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. Also Weatherized if desired.

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 8th, 1936. Decision of the judges must be accepted as final. Winner of this week's contest will be published in the issue of May 15th, 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
3	18	21	7	2	23	14
H	I	J	K	L	M	N
19	4	22	24	6	11	5
O	P	Q	R	S	T	U
8	15	1	9	3	12	10
V	W	X	Y	Z		
16	13	20	17	25		

CONTESTANTS USE THIS COUPON

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

Name.....

Address.....

No. 6. .....

"Tally" Winners

The following are the winners of Tally No. 4:—Geraldine MacGillivray, 30 Richmond St., Saint John, with a score of 604. Sentence: "Psychological specializing unbelievably weatherized rejuvenescence," wins first prize.

Other winners:—

Doris MacKenzie, Prince Street, Charlottetown, P. E. I.
Mrs. Fred E. Young, Wellington Ave., Amherst, N. S.
Margaret Coholan, 199 King St. East, Saint John, N. B.
Rita E. McCarthy, 448 Main St., Saint John, N. B.
Leslie A. Buzzell, 139 Highfield St., Moncton, N. B.
Lois C. MacDonald, South Devon, N. B.
John McLaughlin, Saint John.

Contestnats must be careful to see that their answers form a complete sentence. Many continue to take credit for bonuses for the words taken from advertisements other than Maritime manufacturers. This bonus only applies to words appearing in advertisements of Maritime manufacturers.

SPOTS OF SPORT

(Continued from Page 8)

rific power behind his blows. As his ambition is to become world's champion he will be taking no chances and will undoubtedly be instructed to go in there and eliminate Schmeling as quickly as possible. In the meanwhile fans may be prepared to read all kinds of glowing accounts of Schmeling's condition, his improved punching, his confidence of victory and his great showing during his training period. All this will form part of the ballyhoo to excite fans and work up interest in the contest.

IT'S A GOOD CROP

After sowing his wild oats many a man grows sage.

MORTIFYING

The professor's class of English literature was comprised largely of the college's first string rugby players.

"Well," he asked of a gridiron hero, "will you please describe some of the characters mentioned in Tennyson's 'Morte d'Arthur.'"

The pigskin student hesitated, then ventured: "First of all there was Mort himself."

Class dismissed.

ONE CONSOLATION

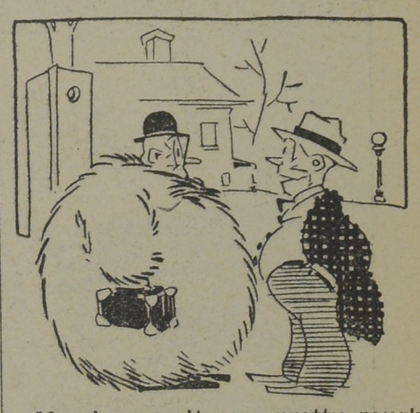
Customer—"What's this? I had only a leg of chicken, and you've charged me for the whole bird."

Waiter—"Yes, sir; I'm sorry, but that's the custom of this restaurant."

Customer—"Well, thank goodness I didn't order a steak."

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



Mr. Jones: It was pretty rough on me to pay five hundred dollars for an operation that was entirely unnecessary.

Surgeon: But it was necessary. You see, Dr. Slicer and I had a little bet on. He said you had an enlarged appendix and I said you hadn't. There was only one way to decide it. I won.

THE EXCEPTION

The professor of law had been talking steadily for more than an hour, and his class was becoming a trifle restless.

"Take any article, for instance," he droned on. "When it is bought it goes to the buyer—"

"What about coal?" interposed a weary voice.

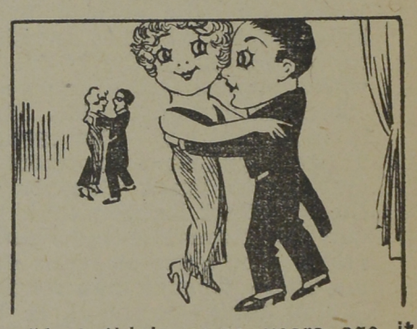
The professor gazed over his glasses at the interrupter.

"Well," he snapped, "what about it?"

"When coal's bought, doesn't it go to the cellar?' asked the youthful student.

TO WAKE HIM UP

Cockney Woman (charged with assaulting her husband): "I asked 'im if 'e loved me, an' 'e was so long thinkin' about it that I 'it 'im with a mop."



"Just think, some years ago it was considered a sin to dance."
"The way some people dance now is a crime."

LAUGHTER IN COURT

Wife at Southend: "My husband, after pushing me out of the house, put up a notice in the front window, 'Trespassers will be prosecuted.'"

EXCLUSIVELY INCLUSIVE

A prominent notice outside a provincial dance hall reads: "Most Exclusive Place in Town. Everybody welcome."

MARITIME OWNED
"THE STORE OF QUALITY"
L. D. BROWN
270 Main St. 'Phone 3-2156
A Thoroughly Up-To-Date
MEAT, GROCERY AND PROVISION MARKET
NEW STORE and NEW EQUIPMENT

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

APPEARANCE COUNTS BIG
DRY CLEANING keeps your Clothes Looking Smart
'Phone 3-2451
City Wet Wash Laundry, Ltd.

Theatre Guest Tickets for
PETER KERN
147 St. James St., Saint John, N. B.

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

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

"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