Forty-Fourth Year Flanders"20' World's Champion


Flanders " $\mathbf{2 0}$ " Touring Car $\$ 800$ FLASDERS " 20 " holds all worlds reco
for her class on the Indiamapolis Speedway. NOT OLLY AT RACNXG but at hill climbing has this light
 THEN TAKE ROAD RLTNS-such as the gruelling race from


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## Ayer Automobile Station

Phone 86.3


Ayer, Mass., Saturday, February 10, 1912.


## mem <br> Make Way Sale

It is the well.known policy of this store that goods of one sea-
son shall not be carried over to the next semi-annual sales.

On Saturrday, we shall begin this 1912 sale in order to dispose of the balance of our regular, high-grade Fall and Winter
Clothing, Caps and Furnishings
All small lots, slow sellers, and discontinued lines in every department must now "MAKE WAY" for the incoming stock of
Spring Goods. Most of the better grade of Suits and Overcoats come Spring Goods. Most of the better grade of Suits and Overcoats come
from A. Shuman $\&$ Coo, Boston; one of the most reliable makers of from A. Shuman $\&$ Co., Boston,
good clothing in the country.
Look over the following list of goods and prices, and you will be sure to see something that will interest you. Be sure to comie early while the assortment. is good.

| men's suits <br> The sizes are broken, not m d, but all sizes in something. | MEN'S FANCY overcoats <br> Every overecat in stock now goes at a cost price. All new, up-to-date styles. Sizes 32 to 40 |
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| \$10.00 Suits, make way price. |  |
| S12.00 Suits, make way | - |
| . 00 Suits, make way | - |
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| .00 Suits, make way price......... ${ }^{\text {S14 }}$ | s, make way price..... ${ }_{\text {\$16.47 }}$ |
| Also One Lot of Odd Suits for Boys, ages 15 to 19 , now reduced to. |  |
| All our 500. Fleece-ihined Underwear in | MEN'S FUR LINED COATS |
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| cru | 1, Dog-skin reduced to |
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| r | reduced to ............... $\$ 27.47$ |
|  |  |
| our regular 25 c . Woolen, Gioves and One Lot of Heavy Woaking Gloves and Mittens, worth 50 c ., price for this sale lar $\$ 1.00$ value, price for this sale One Lot of Jersey Gloves for Women, Boys <br> and Children, reduced to | now reduced to......... $\$ 50.00$ IEN'S FUR COATS |
|  | -skin Coats now........... $\mathbf{\$ 1 5 . 4 7}$ |
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|  | \$30.00 Fur Coats, now reduced to..... $\mathbf{\$ 2 5 . 0 0}$ |
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|  | overcoats, now |
| One Lot of Men's Coat Sweaters, regular 75c.and$\$ 1.00$goods, price for this saleche | \$7.00 Overcoats, now red |
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| One Lot of Boysnow flain cray Coal Sweaters,for | $\$ 10.00$ Overcoats, now reduced to....... $\mathbf{\$ 7 . 4 7}$ |
|  |  |
| Lot of Men's Coat Sweaters, Red Trim- <br> med, sizes $34,36,38$ only, actual |  |
| value $\$ 3.00$ to $\$ 3.50$, reduced to $\mathbf{\$ 1 . 5 0}$ | ts, now reduced to........ $\mathbf{\$ 4 . 4 7}$ |
|  | ver |
| One Lot of Men's Fancy Shirts in Coat or Negligee Style, the regular $\$ 1.00$ |  |
| One Lot of Men's and Boys' Fancy Shirts, <br> our regular 50c. kind, price now re- |  |
|  | Knickerbocker Trouser Suits now \$2.47 |
| One Lot of Men's Working Shirts, made of Domet Flannel or Fancy Cheviots, | 5.00 Knickerbocker Trouser Suits now \$3.47 |
|  | Straight Pa |
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|  | Pant Suits |
| lines of shoes for Men. Women and Boys. which we have put upon the Barcain Connter for this |  |
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| We have put upon the 3argain Counter for this sale Such well-knwn makee as Queen Quality Shoes for Women W L Douglas and J O, Donnell |  |
| Shoes for Women, W. L. Douglas and J. O'Donnell re included in this lot. | values now. |



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## Fletcher Brothers

## MID-WINTER

## clearance sale

 Men's Clothing and FurnishingsCommences SATURDAY MORNING, January 27
all broken lots. We don't have a special sale stock, and close out all broken lots. We don't have a special sale every week or every
month. This is the time you can buy

GOOD GOODS AT BIG REDUCTIONS
HART, SCHAFFNER \& MARX CLOTHES are among them, suits cost or below. Broken lots of Shoes, Furnishings, Etc., in the same way. Here are some of the prices
MEN's AND Youths' suits
The balance of our Stock of Men's and Youths'
Winter Suits, including such makes as Hart Schaffner \& Marx, and Thompson, Snow and Davis.

Worsted and Cheviots in all Shades
$\begin{array}{ll}\$ 20.00 \text { and } \$ 22.00 \text { Suits reduced to.... } & \mathbf{\$ 1 5 . 4 7} \\ \$ 18.00 \text { Suits reduced to }\end{array}$ $\$ 15.00$ Suits reduced to............. $\$ 12.00$ Suits reduced to...........$\quad \mathbf{\$ 8 . 4 7}$ One Lot Youths' Suits reduced to.... $\quad \mathbf{\$ 3 . 4 7}$
MEN'S TROUSERS
All broken lots of our famous "Duchess," all
sizes and shades, to close out at the following $\$ 5.00$ Pants reduced to



Special Sales on Broken Lots of Men's, Ladies' and Misses' Shoes at Bargains in Every Department. Come in and See them.

## Fletcher Bros <br> Opp. Depot AYER

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|  |  | J. W. MURRAY Tel. 106-2

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Tar and Honey

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Perfectly sade for Chlidren. Mado

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