The August Fur Sale Presents Fur Coats at Nearly Half 1937 Prices
Farolighted shoppers have always purchased during our August Fur Sale because at that time stocks are most complete and prices are at rock-bottom.

1200 Smart Fur Coats $67 to $995
Today's styles in furs with their allure and beauty emphasize the youthful charm that every woman seeks. Each model in our collection is a style and value leader.

De Luxe Persian Lamb Coats $194 $295 $395 $495
Beautiful skins designed in the new box body. Newest styles in smart color and sheen details.

Hudson Seal Coats (dyed muskrat) $155
Hudson Seal (dyed muskrat), Haberfeld Gray Kid, Hudson Persian Type Caracul, Directoire Black, Real, Real dyed Muskrat, Korean Seal.

Squirrel Coats $125
Black Caracol, Caracol Seal (dyed mink), Mink, Muskrat, Mink Cat, Kola, Kola Dyed, Chinchilla, Especially Gray, Beige.

The Century Group $100

The committee, chairman.

Chicago Sun-Times: July 21, 1938