Fifty-first Year


Where you'll find what's best for "his" Christmas
No one is going to feel like giving and doing useless and impractical things this Christmas. The war lesson is still uppermost with everyone.

At this store you'll find nothing else but useful gifts-things that men need and buy for themselves. Many of the articles are enclosed in handsome Christmas boxes We will be pleased to help you make your selections.
Hart Schaffner \& Marx suits Smoking Jackets
-for lonz wear-nothag more - the kind be wants


The Store of the Christmas Spirit

CHRISTMAS SLIPPERS

Men's Felt Slippers' with Felt Soles
Men's Slippers in $\tan$ or black leather, Romeo style or low cut, in a variety of styles
Men's Felt Slippers in black and gray
984, \$1.25, \$1.49, \$1.75, \$1.98
Men's Felt Slippers with leathe
986 and $\$ 1.49$
: . Women's. Felt Slippers' in a dozen colors and styles $\$ 1.49$

Women's Felt Slippers, with leather soles, fur trimmed, in black, brown. red. wine and
Women's Felt Slippers, in a wariety of colors. with comfy soft cushion soles and ribbon
Misses' and 'Children's Felt Slippers, with figured
Mises, 1
Misses' and Children's Felt Slippers, with felt or comfy soles. in red or gray........... 75
Misses' and Children's Warm Jersey Leggins-All sizes:
, Sizes 11 to $2 \ldots . . . . . . . . . .98 ¢$
Sizes 5 to 1
90
GIFTS OF MADE UP FANCY WORE
Nade Up Pillow Corers, ready to put pil- Finished Scarfs ........ 50c tis $\mathbf{\$ 1 5 . 0 0}$
. in , all colors and styles $\mathbf{5 0}$. Finshed Centers....... $\mathbf{5 0 6}$ to $\mathbf{\$ 3 0 . 0 0}$
Made Up Pillows with pillow to $\$ 4.50$
Soldiers' Fits, all filled $\$ \mathbf{5 0 . 5 0}$ to $\$ 8.50$
Soldiers' Kits, all filled... 50 c to $\mathbf{\$ 2 . 5 0}$
Soldiers' Money Belts.... 50\% to $\$ 150$
Renis ART DEPARTMENT

Vanity Cases $\ldots . . . . . . \quad 254$ to $\$ \mathbf{\$ . 0 0}$. We carry a full line of Bath Robe Sets
Fancy Party Bags. . . . . $\mathbf{\$ 9 . 5 0}$ to $\mathbf{\$ 8 . 0 0}$,-, Pillow and Girdie Cords. . $\mathbf{7 5} \boldsymbol{\varphi}$ to $\mathbf{\$ 2 : 2 5}$ RIBBONS FOR THE LITHLIE y ying
Hairbow Yaffeta, heavy crisp quality, in white, pink, blue, maize, nile, red and black
$29 \phi$ ańd $39 \phi$ yard
Fine quality Taffeta Moire for hair bows and sashes, in all desirable shades 45¢, $55 \$$ yard Wide Hairbow Moire Tafteta, seven nches wide
SSplendid assortment of Plaid and Fancy. Hair bows.................... $29 \phi$ to $98 \phi$ yard
"Dorothy Dainty". Hairbow and Sash to match, white,' pink, blue, maize $55 \phi$ and $89 \phi$ yard Dorothy Dainty" Hairbow and Sash to match, white,
Fine quality Hairbow, black moire, six inches wide Fine quality Hairbow, black moire, six inches wid
Camisole Ribbon in wash satins and brocades.. Bag Ribbon in plain and elaborate effects. $59 \%$ to 1.39 yard
394 yard


Ayer, Mass. Saturday, December 21, 1918
$\mathfrak{c}$


## $\underset{\substack{\text { who } \\ \text { ness }}}{\substack{\text { M }}}$

is $\begin{gathered}\begin{array}{c}\text { Flage } \\ \text { home } \\ \text { stree }\end{array} \\ \text { M } \\ \text { Reach }\end{gathered}$ $\underset{\substack{\text { Mlse } \\ \text { teanhe } \\ \text { in } \\ \text { tow } \\ \text { for } \mathfrak{a} \\ \hline}}{ }$

## HELPFUL SUGGESTIONS IN SELECTING GIFTS FOR MEN AND BOYS

The place to buy Men's Gifts to the best advantage is a Men's Store. Our store is full of articles suitable and appropriate for his Christmas gift. Most men appreciate a carefully selected gift as to its practicability, usefulness and style. You will find here, also, many articles suitable for Christmas gifts for the women and children in the family.


