The Evening Telegram St. John's Newioundiand, February 13, 1911 ... 7

## The FVENING TELEERAM.

The advertiser who puts his Advts. in the Evening telegram never complains of results. It is read and be. heved by the people who buy goods.
That is one reason why the TELEGRAM'S advertising columns

Carry More Adveltising Than Any Other Newspaper in Newioundland.

That lact "speaks for isest," and it is size it turther. What we want to do is to bring home to the business men (iif there are any who have not availed of our columns in the past) the adranazage obe gained through a liberal use of the ELLEREAM, in bringing beiore the graat byying public-most to know:

The Kind of Goods They Have To Sell, the Quality of the Goods, Prices, \&c.

Ihat is what the shopkeeper wants the ght medium through which it can be

Ist. It has the largest circulation, and

2nd. Consequenty it is the most widely-read newspaper in Newfoundland ;

3rd. Naturally, then, it must be THE BEST ADVERTISING MEDIUM in Newfoundland;
th. Therefore, the advertiser has everything to gain, and nothing to lose by availing ofthe services of the EVEN C TELEGRAM during

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Light House Destroyed

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## Elected President Again



Kidney
Suffering

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the Dominion.


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"cleanliness" is the watchword of the Works wherein CLEENLINESS" is the watchword of the Works wherein
Sunlight Soap is made, and the characteristic of the Homes The cleaner the Works, the puree the Soap; the brighter the
Homes and the sweeter the Clothes. SITMIETIT SQMe
it is PURE


Thursday, February l6th, at 9 A.M.
This Sale w
We will publish prices on Thursday

## P. F. COLLINS.

340, 342 and 344 Water Street.

