

# WORLD'S FINEST ARMOR IN MUSEUM

Equestrian Suit of 1527. Worn by  
Gigantic Warrior of Francis  
I, Exhibited on Horseback

Is Overlaid With Gold—Seven  
Colossal Statues of Lion-Headed  
Goddess of War Sekhmet Also  
Among Rich Accessions

(New York Times)

The finest suit of armor in the world, an equestrian armor for man and horse, every inch of its wonderful mechanism covered with finely etched engravings and the whole heavily overlaid with gold, was placed on exhibition in the most prominent position in the Metropolitan Museum of Art, the big entrance hall, yesterday afternoon.

"It is a harness of regal splendor," Bashford Dean, Curator of Arms and Armor of the Museum, said. "It is finer than any of the suits of armor of that great King Francis I, which have come down to us." It is dated 1527.

This famous suit of armor was first seen by William H. Riggs, famous collector of Paris thirty years ago, on a military exposition in the French capital. It was a harness too fine to belong to any private collection, Mr. Riggs believed, and for more than a quarter of a century he has been using every effort to obtain it for the Metropolitan Museum of Art. The Museum collection of armor is one of the notable ones of the world, and this piece will add greatly to its glory.

Sieur Jacques Gourdou de Genouilhac, a courtier and warrior in the days of Louis XII, and Francis, was the original owner of the armor which shut up in an old castle in the dry air of Southern France, has come down to the present day in a wonderful state of preservation. Even the lining and some of the straps remain, and the covering of gold is almost intact. Beneath the breast plate is what Dr. Dean calls "mint pure" men of olden days, as their armor tells the tale, were men of small stature, but this wonderful old harness belonged to a warrior and knight of gigantic proportions. To determine the size one of the attendants of the museum, a man of more than six feet and of proportions agreeing with his height, was wearing 225 pounds, put on the armor, and he, as some one said, "merely rattled round in it." The piece of armor, that of man and horse made each for the other, has been given the installment worth of it, and is mounted on horseback.

"Think when you look at that of a troop of horsemen in such armor, and you have an idea of the magnificence of those days," says Dr. Dean. Only the most expert of the armorers of that time could have turned out so wonderful a piece of mechanism, and was at least two years in the making. It was intended for use as well as for beauty, and while the etched engravings upon it is very beautiful, it is no where deep enough to weaken the metal. The articulation of the footplate is so delicately constructed that it permits of a lateral turn. Apropos of the great size of the armor, Dr. Gourdou de Genouilhac tells of the warrior when, with Francis I invading Italy, he had drawn and was within fifty yards of the king's tent when he received an unconditional order from the king to cease firing. It was a fatal order, the army met with disaster almost immediately and de Genouilhac was so enraged that he set a cannon near him, by the wheel, turned it over and sprang it with his foot.

The old armor was part purchase with the Rogers Fund of the Museum and part gift of Mr. Riggs. Its remarkable feature is that it is in no way restored, as is the case with many pieces of armor, but has in no part a modern piece. It has also for a harness of its kind a greater number of pieces de renfort than any other armor described.

Another magnificent gift, this from

Henry Walters, second Vice President of the Museum, is a series of seven colossal seated statues of the lion-headed goddess of war Sekhmet, made of black granite, wonderful old pieces of Egyptian sculpture from a forest of such statues set up by Amenhotep III, in the temple of Mut at Karnak. From the 500 old statues which the king, a man of peace, set up as propitiatory measures, others have gone to the museums of the big cities of the world. The Metropolitan Museum already had one and this with the seven new ones makes a magnificent presentation in the 12th Egyptian room of the museum. Since 1890 the seven have been in the possession of Lord Amherst of Hackney in his important collection of Egyptian antiquities. Lord Amherst acquired them in 1864 or 1865 of Dr. John Lee. The statues appear in the catalogue of the collection of Harvard House in 1868 and can be identified as part of a collection sold at Sotheby's in 1893. At one of the sales of the big lion-faced goddesses they were found too heavy for the salesroom and were placed on Waterloo Bridge in London and sold from there. Unfortunately some passerby not liking the appearance of the lion-faced ladies, overturned one of them and the finest of the museum seven has a break at the waist line, caused by this vandalism.

