

# TURNER'S PUBLIC SPIRIT.

G. B. Tellingham  
State Librarian  
Boston

Forty-Fifth Year

Ayer, Mass., Saturday, February 8, 1913

No. 22. Price Four Cents

## Studebaker

MODEL "25" \$885      MODEL "35" \$1290      SIX-CYLINDER \$1550

These Cars have the Long Stroke Motor, with Self Starter, Electric Lights and Jiffy Curtains, and are fully equipped. F. O. B. Detroit.

### Ayer Auto Station

Robt. Murphy & Sons, Props.

Phone 86-3

AYER, MASS.

## Fletcher Brothers

Mid-Winter

# Clearance Sale

These Semi-Annual Sales of ours are held for our mutual advantage. We give away profits pretty freely, it's no big money-making operation for us, you may be sure. But we get good out of it; we clear the season's stock; the time to sell winter goods is in the winter, and we make a lot of satisfied customers and that's worth more than money to us.

BEGINNING SATURDAY MORNING, FEBRUARY 1, we offer you our Stocks of Men's and Boys' Suits, Overcoats, Furnishings, Odd Lots of Shoes, Etc., at greatly reduced prices.

### HART, SCHAFFNER & MARX

Clothes at our Prices are too good a bargain at any time to be neglected; at the prices quoted below we are giving you so much more for your money.

WE GUARANTEE SATISFACTION OR YOUR MONEY RETURNED

#### MEN'S AND YOUTHS' SUITS

Did you ever wear a Hart, Schaffner & Marx? Something about them that is different from the others, the cloths are all wool; and the tailoring is such that the clothes keep shape.

Many fine fabrics in Grays, Brown and Tans.

\$23.00 and \$24.00 Suits for this sale	\$17.47
\$20.00 and \$22.00 Suits for this sale	\$15.47
\$18.00 Suits for this sale	\$13.47
\$15.00 Suits for this sale	\$10.47
\$12.00 Suits for this sale	\$8.47
\$10.00 Suits for this sale	\$7.47

#### MEN'S TROUSERS

All broken lots of our famous "Duchess," all sizes and shades to close out at the following prices:

\$5.00 Pants for this sale	\$4.15
\$4.00 Pants for this sale	\$3.15
\$3.50 Pants for this sale	\$2.85
\$3.00 Pants for this sale	\$2.45
\$2.50 Pants for this sale	\$2.00
\$2.00 Pants for this sale	\$1.65
\$1.50 Pants for this sale	\$1.15

#### SHEEPSKIN COATS

Corduroy Sheepskin Lined Coats with Sheepskin Collar.

\$6.00 value for this sale	\$4.79
\$5.00 value for this sale	\$4.00

#### MEN'S FUR COATS

\$25.00 Dogskin Coats, with Coon Collar, for this sale	\$20.00
\$20.00 Dogskin Coats for this sale	\$15.47

#### FURNISHING DEPARTMENT

Fleece Lined Underwear in Single and Double Breasted, regular 50c. value, for this sale	39¢
Derby Ribbed Underwear, in Black and Ecru colors, regular 50c. value, for this sale	39¢
Wright's Health Underwear, regular \$1.00 value, for this sale	79¢
Boys' Wright's Health Underwear, 50c. value, for this sale	39¢
Boys' Fleece Lined Underwear, 25c. value, for this sale	19¢

#### WINTER CAPS

50c. values for this sale	39¢
\$1.00 values for this sale	79¢
\$1.50 values for this sale	\$1.00

#### MEN'S AND YOUTHS' OVERCOATS

This season's styles in Overcoats are the best we've ever seen. The long overcoat, single breasted, shawl collar, is very popular. Great for winter cold, and good style. Some of the belt backs are very snappy.

All styles and patterns and the best of workmanship.

\$20.00 and \$22.00 Overcoats for this sale	\$15.47
\$18.00 Overcoats for this sale	\$13.47
\$15.00 Overcoats for this sale	\$10.47
\$12.00 Overcoats for this sale	\$8.47
\$10.00 Overcoats for this sale	\$7.47

#### BOYS' AND CHILDREN'S OVERCOATS

\$5.50 Overcoats for this sale	\$4.00
\$5.00 Overcoats for this sale	\$3.75
\$3.50 Overcoats for this sale	\$2.47

#### BOYS' ODD KNEE PANTS

One Lot Boys' Knickerbocker Pants, ages 5 to 16, regular 50c. and 75c. values, for this sale

43¢

#### BOYS' AND CHILDREN'S SUITS

Ages 8 to 16

\$5.00 Knickerbocker Trouser Suits for this sale	\$3.47
\$4.00 Knickerbocker Trouser Suits for this sale	\$2.89
\$3.50 Knickerbocker Trouser Suits for this sale	\$2.47

#### Straight Pants Suits

Ages 8 to 16  
One-half Price

#### SHIRTS

Men's Fancy Coat Shirts, regular \$1.50 value, for this sale	\$1.15
Men's Fancy Coat Shirts, regular \$1.00 value, for this sale	79¢
Men's Fancy Shirts, regular 50c. value, for this sale	39¢
Men's Outing Flannel and Cheviot Shirts, regular 50c. value, for this sale	39¢

#### GLOVES

50c. Wool Gloves and Mittens for this sale	39¢
25c. Wool Gloves and Mittens for this sale	19¢
One Lot Men's Pigskin Lined Gloves, regular 50c. value, for this sale	35¢

Several Special Sales of broken lots of Shoes, Underwear, Mufflers, Etc.

