

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 oppor-
tunity 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 fortu-
nate 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

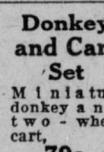
**Toy Two-Car
Garage**
Consists of Miniature Garage of
Tin and Two Automobiles
59c



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



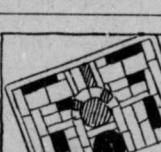
Toy
Wash
Boards,
39c



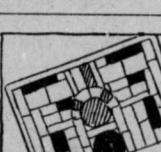
Donkey
and Cart
Set
Consists of Miniature donkey and two-wheel cart, 79c



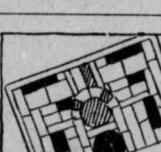
Liberty
Stone
Blocks
Building
blocks for
tots, the set,
50c, 75c,
\$1.25



The Bing
Miniature
Railway
System
Track, station,
tender and one
coach, 79c



Bing's
Tractor
Miniature re-
production of a
tractor, me-
chanical,
79c



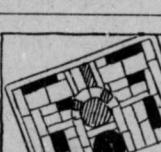
Model Tool
Chests for Boys
A Complete Outfit of Tools in a
Cabinet
59c



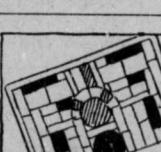
ABC
Block Set
Graduated sizes
39c



Rolling
Pin
Wheels
Another rolling
toy with
2 pin wheels.
Brightly col-
ored.
39c



Sand Toy
Complete
with box of
sand.
39c



Target
Practice
Set
19c

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,
Big Wag Stories, Peter Rab-
bit, Child's Story Garden, Win-
ston's Standard Series, Billy
Whiskers, Whitman's Just
Right Stories, Traveling Ani-
mal Series, Dreamland Series
and Music Record Books.
Educational and entertaining. Many with colored pictures.

5c 10c 19c 25c 29c

Books for Xmas

A Complete Outfit of Tools in a
Cabinet
59c

Mechanical Kid
Flyers
A mechanical toy complete for
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
Washer, tub,
table, rub-
board and
drying rack,
1.00

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

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

Tots'
Baking
Sets
An 8-piece
set that
assembles alu-
minum. Set,
39c

Doll
Dishes
Little Host-
ess set of
dishes,
10c

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

Baseball
Mitts
Splendid
mitts; de-
pendable
mitts,
**39c to
\$1.95**

Nursery
Talking
Machines
Plays the aver-
age record.
Ideal for the
nursery.
\$4.95

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

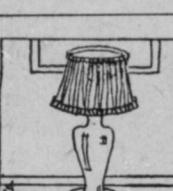
The Gift Department is under the Washington Street stairway in the Downstairs Store, in the space formerly occupied by women's underwear and millinery departments. Plenty of extra saleswomen to assist you in your purchases. Every facility has been added to make shopping as quick and easy as possible.



Vanities
Peach shape
vanities with
mirror, bottom;
puff and
drawstring,
59c



Incense
Burners
A attractive
figures a d
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



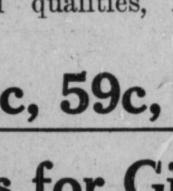
Framed
Pictures
These pic-
tures are
reproduc-
tions of
works of
famous art-
ists,
\$1.00



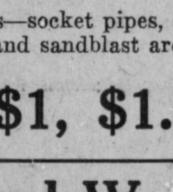
Framed
Pictures
Oilettes;
reproduc-
tions of old
and familiar
paintings,
79c



Candle-
sticks
Ideal gifts
in several
styles,
**59c to
\$1.25**



Compote
Sets
Antique an-
tique compote
and two can-
dlesticks com-
plete, the
set,
\$1.95



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

Toilet Sets for Xmas

Sets of ebony or paraloid 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 bevelled 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
Kiddie's Ebony Set 59c

Other Toilet Goods

Paraloid Hair Receivers or Powder Boxes, each 39c
Paraloid Handled Nail Files, each 10c
Paraloid Nail Buffers 25c
Paraloid Combs 25c
Paraloid Combs 25c
Paraloid Hair Brushes \$1.00
Paraloid Mirrors \$1.25
Paraloid 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 curly hair, closing eyes and
Kidlyne bodies; 14 and 16-inch sizes 79c
Dolls with Kidlyne heads; brown curly hair, closing eyes and
14 and 16-inch sizes 79c
Same doll with knee joints at \$1
Same doll with knee joints at \$1.29
Prettily dressed dolls, 18-inch size, completely dressed
from head to toe, hat, dress and shoes \$1
Infants' Dolls. Look just like a
real tiny baby. With inde-
structible 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 heavyweight
metal bases and wood standard
tubes in attractive patterns
and in antique finish.
Each is 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