

BEGINS NOVEMBER 14TH

# Brunswick County Affected By New 910 Area Code

Brunswick County telephone subscribers will be served by a new area code come November.

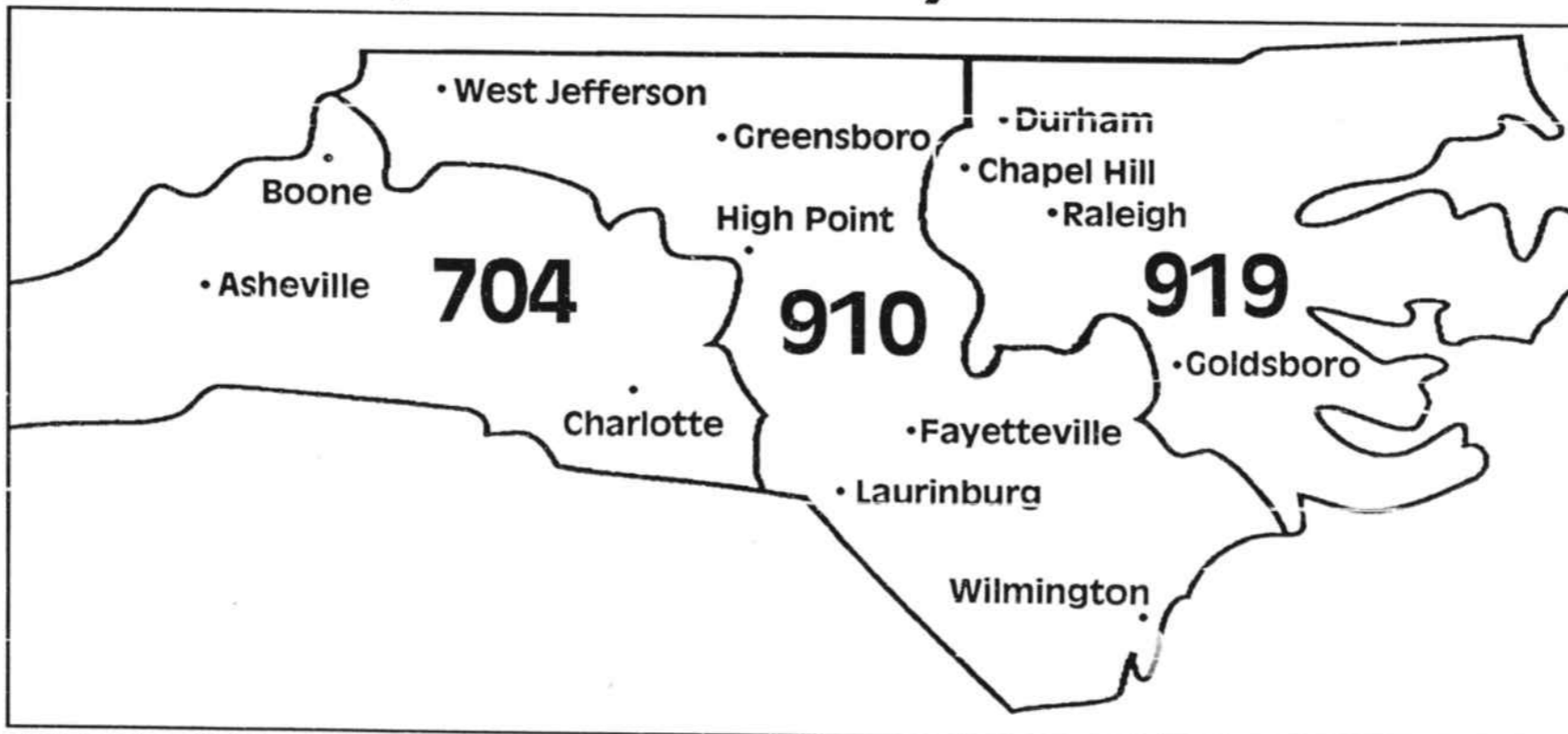
For nearly four decades, telephone numbers in North Carolina have been in either the 919 or 704 area codes. That pattern is about to change, according to Russell Price, general manager of Atlantic Telephone Membership Corp. in Charlotte.

On Nov. 14, North Carolina's local telephone companies will divide the current 919 area code to create a new 910 area code. The new code will affect all telephone subscribers in a vertical midsection of the state that includes the Wilmington, Fayetteville and Greensboro calling zones.

