

# AUGUST FUR PARADE

## THE ANNUAL FUR FASHION PREVIEW

### Leading Furriers of Rochester Show Outstanding Fur Creations

● TRADITIONALLY August is the month when maid and matron preview the exciting Fall Fashions in Furs. Presentations this year are notable in every feature of beauty, style, and value which the discriminating expect, and add new lustre to the high reputation of Rochester's leading furriers.



Eastern Mink, featured in Projansky's August Fur Sale. Has easy-to-wear collar in the Vonnet Manner . . . shirtwaist sleeves . . . a graceful sweep that lifts it out of the ordinary. (See advertisement, page 4.)



This beautiful grey Russian Persian, with swing back and pleated neckline treatment, is but one of thousands of superlative furs being shown this month during Bernard Held's August Fur Sale. (See advertisement, page 2.)

Two favorites in one! Youth's pet football fur—the ever-popular Raccoon . . . Youth's pet silhouette, the ever-wearable swagger. Shafer's new fur salon at 51 East Ave., Rochester, has a way with young fur fashions. (See advertisement, page 6.)



● THIS PREVIEW of Fall Fashions in Furs is another presentation for the benefit of our readers. All photographs are by our staff photographer.

**Catholic Courier**

Official Newspaper of  
the Rochester Diocese

newly revised in silver and black—  
lustrous lines, new smart  
color and generous fullness—  
and an exclusive selection  
of the finest V. Co. Co.  
the largest exclusive manu-  
facturer of furs. (See advertise-  
ment, page 3.)

The Frenchest of his latest adapta-  
tion is this London dyed Siberian  
Squirrel hat and coat designed by  
Harry Levin. (See advertisement,  
page 5.)