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Forty-Eighth Year


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Lighting Fixtures and Electric Supplies

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No: 22. Price Four Cents


## Revios cocerse

## Mark-Down Sale

In accordance with our fixed policy, of twenty years' standing; of disposing of our stock during the season for which it is made and not carry goods over from one season to the next, we will now make some' genuine price reductions on the balance of our stock of Winter Goods:
Now is the time of the year for our regular Mid-Winter Sale in order to dispose of the balance of our regalar High-grade Stock of

WINTER CLOTHING, HATS, CAPS and FURNISHINGS
In the face of the great advance in prices of all kinds of merchandise we have made our usual price reductions on our Fancy Mixure Suits and Overcoats, and more moderate price reductions on the staple lines.

Look over the list of items carefully; you will find it for your interest to take advantage of this opportunity to secure standarid goods at extremely low prices.

| 's SUIT BARGAINS | FANCY MIXTURE OVERCOATS |
| :---: | :---: |
| e of our stock of Fancy Mixture Suits | For Men and Yo |
| are now offered at reduced prices. Many Shuman Suits among the lot. | Every Fancy Aixture Overcoat are now offered |
| \$12.00 Fancy Suits marked down to $\mathbf{\$ 8 . 4 7}$ | sizes 34 to 42-Al Good |
| \$15.00 Fancy, Suits marked down to \$10.47 |  |
| $\$ 18.00$ Francy $\$ 20.00$ Fints marked down to S13its marked down to | $\$ 12.00$ Overcoats marked down to...... $\$ 8.47$ $\$ 15.00$ Overcoats marked down to.... $\mathbf{8 1 0 . 4 7}$ |
| Blue Surge and Staple Worsteds not included in | \$18.00 Overcoats marked down to …: $\$ 13.47$ $\$ 20.00$ Overcoats marked down to. ... $\$ 15.47$ |
|  | Our Black Kersey and Gray Vicinna and Melton |
| CHILDREN'S SUITS <br> Ages 6 to 16 | Overcoats are offered at a reduction of 10 per cent from the regular price on tag. |
|  | ' AND CHILDREN'S |
| \$5.00 suits marked down tor........... \$3.47 | Eve |
| ckerbacker Trousers | Ages 12 to 16 |
| 5fe Trousers reduced | \$5.00 Overcoats marked down to |
| \$1.00 Trousers reduced to................. $79 \boldsymbol{c}$ | \$7.50 Overcoats mark |
| EN'S WORKING TROUSERS | Ages 4 to 12 |
| One lot Trousprs, regular price \$1.75 for $\mathbf{\$ 1 . 3 9}$ | \$4.00 Overcoats marked down to |
| One lot Trousers, regular price \$2.00 for \$1.69 | \$5.00 Overcoats marked down to |
| One 'ot Trousers, regular price \$2.50 for $\mathbf{\$ 1 . 9 8}$ | \$7.00 Overcoats marked down to........ $\$$ |
| One lot Trousers. regular price $\$ 3.00$ for $\$ \mathbf{\$ 2 . 4 7}$ One lot Trousers. regular price $\$ 3.50$ for $\mathbf{\$ 2 . 9 8}$ |  |
| TER HATS AND CAPS |  |
| \%). (golf Caps for Men, now. | of Fancy Coat Shirts, the |
| Tinc: Golf Caps for Men, now........... 5 |  |
| *1.00 Golf Claps for Men, now......... 79¢ | One lot of regular 50 c . Coat Shirts, no One lot of Domet Flannel Working |
| 2 ic . Golf Caps for Boys, now............ 19 | One lot of Domet Flannel Working Shirts, the regular 50c. kind, now............ |
| Fur Caps and Fur-Trimmed Caps now at Greatly Reduced Prices | Underwear Bargains |
| TS | easted Fleece Underwear,: a ain at 50 c ., now $\qquad$ |
|  | bed Shirts and |
| 2.00. Stiff Ilats for men, now.......... | . grade, now |
| Hubbard make, now......... . $\$ 1.98$ | Wright Health Fleece Underwear: |
| \$3.00 Velour Hats for Men, now........ \$1.98 |  |
| \$1.50 Velvet or Plush Hats, now....... \$1.00 | Men's Double-breasted C |
| $\$ 1.00$ Velvet or Plush Hats, now....... Yarn Toques | wear, our regular $\$ 1.00$ grade, now.... 79 Derby Ribbed Union Suits for Men, the regular $\$ 1.00$ grade, now |
|  | Boys' Wright's Wool Fleece Shirts sind Drawers; our regular 50 c. grade, for..... 39 , |
| R-LINED COATS of Fur Outside Cor | ys' Fleece-lined Shirts and Drawers, the <br>  |
| also Fur-lined Coats will be offered at | n't H Hosiery |
| ce reduction of $\mathbf{1 0}$ percent from | ade of Medium Woól Hose |
| extremely low pr | grade of Heavy Cotton Hose, in black or tan colors, now |
| MACKINAW COATS | on and Wool Hose..... 2 pairs for 25 , |
| balance of our stock of Mackinaw Coats |  |
| for Men and Boys are now offered at a price reduction of 20 percent from our regular prices: | Men's and Boys' Coat Sweaters, a regular 75 c . quality, now for. 44 |
| FEW SPECIAL BARGAINS | Men's Coat Sweaters, a regular $\$ 1.50$ grade, , $k$ all colors, now for $\therefore .6 .0 .0 .018110$ |
| Men's White Handkerchiefs. ........... 3¢ | One lot of Men's Sweater |
| President Suspenders, 50c. grade ........ 35¢ | sizes only; \$3.00 |
| President Suspenders |  |
| Police Braces, 25c. grade <br> Fine Lisle Braces, 50c. kind, for $\qquad$ | One lot Men's Sweaters, odd Sweaters, |
| E DEPA |  |
| ave many broken lines and odd pairs. | F |
| Wes arid Slippers for Women and Girls, which | Bi |
| we have placed upon the Bargain Counter for this sale. | 25c. grade Four-in-hiands no 50c. grade Four-in-hands: |
| Store Open on Monday, Friday and Saturday Evenings |  |
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ONE DOLLAR AND FLINTY CEMTS
PEB YEAR IN ADVANCE ceoroe h. B. TURNER, Pableber GEORGE E. B. TURNER, Pab
JOBN H. TUENER, Editor
 Twarner's Pablice Spilith Ayer, Maes
The Groton Landinark
The Pepperel! Clarion-Adverther
 The Shirley Oracle
Te Townsend Tocstin
The Brokllne (N. Hencon

