

Beginning  
Tomorrow  
Morning  
at 9 A. M.

# Downstairs at Ayres

## A Popular Price Gift Store for the Whole Family

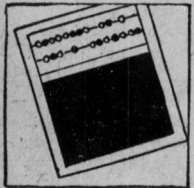
Mothers  
Fathers  
Children  
and All—It's a  
Christmas Sale  
for You.

# Underselling Sale of Toys and Gifts

Ayres' Downstairs takes pleasure in announcing the great underselling sale of Christmas toys and gifts which starts tomorrow. Coming at this time, it will mean a most unusual opportunity for our thousands of friends and customers to make their Christmas money go much farther. We purchased the entire stock of the Indianapolis Book and Stationery Company and made two equally fortunate purchases in St. Louis and Chicago. Through these purchases we are permitted to offer such low prices—which are the usual clearance prices that you find on merchandise of this nature in the After-Christmas Clearance. Come—enjoy the savings offered—and make this Christmas a merry one.

## TOYS

The Basement of the Downstairs Store Annex has been converted into a veritable TOY CITY. For the CONVENIENCE of Christmas shoppers, this entire Basement Store of the Annex has a special salesforce, wide aisles and plenty of floor space in which to display this great lot of toys. Remember the location—THE TOYS WILL BE ON SALE IN THE BASEMENT OF THE ANNEX STORE—one door south of the Meridian street entrance.

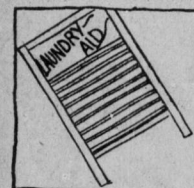


Slate With Colored Beads, 25c

**Toy Two-Car Garage**  
Consists of Miniature Garage of Tin and Two Automobiles  
**59c**

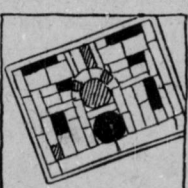


Old White Horse  
The old white horse on 4 wheels  
**39c**



Toy Wash Boards, 39c

**Donkey and Cart Set**  
Miniature donkey and two-wheel cart  
**79c**



Liberty Stone Blocks  
Building blocks for tots, the set  
**50c, 75c, \$1.25**

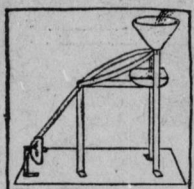


Rolling Pin Wheels  
Another rolling toy with 2 pin wheels. Brightly colored.  
**39c**

**The Bing Miniature Railway System**  
Track, station, engine, tender and one coach.  
**\$1.00**



Bing's Tractor  
Miniature reproduction of a tractor, mechanical.  
**79c**



Sand Toy  
Complete with box of sand.  
**39c**

**A B C Block Set**  
Graded sizes.  
**39c**

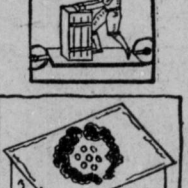


**Model Tool Chests for Boys**  
A Complete Outfit of Tools in a Cabinet  
**59c**



Target Practice Set  
**19c**

**Rolling Bells**  
For the tiny foot, long handle with wheels and bell.  
**25c**



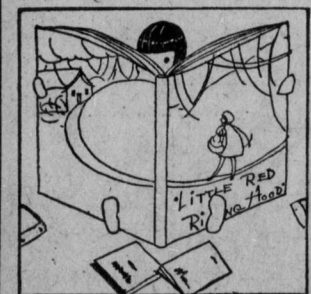
**Mechanical Kid Flyers**  
A mechanical toy complete for  
**29c**

## This Story Continues—

The toys listed in this advertisement are just a few of those that are to be found in this sale. There are many more games, mechanical toys and animals that we didn't have space to tell you about. You will learn of the others when you attend the sale.

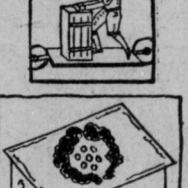
Christmas Toy Department—  
in the Basement of  
Ayres' Downstairs Store Annex

## Books for Xmas



Don't forget books in this sale. There are rows of brand new books; kind to please boys and girls and little tots. Books of the celebrated Whitman series for little kids; Bedtime Stories, Cozy Hour Books, Cheery Books, Wig Wag Stories, Peter Rabbit, Child's Story Garden, Winston's Standard Series, Billy Whiskers, Whitman's Just-Right Stories, Traveling Animal Series, Dreamland Series and Music Record Books. Educational and entertaining. Many with colored pictures.

