

Bovril war diary.

Contributors

Bovril Limited

Publication/Creation

London : Bovril, [1919?]

Persistent URL

<https://wellcomecollection.org/works/jeadhtdx>

License and attribution

This work has been identified as being free of known restrictions under copyright law, including all related and neighbouring rights and is being made available under the Creative Commons, Public Domain Mark.

You can copy, modify, distribute and perform the work, even for commercial purposes, without asking permission.



Wellcome Collection
183 Euston Road
London NW1 2BE UK
T +44 (0)20 7611 8722
E library@wellcomecollection.org
<https://wellcomecollection.org>

BOVRIL

WAR DIARY



DIARY OF THE WAR

1914=====1914

- JUNE 28. ARCHDUKE FRANCIS FERDINAND (Heir to Austrian Throne) assassinated at Serajevo, Bosnia.
- JULY 23. AUSTRIAN ULTIMATUM to Serbia.
- JULY 28. AUSTRIA DECLARES WAR on Serbia.
- JULY 31. GERMAN ULTIMATUM to Russia.
- AUGUST 1. GERMANY DECLARES WAR on Russia.
- AUGUST 3. GERMANY DECLARES WAR on France and begins the invasion of Belgium.
- AUGUST 4. BRITISH ULTIMATUM TO GERMANY. Great Britain declares war on Germany.
- AUGUST 5. LORD KITCHENER appointed War Minister. German mine-layer "Koningen Luise" sunk in the North Sea by British destroyer. Suspension of the Bank Act.
- AUGUST 6. GERMANS REPULSED AT LIEGE. H.M.S. "Amphion" (light cruiser) mined in North Sea. 131 men lost. First War Credit of £100,000,000 voted in Parliament. Moratorium declared.
- AUGUST 7. ISSUE OF NEW £1 and 10s. notes.
- AUGUST 9. GERMAN SUBMARINE U15 SUNK by H.M.S. "Birmingham." Montenegro declares War on Austria.
- AUGUST 12. GREAT BRITAIN DECLARES WAR on Austria. German cruisers "Goeben" and "Breslau" elude French and British Fleets, and arrive in the Dardanelles.
- AUGUST 16. BRITISH EXPEDITIONARY FORCE lands in France.
- AUGUST 18. SERBIANS DEFEAT AUSTRIANS in great battle.
- AUGUST 20. FALL OF LIEGE. Belgians fall back on Antwerp, evacuating Brussels.
- AUGUST 22. GERMANS IN OCCUPATION of Brussels levy a fine of £8,000,000 on the city.
- AUGUST 23. JAPAN DECLARES WAR on Germany. Great Russian victory at Goldap-Gumbinnen (East Prussia).
- AUGUST 24. FALL OF NAMUR.
- AUGUST 25. RETREAT FROM MONS: British and French heavily outnumbered and outgunned. British lose between 5,000 and 6,000 men. Destruction of Louvain.
- AUGUST 26. TOGOLAND (GERMAN COLONY) surrenders to British.
- AUGUST 27. BRITISH CRUISER "HIGHFLYER" sinks German auxiliary cruiser "Kaiser Wilhelm der Grosse."
- AUGUST 28. BRITISH NAVAL VICTORY near Heligoland: Germans lose 2 cruisers and several destroyers.
- AUGUST 31. RUSSIAN DEFEAT IN EAST PRUSSIA at Tannenburg by Hindenburg.
- SEPT. 1. GERMANS ONLY 65 MILES from Paris.
- SEPT. 2. GREAT RUSSIAN VICTORY at Lemberg. Austrians lose 130,000 men and 200 guns.
- SEPT. 3. FRENCH GOVERNMENT TRANSFERRED to Bordeaux. Samoa (German Colony) surrenders. H.M.S. "Speedy" sunk by mine in North Sea.
- SEPT. 5. GREAT BRITAIN, FRANCE AND RUSSIA agree not to make a separate peace. H.M.S. "Pathfinder" sunk by submarine, 259 men lost.

BOVRIL is British to the Backbone.



