

G. W. V. A. Voting Contest

Chens Popularity Contest Meets With Approval

Headquarters of the G. W. V. A. circus popularity committee have been busy ever since the first announcement of their unique popularity contest, answering letters and telephone calls from interested candidates and voters everywhere. This popular contest has caused great interest and received public endorsement and support quicker than even the most optimistic of the G. W. V. A. active committee ever expected. Already many of Newfoundland's best known ladies have entered the contest and received many votes. Interest will increase from day to day as the standing of contestants appears in the columns of this paper. The winner or most popular lady will receive a handsome diamond ring and the runner up or the lady to receive the next highest vote will receive a beautiful gold wrist watch and \$20.00 in gold will go to the third highest vote. Besides the prizes mentioned for the three leading candidates there will be many other worth while prizes offered and awarded to the leading ladies on different days during the contest.

Years who are wise will see to it to have all their votes credited early so that their candidate may share in the many conditional offerings from time to time. Ladies from all over Newfoundland are eligible to enter this contest and their names can be placed on the voting list by friends of either sex or even by other members of their own family.

The following well known ladies have been nominated by friends who are anxious to help them secure votes and win the contest or one of the many big prizes:

- Miss Jean Dicks
- Miss Mary Tracey
- Miss Louise L. Smith
- Miss Kathleen Wiseman
- Miss Doris Stick
- Mrs. M. V. Kinross
- Miss Agnes Wiseman
- Miss May Furlong
- Mrs. W. B. Fraser
- Mrs. J. Shannon Cliff
- Mrs. J. McKeen
- Miss Helen Noonan
- Miss Margaret Firth
- Miss Belle Dunn
- Mrs. John Baxter
- Miss Dorothy Hobbs
- Miss Edith Hussey
- Mrs. E. M. Jones
- Miss Dorothy Haynes
- Miss Dorothy Esbary
- Miss Delia Blake
- Miss Mary Martin
- Miss Ellen Tobin
- Miss Margaret Dooley
- Miss Mary Waddleton
- Th. above, and other names with their respective standing will appear in these columns each day.

Bebe Daniels at the Majestic

"LITTLE MISS BLUEBEARD" WINS THE CROWN

Bebe Daniels in her second starring picture of Paramount's Justly-Famous Fort, "Miss Bluebeard," an adaptation of Avery Hopwood's Broadway stage success, "Little Miss Bluebeard," is supported by an ideal cast of players—a case true-to-type in every sense of the word.

The picture, which opened last night at the Majestic Theatre, was directed by Frank Tuttle. Townsend Martin wrote the screen play.

Raymond Griffith (remember him in "Changing Husbands") is a comedy role as the Hon. Bertie Bird who does his best to straighten things out for the star and other principals in this merry little marriage mix-up only to mess the things up all the more.

Robert Frazer is leading man opposite Miss Daniels. He has the role of a woman-hating young composer. He has met Colette (Bebe) only once in his life—and the second time she is introduced to him as his wife. What's it all about? That's where the laughs come in in "Miss Bluebeard."

Kenneth MacKenna, prominent stage actor, makes his screen debut in this production. He plays Larry's (Frazer) friend who is stranded with Colette in a small town railroad station and, posing as Larry, marries her. That's how the mix-up starts.

The picture also introduces Martha Madison to movie audiences. Miss Madison, a petite blonde, is cast as Lulu, one of Larry's most ardent admirers. Diana Kane, who started her career as the protegee of Bebe Daniels in "Sinners in Heaven" and "Dangerous Money," is also well cast.

Others include Lawrence D'Orsay, Florence Billings and Ivan Simpson, in a comedy butler characterization. "Miss Bluebeard" is a pleasing love comedy with Miss Daniels in a prominent role. You'll really enjoy this one.

To-night it will be repeated when other special attractions will be offered and Mrs. Baxter will reach St. John's already foretold in the Majestic advertisement.

NOW! FOR GREATER VALUES

AS NEEDS MULTIPLY.

The Store Emblazons its name with its advertising columns brimful of Savings too good to be overlooked.

FRIDAY, SAT. and MONDAY

DAY in and day out, week after week, from month to month, and year to year—this Store aims to sell the best in Merchandise at prices that are within keeping of the value-giving standard set by this Store.

You will therefore find it profitable and interesting to read our weekly bargain announcements. The kind of Service rendered by this Store begins as soon as the customer enters the store and is followed through step by step until the merchandise is delivered to their home.

And should any adjustment be necessary—our splendid Service comes again to the fore, assuring the same efficient attention as if a purchase were being made—TEST OUR SERVICE. Service as it is rendered here, makes for permanence; a Satisfied Customer. And we are dispensing this kind of Service every business day of the year.

New Arrivals in LADIES' Ready-to-Wear HATS

Some of the smartest shapes we have seen this Season—use to hand, styles and shades expressive of the latest trend in moderation of prices a noticeable feature.

- \$2.00, \$2.40, \$2.90



Tuxedo Sweaters 6.50 Regulars for 3.98

A SNAP!

