



Is There Anything New? The magical ingredients of the new world were recently discovered...

Probably not more than you are getting in ten thousand every day...

It is winter now and our time is full with our merry Christmas...

The Christmas Store for 50 years

Christmas 1927 is our Golden Jubilee Year... what a challenge to us!

We have met this challenge by bringing into this store the most attractive stocks of Christmas goods ever featured here.

A beautiful Christmas booklet has been mailed to more than thirty thousand patrons. If you did not receive one, a letter or card from you, addressed to The Mabley and Carew Co., Cincinnati, will bring one by return mail.

Special Notice NORMA Fay... of our Personal Shopping Bureau, will be glad to shop with you for you.

The Mabley and Carew Co. A GOOD STORE Fountain Square, Cincinnati, Ohio

THE DEMANDED LOOSE REIN by MARTHA M. WILLIAMS

There is a girl in town, in the city, who is not a girl in the city...

It is winter now and our time is full with our merry Christmas...

It is winter now and our time is full with our merry Christmas...

It is winter now and our time is full with our merry Christmas...

It is winter now and our time is full with our merry Christmas...

It is winter now and our time is full with our merry Christmas...

MEMBERSHIP CARD Johnson Memorial Hospital 1 Hersey Pledge The Sum Of Thirty Dollars (\$30.00)

Everything you WANT or NEED in America's Fastest Four

Everything that you want or need in modern motor cars. Economy at the curb and on the road...



Santa Claus Wants You To Do a Big Business This Year and He Suggests That...

That you use plenty of space in the columns of THE MERCURY. Tell the story of your Christmas merchandise offerings with pictures and with words...

Men Marooned by George Marsh

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City Taxes Due Pay them before December 1st and save the penalty

W. H. KREY, City Taxes.

SAVES 1/2 your Feeding Time and Money!

Tuxedo Allmah! You can cut the work of feeding your flock in two by using Tuxedo Allmah!

Carlsile Coal & Feed Co. Tuxedo Allmah!

A car for her too!

Match Chevrolet Co. QUALITY AT LOW COST