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"BEA" SAWTELLE AND CLIENT Offers Modern-Antique Contrast

Bea's Gay 50's, a new beauty center at 314 Pierce street, offers friendly, personalized service in a mid-Victorian setting.

Coffee is served free to customers.

There is a pleasant contrast of the new and the old in Bea's latest floral, wallpaper, silk curtains and burgundy rugs cast rose reflections in four glistening Speed-King combination drivers.

"Bea" Sawtelle is the style-specialist at the quaint establishment, bringing with her 30 years of experience in the field.

She pointed out various antiques and dangled with pride upon the latest addition to the establishment—a chaise longue, Niagara vibrator health-chair for facials, arthritis and poor circulation.

Her husband Darwin, a tool engineer, revealed that Mrs. Sawtelle's services are demanded everywhere by a select clientele in Marshall, Mich.

Antiques in the home include a double-globe Victorian lamp and a purple velvet love seat.

In the reception room, where Mrs. Donald Groves doubles as receptionist and general manager, an antique brass chandelier, once lowered daily to snuff out a kerosene flame, is now pulled down only for bulb replacements or to satisfy the curiosity of customers.

Beginning Monday, "Paul" of Sax 5th Avenue, an expert hair-stylist, will be added to the staff.

Select Manager For Cargill Division

Avrel Mason, 1935 S. Bates, Birmingham formerly Chief Engineer of Cargill Detroit corporation, becomes General Manager of a new Division formed to handle engineering, manufacturing, and operation of all automatic gaging and size controls. He is succeeded as Cargill chief engineer by Belding H. McCurdy.

Both new assignments became effective February 11, and the new division started functioning March 1.

Mason joined Cargill in April 1954, to take charge of the rapidly expanding engineering department. He had previously been specializing in machinery and missile servo-controls at the Bendix Research Laboratories in Detroit, Michigan. He is a graduate of Haverford College, and has done graduate work at several universities.

A native of Pennsylvania, Mr. Mason has also been engaged in gas turbine development at Detroit Turbine Co., and atomic power research at Fairchild Engine and Airplane Corporation at Oak Ridge.

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new blouses

by Ship 'n' Shore

It's time to pick a blouse . . . for two, or more . . . from our new arrivals. Actions, pinna cotton and rayons.

2.98 to 5.98

Easter

women's dark crepe in youthful half-sizes!

is for fresh . . . feminine . . . flattering fashions

Ah, Easter! A time to look your loveliest. So isn't it wonderful that new fashions for Easter are especially fresh-looking, feminine and flattering?

We welcome Easter . . . and you . . . with a cream-of-the-crop selection of all the newest and prettiest fashions. Come see, choose.

Sweaters

by Jane Irwill

Just the thing to spice your Easter wardrobe . . . Wools, banlon in cardigans and slip-over crew-necks.

6.98 to 8.98

Cool, duck and dramatic . . . this basic wardrobe marvel to wear now and right into summer. Mynette designed it rich rayon-acetate master-type crepe and sparked it with jewel-studded metalion trim on the white linen over-collars. And she designed it to FIT, without costly alterations! See this important dress now . . . choose from navy or black, sizes 12½ to 22½.

\$10.98

Gloves

by HANSEN

In the dainty, feminine mood of Easter fashion. Whites plus new colors in nylon and cotton. All washable.

1.98 to 3.00

Wallets

by PRINCESS GARDNER

Some with matching LIGHTERS, KEY CASES and CIGARETTE CASES.

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