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Area Stock Firm Involved in Merger
 Goodbody & Co. with offices at 155 S. Bates, Birmingham, has announced it will merge its brokerage firm with J. A. Hogle & Co., headquartered in Salt Lake City.
 The merger will take effect Jan. 1, 1964. The combined brokerage and securities firms will operate 72 branches under the Goodbody name. The transaction makes the firm one of the five largest securities firms in the nation.

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Bel-Air Pools, Inc.
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B'ham Bell Telephone Marks Decade of Distance Dialing

Ten years ago, a revolutionary telephone service made its debut in Michigan at Birmingham. On Nov. 20, 1953, Birmingham became the second exchange in the nation to be offered direct distance dialing (DDD). The new service enabled telephone users in Birmingham to dial long distance calls to 13,000,000 telephones in 14 metropolitan areas across the country.
 Mayor Pro Tem Lance C. Minor dialed the first call over the new nationwide network to John A. Palmer, son of a former Birmingham mayor, Ray A. Palmer, in Pittsburgh, Pa.
 At the time, Birmingham had about 17,500 telephones. Albert H. Warner, then manager here for the Michigan Bell Telephone Co., said "Progress will be made in extending customer long distance dialing during the next ten years toward the ultimate objective of enabling any customer to dial a call across the continent as easily as he now dials his neighbor's telephone across the street."
 Today Birmingham telephone users can dial 80,000,000 telephones in the continental United States and in ten Canadian provinces.
 Eighty per cent of Michigan Bell's customers also can dial directly to almost all telephones in Michigan and the United States having seven digit numbers.
 Robert L. Kilpatrick, present manager here for Michigan Bell, said that in the past decade the number of long distance calls has doubled, and nearly half of them are dialed by customers.
 Birmingham today has more than 40,000 telephones, including nearly 18,800 extension phones. The number of extension phones alone exceeds the total number of 17,500 telephones ten years ago.
 Telephone users in Birmingham dialed more than 5,500 long distance calls a day last year in addition to the 200,000 local calls a day.
 For the figure fibers, Kilpatrick said 2.6 quadrillion different connections are possible for each Birmingham phone user to reach any other telephone. Written out, that's 2,600,000,000,000,000 connections.
BIRMINGHAM NEWS OF BUSINESS

Evans Named Resident Joins To New Post At Briney Co.

William J. Evans, 5720 Bloomfield Glen, W. Bloomfield Township, has been named executive vice president of Briney Manufacturing Co., a subsidiary of Goddard & Goddard.
 Evans has been employed as a research technician with Minnesota Mining & Manufacturing; a design and application engineer with Metallurgical Products Department of General Electric and as a Carbide ad Design Engineer with Process Development Section of General Motors.
 Since joining Goddard & Goddard in 1955 he has been in the Manufacturing Engineering Department first as a process engineer and then heading up the Manufacturing - Engineering Department. Presently he is a member of American Society of Tool and Manufacturing Engineers, vice president of the Detroit Council of Industrial Management Clubs.
 The appointment of Charles H. Ashton to the position of district manager in the Detroit zone has been announced by Lee N. Mays, general sales manager of Cadillac Motor Car Division.
 As manager of the northern Michigan district, Ashton succeeds John N. Dreystadt who has been transferred to Cadillac's new Cincinnati zone.
 Ashton, 20250 Coryell, Beverly Hills, has been business management representative in Detroit since the opening of this zone in January, 1962. He worked also at Cadillac's factory branch in Detroit as a new and used car salesman and as a service salesman. He joined Cadillac in 1948 while he was a student at General Motors Institute.


Cadillac Promotes Charles H. Ashton

Bel-Air Pools, Inc.
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Controller Post Goes to Benton

Philip E. Benton Jr., 487 Arlington Drive, Birmingham, has been appointed as an assistant controller of Ford Motor Co.
 A native of Charlottesville, Va., Benton earned a bachelor of arts degree at Dartmouth College in 1962 and received his master of business administration from Dartmouth the following year.
 He joined the Ford finance staff as a cost analyst in 1963 and was a pricing analyst and scheduling section supervisor before being appointed programming manager in 1960.

"Thought for the Day..."
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SUN LIFE ASSURANCE COMPANY OF CANADA

Page THE B'HAM ECCENTRIC 3-E Nov. 21, 1963

MRS. CLARK DR. STRONG

Twp. Residents Take Part in Dental Meeting

Two Bloomfield Township residents will be taking active parts in the 22nd annual dental review sponsored by the Detroit District Dental Society, Nov. 24-26.
 Mrs. Murray A. Clark, 4029 Country Club Drive, president of the dental auxiliary, has announced her organization will be host of the hospitality room during the congress and exposition.
 DR. OLIVER M. Strong, Jr., 1564 Sodon Lake Drive, has been named chairman of the University of Michigan luncheon committee.
 The three-day conference is expected to draw more than 2,900 practicing dentists from Michigan, the mid-west and Canada.

Local Realtors Honored in NY

Hall & Young, Inc., Birmingham Realtors, have been cited for outstanding service to the real estate profession by the National Institute of Real Estate Brokers, meeting in New York City.
 The award was given to Hall & Young for presenting a display of 110,000 square-foot K-Mart center for the S. S. Kresge Co. at the southwest corner of Maple and Stephenson Bluffs in Troy.
 Chamberlain Real Estate and Snyder, Kinney & Bennett were also honored at the convention.

Area Realtors Return from Convention

The Birmingham Real Estate Board was well represented at the National Association of Real Estate Boards convention in New York City last week.
 Among the local realtors attending were Bette Atherhold, Margaret DeNador and Rae Reynolds, Mac Roock, Inc.; Mary Bortwick, Dennis Knight and Betty Rohn, Chamberlain Real Estate; Mr. and Mrs. James Gillon of J. L. Gillon Real Estate.
 Owen and Philip Hall, Sally Alta and Nell McGooagan, Hall Young, Inc.; Robert Keating of Fred Pierce, Inc.; Elliott Kinney, Snyder, Kinney & Bennett and Ralph Manuel and Peggy Russell, Weir, Manuel & Snyder, Inc.
 Owen Hall and Sally Alta acted as moderators on two of the convention's panel discussions. Robert Keating, vice president of the Birmingham Real Estate Board, acted as the group's official representative.

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B'ham Family Wins Prize in Nat'l Contest
 John L. Elliott, 692 Henrietta St., Birmingham, has taken second place in a national contest conducted by Flick-Reddy Corp., Bensenville, Ill., to introduce its new line of air valves.
 Elliott, a production supervisor for Die Industries, Inc., Hazel Park, earned a stereo photograph for his runner-up entry. Top prize was an all-expense paid trip for two to Hawaii or London-Paris.
 Elliott is also a freelance writer and photographic artist.
 Flick-Reddy is the world's largest manufacturer of machine tool grade air and hydraulic power cylinders.

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 It's the modern way to get not only peace of mind preventive protection but also immediate control... and let's face it—even in the most spotless homes, these pests are facts of life.
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