

Jackson: County: Telephone Company

SCOTTSBORO, ALABAMA

Hollywood, Fackler, Limrock, Section,

Larkinsville, Langston, Pisgah and

Long Distance Connections.



MAY 1917

O.C. With ERS, Manager Tolchion 1971

E.D. HOLLIS & CO.



You Know What We Sell:
See Us Before You
Buy:



Scottsboro,

The Toll Lines of the Jackson County . Telephone Company

Connect directly with the lines of the

Southern Bell Telephone Co., and the American Telephone & Telegraph Company

And reach every important point in the U. S., giving the highest grade of LONG DISTANCE TELEPHONE SERVICE OBTAINABLE.

Successful Business Men Use the Service Regularly

as they find that the time and worry saved by the quick action it makes possible repays them many times for the moderate cost involved.

TO THE BUSINESS AND PROFESSIONAL MAN TIME IS MONEY.

Correspondence by mail or telegraph takes time and traveling takes time and money- THE TELEPHONE SAVES BOTH.

THE DAILY USE OF TOLL LINES

like the use of any other modern improvement in office methods, is one of the numerous methods employed

BY THE SUCCESSFUL BUSINESS MAN

which enables him to most economically handle a large and growing business, and which by eliminating all unnecessary and costly delays

ALLOWS HIM TO DISTANCE ALL COMPETITORS

who do not use them. Once tried

THE MODERN TELEPHONE METHOD

of doing business is never discarded for the older, slower and more costly methods.

SUME COMMON FAULTS OF TELEPHONE SERVICE AND HOW TO AVOID THEM

YOU PROBABLY NEVER REALIZED how many of the common faults of telephone service, as you come in contact with it, are due simply to CARELESS USE, of the service by the public. Let us give you a few examples to illustrate this:

A NUMBER IS GUESSED AT, the wrong bell is tung, an innocent subsequent is disturbed, a voice says. "They gave me the wrong number," and the

Company gets the blame.

A BELL RINGS it rings again still no answer. The Operator finally reports, "They don't answer," (Note she never says, "they are not there,") and the connection is taken down. Five seconds later Just SIX SECONDS TOO LATE, the ring is answered and the tardy subscriber gets "MABER" from an Operator who knows nothing about the call in question as SHE, HAD NOTHING TO DO WITH IT. Upon being told "Why, you just rang my beli." She can only say what we instruct her to say: "Exense it, please. There is no one on your line now." She apparently acknowledges the error and again the Company is blamed, especially, when, a little later the called party ancets the calling party and says she was "right there all the time."

A PERSON STEPS IN and "borrows" the use of a telephone. When thru talking he leaves the telephone OFF THE HOOK, thus keeping the line "busy" and causing a series of busy reports to be made to calling parties. Finally, a clerk, or servant, finds the receiver off and replaces it. Business is resumed and the friend, who has been "trying for fifteen minutes" to get the line blames the Company severally when he is told TRUTHFULLY, that "I have been right here

all the time and the line hasn't been in use for twenty minutes "

THE SAME THING RESULTS when the called for subscriber forgets, or overbooks, the fact that he is SHARING A PARTY LINE with some one clse, and that therefore the line might easily have been "busy" all the time and be not know anything about it.

NOW WE HAVE NO DESIRE TO DODGE our full responsibility for giving good service. We are not only willing but very anxious to learn all the real troubles of which you have to complain—even those for which we are not directly responsible.

WE WANT THIS HELP FROM YOU--in the form of accurate detail complaints----and we will help you cure those for which other subscribers are responsible; by printing these pages in our directory; by explaining in any way we can the operation of our system and the reasons for our rules and regulations; also by calling attention to the following simple rules, which, if followed by all will make it easy for us to give and for you to get----GOOD SERVICE----which is what we are here for.

REMEMBER THIS----No community ever enjoyed really first-class telephone service unless the Telephone Company had the intelligent and hearty co-operation of its

Subscribers and The Public.

Rules For Good Service.

1. USE THE DIRECTORY. Never try to remember a telephone number. It's all right if you do remember it; but to try to remember is to begin to guess. If you have the least doubt about it, look it up and thus save time and trouble.

(As a matter of fact, you know, you have no more right to disturb a subscriber by guessing that his number is the one you want than you have to disturb him in any other entirely needless way.)

2. SPELL OUT ALL NUMBERS, by giving each figure separately, as "Main one, three, seven, nine," for "Main 1379."

The following of this rule is essential to good service. A majority and "thirteen," "twenty-three," and "thirty-three, etc., which sound so much alike over the telephone; also to the fact that subscribers do not correct the Operator if she repeats the wrong number.

