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Captivating Frills for Spring!

KRESGE'S

RUFFLED "Sissy" Laces

¾" to 1½" WIDTHS
25¢ TO 39¢ YD.

Add the Sissy touch to... blouses, sweaters, dresses, lingerie, 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, teneiffie, alencon, and ribbon-insert laces—crisp, fresh, each with a beauty of its own!

W. MAPLE AT HENRIETTA
S. S. KRESGE COMPANY

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 \$32,900,000 a year.

The size of this outlay, locally, shows how necessary the car has become in everyday life. It represents 39.2 percent of the total amount spent in all the retail stores.

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.

INCREASINGLY, 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, even more so than in the cities, it has become almost indispensable. Frequently, it is the only mode of transportation available.

The expanding use to which it is being put has benefited business in Birmingham. Just how much it adds up to locally is seen in data released by Standard Rate and Data service for the fiscal year ending July 1, 1956.

Sales of new and used passenger cars, motorcycles, motorbikes and accessories came to \$29,192,000 in the year. The receipts at filling

stations for gas, oil, repairs and incidentals were an additional \$3,708,000. The grand total, \$32,900,000, is exclusive of truck sales, which were not reported in the survey.

IN TERMS OF the individual family, the average amount spent in the year, determined by dividing the dollar total by the number of local families, was \$4,600.

This was a bigger outlay than was made, on the average, in the United States, \$1,030 per family and in the East North Central States, \$1,125.

With the great majority of the American people determined to possess cars and to drive them, frequently at the same time, the future it conjures up is fantastic. By 1975, motor cars are expected to show an increase that is twice as great as the population increase, which will be big in its own right. The 1975 forecast: car registrations, over 100 million, a gain of 61 percent; population, 215 million, a gain of 27 percent.

Nearly everyone comes back again to

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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 in the browsing shopper than the exciting little shop at 150 W. Maple road, appropriately named "Unusuals."

The store features exclusively contemporary but unusual objects of use and amusement to the shopper with a yen for the modern and the different.

From mobile-like hanging chandeliers to weird long-necked California redwood "giraffes", the store offers one amusing thing after another.

"UNUSUALS" features a wide assortment of imports, such as Norwegian glass, Danish Rafawara and Italian ceramics. California studio designs, brass and copper utensils, Glidden pottery and walnut and wrought iron

More Direct Dial Possibilities for B'ham Residents

All Birmingham telephone users now are dialing direct to more telephones, bringing the new total to almost 25-million, in Michigan and across the country after 2:01 a.m., Sunday (April 25), according to Albert H. Warner, manager here for the Michigan Bell Telephone Company.

Grand Rapids, Holland, Kalamazoo, and Traverse City are among the Michigan cities added to the growing list of communities accessible by direct distance dialing.

At the same time, additional out-of-state points also were added. They include Phoenix and Tucson in Arizona; Belleville, Illinois; St. Louis, Missouri; Memphis, Tennessee; and Madison, Wisconsin.

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Only a reel type mower can give you the feeling of complete satisfaction that goes with a beautiful lawn. And for the finest in reel type mowers you can't beat the Jacobsen Manor. Rear wheel drive lets you get up close for trimming around flower beds or under overhanging shrubbery. Riding sulky can be attached for extra comfort and faster mowing.

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ECONOMY WHEN YOU WANT IT!
Here's the secret of its greater gas mileage. In the J-2 Rocket a single two-barrel carburetor serves the engine, at peak efficiency, for all your ordinary power needs. You choose your own kind of performance—you're in economy range up to ¾ throttle. Yet you enjoy famous Rocket action all the way.

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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 invites 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.

*Optional of extra cost on all Oldsmobile models.

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