## TURNER'S PUBLIC SPIRIT.

Forty-Ninth Year
Everything Electrical


Headquarters for Mazda Lamps Ever-Ready Flashlights \& Batteries Electric Supplies

Wiring and Repairing
Robept Mupphu's Sons 60. electrical contractors SALESROOM
PARK STREET

Telephone 86-
First National Bank of fuef
Savings and Thrift Club
Thrift Club starts Tuesday, Dec 26, 1916, at 8 a.m., when First Payment will be Due
$\left.\begin{array}{c}\text { SAVE } 25 \text { CENTS PER WEEK FOR } \\ \text { SAVE } 50 \text { CENTS PER WEEK FOR } \\ \text { SAVE } \$ 1.00 \text { PER WEER FOR } \\ \text { SAVE } \$ 2.00 \text { PER WEEK FOR }\end{array}\right\}$ GORKS


Early Shopping
gives you a better selection of goods Our Store is Now Prepared for Those Who Want Smart, Sensible Up-to-the-Minute Gifts

ThA HAGONS
SMOKER STAND SMOKER STAND
SEWING TABLE PIANOS

We invite you to do your Christmas Shopping at our store and get the benefit of our anniversary 10
chases during the month of December.

## J. J. Barry \& Co. <br> Barry Building : Main Street AYER, MASS.

30 precent of the value of the house You want to buy is generally all you need, for the FITCHBURG CO-OPERATIVE BANK Can often lend you the balance
At the Store of J. J. Barry, Main Street, Ayer pridar evenina, december 22-5 to 8 o'clock

Ayer, Mass., Saturday; December 16,"1916


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 Nen's Cluth (aps ........ $\mathbf{5 0 \phi}$ to$\mathbf{\$ 1 . 2 5}$
Men's Fur (aps ......
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 Tho snow and freczing of this weel
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 Capt. Chency was up from Arilug
ton Monday to take a 100 at his pro erty here.
Thic Harvara Woman's ciub ts solic
Tins funds to contribute to the $w$.

arf and Toune Sets- $\quad \mathbf{5 0 c}$ and $\mathbf{\$ 1 . 0 0}$
$\$ 1.00$ and $\$ 2.00$ CHRISTMAS SLIPPERS FOR MEN. In a great variety CHRISTMAS SLIPPERS FOR GIRLS AND CHILDREN. In Patent Leathers and also in warm Felt Goods in High Buckle Arctics for Men and Boys

Reliable Clothier


SUGGESTIONS FOR

## Gifts that are Practical and Have Lasting Value

Our store is a Christmas Store-it is full of gifts suitable for a Man's or Boy's Christmas. If you are look ing for a Christmas Gift for "Him" you will find any number of choice and suitable things here that will be appropriate and sure to be appreciated by the receiver. You will also find many things, such as Slippers, Umbrellas Toques and Scarfs which are suitable for "Her."

Outside our regular Holiday stock there is not an article or garment in this store that would not make a handsome and acceptable Christmas Gift-exactly the sort of gift that men like best

