## WOMAN'S REALM <br> IN THE HONE AND OUTSIDE

 ind










 and








## min





GERMANS PUTTING over prance ON THE MARKET Cutlery, Bicycles and Other Artides Placed on French
Markets 75 Per Cent. Les Than French Cost Prices. Park , Iuly


# OUR MIGHTIEST UTTLE WORD NOW 

## ENROLL UNDER IIS FLAG AND SEE

Your attention is called to one of the most poten words in the English language.

## it is the little word NOW

The word signifies action, ambition, initiative, energy It stands for the militant actualities of life as opposed he sit-back-and-take-it-easy possibilities.
The armies of life might be divided into two campe,
the NOWS and the TOMORROW/S.
The army of NOW is the army of Victory
The army of TOMORROW is the army of defeat.
Under which flag are you enrolled?
Empires have fallen and men missed fame or captur-
it, according as they enlisted in one army or the other.
Do you think if Napoleon had hesitated to turn his cannon on the Parisian moob he would have gone down is history as the great captain he was?

If Caesar had said "TOMORROW" I will cross the Rubicon, he might have been known as the author of th
Gallic War instead of one of the world's shining geniuses.

But the possibilities crowded into the little word NOW are just as potent today as they ever were.

You have an opportunity to prove this in a simple but most convincing manner.

Are you a candidate in The Standard's $\$ 10,000.00$ Prize Contest?

There is only one answer; you know what that is. If you are not already a candidate, you are
flag of the ARMY OF TOMORROW.

But you still have time to redeem yourself./ You have
chance to resign your commission under that flag and join the army of NOW.
You must not delay. The army of NOW is steadily
marching on, and you can eesily join by marching a little
faster to catch up with the rear guard. to cat up wit if
If you have ambition; if you have energy; if you pre-
er action to indifference, then you are a proper recruit for the army of NOW
There is still time for every eligible person to get into
The Standard's Contest. If you are a soldier and in earnest, prove it by sending in the blank below.

Think over your possibilities
Read about the $\$ 10,000.00$ worth of Automobiles, Pianos, Phonographs, and Cash Prizes and remember there are no lon
Ask yourself whether you are enrolled under the flag
of NOW or the flag of TOMORROW. Which is worth while? Which
Which is worth while? Which is your choice?
One thing more: The word NOW spelled backward
reads WON.

## TO JOIN THE ARMY OF "NOW" USE BLANK BELOW

The St. John Standard
Automobile and Piano Prize Contest
application blank
d am a resident of $. \ldots \ldots . . . .$. in District No. Piano Prize Contest. I fully understand the requirements and conditions governing the contest and agree to comply Signed:-
Name
Street
City or Town.
Business Address
Address All Communications To
CONTEST MANAGER,
The St. John Standard, St. John, N. B.

