



## FALL OVERCOATINGS

in the season's most approved fabrics are ready for your inspection.

The High Standard, which we have set in past seasons, combined with recently added facilities, enable us to pronounce our Fall Showing

**SUPERIOR TO ANYTHING SHOWN ELSEWHERE.**

# CHAPLIN,

The Store that Pleases.

## Price of Fairbanks Morse Kerosene Attachment.

### Fairbanks Morse Engines,

1914 models are fitted with kerosene burning patent. The cost of this attachment is

**Only \$10**

when sold separate from the Engine.

**GEORGE M. BARR, Agent.**

nov14,tu.th.s.t

## ANOTHER SHIPMENT

Just to hand of

# Ladies' COATS,



in the very newest Blanket Cloths and in Navy makes, fancy trimmed. Prices:

**\$6.80, 7.80, 9.00, 10.00 and 12.00 each.**

These Coats represent the last word in style, are the smartest coats shown anywhere, and will be found to be the very best value obtainable.

Children's and Misses'

# COATS,

in the very newest and taking styles, in Heavy Cloth and Tweed makes, at lowest possible prices.

Size 24in. 27in. 30in. 33in. 36in. 39in. 42in. 45in. 48in  
Prices 1.20, 1.50, 1.80, 2.10, 2.40, 2.70, 3.00, 3.30

# HENRY BLAIR.

Advertise in The Evening Telegram.

## What is Success?

By RUTH CAMERON.



Some weeks ago I asked my readers to contribute their ideas as to what constitutes a real success in life. As usual I have not the space for half the splendid answers, but here are as many as I can crowd in.

"He who by honest work has maintained himself in physical, mental and spiritual health in that state of life into which it has pleased God to call him," writes a masculine reader, "who has laid by a competency for old age, and provided for those dependent upon him; who has cultivated a cheerful mind and merited a few friends; who has left his path through life the sweeter for his passage, and has perceived something of the aspiration of the universe—its beauty, and its wonder, and its power, cannot be said to have failed in life."

The religious ideal is well expressed in the following:

"Real true success in life can be secured only through our best endeavours to fulfil God's purpose in our creation, and that manifestly was to give us the opportunity for developing a life and character, fitted to dwell with Him eternally. This high privilege He has inseparably coupled with the obligation on our part to strive earnestly to lead others in the way to Him; and such privilege and obligation confronts every soul in the universe from cradle to grave, to the most lowly in life, and with a responsibility measurable only by the circle of their influence."

Several people also expressed it by quoting "What shall it profit a man if

he shall gain the whole world and lose his own soul?"

"The making of friends who are real friends is the best token we have of a man or woman's success in life," is another reader friend's opinion.

This interesting definition is quoted, but I do not know to whom to give credit:

"He has achieved success who has lived well, laughed often and loved much; who has gained the respect of intelligent men and the love of little children; who has filled his niche and accomplished his task; who has left the world better than he found it, whether by an improved poppy, a perfect poem or a rescued soul; who has never lacked appreciation of earth's beauty or failed to express it; who has always looked for the best in others, and given the best he had; whose life was an inspiration, whose memory a benediction."

"I consider my grandmother one who, though poor financially, has made a success of life," writes a reader. "She is one who always has an encouraging word for everyone, who never complains and who makes the best of things under all circumstances. Children all love and respect her, and no one could know her without feeling just a little better."

Still another reader lets Stevenson define success for him, and to my mind a better definition could scarcely be found:

"To be honest, to be kind, to earn a little and to spend a little less, to make upon the whole a family happier for his presence, to renounce when that shall be necessary and not to be embittered; to keep a few friends, but these without capitulation; above all, on the same grim condition to keep friends with himself."

*Ruth Cameron*

## Slayer Of Elephants.

James Sutherland Has Spent 17 Years in the Jungle—Scotsman, Who Has Shot Six Hundred Elephants and Sold Tons of Ivory, May Visit Canada in the Near Future—He is Tired of City Life and Will Go Back to His Job in Africa.