| HANDKERCHIEFS FOR CHRISTMAS GIFTS <br> Men's Linen Hemstitehed, plain............ 15 $\boldsymbol{6}$, 25 $\varphi$ and $50 \phi$ <br> Men's Embroidèred. Initial .................. 10 $\boldsymbol{\epsilon}$ and $15 \phi$ each <br> Men's Initial, Linen................... . $25 \boldsymbol{\xi}$ and $50 \boldsymbol{\phi}$ each <br> Men's Initial, Silk ......................... 25 6 and $50 \phi$ each <br> Men's Linen Handkerchiefs. plain <br> 6 in Handsome' Christmas Bux........ $\mathbf{\$ 1 . 5 0}$ to $\mathbf{\$ 3 . 0 0}$ <br> 4 in Handsome ('hristmas Box:....... $\mathbf{\$ 1 . 0 0}$ to $\mathbf{\$ 2 . 0 0}$ <br> Men's Fine Cambric Ilandkerehiefs. 6 in Handsome Christ- <br> mas. Box $\ldots \ldots \ldots \ldots . . . . . . . . . . . . .$. . $\mathbf{7 5 ¢}$ and $\$ 1.00$ <br> Boys' Handkerchiefs, plain white, or fancy bordered. 3 in pretty Christmas Box ............... 10 $\boldsymbol{c}$ and $20 ¢$ per box | GLOVES FOR CHRISTMAS GIFTS <br> Men's Kid Gloves, unlined, for dress wear.... $\$ 1.00$ to $\$ 2.00$ Men's Kid Gloves, lined, for dress wear...... $\$ 1.15$ to $\$ 2.50$ Men's Mocha Gloves, flecec-lined.:............... $50 \phi$ to $\$ 1: 25$ Men's Mocha Gloyes, silk or knit-lined. ........ $\$ \mathbf{\$ 1 . 5 0}$ to $\$ 2.50$ Men's Mocha Gloves, Hare or Şuprrel lined.... \$4:00 to \$8.00 Mon's Working Gloves and Xittens............. $50 \phi$ and $\$ 1,00$ Men's Woolen Gloves and Mittens . . . . . . . ......... 25 toto 75 Boys' Woolen Gloves" and Mittens $\ldots . . . . . . . . . . .254$ and 50 , Boys' Mocha Gloves and Mittens .............. 50 and $\$ 1,06$ Children's Mocha Gloves and Mittens .......... $50 \phi$ and 81.0 Children's Woolen Gloves and Mittens ............ $25 \varphi$ and $\$ 0$ |
| :---: | :---: |
| SWEATERS FOR CHRISTMAS <br> Nothing could be more acceptable for a gift than a good Sweater. We have Sweaters for every member of the family. They come in Gray. Navy, Crimson and Brown colors. Some are plain Coat style, and some have a collar and some have pockets. | MIEN'S HÓSIERY FOR CHRIBTMAS <br> Fine Cotton Hose- 4 pair in Christmas Box $50 \phi \mathrm{bo}$ <br> Tripletoe and Shawknit Hose, in Black or Colors, fine quality, four pair in Christmas Box 25 $\$$ pair $\$ 1.00$ bo Ever:7ear Hose, guaranteed for six monthis <br> -six pair in box, for..... $\$ 2.00 \mathrm{~b} 0$ Silk Hose, in Black or Colors. ...... 50 \& pai Children's Hose, "Black Cat"" make <br> Ien's Woolen Hose, fine grade $25 \phi$ to $\mathbf{3 5}$ |
| A FEW SUGGESTIONS FROM OUR <br> NECKWEAR-Men's plain colned and fancy Neckwear. <br> latent stypes and colors. Owing to an carly pur- <br> chas we are giving valum equal that of last vear <br> 25c and 50c <br> ARM BANDS-Fancy Arm Bands, cach pair in handsome <br> (hristmas box $\qquad$ $25 \varphi$ and 50c <br> COMBINATION SETS-In a Handsome Christmas Box <br> pair suspenders, a pair of Arm Bands and a pair of <br> liarters ............................... $50 ¢$ and 75¢ <br> Pair of Suspenders. pair of Garters and a pation of Arm Bands, three pirees .......... $\mathbf{7 5 \varphi}$ and $\mathbf{\$ 1 . 0 0}$ <br> Pair of Garturs and a pair of Arm Bands in Christinas Bux .............................. $25 ¢$ and $50 \varphi$ <br> MUFFLERS - In Mercerized Cotton. Wool or Silk. in great <br> varioty of colorings and fabrics......... $\mathbf{7 5 \varphi}$ to $\mathbf{\$ 4 . 5 0}$ <br> BELTS-Bny a Leather Belt in a pretty Christmas Box. <br> $50 ¢$ | FURNISHING GOODS DEPARTMENT <br> BATH ROBES-Make a most appropriate Christmas Gift, and one that is always appreciated. A good assortment of colorings ................... \$3.50 to \$6.5 <br> NIGHT ROBES-For Men, made of a good quality of Domet Elannel ..................... 50¢ to \$1:2 For Boys', made of Domet Flannel......... 50 $\boldsymbol{5}$ to 90 <br> PAJAMAS-Men's and Boys', made of Domet 'Flannelgood quality; fancy trimmed ........ \$1.00 to \$1.5 SUSPENDERS-A great varicty of styles, each pair in a Handsome Christmas Box .............., $25 \phi$ and 50 JEWELRY-Cuff Buttons and Scarf Pin, each in a Handsome Christmas Box. <br> Cuff Buttons $\qquad$ $25 \phi$ to $\$ 1.5$ Scarf Pins $\qquad$ 25 to $\$ 1.2$ A Watch for the Boy, in Nickel or Gilt, guaranteed for one year $\qquad$ <br> GARTERS-In Boston, Paris and Brighton makes, in single or double grip, all in a Christmas Box. $\qquad$ |

