

**GEORGE KNOWLING**  
offers the following at his  
**East, West and Central Grocery Stores:**  
WATERGLASS, for preserving eggs . . . 17c. tin  
CARPET SOAP, Chiver's, for renovat-  
ing carpets . . . . . 18c. cake  
ICING, Pure Gold . . . . . 14c. pkt.  
TABLE JELLIES, Pure Gold . . . . . 12c. ea.  
HIRE'S ROOT BEER, pint size . . . . . 24c. btl.  
DATES, finest table, in cartons . . . . . 16c. ea.  
FIGS, Cooking . . . . . 15c. lb.  
RICE FLOUR . . . . . 13c. lb.  
CORN FLOUR, Colman's Best . . . . . 17c. lb.  
GRAPE JUICE, finest quality, 4 oz. btl., 10c. ea.  
PEROXIDE, 8 oz. btl., best quality . . . 24c.  
TANGLEFOOT, 25 double sheets for . . . 45c.  
2c. Double Sheet.

**GEORGE KNOWLING**  
aug15,4,11,1,1,1

**Evening Telegram**  
W. J. HERDER, . . . Proprietor  
H. A. WINTER, B.A., . . . Editor  
MONDAY, Aug. 21st, 1916.

**THE BALKAN OFFENSIVE AT LAST!**

Having applied the rather obvious metaphor of the drama to the war, writers on military matters are only consistent in separating it into its acts and scenes, their only difficulty being that the plot and denouement are not yet apparent in all their fullness. If we had to attempt the same task, we should find the present not an inappropriate time to ring up the curtain upon a new Act, presenting four distinct scenes, two of which, "On the Isonzo," and "In the Balkans," introduce fresh localities and a welcome addition to the story. The invasion of completely its composition has now passed to the Allied playwrights is apparent from the situation revealed by such of these scenes.

The eighth week of the struggle on the Somme opens with an advance by the Allied forces upon one of the most important parts of the line, the high land about Thiepval. The army that can take positions such as this can take any others. There is a double satisfaction to us in the news, for it was not far from here that our regiment made its sublime sacrifice. In Galicia the fate of the province seems now to be daily in the balance and will very soon be decided in the Zlota Lipa river. The invasion of Austria by the Italians has just begun with Trieste in the foreground. Finally, this morning's message sets beyond all doubt the fact that the offensive in the Balkans has at last been undertaken. Assuredly a new Act has begun on the European stage.

The result of this offensive is so far certain to affect the troubled politics of Greece and Roumania that the operations will be followed everywhere with the closest attention. In a few weeks the Greek elections will have either sustained the King or returned Venizelos: much may happen in that interval to persuade the Greek people to one alternative or the other. The royal party's slogan is that of President Wilson—"He kept us out of war," or, "Venizelos will plunge us into war." It is a powerful cry, but may turn to the disadvantage of the crisis if it becomes manifest meantime that war will after all bring far more spoils than honors. If the hated Bulgarian is driven out from Greek soil, the Greek proletariat will not much mind voting that he should be driven further. From both a military and political standpoint the time for the offensive has been admirably chosen.

The disposition of the Allied forces seems fairly clear. To Serbia has been allotted the welcome task of clearing her own soil, and her army constitutes the left wing, south of Monastir. In the centre the British will co-operate, advancing probably on Strumitsa; while the French are on the right and have already driven the Bulgarians from a number of minor positions. The plan of campaign will soon unfold itself; we expect the brunt of its force will be directed first to the recapture of Serbia. Meanwhile, all eyes will be centred upon Bucharest.

