, Boston Pops Conductor Arthur Fiedler and others. But the people dearest to her are the people in Pell City and St. Clair County, the people

she couldn't count them.

"I want to thank every single one of these people who took the time to wish me," she said. "I would never be able to thank each and every one of them in person, but I want them all to know how much I think of them and how much I appreciate all their kindnesses. I especially want to thank all my neighbors at Pine Harbor, for everything they did for me, too. I will never be able to thank them enough."

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Jean was named the Woman of the Year by the Alabama-Mississippi-Louisiana Tele-

years ago from Buena Vista, Virginia, where she owned the

flowers, letters and get-well wishes when she was sick that

people know this about Jean," Bill Brandli says, "but she got her bachelor's degree in

none association, and she is the only woman to be named to the Southeastern Rural Telephone Board, appointed by President Richard Nixon during his administration.



Jean is as dynamic a leader in her church and in the arts as she is in her telephone industry. One of the leading members of Our Lady of the Lake Catholic Church in Pell City, she built the church because, she says, "I got tired of driving to Mass in Birmingham every Sunday!" She gave the property for the church plus a lakefront home across the highway to the parish. The home is now used as the rectory for the pastor, Father Matthew Brennan, one of the biggest Brandli fans around.

Jean was one of the first major contributors to the Pell City Civic Chorus during its founding nearly two years ago and has attended its concerts religiously until her stroke. She is also a devotee of the Pell City Community Players, to the extent of doing a performance herself in one of last year's

Jean With Pet Poodle, 'Beau'

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Only \$2²⁷

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Shoes, Soc

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Listen To WFK Radio For Specials Thru Ou
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Determination is her s

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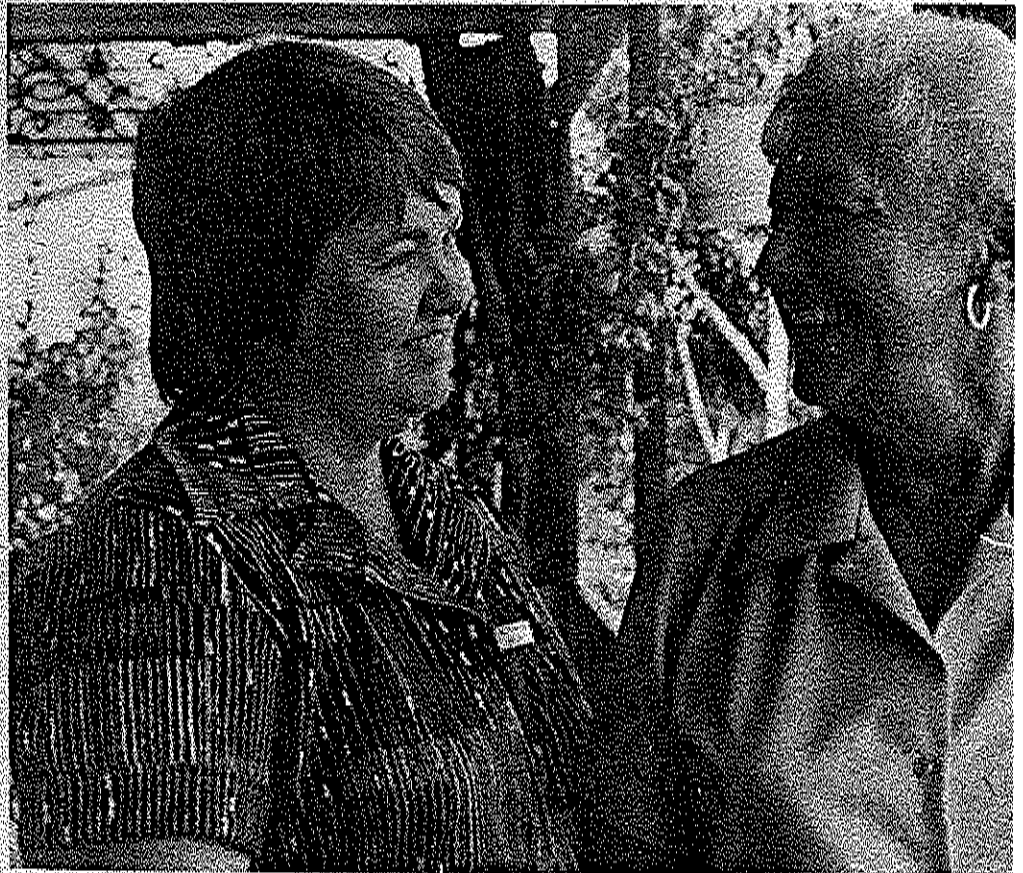
productions. She intends to plans to attend performances of both again as soon as she is able, and talks of each of the two groups enthusiastically.

Jean Brandli hasn't recovered the way she has by chance. She's worked hard at it,

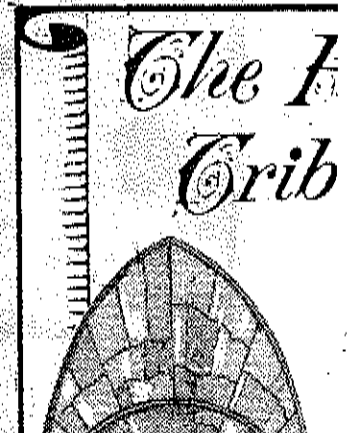
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comprehensively with only minimal assistance and can walk with a leg brace and a walking stick.

Making a seven-month comeback after a stroke like the one Jean suffered would be considered nothing short of a miracle by most people. But



Nurse Irene Smith With Jean



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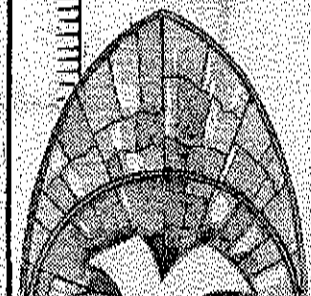
That, in a w part of the "I style." It's th determination.



Nurse Irene Smith With Jean



The Final Tribute



Care and Thought for All Details

mination is her style

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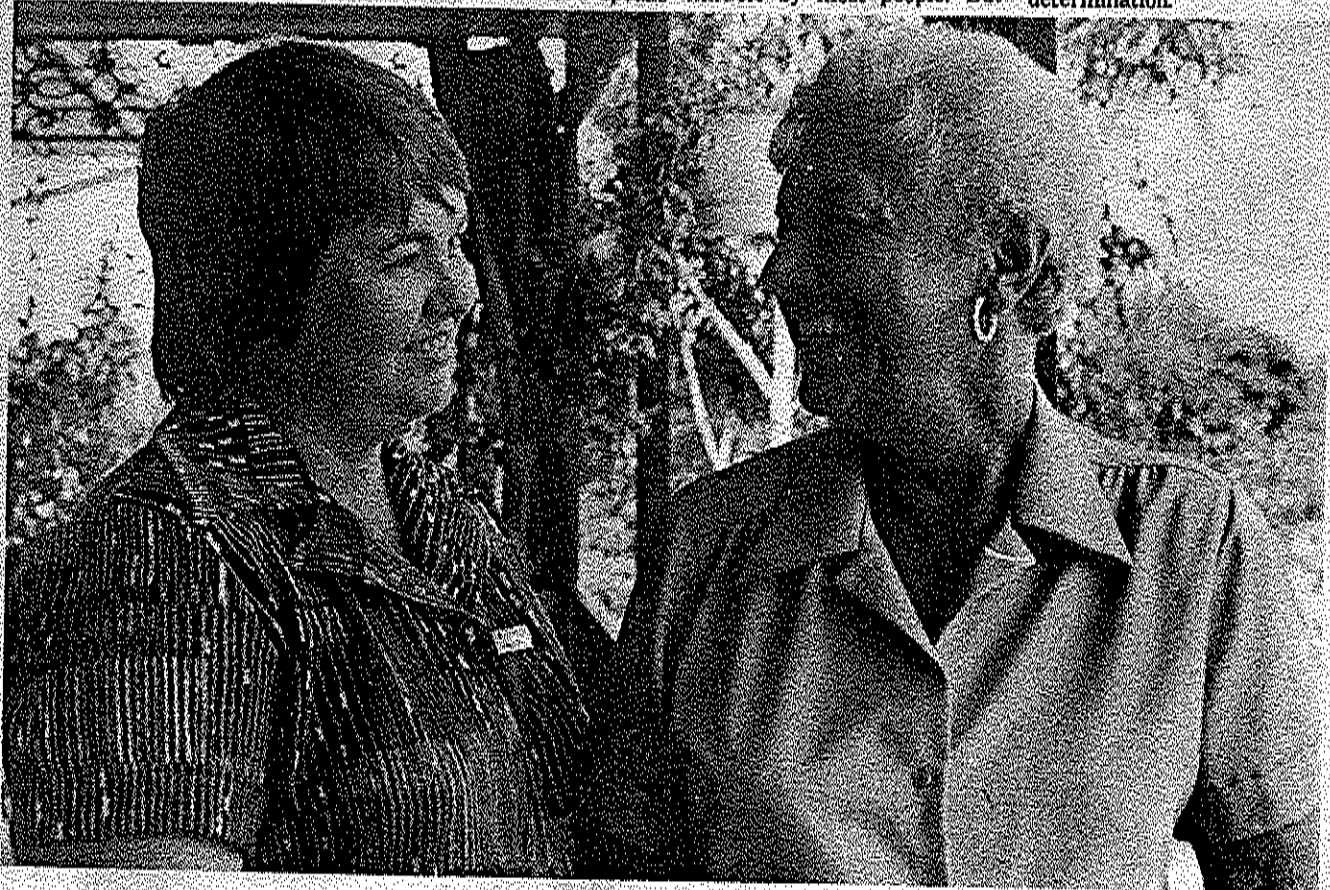
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Jean, typically impatient when she doesn't reach the goals she sets, admittedly disappointed in herself.

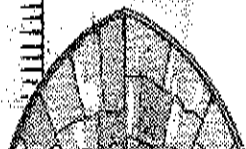
That, in a word, is another part of the "typical Brandl style." It's the part called determination.



Nurse Irene Smith With Jean



The Final Tribute



Care and Thought

find a ked ong ed, Go ing om ed an ind ral ns, ing ne an ru he not re all er ud ke e. d, at ol or ch ed te it te of e. li n i. of n if n s e s n



*A Special Invitation From
Mrs. Jean Brandli, president
Coosa Valley Telephone Company
Cordially invites you to our
Open House*



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Open House*



*June 9, 1974
1:00-5:00 P.M.*

*1610 Cogswell Ave.
Pell City, Alabama*

Business Systems Department



Systems Units

Mrs. Judy Carleton and Austin Day, Business Systems man, demonstrate one of the many business systems units which are available through the Coosa Valley Telephone Company.

The Business Systems Department handles sales, installation and repairs of all business telephones and key systems. Changes or installations of telephone systems for businesses frequently require traffic studies to determine the type of system which will most adequately service said business.

In some cases, a key system will meet the needs of the business; in other cases a PBX or FCBX is better suited to needs.

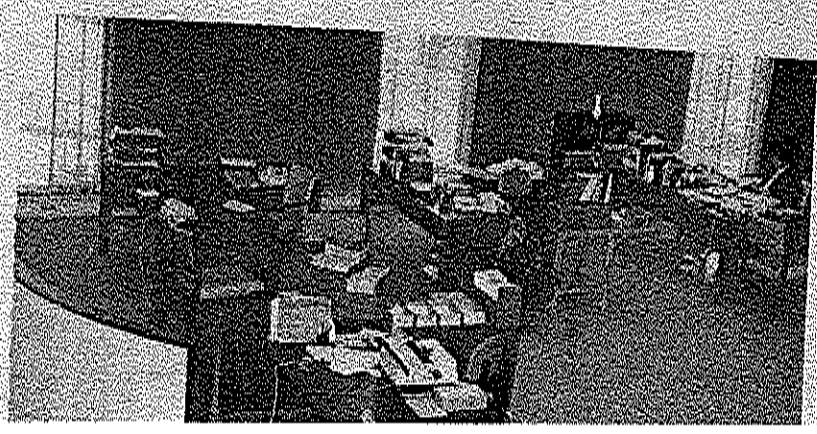
Some of the features which are available in the different systems are foreign exchange lines, WATS lines, intercoms, paging systems and others.

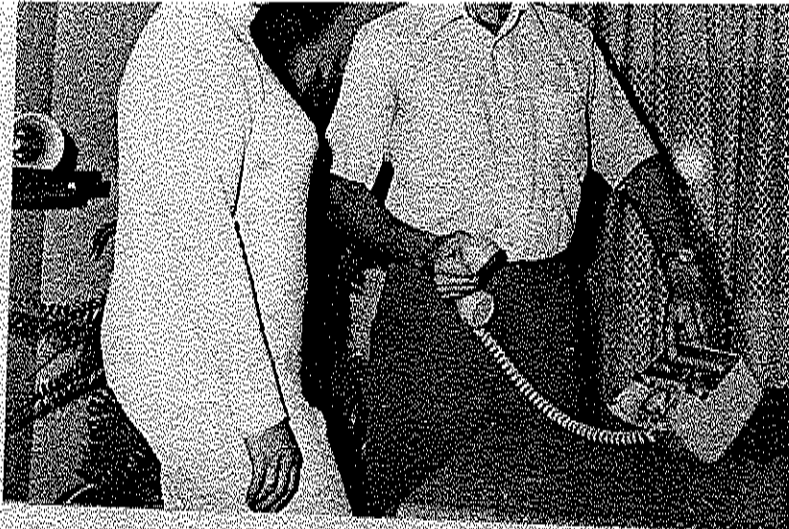
All things must be taken into consideration in order for a business to benefit from the telephone system best suited to its needs and at the lowest cost.

The Business Systems Department also installs and maintains all of the pay stations in the Coosa Valley Telephone service area.

**CONGRATULATIONS
AND
BEST WISHES
IN YOUR
NEW HOME**

**WE ARE PROUD OF
THE PART WE PLAYED
IN FURNISHING
YOUR NEW OFFICE.**





Systems Units

Mrs. Judy Carleton and Austin Day, Business Systems man, demonstrate one of the many business systems units which are available through the Coosa Valley Telephone Company.



Screens Break Distractions In Open Office Area

...cases of PIX or PABX is all of the pay stations in the Coosa Valley Telephone service area better suited to needs.

