

## Service

### —It's DEFINITE

It's DEFINITE—that's the BIG difference in this Studebaker Service. Expect you know all about the other kinds that promise this or that or invite you to "drop in if anything happens."

Studebaker Service is a NEW development in the field. When you get your car, a service of DEFINITE dates are written on a card and given you. On those days, your car comes into our garage, and expert mechanics go over it—make 41 distinct inspections, oilings and adjustments tightening up and tuning up the whole car. And when the car comes back, it's in tip-top shape and you are given advice to help you keep it so. Month after month, it gets the same thorough attention. And the result is that by the time a few months have passed, your car is not only running like a clock, but you know how to take proper care of it yourself, and you know how to cut your maintenance costs down to the bone.

It's the ONLY Service of the kind in existence — protects your car and insures you 100% pleasure from it—and doesn't cost you a dollar for the entire SIX months' attention. Come in and get more details—like to show you that Studebaker Service Agreement you get with your car.

Ayer Auto Station

Most of us buy only one house in our lifetime. Therefore, we should select it with care and be sure we are right before we go ahead. But, the

**FITCHBURG CO-OPERATIVE BANK** can be of immense assistance once the decision is made. See Mr. Allen at the store of

J. J. BARRY & Co. Main Street, AYER  
JULY 21 5 to 8

**Dancing** PHELPS' OPEN-AIR PAVILION AT MITCHELLEVILLE  
Beginning Saturday Ev'g, June 24  
EVERY MONDAY, WEDNESDAY AND SATURDAY EVENINGS  
HOLIDAYS—Afternoon and Evening  
Music—Valiant & Wheeler's Singing and Novelty Orchestra of Fitchburg

This is one of the finest dance halls in this vicinity. It is situated on the car line between Ayer and Shirley. It is a beautiful spot for picnics and private parties. For particulars Phone 299-12 or 41, Ayer, Mass.

**TOWNSEND**  
Center.  
At the Grange meeting Monday evening the debate, resolved, "That the good-natured, indifferent patron is of more use than the critic and kicker," the arguments on both sides of the question were presented in a spicy and interesting manner. Margaret Higgins and Dr. A. J. Atwood took the affirmative and George E. Whitcomb and Clara Clement the negative; the negative side winning. The pantomime by Mr. and Mrs. Wilbur H. Seales met with the usual hearty applause.  
Mrs. E. T. Hall, of New York, formerly of Milford, N. H., has been the guest of Miss Lizzie Whitcomb at W. F. Rockwood's.  
On Saturday afternoon the Townsend A. A. will play the Milford A. A. in Milford, N. H.  
During the vacation absence of Rev. E. C. Charlton the Methodists are cordially invited to worship at the sister church, the Congregationalist, at the Sunday and week services. Sunday school at the usual hour at the M. E. church.  
Rev. A. L. Strathers' sermon subject Sunday morning will be "Sanctified Personality." P. E. evening topic, "Purity, temperance and strength." Leader, George Davis. The Steinway piano recently purchased by the C. E. society has been installed in the Congregational vestry. Much credit and appreciation is tendered Albert G. Seaver for his advice and interest in securing the piano.  
Rev. B. A. Willmott will occupy the Congregational church pulpit on Sunday, July 23.  
Misses Dorgan and Higginson, teachers from the Horace Mann school, Boston, are spending a vacation outing at the Frank Barber cottage on Townsend hill.  
Stanley McNear has steam heat system installed in his house and has also been making other extensive improvements. His mother, Mrs. McNear, of Boston, is spending the summer months as guest in his home on the hill.  
Rev. and Mrs. E. A. Willmott and their son John, who have been enjoying an outing with friends at Beach Bluffs, have returned to their summer home until the first of September.  
**Harbor.**  
Mr. and Mrs. Bowman and family, of Chicago, were guests of Miss Mary Cruikshank at Pinehurst on Friday.  
Mr. and Mrs. Walter Fletcher, of Fitchburg, have opened their home at South row for the summer.

Noyes, accompanied by his sister, Miss Clara Noyes, returned to Sachem Villa on Wednesday. Miss Noyes remained until Thursday.

### HARVARD

**News Items:**  
The Berkeley club resume their series of summer dance parties opening next week Thursday evening at the town hall.

