

In Indianapolis It's Ayres Downstairs Store for

# COATS

of Every Type, Every New Fabric, Every Price!

Of all the coat styles produced this spring . . . we've selected only the ones that have gained your favor. It remains only for you to decide which is most becoming to you. If you're looking for a "jigger," a topper, a semi-fitted, a swagger, a fur-trimmed, a reefer, a wrap-around, a sport back or boxy coat . . . you're bound to find the very article you're looking for, in this complete, budget-priced collection of coats for spring and Easter 1937. Styles for women, misses and juniors. Sizes 11 to 19, 12 to 48 and half sizes.

## 1. Casual Sports Coat

**\$13.95**

A spring success . . . fitted lines, with flare to skirt. Tricky and feminine sleeves and button treatment. Size 13. In Coronation green.

## 2. Dressy Untrimmed Coat

**\$19.75**

Be the prettiest lady in the Easter parade in this lovely coat with very flattering details and lines. Size 14. In raspberry red.

## 3. Fur-Trimmed Casual Coat

**\$16.75**

And the important news is the detachable fur-trimmed collar. Slightly fitted at waist and flared skirt. Size 15. In Coronation green.

## 4. The Fleece Topper Coat

**\$16.75**

The toast of the coat world. Youthful, wearable, pretty and smart. Note the collar, the shoulders, the slash pockets. In grey. Size 14.



Above:

## Detachable Fur Scarf Coat

**\$29.50**

The coat of your dreams set off with a detachable scarf collar of blue dyed fox tails. The fabric is a novelty wool crepe in navy blue. The shoulders have a fine feeling for detail. Size 18.



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# SUITS

Months ago, style authorities slated the suit for the outstanding success of the season. Immediately, our suit people got busy, consulted fashion cables and fashion advisors, faithfully shopped the country's leading suit makers, until today we present a complete picture of the most important suit Spring in ten years. There's a suit style for every personality . . . and the variety in suit fashions is so great that you're sure to find a SUIT, suitable for YOU! Sizes 12 to 44, 11 to 19, 37 to 43.

## A. The Man-Tailored Suit

**\$16.75**

The "tops" in the suit picture. Made of worsteds or flannels in single-breasted styles with link button. This is size 18. In black worsted.

## B. The Topcoat Suit

**\$13.95**

The suit that assumes wardrobe proportions this spring. The coat is double-breasted type in grey wool. A size 16.

## C. The Swagger Coat Suit

**\$19.75**

So very versatile, because the coat can be used with other costumes. The reefer collar, the boxy lines are 1937 news. Size 42. In blue.

## D. Dressmaker Trim Suit

**\$19.75**

The coat has the popular tuxedo front and forms a straightline to the finger tips. Dressmaker trim on coat. In novelty blue wool. Size 16.



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