22502683799

**WELLCOME
LIBRARY**

General Collections

P 626

DIARY OF THE WAR

1914

1914

- SEPT. 6. GERMANS CROSS THE MARNE.
- SEPT. 7. GERMAN ADVANCE STOPPED by British and French. Battle of the Marne commences; Germans driven northwards.
- SEPT. 11. BATTLE OF THE MARNE continues; Germans forced back for over forty miles.
- SEPT. 12. AUSTRALIANS CAPTURE German New Guinea and other colonies.
- SEPT. 13. GERMAN CRUISER "HELA" SUNK by British submarine E9.
- SEPT. 14. H.M.S. "CARMANIA" sinks German armed cruiser "Cap Trafalgar." Battle of the Aisne commences the war of Trenches.
- SEPT. 17. GREAT RUSSIAN VICTORY in Galicia: Austrians lose 400 guns and 100,000 prisoners.
- SEPT. 20. BOMBARDMENT OF RHEIMS CATHEDRAL by Germans. H.M.S. "Pegasus" surprised and disabled in Zanzibar Harbour by German cruiser "Konigsberg"; 25 men killed, 52 wounded.
- SEPT. 22. BRITISH CRUISERS "Aboukir," "Hogue," and "Cressy" sunk by German submarine in North Sea. British air-raid on Zeppelin sheds at Dusseldorf.
- SEPT. 26. INDIAN EXPEDITIONARY FORCE lands in France.
- SEPT. 29. BOMBARDMENT OF ANTWERP: several forts destroyed.
- OCT. 2. BRITISH ADMIRALTY ANNOUNCES mining of the North Sea.
- OCT. 6. FIRST POLICE ORDER reducing lighting in London.
- OCT. 7. ALLIES EVACUATE ANTWERP.
- OCT. 8. BRITISH SUBMARINE E9 (Commr. Max Horton) sinks German destroyer in the mouth of the Ems.
- OCT. 9. FALL OF ANTWERP: 2,000 British troops interned in Holland.
- OCT. 10. RUSSIAN INVASION of Hungary. Death of Roumanian King.
- OCT. 13. OUTBREAK OF REBELLION in South Africa; martial law proclaimed.
- OCT. 14. THE ALLIES OCCUPY YPRES.
- OCT. 15. H.M.S. "HAWKE" SUNK by submarine in the North Sea.
- OCT. 16. CANADIAN TROOPS ARRIVE in England.
- OCT. 17. NAVAL ACTION off Dutch coast: 4 German destroyers sunk.
- OCT. 20. BELGIANS REPULSE GERMANS on the Yser.
- OCT. 25. GERMAN SUBMARINE SUNK by H.M.S. "Badger."
- OCT. 26. SOUTH AFRICAN REBELS TOTALLY DEFEATED.
- OCT. 27. GENERALS DE WET AND BEYERS turn traitor. H.M.S. "Audacious" (super Dreadnought) sunk by mine off Irish coast.
- OCT. 28. BEYERS DEFEATED by Gen. Botha.
- OCT. 29. RUSSIANS CAPTURE CZERNOWITZ (capital of the Bukovina).
- OCT. 31. BOMBARDMENT OF TSING-TAU by British and Japanese.
- NOV. 1. BRITISH NAVAL DEFEAT at Coronel (Chili): cruisers "Good Hope" and "Monmouth" with Admiral Sir Christopher Cradock and all hands lost.
- NOV. 3. ANGLO-FRENCH SQUADRON bombards Dardanelles. Submarine D5 sunk in North Sea by mine.
- NOV. 4. GERMAN CRUISER "YORCK" SUNK by a German mine.
- NOV. 5. GREAT BRITAIN DECLARES WAR on Turkey. Annexation of Cyprus by British.

BOVRIL gave strength to win.

DIARY OF THE WAR

1914=====1914

- NOV. 7. FALL OF TSING-TAU : 2,300 prisoners.
- NOV. 9. GREAT GERMAN DEFEAT at Ypres. Lord Kitchener asks for more men.
- NOV. 9. GERMAN CRUISER "EMDEN" DESTROYED at Cocos Island by H.M.A.S. "Sydney."
- NOV. 11. GERMANS TAKE DIXMUDE. General Botha defeats De Wet.
- NOV. 14. DEATH OF FIELD-MARSHAL LORD ROBERTS in France.
- NOV. 17. BRITISH WAR LOAN of £350,000,000. New war credit of £225,000,000. New duties on tea and beer; income-tax increased.
- NOV. 21. TURKISH CITY OF BUSSORAH (Basra) on the Persian Gulf occupied by British. British air-raid on Zeppelin factories at Frederikshaven.
- NOV. 23. GERMAN SUBMARINE U18 RAMMED and sunk. Great bombardment of Zeebrugge by British. Ypres, Soissons and Rheims bombarded by Germans.
- NOV. 26. H.M.S. "BULWARK" BLOWN UP at Sheerness; over 800 lives lost.
- NOV. 27. BRITISH WAR LOAN over-subscribed. German submarines sink British merchant ships in the Channel.
- DEC. 2. CAPTURE OF DE WET. Russians near Cracow.
- DEC. 6. GERMANS CAPTURE LODZ, "the Manchester of Poland."
- DEC. 8. NAVAL VICTORY off the Falkland Islands: Admiral von Spee's squadron of 5 cruisers defeated (and sunk with the exception of the "Dresden") by Admiral Sir F. Sturdee's squadron of fast cruisers.
- DEC. 10. SERBS DEFEAT AUSTRIANS. End of South African rebellion.
- DEC. 14. SERBIANS RETAKE BELGRADE. British submarine B11 torpedoes Turkish battleship in the Dardanelles..
- DEC. 16. GERMAN CRUISERS bombard Scarborough, Whitby, and Hartlepool : 127 civilians killed and 567 injured.
- DEC. 17. GREAT BRITAIN PROCLAIMS THE INDEPENDENCE OF EGYPT under British suzerainty: deposition of the Khedive Abbas and proclamation of Prince Hussein as Sultan of Egypt.
- DEC. 25. BRITISH NAVAL AIR-RAID on Cuxhaven: German aeroplane raid on Dover and the Thames frustrated.
- DEC. 31. H.M.S. "Formidable" (battleship) sunk in the Channel.