**CONGRATULATIONS
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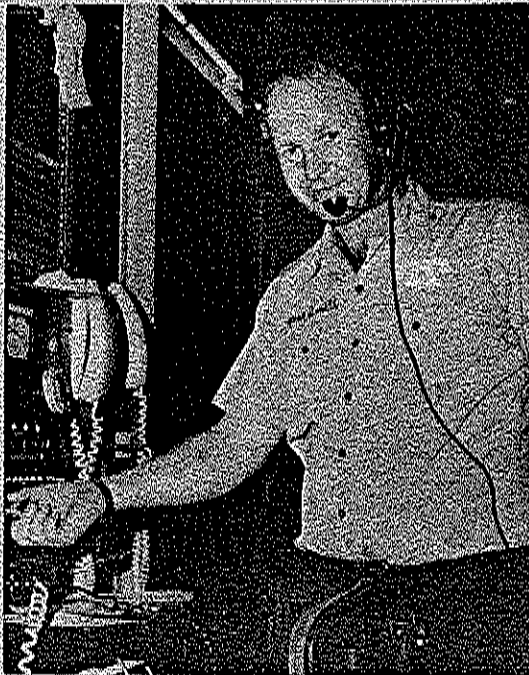
**WE ARE PROUD OF
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YOUR NEW OFFICE.**

**COX CRAFT
INC.**

**3421 5th AVE. SO.
BIRMINGHAM, ALABAMA**

—Installation, Repair Dept.—

Weather doesn't faze these workers



Douglas Smith
Installation Supervisor



Any given day for an installer-repairman usually consists of either very hot or very cold weather and battling the hot or cold, rainy or windy. Another characteristic of the job is barking and sometimes unfriendly dogs, as well as the crawling under a customer's house and constant climbing up telephone poles.

These men are responsible for equipping their trucks with everything needed for the day's work, such as all shades and colors of telephones and matching cards, telephone directories, tools, cords,

safety equipment and so on.

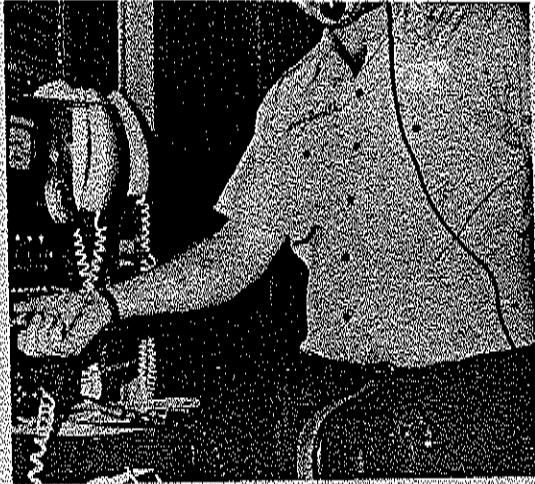
Each customer is given every consideration and these men are responsible for a neat, efficient installation, and a check to make sure that the customer will have no problems. Each man carries a T-363 Test Set which measures the noise, loss circuit and transmission of each line.

The men work out of the Installation-Repair Department and are sent out on trouble missions only if the trouble cannot be cleared at the Central Office. When a repairman goes out, he

first determines which pair the subscriber works out of and then tests the pair at the pedestal. If the trouble does not lie there, then he checks the pedestal of the subscriber's location and then the station. Once the trouble is cleared, the repairman reports to the man at the testboard, and the nature of the trouble is recorded on the subscriber's record.

The installers and repairmen are dispatched to their locations by three men who work inside and maintain wiring of the frame and posting of the record books.

**OUR
BEST WISHES
AND
CONGRATULATIONS
TO
COOSA VALLEY
TELEPHONE CO.
ON YOUR
NEW HOME**



Douglas Smith
Installation Supervisor



James Wyatt
Preparing Phone For Installation

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TELEPHONE CO.

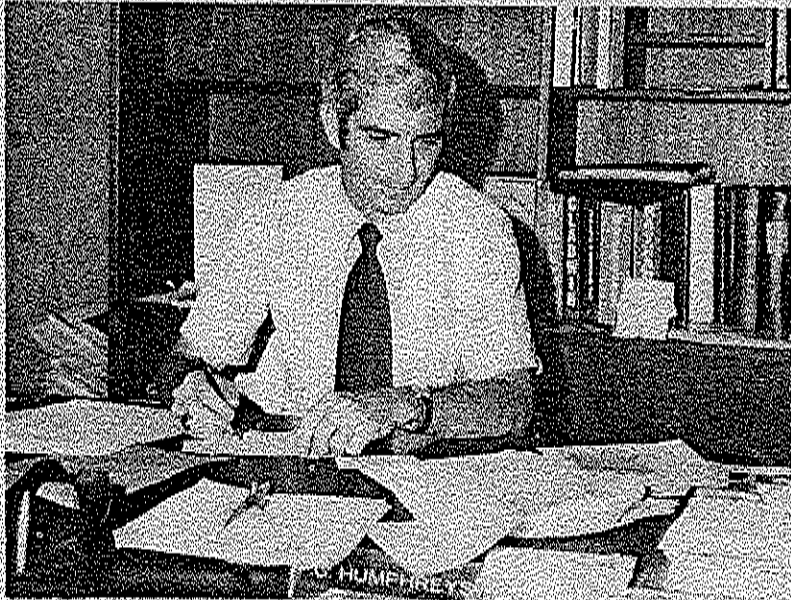
ON YOUR
NEW HOME

HOLIDAY
INN

RIVERSIDE, ALA.

Commercial Dept.—

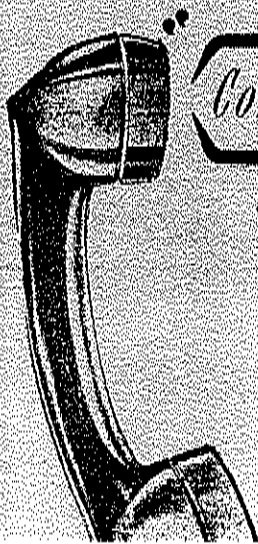
The people you see most at Coosa Valley



P. G. Humphries



Mrs. Judy Carlton



Congratulations

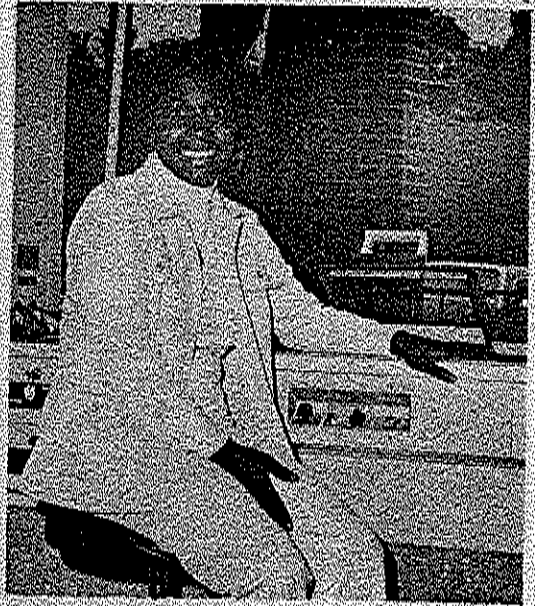
COOSA VALLEY TELEPHONE

**COMPANY ON YOUR GROWTH
AND PROGRESS**

Through your facilities we are able to bring to the people of the Bell City



Mrs. Betty Martin



Mrs. Thelma McIntyre



Karen Driver



Mrs. Laverne Beasley

Any person requesting new service automatically makes contact with someone in the Commercial Department, and anyone making payment at either the drive-in window or inside at the front counter will meet one of the personnel in Commercial.

The ladies in Commercial are responsible for taking in the money and at the end of each day balancing the same intake to assure that each customer is credited with payment.

Each request for new service is processed in Commercial to the point at which assignments for installation are made.

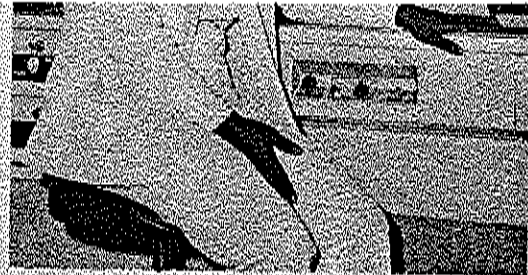
In addition to new requests and financial accountability, this department is responsible for investigating bill calls, general office work and providing each customer with service in any way possible.

congratulations

COOSA VALLEY



Mrs. Betty Martin



Mrs. Thelma McIntyre



Karen Driver



Mrs. Laverne Beasley

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congratulations

COOSA VALLEY TELEPHONE COMPANY

WE WISH YOU THE BEST OF EVERYTHING

SUTHERLIN CHEVROLET INC.

PELL CITY, ALA.

Billing Dept. keeps you in mind

Billing, which is the customers least preferred department, but a necessity for continued service, is handled by three women - Mrs. Margaret Parker, Supervisor, Mrs. Jeanelle Bowman and Mrs. Sara Beth Perry.

These ladies are responsible for typing all service orders, and this includes all activities such as new installation, number change, color change and moving a phone inside or outside.

In addition to orders, these ladies are responsible for all changes,

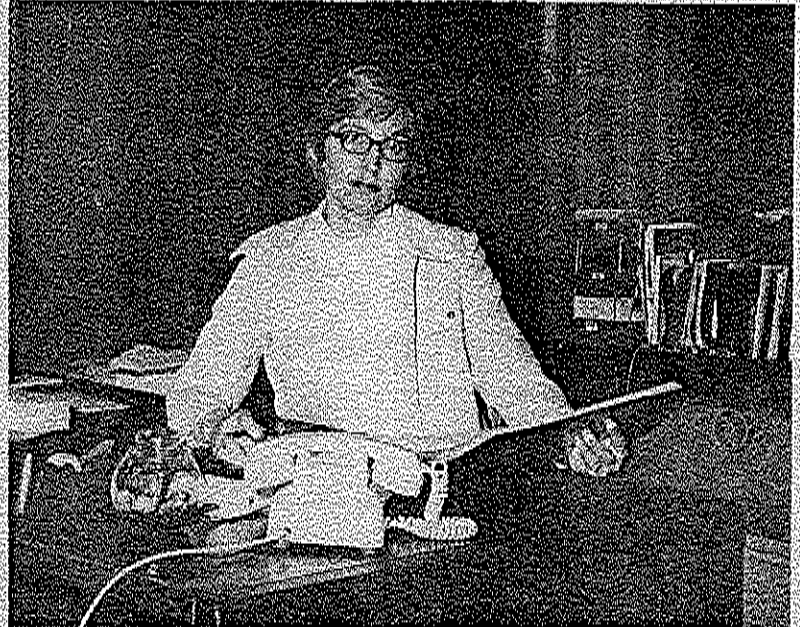
additions or deletions for the telephone directory. They maintain daily communication with South Central Bell in order to keep current information on names and telephone numbers for Directory Assistance.

Computation for monthly billing is handled in this department and put on a billing control to be put into the computer. These ladies are responsible for the correctness of the customers' bills before the mailout.



Mrs. Perry

Mrs. Sara Beth Perry, billing clerk, is operating the facsimile machine, on which daily information on new names and numbers, and changes in names and numbers is sent to Directory Assistance at Southern Bell.



Mrs. Bowman

Mrs. Jeanelle Bowman, billing clerk at Coosa Valley Telephone Co., is shown going over computation for the monthly billing. Mrs. Margaret

Parker, Supervisor of the Billing Department, was on vacation and unavailable for pictures.

Congratulations

COOSA VALLEY TELEPHONE COMPANY

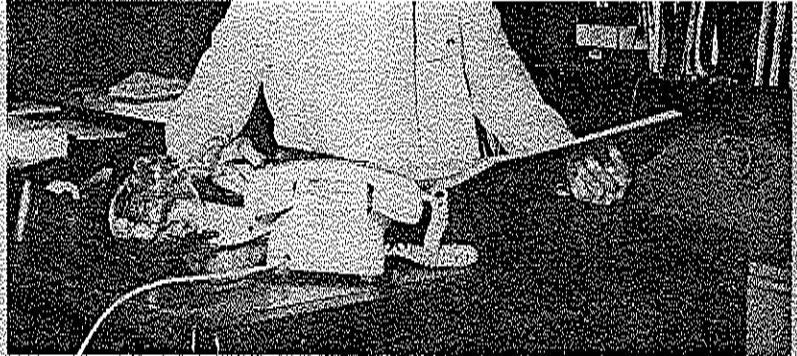
ON YOUR NEW BUILDING

Congratulations



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Congratulations

**COOSA VALLEY
TELEPHONE COMPANY**

ON YOUR NEW BUILDING

**DIXIE FENCE &
CONSTRUCTION CO.
NEW CONSTRUCTION & REPAIRS**

2401 3rd Ave. N.

Pell City, Ala.

Congratulations

COOSA VALLEY TELEPHONE CO.

ST. CLAIR NEWS AEGIS

JOB PRINTING DEPT.

MATT HUTTO, FOREMAN

Mrs. Ann Green is executive secretary



Mrs. Ann Green

Mrs. Ann Green will celebrate her fifth year with the Coosa Valley Telephone Company on June 9th, the day of the official open house. Mrs. Green is secretary to Mrs. Jean Brandt - the fast paced woman on the go who has time for

her numerous activities, most of the time.

In addition to her duties as secretary to the president, Mrs. Green is in charge of personnel and conducts a preliminary in-

terview with each prospective employee.

In addition to being counselor in residence, Mrs. Green handles the insurance for each employee, and makes up the payroll.

Congratulations

**Coosa Valley Telephone Co. on
Your New Building and Your
Continuous Progress
Family Physicians P.A.
Dr. John E. Haynes**

Congratulations

**COOSA VALLEY
TELEPHONE COMPANY**

**BEST WISHES FOR CONTINUED
GROWTH AND SUCCESS. YOUR
BEAUTIFUL OFFICE BUILDING IS**

AN ASSET TO THE COMMUNITY



James Barber
Checking For Problem



Doug James



James McGown



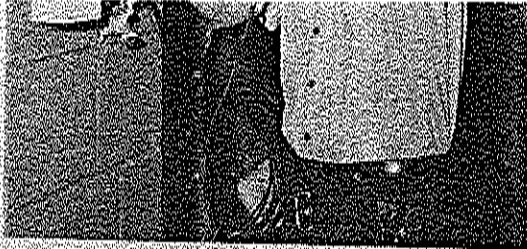
Eddy Stone

Congratulations

**COOSA VALLEY
TELEPHONE CO.**



ST. CLAIR



James Barber
Checking For Problem



Doug James



James McGown



Eddy Stone
Frame Maintenance

MILLEDGEVILLE, GA. — The declining days of the Civil War brought hard times to newspapermen in the south. In June, 1865, the Milledgeville Southern Recorder reported that for two months it had made no effort to collect money from its readers, but hoped that some payments in kind would be made so the paper's employees could be fed.

PORTLAND, ORE. — Oregon Congressman Edith Green believes a National Lottery would be a good idea to reduce the National Debt. She notes it cost U. S. taxpayers \$24 billion just to keep up with interest payments during the one year's period on a debt in excess of \$470 billion.

Congratulations

**COOSA VALLEY
TELEPHONE CO.**



**ST. CLAIR
FEDERAL SAVING
AND LOAN ASSC.**

MEMBER F.S.L.I.C.

