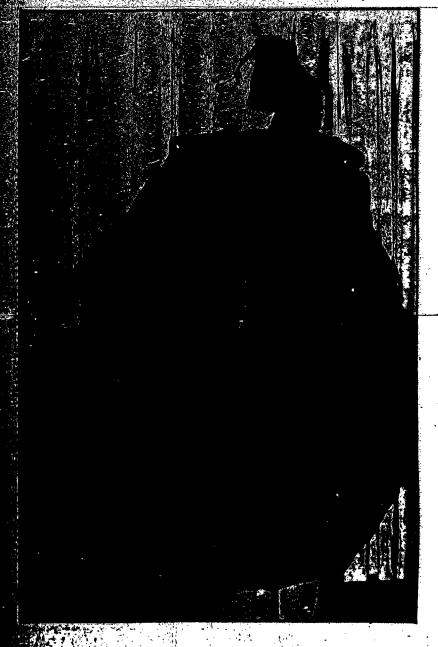
## AUGUST FUR FASHION PREVIEW



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The Frenchlest of his latest adaptation is this london dyed Siberian Squirrel hat and coat designed by Harry Levin, ESee advertisement, page 5.



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.



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

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



Official Newspaper of the Ruckester Discuss



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

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

