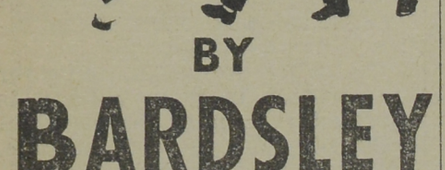
FUR COATS
STORED and INSURED
in clean, cool, airy rooms, for only 2½% of their value.
DAVID MAGEE LIMITED
78—KING STREET—78



BY
BARDSLEY
SOFT AND STIFF FELTS
DRESSY : DURABLE
NEW SPRING COLORS AND SHAPES
BUY YOURS AT FACTORY, 7 KING SQUARE
OLD HATS Cleaned and Reblocked.

THE BROADCASTER'S WEEKLY TALLY

$5 Each Week for Highest Tally

A FREE Contest For All Our Readers

SIMPLE FASCINATING YOU WILL ENJOY IT!

Make up a sentence of not more than five words using words that are to be found in advertisements in this paper. **The words must be English words to be found in the dictionary. Proper names, hyphenated words and coined words are not eligible.** The sentence must make sense as a proper sentence. For instance, to say "Maritime pickles are always superiority" would be disqualified as not being properly constructed. If instead of the word "superiority" the word "superior" was used it would be a proper sentence, or such a word even as "bituminous" would be a complete sentence. While the latter word would make the sentence rather ridiculous it would nevertheless be termed a complete or proper sentence. The sentence may be as ridiculous as you like to make it so long as it is a proper sentence. Below you will find a chart giving the value of each letter in the alphabet.

Contestants will use the blank chart below in filling in their answers; putting in the name of the advertiser from whose advertisement the word is taken and place the letters contained in the words in the squares, and the total tally in the last column. The object being to pick out words that will make a correct sentence whose letter values will total the highest score. **Words taken from advertisements of Maritime manufacturers will carry a 15% bonus value.**

Send your answers to TALLY, Maritime Broadcaster, 22 Canterbury Street, Saint John, N. B. Answers to this week's Tally must be in this office not later than FRIDAY, May 15th, 1936. Decision of the judges must be accepted as final. Winner of this week's contest will be published in the issue of May 22nd, 1936.

KEY TO THIS WEEK'S LETTER VALUE

The accompanying table (on the right) shows the relative value in Tally points of the 26 letters of the alphabet. The number appearing under each letter is the point-value of that particular letter.

The value of each letter in points is changed occasionally. For that reason it is important that you check these values each week. For example: The value of the letter "A" is 8 points. The following week the same letter may be valued at only 2 points, and so on all through the alphabet.

A	B	C	D	E	F	G
5	12	18	15	3	16	20
H	I	J	K	L	M	N
21	7	25	17	9	8	14
O	P	Q	R	S	T	U
3	11	23	4	2	6	13
V	W	X	Y	Z		
26	10	22	19	24		

CONTESTANTS USE THIS COUPON

ADVERTISER	Page	WORDS (put one letter in a square)	Total
		Maritime Manufacturers' Bonus	
		Total Tally	

Name.....

Address.....

No. 7 .....

"Tally" Winners

Winners of No. 5 Tally Contest: First, Mrs. Chas. W. Roach, 20 Russell Street, Amherst, N.S., with a score of 651. Sentence: "Homogenizing candlewicking unbelievably homogenized rejuvenescence."

Other winners:

Mrs. W. G. Stratton, 28 Exmouth Street, Saint John.

D. L. Bent, Phinney Cove, Anna. Co., N.S.

Mrs. Reeves Cass, Newcastle Creek, Queens Co., N.B.

Miss Katherine Upham, 20 De-Monts Street, West Saint John.

Harry W. Flood, 123 Duke Street, Saint John.

Ethel M. Merritt, Moss Glen, Kings Co., N.B.

Mrs. Smyrna Lambert, Waweig, N.B.

A LESSON

The trouble started when little Doris declared that she would rather have half a jam tart than two-thirds of it.

"How often have I tried to tell you," said the exasperated teacher, "that two-thirds of anything is more than half? Now you all know," she weent on, "that Doris prefers a small portion of tart to a large piece. Funny child, isn't she?"

"Please, miss," said Doris, in a small, clear, piping voice, "I don't like tart."

VALUABLE

"Well, Mose," said the contractor to one of his men, "how goes it?"

"Fair to middlin,' sah," Mose answered, as he continued to minister to his mule.

"Me an' dis mule," he went on, suddenly, "has wo'ked foh you-all sixteen yeahs.'