GIVE HIM HOSIERY
Hosiery in great variety; in silk, fine
cotton or in wool, both heavy and light
weight-all colors. Fine Cotton Hose, black or colors Silk Hose, black or colors $\mathbf{6 5 c}$ to $\mathbf{5 0 c}$ Fine Wool Hose, black, natural or $\quad$ Cape Gloves, lined for dress wear wear $\mathbf{\$ 2 . 0 0}$ to $\mathbf{\$ 3 . 0 0}$ ' gray ............ $\mathbf{5 0 c}$ to $\mathbf{\$ 1 . 5 0}$ Mocha Gloves, unlined, for dress wear $\mathbf{\$ 3 . 0 0}$ and $\mathbf{\$ 3 . 5 0}$


| Silk and Wool Hose. ............. | $\mathbf{\$ 1 . 2 5}$ |
| :--- | :--- |

GIVE HIM A SWEATER
Men's Woolen Gloves
$\$ 4.50$ to $\$ 6.50$
$75 c$ to $\$ 2.00$

| GIVE HIM A SWEATER | Men's Lined Leather Gloves ........... $\quad \mathbf{7 5 c}$ to $\mathbf{\$ 2 . 5 0}$ Boys' Woolen Gloves .................. 50 c to $\mathbf{7 5 c}$ |
| :---: | :---: |
| Sweater. Colors run Gray, Crimson, Navy and Khaki. | MISCELLANEOUS ITEMS |
| Men's Coat Sweaters, all colors.... . $\mathbf{\$ 1 . 5 0}$ to \$10.00 | Mufflers ........................... . \$1.00 to \$3.50 |
| Men's V-neck Sweaters ......... $\mathbf{\$ 8 . 0 0}$ and \$10.00 | Umbrellas . . . . . . . . . . . . . . . . . . . . . . $\mathbf{\$ 1 . 5 0}$ to \$5.00 |
| Regulation, khaki color, all wool.... $\mathbf{\$ 7 . 0 0}$ and \$8.00 | Bath Robes . . . . . . . . . . . . . . . . . . . . . . ${ }_{\text {a }}$ \$5.00 to $\mathbf{\$ 9 . 0 0}$ |
| Sleeveless, khaki color . . . . . . . . . . . . \$3.50 to \$7.00. | Suit Cases and Bags................ $\mathbf{\$ 4 . 5 0}$ to \$20.00 |
| HANDKERCHIEFS | Mackinaws . . . . . . . . . . . . . . . . . . . . . . . . $\mathbf{\$ 1 0 . 0 0}$ to <br> S9.00 to  <br> S20.00  <br> $\mathbf{\$ 2 0}$  <br> Sheep-lined Coats . . . . . . . .  |
| Men's Embroidered Initial ............... 15c to 25¢ | Underwear-two-piece . . . . . . . . . . . $\mathbf{\$ 1 . 2 5}$ to \$3.50 |
| Men's Japanette Initial . . . . . . . . . . . . . . . . . . . . . . 15¢ | Underwear-u:ion ................. $\mathbf{\$ 1 . 7 5}$ to \$6.00 |
| Men's Linen Initial .................... $40 c$ to $75 ¢$ | Suspenders ......................... 35 Cl to \$1.00 |
| Men's Silk Initial . . . . . . . . . . . . . . . . . 5 50c to 75¢ | Cotton Pajamas . . . . . . . . . . . . . . . . . . \$1.50 to \$3.00 |
| Men's Linen Hemstitched .............. 35c to 65¢ | Outing Flanne. Pajamas. . . . . . . . . . . . $\mathbf{\$ 2 . 0 0}$ to \$3.00 |
| Men's Cotton . . . . . . . . . . . . . . . . . . . . . . . 10c to 25¢ | Night Robes . . . . . . . . . . . . . . . . . . ${ }^{\text {S }}$ \$1.00 to \$2.50 |

Holiday Footwear for Every Member of the Family
Christmas Slippers for Men-In a great wnety of
styles, in Black and Tan Leathew, or a warm styles, in Black and Tan Leathe:"
Felt Goods......

en-I:: a great variety of
Christmas Slippers for Girls ani children-In Patent Leathers and also in warm Felt Goods in fancy colors..
High Buckle Arctics for Men and Bo:
warm Felt Goods, in fancy mings: also, Kid and Patent Leathers $\quad \$ 1.00$ to $\$ 2.50$ High Buckle Arctics for Women and Children

Indian Moccasins for Men and Boys
Indian Moccasins for Women and Children Rubber Boots for Boys and Children

High Cut Skating Shoes for the Boys

## George H . Brown

Reliable Clothier
Ayer, Mass.