**5c 10c 19c 25c 29c**



**Miniature Music Box**  
Plays a tinkling tune. Lots of music. Children like them.  
**19c**



**Tin Sand Set**  
This set consists of tray, pitcher, cup and saucer.  
**19c**



**Mechanical Turtle**  
Wind him up and see him crawl.  
**39c**



**Doll Wash Day Set**  
Wringer, tub, table and drying rack.  
**\$1.00**



**Nursery Talking Machines**  
Plays the average record. Ideal for the nursery.  
**\$4.95**



**Doll Dish Set**  
Little Hostess set of dishes.  
**10c**

## Appropriate Gifts and Toys at a Low Price

If you wish to remember all those friends and you don't see quite how you can do it and keep within your budget, come down here tomorrow and see. Your worries will end triumphantly here. Practical and attractive gifts and a great store of toys—at prices that will enable you to remember far more friends than you ever expected. Come, join in the savings to be obtained in this special Underselling Sale tomorrow. And, remember—

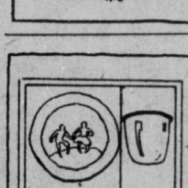
## A Gift From Ayres Means More



**Child's Blackboards**  
Standing blackboards with red frames; substantial made.  
**79c**



**Jumping Monkey**  
Fur-covered monkey with a spring.  
**59c**



**Tots' Plate and Cup Sets**  
With clever designs that will please tots.  
**89c**



**Tots' Baking Sets**  
An 8-piece baking set that resembles aluminum. Set.  
**39c**



**Doll Dish Set**  
Little Hostess set of dishes.  
**10c**



**Horse shoe Sets**  
Two goals and three rubber horse shoes. An ideal indoor game.  
**89c**



**Baseball Mitts**  
Splendid catcher's mitts; dependable.  
**39c to \$1.95**

## GIFTS

The Gift Department is under the Washington Street stairway in the Downstairs Store, in the space formerly occupied by women's underwear and millinery departments. Plenty of extra saleswomen to assist you in your purchases. Every facility has been added to make shopping as quick and easy as possible.



**Vanities**  
Pouch-shaped vanities with mirror, bottom; pair and drawing.  
**59c**



**Incense Burners**  
A t t r a c t i v e figures and designs.  
**25c to 45c**



**Boudoir Lamps**  
With black bases and blue, rose or tan shades.  
**\$2.95**



**Crystal Lamps**  
Complete with shade, base and cord.  
**\$2.95**



**Framed Pictures**  
These pictures are reproductions of works by famous artists.  
**\$1.00**



**Framed Pictures**  
Oilettes; reproductions of old and familiar paintings.  
**79c**

## Toilet Sets for Xmas

Sets of ebony or paroloid in brush and comb sets, three-piece sets with mirror, 10-piece sets, 4-piece sets and 8-piece sets in the lot. Plain and some beautiful decorated effects. Mirrors with beveled edge.

Price Range \$1.19, \$2.45, \$3.45, \$4.95

Men's Military Brush Sets .....\$1.45  
Men's Ebony Shaving Sets .....\$1.95  
Kiddies' Ebony Set .....59c

## Other Toilet Goods

Paroloid Hair Receivers or Powder Boxes, each .....39c  
Paroloid Handled Nail Files, each .....10c  
Paroloid Nail Buffers .....25c  
Paroloid Combs .....25c  
Paroloid Combs .....25c  
Paroloid Hair Brushes .....\$1.00  
Paroloid Mirrors .....\$1.25  
Paroloid Hair and Cloth Brushes.....10c, 25c, 39c and 50c

## Dolls for Xmas

Dolls that will bring joy to every little girl who receives one for Christmas. Dolls that are beautiful; dolls that are cunning—a variety of sizes and types.

Dolls with pretty bisque heads, brown curls, closing eyes and Kidlyne bodies; 14 and 16-inch sizes .....79c  
Dolls with Kidlyne bodies and pretty bisque heads; brown curls and closing eyes—14 and 16-inch sizes .....79c  
11-inch size in same doll set .....\$1.29  
Same doll with knee joints .....\$1.29  
Prettily Dressed Dolls, 18-inch size dolls, completely dressed from top to toe—hat, dress, shoes .....\$1  
Infants' Dolls. Look just like a real tiny baby. With indestructible head .....59c

## Junior and Bridge Lamps

We can not go into the details of the transaction by which these lamps were secured, but be assured they are wonderful values.

**Bridge Lamps**  
Gracefully designed, well proportioned standards, of wood in antique gold or silver finish with black and others in polychrome effect. Each is equipped with pull chain, two-piece socket and silk cord.  
**\$3.50 \$5.50 \$6.50**

**Junior Lamps**  
Two style standards of wood with heavy metal bases and wood standards, turned in attractive patterns and in polychrome finish. Each equipped with pull chain sockets, two-piece plug and long cord.  
**\$6.50 \$8.50**

**Exquisite Shades**  
Georgette Covered and Trimmed  
With ruchings, flowers, gold braid, lined with soft colors.  
**\$2.95 \$5.95**

## Boxed Stationery for Christmas Gifts

Plain and fancy boxes of stationery in plain white and colors, several qualities, including Irish bond, the box—

**19c, 25c, 39c, 59c, 95c**

## Men's Pipes for Gifts

A variety of sizes and shapes—socket pipes, straight and curved stems. French briars and sandblast are included—

**25c, 59c, \$1, \$1.50**

## Silver-Plated Ware

Bread Trays .....\$1.95  
Sandwich Trays .....\$1.95  
Salt and Pepper Sets in old Dutch design .....\$1  
Children's Fork and Spoon Sets .....\$1