HOW ABOUT JOHN' L. FOR

know about.

TELEGRAPH:

the United States and Canada.

farm magazines, over \$5.00.

Suppose we talk it over?

results for you.

President of Big

is Best Advertising

Medium He Uses

Manufacturing Concern

contest with John C. Heenan, the 'Benicia Boy,' who came over from England. It was one of the most fiercely contested bat-tles in the history of the ring. Morrissey won in the eleventh round, but not until Heenan had administered the most severe punishment that Morrissey ever had." THOUGHTS AT 8 A. M.

Says Semi-Weekly Telegraph

NOST PER INQUIRY is always interesting to advertisers, and the

sales at the smallest cost is the one that all advertisers want to

medium that produces the most inquiries and closes the most

Here's something interesting about the SEMI-WEEKLY

The president of one of the largest concerns of its kind in the

He had the facts and figures tabulated, and according to his figures the average cost per inquiry in the Semi-Weekly Telegraph

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

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

A 'phone message or postal to address below will bring to you

The Semi-Weekly Telegraph used in conjunction with the Daily Telegraph and Times makes one

the desired information regarding circulation and rates.

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

was 57 1-2c; the next lowest, \$1.22; and one of the highest priced

SPORT NEWS OF A DAY; HOME

THE CASE OF THE CA

THE BUTTON IN THE BAG

"Last Sunday," said the clergyman to his congregation, "some one put a button in the collection bag. I won't mention hames., I will merely say that only one individual in the congregation could have done so, and I shall expect the said member, after the service, to replace the button with a coin of the realm."

After the service a well-to-do but close-fisted individual sought an interview with the clergyman in the vestry. "I—er," he began hesitatingly, "must apologise, sir, for the—er—button incident, which I can assure you was quite an accident. I happened to have the button in my waistcoat pocket together with a shilling, and took out the former by mistake. However, sir, here is the shilling."

"Thank you," said the clergyman, taking the shilling, and gravely handing him the button. "By-the-by, sir," said the close-fisted individual, "I cannot understand how you should have known that it was I who—er—committed the—er—much to-be-regretted mistake." "I didn't know," replied the clergyman. "Didn't know! But you said, sir, that only 'one individual in the congregation could have done so."

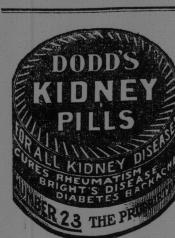
"Just so. You see, sir, it is scarcely possible that two individuals could have put one button in the bag, is it, now?" asked the clergyman, with a bland smile. The button-contributor hurriedly bade the clergyman "Good-day," and yearned to kick himself! 'Last Sunday," said the clergyman t

WHAT HE SAID.

A clergyman who knew all the parishioners in his village parish intimately met an Irishman one morning and said to him:

"Mike, what's all this nonsense about a quarrel between you and Jerry Quinn? Everybody in the place knows that you put up your fists to one another and had to be dragged apart. For shame, Mike!"

"Now, sir, don't be lecturin' me. Jerry Quinn's the man you're after. Do you know what he said to me? No? Well, ye know I had a big sign made for my stable, and I had the man paint in that fine pair of mules I bought a year back, and me sittin' on the back of one of them. So when Jerry Quinn came along I says to WHAT HE SAID.



re the great boxing match, I felt it my duty to do all in my power to influence public opinion in Newcastle and district against the contest, as I believed—and still do—that it would have a bad effect on the people of this country and South Africa, and it was with great satisfaction that I learned it would not take place. However, I want to say that I wish you well. You may be assured that none who opposed the fight did so on personad grounds. A few years ago we were privileged to have in this country a negro lecturer, the late Mr. Edwards. He was a great Christian conversationalist, who pos-IN CENSUS OF

by a big majority. After his near into a vessel filled with cold water, and a third, the most popular, to dig him the ribs with one's elbow. These kindly attentions are not always welcomed by the sincer test until he meets Preddie Welsh, the sport is said. He was characteristic.

'I' must be taken as I am, or not at all." he sport is said. He was characteristic. While in congress, dorrissey was not conspicuous in debate, ut he conducted himself in a modest and lightful manner, and he did not give his onstituents any cause for regretting that they had elected him.

'The SUGAR REFINERY.

Mayor Frink said yesterday that he had heard on reliable authority that F. C. Durant was still actively engaged in for a very securate following laboring hand of fulfilling the terms of the confidence of the con



Vitalic Syrup of Hypophosphites

Builds up your system, promotes a healthy appetite and prevents you from catching cold. \$1.00 Per Bottle Guaranteed.

J. BENSON MAHONY

Depot Pharmacy, 24 Dock Street. - 'Phone 1774-21

Jacobson @ Co's Easy Way! CREDIT To Furnish Your Home : A Little Down And A Little Each Week. These chilly nights remind one that there is no place like a cosy home. Come in and get ideas, both you and he. We want you to go right through our magnificent furnishing store. just as if you owned it, and then you can buy any time. Just when you are ready.

JACOBSON & CO., 675 MAIN STREET

AMUSEMENTS

COSTELLO AND BABY MAKE JOINT HIT WORLD IN FILM "A NEW YORK COWBOY" MARGARET BRECK FRED DRISCOLL PHILADELPHIA VS. NEW YORK! Championship Baseball Games. The Best Sporting Picture Ever Filmed. November 6th, 7th and 8th---Next Week.



ed by our Brother | Madam Tallien, | Helping Him Out

'THE

WESTER DOCTOR

PERIL'

out the Provinces.	Every Day Life in Monaca -Scenic
y, Plot and Action. Well Produced. Character, distressing sympathy and sad combination of the coilege - bred man in Western environment is expressed through the	UNIQUE
	"CASHLEIGH'S WILL" What a "Codieil" May Do to Expectant Heirs.

Arthur Johnson and Florence Lawrence In MISS DUDLEY "THE ROMANCE OF POND COVE" **ORCHESTRA**

TIEWS OF UNSUR- PICTURESQUE FRANCE & MISS ALICIA WRIP, SORRANG

KALEMY "HUBBY'S DAY AT HOME" "Star" Friday and Saturday

With Monster Saturday Matinee The Whole Story in Three Reels "Uncle Tom's Cabin" **Especially Imported For Our Patrons** Free Gifts at Saturday Matinee 5

Prize Tonight; Barrel of Flour. Dining Room Provides Hot Chowder and Lunch 15 Cts.

OPERA HOUSE NOW PLAYING: AFTERNOONS 2.30

KINEMACOLOR Natural Color Pictures COMMENCING TODAY

KING GEORGE V

of the strongest advertising propositions in the east — and our combination rate makes the 28,000 circulation especially interesting ADVERTISING MANAGER SEMI-WEEKLY TELEGRAPH, - ST. JOHN, N. B.