# nrianne URNER'S PUBLIC SPIRIT 

$N$
No. 17. Price Four Cents

IFStudebaker buite only Ten Thớtsand cars in oneyearand the over-
my

Ayer, Mass., Saturday, January 1, 191
head expense was each car would carry $\$ 100$ as its share of the overhead.
BUT-with an out put of Eighty Thou sand cars, the overhead is but $\$ 8.00$ per car. Quantity production gives YOU real value and this is only real ized by continuous manufacture during each month of the year, made possible by
A talk witb
us will surely
convince you tbat it is to
your advan-
tage to buy

## WINTER PURCHASE PLAN

## STUDEBAKER FOUR-40 \$885

 STUDEBAKER SIX-50 \$1050
## Power-Quality-Service

Fyer Futo Station

## Salesroom-Park Street

## Obey The Law!

The new law becomes effective January 1st, 1916, fo regulating the use of headlights on motor vehicles by eliminating the glare of same
Non-Blinding)
$\$ 3.25$ Per Pair

ssachusetts Highway

Passes the new regulation of the M
Commission

## Weed Tire Chains

automobile accessories of all kinds


## Overcoat Weather

The cold wave has come. It makes every man think of having warm, comfortable clothes. Here are a few of our many Eold weather suggestions
MAOKINAWS,

\$18, \$20, \$22, $\$ 24$

## WINTER GILOVES <br> SWEATERS and JERSEYS $\$ 2.00$ to $\$ 7.00$ <br> WINTER Didicenwear Shirts and Drawers 50 to $\$ 1.50$

## 



## Fletcher Brothers

WOOLEN SHIRTS
$\$ 1.00$ to $\$ 2.50$
WINTER CAPS \& TOQUES 50 to $\$ 2.50$
Woolen socks

## Prea Kivim



## Overcoats

We have an unusual stock of Handsome, Stylish Ovércoats. They are made in the latest designs and from a variety of fabrics. Every man will find here something to please him. The Dressy Overcoat in Black or Oxford Kerseys, with Velvet Collar and cut about 44 inches long. Some beautiful Fancy Mixture Overcoats and Popular Chinchillas, cut in regular lengths; some with Velvet Col. Chinchillas, cut in regular lengths; some with velvet cols long, roomy Overcoats cut 52 inches long, made with Belt and Large Storm Collars.

Come in and look them over as that is the only way you can ever fully appreciate their real value.
 garments offéred you.
men's' Regulàr Overcoats-
$\$ 10.00, \$ 15.00, \$ 18.00$ and $\$ 20.00$ Men's Fancy Mixture Overcoats-
$\mathbf{\$ 1 0 . 0 0}, \$ 15.00$
$\mathbf{\$ 1 8 . 0 0}$ Youth's Fancy mixture overcoats-
$\$ 8.47, \$ 10.00, \$ 15.00$ and $\$ 18.00$

## WINTER UNDERWEAR

 Everything in Warm Underwear that a Jan Boy may need you will find here. Heavy, Double-breasted, Fleeceen's Heavy, Derby-ribbed.50 Len's Heavy, Derby-ribbed:. en's Heavy Wool, well-known Glastor- 5 bury make $\ldots . ., \ldots . .181 .00$ and $\$ 1.25$ right's Health Underwear, known every. n's Union Suits in several wh and 804 makes .................. Boys' Heavy Fleece
Fioys' Wool
Boys' Unioh Suits
$\$ 1.00$ to 88.00 .
$25 \%$ to 50

## RUBBER FOOTWEAR

You will find here the largest stock, of good will find such high-grade makes as

Goid Seal, Red Seal and Coodyear chovo
the very highest grades of Rubber Footwear to bu found in the market-the acknowledged leaderict the rubber world. The best in Rubber Goodse no more fọ our superior makes of footwear than you usually pay for the ordinary kinds carried if nost place


## ANNDUNCEMENT

 Wd desite every chonshold inthis icinito to havéane of our Calet lars-gall at the store and
receip one
No Calendars Given to Children

WIELAM BROWN DRUGGIST
Main Street : Ayer, Mass.



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## BERKSHIRES

## Entirely satisfactor

Reliable breeders
Kind mothers
Supremacy supreme
Highest quality fat and lean meat
Ideal foragers
Respected everywhere
Excellent supply of milk
Surely best breed in the world
Pigs All Ages to offer-All Cholera Immune
The Overlook Orchards
Littleton, mass

## Mr. H. F. Proctor <br> of Litilleton

will be interested to learn that he is now connected with
the great Boston music house of
GEORGE LINCOLN PAREER, 100 Boylaton Street, BOSTON
This firm is one of the best-known in New England and handies full lines of Edison Diamond Disc Rhono and Victor Records. Krachelete libraries of Edison Puyos. Playea Punos, with fill also a fine line of used pianos of all makes at attractive prices