The Holls (N. H.) Homestead | postomee at Ayer, Mass. |
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| Suturday, Feliruiry 5, 1016. | WESTFORD

## Center Miss



ho late John Lanktree's Westiord

ed Lanntry. The deceased aliways
uses. the Iormer speling which is not
the usual one.
The Edward Mr. Abbot hose com-
pany held tls segular monthy meet-
ing and supper Tuestay evening ai



Ten members, of Westord Grange
 past masters Frank C. Wright, A. H
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Westrord responded wih wheecher
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 Back-Lor drama in L:tile:on :wwn
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 ned for February 15 . with oyster sup.
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## Prince Albert <br> fits your taste

Metis the fondest wishes of any man who likes to cmoke because it has the right flavor anc croma and cooiness. It's the most cheeror roll into a cigaor roll into a ciga-
rette. And it's so good you just feel enough. The pat ented process fixes that-and
cuts out bite and parch! When you fire up your first smoke you'll decide that you never did taste tobacco that PRINCE ALBERT

## TRY YOUR SKILL

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 Firth-Lady or Gentleman's Genulne Dia


 sINTH- 115.50 Credit in apply on purchase
My New Story \&'Clark piano or Player-Plano.

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For it exceeds in goodness and satisfaction the kindes word we evci printed about it!
Men, we toll ycia this tobacco will be a revelation to you. So, take this information at $100 \%$, get out the old jimmy pipe from its hiding place or locate the makin's papers
-and foll-tol and foll-to.


## Registeppad Beplkshipes

At HOOD FARM, LOWELL, MASS., on FEBRUARY 25, 1916, at 12.30.
Attend, learn what a real Hog looks like and buy at your own price. Catalog on request.

The Overlook Orchards littleton, mass

## THE MANX FRIENDS OF <br> Mr. H. F. Proctor

## of littileton

vill be interested to learn that he is now connected with the great Boston music house of
GEORGE LINCO: V PARKER, 100 Boylston Street, BOSTON This firm is one of the best-known in New England and handles full lines of Eison Diamond Disc Phonographs, Victor Victrolas. Complete libraries of Edison and Victor Records. Krakauer, Emerson, R. S. Heward Pianos. Player Planos, with full stock of player rolls. also a fine line of used pianos of all makes AT ATTRACTIVE PRICES
Under George Lincoln Parker's own management is
FACTORY AND COMPLETE REPALR SHOP for the rebuilding or skilful repairing of pianos, playerpianos and phonographs. Only experienced men are
used for this work. Piano tuning, polishing or re finishing in your own house if desired. Call on or write to
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Model and Tailored Hats
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AYER, MLASS
Half the Cost
Fairbanks-Morse kerosene and gasolene engines


Call and Look. Them Over-Get Prices
One 5 H. P. Second-hand Novo Gasolene Engine A Bargain, \$95-in first-ciass condition
special for this monte
CHAS. E. PERRIN
West Street PLUMBER AYER, MASS





## The Household Remedy

for the ailments from which almost everyone sometimes
suffers- sick headache, constipation, disturbed sleep
muddy complexion, lassitude, backache, depression and

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They have achieved the distinction of being the most
widely used medicine in the world, because millions of people have found them dependable, speedy and sur
their action on stcmach, liver, kidneys and bowels.


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Hayes High-Pressure Power and Mand Sprayers
300 lbs.-The Practical Working Pressure
Complete Units with 110 and 150 Gallon Tanks with Units with 110 and 150 Gallon
Rotary Agitator-Enclosed Cab Hayes Sprayers embody the most complete line of spraying
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PNEUMATIC WATER SUPPLY SYSTEMS
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Ten minutes from
Chas. Bartz
Electrical Work AYER, mass. Telephone 153.13 LOVEJOT Insurance Agent and Broker


| Ebruary 5. 1916. |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| PEPPERKLLL <br> News Items. <br> Mrs. O. D. Clark of Sunford, Mo. and Carl Drew of Boston were weekFrank Bennett, Park street. On her return home on Monday, Mrs. Clark to Maine with her for a two weeks' stay. <br> Mrs. Elmer Mason is convalescing |  |  |  | ted |  |  |
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| Mrs. Elmer Mason is convalescing very slowly from a bady sprained wrist recelved nearly two weeks ngo. which nearly amounted to a break. beling very painful. | on the paper machine at the dishua Biver paper mills, has gone to bellows the to | se |  | as saperintendent of the sunduy ward as assistant. |  | ident of his class, 1016 . Irs, John Murphy, whose deatin urred on last Saturday at her honso |
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