## TURNER'S PUBLIC SPIRIT.

Forty-Ninth Year
Everything Electrical


Stion prich sga

IIMazda Lamps SM1. $\frac{81.50}{}$

Ever-Ready Flashlights \& Batteries Electric Supplies

Wiring and Repairing

## Robept Murphiy's Sons 60.

electrical contractors

## SALESROOM PARK STREET <br> First National Banlk of fuer

## Savings and Thrift Club

Thrift Club starts Tuesday, Dec 26, i9 16, at 8 a. m., when First Payment will be Due


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

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| ${ }_{\text {Clit }}^{\text {Cli }}$ | chafing dishes |
| shinerkrapt wamp |  |
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('IIID)RENS FIRNITVRE
to do vour ('hristmas Shopping
SMOKER STANIS
SEWING TABLES
get the benefit of our anniversary 10 Percent Discount on all $p$

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

TO-NIGHT
At the Store of J. J. Barry, Main Street, Ayer FRIDAX EVENING, DECEMBER 22-5 to 8 o'clock FITCHBURG CO-OPERATIVE BANK Merry Christmas

Ayer, Mass., Saturday, December 23,
No. 16. Price Four Cents


Men's Fancy Mixture Overcoats Men's Black Kersey Overcoats Youths' Fancy Mixture Overcoats Boys' Fancy Mixture Overcoats


## Overcoats

OF EVERY KIND FOR MEN AND BOYS

You will find here a very large stock of handsome and desirable Overcoats. Every man will find here an Overcoat that will be sure to please him. Here is the Dressy Overcoat in Black or Oxford with Velvet Collars and cut. 42 inches long. Here is the very attractive Fancy Mixture Overcoat in a variety of styles of fabrics and colorings, all. very stylish and well tailored. Here is also the long Storm. Coat with the large Storm Collar, cut 52 inches long We are offering every one of these coats at prices that range. from $\$ 2.00$ to $\$ 5.00$ under the market value today.

Come in and look them over as it is the only way you be convinced of their superior values.
$\$ 10.00, \$ 15.00, \$ 18.00, \$ 20.00$ and $\$ 22.00$ $\$ 15.00, \$ 20.00$ and $\$ 22.00$ $\$ 8.47, \$ 10.00, \$ 15.00, \$ 18.00$ and $\$ 20.00$ $\$ 5.00, \$ 7.47, \$ 8.47, \$ 10.00$ and $\$ 12.00$

## Fur Coats

A good stock of Fitr coatis and all at re markably low prices. We cannot replace them
at anything like present prices-Dogskin, Horsehide and Galoway Calf, made with heavy quilted linings and with large storm collars.
Pition- 885.00, sa,.00, 835.00 and 890.00
Sheep-lined Ulsters
Sheep-ined Ulisters, ankie length. mafle of Duek Moleskin outside and with large fur collars. ices-\$15.00 h18.00, $\$ 22$

Sweaters

## $\xrightarrow{\text { Inam shout a good }}$

| Men's Sweaters | 50¢ to \$7.00 |
| :---: | :---: |
| Boys' Sweaters | 98¢ to \$3.00 |
| Children's Sweaters | $50 ¢$ to $\mathbf{\$ 2 . 0 0}$ |

## Winter Caps

Every kind of Winter Caps ; also, a good hine of Toquës and Toques and Scarts. Remarkably low prices for the qualities offered.

## Men's Warm Caps

 Men's Golf Caps Boys' Golf Caps Toques for Boys or Girls. Toques and Scaris Toques for Children
## Rubber Footwear

have everything you can possibly need ay of Rubber Footwear to keep your feet dry and warm. We carry the very best makes and the ery best qualities to be found in the country

GOLD SEAL, RED SEAC and GOODYEAR GLOVE

## Calendar Week

Next week will be Calendar Week at this store. As per our custom for many. years past, during the coming week we shall present to all customers making purchases at our store, a Beautiful Art Calendar for the year 1917. We are sure that you will like our calendar and you will find it well worth having and keeping, Out-of town customers who cannot get here will receive one by parcel post upon request. Store Open on Monday, Friday and

Saturday Eveñings
Geo. H. Brown



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## The foromone fors

## They Say

## Your Pullets must be Roosters if they do

Town Talk Mash
Red Comb Scratching
small supply, all sizes, CoAL on hand.
Old Red Store
Page's Hall Theatre
THE ONLY MOTION PICTURE THEATRE IN AYER Motion Picture Theatre that shows the BEST in the Motion Picture World-Ask Those who Attend
SATERDAY EVENING, DECEMBER 23

The Weakness of Strength
 A Complete Story in Two Reels will also be shown of Underworld
Life in the famous Beatrice Fairfax Serial

 In the DiplomaticService gainst this government, while asking and recelting and its hospitality

The Shielding Shadow

## Christmas Shows

The Jockey of Death
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$\qquad$
Pleasing Entertainment
seats may be reserved for either show by phone-soso
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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 Christ pers. Come in while the variety is good and let us help you make your selections. Here are a few suggestions

| and Boys' Suits and O | 0 to $\$ 22.00$ |
| :---: | :---: |
| Mackinaw Coats | $\mathbf{\$ 5 . 0 0}$ to $\mathbf{\$ 8 . 5 0}$ |
| Bath Robes | $\mathbf{\$ 3 . 5 0}$ to \$6.00 |
| Men's and Ladies' Sweaters | $\mathbf{\$ 1 . 0 0}$ to \$7.00 |
| Men's and Ladies' Umbrellas | $\mathbf{\$ 1 . 0 0}$ to \$5.00 |
| Men's and Ladies' Slippers and Moceasins | $50 ¢$ to $\mathbf{\$ 2 . 0 0}$ |
| Bags and Suit Cases | \$1.25 to \$6.00 |
| Neekties of all kinds in Christmas Boxes | 25c to \$1.00 |


| Arm Bands in Christmas Bo |  |
| :---: | :---: |
| Gloves in Christmas Boxes | 25 $¢$ to $\mathbf{\$ 3 . 5 0}$ |
| Braces in Christmas Boxes | 25¢ and 50¢ |
| Men's Linen Handkerchiefs, with initial | 15 $¢$, 25 $\varphi$ and 50 $\varphi$ |
| Men's Japanette IIandkerchicfs, initial. | $10 ¢$ and 15 |
| Men's Silk Handkerchiefs, with initial. | $25 ¢$ and 50 |
| Combination Necktie, and Handke |  |
|  |  |

F., $75 ¢$ and $\$ 1.00$

## Fletcher Bros omositio onoot Fletcher Bros. AYER - MASS.



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|  | Christmas tree at the Eaptit church on saturlay evening it that |
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ATURDAY"DEOEMBER 23




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