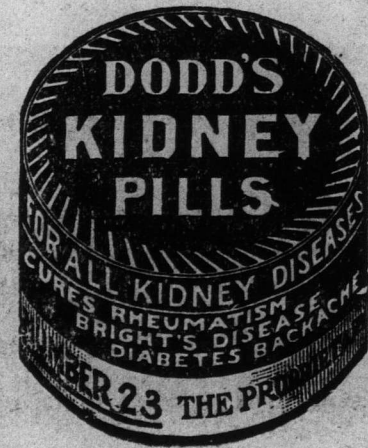
Taking a few days off, before returning to Africa to resume the slaughter of elephants for their ivory, James Sutherland, Scotsman and champion elephant slayer of the world, may pay Canada a flying visit in the near future.

The sport of the giant pachyderm is more familiar to Sutherland than the ways of civilized man and he confesses that he feels a restraint in the stuffiness and restricted area of a city and will return to his job, which is shooting elephants.

For the past seventeen years Sutherland has all but lived entirely in the wilderness of Africa, surrounded only by natives. He has shot some 600 elephants and sold tons of ivory. An average expedition requires six to nine months and yields about two tons of ivory. Ivory in bulk is worth about \$7,500 a ton, so that there is a fairly good compensation for the risk and isolation.

As for the isolation Sutherland has come to like it. He has little use for the artificialities of civilization, finding life in the "pori," as the denizens call the dense African forest, more sincere and straight-form-the-shoulder than life in the cities. As for the risk—they are many, but they are a part of the business the same as risk accompanies steeple-climbing and railroad work. It's all in a day's work. A man who lacks the nerve has no business elephant hunting, says Sutherland.

"There is no calling, except prize-fighting," says the veteran hunter, "that requires a man to be so physically fit as does elephant hunting. Absolute control of one's nerves is necessary. The elephant has the advantage over the hunter. He is higher up, he can see over the tall grass and locate the hunter. The great beasts charge through the forests directly at the hunter and especially if wounded, are extremely dangerous."



Sutherland's closest shave, as he declares, occurred in 1908, when he had trailed a herd of five bull elephants all day. He secured four of the beasts with little trouble. The fifth was wounded near the heart when it charged the hunter. Now in elephant hunting there are only four vulnerable spots and they are small spots, too, which one must hit to have his shot count. There is the brain, shot between the eyes, the shot through the small opening in the ear, a bullet in the vertebrae of the neck or one in the heart. At any other spot on the great carcass a bullet is likely to fly off at a tangent, or make flesh wounds which infuriate the elephant.

This particular big bull, irritated by a flesh wound, was charging the hunter. One does not shoot elephants for a lifetime without learning to hold one's nerves in control and wait until the quarry is near enough to insure a shot in the vital spot. There is not much use in missing the vital spot, because if you don't get the elephant with a single shot the chances are very good that the elephant will get you.

Sutherland's second shot at this pachyderm took effect in the eye, gouging out the optic, but not halting the beast. In an instant the elephant was crashing through the bush and had tossed him with a blow from one of its tusks. Before he had time to scramble to his feet Sutherland was seized about the waist by the elephant's trunk and flung aloft. He landed on the beast's back and slid off. The third attack of the bull lodged the hunter high in the branches of a tree, unconscious. One of his native servants fetched him his gun and assisted him to recover consciousness.

Pulling himself together, his gun supported by the native, Sutherland fired his third shot, when the elephant advanced to within a dozen or 15 yards. Although it brought the bull to its knees, it did not stop it. Nerving himself with all the reserve energy he had, groggy though he was, the hunter managed to put a fourth bullet in the elephant's brain.

The hunter has visited the wilderness camps of Henry M. Stanley and Emin Pasha, paddled up the Semlitz River, teeming with crocodiles, spent days in the forest of the pigmies who shot at him with poisoned arrows and come through alive. Not only that, but he prefers to take the chances of the African forests to the maze of the streets of civilization. Sutherland is 40 years old.

Tartan braids and tratan silks are novel and pretty trimmings to some of the velvet suits.

The serge frock is suitable for almost any informal occasion and possesses a certain smartness.

EDWARD'S LINIMENT CURES GARDEN IN COWS.

