## the

 RELIABLEBRITISH REMEDIE George Knowling.









 G. Knowling


But You make no mistake by buying space in "The Evening Telegram."

Record of Sales of The Evening Telegram for 1916: $1,820,965$.
Read the following SWORN statement for the past 12 months:


Total Number of Copies $-1,820,965 . \quad 302$ Days of Issue. 6,030 Average Issue. Increase 1916,-19,612.
AFFIDAVIT.
I, WILLIAM J. HERDER, of the City of St. John's, Newfoundland, Proprietor of The Evening Telegram
Newspaper, being duly sworn do depose and say:
Newspaper, being duly sworn do depose and say:
1.-That the ayerage circulation per issue for the year ending December 30th, 1916 , was 6,030 copies.
2. That the ayerage circulation per issue for the year ending December soth, this tatement of circulation does not any spoiled sheets, destroved papers, returned
conies or papers sol in any other way than day by day in the ordinary course of trade to news dealers, news
vendors and subseribers, including "exchanges". 3.-That the above tabular statement is a correct report of the 302 issues of The Evening Telegram
3.
the year ending December 30th, 1916 . And I have signed,
Sworn and acknowledged before me, at St. John's, this 13 th day of January, A.D. 1917 .
D. F. KENT,

## Count the Returns, NOT the Cost!



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