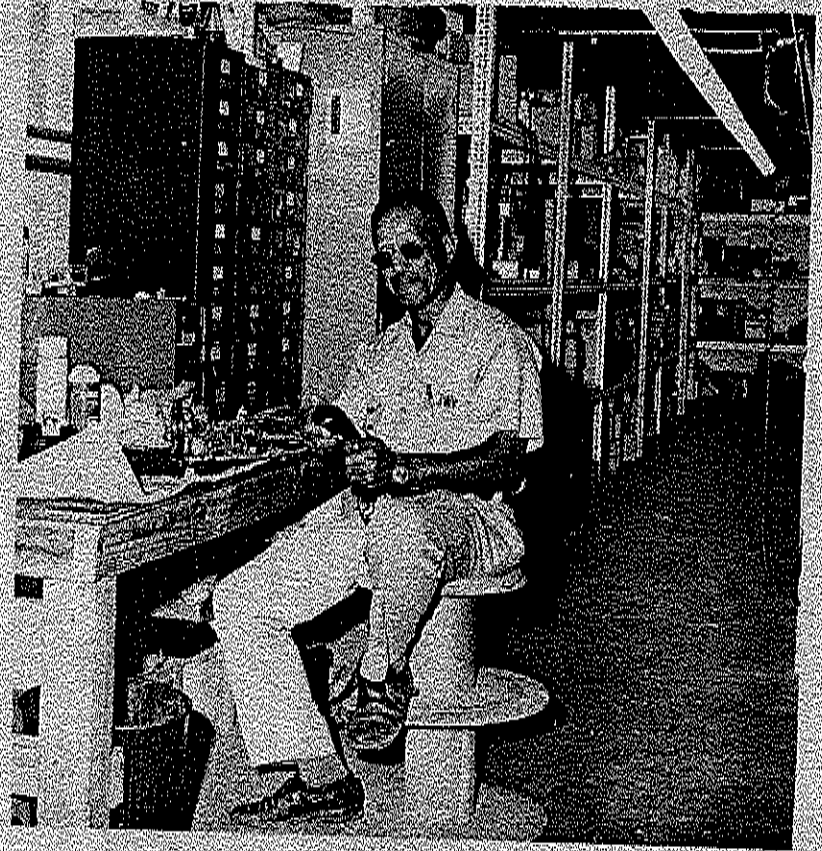
PELL CITY, ALA.

PHONE 338-2228

Storeroom requires management

Handles E. Smith, Vice President, and his assistant Earlie O'Neal manage the Storeroom at Coosa Valley Telephone Company. Smith also does the purchasing for the Company.

The Storeroom, where all telephone supplies are kept, must be maintained in an orderly manner to make certain that everything which might be requested by a customer or needed by the crewmen is always on hand. The telephones are inspected, cleaned and when necessary, repaired so that they will always give excellent service.



Storeroom

Earlie O'Neal, Assistant Storeroom Manager, is shown inspecting and cleaning a telephone in the Storeroom which is located below Coosa Cable Company.



Robert Posey



Congratulations

To The Official Telephone...

cellent service.



Robert Posey
Splicing A Cable



Storeroom

Earlie O'Neal, Assistant Storeroom Manager, is shown inspecting and clearing a telephone in the Storeroom which is located below Coosa Cable Company.



Congratulations

**To The Officials and All Employee's of
Coosa Valley Telephone Company on Your
New Modern Home. You Are An Asset to
the Community.**

Birmingham Recon Center

INDUSTRIAL PARK

PELL CITY, ALA.

NEW YORK - New government standards for bottled water limit the amount of added fluoride and the concentration of chemicals it can contain. The standards were set by the Federal Food and Drug Administration, which also limits radioactivity content, bacterial count and other impurities that affect color and odor. Bottled water that fails to meet these standards must be labeled as below quality.

BUENOS AIRES - Employees of the various state ministries in the province of Catamarca in the Argentine northeast can stop clockwatching. A new work schedule plan eliminates all reference to arrival and departure times but says employees must be at their desk during the same period that the minister in charge of each department is in charge of his department at his

Plant and Engineering Dept. maintain a busy schedule

Outside Plant Department and Engineering are in the same unit of the Coosa Valley Telephone Company. This is the department which holds the responsibility for planning, scheduling and running

aerial or buried telephone cables and wires. They are also repair and replace cables as well as replace and relocate telephone poles. Each subscriber receives a

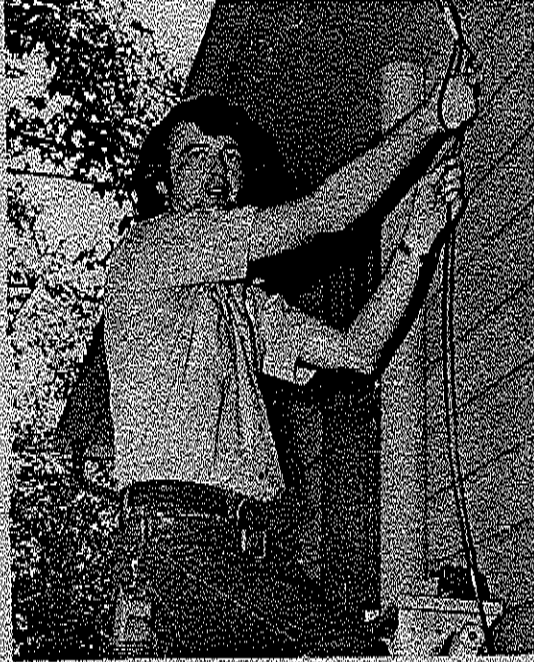
telephone number, cable pair and terminal in this department, and is entered on a map and in a log book.

Each subscriber's telephone works out of a cable pair, and each cable consists of many pairs. The repair of damage to cables, and the installation of new cables — whatever the weather conditions — falls to these men.

The engineering unit must keep abreast of the growth in order to plan ahead as new areas develop, and must as well as providing the engineering for new service areas and improving service in areas already served.



Charles Ingram Dianna Teal



Randy Yarborough
Installing A Telephone



Congratulations

**COOSA VALLEY
TELEPHONE CO.**

**DIXIE AUTO PARTS
HAROLD VAUGHAN, OWNER**

Congratulations

**COOSA VALLEY
TELEPHONE CO.**

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Congratulations

**COOSA VALLEY
TELEPHONE CO.**

**DIXIE AUTO PARTS
HAROLD VAUGHAN, OWNER**



John Pope
Winding Out Cable

Congratulations

**COOSA VALLEY
TELEPHONE CO.**

"IT'S NICE TO HAVE YOU IN PELL CITY

PELL CITY MOTORS

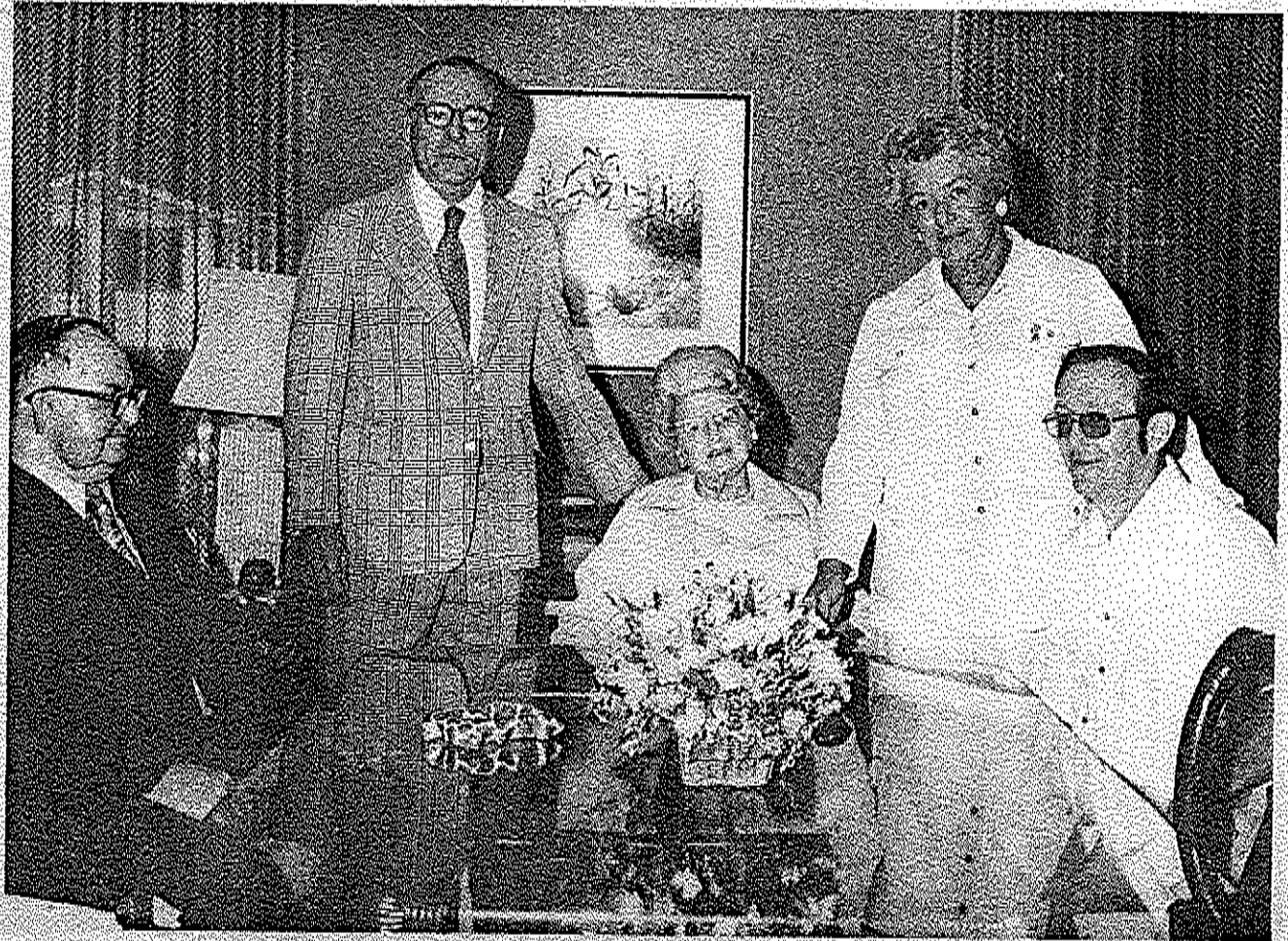
SOL MONGOLD

COOSA VALLEY TELEPHONE CO.





***Dedicated To Better Serving It's Subscribers,
Employee's, And The Communities Of
Pell City, Lincoln And Surfside.***



Board Members

Coosa Valley Telephone Company Board of Directors and stockholders in 1974, meet in the open space above the main downstairs office. From left; Vice-president Randlee E. Smith; H.E. Brandli, Jr., Secretary and Treasurer; Mrs. Beatrice Smith; Mrs. Jean Brandli, President; and Arthur M. Smith, Jr., Vice President, and President of Coosa Cable Company.

Mrs. Jean S. Brandli, First Lady of the phone industry

Mrs. Jean S. Brandli was born in September, 1918 to Beatrice and Arthur J. Smith. She first entered the telephone business in 1951 as treasurer of the Lexington

this area.

In 1967 also, Mrs. Brandli was noted as the first woman to attend a Telephone Engineering Course at Auburn State University.

the first woman president of the Alabama-Mississippi Independent Telephone Association.

In 1971, Mrs. Brandli received

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Mrs. Jean S. Brandli, First Lady of the phone industry

Mrs. Jean S. Brandli was born in September, 1918 to Beatrice and Arthur J. Similli. She first entered the telephone business in 1951 as treasurer of the Lexington Telephone Company in Virginia. Her next experience was gleaned from the position of president of the Lexington Company, which she held from 1954-58, during which years, in 1955, she bought the Coosa Valley Telephone Company and has served as president since that time.

In 1959 Mrs. Brandli was president of the Northern Indiana Telephone Company in Wawaka, and she retained the position until 1967.

Mrs. Brandli was the first woman president of the Pell City Chamber of Commerce — in 1967, and in that time was instrumental in bringing Clow Corporation to

this area.

In 1967 also, Mrs. Brandli was noted as the first woman to attend a Telephone Engineering Course at Michigan State University.

In 1966, Mrs. Brandli was named Telephone Woman of the Year by the Alabama-Mississippi-Louisiana Telephone Association — the first woman to ever receive this award.

The same year of the Telephone Award, Mrs. Brandli was a delegate with the People-to-People Industry Tour of Russia and Europe, and in 1969, she led a group of telephone executives on a tour of Spain, Italy, Yugoslavia and the USSR.

Mrs. Brandli, who is listed in the Who's Who of American Women, the Who's Who in South and Southwest and the Who's Who in Commerce and Industry, served as

the first woman president of the Alabama-Mississippi Independent Telephone Association.

In 1971, Mrs. Brandli received appointments from President Richard M. Nixon and Gov. George C. Wallace to the Rural Telephone Bank Board and the State Board of Pensions and Security respectively.

The indomitable Mrs. Brandli was subsequently elected as Secretary of the Rural Telephone Bank Board, and in September, 1972, she was re-elected by the R.F.A. borrowers to the Rural Telephone Bank and was again elected Secretary.

In 1972 also, she was appointed Chairman of Southern Independent Telephone Exposition, a subsidiary of the Regional Telecommunications Association, Inc. — a non-profit organization which was

established to set up the first regional trade show for the telephone industry in the Southeast, and was honored with an award for her ingenuity in the affair — the first woman to receive this award.

Mrs. Brandli was instrumental in building the first Catholic Church in the area, serves on the Board of Directors of Birmingham Catholic Charities Expansion Board, and is also a member of the Board of Directors of St. Bernard College, Cullman.

The Coosa Valley Telephone Company is a living monument to one woman — Jean Brandli — who has the determination to provide the best, and only the best, and also has the capability of persuading others to the end logic of the matter.

Flexible 'open office' concept used in new



Functional And Open

The new building housing business and operational offices for Coosa Valley Telephone Company is the first building in Pell City to utilize the "open office" concept, and according to the employees, it is functional, non-distracting, light, decorative and open.

The design "allows for greater flexibility, expansion and growth," said Mrs. Jean Braundt, who picked out the color scheme for the decor four years ago when she purchased a fabric containing orange, yellow, blue, green and buff colors. The fabric is covering a cornice around one of the windows in her office.

The building totally ignores one of the prevalent concepts in building which is based on the total exclusion of daylight. There are windows and windows and windows, all hung with beige open-weave curtains, the windows admit light at all times.

The "open office" concept banishes walls, with the exception of the "Super-Mart" which has one wall of regular variety and one wall of glass.

Screens and plants provide partitions and provided a challenge to the decorators -- functional, tasteful and attractive. The screens are wooden slitted affairs, solid wood and wood and fabric in concave design. The plants gleam and provide color and life in addition to their functional beginnings.

