

## Opens Dress Shop



Rubye Pollard Reid, who will open an exclusive dress shop in the near future. See story on this page.

## Rubye Reid To Open Dress Shop Soon

Rubye Pollard-Reid who owns and operates the famous Flo-Ru-Mal Dress Shoppe with beauty salon in Dallas, Tex., which is nationally reknown for its distinctive women's wear, is equipping the building at 5506 Central avenue for a similar business which will be without exaggeration the finest of its kind ever to be operated on Central avenue.

Streamlined in architecture, the store will be the last word in modern equipment and will carry a complete line of women's wear as well as house a futuristic beauty salon. New in this shoppe will be the fast growing "exercycle" which women are acclaiming every day as the answer to "keeping that girlish figure."

Besides being considered one of America's style experts and best dressed women which make her selections of merchandise always advanced and outstanding, Mrs. Reid is considered one of the nation's most astute business women and will be able to dress Los Angeles women fashionably and at the same time at prices so reasonable as to be unbelievable.

In charge of the beauty salon will be Mrs. Mamie D. Adams, whose reputation as a cosmetologist is without a peer. Angelenos are offered a prize of a beautiful silk dress for the person naming this shoppe on or before Wednesday, August 2. The shoppe will be opened for inspection Monday, July 31. Further details will be found on page 7.