"Well, well," said the contractor, "and I suppose you are both pretty highly valued, Mose, eh?"

"H'm," said Mose, "the both of us was took sick last week, and they got a doctah foh the mule, but they just docked mah pay.'

Office, 3-3047. Res., 3-8564
ALBERT V. WEATHERHEAD
M.R.A.I.C.
Architect and Architectural Engineer
57 CHARLOTTE STREET
Saint John, N. B.
MEMBER:
Royal Architects' Inst. of Conada
Architects' Association of N. B.,
Assoc. of Profess. Engineers of N.B.

Mischievous little Duncan of Long Beach, Calif., is sometimes accused of things he does not do. After the earthquake with it deluge of broken dishes, he followed his mother about the house saying, "I didn't do it, I didn't do it."

Ask for Information on
DIESEL ENGINES
INTERNATIONAL CORRESPONDENCE SCHOOLS
85 Germain Street, Saint John

NEW Curtain Cleaning
EQUIPMENT enables us to improve on our already unexcelled Curtain Cleaning.
'Phone 3-2451
City Wet Wash Laundry, Ltd.

A LOST ART

Son writes—"Dear Father: I want $10 very badly, I am sending this by messenger who will wait for your answer. If you could only see the blushes it cost me to write you this, you would take pity on me.—P.S.—After writing this I felt so ashamed that I ran after the messenger to get my letter back, but couldn't catch him. Heaven grant it may never reach you!"

Father replies — "Dear son: Cheer up and stop blushing. Heaven heard your prayer. The messenger lost your letter."

LET US CLEAN YOUR SPRING OUTFIT
THE QUEEN DRY CLEANERS
86 Charlotte St. 'Phone 3-2343
"We Use the CHLOREX Way"

WHY NOT?

Now will that clever dispenser of joy
Who gave mother a permanent wave
Give us a permanent bath for the boy
And father a permanent shave?

HOW ABOUT YOUR
SHOE REPAIRING?
Try our "While-You-Wait" Service. It will please you!
W. H. Sargeant
216 Union Street (opp. Opera House)

THE DUNLOP HOTEL
KING SQUARE, SAINT JOHN
Running Water in Every Room—$1.00
Dining Room Now in Operation
FREE PARKING

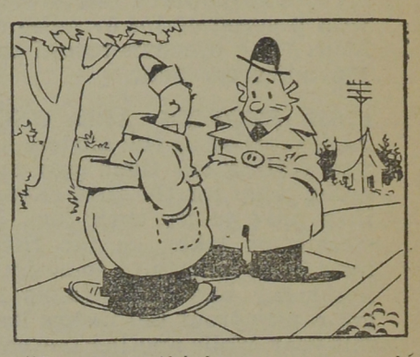
NOTICE!
We carry a Complete Line of C.C.M. BICYCLE ACCESSORIES and SHELF HARDWARE.
Bicycle Repairing A Specialty.
Rubber Tiring of All Kinds.
GEORGE H. MORGAN
175 Charlotte St. 'Phone 3-2995

SMILES

NOT TO BE OUTDONE

"Down where I live," said the Texan, "we grew a pumpkin so big that when we cut it my wife used one-half of it for a cradle."

"Well," smile the man from Chicago, "that's nothing. A few days ago, right here, two full-grown policemen were found asleep on one beat."



"Do you think women would make good soldiers?"

"If they were as persistent in battle as in argument they would be invincible."

HEAR, HEAR!

"Can you tell me how to get to Bryant Street?"

"What's that, stranger? I'm a little deaf."

"I beg your pardon?"

"I said I'm a little deaf? I didn't hear you."

"You don't say! I'm deaf, too."

"That's too bad! Now, what was it you wanted?"

"Can you tell me how to get to Bryant Street?"

"Sure. You go down this way for four blocks and then turn to your right. It's the third street down."

"That's Bryant Street, is it?"

"O! No. Excuse me, old man. I thought you said Bryant Street."

"No. I said Bryant Street."

"Never heard of it. Sorry, stranger."

"Carol's face looks drawn tonight."

"I should say it looks painted instead of drawn."

"At Your Service"
JULES GRONDINES
CHROMIUM PLATING
That Beautiful and Lasting Finish That Never Tarnishes
AUTOMOBILE PARTS A SPECIALTY
24 Waterloo St. 'Phone 3-2761
SAINT JOHN, N. B.
Out-of-Town Orders Receive Prompt Attention

You'll hear the talk of the town and gossip go 'round and 'round if you LUNCH with the bunch at IKE'S.
MAJESTIC LUNCH
—NEVER CLOSES—
70—Germain Street—70