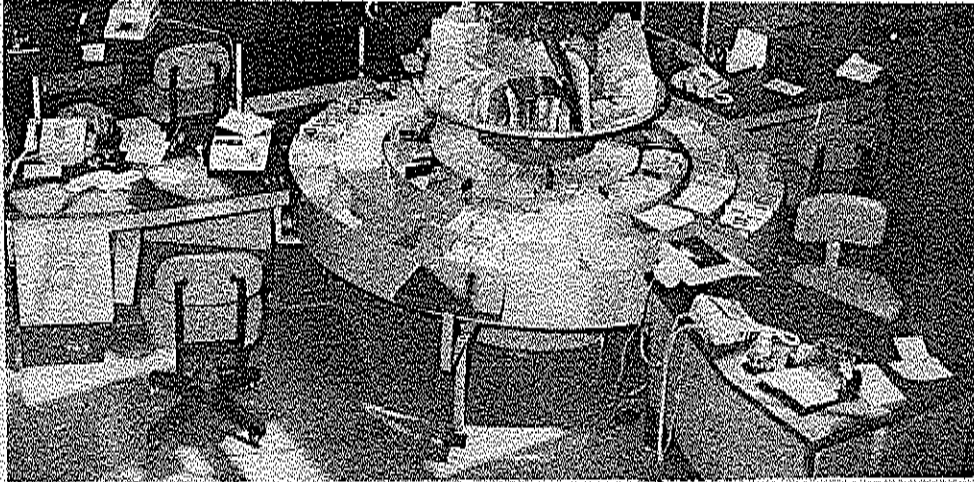
The Board of Directors' meeting

Congratulations

ARE IN ORDER

COOSA VALLEY TELEPHONE CO.

**WE ARE DELIGHTED IN HAVING HAD A PART IN
THE DESIGNING AND DECORATING OF YOUR NEW**



Functional And Open

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ARE IN ORDER

COOSA VALLEY TELEPHONE CO.

**WE ARE DELIGHTED IN HAVING HAD A PART IN
THE DESIGNING AND DECORATING OF YOUR NEW
BUILDING. MAY YOU HAVE MANY MORE YEARS OF
PROGRESS AND SUCCESS!**

C.M. GEORGE INTERIOR DECORATORS

2330 7th AVE. SO.

BIRMINGHAM, ALA.

operational building is functional and elegant

room is on the second floor and overlooks the main central downstairs office. The fabric and main-wall coverings, as well as the basic design of the acoustics are not "distracting" — "unless someone's shouting," said Judy Carlson.

The building is designed with three levels — the lower level, which contains the kitchen, break room, engineering and outside departments and halls — all enclosed.

The first or main floor has some breaks — one small waiting or informal conference room, one room for machines, but the rest is designed faithfully to the "open Office" concept.

The mezzanine houses the Accounting Department, and Mrs. Brandl as well as the Board Room — which is linked to the office area by a crosswalk.

The customer is provided with an attractive and comfortable waiting area, in the front entrance of the building.

"The building had to be built according to the Federal Government's specifications, and we did it. It also contains all of the latest safety precautions," said Mrs. Brandl.

John Fuller, Birmingham, was the architect who consulted with Mrs. Brandl and met her requirements. The building was constructed by Bentley Construction Company, and C.M. George Interiors, Birmingham, achieved an elegant, functional interior.



Board Room-Totally Open

BEST WISHES

COOSA VALLEY TELEPHONE CO.

Pell City is fortunate to have a telephone company like the Coosa Valley Telephone Company. Congratulation on your beautiful new building. It will be an asset to our community.

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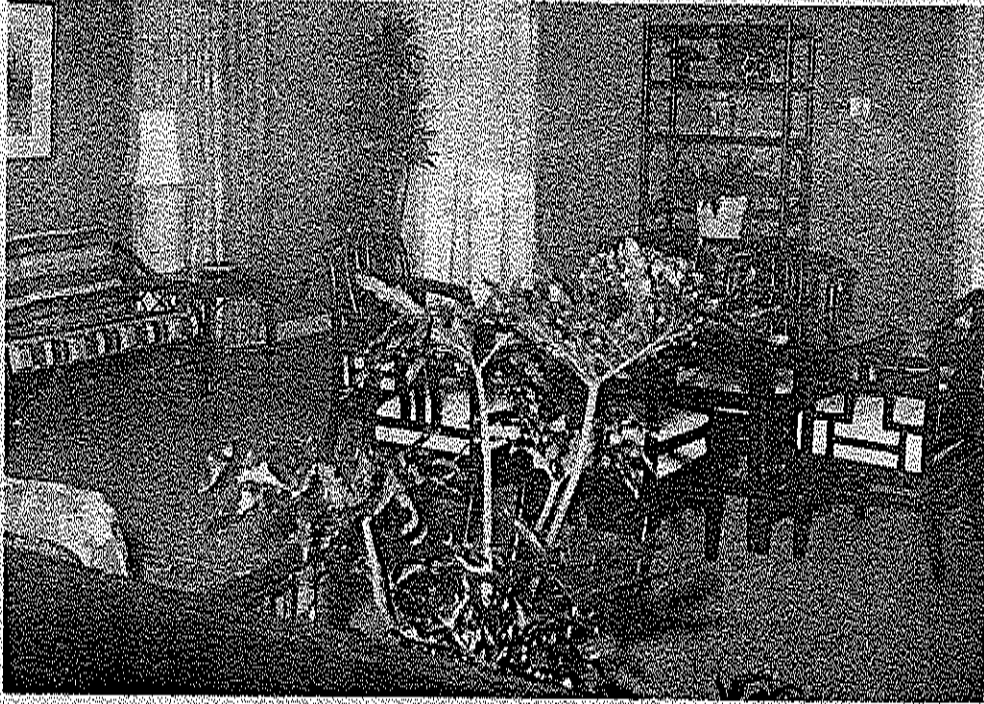
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CVTC provides for break time

A great portion of the mezzanine coffee shop, which is a multi-purpose area, is allocated for the kitchen and purpose area.



Coffee Shop, Meeting Room

The coffee shop provides round tables and chairs for the employees to use during coffee break and lunchtime, as well as sofas and a lectern with an address system for in-house training conferences.

The Coosa Valley Telephone Company uses these rooms for other purposes - civic and community meetings after business hours.

In addition to the inner rooms, the Company provides outdoors tables with umbrellas for the employees in good weather. The outside patio is located adjacent to

the Storeroom, and on the backside of Coosa Cable Co. The company has applied to the FCC for a license to operate a mobile system.



Outside Break Area



Nellie Hubbard

Local artist provide the tasteful touch

Paintings in the 1610 Coosa Valley Telephone Company's building are exclusively the work of Wayne Spradley, Pell City artist, who has become known around the southeast for his artistry in executing works with the medium of water colors.

Spradley's work "Cropwell", which was commissioned by Mrs. Brundl shows the old corner at Cropwell, and measures 40 X 60 - the largest watercolor Spradley

has ever executed. The Company had difficulty in hanging "Cropwell" because of the steel beams which support the building. Hanging the work called for drilling, but the work hangs on the wall at the level of stairs going up to the second floor offices.

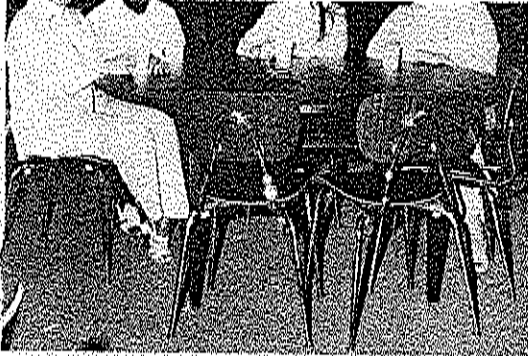
"The Cornfield" is hanging in the Board Room, and several of Spradley's other works are found throughout the building, among them is "The Rock Well"



MAY WE
CONGRATULATE
.....YOU

COOSA VALLEY TELEPHONE CO.

WE ARE HAPPY TO HAVE BEEN



Coffee Shop, Meeting Room



Nellie Hubbard

Outside Break Area

Local artist provide the tasteful touch

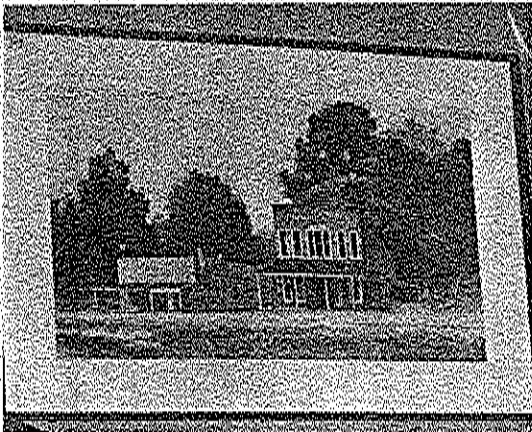
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"Cropwell"

MAY WE.....
CONGRATULATE
YOU

COOSA VALLEY TELEPHONE CO.

WE ARE HAPPY TO HAVE BEEN
 A PART IN YOUR NEW HOME

**PELL CITY FLOWER
 & GIFT SHOP**

36 COMER AVE. N.

PELL CITY, ALA.



Coosa Valley Telephone Co.; "You've come a long way, baby"

Alexander Graham Bell made the all-important breakthrough on his experiments with the telephone in 1875, when the occurrences of a tightened screw and an accident with acid prompted Bell to call his assistant Watson for aid. Watson, as history books relate, heard Bell's call, not through the walls, but through the instrument which was the basis of their experiments.

It took Bell a while to work out

the firm of Burns, Larkin and Sullivan bought the company and moved it to 1901 Cogswell Avenue -- above the drug store.

The company expanded and increased its total customer service during this time, and was sold in 1920 to C.R. Fay, Ellen Spears, Larkin and Vandander.

In 1922, E.A. Thompson and Wasson Harmon purchased the telephone company, half of which

the subscribers.

One of the first telephone directories printed for the Pell City area was printed in 1941 and had less than 200 listings. Mrs. Jess Cook was the first operator, and in 1946, when Mrs. Gerogians Underwood went to work for the telephone company, there was one daytime operator with an assistant, and one nighttime operator who slept on a cot at about

Wasson Harmon made the very last call on the old telephone system and minutes later, Joe Kilgroe who was mayor of Pell City, made the very first call on the new dial system. Kilgroe's first call was to Senator Lister Hill in Washington.

At approximately 7:29 a.m. on the morning of December 10, 1963, an explosion ripped through the telephone building

operators were called back into service to operate the old manual switchboard, which had been replaced with modern dial equipment.

The old manual was connected to pay station telephones in the Pell City area. Emergency lines had immediately been set up at the hospital, the police and fire departments and at radio station



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It took Bell a while to work out the kinks on his telephone, and to paraphrase a frequently quipped phrase, "It's come a long way, baby," and in Pell City, Coosa Valley Telephone Company is up front in the nation in it's progress.

Pell City's first telephone service came into existence in 1904. The builder was George Wilson of South Carolina, and Wilson also owned the system which was located at the corner of Cogswell Avenue and 18th Street — across the street from City Hall.

In 1907, Lafayette Cook, of Cook's Spring, bought the company and moved it to 1701 Cogswell Avenue.

In 1915, eight years later, the

firm of Burns, Larkin and Sullivan bought the company and moved it to 1001 Cogswell Avenue — above the drug store.

The company expanded and increased its total customer service during this time, and was sold in 1920 to C.R. Fay, Ellen Spears, Larkin and Vandander.

In 1922, E.A. Thompson and Wasson Harmon purchased the telephone company, half of which went to Thompson's heirs, Gladys Marnon and Rispah Barnwell, at his death in 1926.

Randles E. Smith purchased an interest in the company in 1945, and the company moved again in 1948 to its location at 1700 Cogswell Avenue.

Jean S. Brandli and associates purchased the company in December, 1955, and the history of ownership has remained unchanged since that time.

The telephone company has never left Cogswell Avenue, and the changes have been for expansion of customers and the result of providing a more efficient, better servicing system to

the subscribers.

One of the first telephone directories printed for the Pell City area was printed in 1941 and had less than 200 listings. Mrs. Jess Cook was the first operator, and in 1946, when Mrs. Geroglann Underwood went to work for the telephone company, there was one daytime operator with an assistant, and one nighttime operator who slept on a cot placed next to the board. There were 20 incoming lines when Mrs. Underwood went to work.

With more than half a century of operation time with manual equipment, Coosa Valley Telephone Company cut over to the dial system on March 16, 1957. The new system was installed at a cost of approximately \$250,000 by Stromberg-Carlson Company.

Mrs. Brandli, at the onset of ownership, had set a target date of two years for the cut-over when she bought the company in 1955, but was able to accomplish her goal within 15 months.

The cut-over affected nearly 1300 telephone subscribers. Mrs.

Wasson Harmon made the very last call on the old telephone system and minutes later, Joe Kilgroe who was mayor of Pell City, made the very first call on the new dial system. Kilgroe's first call was to Senator Lester Hill in Washington.

At approximately 7:28 a.m. on the morning of December 10, 1963, an explosion ripped through the telephone building — completely destroying the automatic dialing equipment and knocking out all telephone communications in Pell City.

The explosion set off a flash fire which gutted the building. The total duration of destruction lasted for 13 minutes.

The telephone Company, headed by Mrs. Jean Brandli, president, switchboard and central office Arthur Smith, general manager, and other officials began the job of restoring service on an emergency basis.

All employees of the Coosa Valley Telephone Company went to work on a 24-hour basis to set up emergency lines and restore telephone service. Former

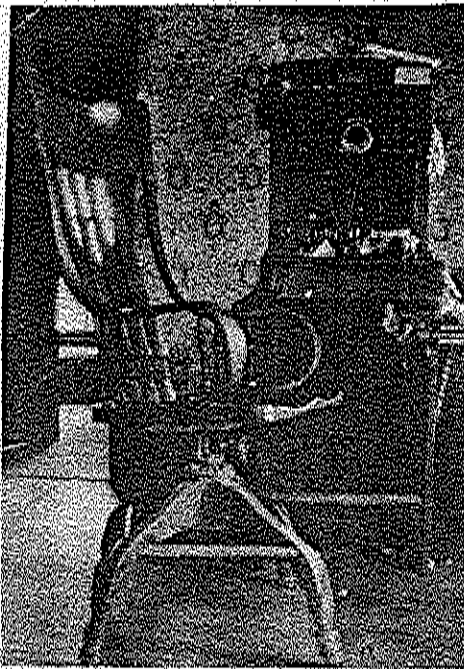
operators were called back into service to operate the old manual switchboard, which had been replaced with modern dial equipment.

The old manual was connected to pay station telephones in the Pell City area. Emergency lines had immediately been set up at the hospital, the police and fire departments and at radio station WFHK. Pell City was isolated for less than three hours.

