

Captivating Frills for Spring!

# RESGE'S

RUFFLED Sissy" Laces

3/4" to 11/4" WIDTHS

Add the Sissy touch to ...

blouses resses

anklets gloves ties hats skirts

Already ruffled, takes only minutes to add to any part of your Spring costume!
Many styles and patterns
to choose from, in cotton
or nylon. Val, teneriffe, alencon, and ribbon-insert laces - crisp, fresh, each with a beauty of its own!

W MAPLE AT HENRIETTA

S. S. KRESGE COMPANY

## May 9, 1957 B'ham Over Nat'l Avg. In Automobile Spending

NEW YORK, MAY 3—Among residents of Birmingham, the automobile continues to hold a place of great importance in the family budget. The local picture, according to a nationwide study of consumer spending, shows expenditures for cars, other automotive equipment and supplies to be running at the rate of \$82,990,000 a year.

The size of this outlay, locally, stations for gas, oil, repairs and become in everyday life. It represents 39.2 percent of the total amount spent in all the retail amount spent in all the retail. This compares with only 26.8 percent in the United States as a whole and with 27.7 percent in the East North Central States.

IN TERMS OF the individual family, the average amount depends and the control of the providence of the pr

ales, which were not reported in the survey.

This compares with only 26.5 the survey.

The prevent in the National States as a survey of the survey.

INCERASINGLY. people have come to rely upon the car to get them to work, to school and to the stores. In the suburbs and in rural areas, egh more so than in the cities, if he more so than in the cities of the sum of of the sum

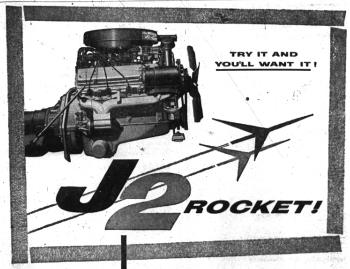
Nearly everyone comes back again to

BIRMINGHAM'S SENIOR REALTORS

MAX BROOCK INC.

MI 4-6700







YOU WANT IT!

Here's the secret of its greater gas mileage. In the J-2 Rocket a single two-barrel carrureter serves the engine, at peak efficiency, or all your ordinary power needs.



All three corburators (six barrets) go into action, automatically, whenever the occasion demands. Push your foot to the floor, and have extra safety power on top to whisk you up the steepest grade, or out of the path of danger. Here's alert action for added safety in any driving situation!

OLDSMOBILE NOW OFFERS YOU THE MOST EXCITING NEW ENGINE DEVELOPMENT SINCE THE FIRST HIGH-COMPRESSION POWER PLANT!

Greater economy for all normal driving! A greater reserve of extra safety power for the exceptional situation! That's why Oldsmobile's new J-2 Rocket Engine\* is like two engines in one. And you, the driver, are in complete control of how you want to travel. For practically all driving needs you enjoy the fuel-saving economy of a single carburetor. Or, a touch of the accelerator past the three-quarters mark will

bring two additional carburetors into use. This gives you gas-saving performance over a 50 percent broader operating range plus a reassuring reserve of power that means added safety. If you have not already tried the J-2 Rocket, your nearby Oldsmobile Dealer in-vites you to come in for a drive soon. Be his guest for a J-2 test. You'll find it is a totally new and wonderful driving experience.

SMOB

### **BUSINESS BRIEFS**



DOES IT BITE?—"No, not even the pocket book," says Mrs. Robert Ritter (right) of the unusual wine-cooler she is showing Mrs. W. R. Spencer (left) and Barbara Catto in her new store," "Unusuals," located at 150 W. Maple. Note the clock in the background.

#### New Store Goes Modern

It would be difficult to find a store in the city of Birmingham with more interest to the browsing shopper than the exciting little shop at 150 W. Maple road, appropriately maned "Unusuals."

The store features exclusively contemporary but unusual objects of use and amusement to the shopper with a yen for the mostern of the mostern per with a yen for the mostern of the store. From mobile-like hanging chandleiers to weird long-necked california rectwood "giraffes", the islanding the store offets non amusing thing after another.

after another.

UNUSUALS features a wide assortment of imports, such as Norwegian glass, Danish Rafaware and Italian ceramics.

California studio designs, brass and copper utensils, Glidden pottery and walnut and wrought iron

#### More Direct Dial B'ham Residents

B'ham Residents

All Birmingham telephone users now are dialing direct to more telephones, bringing the new total and the second of the second

#### BIRMINGHAM

#### CAMERA SHOP

168 So. Woodward Phone Midwest 4-0510 You Don't Know Cameras -Know Your Dealer

19TH YEAR SERVING BIRMINGHAM











MANUS SERVICE HARPENING

3116 N. Woodward, Royal Oak Between 12 & 13 Mile Road



4 HOUR SERVICE

WE GIVE

**GREEN STAMPS** 

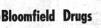
**QUALITY DRYCLEANING** LARGE PARKING LOT **NEXT TO BUILDING** 



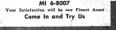
\* WOODWARD AT ADAMS RD. \* WEST MAPLE AT CRANBROOK RD.







6445 Telegraph Rd. at Maple MI 6-8007













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