Most Important AUTOMOBILE Announcement of the year in our next issue, November 23

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## 1913 Mode1s

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Robt. Murphy \& Sons, Props.
AYER : : MASS.
Thomas E. Whitaker, Jr. General Electrical Contractor shirley, mass.

Lamps, Shades and Fixturas
All Kinds of Electric Supplies
Constriction
Specificatons
Soll

Six-room Cottage Wired Complete with Fixtures, $\mathbf{\$ 3 5 . 0 0}$
electric flatirons, toasters, coffee grinders, meat

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## NEW SUITS AND OVERCOATS

We have the largest line of up-to-date clothing for Men and Boys this Fall we have ever carried. They were: made for us by HART, SCHAFFNER \& MARX, which is the largest Zlothing house in the country They are made in all the latest models and colors-Grays, Browns, Blues and Tans in Fine Worsted; Scotch and English weaves.
HART, SCHAFFNER \& MARX SUITS AND OVERCOATSOTHER GOOD MAKES-
$\$ 10.00, \$ 18.00, \$ 20.00, \$ 22.00$ and $\$ 24.00$
We also have a Complete Line of Furnishings and Shoes

## Fletcher Bros opopstt opoot

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Dr. James D. Christe : Mas rencentily
purchased a 1912 Bulck roadster. Mrs. Paul L. Brown was very pleas-
antly entertained or lat Saturay by
her aunt in Mediord, who gave a tur-
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 An onster supper and entertainment
are announcel for next week hurs
day evening at the Baptist enstry

 Mrs. Wrilliam Channing

 ted and the same will be used tas sur-
phy he ehurch Whth fiowers during
he winter months.
Mrs. A. M. Parker, delegate. Miss



FOR MEN AND YOUTHS
In our Overcoat display we offer you the productions of some of the best makers of good clothing in the country
We show the conservative models as well as the smart creations for the young man. Every man will find here something to please him as we have a good variety of styles and fabrics in many different mixtures.
We have the Regular cut Coats with soft collars or with velvet collars and we have the long full coat with belts and conertible collars.
The convertible collar enables you to button your coat collar up close about the neck, thus giving you much needed protection in rough weather. The fabrics are bright-toned grays, tan and brown mixtures.

MEN'S REGULAR CUT OVERCOATS
$\$ 7.47, \$ 10.00, \$ 12.50, \$ 15.00, \$ 18.00, \$ 20.00$ and $\$ 22.00$ MEN'S FANCY MIXTURE OVERCOATS
$\$ 8.50, \$ 10.00, \$ 13.50, \$ 15.00, \$ 18.00, \$ 20.00$ and $\$ 25.00$ YOUTH'S FANCY MIXTURE OVERCOATS
$\$ 8.50, \$ 10.00, \$ 12.50, \$ 15.00, \$ 18.00$ and $\$ 20.00$ BOYS' FANCY. MIXTURE OVERCOATS, Ages 10 to 17
$\$ 5.00, \$ 7.47, \$ 8.47, \$ 10.00$ and $\$ 12.00$

## Sureaters

The Fall Season is the Sweater time of the year. We are showing a most com plete line of Sweaters for Men and Boys; also, for, Women, Misses and Children.

We have the regular Coat Sweater and also the Coat Sweater with Collar and Pockets. They come in the regular sweater knit and also in the better grades for men they come in the very heavy Shaker Knit.

The leading colors are Crimson, Navy, Gray and White. Prices: MEN'S SWEATERS-
$\$ 1.00, \$ 1.50, \$ 2.50, \$ 3.00, \$ 4.00, \$ 5.00$ and $\$ 6.00$
98, 81.50 and $\$ 2.00$
LADIES' SWEATERS— $\$ 3.00, \$ 4.00, \$ 5.00$ and $\$ 6.00$
MISSES' SWEATERS$\$ 1.50, \$ 2.00$ and $\$ 2.50$
CHILDREN'S SWEATERS-
50 $¢, 98$, $\$ 1.50$ and $\$ 2.00$





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## MISS ETHEL K. BRUCE Milliner <br> Phelps' Block, Ayer, Mass

## A11 Styles of Mats <br> For All Ages <br> At A11 Prices

Is Your Farm For Sale?