**Kyle's Passengers.**  
Several of the following Kyle's passengers reached town on to-day's express: Mrs. Jas. Hanham, H. J. McIsaac, J. Roche, Miss J. Fudge, H. Caul, Mrs. Hansen, Mrs. M. J. McLeod, P. J. and Mrs. Garland, C. S. and Mrs. Cornelius J. King, J. H. Moulton, S. and Mrs. McNeil, R. and Mrs. Orr, W. Dickie, Mrs. P. Cox, Mrs. Geo. Hierlthy, Rev. N. Matthews, F. Morris, C. C. Penney, F. A. Guy, Jas. Connors, M. Bennett, J. R. Wright, E. Vatcher, Mrs. A. Strong, Mrs. E. Miller, Miss W. Mahar, P. and Mrs. Power, John Greene, L. Buffett, H. Bruce, Mrs. W. Hanham, Miss B. Whiteley, Mrs. T. Woodward, Mrs. W. A. Perkins, Mrs. G. Herridge, Miss E. Boland, Miss Mary Wilkinson, Miss E. Thomkins.

**Good and Bad Fishery News.**  
Aug. 17th.—From T. O'Brien, Point Armour to Red Bay. The total catch is 3,200 qts., and for last week 200. Very few dories or skiffs are now fishing. There is no bait, there being no sign of herring and none of caplin since the 9th inst.

Aug. 17th.—From A. Keeping, Burnt Island to Hancock Point. No traps but 12 skiffs and 6 dories are fishing. The schooners R. G. W. C. Keeping, Master, with 175 qts., the Nota, King, with 166; the London, Thorne, 150, have arrived from the Straits. Prospects are as good as known for 30 years. Sufficient squid is taken on the ground for bait. The catch for last week was 225 qts.

Aug. 17.—From P. J. Wade, Salmon Cove Point to Briggs South Point.—The total catch is 820 qts., and for last week nil. The traps have all been taken in and trawl fishing is just beginning. Nothing is being done by hook and liners. There is a plentiful supply of squid but prospects are not very good.

**From Cape Race.**  
Special to Evening Telegram.  
CAPE RACE, To-day.  
Wind northwest, fresh, weather showery. An unknown steamer passed in at 6 a.m. and schooner Atlanta in at 7 a.m. to-day. Bar, 29.05; Ther. 68.

JAM POT COVERS, 1 and 2 lb. sizes, wholesale and retail, at THE POPULAR STORE, 128 New Gower St.—aug11,6,1,0ed

**1st Nfld. REGIMENT. Casualty List.**

761—Private Alfred Reid, 17 Cook's Street. Died at Wandsworth, Aug. 18th. Son of Mr. George Reid. Was wheelwright at Carnell's Carriage Factory.

1999—Private Edward J. Stuckland, Port aux Basques. Died of wounds in head, 13th Stationary Hospital, Boulogne, Aug. 18th. Son of Mr. Phillip Strickland.

**ADDITIONAL INFORMATION.**  
1470—Private Edward Bennett, Big Cove, Bay St. George. Previously reported missing. Latest information from officer commanding Battalion: NOT MISSING.

**AUGUST 21st, 11 a.m.**  
1825.—Private Alfred Humphries, Botwood (Northern Arm). Killed in action August 9th.  
1810.—Private Isaac Mitchelmore, Green Island Cove, St. Barbe. Wounded August 9th.  
2151.—Private Joseph French, Winterton, T.B. Wounded August 11th.  
1396.—Private William Masters, Harbor Buffett. Wounded and missing, August 4th. (Previously reported wounded July 1st.)  
J. R. BENNETT, Colonial Secretary.

**Private Jensen's Lecture Tour.**

The Recruiting Committee have received the following message from Private Jensen:—  
I have lectured at Pogo, Chaggo Islands and Herring Neck to packed houses. Splendid donations to Red Cross funds. Eight recruits with many more from North when fishery is finished. Proceeding to Twillingate. Have been invited to lecture at Heart's Content, Heart's Delight, Winterton, Hant's Harbour, Blackhead, Wesleyville and other places. Proceeding there from St. John's. Necessary to rest a few days.  
PHILIP J. JENSEN.