The regular sessions of the Sunday school at the Unitarian church will be discontinued until Sunday, September 3.  
Miss Helen Wilson, with her friend, Miss McCarthy, are occupying the bungalow at Flske Warren's for a few days.

The Nashaway Camp-fire Girls expect to go to Drake's Island, Me., early next week for a two-weeks' camping trip. Mrs. Margaret Hübachek, Miss Elsie Hübachek and Miss Bernice Sears will chaperon the party.  
Prof. Frank Adyott and wife, of Indiana, are at Ash Tree Camp, Tisbury farm, for the summer months.

**SHIRLEY**  
**News Items.**  
Warren Harrod of this village, reported having returned to the western Massachusetts recently. Mrs. E. L. Dorn, custodian, reports that on July 7, Mr. Harrod brought in a new flower, found in the country, a *Lunaria renaissance* folio, the blooms being found in a part not found in Gray's botany and is said not to have been found in America for a long time. The flowers look something like butter and eggs, but with different leaves. He found about twenty plants.  
Mrs. L. H. Morse entertained the Berkeley club last Saturday afternoon at the parsonage.  
Mr. and Mrs. Fairchild, who have been visiting his brother, returned to their home in Cete, Neb., Tuesday.  
Mrs. E. P. Fairchild is visiting her daughter at their home in Rutherford, N. J., for a week or two.  
Prof. W. Baseman and sister Eliza returned from their trip to the western part of the state on Tuesday. Their automobile met with a breakdown in North Adams, so they had to leave it there for repairs and come home by train.

**LITTLETON**  
**News Items.**  
There was a good number present at the Board of Trade meeting Monday evening and several new members were admitted. Mr. Hot of Aetion gave a splendid talk on the work of the Ayer Associates in Building and planning. A committee was chosen to consider the advisability of inaugurating a similar movement in this town.  
Mrs. Frank Dodge, secretary of the "War relief association," has received word that Miss Brooke of Peter Bent Brigham hospital will meet the Littleton organization on Friday afternoon, July 21. The materials for work were promised for the first of this week.  
Mrs. Dodge and Mrs. Everett Kimball went to Ogunquit, Me., last Thursday and will remain for several days.  
The annual lawn party of Littleton Grange will be held in the town hall park next Wednesday evening, weather permitting. The entire entertainment will be given inside the hall. All attractions will be open to the public and it is hoped that a good number will be present.  
Miss Gladys Kimball of Gardner came home Wednesday to attend the concert in the town hall and left town on the 4.30 a. m. train next morning.

The Misses Olive and Laurice Flagg, Miss Katherine Kimball, Mrs. Mildred F. Burrill and Miss Helen Reed entertained a company of a hundred in the

## Summer Furnishings and Footwear

You might wear the finest looking Royal or Hart, Schnaffer & Marx Suit in the world, but it would not look very well without a Linen Collar that fits, a good Shirt, a Summer Four-in-Hand Tie and a good pair of Shoes. All of these things that go with the suit are here. Besides the above there's a nice selection of Straw Hats, Gloves, Ladies' Pumps and Rubber-sole Shoes of all kinds—the exactly right things.

### Why Don't You Get That Royal Tailored Look?

This store is the authorized resident dealer for THE ROYAL TAILORS - Chicago - New York.  
Royal Tailored-to-Measure Suits and Overcoats at \$16, \$17, \$20, \$25, \$30 and \$35.

## Fletcher Bros. AYER - MASS.

OUR STORE WILL CLOSE WEDNESDAY AFTERNOONS AT 12 DURING JULY AND AUGUST

**Geo. H. Brown**  
RELIABLE CLOTHIER AYER MASS.

## Hot Weather Suits For Men

Never so well prepared as now with suitable and seasonable garments for *Hot Weather Wear*—apparel that spells comfort, is well made, full of style and at a very low price level.

Whatever your plans for the summer you will find the necessary and the right kind of togs here—for business wear, for your vacation wear, whether mountain or beach, in town or out of town,

## Skeleton-Lined Suits

FROM THE HOUSE OF A. SHUMAN

They are beautiful suits—handsome mixtures—just Coat and Trousers. Some Coats are cut with a plain back and some cut with that very latest style known as "pinch back"—the Trousers made with turn-up at bottom.

Drop in today and slip into one of our featherweight Suits and note the comfort as well as the good style and good make.