## To Arrive To-Day.

50 kegs **HEAVY GREEN GRAPES.**  
50 cases **SILVERPEEL ONIONS.**

In stock:  
275 brls. **WINTER APPLES**  
Kings, Blenheims, Hulberts, Golden Balls, Ribstons, etc.

To arrive this week:  
50 bags **PARSNIPS.**  
50 bags **CARROTS.**  
25 bags **BEETS.**  
40 cases **P. E. I. EGGS.**  
25 boxes **SEPTEMBER Cheese—Twins.**

**Soper & Moore.**

## Fashions and Fads.

The butterfly is still dominant. Yellow is much seen in these days. Scotch plaids are fashionable for children. Few of the new evening wraps are long.

Hats for little girls are bonnet shape.

Leopard is the favourite fur for the motor wrap.

There is a revival of ostrich feather trimming.

Under-blouses or corset-covers are very elaborate.

The Russian influence in fashion is a little stronger.

Flowers for the hair and corsage are made of ribbon.

New handbags are of silk embroidered with beads.

The high school girl is wearing the tam o'shanter-hat.

The chrysanthemum is the favoured flower for corsage wear.

Modified Norfolk suits are being worn by the older school girls.

Fashion is designing tunics of tulle edged with bands of fur.

Ribbons broadened with velvet trims are among the novelties.

The newest chemise is shorter, being about 20 inches in length.

Each week sees the fashion of velvet more and more in evidence.

All the winter wraps show the upward movement in the draping.

Metal woven tissues continue to attract attention for evening wear.

Underwear is daintier than ever. Never was there so much silk worn.

A few new sweaters of shetland or angora have collars and cuffs of fur.

Many smartly dressed women wear the broad scarf of supple fur.

New colors are russet brown, bronze gray, foster green and mahogany.

Drawers are made quite narrow with fitted tops and short, straight legs.

Fashion depends on the waistcoat to give the finishing touch to the costume.

It is fashionable to wear blouses of chiffon or mousseline de sole with cloth skirts.

Over blouses of chiffon vests of ecru lace, bordered with narrow bands of fur, are worn.

Children's coats are fur trimmed, with collars made to turn up and keep small ears warm.

The most elegantly dressed women prefer sealskin, baby lamb or mole-skin for coats.

Wide frills and turnover collars do much to bring good lines to the thin woman's figure.

## Not a Secretary.

Sam had worked on the farm for nine years, and until his master took to poultry-farming he was quite satisfied with life.

But this poultry business was a bit too much. He had to take the eggs as they were laid and write the date on them with an indelible pencil. And worse than that, he had also to write on the eggs the breed of the hen that laid them.

So one day he marched up to the farmer.

"I'm about fed up," said he, "and I'm going to leave."

The farmer was astounded.

"Surely, Sam," said he, "you're not going to leave me after all these years?"

"Yes, but I am," retorted Sam. "I've done every kind of rotten job on this here farm, but I'd rather starve than go on being secretary to your old hens!"

Ten Cents for a bottle of STAFFORD'S Essence of Ginger Wine.—dec4,t

Minard's Liniment Cures Diphtheria.

## HIGH YIELDS

We offer for sale in lots to suit purchasers two different issues of cumulative preferred stock. In each instance no bonds have been authorized or issued by the issuing company. In each instance the yield at the price at which we offer the preferred stock is nearly 7½ per cent. on the money invested. We shall be very glad to give you full particulars on request.

**F. B. McCURDY & CO.,**  
MEMBERS OF MONTREAL STOCK EXCHANGE.

Halifax, Ottawa, Montreal, St. John, Sherbrooke, Kingston, Sydney, Charlottetown, St. John's, Nfld., London, E. C.

**C. A. C. BRUCE, Mgr., St. John's Office.**

## The Surplus Earned.

In 1912 the Canadian Life earned surplus of \$1,530,667, exceeding by over \$237,000 the earnings of 1911, and by a much larger amount the earnings of any previous year. This is of importance to policyholders, for their Dividends must come from this account.

**CANADA LIFE ASSURANCE CO.**

**C. A. C. BRUCE, Manager,**  
St. John's.



## Filed for a Year—At Hand in a Minute!

There are records kept in your business which are seldom referred to, but when reference to them is desired, can you locate them instantly?

