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## The "Selling Unit" in Agricultural Advertising

Farm Papers today pay you big dividends where their use is based upon Experience and Practical Knowledge of Existing Conditions.


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## Formal Opening for Season 1907-08

Tuesday, Wednesday and Thursday September Third, Fourth and Firth

High Grade Exclusive Novelties in Furs $\begin{array}{ccc}\text { FURSCARFS } & \text { EMBRANG } & \text { JUFFSETS } \\ \mathbf{\$ 3} \text { to } \$ 200 & \$ 5 \text { to } \$ 100 & \$ 40 \text { to } \$ 500\end{array}$


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