

# NEVER MIND THE HEAT!

Climb into a suit of our Gents' Light Weight UNDERWEAR—PERFECT FITTING and gives PERFECT FREEDOM. To be comfortable in all positions Underwear must have elasticity—"the stretch that springs back." All our Underwear possess this very necessary qualification.

## SEE WINDOWS FOR PRICES AND QUALITY.

**Men's Balbriggan Underwear, 40c. to 80c. garment.**

Shirts and Drawers. Short sleeve Shirts, and Pants of ankle and knee length. Sizes 36 to 42.

**Men's Balbriggan Combinations, only 95c. suit.**

The most comfortable thing you can think of is a union, or one-piece, suit of Underwear.

**Men's Natural Wool, 95c. to \$2.20 garment.**

Best British manufacture Shirts and Drawers, small, medium and big size. Best values obtainable.

**Boys' Balbriggan Underwear, 40c. garment.**

Finest finish Shirts and Drawers, size 28 to 34.

**Men's Summer Sox, 28c. to 65 cents.**

In Lisle, Cotton and Silk. There can be no comfort without them in weather like this.

# BISHOP, SONS & COMPANY, Limited.

PHONE 484. MAIL ORDERS RECEIVE CAREFUL CONSIDERATION.

## The New Offensive.

"We Are Probably at the Beginning of the Greatest Campaign of the War." (Frank H. Simonds in New York Tribune)

Accepting the statements made by the correspondent on the spot and in London that the latest operation in Flanders is the opening phase of the British offensive for 1917—and the French part is relatively small—we are seeing the start of what may prove the decisive contest of the war. Such evidence as has come to hand points to another Somme campaign, a campaign of steady, sustained pressure, marked also by recurring general attacks after long and intensive artillery preparation.

And at the outset of such a campaign it is well to recognize certain essential facts. The immediate purpose of the offensive is not to seize control of the Belgian sea coast, turn the German flank in Belgium, or pierce the German line as a whole. These are remote and ultimate possibilities, but the immediate purpose is to renew the grinding of last year and the consequent exhaustion of German reserves and lowering of German morale. We shall fall into the German trap if we accept at once, extreme and hardly attainable objectives and then judge the success or failure of an opening move as it attains or fails to reach ends which can be attained only by long effort and at the cost of an extensive campaign.

Beyond all else, the new attack must be designed to inflict upon the Germans losses beyond their resources in reserves to make good. We know, on German testimony, that the Allies outnumber the Germans probably two to one on the western front. We know that they outgun and outnumber them. Now, it is axiomatic in the present war that the army with the superior artillery inflicts the greater loss, given anything like equality in efficiency of handling—and the British have demonstrated their efficiency. The question of attack or defence is unimportant by comparison, as many battles have demonstrated.

Possessing vastly superior reserves of munitions and parks of artillery and again asserting something approaching the mastery of the air, the British are likely to inflict upon the Germans heavier losses than they incur. This means a more rapid exhaustion of the German reserves, already far inferior to the British.

Now, this situation long protracted may lead to a collapse at some point

on the German front; it may lead to a German retirement in advance of such a collapse. Conceivably, there may be an immediate collapse, but this is merely remotely possible and is excessively unlikely.

What we may expect is a gradual eating into the German front between the Lys and the sea, comparable to the slow grinding through at the Somme last year. We should see more rapid progress because the British have a trained army now, where they had green troops a year ago, and the German morale in the west has visibly lowered during a year of defeat and retreat.

At the Somme the Germans lost 35,000 prisoners and several hundred guns and suffered over half a million casualties. They were ultimately compelled to retreat upwards of 20 miles on a wide front, evacuating a thousand square miles of French territory. Actually the fight lasted from July 1 to November 1, but bad weather in October handicapped the British just at the moment when things were going best.

Unless the British are again handicapped by bad weather they have now three months of fighting season ahead of them. Granted that they make progress as they did last year, it is clear that by the coming of winter the whole German position between the Lys and the sea will be untenable and the German hold upon the French cities of Lille, Roubaix, Tourcoing will be shaken.

A successful advance for a distance equal to that from Roye to St. Quentin would mean that the Germans would be compelled to draw out of the whole region of the Belgian coast, evacuate Zebrugges, which is a valuable submarine base, and an even more important base for aeroplane raids over Britain.