#### THE THRIFTY HOUSEWIFE

does her own baking. It means a saving of expense, but that is not all. Think of the deliciousness of home-made bread. The whole family appreciates it and its better for them. We are agents for the celebrated GOLD MEDAL and CERESOTA FLOUR—None Better

We Make a Specialty of Vermont Butter and Cheese

A Fresh Supply of the NATIONAL BISCUIT COMPANY'S GOODS Always on Hand

Our prices are as low as the lowest, and we guarantee satisfaction. Your patronage is solicited. 3m22\*

#### The HANDY GROCERY STORE

JAMES E. GRIFFIN, Proprietor  
East Main Street Ayer, Mass.

WANTED—A Girl for General Housework. No laundry work. Address Mrs. FRANK HAMILTON, East Pepperell, Mass. 1t21



## Geo. F. Brown

RELIABLE CLOTHIER AYER MASS.

OUR HALF-YEARLY COUNTER CLEARING

# Mark Down Sale

IS NOW IN PROGRESS

In accordance with our fixed and well-known policy to dispose of everything during the season for which it is made, and never to carry any goods over from one season to another season, we have made radical, but boni-fide, price reductions on the balance of our Fall and Winter Wearables for Men and Boys. Annually we hold this Mid-winter Mark Down Sale in order to dispose of the balance of our regular, high-grade Fall and Winter

### Clothing, Caps and Furnishings

Look over the following list of goods and prices and you will be sure to find something to interest you. Please remember that it represents big and real savings to every man who takes advantage of this sale, and that the goods offered are our regular high-grade, standard merchandise of known quality.

#### MEN'S SUITS

Balance of our Winter stock of Suits. Not many of a kind, but all sizes in something.

\$10.00 Suits, mark down price	\$7.47
\$12.00 Suits, mark down price	\$8.47
\$15.00 Suits, mark down price	\$10.47
\$18.00 Suits, mark down price	\$13.47
\$20.00 Suits, mark down price	\$14.47

#### FURNISHING GOODS DEPARTMENT

##### Underwear

All our 50c. Fleece Lined Underwear, in single or double breasted, now	39¢
All our 50c. Derby Ribbed Underwear in either Ecru or Blue colors, now	39¢
All our Boys' 50c. Wright's Health Fleece Lined Underwear, now	39¢
All our Boys' Fleece Lined and Derby Ribbed Underwear, the regular 25c. goods, for	19¢

##### Shirts

One lot of Men's Coat Shirts, the regular \$1.00 grade, all sizes and up-to-date patterns	79¢
Your choice of any of our regular 50c. Fancy Shirts in either Coat or Regular Styles for Men and Boys for this sale	39¢
One lot of Men's Working Shirts, made of Domet Flannel, our regular 50c. Shirts, for this sale	39¢

##### Hosiery

25c. Cashmere Hose now at	19¢
25c. Fancy Cotton Hose now at	19¢
25c. Heavy Shaker Hose now at	17¢
15c. Cotton Hose, Black or Tan	9¢
All colors of Cotton and Wool Hose.	2 Pairs for 25¢

##### Sweater Bargains

One lot of Men's Coat Sweaters in Gray, Crimson and Brown, a regular \$1.00 value	59¢
One lot of Odd Sweaters for Men, actually worth \$3.00 to \$4.00, for	\$1.98
One lot of Men's Coat Sweaters, with Pockets and Collars, in a Dark Gray Color—a regular \$1.50 value, for	98¢
One lot of Women's Fancy Weave Coat Sweaters, \$4.50 and \$5.00 values, for	\$3.00

##### Glove Bargains

All our 25c. Woolen Gloves and Mittens for Men and Boys now	19¢
One lot of Men's Gloves in lined and unlined, the regular 50c. grade, now	35¢
One lot Men's Lined Gloves and Mittens, the regular \$1.00 grade	75¢
One lot Jersey Gloves for Men, Women and Children for	10¢
One lot of Women's Felt Slippers, \$1.00 grade, mostly small sizes	59¢
One lot of Boys' Shoes, the regular \$1.50 grade for	\$1.09

#### WINTER CAPS

Every Winter Cap at a Cut Price.	
50c. Caps for Men and Boys	39¢
75c. Caps for Men	50¢
\$1.00 Caps for Men	79¢
\$1.25 and \$1.50 Caps for Men	\$1.00
\$1.50 Fur-trimmed Caps	\$1.00

#### MEN'S FANCY OVERCOATS

Every Overcoat in stock now goes at a Mark Down price. All new, up-to-date styles. Sizes 32 to 40.