The Egyptian sculpture as well as the suit of armor was purchased in 1914, and both were held on the other side with other gifts and purchases of the museum owing to the exigencies of the war.

A rich collection of accessions was put on view yesterday at the museum and in the Recent Accessions Room is a fine first edition of Breydenbach's Itinerary of a Voyage by Sea to the Holy Land, date, 1486, written in Latin, printed by Erhard Reuwich. An interesting print of Venice is unfolded as the book is shown in the case. It is an important addition to the print collection of the museum. A rare twentieth century bronze, the base of an altar cross of reliquary, of the school of Godefroid de Claire, is another worthwhile accession in the same room.

THE BUSINESS COLUMN.

(Continued from page 7.)

Second street and Washington avenue is totally removed from the big business quarter. There isn't even a good neighborhood trade to be had there. It's a dismal, dilapidated section of the city and getting more drab all the time. It is not even on a main traffic line. It's the last place in the world in which one would seek a fine hardware store.

The store is not there for any particular reason. No strategic advantage marks its location. It's there because it just happened there in the old days, forty-two years ago when the neighborhood was better than it is now.

But Devitt has 27,000 customers. They come not only from all over Philadelphia, but from Bristol, Jenkintown, Fox Chase, Norristown and other outlying communities. To his store, in the evenings and on Saturday afternoons come mechanics from every trade in droves.

Devitt says he brings them there by two things, advertising and service.

Difficult Customers

There's no more particular customer in the world than a mechanic when he's buying a saw, or a wrench, or a vice, or a plane, or in short, any kind of tool under the sun. He studies the problem of the purchase probably for weeks before he decides to buy. He devours catalogues. He asks his friends what their experience has been with this, that, or the other brand, size and shape. Then he studies it some more and finally, having pondered over every possible phase of the problem, he decides definitely and in detail just what he wants.

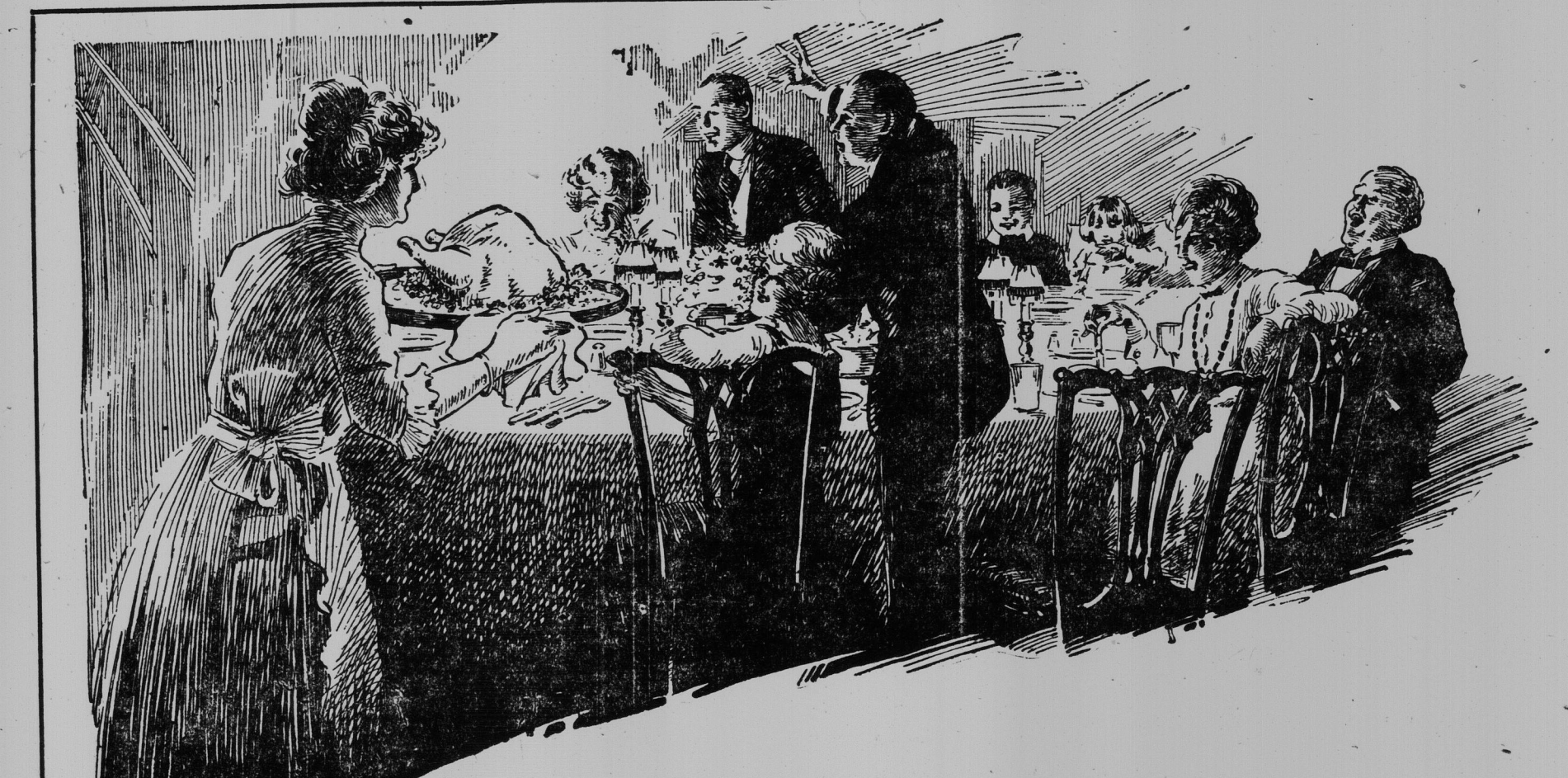
If the store he enters doesn't carry that brand, or doesn't happen to have within 1.32 of an inch the size he wants, he's sore-sore with a capital "S." The fact that the store may lower its stock-turn possibilities by half as a result of carrying 25,000 other items in stock for his benefit is not anything to his mind. He wants what he wants when he wants it.

