# Italians Still Stem Austrian Drive 

Enormous Damage Done in Incendiary Fire at Baltimore

New German Chancellor Likely to Prove Unpopular

Kerensky Bans Death Penalty in Russ Army

## British Hold All Gains From Yesterday's Thrust BRIIISH IN AI DEATH PENALTY XIEAVY DAMAGE IN CADORNA IN CONTROLOF GROUNDWON INRUSSIAREVOKED INCENDIARY FIRE

## Enemy Attempted no Coun-

 ter-Attacks AgainstHaig's Gains Last Night AERIAL ACTIVITY British Planes Directed Ar tillery Fire With Notable
Success RAIDS ON PRUSSIA Enemy Munition Works an Gas Plants Also Bombed

Extreme Punish-
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THE COURIHR, BEANTFORD, CANADA, WEDNESDAY, OCTOBER 31, 1917
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Where Thrifty People Deposit Their Money-

## Royal Loan \& Savings Co. 38. 40 mandera streat - .

Over Two Thousaind People Have Deposits in This Company

## MEMORIAL

## Tribute to Brant Counts


Pridat Grace Church









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 Call to Necton, Bece.

 Now



MALLDPOER BUYNG IS

## SURE TO LEAD VCIMS. TO HOUSEHOLD EXRRVACEENCE

In discussing the ultimate effect of the habit of catalogue buying in the homes of those who follow the practice, a well-
known authority on the subject gives it as his known authority on the subject gives it as his opinion that th
tendency to over-buy is perhaps the most marked characteristic of the mail-order patron.
"Go into any home, he said, "that draws its supplies from
that source, and you will find goods the family does not need and never would have bought from a local merchant. In many cases these unneeded goods-these freak purchases-amount to
a surprising percentage of the total family outlay. If the catalogue houses were suddenly cut out of this class of sales thei
dividends would undoubtedly suffer a ividends would undoubtedly suffer a decided shrinkage.
"These buyers see something alluring in
"These buyers see something alluring in the catalogue and
become fascinated by it. The ssilent salesman in the home keeps on teasing them with it until they find some excuse to justify their purchase of the coveted article. Those utterly un justified whim-sales arnount to millions of dollars a year. "With some women freak buying becomes a passion. The make absurdly foolish purchases from mail order houses that
they would not dream of making from their home dealer. How to account for it? Simply the psychological effect of the catalogue perhaps. Anyhow this matter of freak buying, of over buying, is so universal that not one catalogue buyer in a thou-
sand is wholly exempt from it. The mail-order catalogue which so loudly proclaims itself an apostle of prudence, is in fact

FREIGHTS ARE PRE-PAID"
How this phrase catches the average person, when they
read it in connection with out-ofot-town buying "Freight paid to our Nearest Railroad Station." Who pays it? Surely you d ot believe for a minute that me mail-order merchant is gen
erous enough to do this as a favor. But, you assert, freight repaid. Sure it it. But has it ever occurred to you that th cost of the freight must necessarily have been added to the price
of the goods shiped. It is. Like the story of the young com
mercial traveller. He was told by one of the older and wiser men of the road that he should charge u in his expense ax
count any expenditure he hade while on a trip H . H die
charged up a pair of shoes, and the boss, noticing the item, charged up a pair of shoes, and the boss, noticing ane
charged it back to him tat the same warning him against such
items. Wiser the next time, the young traveller put in his ex-
tense account without showing expenditures of that nature pense account without showing expenditures of that nature
The boss, in checking it, remarked that there were no personal The boss, in checking it, remarked that there were no personal
expenditures. Still not wise. the ooung traveller remarked, "oh
yes, there is. I bought a suit, but you can't see it." ees, there is. I bought a suit, but you can't see it.",
That's just the way freights are prepaid. Dont be blinded.
Express and freight charges are paid by the purchaser. But Express and freight charges are
the items are not entered that way.

