

\$24,000 RUSSIAN SABLE COAT TO BE SOLD HERE

Jordan Fur House Exhibits Wonderful Creation at Philadelphia Art Galleries

WILL BE AUCTIONED OFF

Look Six Years to Match Skins, Each of Which Cost as Much as \$225 Each

How a Woman's Coat Can Cost as Much as \$24,000

MADE of 112 Russian sable skins. Each skin costs \$225. It took six years to collect skins that matched for this coat. Coat trimmed with thirty-two tails, valued at \$10 each. Coat trimmed with sixty-four tiny back feet of sable. Border alone contains twenty-four skins. Buttons valued at \$7.50 each. Took two men and two women working eight hours daily three months to make this coat. To be sold at auction this week in the Philadelphia Art Galleries, second floor, southeast corner Fifteenth and Chestnut streets.

See illustration on pictorial page. To the ordinary mortal a coat which cost \$24,000 is almost beyond belief. But to N. Jordan, a furrier, who is now at the Philadelphia Art Galleries, Fifteenth and Chestnut streets, whose Reed H. Warner has sold costly furs to Philadelphia's exclusive society women for him for years, such a coat is a reality. The \$24,000 coat is a marvel of art, the result of six years' collection of the rarest Russian sable skins, according to Mr. Jordan, who has been in the fur business since he was twelve years old and who can tell furs blindfolded. New York millionaires and billionaires come to him at his New York headquarters, 2 West Forty-fifth street, before buying furs and European royalty furs, fashioned in his Petrograd, Russia, headquarters.

It took six years for us to get the skins that would match before we could make this coat," said Mr. Jordan today when asked how such a coat could be made. "It looks like one skin," he says, "but it is done so that there is perfect match and the collecting of this is done by an expert. You ask how long it takes to make such a coat. Well, I had four persons working three months, eight hours a day. One man did nothing but cutting another did nothing but selecting, one woman sewed and one woman finished. That is the way the work was apportioned. You see the result—a marvelous creation."

Getting Russian sable today is impossible on account of the war. A few years ago from now this coat will be worth much more than it is today. As it stands now, the buttons alone are worth \$750 each. There are four large ones, which the coat is fastened, and two others on the collar. The collar is a work of art, and is worth many times what the ordinary mortal pays for an entire coat. The border of this garment is made of twenty-four whole sable skins, each of which cost \$225, hence the border alone cost \$5400. The coat is trimmed with thirty-two sable tails, which cost each and with sixty-four tiny black feet of sable. When not on exhibition the coat is kept in a fireproof vault and is heavily insured.

But the \$24,000 coat is only one of many wonderful fur creations from the famous Jordan fur house. There is an ermine coat for \$3850, another ermine trimmed with white fox for \$4250 and an Alaska seal for \$4000. There are scores of neckties, bear skin and tiger rugs and coats of every kind and description, but above all, supreme in its covered place, stands the \$24,000 Russian sable, perhaps the only one of its kind in the country today. Philadelphia women of means will be interested to know that this coat is to be put up at auction at 2:30 o'clock each day this week by Reed H. Warner, Philadelphia auctioneer, who has been selling furs for Mr. Jordan in this city for years, and who stands sponsor for anything auctioned in the Philadelphia Art Galleries.

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WHAT CHARM REALLY MEANS TO BEAUTY

By LUCREZIA BORI
The Famous Spanish Prima Donna.

A VERY wise person has said: "All personal beauty, like all Gaul, is divided into three parts—health, dress and winsomeness."



It is all very well to have perfect features, but they amount to nothing, so far as beauty is concerned, unless the body is in perfect physical condition. Then of what advantage is physical beauty if you do not give it the proper setting by dressing in good taste?

You have frequently noticed a woman who is really lovely and yet appears to be wearing the wrong clothes and by changing her costume in an unobtrusive manner. A woman may be of surpassing loveliness and fashionably dressed in excellent taste, but if she looks that indescribable something called "charm" she will never know what it is to be surrounded by a host of admiring friends, and will therefore miss many of the greatest joys of life.