\$8.47 Overcoats, mark down price	\$6.47
\$10.00 Overcoats, mark down price	\$7.47
\$13.50 Overcoats, mark down price	\$9.47
\$15.00 Overcoats, mark down price	\$10.47
\$18.00 Overcoats, mark down price	\$13.47
\$20.00 and \$22.00 Overcoats, mark down price	\$15.47

#### MEN'S BLACK KERSEY OVERCOATS

\$10.00 Overcoats, mark down price	\$7.47
\$15.00 Overcoats, mark down price	\$11.47
\$20.00 Overcoats, mark down price	\$15.47

#### MEN'S FUR COATS

\$20.00 Fur Coats reduced to	\$15.47
\$25.00 Fur Coats reduced to	\$20.00
\$30.00 Fur Coats reduced to	\$25.00
\$35.00 Fur Coats reduced to	\$30.00

#### BOYS' AND CHILDREN'S OVERCOATS

Every Coat marked down. Ages 8 to 16.

\$5.00 Coats now reduced to	\$3.47
\$7.00 Coats now reduced to	\$5.00
\$8.50 Coats now reduced to	\$6.47
\$10.00 Coats now reduced to	\$7.47

Ages 4 to 12.

\$3.00 Coats now reduced to	\$1.98
\$3.50 Coats now reduced to	\$2.89
\$5.00 Coats now reduced to	\$3.47

#### CHILDREN'S SUITS

\$3.00 Suits, mark down price	\$2.25
\$3.50 Suits, mark down price	\$2.75
\$5.00 Suits, mark down price	\$3.47

#### MEN'S TROUSERS

One lot Men's Working Trousers, the regular \$2.00 grade, now	\$1.50
One lot Men's Working Trousers, the regular \$2.50 and \$3.00 grade, now	\$1.98
One lot Men's Working Trousers, the regular \$3.00 and \$3.50 grade, now	\$2.47
One lot Men's Fancy Worsted and Casimere Trousers, regular \$3.50 and \$4.00 grade, now	\$2.98

#### SHOE DEPARTMENT

We have many odd and broken lines for Men, Women and Boys, which we have put on the bargain counter for this sale.

One lot of Queen Quality, Mayfair and A. F. Smith make of shoes for Women, in Kid, Patents and Gun Metal, regular \$3.00 and \$3.50 goods, now go for	\$1.98
One lot of Queen Quality Shoes for Women in Kid Leather, with light soles, a regular \$3.00 shoe for	\$1.49

You will find many more bargains of a similar nature on our Bargain Counter.

#### NECKWEAR BARGAINS

15c. Bow Ties now	7¢
25c. Bow Ties now	15¢
25c. Button-on Ties now	15¢
25c. Four-in-hands now	17¢
50c. Four-in-hands now	35¢
Poplin Four-in-hands, usual price 25c., now	15¢

Also you will find reductions on the following lines of goods running from 20% to 33 1/3% from the regular price.

#### MEN'S SHEEP-LINED COATS

#### MEN'S RAINCOATS

#### 5A HORSE BLANKETS

#### PUSH ROBES

IMPORTANT NOTICE—This Store will be Closed on Tuesday, Wednesday and Thursday Evenings at 6.30 o'clock.

## FLETCHER BROS., Ayer

REMEMBER WE CLOSE TUESDAY, WEDNESDAY AND THURSDAY EVENINGS AT 6.30

ONE DODDAR AND FIFTY CENTS PER YEAR IN ADVANCE

GEORGE E. H. TURNER, Publisher JOHN E. TURNER, Editor

Entered as second class matter at the postoffice at Ayer, Mass.

Saturday, February 8, 1913.

WESTFORD.

Mr. and Mrs. Fred A. Snow and Mr. and Mrs. Elliott F. Humiston... The last number of the academy lecture and entertainment course will take place on next Friday evening...

Town Farm Appraisal. That annual event, the annual appraisal of property at the town farm... The appraisal of this year were William E. Wright, David L. Greig and Alec MacDonnell...

Wednesday evening at St. Andrew's at 7.30 o'clock. The confirmation class at seven o'clock... The sympathy of the village is extended to the bereaved family of the late Angus MacDonald...

Miss Bessie Nickelson, who is one of the teachers in Templeton schools, spent last Saturday and Sunday at home with her mother and other relatives... Junior members of the Unitarian society enjoyed a dance on last Saturday afternoon...

Miss Evelyn M. Lane is teaching in the Mulpus school during Miss Allen's trip to New York... The new time table for the Boston and Maine trains on the Fitchburg division will be in effect on Monday, February 10...

COAL HAS Dropped We have all sizes of Coal in stock which we shall sell until further notice at \$8.00 per ton delivered in your bin. Don't Waste Time... NURSERY STOCK AND SEEDS... Useful Articles... HENRY W. ROBBINS... L. G. Dwinell... L. SHERWIN & CO.