The Raleigh and Rocky Mount calling zones will remain in 919. The 704 area code will not be affected.

Price said the new code is needed to meet the demand for numbers. The 911 code is rapidly running out of unassigned exchange codes. These three-digit prefixes designate local exchanges and are required to create new telephone numbers.

He attributes the need to recent growth in telecommunications in



North Carolina. "Cellular service, facsimile machines and pagers all need telephone numbers," he said. "When you add the recent growth in

those areas to consistent access line gain, it is easy to see why we are running out of numbers. It is the kind of problem you do not mind

having." Customers of all phone companies with local service in the affected calling zones will have to change

their dialing habits. Cellular subscribers in the new 910 area code will need to contact their service providers for instructions.

While the area code will officially change at 2 a.m. Nov. 14, AT&T plans to provide its customers with a three-month "permissive dialing" period. This will allow time to become accustomed to the new code and to complete reprogramming of speed calling features on facsimile machines. During this period, customers may use either the old 919 code or the new 910 code.

However, after 2 a.m. Feb. 13, 1994, any call to a 910 number must use the correct area code or the call will not be completed.

The new number was assigned by BellCore, the administrator of the North American Numbering Plan, in response to a request from local telephone companies in North Carolina.

"We had hoped to be assigned a new code that would be very different from 919 or 704, Price said. "However, 910 was the only code available."

Atlantic Telephone plans to conduct an extensive campaign during the coming months to educate customers about the change so they can plan accordingly, as when ordering business cards and stationery or placing advertising.

## Aetna Promotes Stanley

Elton E. Stanley, a native of Shallotte, was appointed assistant vice president of Home Office Field Operations Nov. 30 by Aetna Insurance Co. of Hartford, Conn. A graduate of Shallotte High School, he is the son of Alma Stanley of Shallotte and the late Earl Stanley.

He began his Aetna career as a claim trainee in Charlotte after graduating from Methodist College with a bachelor of arts degree in sociology. He was senior claims representative in Greensboro starting in 1976 and then joined the national accounts office in Houston in 1980 as an account representative. He transferred to the Los Angeles office as an account supervisor in 1983 and two years later joined the home office staff as manager of national commercial accounts (NCA) claim administration. He served as manager of the NCA office in St. Louis starting in 1986 and Hartford, Conn., in 1988.

He rejoined the home office in 1989 as director of Field Operations/Claim and started the marketing research and development section in 1990 prior to his most recent assignment.

Stanley is also active in civic and industrial activities. These include Leadership of Greater Hartford, Citizens Education Research Network, The Hartford Courant Key Issues Forum and Corporate Systems User's Board of Directors.

## Boating Safety Focus Of Class

The Shallotte River Power Squadron will conduct an eight-session safe boating course starting Saturday, Jan. 23, in the conference room of Atlantic Telephone Membership Corp. on N.C. 130 west of Shallotte.