- 3. SPEAK DISTINCTLY, especially when giving the number to the operator, and when talking over a toll line. Talk into the mouth-piece, loud and close enough so they can hear you easily.
 - 4. ANSWER YOUR BELL PROMPTLY. A ring means a friend calling you--don't make him wait, or perhaps miss you entirely.
 - 5. CALL CENTRAL by giving the crank two or three quick turns. Don't ring too long. Always ring off when through talking.
 - 6 UNTIL YOUR BELL STOPS RINGING do not remove the telephone from the hook.
 - 6. BE BRIEF but courteous to the Operators. We require them to be so to you. They have no time to converse with you. Courtesy, like virtue, is its own reward, but pays extra dividends in connection with the telephone service. TRY IT.
 - P. S. By the way, when you know that a labe call is due entirely to your earcless use of the wrong number why not acknowledge it to the "intercent by-tander" who answers the call? Why leave the Operator to shoulder the blame?
 - 8. CALL FOR "INFORMATION" when you can't find the telephone number you want, or to get answers to any questions regarding subscribers' names, numbers and addresses.
 - 9. REPORT ALL COMPLAINTS TO THE MANAGER. To be most effective they should be not only prompt but should describe accurately the trouble encountered. Many forms or trouble look alike at first, and most of them we will not know about till you tell us. If you cant get Central at all, call up from a neighbor's or send us a postal card.

11. BE REASONABLE. You always are---yes, of course, but what we mean is this: It is unfortunate----for us----that a telephone subscriber sees nothing when getting service, but himself and one telephone instrument. He dosen't see the other hundreds of thousands of subscribers and he gets no idea of the work we are really doing and the violent and uncertain changes in the number of call given us at various hours of the day.

WE HAVE RUSHES OF BUSINESS just as the street cars, the stores and the post offices do. Yet a man who will patiently wait in line two or three minutes to be allowed to deposit his money in someone's bank will become "disgusted with such service" if he has to wait in line fifteen seconds to get an operator to connect him with his residence that he may inform them he "will be a little late to dinner."

IT'S A FACT. And we think the reason is indicated above. It's human nature, perhaps; but human nature can be improved if one tries and all we ask is that you try. Ask yourself these questions:

"Does any other company or store in town wait on me so uniformly promptly, or cause me so little direct loss of time.

as does the Telephone Company?

Can I get the service of a street car, a clerk, a sales girl, a cashier, or of any one else nearly as quickly, whenever I want them, as I can those of a Telephone Operator?

SO WE REPEAT---be reasonable in your complaints, and patient with all, if the Operator is occasionally too busy waiting on our other customers, to give you instant attention. Meanwhile we will undertake to make your average service prompt and the longer delays reasonably few and far between. When you are not satisfied with it, don't discuss the matter with the Operator, but let our Manager know about it.

12 OBSERVE THESE RULES if you believe they are good ones. If not, call on our Manager, see our plant in operation, and give him an opportunity to convince you. For we must all work together if we are to have

Good Service

Telephone Directory

JACKSON COUNTY, ALA.

MAY 1917

Ables, Newton, res., 47-4 Ables, Newton, stable 86	
Ables, Newton, stable	
Ashmore, J. W.,	
Baker, Harvey Hollywood Bailey Hotel 56	
Bailey, Joe 117 SLLL Barelay, M. J. 121 LSc	
Barclay, Fom 121 SSLSS Barclay, S. F., 121 SLS	
Barelay, Henry, city, residence	
Bates, Wm. 38-3 Beard, C. B. Store 50 Beard, Mrs. Nannie 131-2	
Beard, C. B. residence 79.5	
Beech, C. Q. 12-2 Bellamy, J. J. Store 116 1.1.1. Bellamy, J. J. residence 116 1.1.1.	
Benson, J. B. 127 S1 S	
Discription in the second seco	
Black, J	
Bouldin, Virgil, residence 135-2 Bouldin, G. 26-3	
Blackwell, Geo. 167-2 Blakemore's drug store 73 Blakemore, A. N. residence 145-2 Black, J. 118 L1.1. Bouldin, Virgil, residence 135-2 Bou'din, G. 26-3 Boy'din, Oils 59-3 Boy'd, office 32 Boyd, Dr. Ed, residence 37-4 Boyd, Dr. Hugh residence 37-3	
Bouldin & Wimberly office 57	
Bradford, G. K. residence	
Brandon, J. C. 153-4 Brewster, Mike, residence 63-2	
Brewton, C. S. 113 Ll. Brewton, J. A. 159-3	
Brown, Mrs. Jessie 63-4 Bridges, Mrs. W. B. 155 Bridges, Dr. R. R. office 54	

Some Advantages of Rural Telephone Service.

