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ing sale is evidence of the fact that it is giving satisfaction wherever sold. The new company will continue to do business at its present office, 28 Wellington St. West. Toronto, Ont., with Mr. H. C. Sparling as managing director.

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The watch premium advertised in issue of Nov. 1st and the special combination offer of The Farming World, Canadian Good Housekeeping and the Ideal Cook Book, made in last issue, are unavoidably crowded out, but they still hold good.

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