1915=====1915

- JAN. 11. GERMANS USE POISON shells in the fighting on the Western Front.
- JAN. 19. ZEPPELIN RAID on East Coast towns (including Sheringham, Cromer, and Yarmouth): 4 killed, 15 injured.
- JAN. 24. BRILLIANT NAVAL VICTORY in the North Sea. Sir David Beatty with the 1st Cruiser Squadron defeats German Battle-cruiser Squadron. "Blucher" sunk; no British ships lost.
- JAN. 30. GERMAN SUBMARINES sink 3 vessels near Liverpool.
- FEB. 2. TURKISH ATTACK on the Suez Canal repulsed.
- FEB. 4. GERMANS DECLARE a blockade of Great Britain, commencing on February 18.
- FEB. 18. Commencement of German submarine "frightfulness."
- FEB. 19. ALLIED FLEETS attack the Dardanelles forts

You are sure of being nourished if you take BOVRIL

DIARY OF THE WAR

1915=====1915

- FEB. 26. GREAT RUSSIAN VICTORY in Galicia; Austrians heavily defeated.
- MARCH 5. GERMAN SUBMARINE U8 SUNK near Dover, and officers and crew taken prisoners.
- MARCH 6. GREEK PREMIER (M. Venizelos) resigns.
- MARCH 10. BRITISH VICTORY at Neuve Chapelle. German submarine U12 sunk.
- MARCH 13. GERMANS REPULSED at Neuve Chapelle with heavy losses.
- MARCH 14. GERMAN CRUISER "DRESDEN" SUNK by British.
- MARCH 18. ALLIED NAVAL DISASTER in the Dardanelles. Two British battleships ("Irresistible" and "Ocean") and one French battleship ("Bouvet") sunk.
- MARCH 22. FALL OF PRZEMYSL. Over 120,000 officers and men (including 9 generals and 100 staff officers) surrender to the Russians.
- MARCH 24. BRITISH NAVAL AIR-RAID on docks, &c., at Antwerp; great damage.
- MARCH 25. GERMAN SUBMARINE U29 SUNK.
- MARCH 28. FRENCH VICTORY in Alsace. The s.s. "Falaba" torpedoed without warning in St. George's Channel; over 100 passengers and crew killed or drowned.
- APRIL 9. FRENCH VICTORY in Lorraine; Germans defeated with a loss of nearly 30,000 killed, wounded, and prisoners.
- APRIL 14. ZEPPELIN RAID on North-East Coast of England; 2 casualties.
- APRIL 15. TOTAL BRITISH CASUALTIES to date, 139,347.
- APRIL 18. BRITISH SUBMARINE E15 run ashore and destroyed in the Dardanelles.
- APRIL 22. GERMANS FIRST USE POISON GAS on the Western Front.
- APRIL 24. HEAVY FIGHTING at Ypres; brilliant actions by Canadians.
- APRIL 25. SUCCESSFUL LANDING of British troops in Gallipoli under heavy fire.
- APRIL 29. ZEPPELIN RAID on East Coast; incendiary bombs cause fires in Ipswich and Bury St. Edmunds; no casualties.
- MAY 1. DUNKIRK BOMBARDED by the Germans with guns carrying 18 miles. Two German torpedo-boats sunk by British destroyers.
- MAY 5. AUSTRO-GERMANS HEAVILY REINFORCED in Galicia. Retreat of the Russians begins.
- MAY 7. "LUSITANIA" torpedoed and sunk by a German submarine near Queenstown; 1,500 non-combatants drowned.
- MAY 10. ZEPPELIN RAID on Southend: one woman killed.
- MAY 11. ANTI-GERMAN RIOTS in London: mob wrecks German-owned shops.
- MAY 13. GENERAL BOTHA REPORTS capture of Windhoek, the capital of German South-West Africa. Loss of British battleship "Goliath" in the Dardanelles.
- MAY 16. ZEPPELIN RAID in Kent: bombs dropped on Ramsgate, 2 persons killed and 3 injured. Gallant exploit by a British naval airman (Flight-Comm. Bigsworth), who bombs a Zeppelin.
- MAY 19. JOCKEY CLUB decides to stop all racing, except at Newmarket.
- MAY 21. COALITION GOVERNMENT formed.
- MAY 22. TROOP-TRAIN SMASH at Gretna Green; over 150 of the Royal Scots (Lothian Regiment) killed.
- MAY 23. ITALY DECLARES WAR against Austria.
- MAY 25. MINISTRY OF MUNITIONS created, with Mr. Lloyd George at its head.

