

Advertising Amazes Visiting Scotchman

"American newspapers place too much stress on display advertising and give too little room to editorial matter," with this comment, Thomas Beggs, retired advertising man from Aberdeen, Scotland, summed up his first impression of the American press.

The genial Scot, who, until just recently had been an advertising representative for the Aberdeen Peoples' Journal and his wife are visiting Mrs. Beggs' sister-in-law, Mrs. Margaret Smith at 937 Pierce.

The Beggs arrived in the United States on their first visit here September 7, spent a few days visiting friends in Montreal, Quebec, Canada, and came to Birmingham the first part of last week.

They hope to spend at least five months here renewing acquaintances with friends and relatives both in the U. S. and in Canada.

"Unfortunately we depend entirely on the hospitality of our friends here," Beggs stated. "Our government only allows us to take five pounds each with us no matter how long we expect to visit outside of our country."

When he exchanged his money Thursday morning at the Birmingham National bank the teller handed him \$13.69 for his five pound note.

Beggs agreed with most Europeans who visit the U. S. for the first time when he commented that living is so much faster here than in any other country he had ever visited.

But he likes the modern conveniences and believes the American people are a "friendly people."

Certainly Mr. Beggs is a friendly person.

AFTER EXCHANGING his money he walked into The Eccentric to see how American papers are published. He was impressed with the modern equipment used in newspaper publication here.

In addition to his statements concerning the emphasis placed on display advertising in American papers, Beggs' only other observation was that our papers were too "bulky."

"I don't see how you people find the time to read everything in your papers," he said.

"In Scotland," he furthered, "our advertisers depend almost entirely on small classified ads to get their message to the reader. Few have money enough to even think of display ads."

Newspaper work was a life-time job for the soft-spoken Scotchman. His career in advertising copy writing began with the Aberdeen Press and Journal where he spent nine years. From there he joined the Aberdeen Peoples' Journal where he stayed 44 years until his retirement four months ago.

THE JOURNAL is Scotland's largest weekly paper with nine editions published for nine counties, he reported.

"My 44 years at the paper is not considered unusual in Scotland. Many employees work between 50 and 60 years for the Journal," he stated.

For his picture Friday morning he put on what he called the "Yankee uniform." But he added that the brown slacks and brown sport shirt was very comfortable.

The first trip the Beggs have planned is a trip through the Smoky Mountains this coming week-end.



MRS. MARGARET SMITH MRS. BEGGS THOMAS BEGGS
"American newspapers are too bulky" (Eccentric Photo)

Oakland Delegates To Attend Medical Society Sessions

Five Oakland County doctors of medicine will serve in the House of Delegates when members of the medical profession meet in Detroit September 27 through October 1 for the 1954 Annual Session of the Michigan State Medical Society.

Elected as Delegates from the Oakland County Medical Society are: Otto O. Beck, M.D., Birmingham; P. E. Sutton, M.D., Royal Oak; J. M. Markley, M.D., H. A. Furlong, M.D., and E. B. Cudney, M.D., of Pontiac.

The House of Delegates, legislative and policy-making body of the Michigan State Medical Society, will hold its deliberations on Monday and Tuesday, September 27 and 28, the first two days of the five-day session. State and national issues bearing upon the health and physical welfare of the citizens of Michigan will be among the important matters on the House of Delegates agenda.

One-Payment Walk

The special assessment district for the Graefield-Eton sidewalks has been confirmed by Birmingham city commissioners, with one payment. The walks will be on the west side of Eton road from the north line of Graefield Terraces to the northern city limits, and on the east side of Graefield, from the terraces north to the city limits.

HELP STAMP OUT *pee*
YOUR COMFORT CONDOM
Waterbury CAN DO IT IN YOUR HOME
NORTHERN HEATING SERVICE
MI 4-4860

WALTER F. WOLFE, 31560 Pierce, Southfield township, Manager of the Methods and Procedures Division, Burroughs Corporation, since its inception in 1916, has been appointed Controller of Haydu Brothers, Burroughs newly acquired subsidiary in Plainfield, N. J. according to Kenneth C. Tiffany, vice president of finance. Wolfe joined Burroughs in Houston as a sales trainee in 1935. He became a sales representative in 1936 and in 1942 was transferred to governmental work in Washington, D. C. Early in 1946 he was appointed to the Home Office sales promotion staff and later that same year was named to his divisional post.

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2-Hour Free Parking
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solves your decorating problems
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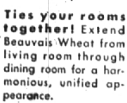
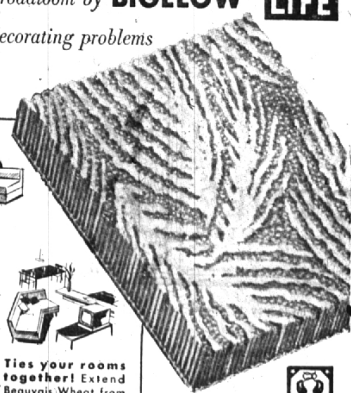
Makes a small room look larger! Create a feeling of space by using Beauvais Wheat wall-to-wall and painting walls to match.



Brightens your dark rooms! A luxurious sweep of Beauvais Wheat in a rich, vibrant color is like extra sunshine in your room.

Famous Beauvais by Bigelow in the lovely Wheat pattern is the perfect carpet for "problem" rooms. The graceful wheat design is sculptured in two levels of deep, dense pile. This luxurious self-tone broadloom is woven of 100% imported virgin wool... its lively pile has a special way of hiding soil, foot and scuff marks.

Come in today... see how Beauvais Wheat can solve your decorating problems.



Ties your rooms together! Extend Beauvais Wheat from living room through dining room for a harmonious, unified appearance.

BIGELOW ROOM-SIZE RUGS

27" x 54"	\$12.85	9' x 16'6"	\$180.65
27" x 9'	\$24.65	9' x 18'	\$196.00
27" x 12'	\$32.85	9' x 21'	\$229.95
9' x 6'	\$15.70	12' x 12'	\$175.00
9' x 7'6"	\$82.00	12' x 13'6"	\$197.00
9' x 10'6"	\$115.00	12' x 15'	\$219.00
9' x 12'	\$131.00	12' x 16'6"	\$241.00
9' x 13'6"	\$147.85	12' x 18'	\$262.75
9' x 15'	\$164.25	12' x 21'	\$306.50

OR CARPET BY THE YARD

\$10.95 sq. yd.

Harold B. Brown

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