Two-piece Skeleton Suits \$10.00, \$12.50 and \$15.00  
Blue Serge Suits (Fast Blue) \$9.00, \$15.00 and \$18.00



**GET UNDER A Straw Hat**  
Make it a Stylish Lamson & Hubbard and be happy ever after  
\$1.50, \$2.50 and \$3.00

**Four Men out of Every Five Wear Belts**  
Come here for your new Belt. We have a plenty 25c, 50c and 75c

**Bathing Suit**  
If You Should Need a Bathing Suit We have a fine line in Plain or in Color Combinations  
Boys' 59¢  
Men's \$1.00 to \$3.00

Store Open Monday, Friday and Saturday Evenings

**White Flannel Trousers**  
Be Sure and Get a To go with that Blue Serge Coat, or that new Sport Coat. Big value.  
\$5.00

**Low Shoes**  
Time to Put On a Pair of Try one of our good makes in Gun Metal or Russia Leathers—in Rubber Sole or Leather Sole. All the new lasts.  
\$3.00, \$3.50 and \$4.00

Store will be Closed Wednesday Afternoons During July and August at 12 o'clock Noon

**Furnishings**  
Here's Some Good News About You will certainly need a few  
**Shirts**  
We have many kinds and sizes—all handsome patterns and fast colors.  
50¢, \$1.00 and \$1.50

**Cool Underwear**  
Or How About Men's Union Suits in Nainsook or fine Derby-ribbed, in half sleeve or sleeveless.  
\$1.00, \$1.25, \$1.50  
Men's Athletic or Balbriggan Shirts and Drawers, half sleeve or sleeveless Shirts and Ankle or Knee length Drawers.  
50¢

**GEO. H. BROWN**

**Yates' Garage**  
Alfred Yates, Prop.  
MAPLE STREET - AYER, MASS.



**AUTO REPAIRS**  
WHEN YOU ARE TOWED HOME after an accident to your auto you are not in a very happy frame of mind. But don't be annoyed; we can remedy the trouble in short order if you will send the machine to us. We will make the repairs promptly, won't overcharge you, and guarantee you A-1 work.



Why Spend your Money, "with a Spade"?

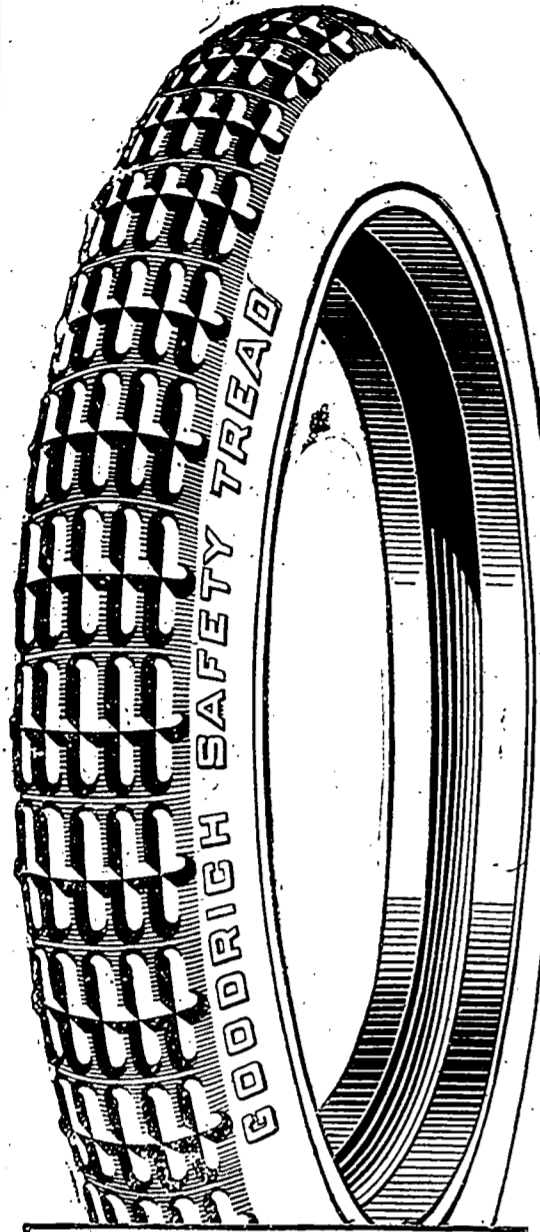


Table with 'Goodrich Fair-List Prices (SAFETY-TREADS)' and columns for tire sizes and prices.

