

Friday, May 29

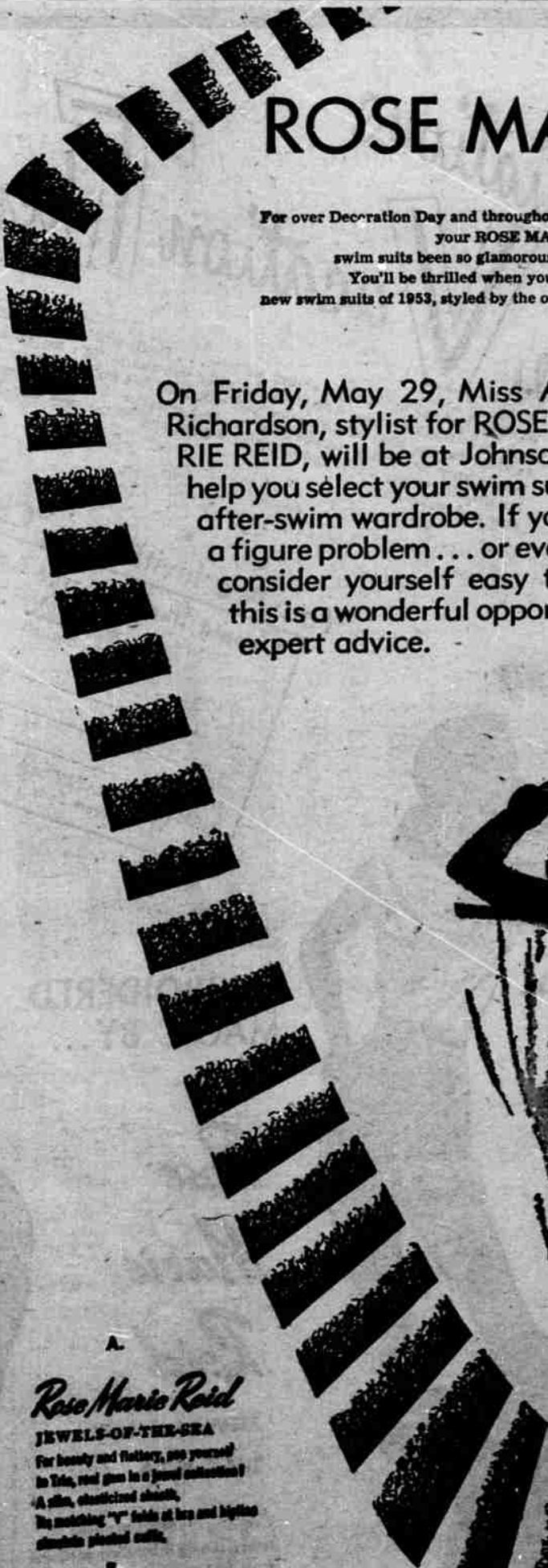
ROSE MARIE REID at JOHNSON'S

For over Decoration Day and throughout the summer, you'll live in your ROSE MARIE REID SWIM SUIT. Never before have swim suits been so glamorous, so figure-flattering, so wearable. You'll be thrilled when you see how you look in one of the new, new swim suits of 1953, styled by the one and only ROSE MARIE REID!

On Friday, May 29, Miss Alice Richardson, stylist for ROSE MARIE REID, will be at Johnson's to help you select your swim suit and after-swim wardrobe. If you have a figure problem . . . or even if you consider yourself easy to fit . . . this is a wonderful opportunity for expert advice.



Pictured above are just two styles from our glamorous ROSE MARIE REID COLLECTION.



Rose Marie Reid
JEWELS-OF-THE-SEA

For beauty and flattery, see yourself in this, and give in a jewel collection! A slim, elasticized sheath, the matching "Y" folds at legs and hips and double pleated cuffs.

Rose Marie Reid
JEWELS-OF-THE-SEA

"Wendell Morgan"—highlight of a brilliant new collection. Draped, lined and elasticized for uncomplaining figure fitting, it's the suit that cannot catch and ruin your LIFE called it "wonderful"!

Johnson's
The Store for Ladies 464 So. 1st