Business is Sensitive!

It goes where invited and stays where well treated.

We won't talk about ourselves, we leave that to others. All we want to say is-That its our business to buy where we can get merchandise of Quality at the very best place where "Cash" counts for most. We make good everything that our customers may not find right. A child can buy as safely as an adult so far as price is concerned for we have but one price and that always the lowest. The day of asking "extra prices" and depending upon sharp salesmanship to "put it over" is gone in all reliable

Autumn Merchandise

Arriving and being placed on display for early buyers. And it will pay well to be early buyers this year.

English Botany Serges

Guaranteed dye, pure wool, fine twill. Especially adapted for smart tailored suits. Prices—\$3.25 to \$6.50. Forty-eight-inch goods priced at \$2.75 to \$3.25.

Early Autumn Delivery of Silks

Very attractive values in Duchess, Taffetas, Crepe-de-chenes, Messalines and Georgettes. New fall colors. Compare the values in silks.

Early shipment of Autumn Clothing

Fine Navy Serges, English Fancy Worsteds, Made up in special tailored way. Smart styles for all types of men. Compare our extra values at \$27.50, \$32.50, \$37.50 and \$42.50. All free from Luxury Tax. All full with Quality and Value.

Still a Few Lines to Clear

In Boys' 2-piece and 3-piece Suits. Easily one third less than real value-\$12.50 lines for \$9.50; \$10 values for \$8.75; \$9 values for \$7.50.

Balance of White Canvas Shoes-To close last Children's Slippers up to \$1.50 for 85 cents. Ladies' Shoes and Slippers worth \$2.50 for \$1.45.

ale to clear-\$1.25.

Only 50 lbs. to a customer during our Summer

Try a little advertising!

Old papers for sale at The Transcript office.

	FALL FAIRS
se	
be	AylmerSept. 29, 30, Oct.
e.	AlvinstonOct. 12-1:
	Ailsa CraigSept. 22-2:
e.	
re	
ad	Brigden Oct. : Chatham Sept. 21-2
p-	Chatham Sept. 21-2
er	ComberOct. 1-
88	Dorchester Station Oct.
ey	Dresden Sept. 30, Oct.
	Essex Sept. 28-30
ne	
	Glencoe
rt-	Harrow Oct. 4-Highgate Oct. 11-13
m-	HighgateOct. 11-13
ne	Ilderton Sept 2 Ingersoll Oct. 44
ch	IngersollOct. 44
ix	Lambeth Sept. 29
st	Leamington
	London (Western Fair) Sept 11-13
is	MelbourneOct.
it	MerlinSept. 20-2
nd	Mount BrydgesOct. Muncey (United Indian)Sept. 29
e-	Muncey (United Indian)Sept. 29
	Ottawa (Central Canada) Sept. 10-20
in	
t's	RodneyOct. 4-
he	
	Sarnia ReserveOct. 6-
	Shedden Sept. 2
ıt.	S. Dorchester, Springfield Sept. 23-2
	StrathroySept. 20-2: ThamesvilleOct. 5-
	ThamesvilleOct. 5-
a le	Toronto (Can. Nat.) Aug. 28, Sept. 1

The Caranactript

The Given and property of the continued during our Summer during o

week to make quick and sure work. A lot of

Ladies' Shoes-small sizes only, worth \$5 and

Women's White Duck Skirts -reg. \$2.25 and \$2.50,

Granulated Sugar

the war. On August 1 Sir Edward Grev refused to give the German Ambassador any assurance that Britain would remain neutral if Belgian neuwould remain neutral if Belgian neutrality were respected. And on the following day he promised naval aid to France. This aid, obviously, could not have been given without at least limited participation in the war. The German ultimatum to Belgium was delivered on the evening of August 2.

Lord Loreburn points out very conclusively the danger and weakness of drifting into a secret alliance. If Parliament had kept in touch with the negotiations between the French and British Foreign Offices it could have approved or disapproved the

*************** The Coming of the War Seen by Lord Loreburn

Due to Secret Diplomacy ******** ORD LOREBURN'S extremely interesting and valuable his-

orical essay, "How the War

Came" constitutes first of all a scathing indictment of the practical

workings of secret diplomacy. It con-

stitutes in the second place a damaging criticism of the quality of Sir Ed-The author is peculiarly well quali-

fied to undertake the task in hand.

As a veteran British statesman he has long been familiar with the atmos-

phere of the London Foreign Office

and with the trend of continental politics. At the same time, as he was

not connected with the Government

during the war, he does not labor

under the very human temptation to strain the facts a trifle in order to

clear his own reputation. Mereover, he possesses the calm, dispassionate,

analytical cast of mind that is indis

analytical cast of mind that is indispensable for any serious and fruitful historical analysis.

Earl Loreburn describes in detail the gradual development of Anglo-French relations from the "entente cordiale" initiated by Lord Lansdowne into what was practically a defensive military alliance. This alliance, gradually cemented by secret and informal military agreements, placed Britain under an inescapable moral obligation to stand by France when the latter country was attacked by Germany. And it was this alliance, not the violation of Belgian neutrality, he says, that brought Britain into

ity, he says, that brought Britain into

Why We Need More Money!

Last year our rates for service were increased by ten per cent.

That was the first general increase in telephone rates in over twenty-five years.

To-day the general level of commodity prices is three hundred and fifty per cent over what it was twenty-five years ago.

Our operating expenses in 1919 had increased 99 per cent over 1915, while gross revenue was only 49 per cent greater.

Wages absorbed over 56 per cent of our revenue last year, and our wage bill this year will be at least 35 per cent higher than

It is apparent that if we are to continue to pay good wages, and so ensure good service, and at the same time pay such a return to investors as will attract new capital to enable us to extend our plant, we must earn more money!

We must accomplish both of these things, else service to our present patrons will suffer and new applicants for service cannot be accommodated!

Increased rates are the only source from which such further revenue can come!

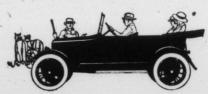
> THE BELL TELEPHONE COMPANY OF CANADA



Service in Glencoe

VERLAND motor cars require unusually little attention because of the Triplex Springs which protect not only the passengers but the durable alloy steels of the chassis from jolting and jarring. If service should be required, we offer full facilities for prompt and expert attention to your car. And back of Overland is one of the greatest manufacturing institutions of the Dominion.

Come in today and see one of these remarkable Overlands with Triplex Springs, whose Economy and Stamina are being established in new records every day.



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For a first-class job of Book or Pamphlet printing The Transcript office is unexcelled. Particular attention given to this class of work.