On Dec. 11, Coosa Valley made arrangements to borrow an emergency central office from the Enterprise, Ala., exchange of General Telephone Co.

The emergency unit had 200 miles to cover to get from Enterprise to Pell City, but the switchboard and central office were loaded for the haul one week after the emergency. This journey represented the biggest highway moving job in Alabama's history.

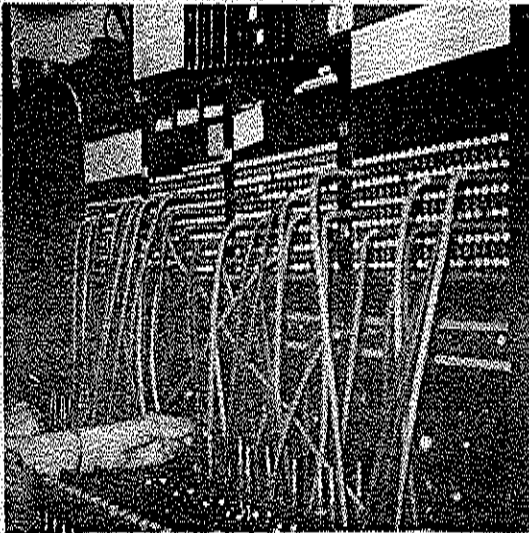
and on Christmas Eve Mrs. Brandli and the Coosa Valley Telephone Co. presented the 2100 subscribers with a Christmas telephone service. Former present — telephone service



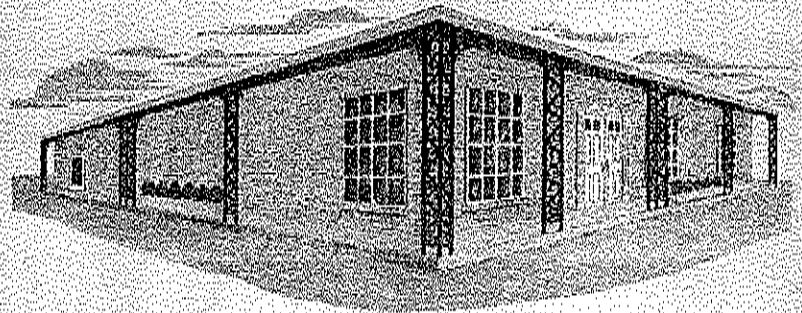
In The Beginning



First Corporate Offices



During Mid 50's



As Second Building Was Envisioned

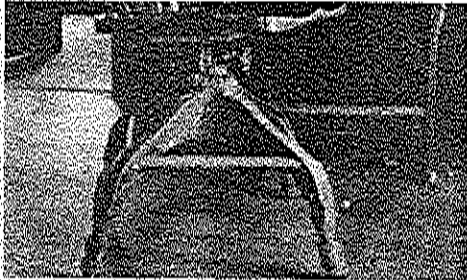
With the immediate problem of providing temporary service solved, the Company went to work

cut over to a telephone system that was as modern as any at the time. In 1969, the Lincoln area, which

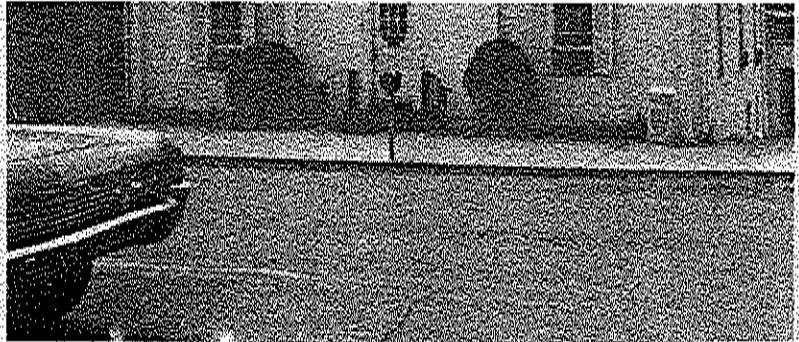
Surfside (325) exchange, was completed and put into operation. The primary function of this office

the introduction of the "Super- phone" to Pell City subscribers. The emphasis was on education of

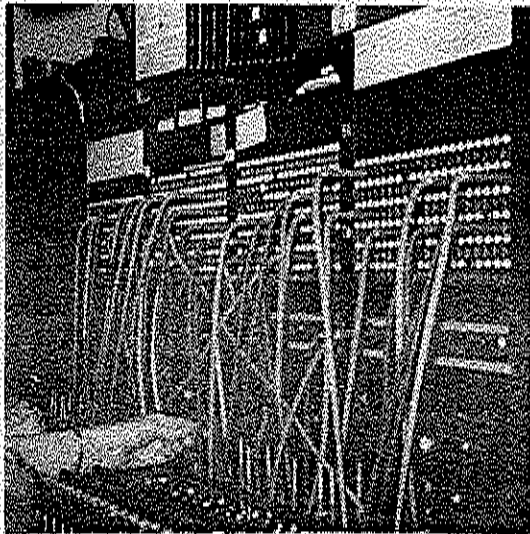
advanced technology of the telephone industry — in the interest of the subscriber.



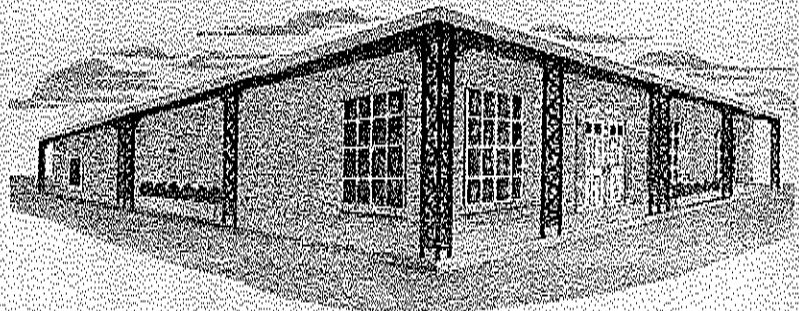
In The Beginning



First Corporate Offices



During Mid 50's



As Second Building Was Envisioned

With the immediate problem of providing temporary service solved, the Company went to work to restore and rebuild \$250,000 worth of damage. The disaster had struck just when the Company was beginning to feel that things were in good shape, and the setback amounted to starting from scratch.

The decision — whether to install telephone equipment quickly in order to give service, or to take time and plan for the best, highest quality service — had to be made. After much soul searching and figuring, Jean Brandt and the Company decided that Pell City deserved the very best.

Months of planning and rebuilding and research and effort passed, and on March 6, 1955, the Coosa Valley Telephone Company

cut over to a telephone system that was as modern as any at the time.

In 1969, the Lincoln area, which had been bought by Coosa Valley Telephone from W.N. Parlow in 1958 and remodelled a few years after purchase at a cost of \$12,000, received one and two party service lines. The better service was brought about through the installation of all new central office equipment. The new equipment also provided Direct Long Distance Dialing with automatic number identification.

Pell City, Surfside and Lincoln were no longer toll calls, but local. On August 31, 1969, the toll-free system extended subscribers in Lincoln's service to Talladega.

On August 17, 1969, the Surfside central office, which carries the

Surfside (525) exchange, was completed and put into operation. The primary function of this office was to provide individual and two-party service to the southern end of Logan Martin Lake and rural areas of St. Clair County — in that vicinity.

The Surfside building was constructed at a cost of over \$60,000 and houses Stromberg-Carlson XV switching equipment providing modern telephone service through a system of underground cable.

The long-planned, vastly improved program, which included 350 miles of buried cable and provided all three exchanges with the most modern telephone service available, was completed in 1969 at a cost of three million dollars.

The year 1973 came, and with it

the introduction of the "Superphone" to Pell City subscribers. The equipment and expansion of the central office building cost \$875,000, and provided the subscriber with pushbutton dialing, zero-plus calling on long-distance calls, and future plans include call forwarding, call waiting, conference calling and rapid calling.

Coosa Valley has grown, and set the pace for growth in the Pell City area. The company has held the goal of providing subscribers with the finest most modern telephone service available, and with that goal, the Company is never satisfied to let things stay as they are.

Coosa Valley Telephone Company is constantly planning for the future and keeping abreast of the

advanced technology of the telephone industry — in the interest of the subscriber.

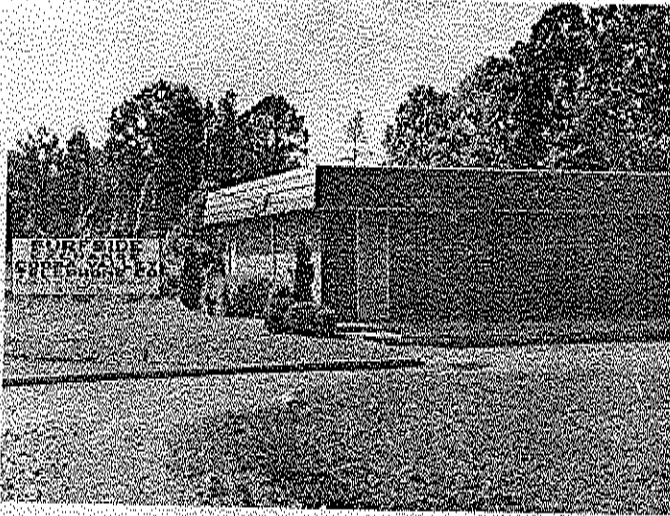
The Pell City-Coosa Valley Telephone Company has never left Cogswell Avenue, but in Nov. 1973, the new Coosa Valley Telephone Company buildings were completed for business.

The new building was necessitated by the rapid growth of the company, and thus 1510 Cogswell Avenue was constructed to meet the Company's needs.

The Coosa Valley Telephone Company has 4,800 subscribers and 6,735 telephones which they service with the best skills and equipment possible in the industry.

All of which is possible by the continued cooperation of each employe of the company.

Serving Lincoln and Surfside



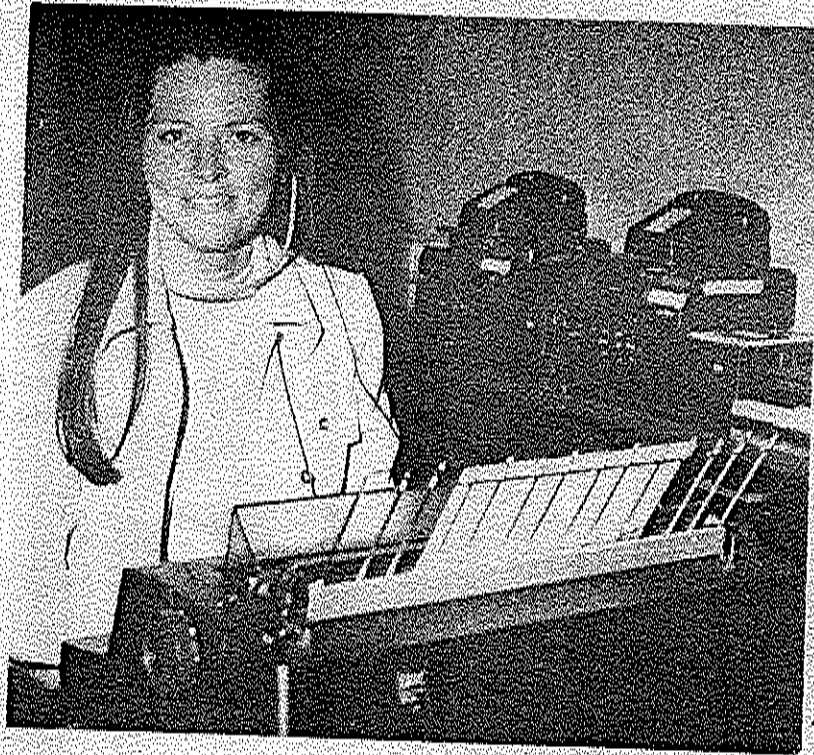
Coosa Valley Telephone Plant
Surfside— 525
628 Telephones



Coosa Valley Telephone Plant
Lincoln - 763
1132 Telephones

**CONGRATULATIONS
COOSA VALLEY
TELEPHONE CO.**

**To The Staff and All Employee's We Say It's A Privilege And Pleasure
To Have Such Wonderful People To Work With May You and All The**



Sandy's Speedy Machine

Sandy works with latest equipment

Sandy Hackney, with a degree in secretarial science from Jacksonville State University, works with the latest equipment in the word processing field.

Sandy, a Lincolnite, operates machines which handle all outgoing mail, prepares forms, takes all dictation through a special system which is wired throughout the building and is available 24 hours each day.

The reproduction of form letters is handled by a special typewriter and the use of a punch card, which enables words to be reproduced at the rate of 180 per minute.

The equipment is complex, but the speed is incredible.

Time-temperature apparatus

Time stays on everybody's mind, and to most people in the 1970's portion of the 20th Century, the exact time is of importance. With the variety of action watches display on each individual, the running slow or fast, the necessity for one place with accurate time is obvious, and the time and temperature are provided at any point by dialing a number to the Coosa Valley Telephone Company's Central Office.

The time-temperature sponsor apparatus at the Central Office is sophisticated and an impressive feat in the onward march of technology.

The apparatus, a neatly compact machine which is connected

to four rotating lines, operates on three drums — one for the sponsor's message, one for the time and one for the temperature.

The time drum is attached to a clock, and detects the hour and minute. The drum has a tape with voice and at each minute change, the drum is geared to place translate the minute into the voice. The temperature drum is operated in the same fashion, with connection to a thermometer which is on the outside of the Central Office Building. Each change in degree is noted and the voice on the drum picks up the correct temperature.

The sponsor message, once programmed, does not change until the sponsor changes.

Congratulations

COOSA VALLEY TELEPHONE COMPANY

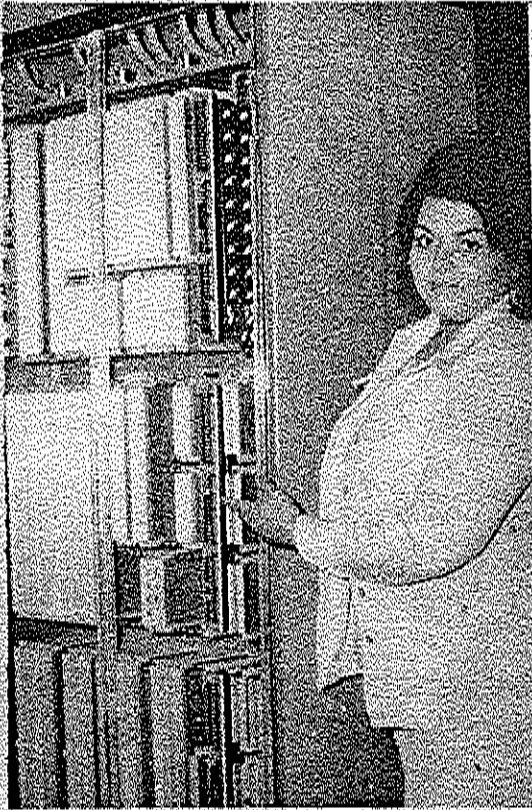
Equipment aimed a maximum efficiency

The equipment throughout the Coosa Valley Telephone Company is purchased with the plan for maximum efficiency and results in providing the best service possible for the subscribers. The switchboard unit, an in-torplant (within Pell City) electronic private automatic branch exchange, similar to the one at St.

