THE SEMI-WEEKLY TELEGRAPH. ST. JOHN, N. B. WEDNESDAY, NOVEMBER 1, 1911

President of Big Manufacturing Concern Says Semi-Weekly Telegraph is Best Advertising Medium He Uses

OST PER INQUIRY is always interesting to advertisers, and the medium that produces the most inquiries and closes the most sales at the smallest cost is the one that all advertisers want to know about.

Here's something interesting about the SEMI-WEEKLY TELEGRAPH:

The president of one of the largest concerns of its kind in the country-a firm making an article useful to farmers-said that the Semi-Weekly Telegraph produced better results at less cost per inquiry than any publication he was using-and he uses some 150 in the United States and Canada.

He had the facts and figures tabulated, and according to his figures the average cost per inquiry in the Semi-Weekly Telegraph was 57 1-2c; the next lowest, \$1.22; and one of the highest priced farm magazines, over \$5.00.

This certainly shows which way the wind blows - and what's more interesting, the Semi-Weekly Telegraph can produce like results for you.

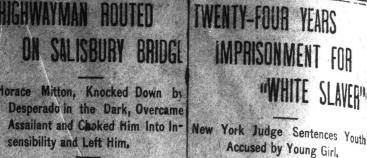
The farmer's trade is well worth going after and progressive advertisers are quickly seeing the value of bidding for this class of business.

A 'phone message or postal to address below will bring to you the desired information regarding circulation and rates.

Suppose we talk it over?

The Semi-Weekly Telegraph used in conjunction with the Daily Telegraph and Times makes one of the strongest advertising propositions in the east - and our combination rate makes the 28,000 circulation especially interesting.

GRAND LODGE, S. OF T., **UBITUARY** MAKE IMPORTANT Mrs. Isabel Brown. nceville, N. B., Oct. 24-At Glass N. B.), on Friday, Oct. 20, after (RECOMMENDATIONS Isabel Brown, widow d Brown, died at the home of her er, Mrs. Edwin Welsh. Mrs. Brown's





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that reform of t he said, the late out in part. "So far as trade ed, we believe th ciprocity can dominions of this derful variety of ducts which can mutual advantage Following Mr. B the members of present.

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ADVERTISING MANAGER



CHAMP

Would Like to dent Again nexation of ssue.

> Canad Fremont, Neb.,

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the people of this nexation of Car Clark, speaker of tives, today, "and me say it." Beginning with Clark was schedule twenty-one towns district in the inte ens, Democratic c succeed the late r Lama. The speake the annexation of able comment. "I am willing," proposition: You on a platform ca Canada, in so far complish that end

un against me, I will carry every