A special closing-out line of Ladies' Black Tuxedo Coat Sweaters, trimmed with white front, girle and pockets, decidedly neat, comfortable and becoming, were \$6.50. A real snap—at their Sale Price \$3.98. Side Combs, plain and roll back, arm teeth. Reg. 40c. Friday, Saturday and Monday 29c.

Art Silks

38 inches wide, giving the loveliest you could buy for evening and party dresses; the following shades represented: Peach, Apricot, Jade, Saxe, Gold, Mauve, also White and Black and White and Purple. Reg. \$3.00 yard, Friday, Saturday \$1.75

65c. Reg. for 39c. "Velveto" and Fox Wools

Very beautiful quality Wools for knitting of crocheting. Hats, Scarves, Mitts, Booties, Ladies or Gentlemen's Vests, Full-overs, etc. Velveto can be brushed and made to resemble Velour. Fox has a high mercerized finish and can be used for embroidering. A Snap at 39c. \$3.98.

Household Specials

STAIR OIL CLOTHS—The best from English and Canadian makers, in White, Marbled and Floral designs. We are headquarters for good values in these. 16 inch, White back 29c. 18 inch, White back 35c. STAIR CARPETS—We have stocked some very pretty Stair Carpets, in standard widths, the quality of which is unusually good, all bordered patterns, the quality of which is unusually good, all bordered patterns, the quality of which is unusually good, all bordered patterns.

Glance at These VALUES

PILLOW CASES—Not the daintiest kind of Pillow Cases, showing beautiful, embroidered ends and hemstitched finish, delightful quality. Reg. \$1.28. Friday, Saturday and Monday \$1.28

TOILET TOWELS—Beautiful White, high guest Towels, showing embroidered motifs, scalloped ends, trimmed, an ornament to your guest room. Reg. 80c. Friday, Saturday and Monday, ea. 69c.

TAPESTRIES—A couple of pieces of 90 inch Tapestries go on Sale, medium and dark patterns, the quality is splendid. Reg. \$2.70. Friday, Saturday & Monday \$2.39

TABLE CLOTHS—Dainty White Damask Table Cloths, 54 x 54 size with hemstitched borders, these are excellent quality. Reg. \$3.50 each. \$3.30 Special \$3.30

CENTRES—Oval shape, beautifully embroidered White linen centres, with openwork, etc., and scalloped edge. Special, each 55c.

SERVETTES—22 x 22 size in soft White Damasks, hemmed ready for use. Reg. 55c. Friday, Saturday and Monday, each 29c.

Bloomers - Underwear - Combinations

Jersey Bloomers. Ladies' All Wool Jersey Bloomers, some with loose leg and fancy silk stitchings, others with elastic waist and knee, shades of Saxe, Navy, Grey, Taupe, Brown and White. Reg. \$3.60 pair. \$3.45 Special. Friday, Saturday and Monday \$3.45

Combinations. Ladies' Pileed Jersey Combinations, low neck, strap shoulder, and knee length, snug-fitting. Reg. \$4.90. Friday, Saturday and Monday \$4.49

Wool Jumpers. Ladies' plain and fancy Knit Wool jumpers showing neat Elton collar and tie, others with roll collar, long sleeves, with and without shade shades of Cherry, Putty, Copper, Saxe, Jade, Navy, Brown, Champagne and Grey. Our regular \$3.75. Friday, Saturday and Monday \$3.49

Underskirts. Ladies' Cream Flannel Underskirts, with two rows of tucks and fancy silk stitchings, splendid quality. Reg. \$3.70. Friday, Saturday and Monday \$2.49

Pantalettes. Children's Pantalettes in a nice warm Jersey make buttoned hips, and ankles, shades of Fawn, Grey, Brown, Black and White, assorted sizes. Reg. value for \$1.80. Friday, Saturday and Monday \$1.72

Stanfield's Underwear. For Misses, warm wool Vests and Pants, to fit 12 to 14 years, vests with high neck and long sleeves, pants ankle length, closed. It's the very best for such undergarments. Procure them! Reg. \$1.50. \$1.75 garment. Friday, Saturday & Monday \$1.50

Silk Scarves. Ladies' charming Knitted Silk Scarves, with long silk fringed ends, 54 inches long, 13 inches wide, great variety of fancy stripes. Our regular line at \$2.20. Friday, Saturday and Monday \$1.98

Feather Muffs. This Season's newest for Millinery purposes, in shades of Rose, Saxe, Jade, Flame, Copper, Royal, Tan and Brown. Reg. 50c. Friday, Saturday and Monday 32c.

THE MEN'S STORE

Slip-ons. Men's comfortable Wool Slip-ons, fit without feel, neck, sleeveless, giving just the comfort required without undue encumbrance. Camel and Brown and Brown and Camel mixtures. Our Special \$2.65

Pouches. Rubber lined Kid Tobacco Pouches, imitation Brown and Grey Crocodile, 2 dome fasteners, just think 59c.