## Under George Lincoln Parker's own management is

 operated aFACTORY AND COMPLETE REPAIR SHOP for the rebuilding or skilful repairing of pianos, playerpianos and phonographs. Only experienced men are inishing in your own house if desired. Eall on or write to
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Phone 209-1
AYER, MASS
Fairbanks-Morse KEROSENE AND GASOLENE ENGINES


## A.

Call and Look Them Over-Get Prices.
One 5 H. P. Second-hand Novo Gasolene Engine Bargain, $\$ 95-$ in first-class condition


CHAS. E. PERRIN
West Street PLUMBER AYER, MASS



|  | Fletcher and Elifiabeth Proctor, Briet remarks were also made by the pasremarks were aiso made by the pas. tor, Rev. F. B. Crandall. Thi storm intrfered. with the attendeng and kept some members of the school from being present. <br> Mrs. Howard B: White has been spending a few days this week at the Westminster in Boston. Mr. White has been with her a part of the time. <br> The Cintarlan Giris' club will meet with Mlise Eleanor Clark on Thursday cvening, January $6 ;$ at 7.30 o'clock. <br> The eguipment and furnishings of the Good Print Press Company in Springfleld were almost wholly de- stroyed by fire which broke out on Monday night. Damage nmounting to $\$ 2500$ was caused: Henry B. Good. man is proprictor of the printing shop. He formerly worked in the pubile Spirlt onlce here. His rather, Louls H. Goodman. was $n$ junkdeater in town, the fanilly llving on West Main <br> Mllss Ruth Fisher, daughter of Rev. and Mrs. Thomas L Fisher, of Leom- inster, is a guest of Miss Charlotte ing party plven to the choir pirls of this week Frtday evening. The hostesses Will be Mrs. Austin Peters of Harvard, Mrs. W. M. Ford. Mrs. Geo: A. Sanderson, Mrs. Frank S. Bennett. Mirs. Harvey Huntington and Mrs. M. <br> The Unitirilan Sunday: wehool held its annual Christinas tree last week church. Supper was served to the chidren at nue oclock, after which The xifts were announced by Norman Fletcher and distributed by the little messengers. Bruce Fillebrown and BArbith Fletcher. Games were play- <br> d during all the spare moments. <br> Col. Stephen W. Nickerson. Who has itree or four years, occupying, the Moses on Mleasant street, and who has been an. Invalld for some years, was taken to the Weliesley sanatorlum on Thursiay. His brother and two at- tendants came for him in a limousine Col. Nickerson was a former minister to China and is well-known in this here will remain at the house through $\qquad$ <br> Miss Helen Knlght. of Boston, is a urday. The Knlght Pamilly have a summer home in Litleton Miss Charlotte Sunderson <br> Helen savage are to spend the week <br> end and Sunday as kuests of Miss Hich Knight ar the Buckmtnster in |
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| Easter lodge, N. E. O. P., elected hese officers at their last meeting: 0 . |  |
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|  |  |
| Margaret Rand, g. Mrs Christic McDonald, xuard: Charless L Washburn, yrs.: Mrs. Ida L. Preble. Mrs. Kate c. Carrigan. representatives to krand dodge: Mrs. Margaret Rand, Mrs. Athe S. Washburn, alternates. |  |
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| The Congregational church dected thexe onticers at the annuat meeting held last week: Dr. B. H. Hoplins. clerk; C. H. Hardy auditor: E. B. Harlow; treas, ; Augustus Lovejoy, Dr. erudental com.: Francis Lovejoy, <br>  trustee parsonage fund 3 yrs. |  |
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| Mr. and Mrs. S. J. Andrew and their dauchter, Miss Ethel Andrew, spent Mrs. Arthur D. Stroud in Ipswich. |  |
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|  |  |
| Oscar F. Slocomb, or Brooklyn,Y.: a former resident of Ayer, vilted in town last restde is town last week. |  |
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| Among the Christmas and week-end of Westeyan university, at the home of his parents; Mr. and Mrs: C. H. Barton, at the home of her parents, Mr. Toohers. op Lynn, at the home or his mother, Srs. Brilget Toohey; Mr. and |  |
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| 3re and Mrs, Archie kitchenert and |  |
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| Xashua. and Florence and Charles |  |
| Mrs, Margaret Weidan: Mrs. Mi. E. |  |
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| F E washuri or F |  |
| At the home of Mr. and Mrs. J. B. Washburn. |  |
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|  |  |
| of her parents. Mr. and Mrs. Lyman dinles as shool wo weeks hrost Grar ville. |  |
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| no damage, was the cause of an alarm |  |
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| The Christmas holiday passed of in the usual qulet manner with many |  |
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SATURDAY, JANUARY $1 ; 1016$




Mrs. E. F. Chandler Ladies' Hatter

Barry Block<br>Ayer, Mass.

Phone 88-5 Willow Dale Nursery

| NRY W. ROB |
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Carriage Repairing in All It Branches Promptly
ALSO HORSESHOEING AND GEN-
EREAL ELACKSIITHING
FREDERICK






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