

# J.C.PENNEY CO.

## Economies

That Will Appeal  
to the Thrifty  
Shopper



A Definite Thrift Event!

## Chic Frocks

\$6.90 and \$9.90

For Women :: Misses :: Juniors

One of our most notable January offerings is to be found in these groups of delightful dresses at the J. C. Penney Company prices, \$6.90 and \$9.90. Satins and dull crepes—in sophisticated black, youthful browns, and gay bright tones. Many types—for many occasions.

### PERSONAL

Mr. and Mrs. C. O. Lauritzen left this morning for Los Angeles where they expect to spend a few days. While there they will purchase new furniture, and upon their return will move into the attractive home recently completed by C. E. Pembroke on his Seventh street property.

W. R. Bracken expects to go to Salt Lake City on business.

"Diamond Field" Jack Davis is registered at the Hotel Nevada.

Oscar Bryant, who has been spending the holidays here, is returning to Reno to be on hand Monday morning for the opening of the University.

Jake Von Tobel returns to Santa Clara College after vacationing with his parents, Mr. and Mrs. Ed Von Tobel.

Miss Violet Oppedyk expects to reenter the U. of N. Monday morning after spending the holidays here with her father and mother.

James W. Squires, Louis Allen and A. Ramirez of Marysville, California, who have been in Vegas for the past week, left this morning.

C. C. Boyer returned from Tonopah last evening where he has been for the past several days.

Mrs. Thomas Williams who has been ill for several weeks, is again at her desk in the highway office.

Mr. and Mrs. F. F. Garside and daughter, Miss Virginia, and son, Sherwin, arrived Thursday evening enroute to Tonopah from Los Angeles where they have been spending a short vacation. Miss Virginia will continue on to Reno from Tonopah where she will begin her second semester at the University of Nevada.

Miss Virginia Horsey, who spent the holidays with her parents, Judge and Mrs. Chas. Lee Horsey is returning to Reno to continue her studies at the U. of N.

Miss Cecile Dotson is among the students returning to the University after spending the Christmas vacation with her parents, Mr. and Mrs. J. N. Dotson.

**FIND NEW GEM DEPOSITS**  
MURMANSK, Russia, Jan. 5, (AP)—Discovery of deposits of "colored" precious stones in Kola Peninsula, North Russia, is announced by a geological expedition of the Academy of Sciences of Russia. A closer survey will be undertaken in the spring of 1929.

Mr. and Mrs. Al Moser and three little daughters who spent the holidays with Mrs. Moser's mother, Mrs. Charles P. Ball,

### SOCIETY

Mr. and Mrs. A. W. Ham were host and hostess Thursday evening when they entertained with a delightful bridge dinner. Prizes were won by Mr. and Mrs. Will Beckley and Mr. and Mrs. Harley A. Harmon. Guests included Mr. and Mrs. A. E. Cahlan, Mr. and Mrs. Will Beckley, Mr. and Mrs. Harley A. Harmon, Dr. and Mrs. Roy W. Martin, Mr. and Mrs. J. T. Watters, Mr. and Mrs. C. E. Pembroke, Mr. and Mrs. Roscoe W. Thomas, Dr. and Mrs. F. M. Ferguson, Mrs. John H. Lightfoot, Mrs. F. R. Hudson and Mrs. James Cashman.

Mrs. James Cashman entertained with an informal tea yesterday afternoon, honoring Mrs. Ben Stromer of Kingman, who is the house guest of Mrs. Frank Gusewelle. Those bidden for the afternoon were Mesdames W. N. Schuyler, Frank Gusewelle, A. W. Cahlan, Roscoe Thomas, C. P. Squires, W. R. Bracken, W. E. Ferron, R. W. Martin, J. T. Watters, J. H. Lightfoot, C. E. Pembroke, C. C. Boyer, J. R. Hemphill, Will Beckley, and Helen Henderson.

Mrs. W. L. Scott entertained the members of her bridge club yesterday afternoon with a bridge luncheon.

Mr. and Mrs. A. E. Cahlan entertained at dinner last evening, the affair being in the nature of a family reunion. Guests were Mr. and Mrs. A. W. Cahlan, of Reno, Mr. and Mrs. W. N. Schuyler, Mr. and Mrs. J. M. Heaton, Miss Maud Frazier, Miss Marianni, Miss Adams and Mr. Donald Schuyler.

### MARRIED

#### MARRIAGE LICENSES ISSUED

BRO-SMITH: Adolph, 39, and Ruth B., 26, both of Salt Lake City.

MCCRACKEN — CORNELL: George, 28, and Esther Bennet, 28, both of Los Angeles.

NELSON-PEIFFER: LeRoy, 39, of Los Angeles, and Nettie, 29, of Hempstead, New York.

SARGENT-PETERSON: Thomas S., 26, and Audrey Mae, 26, both of Las Vegas.

JOHNSON-BURNS: A. Giles, 49, and Marguerite Bertha, 31, both of Los Angeles.

FITZWATER-KNOTT: George Raymond, 26, of Los Angeles, and Sela Evelyn, 19, of San Pedro.

SLATE-MYERS: James C., 50, of Salt Lake City, and Margaret A., 46, of Los Angeles.

MALLORY HATS  
CROSSETT SHOES

HENDAN SHIRTS  
GRAYCO CRAVATS



WILSON BROS.  
UNDERWEAR

INTERWOVEN  
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The Very Latest

and

The Very Best

MERCHANDISE KNOWN THE WORLD OVER AS THE  
VERY BEST IS BROUGHT TO YOU IN THE VERY LATEST  
FASHIONS.

# Thomas

QUALITY SHOP



## TWO FOR THE PRICE OF ONE

### "IMPOSSIBLE!"

said a woman who looked at one of our up-to-the-minute fashion models. She Meant THE PRICE.

Yes, that's the point. **LOW PRICE** and **REAL QUALITY**.  
Low Overhead, Rapid Sales Turnover. That's the reason we  
can sell to Las Vegas women dresses that sell for twice as  
much in Los Angeles or Salt Lake City.

**\$24.75 - \$18.75 - 16.75 values as Low as \$10.00**

## Real Tailored DRESSES

# NEVADA SMART SHOP

NEVADA HOTEL BUILDING ON MAIN ST.