| y．Disemberen 21， 1098 |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
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|  |  |  |  |  | Eva |
| Mre．Viola Cole，conductress； |  | Harris，W．E．Hayes and John D． |  | that mese merrite nage wero glven | Apricots，Fancy Evapor |
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|  |  |  |  |  | Mince Meat，Grandmiother＇s or Nonesuch，．．．．．．．．．． $\mathbf{2}$ packages $\mathbf{2 5 ¢}$ |
| $\begin{aligned} \text { apom } \\ \text { opo } \end{aligned}$ |  | Hemen |  | Ones in ine windows，indrating that |  |
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| $\begin{aligned} & \text { to have it changed will be made, ac- } \\ & \text { cording to current reports. } \\ & \text { Chester P. Tarrant, } \xi_{\text {e former well- }} \end{aligned}$ |  | danghter，Mrs，Harry E．Instin， Townsend Harhor，Tuesday nizhi， |  | fighting for the causes for which this country cntered the war． |  |
| own Ayer young man，now in the visited friends here over the |  | suna |  |  |  |
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| Memorial hospital in Nashua， ere he died－at one o＇clock Tuesday | ．It is estimated that 75,000 gallons of | Mrs．Harry E．Dustin． aiso．two grandehildren |  |  |  |
| Mrederan | wht | hine tuneral will he | the |  |  |
| arvard collese |  |  |  |  |  |
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| and distric |  | rived |  |  | vr frmi the War Departument |
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| astalig inled |  |  | （tan | nllas tell the God． |  |
|  |  | from oversens and ment transferced from otfer crmps are constantly ar－ | thoughts of the flesh and the derl Indianapolis Star． |  |  |
|  | fine was that he had been convicted several times betore in | rivins，which makes the number at camp now about， $3 B, 000$ ，nearig an much as were there at Rny one pertod |  |  |  |
|  |  |  | There is one cuess that is pretty ac－ cofate Men who make speeches like to make then．－St．Louis Globe－Dem－ | $\begin{aligned} & \text { Some mien would have no trouble in } \\ & \text { gettha :ifh if they held on to the mon- } \\ & \text { ey thes men as they, do to the mones } \\ & \text { they borrow. } \end{aligned}$ | P．Donlon \＆Co．Hifid DRUG STOR |




## 

The same low prices prevail as were quoted last week. Lamb is plentiful, economical and of excellent quality. Why not have some for your SUNDAY DINNER?



SHOP NOW FOR CHRISTMAS
A great many of our goods are non-perishable and will keep in your pantry until Christmas. Stock up now with Mince Meat, Cider, Honey, Plum Pudding. Figs, Citron, Lemon and Orange Peel, Basket Figs for the table, extra nice, $55 \boldsymbol{\phi}$, basket, Currants, Raisins, Jellies Preserves, Jams, sweet Pickled Fris, New Muser Or, Cues, Canned F.... Coffees; Teas, In DEMONSTRATION-FITOHBURG MARKET SPECIAL COFFEE

## Brockelman Bros

Fitchburg Market

420 Main Street Telepone 2080<br>Fitchburg, Mass

## Leading Gifts

## in Jewelry

## Cameo Brooches $\$ 2.50$ to $\$ 26$ Wrist Watches $\$ 10$ to $\$ 35$

 $\$ 3$ to $\$ 15$ FOR MEN
## trap Watches $\$ 10$ to $\$ 32$ Pocket Watches $\$ 3.50$ to $\$ 50$

 $\begin{array}{lrrr}\text { Waldemars } & \$ 2 \text { to } \$ 7.50 \text { Gold Knives } & \$ 2 \text { to } \$ 5 \\ \text { Cuff Links } & 75 \% \text { to } \$ 8.50 & \$ 1 \text { so } \$ 10\end{array}$H.R.STRAND

WATCHMAKER AND JEWELER
Page's Block


LARGE ASSORTMENT OF
USEFUL THINGS FOR PRACTICAL PEOPLE Run Down This List
Electric department





 Shattuck's Garage

Trolley Express
Receiving Station
CHAS. H. HARDY, Central Ave

> Ayer, Mass.

Chalmers Automobiles
ammon


 bIbcock




Ayer Variety Store SHRLEY GASH MARKET AVWAYS ON GAND MTH
FRESH BUPPLT OF BEEF


 Dr．C．A．Fox，Dentist WARREN A．WINSLOW


## WE DON＇T THINK


 mack is turned ove the moro often the are alwars coming in．Give fresh good gitial
and we know wo can convinco you $o$

## Vermont Battor and Cheoso

EAST MAIN STREET GROCER
CHICHESTER S PILLS


## A．BB．B：T．T．T．S． STOMACH GAON 8 INDIGESTION TRYAPACKAGE AND YOU WLL NEVER

## Goldfish Dyed to Order， ArtiAcinl coloting of goiafish by kee

 ing，them in water contulalng certainchemicals is extensively carrial比号

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## An Unusual Shoe Stope

$\qquad$
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$\qquad$ We have a Hosiery Department that is a wonder and it
uld be hard to ask for a desirable style for Men．Wumen Children that we haven t a desirabled stelection of at prices that Our Mail Order Department will fill all orders the day We know you will enjoy trading at this store． Christmas will soon be here．Every article in our store

