

When Jiggs and Maggie Came to St. John

BRINGING UP FATHER



Daughter, Come Here!



There she is down at Ferguson & Page's, and I want to ask her what will be the best present to buy for Maggie.

What's that? A kitchen cabinet, at Everett's, on Charlotte street? The very thing she needs! Makes housework a pleasure; every convenience you can think of right at your hand!

Me for the kitchen cabinets. They take up very little space, contain all the pots, pans, spoons, glasses, spoons, knives, baking utensils, small groceries, bread box, sugar, tea, coffee, recipes. Oh, go on! I might make you tired with the list; but they save miles of walking every day.

Want one? Come on in!

And when making up your mind, remember I will pay five dollars to the person writing the best Jiggs and Maggie dialogue on these 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.



Miss Jiggs Displays the Best of Taste

IN

Diamonds :: Watches :: Jewelry

The Best Possible Value is assured in every offering of this store, whatever the price may be.

We personally guarantee all goods to be as represented.

Ask to see our "latest Wrist Watches for Ladies."

Also our Diamond and other Gem Engagement Rings.

Our new Platinum Diamond Set Jewelry is also worthy of your special interest.

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.

Don't Crowd, Maggie!



If there aren't any seats now, we can see the second show.

There are always interested audiences at the Unique and Lyric. People can't stay away when we offer such features as these:

UNIQUE—Tonight
Grant—Police Reporter

LYRIC—Tonight
Pearl of the Army

Win five dollars, which will pay for your tickets all summer, by writing the best Jiggs and Maggie dialogues on our theatres.

UNIQUE—Theatres—LYRIC

Why, Certainly, My Dear!

There's only one place in St. John where you can buy the newest Gage Hats. Not many people know that we receive pattern hats direct from Chicago every week but it is a fact just the same and the styles we show are exactly as worn in the leading American cities. If you doubt it come in and let us show you.



But during the present week win five dollars in cash by writing the best Jiggs and Maggie dialogue on our hats. Get busy at once and send it in.

THE MARR MILLINERY CO.,

Well, My Wife Has One. She Got It Before the Price Went Up.



Because of the advancing cost of steel, copper, etc., it becomes necessary to increase the price of the "Sweeper Vac." This is to become effective before the end of the month. At present the price for the cleaner complete is \$42; after the advance it will be \$47.50. It is thus \$5.50 to your advantage to place your order now. You do not need to pay all the money cash down. Call on the New Brunswick Power Co. and make arrangements about easy payments, and remember we are still giving our two days' free trial offer.

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.

Well, Jiggs, That's Where You Had Better Go! You can always depend on what Harry DeMille says in the papers. Just now he is offering:



Splendid Range of Men's Spring Suits, \$7.50 to \$25.00.
Real Good Assortment of Men's Separate Trousers, \$1.55 to \$5.00 pair.
Men's Negligee Shirts in a Great Variety of Nobby Patterns, \$1 to \$1.75 each.
Men's Shirts and Drawers, suitable for wearing at the present time, 50c. to \$2.00 garment.
Men's Combination Underwear, \$1.00 to \$3.50 suit.
Men's Spring and Summer Caps, made by the Eastern, also the Cooper Cap Co. Priced from 50c. to \$1.75 each.
Men's Half Hose in a great variety of weights and qualities. 20c. to 80c. pair.
Men's Gloves in Tan Cape, Grey Suede, etc. Priced from \$1.00 to \$2.25 pair.
"In fact we have a regular bang up line of clothing and furnishings for men who like the new things."

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 St.

Opera House Block



I Wuz Married Once—That Accounts For It

It takes a married man to find the bargains, and nowhere in town are such snaps to be picked up as at Hunt's Sale.

Two weeks of bargain giving that will open the eyes of the public. Men's \$20 Blue and Black Serge Suits. Only \$16.95.

Men's \$18 Spring Overcoats, on sale at \$14.35.

Men's Raincoats, Regular Pararmat-ta \$10 value. Now selling at \$6.50.

Wash Vests, Regular \$1.50 to \$2.00. Now at 75c.

Boys' Suits, Norfolk and Pinch Back Styles, ages 7 to 16 years.

Regular \$6.00 Suits Now \$4.69.

Regular \$8.00 Suits Now \$6.59.

Grey Homespun Suits at \$2.75.

Tweed and Corduroy Bloomers at \$1.15.

Children's Reefers, \$6.00 Value Now at \$4.69.

And in addition to these bargains we offer five dollars to the person writing the best Jiggs and Maggie dialogue on our stock or business.

HUNT'S BUSY UPTOWN STORE, Charlotte Street.



Now, You've Said Something



You men of New Brunswick, have you ever tied up boxes of fur garments, shoving in moth balls and using old newspapers until you were sick of the whole business? Well, why not put your own and your wife's furs in storage for the summer? It saves a lot of risk. You absolutely protect them from moths or other damage and the cost is trifling.

Whoever writes the best Jiggs and Maggie dialogue on our furs, or fur storage will receive five dollars in cash and it is a cinch to do it.

H. MONT JONES, King Street.

You Talk As Much As Ever



But the N. B. Telephone Co. does not object, so long as it is your own line. In fact, the whole object of this company is to provide proper facilities for business and social communication between friends. We give service and ask in return only reasonable consideration for the party at the other end of the line and for our operators, and a small yearly charge.

Let Us Give You Figures. And while you are thinking over the question of installation may we suggest that you endeavor to win a cash prize of five dollars which will be awarded the one submitting the best Jiggs and Maggie dialogue on the advantages or usefulness of the telephone.

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