## BOARO OF TRAE OUT TO BOOST BRANIFORO

Brantford's Board of Trade is out to Boost Brantord. At least, it would seem so from the followin
verses, which were sent out with the notices for last Fr verses, which were sent out with the notices for last Fri-
day's meeting. The Courier welcomes the co-operation of any and every organization or person in its Boost Brantrd Campaign

THE SOUTH SHORE BOOSTERS.
Do you know there's lots of people,
Settin' round in every town,
Settin' round in every town,
Growlin' like a broody chicken
Knockin' every good thing down?
Don't you be that kind $\mathrm{o}^{\prime}$ grouch Don't you be that kind $o^{\prime}$ grouch,
Cause they ain't no use on earth,


If some other fellow's willin'-
Sail right in, this country's fre
Sail right in, this country's free.
No one's got a mortgage on it If your town is shy on boosters,
If things just don't seem to suit you,
And the world seems kinder wrong
And'ts the matter with a boostin
Just to help the thing along.
Just to help the thing along.
'Cuse e tif things should stop a-goin'
We'd be in a sorry plight. Xou just keep. that horn a-blowin'
Boost her up with all your might.
If you know some felow's failin's
That the same chap,'s got some god points,
Them's the ones you want to show. Them's the ones you want to show.
"Cast your loaves out on the waters,
They"ll come bek" They Il come back," a sayin' "rue,
Mebbe, too, they'll cone back "buttered"
When some feller bosta for youl

## CUNCERTED ACTION REQUIRED



A flight of dotlarsi Are pou, Mr: Banker, Mr. Merchant, Mr. Favmer-are you doing your best to stop the out-flow of money from this district? Just as much as any other citizen, it is your duty to use every means in your power to stop it. the district. If you do not see that whatever personal interest your have is directed towards keeping Brantford money in Brantford, you are setting an erample which will have a detrimental effect on on the community.

## BOOST BRANTFORD" CAMPAIGN ENDORSED BY FOLLOWING MERGHANTS:

Arready the following local business firms are giving their support to the campaign for a Bigger and Better Brantford, which was maugurated by The M. Young \& Co.

Ogivie, Lochead \& Co., Dry Goods, Rugs,
Linoleums, Etc.
E. B. Crompton \& Co., Limited, Department Store.
The Crompton Grocery, Pure Food Store. C. J. Mitchell, Automobiles and Sporting Goods.
J. W. Burgess, Furniture and House Fur-

The Brantford Willow Works, Willow Furniture.
R. Stoler, Furniture and House Furnish ings.
Sheppard \& Co.-Shoe Repairers. T. A. Cowan, Plumbers \& Electricians. M. E. Long, Furniture Co., Furniture. Dominion House Furnishing Co. Furniture and Clothing.
Howie's-Heavy and Shelf Hardware: Goods.
Ludlow
T. A. Squire-Shelf and Heavy Hardware. The Scotland Woolen Mills Stores-Men' Clothing.
M. E. Buck-Millinery.

Henkle Bros, Limited-Clothing, Furs, Etc.
E. H. Newman and Sons-Jewellers. Greif's-Jewellers.
The Western Fair-Millinery F. J. Calbeck-Men's Clothes. L. Pettit-Millinery. Clark Lampkin Co.-Milliners Joseph Orr-Harness Maker. W. L. Hughes, Limited-Ladies' Wear. S. G. Read \& Son-Piano Dealers. Buller Bros.-Jewellers, etc.
Andrew McFarland-Clothing and Gents' Furnisher
Grafton \& Co., Limited-Clothing, Furnishings, Hats and Caps
S. Nymar-Ladies' Furs and Clothing: Edy's Limited-Drugs, Successors to $\bar{F}$ McDowell.
Agnew's, Limited-Boots and Shoes. Chris. Sutherland, Merchant Tailor. Gordon Brander-Druggist. Neill Shoe Co.-Boots and Shoes.