GOODRICH "Black-Tread" TIRES

"TEXTAN" - The New Goodrich Shoe Sole (for your Feet). Does for your SHOES what the black "Bare-foot-Rubber" Tread does for Goodrich Tires.

THRIFT does not mean Penuriousness! Its first principle consists in getting FULL VALUE for each Dollar of income expended.

TOO many Americans indolently act upon the shallow theory that an article "must be" WORTH more, merely because it Costs more.

MONEY cannot make BETTER Fabric Tires. At ANY price, than Goodrich 47-Year Experience.

brilliant plays. The locals fought a bitter up-hill fight, scoring one run in the third, fourth and ninth innings.

Table with baseball statistics for various teams and players, including runs, hits, and errors.

Townsend Hill. Mr. and Mrs. Charles Farley, of Nashua, N. H., spent few days at the farm of Percy Pierce, Mr. Farley, who is in poor health, will go to a hospital for treatment soon.

ling her parents. Mr. and Mrs. Alexander Reed. William Arthur Boutwell, Jr., is the name of the little son who arrived July 6 at the home of Mr. and Mrs. W. A. Boutwell.

Miss Corinne Cook, the assistant at the tea room is enjoying her vacation in Fitchburg. Mrs. Everett Pierce and Donald Pierce from Brookline have arrived at their summer home on Elm street for the season.

John Powers was overcome with the heat on Wednesday afternoon while shingling on the roof of the house occupied by Mrs. Mary Tucker.

Mr. Austin, of Josselynville, was overcome by the heat on Wednesday afternoon while in the hay field. Miss Helen Plummer, whose home is with Dr. and Mrs. H. S. Ely, is spending a part of her vacation with relatives in Somerville.

Advertisement for 'A DAY AT LAKE WINNIPESAUKEE' from AYER! WEDNESDAY, JULY 19. Special Train Leaves at 9.30 A. M. Running via Concord and Weirs. \$2.00 ROUND TRIP FARE \$2.00.

MILLINERY and NOVELTIES. Remember all Work Guaranteed. MRS. J. E. KITTREDGE. Main St. AYER.

BRYANT & STRATTON COMMERCIAL SCHOOL BOSTON. Persons desirous of becoming competent and successful Accountants, Book-keepers, Stenographers, Secretaries, or Commercial Teachers.

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-class condition. CHAS. E. PERRIN PLUMBER AYER, MASS. R. M. GRAHAM Successor to E. K. Bruce Millinery Ayer, Mass.

West. Mrs. Brown, of Somerville, is visiting at the home of Miss Mabel Simmons. Abraham White, of Ridge, N. H., is spending a few days with relatives in town.

Miss Marion Dana, from New York, is visiting at the home of Dr. Clara A. Warren. Mrs. Myron Adams and Mrs. Margaret Adams from Atlanta, Ga., who are spending the summer at their summer home at Swanton, are guests of Mr. and Mrs. Fred Hamilton of Stevens Hill.

James Thompson of Cambridge, a former resident, spent a few days of his vacation visiting old friends in town, as the guest of Mr. and Mrs. Joseph Thompson. Mrs. Warren Elliott and children of Bayberry Hill are spending a few weeks with her mother in Greenfield, N. H.

Mrs. Rebecca Kaddy is visiting her son in Boston and vicinity. The library reopened Saturday with a good number of books from the Center to be distributed. Mrs. Alexander Reed assisted Miss Seaver in the afternoon.

Miss Georgianna MacKean, who has been with her sister in Springfield since her school in Battletown, Vt., closed, has returned to the home of her mother, Rev. Joseph MacKean, for her summer vacation. She arrived Saturday by auto, after a trip to Boston, the remainder of the party being Mrs. S. C. Swift and two children, Douglas and Frances, and Mr. Swift's sister, Mrs. Frank Greene of Ware.

