

## Fashion is Powerful

Beecher, the great preacher, said, "Fashion is an effervescence of taste, of sympathy, of the love of pleasing and the hunger for admiration. It is not a surface peculiarity. One may destroy this particular fashion but not fashion itself. Without fashion, no matter how elaborately and elegantly a garment may be made and trimmed, however perfectly it may fit, it cannot please those of a fine and cultivated taste." It is well, then, in considering the matter of the new Fall suit, overcoat or the evening dress garments, that you consult one who is high in authority on fashions and current styles, one who notes the little differences that vary the style of to-day from the style of to-morrow.

**HENRY A. TAYLOR, Draper,**  
the Rossin Block, has a Dominion wide reputation in the field of sartorial art, and just now when styles are changing and summer garments being put aside for autumn garb, it would be well to consult him as to the style that would be particularly becoming to you, and the most appropriate weaves and color effects for making the stylish suit that you must have. He welcomes you to a consultation and inspection.

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## Mercantile Summary.

THE citizens of Woodstock, N.B., talk of establishing a sulphite pulp mill.

THE Waterloo Manufacturing Co. has started the erection of a large warehouse to be completed this fall.

H. M. SHAW, chairman of the Finance Committee of the town of Perth, is advertising for \$5,000 worth of that corporation's school debentures.

COMPROMISE at 25 cents in the dollar is asked for by Paschal Gagnon, a Montreal dry goods retailer. He separated from the firm of Gagnon freres, in 1895, starting alone on limited capital. In February, 1897, he failed, offering 40 per cent., but estate was wound up, and he resumed under cover of his wife's name, with no better results, however.

THE new government steamer now being built at Dundee, Scotland, for service between Prince Edward Island and the Mainland, to replace the "Stanley," will cost \$185,000. Its tonnage is about 1,200 with 2,900 horse power. It will be provided with a strong protected stern for breaking ice, and its rudder will also be protected by a steel ice cutter.

A WRITER in the Grocery World tells of the system used by a grocer, who made a practice of taking advantage of manufacturers' advertising. His scheme was to keep track of what articles were advertised in magazines, newspapers, or on bill boards, and lay in a little of each article. He would then advertise them for sale, and as people often see things advertised, but don't know where to get them, he made the scheme pay well.

A LENGTHY and very interesting letter to the World, written by Mr. Manly, formerly of Toronto, contains some references to conditions in Dawson City, from which we take the following: The Bank of Commerce, under the management of Mr. Wills, is doing a tremendous business, and they have one of the best buildings in Dawson. Thoroughly equipped with the necessary assaying apparatus, it is a picture to see Mr. Wills and our old friend, Nourse, of Argonaut Rowing Club fame, bending over the furnace, looking after the interests of their institutions.

SUTTON, Que., on the Missisquoi river, in the province of Quebec, suffered not long since severely from fire, but is being steadily rebuilt. Two new hotels are up; Olmsted & Co., M. Hawley, H. Boright, Egbert Shepard, and Levi Smith have all got their stores finished and stock, or nearly so. Dr. Cutter's drug store and dwelling are rebuilt, and A. Robinson has his flour and feed store nearly ready. The new C.P.R. station and freight-house are being pushed on. What is rightly regarded as of much consequence, is the vigorous pushing on of the water-works, which will cost some \$13,000. The new reservoir, which is now being walled up and cemented, is 53 x 100 feet, and will hold about nine feet of water when filled. Experience of fire makes municipalities more careful.

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## To the Stove and Hardware Trade!

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