## W．C．GOODWIN

342－344 Main Street－－FITCHBURG HASS
good place to but good shoes

## Fond

manufacturing resuned

| $\quad$ Model | Price | Freight | War Tax | Total |
| :--- | :---: | :---: | :---: | :---: |
| Touring， | $\$ 525$ | $\$ 22.20$ | $\$ 13.40$ | $\$ 560.60$ |
| Runabout | 500 | 22.20 | 12.76 | 534.96 |
| Chassis | 475 | 22.20 | 12.12 | 50.32 |
| Coupelet | 650 | 22.20 | 16.58 | 688.78 |
| Sedan | 775 | 22.20 | 19.77 | 816.97 |
| Truck | 550 | 22.20 | 14.03 | 586.23 |
| Town | 750 | 22.20 | 19.14 | 791.34 |

## J．M．Hartwell

thorized Agent for FORD CARS
Llly eqCipped．service statio littleton，mass．


## 过

## ironing must be done all the year round

## An Electric Iron

A MOST ACCEptable CERIStMAS GIfT
Ayer Electric Light Co．
Main Street
AYER，MASS．
Christmas Cards and Booklets
is the largest to choose from ever shown in pepperell or vicinity

The DuPaw Pharmack

EAST PEPPERELLL MASS．
TRIMMED HATS

L．Woods Sylvester

Gold and Silversmith

# GEORGE E. HOMER  

Importer of
Preçious Stones

Extension Bracelet Watches


WALTHAM - For $\mathbf{\$ 2 5 . 0 0}$ Upward IMPORTED-A great variety of styles Prices ranging from $\mathbf{\$ 2 0 . 0 0}$ to $\mathbf{\$ 7 . 0 0}$

A George E. Homer guarantee with every article purchased here
Cameras
A FEW LEFT
We will close out to you Brownie No. 2................. \$1.95 Autographic Vest Pocket Kodak \$4.45 An ideal Christmas Gift-the price you cannot match

TO RESIDENTS OF THE FOLLOWING PLACES LOWELL, LAWRENCE, CHELMSFORD, FITCHBURG, GROTON, SHIRLEY, HARVARD HOLLIS, PEPPERELL, WESTFORD and LITTLETON

Your Carfare FREE, Both Ways<br>(Except Lowell, Lawrence and Fitchburg, which we will pay one way only) WITH EACH PURCHAASE OF \$5.00 OR OVER

## Special For the remaining days to Christmas-as long as they last-a Silver Souvenir

Our Boston Store, at 45 Winter Street, is one of the Biggest, Best and-Busiest Jewelry. houses in New England. Our buying ability is unsurpassed. You have the benefit.

> Our Ayer Store, opposite the depot, is a real extension of our Winter Street Store.

DO YOUR CHRISTMAS SHOPPING WITH GEORGE E. HOMER IN AYER-Where All Roads Meet, and so Save Your Time and Your Money. Low rents-big stocks. Post-war prices. Open from 8 A . M. to 10 P M.

Wrist Watches Waltham Elgin, Illinois


Best quality, gold, filled, jeweled Imported Watches \$14 to \$9 A George E. Homer guarantee with very watch sold

## Fountain Pens

 We are the Waterman Agency-a com plete line of Waterman Pens The best assortment this side of New$\mathbf{\$ 2 . 5 0}$ to $\$ 15.00$ Conklin's-Thereally"'NeverLeak Pen A Christmas gift pár excellent. You nay carry it upside down in your pocke or bag-it will not leak.


Watches for Men MADE AT WALTHAM of Finest Quality

|  | \$100.00 |
| :---: | :---: |
| Prices | 50.00 |
| Range | 25.00 |
| From | 20:00 |
|  | 15.00 <br> 8.00 |

COME IN AND KNOW US

Make Yourself a Christmas Present With What You Save by Buying Here
DIAMONDS PENDANTS RINGS LOCKETS Prices Very Low-Quality Very Best

Sterling: Silver Photo Frames
Toilet articles in cases, sterling silver
$\$ 10.00, \$ 12.00, \$ 15.00, \$ 25.00$
French Ivory Brush, Comb, Mirror; finest quality $\mathbf{\$ 1 0}$ set

Dress Watches $\$ 25.00$ to $\$ 6.00$

Thin and Wonderfully Beautiful in Design

Makes a gift to satisfy both giver and recipient The WATCH BEAUTIFUL