It must be BOVRIL.

DIARY OF THE WAR

1915

1915

- MAY 26. BRITISH BATTLESHIP "TRIUMPH" LOST in the Dardanelles.
- MAY 27. BRITISH BATTLESHIP "MAJESTIC" LOST in the Dardanelles; making a total of 5 British battleships sunk in the various attacks; H.M.S. (auxiliary) "Princess Irene" blown up at Sheerness, all on board killed. Zeppelin raid on Southend: 3 killed.
- MAY 30. ITALIANS INVADE the Trentino (Italian Tyrol).
- MAY 31. ZEPPELIN RAID on the outskirts of London: 7 killed, 33 injured.
- JUNE 3. AUSTRO-GERMANS RECAPTURE PRZEMYSL (Galicia).
- JUNE 4. GENERAL ATTACK on Turkish positions in Gallipoli. Zeppelin raid on East and South-East Coasts: 8 injured.
- JUNE 6. ZEPPELIN RAIDS on East Coast: 64 casualties (24 killed).
- JUNE 7. FLIGHT-SUB-LIEUT. R. J. WARNEFORD destroys a Zeppelin at a height of 6,000 ft., near Brussels: V.C. awarded for the exploit.
- JUNE 8. GERMAN SUBMARINE SUNK: 27 officers and men taken prisoners.
- JUNE 15. ALLIED AIR-RAID on Karlsruhe: great damage caused. Zeppelin raid on North-East Coast: 18 killed, 72 injured.
- JUNE 23. AUSTRIANS RECAPTURE LEMBERG. Munitions Bill introduced.
- JUNE 24. GERMAN SPY, Mueller, shot at the Tower.
- JUNE 29. NATIONAL REGISTRATION BILL introduced: all men and women between 16 and 65 to register.
- JULY 1. S.S. "ARMENIA" SUNK by a German submarine: 29 drowned.
- JULY 9. FINAL SURRENDER of the Germans in South-West Africa.
- JULY 11. GERMAN CRUISER "Konigsberg" destroyed in a river in East Africa by British monitors.
- JULY 15. FIERCE LAND AND SEA FIGHTING in Gallipoli and the Dardanelles.
- JULY 27. TOTAL BRITISH CASUALTIES to date, 330,995.
- JULY 30. GERMANS ATTACK WITH LIQUID FIRE on Western Front.
- AUGUST 5. FALL OF WARSAW, the capital of Poland.
- AUGUST 6. GENERAL SARRAIL appointed to command the French forces in the Dardanelles. The Kaiser makes indirect proposals for a separate peace, which Russia rejects.
- AUGUST 9. FRENCH AIR-RAID on Saarbrücken (German Lorraine). Distribution of National Register forms. Zeppelin raid on East Coast: 3 casualties (17 killed). One Zeppelin damaged by anti-aircraft guns and subsequently destroyed by aeroplane attack near Dunkirk. British destroyer "Lynx" sunk by mine.
- AUGUST 13. ZEPPELIN RAID on the East Coast: 29 casualties (6 killed).
- AUGUST 14. BRITISH TRANSPORT "ROYAL EDWARD" SUNK by submarine in Aegean Sea: 1,000 lives lost.
- AUGUST 15. NATIONAL REGISTRATION: 25,000,000 forms filled up.
- AUGUST 16. GERMAN SUBMARINE SHELLS Whitehaven, Harrington, and Parton (Cumberland). No casualties.
- AUGUST 17. ZEPPELIN RAID on the East Coast: 58 casualties (10 killed).
- AUGUST 19. WHITE STAR LINER "ARABIC" SUNK without warning by German submarine. Over 30 drowned.
- AUGUST 21. COTTON DECLARED ABSOLUTE CONTRABAND of war. German naval repulse near Riga: battle-cruiser "Moltke" sunk.