Mr. and Mrs. G. M. Frye entertained Mr. Frye's sister from Athol at their home Friday of last week. Mr. and Mrs. Fred DeWinnell from North-easton with her two children are vis-

Word has been received that Mrs. Miles Wilson, of Nashua, N. H., formerly Mrs. Amelia Hellur, of this village, was operated on at St. Joseph's hospital in Nashua last week for hernia, and at last reports was doing as well as could be expected.

Should Sloan's Ointment Go Along? Of course it should! For after a strenuous day when your muscles have been exposed to the limit an application of Sloan's Ointment will take the soreness and stiffness away and get you on the ship for the morning. You would not care to get a sudden attack of backache, stiff neck, backache, lumbago, or rheumatism, would you? We would advise you to keep a bottle of Sloan's Ointment in your pocket. Put a bottle in your box, be prepared and have no regrets.

Live Poultry Wanted. Any number of Fowl, Roasters and Broilers; also Pullets. O. B. OLSEN Townsend Harbor Telephone, Peppercell 59-12.

Byram Farm FOR SALE. Contains 80 acres, situated on Patterson Road, Shirley, Mass. Buildings in good condition. Address P. O. BOX 1, Chestnut Hill, Mass. 4143.

SHIRLEY CASH MARKET. HOT WEATHER SPECIALTIES FOR SALADS. Crab Salmon Tuna Fish Olives Lobster Pickles Shrimp Peanut Butter Howard's Salad Dressing. Give us your order and we will try and please you. Phone 18-55.

SEE THAT SHAVER? There is nothing that enters into the life of man that adds more to health and happiness than a comfortable shave. The most careful attention is given to all work done at the Barber Shop of LESTER H. CAREW Merchant's Row Ayer Phelps' Block

AYER AUTO STATION Distributors Park St., Ayer. TOWNSEND. Mr. and Mrs. Elmer Hinds, of Ashburn, Ala., have been spending a few days at the home of Mr. Hinds' sister, Mrs. Aaron J. Hinds, on Townsend Hill, coming by auto from Auburn. Mrs. Adelle Hinds, of Northwood, and Mrs. Cole of Brookfield, accompanied them on their journey. This pleasant gathering of relatives at Mr. Hinds' on the site of the childhood home of the Hinds' sisters and brother, was of especially enjoyment. Elmer Hinds is a Townsend hill boy and the hill people are justly proud of his advancement in life. He is now professor of biology in the State college of Alabama, having 900 pupils in his charge.









ONE DOLLAR AND FIFTY CENTS PER YEAR IN ADVANCE

This Paper is Sold by W. A. Drummey, East Pepperell...

Watch the Date on Your Paper The date with your name is stamped on the margin and shows to what time your subscription is paid, and also serves as a continuous receipt.

Change of Address Subscribers wishing their postoffice address of the paper changed, must send us both the old and new address and also the name of the paper they receive.

Saturday, July 15, 1916.

PEPPERELL

News Items The Paugus Camp-fire Girl, with their guardian, took a hike on Friday of last week to Bennett's grove on the banks of the Nissitissit river...

Miss Ethel Wells, teacher in the schools at Peabody, is spending her summer vacation at her home...

Miss Hazel Gallup, a teacher from Ann Arbor, Mich., is visiting here...

Miss Catherine Pierce had an interesting day on Saturday...

Miss Doris Gertrude Fox of Lowell high, has just completed nine years of perfect school attendance...

The death of Hollis G. Jordan occurred at his home on Cross street early Friday morning...

Miss Josephine Bowers, who has been visiting in Boston and vicinity returned to her home...

Thomas Tarbell from New York is taking a vacation this week at his home in town...

Ten members of the K. of K. A. with their leader, Mr. Beers, will occupy Camp Florida at Massachusetts next week...

Mr. and Mrs. Lyman Robbins moved this week from the corner of Main and Elm streets to the cottage of Charles Jewett...

The Nashua River Paper mill at Holliston is to be operated at full capacity as a sufficient number of the former employees can be assembled...

Becher Cotton returned home this week from Boston, where he has been employed in the subway under construction since April...

Harold Farley is taking a vacation at his home in town from his office duties at W. A. Drummey's...

Roger Robbins has accepted a position with the Indurated Fibre Co. at Lockport, N. Y. and left town last week to assume his duties...

Mr. M. E. Swasey and her sisters, Mrs. Gibson and Mrs. Foxton, returned to town on Sunday...