"Office Specialty" Filing Systems do more than provide a place to file papers. The method of filing the papers under proper indexes makes the finding of any letter, on any subject or from any firm, as easy as the filing. You don't have to tumble all the letters out of the file to find any particular one.

There is only one place for each letter, and every letter is in its place. Card Records, Checkbooks, Stock Records, Correspondence, are all found instantly when wanted if filed by "Office Specialty" Filing Systems.

Here is a very convenient stack of Sectional, Quarter-Cut Oak, Filing Cabinets, 2 vertical drawers for Letters, 5 drawers for 5 x 3 inch Card Records, 3 Shannon drawers for Receipts, Invoices and Bills, 4 drawers for 6 x 4 inch Card Records, 3 Stationery drawers, which together with the top and base make a very useful stack for any business office.

**OFFICE SPECIALTY MFG. CO., Limit d.**

n19,eod **FRED. V. CHESMAN, Representative**

## THE EASTERN TRUST COMPANY.

The business of the The Eastern Trust Company is to administer Trusts. In this work it specializes, and it does no other. But no kind of trust is foreign to its scope or beyond its power to administer efficiently.

The Eastern Trust Company never speculates. It invests. It depends for its prosperity upon the efficiency of its management of its clients' business and upon the security of its investments.

The Eastern Trust Company executes the office of executor or administrator with unexampled efficiency, and its usefulness in this field is becoming rapidly more availed of.

For instance:—In St. John, New Brunswick, where it has quite lately established a branch, the estate of James Ready, of Fairville, which has been sworn to under \$651,300.00, is being administered by The Eastern Trust Company as one of the joint executors of Mr. Ready's will.

In Halifax, Nova Scotia, again, The Eastern Trust Company has just been chosen to administer the estate of Captain William Fleming, which is valued at more than half a million dollars.

The Company now administers many estates which is value amount to several millions of dollars. Particulars will appear in later advertisements.

The Eastern Trust Company can execute this function of executor or administrator as efficiently in Newfoundland as it can in Nova Scotia, Quebec, or New Brunswick.

The Eastern Trust Company requires commodious offices on Water Street. Apply to

**HERBERT KNIGHT,**

Law Chambers, Manager for Newfoundland.

nov6,th,m,tt

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only 6 in the lot

with Satin. 12.00. Our price

## FOOD

LADIES' JULIET—Slipper, in color fur tops, leather, leather soles. They come in Friday and Saturday pair.

CHILD'S ARCTIC—Vici Kid, patterned metal, well shaped, latest last, all sizes. Friday and Saturday.

INFANTS' BOOTS—Xmas Boots for moccasins, styles, and White, dainty, bon ruffling. Friday and Saturday.

MEN'S BOOTS—Vici Kid, patterned metal, well shaped, latest last, all sizes. Friday and Saturday.

MEN'S EVERETT—doz. pairs of the for men in Tan, Kid, Reg. \$15. Friday and Saturday.

MEN'S ARCTIC—doz. pairs of the for men in Tan, Kid, Reg. \$15. Friday and Saturday.

BENT'S KID GLOVES—Gloves, fresh Green Brown, Saturday, per

WOOL GAUNTLETS—tunes and White day.

LADIES' LINED—wool lined, 80 Friday and Saturday.

GREEN ANTRACITE—Gloves for girls, arday.

## Ladies'

We expect the rapidly as they use; scrub stool, covering and hat, jety. Reg. \$15. Friday & Saturday.

## GIFTS FOR

Great

Values.

## TAPESTRY

laid in light, Reg. price 10.00.

## LACE CURTAINS

down in the, Here's a line, sing 20 x 50, dry & Satur

## LACE CURTAINS

small are to, White, 30, splendid, and Saturday

## HEARTH RUGS

Heath Rugs, patterns, as, ends. Reg. 3

## PUSH DOOR

29 x 11; Cris, each. Friday

## HEARTH RUGS

Rugs, size 6, and attractive, Reg. \$3.50.

## LINOLEUM

oleum, 2 yds, signs, light, Friday & Satur

## TEA CLOTHS

do-sage, all m, Reg. 50c, each

## PIANO SCARFS

erald and Cris, with draw, each. Friday