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When using talcum powder or other toilet aids, it is wise to use the best that money can buy, for the best is the most economical in the end. And again, there is a certain distinctiveness in associating oneself with a pleasing toilet powder.

THREE FLOWERS TALCUM

is undoubtedly the most pleasing talcum. It is numerous users will be found in the ranks of the cultured and discriminating. There is no tale so pleasing and so delicately perfumed as

THREE FLOWERS.

You owe it to your personality to use a good talcum. Get Three Flowers at any drug or department store.

Gerald S. Doyle,
Sales Agent.
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St. JOHN'S Grocery Stores

Heinz's Peanut Butter in glass.

Corn on Cob, 3lb. tins . . 40c.

Strawberries, tins . . . 45c.

Pet and Carnation Milk, tin 15c.

Best Granulated Sugar, lb. 8½c.

Heinz's Sweet Pickles.

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Beet Parsnips, Carrots and Potatoes.

Choice Corned Beef, lb. . 13c.

Ribbed Family Mess Pork.

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Duckworth St. & LeMarchant Road.

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in Trust for your wife and children. This will assure them of a permanent income from these funds.

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House with 8 rooms, water and sewerage and electric light; large concrete cellar; freehold; good locality. \$2,000.00 gives you a clear title.

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aug.22

"INARD'S LISTMENT FOR ACHES AND PAINS."

The Care of Your Hair

At this time of year many women complain that their hair falls out and they become very uneasy as to the cause. In numbers of cases a little extra attention to the scalp will soon be repaid by a strengthening of the growth and an improvement in the general appearance of the hair.

To stimulate growth of the hair by massage it is not sufficient to rub the scalp with the tips of the fingers. The scalp must be loosened. A tight scalp always results in excessive falling of the hair and often in loss of colour, because it prevents the blood in the tiny vessels beneath the skin from circulating and nourishing the roots.

How to Massage.

To massage the scalp, place the first, second and third fingers of both hands on the head on either side of the middle parting. Let the tips of the fingers rest firmly on the head, then begin to move the scalp about till it feels loose beneath the fingers. Then slip the fingers further along the head and continue the treatment.

The use of a good tonic for six weeks or two months twice a year is also of great benefit in stimulating the growth and nourishing the roots. This can be applied after the massage.

Dull-looking hair can be made to appear beautifully bright and glossy if after being brushed in the usual way it is stroked with an old silk handkerchief which has been folded up to form a pad. This treatment is particularly effective after a few drops of brilliantine have been brushed into the hair. Very greasy hair should be brushed with a few drops of bay rum in place of the brilliantine and then "brushed" with a folded silk handkerchief.

Shampoo Hints.

When shampooing the hair it is best to give two applications of the shampoo, the first to remove any dust and grease, and the second to soften and beautify the hair. Divide the shampoo powder or mixture into two and after using one half, rinse the hair with clean lukewarm water before applying the rest of the shampoo. To the final rinsing water add a little lemon, vinegar, camomile lotion or solution of henna, according to the colour and texture of the hair under treatment. Lemon should be used for greasy hair, vinegar for dark hair, camomile lotion for fair hair, and henna for auburn or reddish-brown hair.

TO-NIGHT—Promenade Dance, Prince of Wales' Rink. Latest Dance Hits, by C. L. B. Band.—oct.11

Musical Aspirants

ADVICE BY A PROFESSIONAL CRITIC.

Again and again young would-be professional musicians come to ask my advice concerning their careers. Because I believe in being honest—at the risk of sounding a little brutal, occasionally—I tell them frankly, when I consider they have not reached the standard which justifies their attempting to earn a livelihood in the way they suggest.

The difficulty lies in making such aspirants realize that there is a very great deal of difference between performing in the drawing room at home or even in the local concert hall, and coming out as a full-fledged professional to take a stand against the greatest in the land (for this is really the only standard for which to aim).

An Unpleasant Experience.

I recently attended an audition at a concert agent's office. It was one of the most unpleasant and pathetic experiences that I have had. Some of the performers had done a certain amount of professional work already. But out of twenty there were only two whose performance gave me any degree of pleasure, and afterwards it struck me as being very pathetic that all these people had probably spent a great deal of money, to saying nothing of time and mental anxiety, in getting some sort of technical equipment.