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seven o'clock in the evening, weather permitting, a community sing, with all the familiar hymns, will be held in front of the church...

The regular meeting of the L. A. S. will be held at the address of room of the Methodist church on Wednesday afternoon, July 9...

The concert given by the band at the bandstand on Monday evening was a success...

A good degree of interest was shown in the theme of the temperance speaker, Arthur Davis, at the Methodist church last Sunday evening...

Mrs. D. E. Weston is recovering from a heat prostration which she suffered last week...

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Mr. and Mrs. Walter Sherwood spent the week-end in Brookline with Mr. and Mrs. H. A. Brown.

Mr. and Mrs. Lawrence entertained Mr. and Mrs. Walter Corey and children, of Brookline, Sunday afternoon.

Successful Mission. Sunday evening, July 2, saw the close of the mission at St. Joseph's church...

One cannot understand this demonstration of enthusiasm, nor the display of enthusiasm shown at all the services of the mission...

On Sunday evening Fr. McGiverty began a series of exercises with a sermon on the Origin and Destiny of Man...

On Monday evening he showed the "Value of the Human Soul" from the text: "What doth it profit a man if he gain the whole world..."

On Tuesday he described the fate of the damned soul. He spoke on Hell. He pictured from the Gospel words the pains of Hell...

Then on Wednesday came a sermon that will not soon be forgotten. On Death. With a dramatic power not often seen in a preacher...

On Friday, the Feast of the Sacred Heart, he held the Holy Host. During it Fr. McGiverty gave two short sermons on the Eucharist and the Sacrament of the Mass.

All the sermons of the week were full with extracts from the Gospel. Not only the text, but the development of the text was very often taken from the Bible...

The series of sermons closed on Sunday, July 2, with the final sermon on Perseverance. The congregation was taught a lesson from the experience of Johnnie and his new Easter suit added in the pulpit.

All the sermons dealt with big truths. Fr. McGiverty tried to present these truths in a manner that would be understood by all...

But doctrinal truths did not make up the whole substance of Fr. McGiverty's talks. He brought in many practical moral lessons...

He employed other telling phrases like "tags and bottles, the Saturday night 'hot cure' and of the 'demigod turned demijohn'."

Unparalleled Records!!!

The heights by great men reached and kept, Were not attained by sudden flight; But they, while their companions slept, Were toiling upward in the night.

Most persons are not ambitious. They are quite content to take things as they come, hence it is comparatively easy for the ambitious persons to get ahead...

INDIVIDUAL MERIT BASIS

We aim to perfect the student INDIVIDUALLY in that which he attempts to learn. He cannot slip through, as in the ordinary school, without a thorough mastery of that which he is supposed to learn...

NOTEWORTHY RECORDS

The following records will show how we reward industry, concentration, and general intelligence with proportion and success—a valuable principle for after life to instill in the minds of our pupils.

THE VALUE OF INTELLIGENT INDUSTRY

An attentive and industrious student can complete a course at the FITCHBURG BUSINESS COLLEGE in a comparatively short time because he does all his work independently of other students...

PROBLEM NO. 5

What is a Sinking Fund and how should the account be treated upon the books of a Limited Co.? Is it essential the Profit and Loss be debited for an amount equal to the Cash invested in it if not, why not?

TOMORROW NEVER COMES

Decide NOW to enroll for a course with us on September 5.

Fitchburg Business College

Main Street FITCHBURG, MASS.

Millinery

At Reduced Prices

Showing of Sport Hats

L. D. WOODS

Conant Block East Pepperell, Mass.

One could go on recalling features from Fr. McGiverty's sermons. But to remember in print is needed for those who heard the spoken words...

ITEMS OF INTEREST French scientists have found that rubber, unless kept in perfectly dry air, is subject to the attacks of micro-organisms...

New Advertisements. CURTAINS AND GOSEBERRIES at MISS ANNA BANFORTH, Townsend St., Pepperell, Tel. 19-21.

PUBLIC NOTICE. My wife, Helen Eddy Christensen, having left my bed and board without just cause for prevention, I hereby give notice that on and after this date I shall pay no bills contracted by her.

Next to Your Pocketbook Watermans (Ideal) Fountain Pen is the most useful thing you can have on your vacation.

H. S. Turner Printing WITH GOOD SERVICE Phone 105-2 Ayer, Mass.