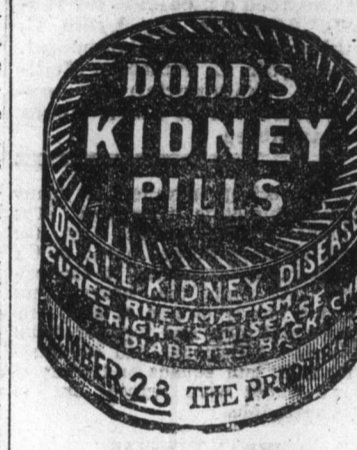
If the pressure is steady and the resistance constant—that is, if there is no piercing of the German line—the Germans may be able to take a new position either behind the Lys or the Scheldt and maintain the rest of their front in France. If the British force the crossings of the Lys at Menin and Courtrai then the Germans will probably have to retire from Lille, Roubaix, Tourcoing, and this might involve an eventual retreat to the French frontier and a stand on the line of the Meuse and the Scheldt from Verdun to Antwerp, covering Brussels.

But all these possibilities are now remote. Unless all signs fail we are

to see one more bitter, grueling contest of the Somme front. Gains of a mile or two are unlikely after the first few days, except after long preparation. An actual piercing of the German front is the remotest of all possibilities. Yet it is exactly this possibility which will be seized upon by the Germans as the test of allied success or failure.

The test of allied success or failure will be the comparative casualty lists of the two forces, the ultimate condition of the two armies when the struggle ends because of weather conditions, and the amount of ground conquered will be of only secondary importance. Recall that Grant broke the back of Confederacy in his campaign from the Rapidan to the James in 1864 without winning a decisive victory or attaining one of his immediate objectives. His campaign led to ultimate success because the south could not replace casualties and he could.

It is well to bear in mind that the British attack may be shifted to the La Basses sector—it may be transferred south of Lens or it may continue on the present front. The initiative now remains permanently with the British. And the explanation of the German attacks upon the Chemin-des-Dames is plainly to be found in the presence of French troops in Flanders. Clearly the Germans,



aware of this transfer, sought to prevent it by pressure exerted along the Aisne. And it is clear that their costly efforts were a failure.

We are probably at the beginning of the greatest campaign of the war. To announce that the British objectives are Lille, Tournai and Ostend, to proclaim that the British are striving to cut off the Germans from the sea-coast or penetrate the German front, is to make the maximum of ultimate possibility the test of immediate success.

But it is well to recall that no such immediate results are expected. The cost in men is a better measure of the real success, and the condition of the two armies next November and the reserves of the two nations then will be the real tests of success or failure.

The British attack will hardly have an immediate effect in the east, because few German troops are operating there, and Russian disintegration, not German battle triumphs, explains that situation. Unless all signs fail there will shortly be a new Italian offensive, which will distract Austrian attention and tend to help the Russians, if, indeed, it be possible to help them.

As to the immediate gains of the British and French and their significance, the reports are still too fragmentary to draw any valuable conclusion. At the end of the first day's fighting the French and British had nearly, but not completely, regained the ground lost in April, 1915, at the time of the "poison gas" attacks; but the British had not yet regained the ground lost in October, 1915, due eastward of Ypres in the direction of Menin.

The statement of Sir Douglas Haig that all the objectives of the first attack were attained is borne out by the pause following the offensive. This contrasts with the desperate fighting for days in the Champagne offensive in 1915, and even in the case of Vimy Ridge, where it took sustained and

repeated efforts to complete the clearing of the German positions. Now we have rather the tactics of Peain's two Verdun operations and Haig's recent attack on the Messines Ridge. It is conceivable that several days or weeks may pass before a new advance is undertaken.

But the explanation of the third Ypres operation is now patent. By taking the Messines Ridge the British "put out" the German eyes, took all the observation posts and not only shut out German observation but also gained a sweep of all the country from the Ypres salient to Lille. It was then, the first step. Tuesday's attack was the second. We shall doubtless have many more before snow falls.

### 3 SPECIALTIES.

**STAFFORD'S LINIMENT** for Rheumatism, Lumbago, Neuralgia and all Aches and Pains.

**STAFFORD'S PRESCRIPTION "A"** for Indigestion, Dyspepsia, Catarrh, Gastritis and Nervous Dyspepsia. Price 25c., 50c. a bottle. Postage 5c. and 10c. extra.

**STAFFORD'S PHOSPHORIC COUGH CURE** for all kinds of Coughs, Colds, Bronchitis, Asthma and Various Lung Troubles. Price 25c. bot. Postage 5c. extra.

Prepared only by **DR. F. STAFFORD & SON,** St. John's, Nfld. Theatre Hill Drug Store is open every night till 9.30.

### Your Boys and Girls.

To make a novel toy a good-sized shoe box, some paste and a supply of small colored pictures with perhaps a few postcards are all that is required. First cut a hole in the end of the box about as large as a dollar. Then from an old mail order catalogue or magazine cut colored pictures of rugs or carpets and cover the bottom of the box inside. At the end opposite the hole paste a postcard or other picture that will give the effect of distance, as one which looks down a street, or a scene across fields or hills. Also cover the sides of the box with pictures that show distant scenes.