Charm, after all, is the greatest of the three. No matter if you are as unattractive as a "mud fence" or as full of "charm" as the "lacking in style" Mrs. Noodle would be at a modern summer resort, "you should worry" if you possess charm, for you will be liked wherever you go.

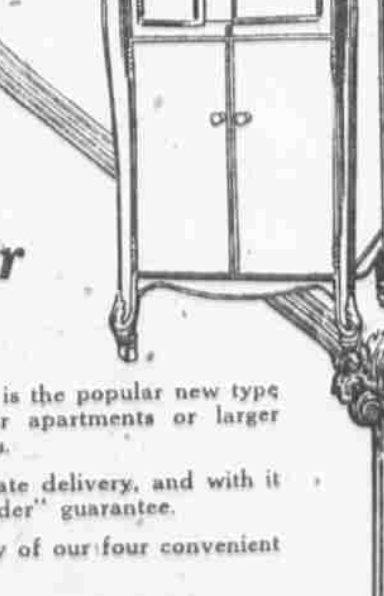
But do not think because you have this priceless gift that you may neglect your personal appearance. Remember that "first impressions" count for a great deal, and that charm cannot be kept at a glance. Make up your mind to have at least a little of each of the "three parts of beauty," but make a charming personality the greatest portion. I cannot make an analysis of "charm," but I do know what a great many lovable feminine qualities are summed up in this one small word. One of the most important of these is the desire to please others. But it must be a spontaneous thoughtfulness of others, not an effort to shower them with unnecessary attentions. There are women who would do anything to be thought charming, but instead they create the impression of being selfish, egotistical and vain.

Musical diversion demands that so many changes be rung on the popular instruments that perhaps within the year we shall be having records of the Gullah, a sort of elongated mandolin, the national musical device of Montserrat. The king and his six daughters, by the way, are experts in playing it. Meanwhile, as we wait for

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15195-HAWAIIAN WALTZ MEDLEY
15196-HILO (Hawaiian March)
15197-HONOLULU MARCH (Guitar)
15198-ILU ILU (Hilo)
15199-REACH AT WALKING



FANTASTIC FOREIGN MUSIC ABSORBED IN MELTING POT

How the Interesting Witness of Curious Instruments Is Pervading the Home Through the Medium of the Phonograph

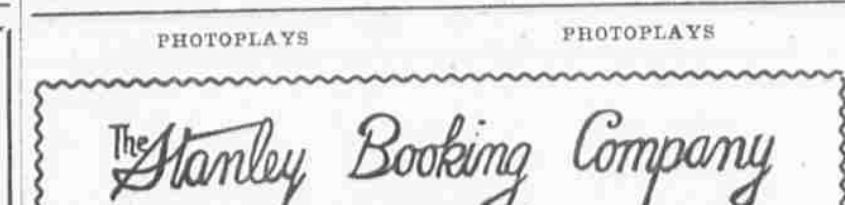
The element of interesting witness in modern music (not by any means restricted to "modern" or "classical" material. Some of our many know of, may even understand, the piano and "Claude Debussy," but the changes are fifty to one that we who appreciate and admire our French, Italian and even more frankly popular composers "undoubtedly it is an age of queer instruments. From the musical-comedy stage to the platform of the symphony orchestra are heard weird sounds which would have caused our grandfathers excessive pain—mental and physical."

It is a new type, just where it all started. Perhaps the seductive, if cloying, music played in the "piano parlors" of the city. Possibly Richard Strauss' "lockstep" and wind-machine made people realize what they were missing in the way of musical sensation. But, however that may be, we not only listen to the strains of strange pieces of metal and wood, we treat them when we can, into our homes.

Naturally, the phonograph is our medium. And what an array of new-fangled devices it offers to the experimenter in sound! The saxophone's mellow and comic notes already have been mentioned. A somewhat newer fad is the "guitar." This instrument, allied to the English guitar, has its brothers and cousins in other countries—the Spanish mandolin, the Italian mandolin and the backstreet of Germany. The term is properly used today to indicate that precision device which gives to Hungarian and gypsy music a fantastic quality. The system exhibited is like the inside of a grand piano. It lies horizontally, the strings being exposed before the player, who hits them with felted and weighted mallets.