WouldYouBuy aFarm?



There is one place today where a dollar is worth three times as

## Mazda Lamps

wich gives thrice the light for the same amount of electrical energy You pay for electricity-but what you want is light. Our lamp "bottled sunlight," easier on the eyes than any other light "bottled sunlight," easier on-the eyes than any other light.
Many people will wonder how and why the SUNBEAM e so much superior.

## all sizes are kept in stock

OUR MAILING LIBT AND SOBSORIPTION BOOKS ARE OPEN TO ALL ADVERTIBERS FOR THEIR ENSPEOTION. The territory in which our
population of about 20.000 .



## The Boortoneflore <br> an <br> YER,MASS. <br> Coat Sweaters

Entire new stock this season. Latest styles with plain and roll collars.

SEE OUR LINE BEFORE YOU BUY Heavy Weave Coat Sweaters with collars, colors cardinal and gray, at $\quad \$ 4.98$ and $\$ 5.98$ Collarless Coat Sweaters, colors cardinal, brown, gray, navy and dark green, at
Shaker Knit Heavy Weight Coat Sweaters, with collars, colors cardinal and gray, at
Shaker Knit Heavy Roll Collar Sweaters, color dark green and cardinal, at
Fine Weave Heavy Weight Coat Sweaters, with collars, all sizes, color cardinal, price $\$$ Boys' and Girls' Coat Sweaters with collars, colors gray and cardinal, at $\quad 98 \dot{c}$ and $\$ 1.50$

## MEN'S FURNISHINGS

Contoocook A Shirts and Drawers
We have the very best Wool Shirts and Drawers for $98 ¢$ your money can buy.

A regular $\$ 1.25$ garment, 65 percent wool, for $98 \dot{\xi}$ Colors, natural gray and camel's hair. Sizes 34 to 46 Ask to see this leader.

## AUCTION SALE

 R. Bancroft, of Groton, Mass., consisting of Bed-room Furniture,
Dining-room Furniture, Chairs, Couches, Mirrors, Carpets, Paint-
ings, Sewing Machine, Stove, Glassware Crockery and Kiteher ings, Sewing Machine, Stove, Glassware, Crockery and Kitchen
Utensils, Piano, Wheel Chair, Easel, Invalid's Chair, Etc., to b sold for cash.
The sale will be held at the residence of Charles H. Gerrish, Esq. FRIDAY, NOVEMBER 22, 1912, at 8.30 o'clock A. M OTIS H. FORBUSII, CLARENCE E. EBERT,

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Why Not Buy a Home?

First Class
Groceries, Etc.
Also, Agents for the Cunard

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Leyland
Steamship Lines
rickets for sale to and from all parts of the worl
Drafts for $1 £$ and aprards for sale P. DONLON \& CO.. AYER

Seasonable

## NOW IS THE TIME TO BUY A.

## Thermos Bottle

A blessing for the man ho carries his dinner other liquids hot twenty four hours.<br>We have them at<br>$\$ 1.00, \$ 1.50, \$ 2.00$ nd $\$ 2.50$

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AYER

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## HORSES <br> FOR SALE

Whitney's Stable

Ayer, Mass.

