

When Jiggs and Maggie Came to St. John

BRINGING UP FATHER



SHE'S NEVER DANGEROUS

Since I bought that Kitchen Cabinet for Maggie, life has been a dream. Look at her now, down there at DeMille's buying summer clothes for me. The cabinet has made her happy and it makes any woman happy to be saved so many steps in the kitchen every day. Nothing like Everett's Kitchen Cabinets to keep peace in the home—so cheap, too. Ask him the price, and while you are there let me tell you he has ideas about furnishing that other bedroom of yours, which are worth a barrel of money. Take a look for instance, at the Hercules Springs. You can't break them. Soft as wool and strong as steel. And the bedroom furniture—Well, the only objection is that you might want to stay awake all night to admire it.



Everett pays five dollars to the one writing the best Jiggs and Maggie Dialogue about his Kitchen Cabinets. Try your luck.

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.

I'M NOT GOING OUT, MAGGIE.

Nobody ever wants to go out without seeing the full programmes at the Lyric and Unique. People never care to miss a single moment of such offerings as these:



UNIQUE—Tonight
"PATRIA"

LYRIC—Tonight
"Mary Lawson's Secret"

UNIQUE — Theatres — LYRIC



Make five dollars for yourself by sending in the best Jiggs and Maggie Dialogue about our shows.

OH, IS IT YOU, MAGGIE?



What surprises many men is the stylishness displayed by those wives who buy their hats at Marr's. Do you realize that we are in Daily Touch with the New York millinery markets and are turning out every day the very newest models just as designed by America's foremost milliners? You cannot go wrong when buying from Marr's.

And to prove it we offer five dollars for the best Jiggs and Maggie Dialogue sent in dealing with our hats or our store.

THE MARR MILLINERY CO.,

We'll put our **MEN'S SUITS** right down on the tables and allow you to be the judge as regards the styles and values. No store in St. John has ever shown a better range of Men's Spring Clothes than what we are displaying at the present time.

MEN'S SUITS Priced 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**



"What are you doing, my pretty maid?"
"I am doing my housework, Sir," she said.
"Do you need any help, my pretty maid?"
"I need no help with the Sweeper Vac," she said.

Saves Two Hours' Housework Daily. Costs 1 cent an hour to operate. Free Demonstration given.

Call today or 'phone M. 2436.
Get Under Cover, Save \$5.50. Price goes up May 20. Now \$42.00.

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, MAGGIE, YOU SEEM TO LIKE IT!

Everybody likes the garments bought at Hunt's Busy Uptown Store. Seldom have such lines been shown as we now offer, and very little money is required to make you happy during our sale. The chief attraction of this sale is that your saving in cash is tangible and really worth while, the clothing being the best in style and quality.

- Men's Soft Colored Shirts at 56c.
- Men's Fine Negligee Shirts at 59c.
- Men's Duck Working Shirts at 49c.
- Balbriggan Union Suits at 69c.
- Fine Egyptian Union Suits at 98c.
- Fine Merino Shirts and Drawers at 49c.
- \$20.00 Serge Suits for \$16.95.

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

HUNT'S BUSY UPTOWN STORE, Charlotte Street.



YES, JIGGS, THIS IS ME!

It is, of course, true that in using the telephone you do not see the party at the other end of the wire. Sometimes this is a disadvantage—sometimes otherwise. But in every case you know by the voice which reaches you that you have got hold of the victim. So for all practical purposes the telephone is in every sense just as satisfactory for business or personal calls as is a face to face conversation, and think of the time and labor saved. You reach in five seconds a man whom you might travel hours to meet, and you do your business in less time than it takes to buy a car ticket. We give you service. You give us appreciation and a small amount of cash.

Some of the latter we return. Whoever writes the best Jiggs and Maggie Dialogue on the usefulness of the telephone will be paid five dollars in cash.

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



THE
TEUTONS E
Indication of Se
Enemy Troop
French Killed
by Our Boys.

Canadian Headquarters
via London, May 15.
Lyon, Special Correspond
dian Press)—Some pris
taken on the front are
general standard of ph
enemy troops. It has
that in the disastrous a
on Friday last the troop
the Germans included d
sea year old lads who h
front only an hour bef
was made. This indicat
shortage experienced b
troops on this front.

Artillery Eng
The artillery of the C
continues to be engag
with the enemy
and the regions south
the most satisfactory r
direct hits have been of
the past two days and t
has materially lessene
calm exists today bec
mist prevails making a
tion impossible.
The most remarkable
obtained as to the impo
ed to Vimy Ridge in th
fensive scheme is cont
cently captured docum
commander tells his offi
sire that every officer a
First Bavarian reserve d
be acquainted with the d
ance of Vimy Ridge. Th
fan division, he stated,
upon in the impending
to hold these comman
which we are rapidly
down to the last man. T
getically we work at th
of this position the mor
we be able to contempla
premonstrous attacks whi
the campaign."

