

HOLLYWOOD SHOPPE CELEBRATES FIRST ANNIVERSARY WITH BIG SALE

Celebrating its first anniversary, the Hollywood Style Shoppe at 313 Fremont, is planning the largest sale since its advent in Las Vegas, a year ago tomorrow.

The rise and growth of the Hollywood Style Shoppe in this city has been declared by observers to be typical of the rapid growth of this section of the new southwest. The shop opened May 9, 1931, with an 8 by 20 foot space in the rear of the Metro Store.

Almost immediately the business handled by the tiny shop began to double and redouble. By autumn it became obvious that the shop would have to expand to larger quarters.

Space was then obtained in the Ham building, most modern and new in the city. Special fixtures, unusual decorating were features

of the new home of the Hollywood Style Shoppe when it moved to these new quarters on December 1, 1931.

The four months since that time have been a repetition. Several new lines of frocks and gowns were added to the stock. Shoes and unusual lingerie were then included. At present the store offers a complete and strictly smart line of women's clothing and shoes.

C. Bain, owner and proprietor, yesterday wished to express, through The Age, his appreciation to the people of Las Vegas for the splendid patronage they have given his establishment in the year it has been in this city. He added that the Hollywood Style Shoppe promises its patrons the best merchandise during its coming year in Las Vegas.

PERSONAL PARAGRAPHS

FROM SEARCHLIGHT

Dick Arnold and Bert Mizer of Searchlight spent yesterday here on business.

OVERTON TRIP

Mr. and Mrs. Glen Jones will spend today at Overton visiting relatives.

BACK FROM MINE

J. H. Lloyd returned Saturday afternoon from Goodsprings, where he spent a week on mining business. Mrs. Lloyd remained in Goodsprings with her folks and will return about Saturday.

MRS. WATKINS BETTER

Mrs. Watkins, mother of Mrs. A. C. Delkin, who has been confined to her home for the past several weeks on account of illness, is sufficiently improved to be about once more.

BACK FROM ELY

Mr. and Mrs. C. J. Hudgens of Searchlight returned yesterday from Ely, accompanied by their daughter, Mrs. L. G. Murphy, and daughter, of the copper camp, who will visit their parents and grandparents.

TO VISIT BROTHER

W. E. Balcom, San Bernardino attorney and brother of Dr. Balcom of the Las Vegas hospital, arrived in this city last night for a week-end pleasure trip.

SON BORN

A son was born to the wife of Thomas N. Lord in Los Angeles yesterday. Mrs. Lord was the former Iona Jurden. Her mother, Mrs. Etta Hitt of Las Vegas, will leave soon to greet her new grandson.

LEAVES HOSPITAL

Mrs. J. F. McGrath of Boulder City was able to leave the Las Vegas hospital where she has been confined for several days, and return to her home yesterday.

MISS OLSON RECOVERS

Miss Irene Olson, who has been seriously ill with spinal meningitis, is some better and a complete recovery is expected, according to attending physicians.

VISITING HERE

G. Arthur Fayle, accompanied by his wife and children, visited his mother, Mrs. O. C. Boggs, in Las Vegas Saturday. The Fayles plan to leave for their home in Delano, Calif., today.

BACK FROM L. A.

Mr. and Mrs. M. W. Davis have returned from Los Angeles, where they spent the past ten days on a combined pleasure and business trip.

TO LIVE HERE

A. D. Hopkins has returned from Boulder City, where he has been employed for the past several weeks. Hopkins expects to remain in Las Vegas indefinitely.

FROM LOS ANGELES

Mr. and Mrs. Charles Young and daughter Jane, arrived in Las Vegas yesterday afternoon and will spend Sunday visiting with Mrs. Young's parents, Mr. and Mrs. H. R. Smith of this city. They will return to their home in Los Angeles on Monday.