Sweaters. Alpha Wool Sweaters, showing v neck, with contrasting trim on neck, cuffs and bottom, Oxford style, all wool, very distinctive. Special \$5.35

Velour Hats. Like a snappy Hat? A hat that particularly becomes you. Here it is. The very latest, your choice of assorted Greys and Fawns, Silk lined, the newest, best effect. Our Special \$7.35

Men's Caps. Our New Fall Caps are smarter than ever, this line looks particularly good, in light and dark shades, warm wool mixture, soft unbreakable peak, banded back. A great line of them. Special \$1.90

Wool Mufflers. All Wool, light weight Mufflers that every man should own, in Oxford stripes and Camel, Cocoa, Grey and Brown shades. Our Special \$1.45

Crepes Silk Ties. Ties that tie up well and look well. College stripes and small figured patterns, the colourings are rich and un-keeping with the new Fall tones. Special \$1.40

Boys' Caps. A great range of Boys' Tweed Caps has been reprinted for this week's Sale. newest shapes, banded backs, medium and dark mixtures, Navy serge as well. Dollar Caps and over. Our Special 79c.

BLANKETS Offer Special Value Here

Fleeced Blankets. Douanets with a soft warm feel. Just like wool; 66 x 80 size, Silk stitched edge, assorted coloured striped borders, Pink, Blue and Lavender. Those who have seen this line were delighted with the quality and the value. Just in! Reg. \$6.00 pair. Friday, Saturday and Monday \$5.65

White Quilts. 47 only White Essex Quilts, just the quality the housewife appreciates, a nice range of patterns to choose from, up to \$4.50 each. Friday, Saturday and Monday \$3.75

More Blankets. You make no mistake buying Blankets like these. 66 x 80 size, with beautiful soft wool like feeling, coloured striped borders large plaid patterns; 67 x 76 size. Reg. \$5.50. Special, \$5.25. The pair \$3.95

Black Satin Cushion Covers. Distinctive looking Black Satin Cushion Covers, embellished with Silk Tapestry centres; these we have thrown a line of Silk Tapestry Covers of great durability. Friday, Saturday and Monday \$2.35



FALL SHOES UNDERPRICED

Brogues. Ladies' Medium Shade Tan Brogue Shoes, excellent Fall footwear, possessing stability and comfort, nice heavy soles and low heel, leather throughout, perforated outline. Our Special \$7.59

Ladies' Shoes. Choice of nice Fall weight laced Shoes, in Black or Dark Tan, very neat footwear, low or Cuban rubber heel. Friday, Saturday and Monday \$3.75

Viel Shoes. Another very dainty line of Ladies Black Viel Kid Shoes with flexible sole, medium rubber heel. Our Special \$4.35

Tan Shoes. Tabbow Tan Shoes with perforated outline and Tan Silk bow, plain toe and rubber heel, comfort shape, great wearer. Our Special \$4.85

JUST LOOK! At These New Arrivals in Our Provision Store

Brand new fresh food stuffs, carrying with them the same sound values that people of this Country expect to find and do find at James Baird, Ltd.

Best English Marmalade—2lb. size—37c.

NEW JAMS. Remarkable for their richness of flavour and pronounced value.

STRAWBERRY, RASPBERRY. Black Currant Damson, Gooseberry, Red Plum, Green Gage, etc.

JELLIES. Pink's best English Jellies, Pure Gold Jellies.

COD TONGUES. Tinned, acknowledged delicious—try a tin.

TINNED SALMON—Selected brand.

TINNED RABBIT—Makes a good meal.

NORWEGIAN SARDINES—Reputable Brand, packed in olive oil.

Just Arrived—1, 2 and 3 Ply Felt. You will find our prices on these and our vast stocks of Provisions and Groceries reasonably low and worthy of your earliest consideration.

Misses' Dressy 12.50 Dresses 5.98

Extraordinary value in Serge and Fancy Silk Dresses for Misses from 16 to 18 years, 4 sleeve, girle and fancy buckel, others in Crepe de Chine with fancy Silk bodice and button trimmings, shades of Saxe, Navy and Fawn. were \$12.50. Special \$5.98

CASEMENTS—44 inch plain Cream Casement Cloths with a deep hemstitched edge, makes a dainty window trim. Reg. 55c. Friday, Saturday and Monday, the yard 59c.

CASEMENT CLOTH—37 inch Cream Casements with a double row of wide lace insertions and silk hemstitched edge, a very dressy Casement. Reg. 75c. Friday, Saturday and Monday 68c.

LACE CERTAINS—33 pairs of 2 1/2 yard size White Lace-Certains, these are remarkable for their well covered patterns and their width. Reg. \$3.25 pair. Friday, Saturday and Monday \$2.85

LADIES' GLOVES—Excellent Gloves in a Suede fabric make, shades include Tan, Fawn, Grey and Mole, etc. short gauntlet wrist, with plaid edge and one dome fastener. Our Special 73c.

BLACK GLOVES—Ladies' double weight Suede Fabric Gloves, in fast Black, two dome wrist, wind tight and warm. Our Special 85c.

GIRL'S GLOVES—Warm brushed Wool Gloves, in assorted shades, with snug gauntlet wrist, great for roughing it, assorted sizes. Our Special 72c.