Clair County Hospital, provides all the most modern facilities for telephone service within the several buildings of the Company. The unit stands in the reception

area of the 1610 Cogswell Avenue building, and displays an intricate panel of cards, as well as multi-colored lights, and is hooked to each telephone in the complex.

The cost of the automatic branch exchange was \$25,000, but in traffic studies, proved to meet most efficiently the needs of the Company.



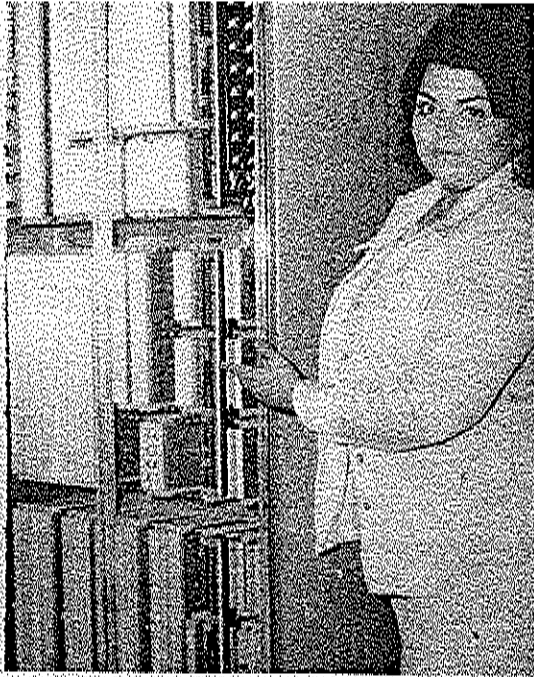
Automatic Branch Exchange



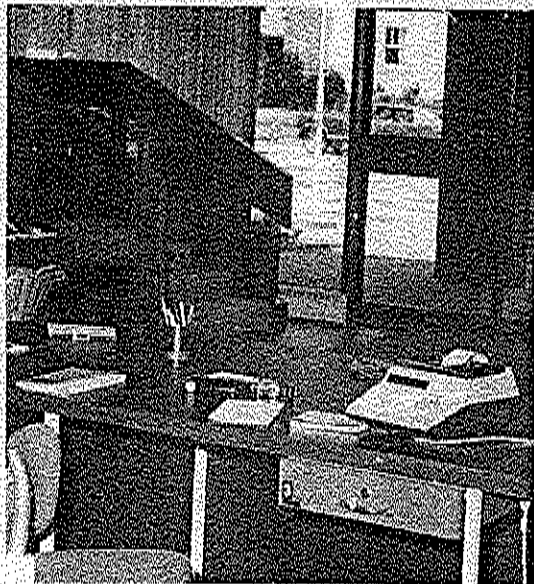
Congratulations

COOSA VALLEY TELEPHONE COMPANY

TO THE OFFICERS AND DIRECTORS
WE CONGRATULATE YOU FOR
YOUR ACHIEVEMENTS, WE ARE
PROUD TO HAVE BEEN OF SERVICE
TO YOU IN YOUR EXPANSION
PROGRAM AND SUCCESSFUL
OPERATION.



Automatic Branch Exchange



Then There's The Adding Machine

COO SA VALLEY

COOSA VALLEY TELEPHONE COMPANY

TO THE OFFICERS AND DIRECTORS
WE CONGRATULATE YOU FOR
YOUR ACHIEVEMENTS, WE ARE
PROUD TO HAVE BEEN OF SERVICE
TO YOU IN YOUR EXPANSION
PROGRAM AND SUCCESSFUL
OPERATION.

STROMBERG-CARLSON

NORCROSS, GEORGIA

Accounting, Bookkeeping

Accounting, bookkeeping and financial matters of the Coosa Valley Telephone Company are handled in the Accounting Department by H.E. Brandli, Jr., Delbert Glenn and Sue Tate. Brandli is Secretary and Treasurer of the Company. Glenn is assistant Secretary and Treasurer.

The department handles daily cash reports of money taken through the commercial office which must be checked and posted on a daily basis. The Accounting personnel must analyze and post time sheets for each employee for payroll purposes. They also compile monthly, the number of main stations and extensions. All accounts payable are paid on a monthly basis.

This department works very closely with the Rural Electrification Administration, the Rural Telephone Bank and South Central Bell Telephone Company.

In addition to their other duties, these employees must see that all State and Federal taxes are paid on time and handle all expenses on company vehicles.



Delbert Glenn, Ass't Sec. And Trea., Mrs. Sue Tate



Congratulations

ON YOUR NEW HOME

**COOSA VALLEY
TELEPHONE COMPANY**

WE ARE HONORED AND GRATIFIED IN

taken through the commercial office which checked and posted on a daily basis. The Accounting personnel must analyze and post time sheets for each employe for payroll purposes. They also compile monthly, the number of main stations and extensions. All accounts payable are paid on a monthly basis.

This department works very closely with the Rural Electrification Administration, the Rural Telephone Bank and South Central Bell Telephone Company.

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H.E. Brandll Jr.

H.E. Brandll, Jr., is Secretary and Treasurer of Coosa Valley Telephone Company, and has the responsibility of the Accounting Department.

ST. LOUIS — Virtually all St. Louis area trash will be burned to generate electricity by mid-1977 under plans announced by Union Electric Co.

A \$70 million plant will burn solid waste, eliminate the need for landfills and generate about six per cent of its power from the burning.

EUGENE, ORE. — The record for sitting in a bathtub full of water is 49 hours, Gene Sparks, Leeburg, Ore., set the record as a lark with a friend. At the completion of the wet sit-in in Downtown Eugene, Sparks, who beat his friend by a half hour, said, "I feel like a prune."



Delbert Glenn, Ass't Sec. And Treas., Mrs. Sue Tate

Congratulations

ON YOUR NEW HOME

COOSA VALLEY TELEPHONE COMPANY

WE ARE HONORED AND GRATIFIED IN HAVING YOU AS OUR FRIENDS---

BEST WISHES

PINE HARBOR

RESTAURANT AND SNACK BAR

DICK AND BECKY COOK

They even have a supermarket

The United States — melting pot of people and ideas and world leader — has fathered many new ideas, two of which are the telephone and the supermarket. Coosa Valley Telephone Company has combined the two and arrived at a display room "Super-

Mart" which is the newest method of showing the telephones available to a customer. The display room is complete with a pick-up basket for customer convenience and in the near future a customer will be able to pick out a phone-phones, carry it

home and install it himself with little inconvenience. According to Mrs. Brandli, twelve subscribers have done this already.

The samples of telephones lining the walls and sitting in splendor on glass shelves offer any customer, hard to please or easy to please, a tough decision in selection.

The telephones range from desk and wall phones both with rotary and pushbutton dialing, to decorator phones which come in any shade, and which can be matched with drapes, fabric or wallpaper — right in the display room.

The Slenderette phone, which has the dial or pushbutton apparatus between the ends of the receiver, is in great demand. Competition for the Slenderette comes in the form of Ericofon. The Ericofon is one unit, with dial at the bottom, and is held to the ear for both speaking and hearing.

There are decorator phones for those who like the antique look, a Chest phone which can be ordered in wood with carvings and is somewhat more masculine in appearance, and the Candlestick phone, with the horn-shaped receiver. The Candlestick is available in red-white-blue stripes and stars.

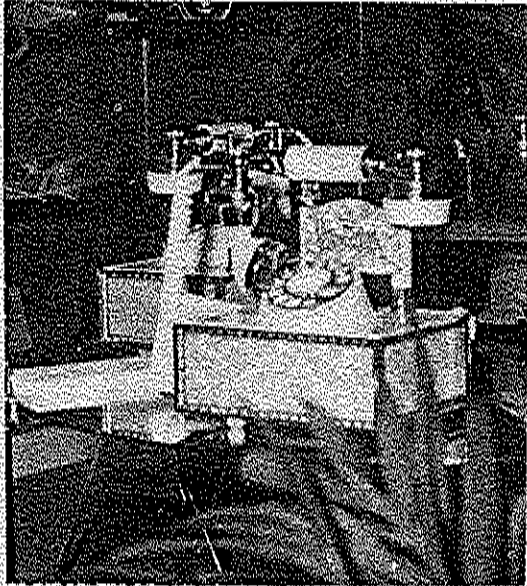
The assortment would seem endless, to those who have been accustomed to the black desk rotary dial, but the features also include the panel phones, which are flush with the wall and resemble a picture frame with a dial and receiver.

The telephones can be bought also in the mini-wall assemblage which is particularly handy under cabinets and in workshops, and the Contampra, which can be used for both desk and wall.

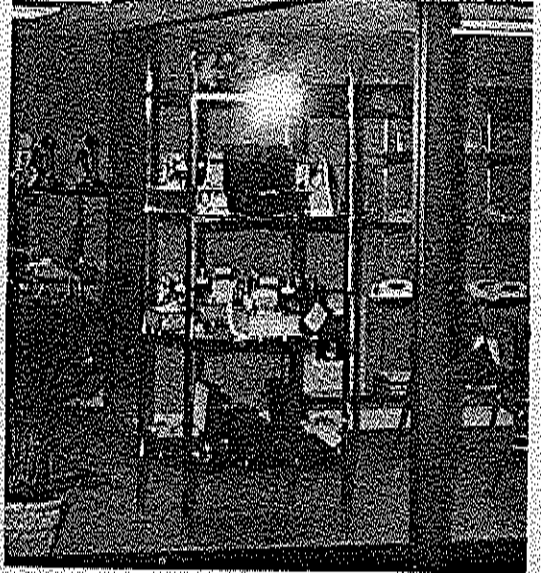
Colors make a difference and Coosa Valley offers lime green, cherry red, ash, white, orange,

pink, lilac, cocoa brown, ivory, black, harvest gold, avocado green, red and grey with various effects, such as marble.

The "Super-Mart" is a fun place where a customer could suddenly see the need for more than one telephone in a residence.



Just Plain Black? No Way



Shop And Carry Home

congratulations

**COOSA VALLEY TELEPHONE COMPANY
AND
MRS. JEAN BRANDLI**

**YOU ARE WONDERFUL PEOPLE.....
WE LOVE YOU!**

'Central' building houses a myriad of equipment

'Central' is the building which houses the sophisticated automatic electronic switching equipment for the Coosa Valley Telephone Company.

The men, Donald R. McBurnett, who is Central Office Engineer, Bill Henley and Charles Champion, hold the responsibility for all repairs and maintenance on this equipment.

The jobs of installation, main-

tenance and repair on all PBX, PABX, and EPABX systems for customers fall to these men who also routinely check and test all equipment in the Pell City, Lincoln and Surfside plants to insure proper functioning.

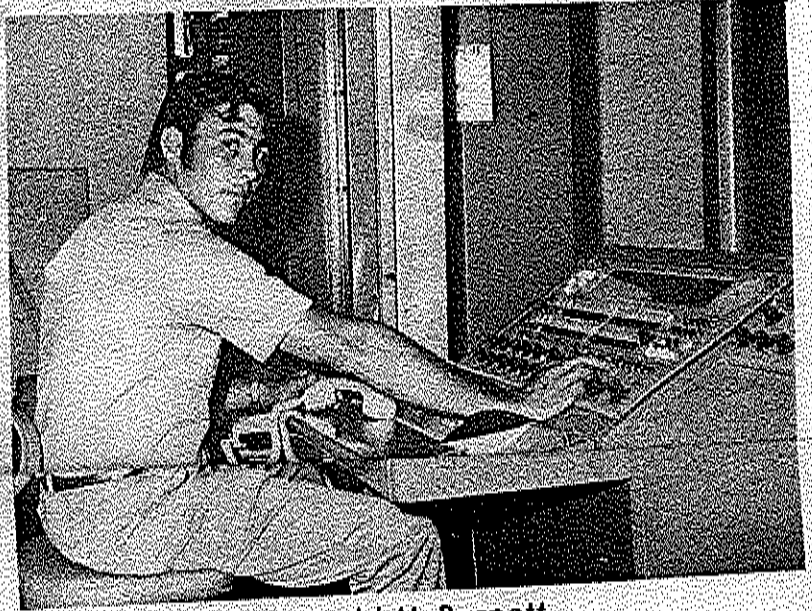
Coordination and planning for all new trunk and carrier systems with South Central Bell and new trunk circuits as the System expands falls to these men in Central.

The equipment used in this department enables the men to set up and check new equipment and circuits, and also enables them to locate and clear problems on existing customer systems. Some of the equipment which they use is: Volt-OTIM meter, selective volt meters, transmission test sets, pulse test sets, and automatic equipment routines.



Charles Champion

Charles Champion, Central Office, is shown in the "338" office -- the mechanical type step which is operated by DC battery.



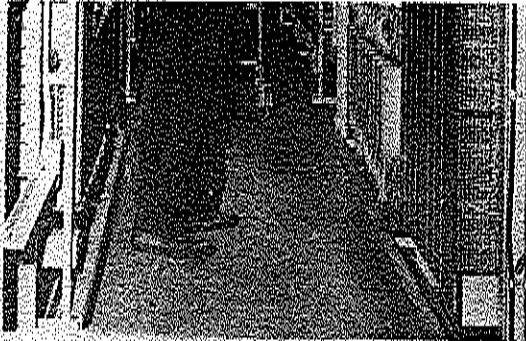
Donald McBurnett

Donald R. McBurnett, Central Office Engineer, at the Maintenance Test Console, located in the Central Office. This Console prints out on a teleprinter, problems which occur in switching.



