## HOLLYWOOD SHOPPE CELEBRATES FIRST ANNIVERSARY WITH BIG SALE

Fremont, is planning the largest these new quarters on December 1, sale since its advent in Las Vegas, 1931. a year ago tomorrow.

by 20 foot space in the rear of the clothing and shoes.

Celebrating its first anniversary, of the new home of the Hollywood the Hollywood Style Shoppe at 313 Style Shoppe when it moved to

The four months since that time The rise and growth of the Holly- have been a repetition. Several new wood Style Shoppe in this city has lines of frocks and gowns were add-been declared by observers, to be ed to the stock. Shoes and unusual typical of the rapid growth of this lingerie were then included. At pres-section of the new southwest. The ent the store offers a complete and shop opened May 9, 1931, with an 8 strictly smart line of women's

C. Bain, owner and proprieto:, Almost immediately the business yesterday wished to express, through handled by the tiny shop began to The Age, his appreciation to the double and redouble. By autumn people of Las Vegas for the splen-it became obvious that the shop did patronage they have given his would have to expand to larger establishment in the year it has been in this city. He added that the Space was then obtained in the Hollywood Style Shoppe promises Ham building, most modern and its patrons the best merchandice new in the city. Special fixtures, during its coming year in Las Ve-unusual decorating were features gas.

## PERSONAL PARAGRAPHS

FROM SEARCHLIGHT Dick Arnold and Bert Mizer of on business.

OVERTON TRIP Mr. and Mrs. Glen Jones will spend today at Overton visiting rel-

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

MRS. WATKINS BETTER C. Delkin, who has been confined to on Monday. her home for the past several weeks on account of illness, is sufficiently improved to be about once more.

ter, of the copper camp, who will evening. visit their parents and grandpar-

TO VISIT BROTHER

attorney and brother of Dr. Balcom geles on a combined business and of the Las Vegas hospital, arrived pleasure trip. in this city last night for a weekend 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.

Mrs. J. F. McGrath of Boulder •City was able to leave the Las Vegas hospital where she has been confined for several days, and re-

turn 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, and a series

to leave for their home in Delano, nights and Saturday Matinee is also Calif., today.

Mr. and Mrs. M. W. Davis have Searchlight spent yesterday here 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 re-Mrs. Watkins, mother of Mrs. A. turn to their home in Los Angeles

GO TO BUNKERVILLE

Mrs. Mina Stewart and daughter Helen, accompanied by Mrs. Laprele Mr. and Mrs. C. J. Hudgens of tin Hunt, left Saturday afternoon Searchlight returned yesterday from for Bunkerville, where they will Ely, accompanied by their daugh- spend Mothers' day with their parter, Mrs. L. G. Murphy, and daugh- ents, returning to this city Monday

RETURN HOME

Mr. and Mrs. L. R. Healy returned home this morning after spending W. E. Balcom, San Bernardino the past several days in Los An-

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 & Wed-G. Arthur Fayle, accompanied by 15 and 45c. All Matinee prices except Saturday will be reduced from



OPEN TODAY TILL NOON

TELEGRAPHED ANYWHERE IN AMERICA





# NERSA

**OPEN EVENINGS DURING 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 SKIRTS All Colors Flannel - Crepe - Corduroy

**SWEATERS** 

SHADES

ONLY 30 LEFT



CLEAN UP

200 PAIR of SHOES FORMERLY SOLD UP TO \$6.95

> **CUT TO CLEAR AT** \$9.45

INCLUDING PUMPS, SANDALS STRAPS AND TIES.

This Consists Of 15 STYLES WITH A GOOD VARIETY OF SIZES





150 ONLY CLEAN UP PRICE

Specially Priced For Our

NEW SUMMER STYLES

\$1.49 VALUE

200

JUST ARRIVED

# Sandals Galore:

250 PAIRS

All Leather Soles



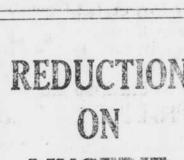
Suitable For Dress

Wear PRICE RANGE \$1.49 to \$2.49

10 PER CENT DISCOUNT ON ALL SHOES NOT ADVERTISED 1 3 SHOW

## HOSIERY SPECIAL

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



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

Peach White Pink

> Sizes 34 to 44 \$2.95 Values

DANCE SETS

> French Crepe Lace Trimmed Or Tailored



Reasons Why You Should Have A Charles Permanent 1. Close to the scalp. 2. Longer lasting. 3. Does not need fingerwave. BEAUTY

BEAUTY CULTURE Phone 317

Life Park

Hollywood Style Shoppe

313 FREMONT