ex THE EVENING TELEGRAM. s= THE EVENING TELEGRAN.


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Newfoundland-American Packing Co, Inc. at their plant in Bay Bulls.

## The Leading Grocery Stores

in St. John's and Elsewhere.


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Hitt and Runn - We Know of Some Coin That Uncle Sam Isn't Going to Collect!
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 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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$\$ 22$ to \$30.
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 Coupled With Our "Odds \& Ends" Sale THIS WEEK Come some particular Good Values in Ladies' Evening Dresses \& Afternoon Dresses.
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Ever so pretty, in Silk Crepe-de-Chene, Ninon, and Spangled Net, etc., Pearl trimmings and Oriental trimmings. Shades of Cream, Pale Pink, Emerald, Maize,

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Dresses
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$\$ 3.50$.
Another 'Small Lot of ||Ten Dresses

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THE EVENING TELEGRAM, ST. JOHNS, NEWFOUNDLAND, JANUARY $24,1917-8$

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Nothing finer for your breakfast of FROSTY morning than a few slices

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 "Berkshire" Bacon.> Our sales of "Berkshire" Bacon for 1916 were over fifty per cent. higher than the previous
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