The Hungarian mandolin probably originated in the Orient. Persia and Arabia have known it for a long time as the "Santir." The phonograph makers offer quite a diversified list of selections placed on it. The "gypsy" Countess Verona has recorded some of her own race, beside Neva's "Narcissus," for the Columbia, and Montevideo, with a record of the "gypsy" King and his six daughters, by the way, are experts in playing it. Meanwhile, as we wait for

Dalsimer Standard Shoes
Spring-heel Shoes with Style
The Correct Shoe for Your Daughter



WHEN you buy children's shoes, be sure that they are shaped right—first of all. Growing feet require shoes which are specially adapted to them, if they are to be natural and healthy.

The straight lines, full-rounding toe and spring-heel make this a correct shoe. They are shaped right—first of all. But they are also dressy and good style.

It requires no small amount of vital energy to preserve this gracious personality, but if you are called upon to mingle extensively in the social or business world you will find that things will move along much more smoothly if you are liked for your charming manner rather than disliked for your arrogance and hauteur.

Patent of Doll Collar, Kid or Cloth Top, Price \$2.75.

BUFFALO BILL'S LIFE PICTURED BY ESSANAY

Authentic Film Depicting the Late Colonel Cody to Be Released Soon

A bit of laudable enterprise and new sense to be displayed in Essanay's quick action on the death of Buffalo Bill. No wonder was the announcement of Colonel Cody's demise made than the film company for exhibitors know that it had a feature with the eminent scout's life pictured with historical accuracy. It will be released the latter part of this month.

In addition to Buffalo Bill, such heroic figures of early western days as Major General Nathan A. Miles, Major General Jesse M. Lee and Brigadier General Frank P. Baldwin and Marion P. Majors take part in the photoplay.

Five thousand United States Troops and Indians engage in battles on the site of the great frontier battlefields where Buffalo Bill won his fame. The killing of Tall Bull, the capture of Sitting Bull, fighting in the Bad Lands, Buffalo Bill's battle with Chief Yellow Head and hundreds of other spectacular scenes are pictured.

Two children last week were named after Douglas Fairbanks. The first, Douglas Fairbanks, Jr., was born Jan. 18, 1917.

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What's Doing Tonight

Chico's Club annual dinner, Bellevue Stratford. Fellowship of Academy of the Fine Arts reunion, the academy, 833 East 57th St., 1120 Walnut street. Bureau of Municipal Research's annual dinner, Bellevue Stratford. Year meeting, Academy of Music, Market Street Merchants' Association meets, Broad House. League of Philadelphia Improvement Association, Franklyn, 1310 Locust. Building, Fifty-second street and Grand avenue, 8 o'clock. Authors' Night, under auspices of Browning Society, Witherspoon Hall, 9 o'clock. Authors' Night, under auspices of North Branch Y. M. C. A., Germantown and Lehigh avenue, 8 o'clock. Authors' Night, in Present War, by Mrs. A. J. Dutton, Kew-Forest Hotel, 8 o'clock. Women's Club of John Jay's, with Judge John A. Hartman, presiding, Kew-Forest Hotel, 8 o'clock. Dinner to trustees of Philadelphia Presbytery, City Club. Dinner in State Senator Samuel W. Babus, Hotel Adelphia.

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In Stunning Large Fur Collar and Cape Collar Models, Silk Plush and Chase's Fur Trimmed, Some Satin Lined; at the Sensational Price of.....

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Velours, two-tone corduroys, boucles, fine mixtures, astrakhan, etc.

For \$19.95 Silk Plush Coats For \$22.50 Wool Velour Coats For \$17.50 Satin-Lined Corduroy Coats And scores of other beautiful fabrics and styles. Daily 10:00 o'clock to select from SECOND FLOOR.