KEEP THE STORES IN BRANTFORD BUSY

Keep the stores in Brantford busy. Make them busy by boosting for them and pushing for Home Trade in everry way
you can. Be proud of your city, Anything you can do, any efyou can. Be proud of your city. Anything you can do any ef
fort you can make to increase the volume of business localy is ound to react to your own individual benefit, beecause increased
bousine business volume means increased property values, which in
turn means farger tax returns and the consequent benefits which
follow in turn means farger tax returns and
follow in every progressive centre.
DONT BE PREJUDICED.
Some people are of the prejudiced opinion that if they
spend their money at home, it simply goes to make the local
merchant a little spend their money at home, it simply goes to make the loca
merchant a little richer, and that it would have absolutely
other result. other result. They feel that all movements to encouragea spirit
of loyalty to home interests are based on the puruly of oryaty to home interests are based on the purely selfish mo
ives of merchants. In the case of this campaign no merchant
or body of merehants have done any or body of merchants have done any promoting. None of the
business men were approached or asked to support the move business men were approached or asked to support the move
ment prior to the opening of the campaign. The Curier has
he best interests of the community in view. he best interests of the community in view. Better business
conditions here would benefit all. Let the word go abenoad that Brantford is a real, live, go-
ahead, home-trading city. WE MAKE OUR MONEY HERE-LET US
Brantford is the place in which the people of Brantford
nake their money. If Brantford is good enough to make our money in, it should be good enough in which to spend our money money in, it should be good enough in which to spend our money.
Let us again oconider what the conditiono would be if every
citizen bought goods from out of town stores. It takes Brantcitizen bought goods from out of town stores. It takes Brant-
ford money to buy food, clothing, boots and shoes, etc., and
隹 ford money to buy food, clothing, boots and shoos, etc., and
every dolar spent in Brantord for these necessaries means
added wealth for all. On the other hand, every dollar sent out added wealth for all. On the other hand, every dollar sent out
of town is.$j$ ust that much taken from the wealth of the whole community. The Rrantford merchant with whom you spend
your mony starts that money circulating again. He pays his your money starts that money circulating again. He pays his
cerkks, his living expenses, his taxes, etc., and this, in turn is
paid to the farmer the caid to the farmer, the other merchants, etc.
There is nothing gained, but much lost, in trading out of
own. Brantford merchants, given the chance, will meet mailtown. Brantord merchants, given the chance, will meet mail-
order prices. The catalogue may be attraetive and some of the
offerings may look enticing but if you eliminate orferings may look enticiovge, mat if you elimative and some of the
ofhich "leaders,"
which compare only with ferequent hargains offered which compare only with frequent bargains offared locally, you
will realize that it is as cheap and much more satisfactory to Buy-at-Home. Be honest to yourself and your community. Bee
ieve that the need of your money is neessarisy for Rrantford's lieve that the need of your money is necessary for Brantford's
rosperity. Pledge yourself to buy at home and urge your

WOMEN'S ENTRY HAS
MADE BIG CHANGES
IN BUSINESS WORLD








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## MYPLEDGE

a Resident of Brantiord $I$ Herebo Pledge Musert: -
Its-That 1 will Boost Brantiford at all times.

rcd-That 1 will, where poesibe, purchase Brant

thi-That I will on overy ocacaion, rurgen ny friend and neiphoors tio
(Signed)

## GRAND OPERA HOUS

TO-NIGHT, October, 31 ISOLDE MENGES
THE WORLD'S RENOWNED VIOLINIST PRICES: $\$ 1.00,75 \mathrm{c}, 50 \mathrm{c}, 25 \mathrm{c}$

GR AND OPERA HOUSE 3 Days Only 3--Nov. 1st, 2nd, 3rd "TTit Fall of Thit ROMANOFFS"


MATINEE PRICES $25 \mathrm{c} ;$, BOXES 50 C
NIGHT PRICES $25 \mathrm{c}, 50 \mathrm{c}, 75 \mathrm{c} ;$ BOXES $\$ 1.00$
 OF PRETTY GIRL










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The Sealed "Valley * ,

 A Daily TreatAlways Acceptable and Delfctous.
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## The Tea of all Teas.

 Black, Green \} Get a package and enjoyor Mixed

\section*{CONSERVATORY <br> of Music <br> Affiliated with the Western University <br> ne of the bess equipped musical instiutitions in canad

Thoroughly guaififed and experienced faculty <br> Vocal, Pianoforte DEPARTMENTS <br> |  |
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## SUTHERLANDS

 FALL WALLPAPERING

BAFORE IT IS TOO COLB

Lovely. Rapersat very moderate cost. Patterns to suit all rooms. Some very speciaf , ,emnants away below regular

## Jas. L. Sutherland

and Burlaps


## COURIER "Classified" Advertising Pays



Male Help Wanted Female Help Wanted Articles For Sale











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