**Quarantine Officer Should Wake Up.**

Mariners and seamen generally are continually complaining bitterly over the way they are treated here by the Quarantine Officer. On arrival from a foreign port a vessel, in accordance with the regulations of the port, is made anchor in the harbor to be visited by a foreign port's veterinarian. The Quarantine Doctor forthwith and with as little delay as possible. This morning the barquentine Rossina entered port at 5 a.m., having come from Cadiz with a cargo of salt. After a prolonged search the Doctor at last hove in sight at 10.20 a.m. The Customs Officials are also indignant because of the conduct of the "genial doc."

**AT THE CRESCENT.**

The Crescent Picture Palace opens the week with a big four reel Biograph feature: "The Hungarian Nabob" a splendid picturization of Maurus Jokai's famous novel, containing an exceptionally strong cast including Charles H. Mathes, Louise Vale and Franklin Ritchie. The Vitagraph Company presents a very laughable comedy: "Fred's Last Bean" with William Dangman. Always the newest and best music is played at the Crescent. Professor McCarthy presides at the piano; don't miss seeing this big four reeler to-day.

**It Matters Not**  
whether making boots, books, bottles, buggies, beeswax or Bread, what counts is **Experience and Material.**

Remember that all goods purchased at **STEWART'S BAKERY** are backed up by years of experience and the very best of material that money can buy.

Again we ask, have you tried our **MARBLE CAKE?**

**Binard's Linctament Cures Diphtheria.**

**A Big Exclusive Feature Week at THE NICKEL Theatre.**  
The Lubin Players present "The College Widow."  
In five acts, from the famous play of the same name by GEORGE ADE. Star cast includes ETHEL CLAYTON, GEORGE SOULE SPENCER. Direction of BARRY O'NEILL.  
"THE RAID"—The eleven thrilling and powerful episode of that wonderful serial.  
"The Strange Case of Mary Page."  
GEORGE OVEY in A COMEDY SCREAM, ENTITLED "THE TREASURE BOX."  
WEDNESDAY—Reverend Townsend Brady's "ISLAND OF REGENERATION," a Vitagraph Blue Ribbon feature, with EDITH STOREY and ANTONIO MORENO, in six powerful acts. FRIDAY—CHARLIE CHAPLIN in his great two act comedy, "POLICE."  
COMING—"HEARTS AND THE HIGHWAY," Vitagraph, 5 parts.

**Here and There.**

**Turkeys, Ducks and Chicken at ELLIS'.**  
S.S. TERRA NOVA SAILS.—The S.S. Terra Nova left Greenspond for Cadiz to-day with 286 cords of pit props.

**DR. G. N. MURPHY** will resume practice on August 23rd. aug21,31

**MISSION SHIP ARRIVES.**—The Moravian mission ship Harmony, arrived in port this morning from Labrador stations.

**WEATHER REPORT.**—The weather across country is light, southwest wind and dull, raining in places; temperature 56 to 62 above.

**PATIENT FOR ASYLUM.**—An unfortunate man belonging to "Claring" came in on the express to-day to enter the Insane Asylum.

**RELOADING WHEAT CARGO.**—The s.s. Lyngsfjord, which came off dry dock recently, is now reloading her wheat cargo at Shea & Co.'s wharf.

**FISH SHIPMENTS.**—The schooner George Ewart with 4,580 qts. of codfish, left Grand Bank Saturday for Oporto and the schr. Arthur H. Wright left Hr. Grace for Gibraltar with 3,580 qts.

**COLLIER'S WELCOMES YOUNG PRIEST.**—On the arrival of Rev. Fr. Hearn at Collier's an old time reception was tendered to the young cleric. Bunting was displayed and the people assisted to offer an old time welcome on the return of their priest, who is to labor in the vineyard.—Com.

**POWERFUL SERMON.**—Rev. Dr. McGrath occupied the pulpit Sunday night and spoke of the Pharisee and Publican. The discourse was a treat and the learned preacher will become a pulpit orator, the manner in which he handled the subject having been remarked by those in attendance at the service.—Com.

**IRISH MEN MEET.**—Yesterday the quarterly meeting of the Benevolent Irish Society was held. Hon. J. J. Ryan presided over a large attendance. The usual reports were read and adopted, after which resolutions of condolence were passed for the parents of Capt. M. Frank-Summers and Sergt. Allan Cleary, two members of the Society who laid down their lives for their country in France.