GO TO BUNKERVILLE

Mrs. Mina Stewart and daughter Helen, accompanied by Mrs. Laprelle Neale, Mr. Lee Waite and Mr. Austin Hunt, left Saturday afternoon for Bunkerville, where they will spend Mothers' day with their parents, returning to this city Monday evening.

RETURN HOME

Mr. and Mrs. L. E. Healy returned home this morning after spending the past several days in Los Angeles on a combined business and pleasure trip.

LEAVE FOR COAST

Mr. and Mrs. Jack Stewart of Riverside, are leaving tonight for their home after spending the past week at the home of Mrs. Margaret Farnsworth, their mother, who has been seriously ill with heart trouble. Mrs. Farnsworth is greatly improved and plans to journey to California within the next ten days.

FROM ARDEN

Miss Leona Kramer and Judy Cummings, Arden teachers, visited in Vegas yesterday.

ADMISSION PRICE AT EL PORTAL CUT

The Management of El Portal Theatre announces a reduction in admission prices on Tuesday & Wednesday nights from 25 and 60c to 15 and 45c. All Matinee prices except Saturday will be reduced from 20 and 45c to 10 and 35c. Children's admission on Sunday and Monday nights and Saturday Matinee is also reduced to 15c.—Advt.

DON'T FORGET... TODAY IS MOTHERS' DAY



As a Special Convenience To Absent-Minded "Children" We Are

OPEN TODAY TILL NOON

FLOWERS

TELEGRAPHED ANYWHERE IN AMERICA

LAS VEGAS FLORIST

225 Fremont Phone 386



FIRST



ANNIVERSARY

OPEN EVENINGS DURING SALE

SALE

OPEN EVENINGS DURING SALE

STARTS TOMORROW, MAY 9, 10, 11, 12, 13 AND 14

ANNIVERSARY SPECIAL 500 DRESSES

Nothing Held Back—All To Go At FOUR LOW PRICES

\$7.95 VALUES PRINTS — CREPES

\$4.95

\$9.95 VALUES Chiffons, Prints, Shorts

\$6.95

\$14.95 VALUES Jackets, Cape Styles Sport Types, Polka Dots

\$9.95



\$16.50 And Up VALUES CREPES GEORGETTE

POPULAR PASTEL SHADES \$12.95

SKIRTS— All Colors \$2.95 Flannel — Crepe — Corduroy

SWEATERS \$1.95 ONLY 30 LEFT



CLEAN UP OF

200 PAIR of SHOES

FORMERLY SOLD UP TO \$6.95

CUT TO CLEAR AT

\$3.45

INCLUDING PUMPS, SANDALS STRAPS AND TIES.

This Consists Of 15 STYLES WITH A GOOD VARIETY OF SIZES



Sandals Galore!

250 PAIRS

All Leather Soles Suitable For Dress Wear

PRICE RANGE

\$1.49 to \$2.49

10 PER CENT DISCOUNT ON ALL SHOES NOT ADVERTISED

HOSIERY SPECIAL

42 GAUGE Silk to Top, Full Fashioned Picot Top All Shades

79c



200 PANAMAS

JUST ARRIVED

Specially Priced For Our ANNIVERSARY SALE 95c — \$1.95 — \$2.95 — \$3.95

HOUSE DRESSES 150 ONLY

CLEAN UP PRICE

NEW SUMMER STYLES

89c

\$1.49 VALUE

REDUCTION ON LINGERIE

SLIPS — French Crepe, True-Bias Cut—Lace Trimmed or Tailored

Peach White Pink \$1.89

Sizes 34 to 44 \$2.95 Values

DANCE SETS

French Crepe Lace Trimmed Or Tailored

\$1.79



3 Reasons Why You Should Have A Charles Permanent

1. Close to the scalp. 2. Longer lasting. 3. Does not need fingerwave.

ALL OTHER LINES OF BEAUTY CULTURE 313 Fremont Phone 317

CHARLES ART HAIRDRESSER

Hollywood Style Shoppe

313 FREMONT

PHONE 688