LEATHER BAGS AND SUIT CASES Suit Cases, made of Fibre Board Suit Cases, made of Leather $\$ 6.00$ to $\$ 8.0$ Suit Cases, made of Japapese Matting 8 cs
$\$ 1.25$ to $\$ 3.0$ Hand Bags, Leather \$3.00 to \& 8 School Lunch Boxes for Children, 2

Holiday Footwear for Every Member of the Family 506 to $\$ 1.25$

Arctics for Women and Children
 CHRISTMAS SLIPPERS IOR Ment. In a great vayety of warm Felt Goods, th taro $=$, colors, somie with Far yryma
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H. qnd ohildron-t

## George H. Brown

Store Open Every Evening Except Tuesday:

## Cfudebakers The New Series 18 Cars

## With Seven New and Exclusive Features


#### Abstract

SUDEBAKER NEW SERIES 18 CARS, with seven new, special and exclusive improvements, are fine cars, warranted by us to completely satisfy the most particular and fastidious persons. concede that these Studebakers equal any such cars in quality of material, design, workmanship and finish, and also con cede the truth of our statement that the day of high prices for cars has passed.


## SEVEN NEW IMPROVEMENTS AND ADDITIONS

 GUN-METAL FINISH Original, rich and exclusive finish of deep luster finish is possibibe than that tof the Series 18 Cars. A perranancet body finish depends largely on the slow and careful building up of the differentcoats of color and varnishllie Stuidebaker way. Fenders and aprons NEW AUXILIARY CHAIRS
Lude Autilat Arm-chairs, original and exclusive with chairs fold up and slide under rear seat whenge, roomy and comfortable chairs fold up and slide under rear seat when not in use. They dispense
with the unsightly recesses in the tonneau floor and with slit carpets, commonly used in other cars. When these chairs are underneath the back seat, the Studebaker is. a roony. beathifur FIVE-PASSENGER
CAR-instead of the regular seven-passenger car. CAR-instead of the regular sen
REVERSIBLE FRONT SEAT. Original and exclusive with Studebaker, the front passenger seat is reversible so that passenger can sit facing tonneau or facing forward. Both front seats are covered with leather, have
large and handsome robe strap, and are adjustable to all leg lengths. No large and handsome robe strap, and are adjustable to all leg lengths.
more comfortable' seats are found in any car, regardless of price.
NEW STORM CURTAINS. Of the recent Blackmore design and patent, opening with the doors and thereby preventing crouching and crushed
hats. Studebaker, we believe, is the first maker to offer this improvement as standard equipment.

## Ayer Auto Station

Distributors for
Ayer, Groton, Shirley, Littleton, Harvard, Pepperell, Westford and Dunstable

MPROVED BODY AND UPHQLSTERY. The body is ceganty finishplates, wide doors, handsome door trime cearpeting e ele., all demmonstrate quall genine leather, made to special siudcbaker forms, with the best curled hair and long coil springs. Tonneau carpet all wool, bound with leather instead of cheap, ;raveling thread-stitch. The top is made of the
finest grade silk moliair, bound with leather ed gine a feature found on fifest grade sill moliair, bound with leather edging, a feature found on ship of Studebaker cars are unsurpassed, and the interior finish and deship of Studebaker cars are unsurpassed, and the interior fin
tail of the bodies are LUXURIOUS and CONFORTABLE.
YALE SWITCH LOCK, of pin tumbler type, Studebaker design, insuring, NEW WINTER TOP made exclasively for Studebaker cars. Noiseless.
Quickly and casily put on or taken off, and fitting perfectly. MECHANICAL IMPROVEMENTS
Improverinents have been made in the Serics 18 Motor, insuring greater
smboothiness, flexibility, guictuess and economy. All noticeable vibration smoothinss, flexibility, quictness and cconony. All noticeable vibration
has been eliminated by superior piston design and the stiffening of the motor frame.
The Studebaker-Scheller carburetion svstem has been developed so that
boti the FOCK hoth the FOCR and SIX are the most ECONOMICAL motors on the
marketin ratio to power.

