

53/76.

FUR FASHION.

At the Dorchester Hotel, London, the National Fur Company holds one of the most exclusive, eye-catching - and expensive - mannequin shows of the year. For the females with a thing about fashion in fur, its the sort of parade they've only seen in dreams - though men-folk would call them nightmares - how much? a mere £695!

Yes its made of real Persian lamb, but notice the tie belt which is taken from the collar.

Going down the price-scale, Kate's a Leopard coat at £395.

If that gave you spots before the eyes, well take a look through the family album. A Russian Sable lined with ermine was Grandma's choice - all right husbands we know what you're thinking - your choice would be grandma's if she looked like this.

A mink marmot and Skunk coatee was the tops in fashion just before the first world war. Shades of the days when cigarettes were twenty for a tanner - and fur coats still darned expensive.

After the war the boys came back to find the girls they left behind were asking for this sort of thing: a coat made of antelope fur.

Into the twenties. She made merry in the years when jazz was new and Jolson a juvenile - and when figures were almost forgotten. But a girl's best friend was still her fur coat.

And still the fur-chase goes on. Coming up-to-date again here's a perfect example of a white fox stole. Got your cheque-book with you - O.K. reach for it - it'll cost you just £225.

Like all things, furs have rocketed in price. In 1878 this would have cost you £35. Today's price for the mink is £4,500. Times change, fashions change - but the old, old dream goes on.