Aspirants to musical fame should seek the counsel of someone who really knows about the matter before attempting to take up music as a profession. An already established artist, a musical critic, or other persons who are continually using their critical faculty could soon tell them whether their talent is merely one for pleasant use at home or one which should be given to the world. If the criticism is adverse a very great deal of time and money will be saved, and if it is favourable they will have new heart to go on with their studies.

Completing The Training.

For the more fortunate ones I should like to emphasize the necessity of really completing the initial course of training before asking for a public audition with a view of getting engagements. So many make the mistake of trying to come out before they are ready, and consequently they saddle themselves with a label of incompetency which is very hard to lose in after years. It is quite incorrect to say that there is no room for beginners. I know for a fact that many big concert agents spend hours hearing young artists in the hopes of finding someone really worth while.

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Gigantic Showing! -- Astounding Sale 300 Hats! 4.00 Hats -- 5.00 Hats -- For -- 6.00 Hats -- 7.00 Hats

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MAKE YOUR DOLLARS STRETCH TO THE LIMIT. BY SHOPPING AT THE BROADWAY YOU MAKE SAVINGS ON EVERY PURCHASE

New off-the-face effects—new Cloche shapes—

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Materials

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Assorted shades in Feathers, Embroidery, Ribbons, Rhinestones, Buckles, Sutache Braid and many other Novelties.

The Town is Full of Sales--But this Sale Beats them all--Leads them all.

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Misses', sizes 14 to 19 yrs. -- 500 COATS -- Women's, sizes 16 to 44

\$12.50 COATS

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Every Coat in this great collection, one of the largest ever shown at these low prices—shows conclusively the ability of the "BROADWAY" to corral the best merchandise at the lowest prices.

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A truly magnificent gathering of Coats—doing full justice to this Sensational Value-giving event. A Sale right at the beginning of the New Fall Season, when every miss and woman wants a nice coat at the least cost.

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Materials

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Coats with Fur Collars. Coats with Self-made Collars. Coats with Fur Collars and Cuffs

Buy Your Coat Now! You Save!

"It Pays to Shop" at

The Broadway House of Fashion.

Standard Planes

MAY REDUCE AERIAL GOODS TRANSPORT CHARGES.

A four-ton type of "lorry plane"—a monoplane machine driven by two 450-horse power Napier engines—is being designed for use as a standardized craft for the transport of goods over the 11,500 miles of air-

routes which will soon be in operation throughout Europe.

The scheme under discussion by the companies forming the International Air Traffic Association provides for a standard type of cargo plane on the main trunk routes.

It is proposed that goods for air-despatch should be packed in a unit form type of metal container, which will slide in and out of receptacles in the hulls of the standardized aéro-

planes. A consignment of urgent merchandise, despatched from London in a special container, could thus be transferred from one machine to another as it crossed Europe in stages without any disturbance of the actual goods. It is stated that when a large fleet of such lorry-planes can be employed the air transport of goods will be possible at rates very little higher than those for motor-lorry transport on land.

Wedding Bells

GREENE-CAREY.

A very pretty wedding was solemnized at Cape Broyle on Sept. 25th, by the Rev. A. J. Mahar, when Serg. Gregory Greene (of the Royal Nfld. Regt.) led to the altar Miss Molly Carey, daughter of Mr. John Carey, H.M.C. of that place. The bride looked charming in a costume of navy blue

with gray hat and squirrel fur, she was attended by Miss Jessie Freebairn and Miss Genevieve O'Brien. The groom was ably supported by Mr. George McNamara and Mr. Fred Walsh. The groom's gift to the bride, was a cheque, and to the bridesmaids, cameo rings and the grooms men, cuff links, after the ceremony a reception was held at which the usual toasts were honored, after which the happy couple left by motor for Ferry-

land where the honeymoon will be spent. Among the guests present were Sir Michael and Lady Cashin, Dr. Freebairn, Mr. Jack Kennedy, H. Worsley and R. Bearn. Their many friends wish Mr. and Mrs. Greene many years of unalloyed happiness.

A GUEST.

MINARD'S LINIMENT RELIEVES PAIN.