1. In case of fire the neighbors can be quickly arou ed by

telephone and their assistance secured.

2. In sudden illness the doctor can be called and information obtained as to what to be done temporarily, to alleviate

pain or even prolong life until he arrives.

3. If the cows get in the corn, or the pigs in the clover, or a horse gets caught---with only the women at home---the telephone will usually bring a willing neighbor to prevent loss of property.

4. When tramps come to the door, while the men folks are all out in the fields, the presence of the telephone will give the women courage, protect them from harm, and summon

help.

5. When products are for sale, if the farmers are expecting prices to rise or fall, he can call the nearest market town, and can self or buy to the best advantage at the right moment without uncertainty or loss of his time.

6. The telephone pays for itself by just such economy of time, energy, horse flesh, and wear and tear on harness and wagons, while the neighborly feeling and protection it gives

your household is itself worth its entire cost.

7. If the farmer is in town and should unexpectedly its detained, how convenient to ring up his house and tell the anxious wife the cause of his delay; also to learn how things are at home.

8. During the long winter evenings, when it is difficult to go out and see the neighbors, the telephone will keep them informed of all that is going on and will help greatly to make the time pass pleasantly. By annihilating distances the telephone destroys the loneliness of country life.

9 Parents can call their sons and doughters who have moved to adjoining towns in case of sickness at home, or their sons and daughters can tell them and let them know of their successes, or partiage that there is sickness and the need of

the mother's loving care

10. What a comfort and a saving of time to be able to go to the telephone and call up your friend, ask the questions, deliver the messages or place the orders, instead of stopping work for the best part of the afternoon—taking off a horse that ought to be earning money—and driving miles, perhaps over muddy, frozen or snow-bound roads.

11. When getting a telephone, get the best---the one that reaches everywhere--the Old Reliable -the one farnished by the

Jackson County Telephone Company

Brewer, Pat	. 136-4
Brewer, John	119 551.1.
Brewer, Jim	110 LLLS
Bryant, Chas.	Hollywood
Bryant, A. F.,	Hollywood
Revent lili	Hollywood
Bryant, Eli Bryant, W. J.,	Hollywood
Brewster Bros.,	Hollywood
Renadan W T	117 SL
Brandon, W. T. Brown, Morris, Hollywood	Hallywood
Brown, J. P.,	118 1 1
Brown, S. B.,	118 881
Brown, W. L.,	118 55
Brown, B,	121 1 1 1 1
Drown, D	111 1 5
Bunn, J. E.	120 881 8
Burrow, Bob Bynum, Mrs. Lucy	26.4
Bynum, Mrs. Lucy	17.2
Bynum, H. O , Bynum, Walter	110 1 51 5
Bynum, Walter	- 111 ELE
Brooks, Harvey	111 31.3
Caldwell, George	120.2
Caldwell, George	37.1
Caldwell, E. H., residence	127.9
Campbell, Hugh, residence	135-3
Campbell, & Padgett	145.2
Caldwell, D. K.,	105-3
Campbell, J. E.,	Hollywood
Campbell, Rufus	Hony wood
Campbell, W. T.,	110 1.1.1.
Campbell, J. A.,	110 1.5
Carter, Wm.	108 1.51.
Carter, Sam	108 SLL
Carter, Bill	121 1 1.1.5
Campbell, Andy	1101.0
Cheshire, M. L.,	Hollywood
Chambliss, Gill	115 21172
City Meat Market	
Glaybrooke, Mrs. H. H.	9-3
Clemons, D. S., store	25
Clemons, T. S.,	121 S1.1.8
Clemons, Daisy	121881.
Clemons, J. P.,	121 1.8
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Coffey, R. A., residence Coca Cola Bottling Works	141-3
Coca Cola Bottling Works	51
Cotton Exchange	23
Cook I. T. residence	Hollywood
Colley, 11 O., Produce Co.	101
Coffey, C. R.,	Hollywood
Cowley, Floyd	117 L.L.S.L.
Daniel, Walter Soda Shop	
Daniel, Boyd, Pressing Shop	
Davis, F. A., residence	
Davis, J. R. & Co., Darwin, J. O.,	11
Darwin, J. O.,	. Honywood



TELEPHONE RULES PLAINLY TOLD. .

"The use of these lines for eavesdropping or conveying the sounds of music of any nature, phonograph, pianos, organs, mouths, crying children, etc., is strictly prohibited. Eavesdropping is very unmanly and unlady like and should not be indulged in. If you must do it. please hold your hand over the transmitter so that your presence will not be so plainly left. Parents should not allow their children to interfere with the telephone in any way. You may think we do not know who you are, but sooner or later it comes out who is the guilty one, and rest assured we never You anfeel good about you any more. nor your neighbor, make a fool out of voorself and injure the Company by acting in these unbecoming ways. Central is required to listen at times and has instructions to discounect any one who makes improper use of the lines. It you are persistent in making a nuisance of yourself then the penalty is removal of your telephone without further nolice.