\$3.00 to \$5.00 Dress Skirts, Friday, \$1.65
\$15 Street, Afternoon and Evening Dresses, \$7.90
\$12.98 to \$10 Suits reduced to \$6.60 to \$15
Black Wolf Muffs, \$5—and Scarfs at \$3.98

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Low Prices Prevail

Investigation and comparison have proved again and again, in almost every line of groceries, that our prices are somewhat lower than those of other stores for equal grades. This does not apply to every article, of course, but so frequently and continuously do such comparisons show an advantage in favor of customers of Our Stores, there is no doubt at all that there is a year-round saving assured those who deal at The Stores Where Quality Counts. There are many advantages to patrons of Our Stores, as comparison of Quality, Values and Service will prove. And we believe those advantages more pronounced now than ever before, not only because of our prestige in the markets and enormous buying power, but because we do save thousands of dollars for our customers yearly. ARE YOU SHARING THESE ADVANTAGES?

Gold Seal Butter lb. 47c
Thousands of people in Philadelphia and suburbs are very particular about the Butter they use, and to a great extent we are responsible for this, for in our Gold Seal we are selling the highest grade of freshly churned Butter at a very reasonable price. Gold Seal is "The Perfect Butter," so why pay more elsewhere and chance disappointment?

Hy-Lo Butter lb. 42c **Ca-Ro Butter lb. 38c**
Hy-Lo Butter is all that its name implies. High in Quality—Low in Price—Have you tried it yet?
Absolutely Pure Butter of good quality, and like all our butters a bargain at its price.

CEREALS	DRIED FRUITS	CANNED and SMOKED FISH
Gold Seal Rice, 1-lb. pkg. 8c	Fancy Large Prunes, lb. 14c	Salmon, can. 12c, 15c, 18c
Choice Rice, 1-lb. pkg. 5c	Choice California Prunes, lb. 12c	Gold Seal Salmon, tin, can. 18c
Gold Seal Oats, 2-lb. pkg. 8c	Fancy Evaporated Peaches, lb. 9c	Sardines, can. 5c, 10c, 13c
Capital Brand Oats, pkg. 10c	Choice Evaporated Peaches, lb. 9c	Fancy Shrimp, can. 10c
Gold Seal Buckwheat, pkg. 10c	New California Apricots, lb. 20c	Nova Scotia Herring, bunch. 16c
Gold Seal Pancake Flour, pkg. 10c	Gold Seal Seeded Raisins, pkg. 12c	Smoked Herring, bunch. 12c
Hecker's Flapjack, pkg. 10c	California Sultana Raisins, pkg. 12c	Smoked Bloaters, each. 9c
Uncle Jerry Pancake Flour, pkg. 10c	Fancy Seed Raisins, pkg. 15c	White Feather Codfish, cake. 13c
Choice Table Syrup, can. 12c	Fancy Cleaned Currants, pkg. 20c	9c pkg. Threaded Codfish for. 7c
Cane and Maple Syrup, bot. 10c	Choice Evaporated Apples, pkg. 12c	Mackerel, each. 12c, 15c, 20c

CHOICE TABLE PEARS large can 12c

Large cans of very choice quality Pears, packed in good syrup, a delightful ready-to-serve dessert and very economical.

Gold Seal BREAD loaf 5c	Best Pure LARD lb. 18c	National Biscuit Co. PEACH TARTS special price 18c lb.
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Sweet Cakes of the finest quality, with a Peach center. Freshly baked, as are all the Cakes and Crackers sold "Where Quality Counts."

R. & C. BEST COFFEE lb. 30c BLEND
Let your morning cup of Coffee be R. & C. Best Blend. Its rich, mellow flavor and delightful aroma will bring a feeling of satisfaction that will last throughout the day. R. & C. Best Blend is named "The Connoisseur's" Coffee because it more than satisfies the most particular people—Are you particular?

GOLD SEAL TEA lb. 45c
1/2-lb. package 23c 1/4-lb. package 12c
"Gold Seal" is a Tea with a reputation, and is always kept up to its high standard of superlative goodness. It's a choice blend of the finest Tea grown. Tea of the Quality of "Gold Seal" will cost you 80c to \$1 the pound in such few stores as it is sold outside the quality chain. Order a package of your favorite kind—Black, Mixed or Assam.

ROBFORD BLEND COFFEE lb. 20c **KAMELIA BLEND TEA lb. 29c**

Whether it Be Tea, Coffee, Butter, Eggs, Canned Goods, Cereals, Dried Fruits or Anything in the Grocery Line—it Will Pay You to Come to Our Stores for Everything You Require

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