**McMurdo's Store News**  
MONDAY, AUG. 21, '16.  
Armour's Superstar Soap is one of the best Shampoo Soaps we have seen; it not only clears out the dandruff, but tends to remove the cause of this unpleasant trouble, and alleviates all irritation of the skin and scalp. Superstar Soap may be used for ordinary toilet purposes as well. Price 20c. a cake.  
As a liniment to relieve pain and for general household use, our Acme and Camphor Liniment can't be beaten. It is a much better rub than most liniments and will yield the utmost satisfaction. Price 15c. a bottle.

**Equality for Newfoundland**

With the opening of our new Showroom next month, St. John's can lay claim to possessing a Ladies' Outfitting Store the equal of those seen in any of the World's leading Fashion Centres. We are already in the fortunate position to announce the following Sole Agencies for Newfoundland.

THE FORSYTH TAILORED WAIST CO.  
THE HENRY A. DIX CO. NURSE'S UNIFORM.  
THE HENRY A. DIX CO. MAID'S UNIFORM.  
THE SHAFF & MANDEL TAILORED COSTUMES.  
THE SHAFF & MANDEL TAILORED COATS.  
THE TIFF TOFF SILK DRESS CO.  
THE AMERICAN HAT ORNAMENT CO.  
THE CELEBRATED "TIMOTHY BROULEY" NECKWEAR.  
STERN'S CLASS VELOUR & VELVET HATS.  
THE AMERICAN UNDERGARMENT CO.  
THE KIDDIE SCHOOL DRESS CO.  
THE NEW YORK SHIRT MFG. CO.

AND OTHERS TO FOLLOW.

**Bishop Sons & Co., Ltd.**  
Telephone 434. P. O. Box 920 St. John's.  
aug21,m,1f

**August Furniture Sale.**  
Do You wish to pay more for your Goods later on or will you come now and take advantage of **Our August Clearance Sale.**

Everything in the Store Is Reduced from 10 to 20 per cent. For the next two weeks only. Friends take advantage of this offer as the new Furniture coming has advanced considerably. Right on the Corner of Theatre Bill and Duckworth Sts.

**Callahan, Glass & Co., Ltd.,**  
The Big Furniture Store.



**All**  
of all the world at your  
**Columbi**  
**LATEST**  
just received—and concert  
**Columbia**  
ASK  
**U. S. Pict**  
Graph  
**TO-DAY**  
**Message**  
10.40 A. M.  
GREAT OFFENSIVE IN PARIS.  
Reports received here from show that the general offensive which began on Friday is in its intensity over an extended running from Florida near to the River Struma. This is an irregular line measuring of 150 miles. General Serre receding the united operations of the Allies with General Cardonnan, the French troops operations have been long over a part of the co-ordinated of the Allies on all fronts. ing follows the arrival of Cardonnan after an extended ence with officials here. Arrived in Paris indicate that men and Bulgars are seeking the movement by the offensive on the left, where they have moved up to within 25 Monastir, holding Florida reservation point. The orders to attempt to retain Florida were attacked. The Serbian force says the Bulgars were and thrown back to their positions, but later the Serbians their instructions excommunicated whereupon the town and the Florida were occupied by the Serbians. The Serbians retired delivered a heavy counter against a large Bulgarian force was debouching from Florida Banica. Fighting continues region. In the centre the British forces near Lake Del loved an intense bombardment infantry attacks, in which the occupied the strategic point zell. Further east the French rushed a series of small much the same manner as they have carried villages on the front. The report shows of affairs along the whole is regarded here as satisfactory to the Allies.

**HOW OUR CRUISERS WERE**  
LONDON.  
According to the Admiralty which follows, the re our look-out squadron and showed that there was co activity on the part of the the North Sea on Saturday

**The Ros**  
JUST RETURNED  
Hear the Greatest  
**Son**  
Splendid Feature  
Doors open 7  
Reserved Seats, 2