Congratulations

ON YOUR NEW HOME. WE WISH YOU MANY MORE YEARS OF SUCCESS AND PROGRESS



Charles Champion

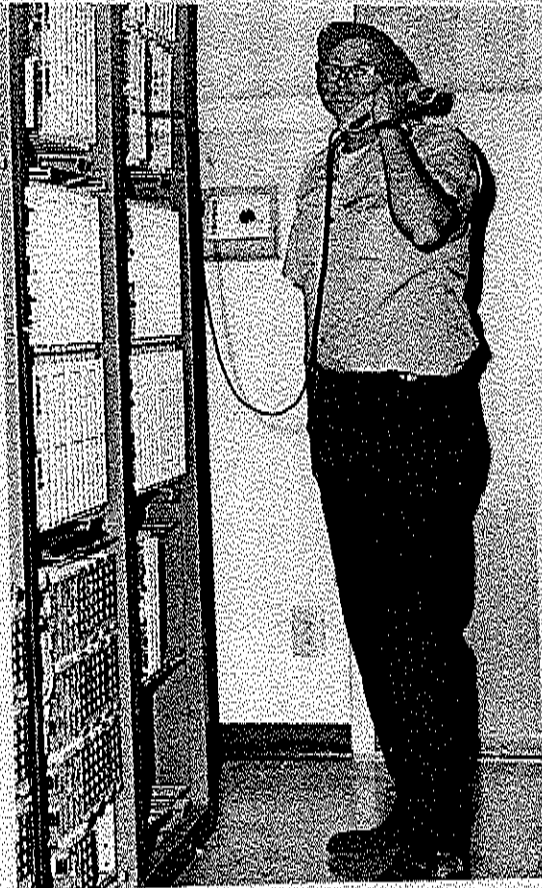
Charles Champion, Central Office, is shown in the "336" office — the mechanical type step which is operated by DC battery.

responsibility for the new, more advanced systems repairs and maintenance on this equipment. The jobs of installation, main- meters, transmission test sets, pulse test sets, and automatic equipment routines.



Donald McBurnett

Donald R. McBurnett, Central Office Engineer, at the Maintenance Test Console, located in the Central Office. This Console prints out on a teleprinter, problems which occur in switching.



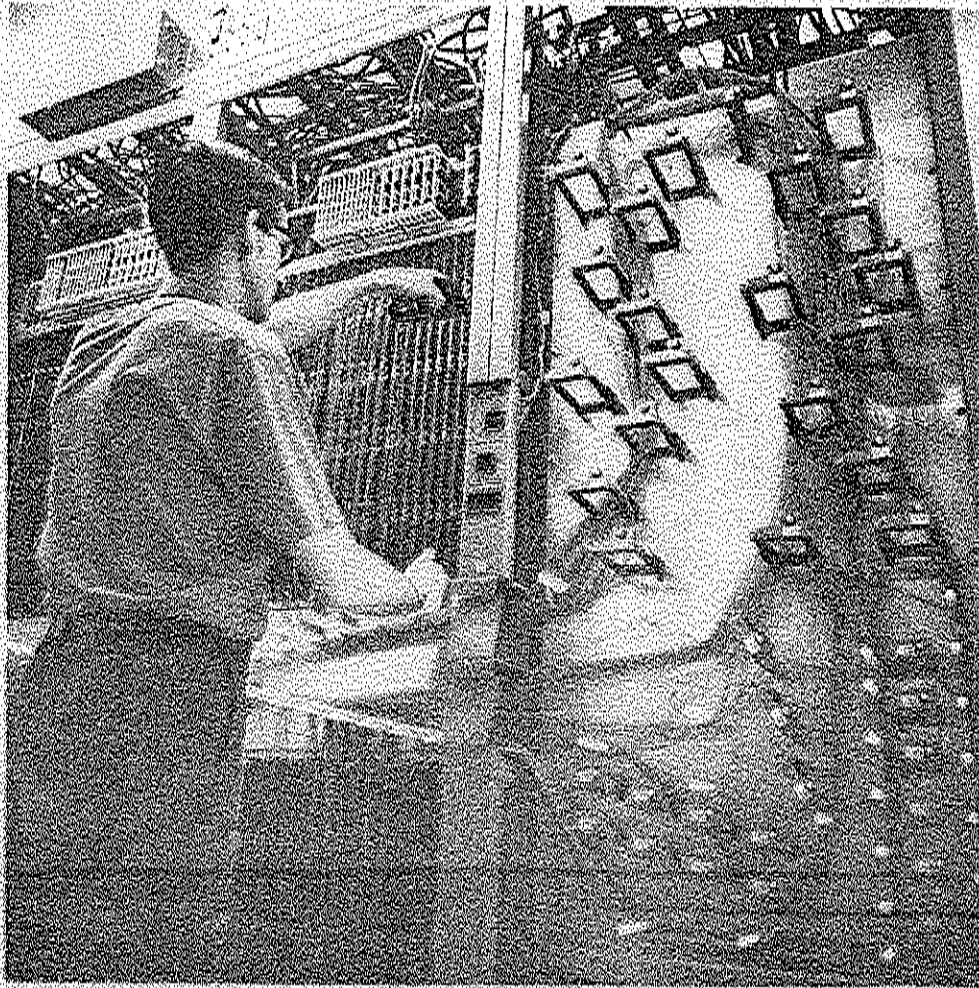
Bill Henley

Bill Henley, Central Office, is shown with Coosa Valley Telephone Company's Traffic Service Position System trunks, which offer the customer tone dial, and zero plus dialing.

Congratulations

ON YOUR NEW HOME. WE WISH YOU MANY
MORE YEARS OF SUCCESS AND PROGRESS
IN THE TELEPHONE INDUSTRY.

DeGARIS REXALL DRUG
PELL CITY, ALABAMA



Central Office

Service to 4800 people; 6,735 phones

Coosa Valley Telephone Company provides service to 4800 subscribers and 6735 telephones in the Pell City, Lincoln and Surfside areas.

The intricate and complex (to the layman) equipment which enables the caller to make contact within seconds with another party, is housed in four plants. Two of the plants

The "338" office is a mechanical type step switch, operated by DC battery. The subscriber's dial interrupts the current, and the interruptions direct the equipment to the number being dialed.

The mechanical step switch is not as modern as the new electronic switching office, but is very

person-to-person, collect, credit card and other special billing and coin calls. This system cuts work and switching time almost in half because most switching and timing is done automatically.

TSPS is a logical step in the continuing development of telephones for future electronic switching.

The Electronic Switching Center was installed at a cost of \$600,000 and more will be added in the near future in order to provide other features and maintain efficient, modern service for the growing community.

The Electronic Switching Center equipment takes up one-sixth of the space needed for the mechanical

to place calls without the use of operator assistance.

Lincoln customers have local service to Talladega, Pell City and Surfside.

The Surfside — 525 exchange is also a mechanical Stromberg-Carlson office which services 498 customers with 628 telephones. This facility also has Direct Distance



Central Office

Service to 4800 people; 6,735 phones

Coosa Valley Telephone Company provides service to 4800 subscribers and 6735 telephones in the Pell City, Lincoln and Surfside areas.

The intricate and complex (to the layman) equipment which enables the caller to make contact within seconds with another party, is housed in four plants. Two of the plants are housed in the Central Office in Pell City; one is located in Lincoln and the fourth is housed in Surfside.

The Pell City plants contain the Electronic Switching Office, which is the most sophisticated telephone equipment in use throughout the nation. The second Pell City plant is the "338" office, which is mechanical type step switch operated by DC battery, and is still most widely used throughout the nation.

The "338" office is a mechanical type step switch, operated by DC battery. The subscriber's dial interrupts the current, and the interruptions direct the equipment to the number being dialed.

The mechanical step switch is not as modern as the new electronic switching office, but is very durable and stable and is equipped with some of the latest toll carrier facilities.

The "338" office is presently servicing 3007 subscribers with 4461 telephones.

The Electronic Switching Office features Traffic Service Position System (TSPS) trunks.

The TSPS is a high speed electronically controlled telephone service for operator assisted calls.

With the TSPS, customers are able to dial their own

person-to-person, collect, credit card and other special billing and coin calls. This system cuts work and switching time almost in half because most switching and timing is done automatically.

TSPS is a logical step in the continuing development of telephones for future electronic switching.

Electronic switching is an important solution to many of the problems facing the telephone industry resulting from the rapid growth of local and long distance calling.

In addition to the features mentioned above, the one which customers enjoy most is tone dial or push-button dialing. Dialing time is cut in half with the push-button system, and when a great many calls are made in sequence, a great deal of time can be saved.

The Electronic Switching Center was installed at a cost of \$600,000 and more will be added in the near future in order to provide other features and maintain efficient, modern service for the growing community.

The Electronic Switching Center equipment takes up one-sixth of the space needed for the mechanical equipment and the Pell City plant has been designed for capacity of 15,000 numbers.

The Center, which became operational in February, 1974, provides service for 413 subscribers and 512 telephones.

The Lincoln — 763 exchange is a mechanical step Stromberg-Carlson office which services 886 customers with 1132 telephones. This facility has Direct Distance Dialing, which allows the customer

to place calls without the use of operator assistance.

Lincoln customers have local service to Talladega, Pell City and Surfside.

The Surfside — 525 exchange is also a mechanical Stromberg-Carlson office which services 498 customers with 628 telephones. This facility also has Direct Distance Dialing which allows the customers to call without the necessity of an operator's assistance.

Surfside customers have local service to Lincoln and Pell City.

Within the next five to ten years, Coosa Valley Telephone Company hopes to have all operations handled through the Electronic Switching Center, in order to provide maximum service to all subscribers.

OBSERVER



to Community Service

THURSDAY, DECEMBER 14, 1972

ONE SECTION — SIXTEEN PAGES

Corporation—

Governor Announces New Industry For Pell City

Manufacture
on Vehicles

state. We are grateful for your contributions to our economic growth."

The new facility will be under the administrative control of Gladding Recreational Vehicle Group General Manager, Robert C. Leckey, who was present for the announcement in Governor Wallace's office. Gladding, through its Gladding

Del-Rey Division, manufactures travel trailers, truck campers, mini-motor homes, and fifth-wheel travelers. Mayer, who was unable to be in Montgomery for the announcement, said Gladding plans to manufacture the full line at the new Pell City plant, a 30,000 square-foot building on a six-acre site. However, he indicated plans to extend to 60,000

southern dealers and consumers with regional shipping from Pell City. We have already accomplished this in the East, Midwest, and Southwest with our Gladding — Del-Rey Divisional facilities at Oneonta, New York and Fredonia, Kansas." Mayer said Gladding had considered several southern states for the new plant.

"But we chose Alabama for these reasons: excellent

assistance from the Industrial Development Division of the Alabama Development Office, the Alabama Industrial Development (AID) Training

Program administered for the Vocational Division of the State Department of Education, financing through state in-

Continued On Page 2

Following 'Bribery' Report—

Innocent Of Charges, Judge Sollie Says

Inferior Court Judge Vernon Sollie branded as "rubbish" a story in the Birmingham News Tuesday that he might be charged with accepting bribes, and said he was "completely innocent of the charges."

Sollie, who scored a narrow victory over former Judge Buford "Buck" Rowe in the Democratic Primaries in May

that Sollie had been accepting bribes from defendants in his court and in turn not pressing (throwing out) the cases in which those defendants who paid him had been personally involved.

The story reported that "sources said that during a Highway Patrol investigation, one defendant paid the judge \$50,000 cash, which had been



Garbage Collection Exemption Claims

BY ANNE MILAM

The Pell City Council at its meeting Monday night appointed a review board to handle applications for exemption from the payment of the recently imposed garbage collection fee.

The board, made up of five members representing the various communities in the City, will meet at an early date

to consider applications and make recommendations to the Council. The Council urged that anyone who feels entitled to an exemption should secure an application from the Clerk's office, complete it and return it as soon as possible so that a meeting of the review board can be set up.

The Council said that anyone

Continued On Page 2

Commission have been invited, along with Probate Judge Shirley Satterfield and Representative Roy Coshatt. As for the parade itself, Chairman Church says there will be more than 60 entries including more than a dozen floats and four high school bands which will be in competition. The bands are from Pell City, Ashville, Talladega Training School and Oneonta.

The always popular and entertaining Birmingham Shrine units will be on hand and, of course, not to mention Old St. Nick himself.

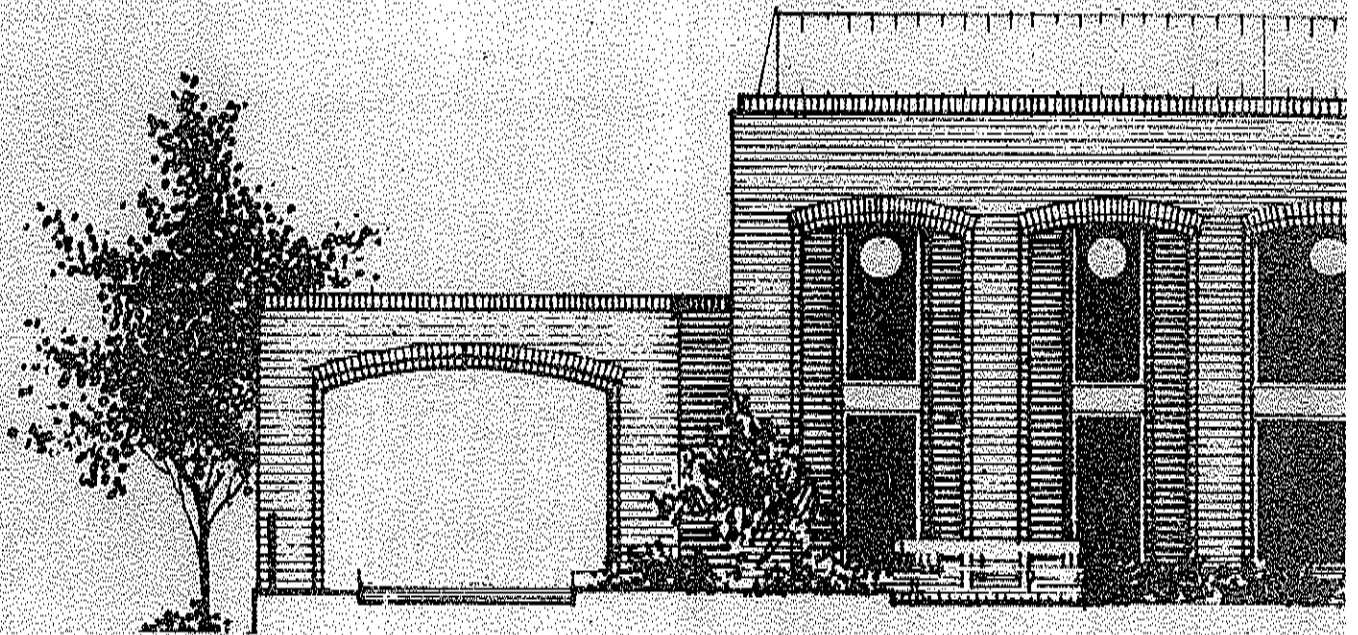
Other features in the parade will be the St. Clair County Maid of Cotton and her Court, Little

Continued On Page 2

donations as you wish. You can make your donation to any Jaycee member or at the following businesses in Pell City: Union State Bank, Peoples Bank, Credit Loan Company, Jacks' Senco, Gossett Hardware and the St. Clair Observer.

All proceeds will go into the Jaycee annual shopping tour for needy children of the area.

If you don't yet "have your name in the pot" better hurry and get your name on a ticket right away since there are only three days left for you to have a chance to win this brand new automobile.



Architect's Drawing Of N

Construction Of New Phon

Construction of a huge, new Coosa Valley Telephone Co. office building is now underway at 1610 Cogswell Avenue, just west of the company's present main office building.