Then cut out small figures of all kinds—children, animals, automobiles, or anything you like—leaving a small bit of paper at the bottom to fold back so they will stand up, and paste them to the rugs, arranging them so all of them can be seen. Over the top of the box paste a sheet of white tissue paper and then hold the box so a good light will fall on this paper. Then behold what a wonderland you have.

### Municipal Council.

Mayor Gosling presided at yesterday's meeting of the City Council. T. J. Duley wrote complaining of the condition of the sidewalk in front of his store. The Engineer has been requested to report on the matter.

Inspector Rooney will inspect Ed. Howell's house, 2 Gill Place, and if suitable, water and sewerage under the Small Homes Act may be granted by the Council.

Mrs. A. Furneaux requested that stones be removed from her fence. The matter will be attended to.

The Royal Stores in installing sprinkling system will have to comply with conditions as laid down by the Council in a former letter.

Turnkey Pasher will be retained at the West End Fire Station to attend service calls.

Head Const. Dawe was granted permission to remove sills of houses 6 and 8 Cabot Street.

S. Diamond, an employee of the Council who was injured while performing his duty, claims damages against the city. His claim will be dealt with under the Compensation Act.

The Church officials of Cochrane Street Church will be asked to contribute half the cost of curb and gutter in front of the sacred edifice.

The Engineer will report as to the need of repairs to the retaining wall on Long's Hill.

Inspector Rooney made the astounding report that 2,554 tenements in the city are without water and sewerage connections. This is a terrible state of affairs for a city the size of St. John's.

Mayor Gosling invited the Councilors to seats on the platform at the "Welfare of Children" meeting in the College Hall, on next Monday evening.

Close fitting turbans of white satin are worn.

### Father Presented With Military Cross

WON BY HERO SON.

At the conclusion of the Speech from the Throne delivered in the Legislative Chamber yesterday afternoon by His Excellency the Governor, Hon. R. A. Watson, A.D.C., called on John J. Jackson, Esq., to appear before the Throne. His Excellency the Governor in a brief but eloquent address paid a high tribute to the gallantry of Mr. Jackson's son, the late Major Jackson, of the Royal Engineers, who died of wounds received while fighting in France. Major Jackson's career at the great Military College at Woolwich, in the field and in the streets of the King's service was one to be proud of, and to-day, acting on behalf of His Gracious Majesty King George V., it was His Excellency's great pleasure to present to Mr. Jackson the Military Cross so nobly won by his brave son.

While the presentation was being made the members of the Legislative Council stood at attention and at the conclusion heartily applauded the father of so brave a son.

### Here and There.

**PRESENTED PRIZES.**—The lads of the C. L. B. who won prizes at the sports during camp were presented with suitable gifts by Col. Rendell after drill at their armory last night. The lucky winners were heartily cheered by their comrades.

**Boots and Shoes for the whole family.** See our variety and prices before buying elsewhere.

**THE WEST END BAZAAR,** aug.16,21 51 Water St. West.

**STORM DAMAGES TRACK.**—A section of the track at Grand Bay, near Port aux Basques, was washed away in the recent S. E. gale and as a consequence was delayed for several hours. Repairs have since been completed and the road made stronger than ever.

**Fresh Smoked Haddies, 12c. per lb., at ELLIS'S.**

## CERTAIN-TEED

### PAINTS and ROOFINGS

Guaranteed the best obtainable

## GEO. M. BARR, Agt.

**BULL RUNN**  
BY CARL ED

There Are Cases Like This When Even the Most Expert Salesmanship Falls Down With a Big Bump!

ONE WENT RIGHT OVER MY HEAD AND CANCELLED THE ORDER FOR THE CAR. I DON'T HELP!

NEVER MIND BULL—I DEPEND ON MY REASONING AS A SALES MAN TO OVERCOME HER OBJECTIONS!!

MRS. BURN—IF YOU'LL PARDON ME—I CAME TO LEARN OF YOUR REASONS FOR CANCELLING THE ORDER FOR THE GREEN 'STREAK' '02 OF WHICH I AM ASHAMED!

NO ONE DISPUTES THE FACT THAT WE HAVE THE FINEST LITTLE CAR ON THE MARKET AT THE PRICE!

THE URKEEP IS VERY SMALL—RUNS 150 MILES ON A GALLON OF GAS—HAS THE LATEST MOTOR, WINDSHIELD, SELF-STARTER—AN—

THE VERY FACT THAT THE OLD MAN ORDERED THE CAR WITHOUT CONSULTING ME IS REASON ENOUGH—GOOD-BAY SIR!!

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