A Number of Second

GEO. L. D
DAVIS

## 26 Main Street

C. H. HARDY, Contractor and Builder office, Central Avenue, Ayer, Mass.
Office Telephone, 151-2 Ayer
excavating, Stone -Excavating, Stone and Brick Work, Plumbing, Heating Estimates Paints and Wall Paper
One, Two and Three Ply Roofing Paper
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Every Trade-Mark
Saves You Cash

## Just save the trade-marks and Babbitt's beautiful and useful premiums don't cost you a cent. Thousands of

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Advance Winter Millinery
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Undertaker and Funeral Director

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LOOK OVER THESR PRICES GOOD SIRLOIN ROAST, 18c. id
 BEST BREAD FLOUR, 85c. bag. sALMON, Oc. Can
CAKES LENOY SOAP, 250. BEST ONIONS, 80c. bushel SEEDED Rasisis, 8c. Package OOLONG TEA, 30c. Ib
CEXLON TEA, 35c D

## Cans Sardintos, 25c.

 3 ID LARGE PRUNES, 35 4 to OYSTER CRACKERRS, 25 TD GINGER SNAPS 25c. 15 PKGE MOTHER'S OATS, 9c.3n PKGE MOTHER'S OATS, 23 C .

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E. D. STONE
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$\qquad$ Esther. $A$.
age's Block betbs for spring bloomisg
$\qquad$ and Iris. H. Huebner FLORIST

## For Sale

位, just from the factory, retall price 5.0. will sell it tor $\$ 35.00$ cash. Allnds or Sexing Machine Needles. Cluster Foot Extension Tables, Solld
 mattresses, sp, $98 ; \mathrm{a}$ better , full priced
$\$ 10.050$
.
 Chax Art Squares, 9x12, 80.70
Chldren's Carriages $40 \%$ on List
Prices, and all other goods at low Prices, a
prices.
Call in L. B. TUTTLE Reingive peatr nad



## SHIRLEY ARMAGEDDON OF CASH MARKET <br> THE SCRIPTURES

Meats and Provisions
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L.SHERWIN \& CO Ayer, Mass. Groceries Hardware Paints, Etc

FIRST-CLASS GROCERIES Butter, Cheese Tea and Coffee Also, Honey in Comb

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trix otr speciad One Pound Box Chocolates for
FRANK S. BENNETT Successor to ARTHUR fenner
and and Broke Agent Maln Street, Turner's Ballading
E. D. HOWE, D. D.S. Dental Rooms
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marny p. taistir
LYMAN KENNETH CLARE Counsellor:at.Law

## D. W. FLETCHER

$\qquad$
$\frac{\text { East Pepperell, Mass. }}{\text { AUGUSTUS LOVEJOY }}$

Insurance Agent and Broker

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N. A. SPENCER \& SON Wish to call your at-
ention to their stock of

CEMETERY MEMORIALS
which they would be pleased to have intend. ing purchasers inspec and obtain prices.

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Dr. F.R.MacGrail Dentist
EAST PEPPERELL,

Startiling Presentation of Com-


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 held in Old Testament times.
The Lord has seen










 Home

Biliousness is Bad Enough

## and nervous depression-but nervousness, brings a bad train of worse ills if it is not soon corrected. But if you will clear your system of poisonous bile you will be rid of present <br> BEECHAM'S PILLS

act quickiy and surely-they regulate the bowels, stimulate
the liver and kineys-tone the stomach. Then your
blood will be purer and richer and your nerves won't bother will be purer and richer and yourarerves won't bother
The whole world over Beecham's Pills are known The whole world over Beecham's Pills are known as: a
effieient family remedy, harmless but sure in action. For

Best Preventive and Corrective

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|  Horse Goods. Rather than carry theseover I am going to sell them at Staukh- |  |
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| ter Prices F. B. FELCH. Carrlase. |  |
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RLEY's block, MAIN Street
NEAR P. O., AyER
Democrat Wagons Concord
Buggies Carriages, Butcher Carts Harnesses

OOD ASSORTMENT AND AT ALL PRICES
CALL AND SEE THEM

Carriage Repairing in All Its ranches Promptly Done HORSESHOEING AND GEN Frederick Whitney

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WInter Clothing cleanod, Dyes,
paired and Pressed. Lades DressGentlemen's Sults and Overcoates
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Corn Fodder For Sale

Auction