"It is anticipated that the building will be one that Pell City will point to with pride and will hopefully serve the telephone company for many years to

come," Mrs. Jean Brandl, president, said in making the announcement this week.

Many changes have taken place in the telephone system in the Pell City area since 1955, beginning, of course, with the fire in December of 1963 and the need for immediate rebuilding, followed by the impoundment of Logan Martin Lake in 1965. This

entailed the removal and reorganization of many miles of wire, cable and poles, following through with the expansion of the system into all parts of the rural area.

"As the number of telephones increased, the number of employees increased, and the company now finds itself spread out amongst six buildings,

inadequate for effective operation; inconvenient for our customers and lacking in space to provide for growth," Mr. Brandl said.

The management of the company felt that emphasis should be placed on the expansion of facilities to the subscriber first, but the lack of office facilities has reached th

Garbage Collection Exemption Claims

BY ANNE MILAM
 The Pell City Council at its meeting Monday night appointed a review board to handle applications for exemption from the payment of the recently imposed garbage collection fee.
 The board, made up of five members representing the various communities in the area, will meet at an early date

to consider applications and make recommendations to the Council. The Council urged that anyone who feels entitled to an exemption should secure an application from the Clerk's office, complete it and return it as soon as possible so that a meeting of the review board can be set up.

The Council said that anyone
 Continued On Page 2

Commissioner... along with Probate Judge Shirley Satterfield and Representative Roy Coshatt. As for the parade itself, Chairman Church says there will be more than 60 entries including more than a dozen floats and four high school bands which will be in competition. The bands are from Pell City, Ashville, Talladega Training School and Oneonta.

The always popular and entertaining Birmingham Shrine units will be on hand and, of course, not to mention Old St. Nick himself.

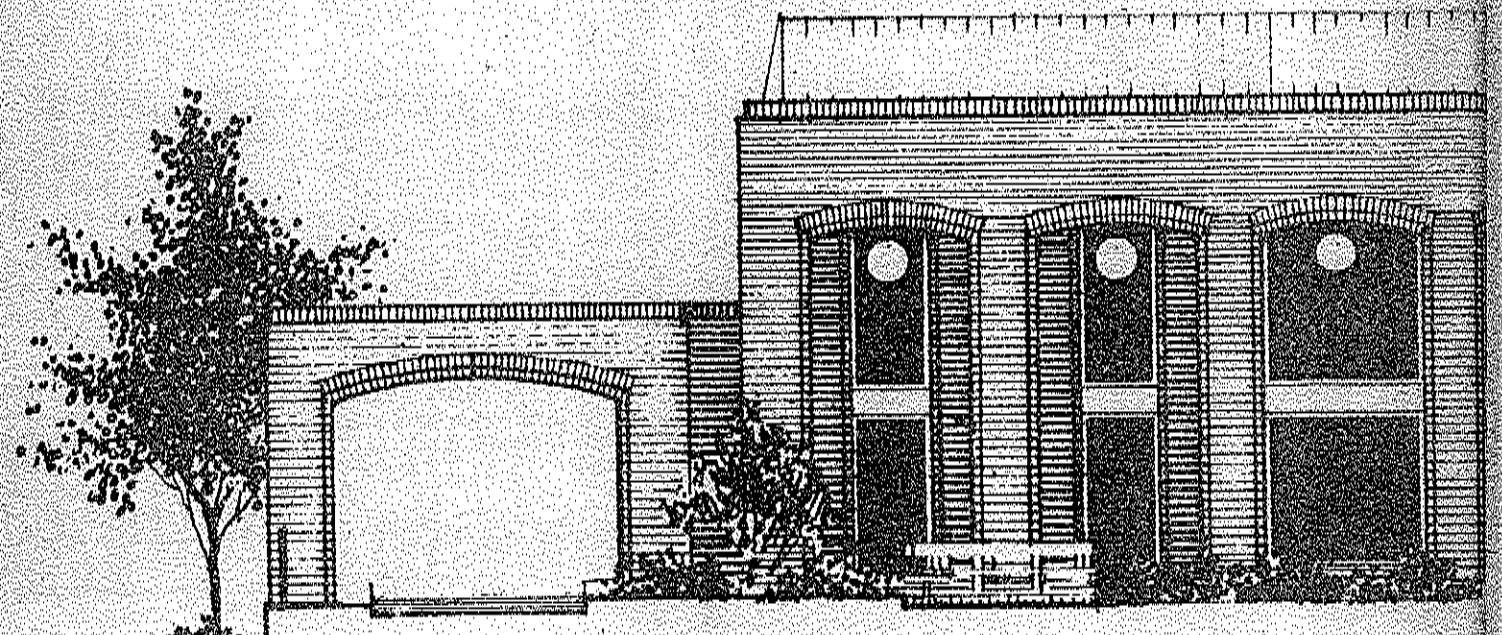
Other features in the parade will be the St. Clair County Maid of Cotton and her Court, Little
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You can make your donation to any Jaycee member or at the following businesses in Pell City: Union State Bank, Peoples Bank, Credit Loan Company, Jacks' SENCO, Gossett Hardware and the St. Clair Observer.

All proceeds will go into the Jaycee annual shopping tour for needy children of the area.

If you don't yet "have your name in the pot" better hurry and get your name on a ticket right away since there are only three days left for you to have a chance to win this brand new automobile.

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Architect's Drawing Of New Phone

Construction Of New Phone

Construction of a huge, new... Valley Telephone Co. office building is now underway... 1610 Cogswell Avenue, just east of the company's present office building.
 It is anticipated that the building will be one that Pell City will point to with pride and will helpfully serve the telephone company for many years to

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point... problem... Appro... feet of... several... used... Central... process... It... engine... headqu

Claus' Check From Government

BY ANNE MILAM

Members of the St. Clair County Commission were all smiles at their regular meeting Tuesday at the Ashville courthouse over the recent receipt of a revenue sharing check from the Federal government in the amount of \$137,393.00. It was greeted like a gift from Santa Claus and will be put to good use, they said.

The County will receive

another check in a like amount early in January. A breakdown of the revenue sharing to the county's municipalities is as follows: Ashville \$9,087; Odenville, \$2,909; Pell City \$41,971; Ragland, \$15,291; Riverside \$3,603; Springville \$5,515; Steele \$8,664; Margaret \$2,515; Branchville \$318; Moody \$6,342 and Whites Chapel \$1,719.

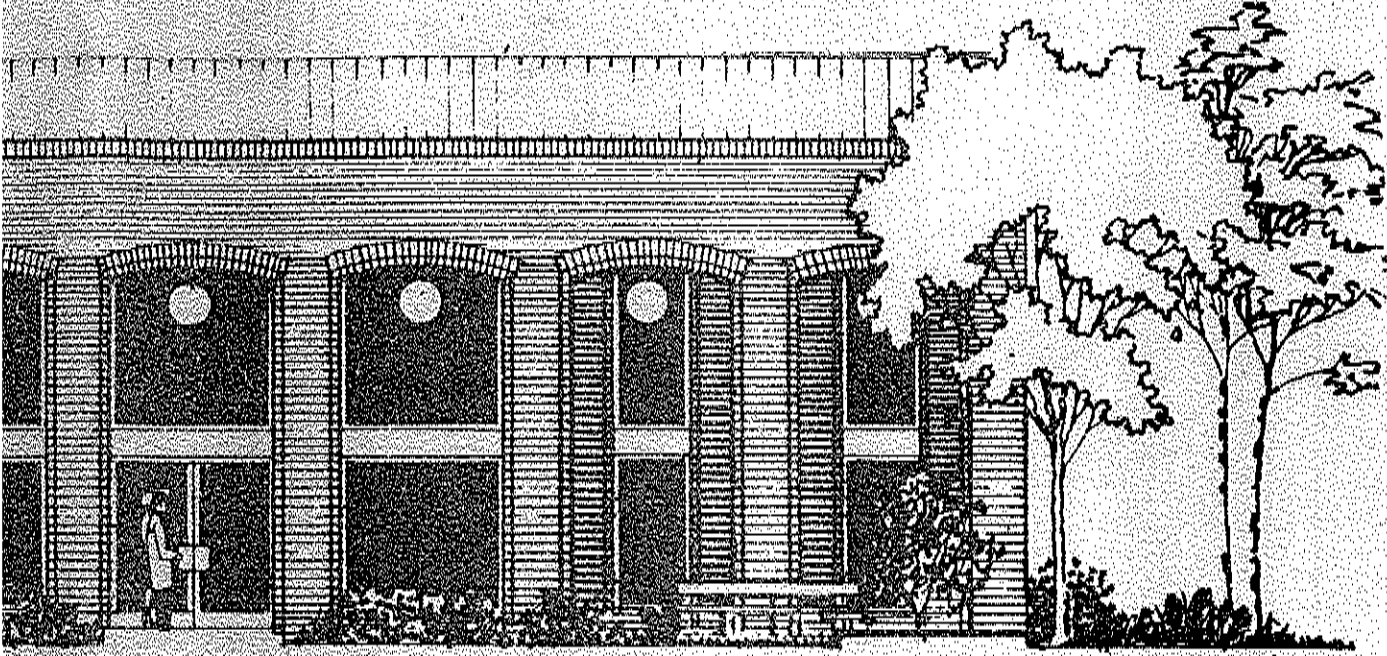
Dr. James McClendon, Commission Chairman, said

that it was the consensus of the Court that the No. 1 priorities for the County's revenue sharing funds were equipment and material necessary to implement the road program. Requests from individuals and agencies will be discussed as each proposal is brought before the Court.

Dr. McClendon and Commissioner J. B. Walters represented the Commission on

December 8 and 9 at a Federal Aid Briefing Conference in Washington. Solid waste programs, airport and airways development, rural development act, LEAA grant programs and the public employment program were discussed.

Representatives from counties from all states were present for the briefing. The
Continued On Page 2



Phone Company Building

e Co. Building Underway

point of presenting great problems, she added. Approximately 12,000 square feet of space will replace the several buildings now being used. The building will include a Central Service Bureau for the processing and mailing of bills. It will consolidate all engineering, filing and headquarters operations.

There will be closed circuit television for security and facsimile transmissions of printed material. There will also be an auditorium and training room which will be open to all civic clubs. This service was provided in the past, but was discontinued because of lack of facilities. Locker rooms, rest facilities, a

lounge and a complete kitchen will be installed for the convenience of the employees. Elevator service will also be installed. It is intended to provide a pleasant working environment and a motivating force for all telephone company employees, which in turn gives better service to the subscribers.

The attractive building, designed by the firm of Fuller, Christian & Blake, will be constructed of brown brick with bronze colored aluminum trim and bronze tinted solar glass windows. Its modern design has a touch of southern tradition, symbolically displayed in its

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Phone

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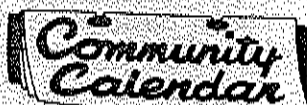
arches, columns and porticoes. The plans were submitted to eight bidders. The winner of the bids was Bentley Construction Company, Bynum, Alabama. As many local sub-contractors as possible are being used during the construction, Mrs. Brandli said.

An interesting feature of the building is its complete design for the employment of the handicapped, which is now required by the Federal government in all new buildings. Many additional features are being installed in order to comply with the new Occupational Safety and Health Act of 1970 requirements.

Exterior landscape design will provide a plaza for the convenience of the customers and there will be no steps from the curb to the counter. An expanded and enlarged drive-in

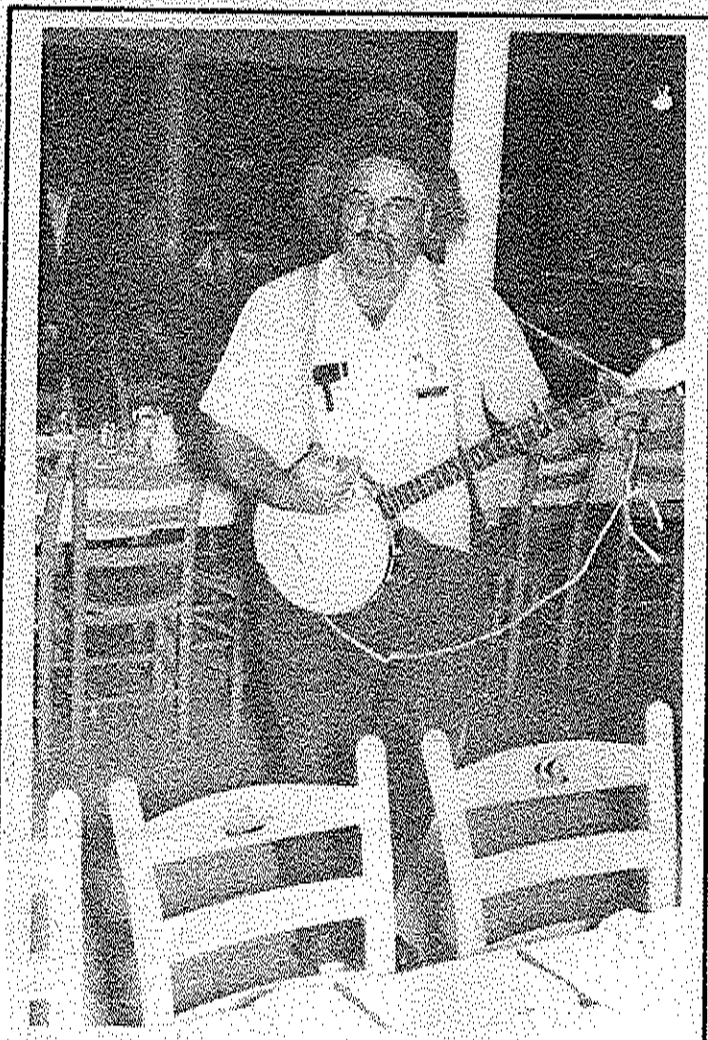
payment window will be an important feature that will accommodate the approximately 1800 customers now using this facility.

"Designed for tomorrow, the new building will be important in helping the employees to provide the best possible telephone service for our subscribers. The management feels that it is a vote of confidence in the growth and prosperity of the community which the Coosa Valley Telephone Company feels is imminent," Mrs. Brandli's statement concluded.



SINGING

The Coleman Family, of Sylacauga, will be guest singers at the Second Baptist Church Sunday, December 17. The singing will begin at 2 o'clock. Rev. Benny Foster is pastor of the church and singing chairman.



MISS VICKIE STREETY

Miss Vickie Streety To Marry Mr. Harmo

Mr. and Mrs. Bobby Ray Streety of Pell City and Mr. B. Hannah and the late Hannah of Nocatee, Fla. She is great-granddaughter of Mr. George Armon Hanna Pell City.

The bride-elect is the granddaughter of Mrs. Annie Mae Streety and the late Mr. Newton Grandparents of prospective groom are



**(HOMETOWN
MOTORS)**