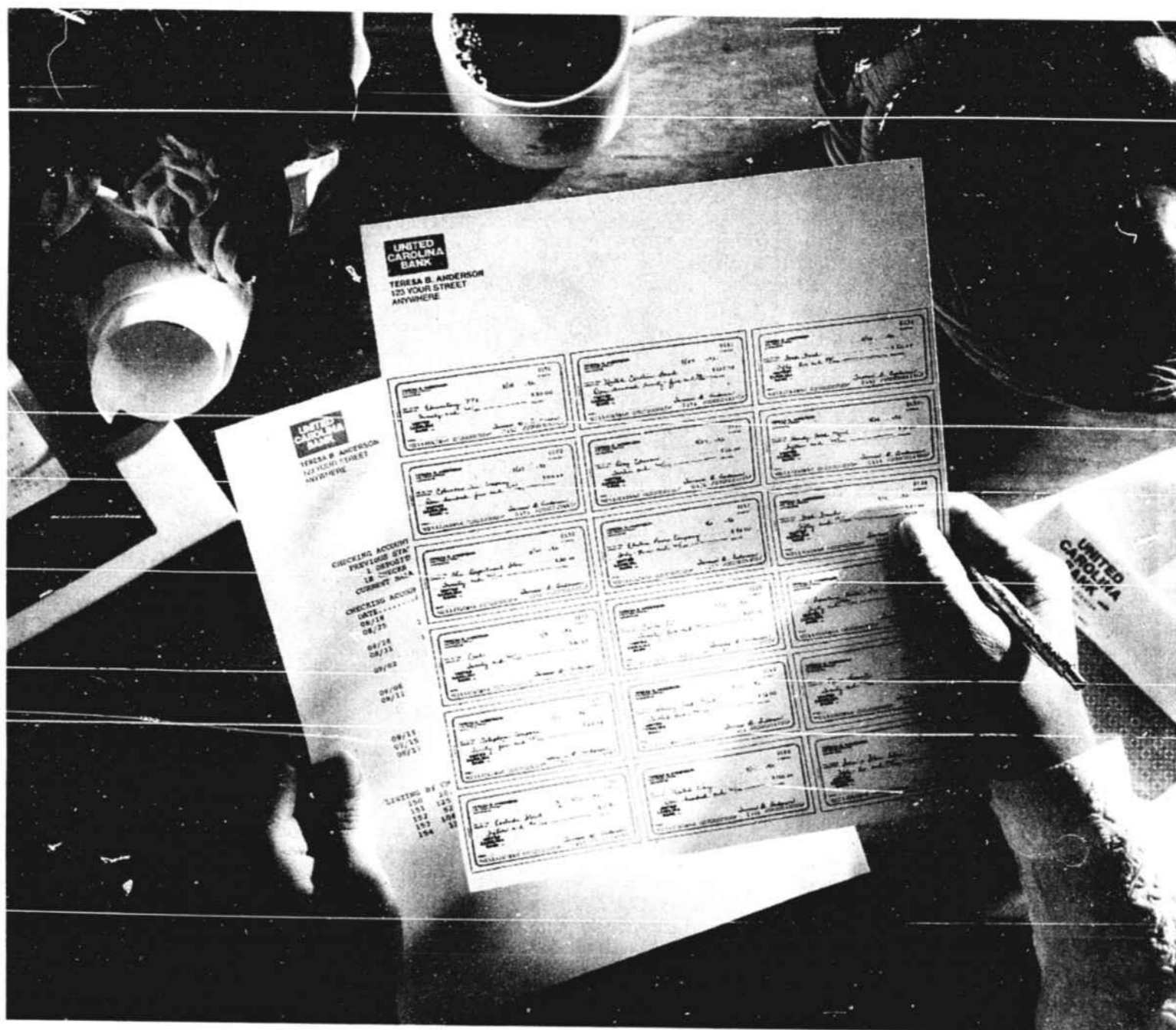
Registration will be at 9 a.m., with the first class to follow. Classes will be held on consecutive Saturdays with a final examination on Saturday, March 13.

Directional signs will be posted at the entrance of the telephone company.

The course is free. However, there is a minimal charge for necessary class materials.

For more information contact Cleo Waldmiller at 579-8951.

# With EASYIMAGE<sup>SM</sup> From UCB, Checking Is Easier Than Ever



## The Personal Touch. Easy As UCB.

**UNITED CAROLINA BANK**

Member FDIC

Making your banking easy and simple is one of our primary goals at UCB. That's why we developed EasyImage.

EasyImage is an enhanced statement option available with any UCB checking account. It provides you with convenient photocopies of your cancelled checks instead of the actual checks. The front of each check is photographed, reduced and reprinted with 18 check images to a page for personal accounts and 10 for business accounts. And UCB is the first major bank in the Carolinas to offer this unique service.

**More Convenient. EasyImage**

eliminates the handling of individual checks and reduces the need for storage space. You simply keep your EasyImage statement pages rather than store bulky envelopes or boxes full of cancelled checks.

**Easier To Balance.** Your check images are shown in numerical order for easy reference and faster balancing. No more fumbling through a stack of checks to find the one you want.

**Insures Safe Record Keeping.** UCB keeps copies of your checks for years in case you need them for proof of purchase or IRS documentation. A

copy of both the front and back of any check is available to you within 5 business days of your request.

**Environmentally Friendly.** EasyImage is easy on the environment. Rather than sending you bundles of checks, we simply keep them for 90 days, then recycle them.

**Easy To Get.** Just contact any UCB office today for more information. EasyImage is just one reason we enjoy a reputation for personal service unlike any other bank in the Carolinas. We call it the personal touch—and it's what you've come to expect from UCB.

## Copier Paper

20 lb., long grain, precision cut, lint free.

Suitable for high speed copiers and laser printers. 8 1/2 x 11—500 sheets per ream

**\$25** carton  
10 reams/carton  
while supplies last.

**BRUNSWICK BUSINESS SERVICE**

Main St., Shallotte • 754-8300  
Hwy. 211, Southport • 457-4565