Studebaker lubrication has becn further improved. The system is positive and climinates anll labrication troubles. Waste through the exthusiis overcome and practically no surplus oil reaches the combustion cham-
ber to burn and form carbon. The ehassis frame is the same sirong light construction which has charconivincingly prowed by satisfaction given in over 285,000 Studebakcrs
produced and sold.
The full floating rear axte construction remains the same in principle as herelofore, but Yas been futher inproved and strengthened. This type
of axle is used practically by all leading manufacturers, thereby prove. of axle is used practically by al
ing its mechanical superiority.
The best quality of steel and allow is used throughout. Every gear is of
CHROME IICKEL STEL, specially cut by Studebaker. Chrom dickel siemb, seciay cat by stachake
In the differential, whict has four bevel gears, Timken bearings are ised
inroughout. Only eleven of the three hundred different cars on the throughout. Only eleven of the three hundred different cars on the
market use as many Timken bearings as Studebaker. and the average market use as many imken
price of these cars is $\$ 2000$.
The Wagner Lighting and Starting Systemin is individual to Studebaker
cars and has beent further improved by increating the cranking poweir $12 \% / \%$
The Willard Storage Battery is absolute assurance against ignition, lightThe Willard Storage Battery is absolute assurance against ignition, light-
ing and starting failure. Studebaker uses a 100 -AMPERE-liour battery
 Phone 86-4, Ayer; Mass.

| SIX.CYLIND |  |
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| SIX Chassis | \$1,090.00 |
| SIX Roadster | \$1,170.00 |
| SIX Touring Car | \$1,180.00 |
| SIX Landau Roadster | \$1,350.00 |
| SIX Every-Weather Car | \$1,380.00 |
| SIX Touring Sedan | \$1,700.00 |
| SIX Coupe | \$1,750.00 |
| SIX Limousine | \$2,600.00 |

SIX Chassis
SIX Roadster SIX Touring Car

- SIX Landau Roadster SIX Touring Sedan . SIX Coupe .
$\mathbf{\$ 2 , 6 0 0 . 0 0}$


Onr preparations for Christmas have been both thorough and complete, and we now ask the privilege of showing you a
BEAUTIFEL COLLECTIONS OF GIFTS sparkling with the Brightest and Most Original Productions for the Holiday Se

You Will Get New Ideas

as you look through our Holiday Stock. It is a practical demonstration of POSSIBILITIES in gathering under one roof
everything to make people HAPPY at CHRISTMAS time.
The Finest Sight in Town
 BRIGHT, FRESH, NEW and NoveL in Holiday Goods of
genuine worth and moguestioned value for rally desirable
We Can Meet Your Wants

 Presents to Please Everybody


## Ayer Variety Store

## All Winter Millinery

At Reduced Prices
L. D.

Conant Block
WOODS
East Pepperell, Mass.








With only a short time to do the Christmas shopping our thoughts naturally turn to Christmas Gifts. What is more practical and more appreciated by the men and boys than some article of wearing apparel? Our Christmas Goods are all in, the newest styles and patterns in Men's and Boys' Clothing, Furnishirtgs, Shoes and Slippers. Come in while the variety is good and let us help you make your selections. Here are a few suggestions:


Arm Bands in Christmas Boxes ..........
Gloves in Christmas Boxes ................
Braces in Christmas Boxes ...........
Men's Linen IIndkercheffs. with initial...
Men's Japanette IIandkerchiefs, initial....
Men's Silk Iandkerchiefs. with initial....
Combination Necktie and Handkerehief
Combination Neckite and Handkerehief
$25 \phi$ and $50 \phi$
$25 \varphi$ to $\$ 3.50$ $25 \varphi$ and $50 \phi$ 25 $\mathbf{2}$ and $50 \phi$ $10 \phi$ and $15 \varphi$ $25 \phi$ and $50 \phi$

All Kinds of Footwear for Every Member of the Family-Rubber Boots, Overshoes, Rubbers, Etc.