Devitt operates on the principle of taking no chances on not having it. It is his reputation for this sort of service carefully advertised, that brings them to Second street, and Washington avenue from all over the surrounding country.

Brooms Sell Well

In Millinery Section

The Palace Store, in Spokane, Wash., recently placed brooms on sale in the millinery section, as well as all other parts of the store. Each salesperson was instructed to call attention to the broom bargain ("Spokane made") and a small commission was awarded to each clerk



## Neolin Soles Would Pay For Your Thanksgiving Turkey

Every family in Canada could have a fine, ten-pound turkey on the table this Thanksgiving—a turkey paid for out of the money now unnecessarily spent in shoes.

For shoe expense can be lowered. Shoes can be bought which give longer service. Canadians can save enough on shoes in a year to pay for the Thanksgiving turkey for every family.

Shoes wear out first in the soles. If soles wear longer, you don't have to buy shoes or repair so often.

Neolin Soles wear longer.

Those who have worn them have proved this.

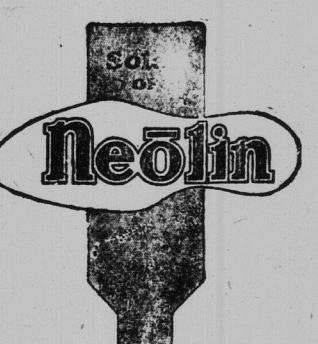
We have proved it in direct comparison with other soles.

The average saving which we have proved in many tests, is very high. Multiplied by the number of people in Canada, it becomes a tremendous sum.

Enough to pay for all those big turkeys, and still leave something over for dressing, cranberry sauce and pumpkin pie.

Your family can make their share of this saving. You can make your own share. Go to your shoe dealer. Ask him.

The Goodyear Tire & Rubber Co. of Canada, Limited



Watch for this price-ticket. Where you see it, ask for your favorite style of shoes with Neolin Soles.

## neolin Soles

USE The Want Ad Way

**Asked for His Reasons**

for carrying Life Insurance with The Manufacturers Life, one of our large Policyholders cogently replied:

1st.—"In case I do not accumulate a competence, or meet with reverse in business, I know my wife and family will not become objects of charity, as my Life Insurance will supply sufficient funds for their needs."

2nd.—"Life insurance is always the first asset realized on—no, if at my demise, the time is not opportune to dispose of my other assets, my Executors will not need to sacrifice same to obtain ready money."

3rd.—"It is the only way I can make absolutely sure of providing for my dependents."

4th.—"It is the very essence of good business."

