

When Jiggs and Maggie Came to St. John

BRINGING UP FATHER



Don't They Make You Tired?

THOSE old-fashioned kitchens where a woman has to walk all over the place for every little thing. We have one of Everett's Kitchen Cabinets now and life is a dream. Have a look at them. While Maggie is down at the Power Co.'s office I am buying a Hercules Spring, Mattress and complete bedroom suite at Everett's. No place in town to equal this store for furniture. All woods, all finishes, all styles and all easy prices. And, say! For the men he has desks and chairs that simply make you want to be on the job all the time. They are life-savers. Nothing to touch this Kitchen Cabinet. Nothing in town to beat his bedroom suits. Call and see, look at the prices, and you will buy.



I offer a cash prize of five dollars to the person sending in the best Jiggs and Maggie Dialogue on my Kitchen Cabinets.

A. Ernest Everett
THE HOUSE FURNISHER

OUR SECOND JIGGS AND MAGGIE COMPETITION

THE Merchants whose announcements appear on this page each offer cash prizes for the best "Bringing Up Father" dialogues having reference to their stocks or stores. These dialogues need not exceed one remark by Maggie and one rejoinder by Jiggs, or the reverse. Competitors may send in as many replies as they wish, but the writers' name should be signed to each and separate sheets of paper used. Anyone may compete for the prizes offered by any or all of these merchants. Dialogues may be addressed either direct to the merchants or to Mrs. Maggie Jiggs, The Standard Office, St. John. No replies will be accepted later than Thursday, May 24. The prize winning dialogues with the names of the winners will be published as soon as possible after the contest closes.



LADIES' BRACELET WATCHES, DIAMOND RINGS, FINE JEWELRY

Best possible value is assured in every offering of this store. Whatever the price, we personally guarantee our goods to be as represented at the time of sale. Ask to see our Diamond and other Gem Rings, our Platinum Jewelry and our Imported Novelties.

We will pay five dollars to the writer of the best Jiggs and Maggie dialogue on our store.

FERGUSON & PAGE Diamond Importers & Jewelers, 41 KING STREET.

Why Didn't You Tell Me Before?



SOME people who have not acquired the Unique and Lyric habit—two shows to be seen in an evening—are astonished to learn what they have been missing. You who are not regular attendants should drop in tonight and see just what we offer. For example:

UNIQUE—Tonight
"PATRIA"

LYRIC—Tonight
THE SEABURYS

And we will pay five dollars to the person writing the best Jiggs and Maggie Dialogue—be brief—about our houses.

UNIQUE — Theatres — LYRIC

Why Did You Wake Me Up?



JIGGS was dreaming. The Gage and Fisk Hats, direct from the best American milliners, are enough to make any man dream. They are the very latest in style and material, but have this added attraction, that in place of New York prices we value them ourselves and they can be bought at figures which suit the most modest purchaser. Come in and enjoy the styles, even if you don't buy.

We will pay five dollars in cash to the person writing the best Jiggs and Maggie Dialogue on our store or our hats.

THE MARR MILLINERY CO.,



HOLIDAY CLOTHES THAT ANY MAN WILL BE PROUD TO WEAR

There's not another store in St. John that can equal us on values, and our styles embrace the very latest touches of the best tailors in the land.

Look at our splendid range of Men's Suits from \$10.00 to \$25.00.

We will pay five dollars to the one sending in the best Jiggs and Maggie dialogue on our business.

H. N. DeMILLE, 199 to 201 Union Street
Opera House Block



I'll Find Out About That!

NO more packing furs! No more buying from mail-order houses! No more family squabbles because my wife's furs aren't as stylish as those other women are wearing. She has told me the secret. H. Mont Jones has shown the way, and I'm for him every time. Storage at bargain rates. New garments to suit every pocket.

And for this week a prize of five dollars in cash to the one who sends in the best dialogue between me and my wife on the wisdom of buying his furs or storing our stuff in his place.



H. MONT JONES, King Street.



YOU ARE A CAREFUL HOUSEKEEPER

A Clean House is Your Idol! But, is your house really clean?

Try an Electric Sweeper Vac. It costs you nothing.

Our Showroom is the New Brunswick Power Co., Corner Union and Dock Streets. Phone Main 2436.

Meanwhile send in the best Jiggs and Maggie dialogue you can write and we will give you \$5 in cash.

THE NEW BRUNSWICK POWER CO.,
ST. JOHN, N. B.



Go 'way, I'm in a Hurry!

DON'T you know that Hunt's Sale ends in a few days? Nobody should miss this chance of fitting up for summer at prices within the reach of even the most modest pocket-book.

This is the greatest clothing sale ever known in St. John.

Men's \$20.00 Suits at \$14.95.

Men's \$18.00 Overcoats at \$14.55.

Boys' \$7.00 Suits at \$5.59.

200 Dozen Linen Collars at 75c. per dozen.

Fine Negligee Shirts at 89c.

When we have a sale it is a sale and these values prove it.

We will pay \$5.00 to the one sending in the best Jiggs and Maggie Dialogue on our stock or business.

HUNT'S BUSY UPTOWN STORE, Charlotte Street.

Oh, Is It You, Maggie?



WERE you ever surprised at learning the owner of a voice which at first seemed strange? This is an unusual experience over our wires, for transmission is so nearly perfect that you can recognize acquaintances over the wire by the way he (or she) parts his (or her) hair. And you can converse privately or publicly, briefly or at length, socially or in a business way, in the greatest haste, in times of necessity or at your own leisure, simply by taking the receiver off the hook, calling your number and depending on us for the rest. That is what we are paid for, and we don't ask much pay either, only a matter of a dollar or two per month to put you in direct communication with everybody you know.

But we wish to know what you think of the telephone and are prepared to pay five dollars to the one sending in the best Jiggs and Maggie Dialogue on the advantages of the 'phone.

THE N. B. TELEPHONE CO., St. John.