## Fletcher

 BrosOpposite Depot

STORE OPEN EVERY EVENING NEXT WEEK EXCEPT TUESDAY.
MASS





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The New England Trust Company
Capital $\$ 1,000,000$ Surplus and Profits over $\$ 3,000,000$ ACTS AS EXECUTOR, ADMINISTRATOR, TRUSTEE, GUARDIAN, ATTORNEY OR AGENT


## 





| not learned yet. Besides with Amos Ames <br> Bessits took lessons of U. H. Bar rows in Ayer for a few winters. He <br>  proficient and was elected second leadar a number of times, and has coner's absence. (To be continued.) |
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| Data accompanying a receritly published official map or $\begin{array}{l}\text { Morth Dakota } \\ \text { show thai the state has } \\ \text { seft,000,000 set }\end{array}$ show that the state has 8 ffi, 000,000 setapart in land as a publle school en-dowment. |
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Provisions

P. Donlon \& Co.

Shop Early
to be found at DWINELI''S Sto



## Practical Economy

Baking powders made from alum or phosphate may be bought for a trifle less than Royal Baking Powder, which is made from cream of tartar, derived from grapes. Alum powders are not only cheap, but they differ greatly in leavening power.
If a cheap baking powder is used for a fine cake and the cake turns out a failure there is a waste of costly materials worth more than a whole can of the cheap baking powder.
Royal Baking Powder produces the finest food, and its use therefore, results in an actual saving
ROYAL BAKING POWDER CO. New York


| church support in a systematte way: and it is solving many a inanclat problem. <br> The pastor will preach at the mornat noon and Junior meetins at 3.30 . At seven In the evening the pastor will sitry of healiny." sy sceretary Barton will be illustrated by seventy-two colored shes. |
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## William

Brown
Druggist, Ayer
The Christmas Season is approaching and we wish to call your attention to the fact that in our store you will find an extremely large variety of useful and serviceable articles very appropriate as Christmas Gifts


CANDY
STATIONERY
perfumes
VIOLET WATERS
MANICURE SETS
TRAVELING SETS
POCKET BOOKS

BILL FOLDS
HAIR BRUSHES CARD CASES
CIGARETTE CASES cIgar cases

## hat brushes

TOILET SOAPS
SHAVINC


Stock have spirect no pains in ste ceting this chinsismas
Stationery, Ivory Pyralin Leather Goods, Hair Brushes, Etc. at prices which will mean a great saving to you Christmas Stationery has been stored for months and we are now oftering it to ent market warrants. Be sure and inspect this fine as sortment of advertised brands of stationery Highland Linen, Symphony Lawn and
Lawn. Price of boxes, $2 \overline{5}$ c. and higher.

HOME-MADE BON-BONS, CARAMELS, FCDGES
These boxes are priced at 60c., 80c. and \$1.00 the
pound. All are of the very highest grade, are a strictly
fresh stock in attractive packages. fresh stock in attractive packages.

Our assorment of
HORY PYRALIN TOILET ARTICLES
argest in this vicinity. Whether you are inte: ested in single pieces or complete, sets you will be wed worth your time to look at our stock.

BL GRAFONe all persons desiring to purchase COLL these machines is heave. We have an assortment now. but camot tell what we will have for those who delay terms are reasonable.
Cigarettes in all sized packages. Tobacco in porund and half-pound jars and tins.


CAMERAS
PHOTOGRAPHIC SUPPLIES FOUNTAIN PENS
columbia grafonolas COLUMBIA RECORDS CIGARS
tobacco cigarettes PIPES
hot water bottles
TOOTH BRUSHES RUBBER GLOVES RAZORS
CLOTHES BRUSHES thermos bottles DESK ARTICLLES carly

Eastman Kodaks and Photographic Supplies At Christmas, as at any other time, we will hase
Chocolate. Fanilla. Coffee cund Ytraborry lee Comm


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