**The Manufacturers Life**

Insurance Company

HEAD OFFICE, TORONTO, CANADA.

THE E. R. MACHUM CO., LTD.,  
Managers for the Maritime Provinces,  
St. John, N. B.

Full particulars of policy best suited to your needs will be mailed you if you will fill out the attached blank.

Without obligation, will kindly furnish me with full particulars of your Guaranteed Policies. I am \_\_\_\_\_ years of age, and am (married single).

Name \_\_\_\_\_

Address \_\_\_\_\_

with a grand prize to the clerk who sold the greatest number per day. On the first day of the sale more than 1,000 brooms were sold at no added expense to the firm, and a neat sum in the way of commissions for the energetic salespeople was earned.

Here the Ad Manager Really "Manages"

Filene Brothers in Boston, are not afraid to do some things a little differently. For instance, selling plans are controlled by the advertising department, and no by the buyers. In place of a buyer loading up and then telling the

advertising manager to get rid of the goods, the publicity director works it the other way. He creates a demand and then tells the buyers to find the goods to supply the demand. Five buyers, are kept busy all the time in New York picking up merchandise for the automatic bargain basement, and their ready check book (for they pay cash for everything) has brought them many a choice lot of goods.

Every employee in this store is given a fifteen minutes "recess" in the forenoon and the afternoon to do just as they please. It is all arranged by schedule so that a few are off at a time.

During the flu epidemic last winter there were only four deaths from that disease among Filene employees. This is attributed to the admirable hospital and medical service maintained exclusively for the help. If a girl gets a pin scratch she is rushed off to the head nurse, who attends to the wound to prevent blood poisoning. If she sneezes she is rushed into a room for breaking colds, and required to breathe a mixture that will kill a cold before it can turn around.

When the flu epidemic was in full swing the moment a Filene girl showed any signs of not feeling well she was examined by the nurse, and if she had flu symptoms she was sent home at once. If something else was ailing her she was given proper treatment and told to forget all about the flu. In this way out of 3,000 employees there were about forty cases of flu and only four deaths. The showing was so remarkable that the government asked the Filenes how it was done.

The hospital was a problem when it was first started. The girls kept away from it because they were afraid of being "put up" by a surgeon. Finally, after feeling about to find out why the girls were afraid, the name was changed to "clinic."

That did not sound quite so horrible as hospital, and the patronage increased.

But still the manager was not satisfied. Some of the girls kept away because they did not want to have an official record made of their ailments. Then the record books were thrown out, and no records kept except those required by law. Now the girls think the clinic is a lovely place, for they can go to the nurse and get fixed up without it being marked down so some man can read about it afterward in a horrid record book.

And yet the clinic is exactly the same as when it was a hospital. It is all in the way the idea was presented, which after all, involved a lot of real salesmanship to "sell" the hospital to the help.

Tobacco, Toys and Timer Combine Well

Over on the North Side of Pittsburg Leo Dorfbaum has demonstrated that he can sell alarm clocks even if he handles tobacco almost exclusively. He tried it out the last week, putting in a line of toys as a business-getter, with the "you must get up" timepiece on the side. He

**WANTED INVENTIONS**

AN interesting and encouraging thing about these fortune producing inventions is that most of them are of ordinary or minor value to themselves. If you have a notion that you must invent a big thing to make money, get rid of it at once. Many of the Patents that have made their inventors millionaires are those which contained very few entirely new ideas.

The simplest ideas have earned fortunes for their patentees. The safety razor, the sanitary drinking cup, the bump hairpin, the denoumentable rim—any of these could have been invented by a man of average ability. In your every day life, at home, at your office, in your shop you handle any number of articles that are subject to improvement. If you can think of a way of improving some article or process already in use, or if you can invent a new useful device or process or article of manufacture, you are on the road to fortune. Penman made a fortune from a single shipping-tack. Prepare now to meet the demands of industry in All Fields for New Ideas and New Inventions. Before sending your invention to any attorney or manufacturer or disclosing your invention, write for our free book form PROOF OF CONCEPTION in order to protect your invention and secure your rights.

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Send Model, Sketch and description of any new invention you have for Free Opinion as to Patentability. This Certificate of Patentability, together with our blank form "Proof of Conception" will protect the Inventor and serve as proof of the invention until the case can be filed in The Patent Office.

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