"Don't use the telephone during a thunderstorm. Obey this rule and your phone will remain in good shape and you will remain in good shape and you

will not get hurt.

"To answer: Don't say hello. That means less than nothing. Simply lift your ear-piece to your ear and say Johnnie Brown at 14, if that happens to be your name and number. Always ring one short ring when through talking; this notifies the operator that the line is open and can be used by some clse. Too many of our subscribers are slow in answering their rings. Pleuse answer promptly and avoid delay.

off the operator is slow to answer, don't get man and say hard things to her, this only complicates matters, and unless things are just right with the next one that calls the operator may not be pleasant and your harsh words will thus be carried along from one to another all day long. The operator has over 300 subscribers to look after and you hardly appreciate the amount of work she has to do.

"One minute is long enough to talk, over three minutes will be charged for extra. We will, however, use some pulgment in enforcing this rule. The

purpose is to cut out uscless gale and childish talk. Business always has preference.

"All the rates over the company's lines are for a conversation of three minutes and for each additional minute you talk you are charged extra in proportion to the distance. Remember this and don't kick when your toll bill is

presented.

"Report all 'phone and line troubles to the manager. He is always ready to give you a hearing. If the line is broken and you can make a temporary connection with a piece of wire, we will appreciate it. Don't try to fix your 'phone unless you want thom ont of fix for in this case you pay for them. The 'phones are rented to you, not sold and any damages they receive while in your possession we will expect you to pay for.

"Operators do not have time to carry on conversations, please do not expect it of them. Don't make complaints to them, they are busy and cannot give you any satisfaction. Call the manager

or general manager.

"Using vulgar or profane language is a punishable offense under the law and certainly unbecoming to men. A gentleman will not do it.

"Always hang up your receiver carpiece down when thru talking, otherwise your batteries will be exhausted and your bells cut out. Ring off by giving

the crank one turn.

"In dry weather it sometimes had east that the earth around the ground criefs gets very dry. By digging a small hole around them, and pouring on two buckets of water twice a week, you will greatly improve the service over your telephone.

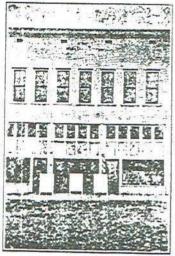
"All subscribers are required to call the attention of Central to any message originating at their place that should be charged for. Any failure to comply with this rule looks like an attempt to defraud, whether intentional or not.

"It is a misdemeanor to shoot off insulators or to in any way damage, molest or interfere with the lines of this company. A reward of \$5.00 will be paid for the arrest with proof to convict any guilty party.

	Darwin, Walter Hollywood	
	Darwin, Walter	
	Davidson, T. I	
	Delaney, J. 118 1 1 S.	
	Dicus, J. W., store	
	Dicus, J. W., store	
	Dickerson, J. B	
	Diekerson, J. D	
	Downey, J. H. Horlywood	
	Donutory 111-2	
	Dobbins, Will	
	Dobbins, Will 112 LSLS Dunean, Sam Holls wood	
	Dye, W L	
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	Dit. M. C	
	Elkins, Mrs. Geo	i)
	Evans, John	
	Fair Grounds	
	Warrange (* \$ 1752	
	159-4	
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	Preight Depot . 80.2	
	First National Bank	
	Foster, Jim Hollywood	
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	Gay, Sam, res	
	Gay, Sam, store	
	Gay, James 27-3	
	Gay, J. W. 152.4	
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	Gay-Padectt Hardware Co. 75	
	Gay, Alex 162-2 Gay-Padgett Hardware Co. 75 Gardand, Mrs. Hatrio 38	
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19	Garland, Mrs. Hattle 38-4 Garland, J. N., stable 66-2 Garland, J. N., res 66-3 Gant, Sam 120 LLL Gant, Walter 120 LSS Gattis, Dr. 118 SL Gentle, W. L. 107 LS Gentle, Mit, store 107 LS Gentle, Mit, res 107 LSL Gold, W. A., res 74 Gold, W. A., res 52 3 Gray, John 134-2 Gregory, J. H., res. 137-2 Griffith, Dr. office 72 Gross, Z. K. 112 SLSS Gross, J. J. res. 112 SLSS Gross, J. J. res. 112 SLLL Guffey, Eliza. 117 LS Guffey, Amis 120 SL Hackworth, O. C., res. 31 Hackworth, J. B., res. 141 4	
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