GIVE HIM BOVRIL.

DIARY OF THE WAR

1915=====1915

- AUGUST 22. ITALY DECLARES WAR on Turkey
- AUGUST 26 GERMAN SUBMARINE SUNK by bombs dropped from a naval aeroplane by Squad -Comm. A. W. Bigworth.
- SEPT. 1. GERMANS CLAIM to have captured over 270,000 Russians during August. 4 Turkish transports sunk by British submarines.
- SEPT. 4. ALLAN LINER " HESPERIAN " TORPEDOED : over 20 lives lost.
- SEPT. 5. FIGHTING on the Indian North-West frontier : 10,000 Mohmands defeated with severe losses.
- SEPT. 7. ZEPPELIN RAID on Eastern Counties : 56 casualties (18 killed).
- SEPT. 8. ZEPPELIN RAID on London district and the Eastern Counties 120 casualties (26 killed). Allied air-raid on Ostend.
- SEPT. 13. AEROPLANE RAID on Margate : 2 killed, 6 injured.
- SEPT. 15. RUSSIANS DEFEAT MACKENSEN near Rovno.
- SEPT. 16. British submarine E7 reported sunk in the Dardanelles.
- SEPT. 21. BUDGET INTRODUCED in the House of Commons : amount required £1,590,000,000. 50 per cent. tax on war profits ; 40 per cent. increase of income tax ; increased postal and telegraph charges ; heavy increases in taxes on tea, coffee, &c. ; also in duties on patent medicines and petrol ; 33½ per cent. import duties on motor cars and cycles.
- SEPT. 22. BULGARIAN ARMY MOBILISED. French air-raid on Stuttgart.
- SEPT. 24. GREEK ARMY AND NAVY MOBILISED. London declared a military area under the Defence of the Realm Act. No-treating Order issued.
- SEPT. 25. BRITISH VICTORY at Loos and La Bassée ; French advance in Lorraine.
- SEPT. 29. BRITISH VICTORY over the Turks at Kut-el-Amara (Mesopotamia). Heavy fighting on the Western front. London Lighting Order : Lights in private houses and rail'way carriages to be screened.
- OCT. 3. ALLIED FORCES LAND at Salonika.
- OCT. 5. BULGARIANS INVADE SERBIA. Lord Derby becomes Director of Recruiting. Resignation of the Greek Prime Minister, M. Venizelos, owing to King Constantine's refusal to fulfil his treaty obligations to Serbia.
- OCT. 6. AUSTRO-GERMANS begin the second invasion of Serbia.
- OCT. 9. FALL OF BELGRADE, the capital of Serbia.
- OCT. 11. NO-TREATING ORDER for London comes into force.
- OCT. 13. ZEPPELIN RAID on London area and Eastern Counties : 182 casualties (71 killed). Murder of Miss Cavell by the Germans.
- OCT. 14. GREAT BRITAIN DECLARES WAR on Bulgaria.
- OCT. 19. LORD DERBY'S " GROUP " SCHEME announced.
- OCT. 22. FALL OF USKUB (Serbia).
- OCT. 23. British submarine sinks German cruiser " Prinz Albert " in the Baltic.
- NOV. 1. FALL OF THE SERBIAN ARSENAL, Kragujevatz.
- NOV. 5. FALL OF NISH, the ancient capital of Serbia.
- NOV. 7. BRITISH SUBMARINE sinks German cruiser " Undine " in the Baltic.
- NOV. 20. GERMAN CONQUEST of Serbia completed.
- NOV. 22. GENERAL TOWNSEND DEFEATS TURKS at the Battle of Ctesiphon : subsequently compelled to retreat upon Kut-el-Amara.

BOVRIL the mighty energiser.

DIARY OF THE WAR

1915=====1915

- DEC. 3. SIEGE OF KUT-EL-AMARA by the Turks begun.
- DEC. 11. DARDANELLES CASUALTIES to date : 112,921, and 96,683 sick.
- DEC. 15. F.M. SIR JOHN FRENCH retires from the Command in France ; succeeded by General Sir Douglas Haig.
- DEC. 15. PROCLAMATION calling up the first of the " Derby " Groups (2 to 5).
- DEC. 19. BRITISH EVACUATE ANZAC AND SUVLA BAY (in the Gallipoli Peninsula). No men lost in the operation.
- DEC. 21. SIR WM. ROBERTSON becomes Chief of the General Staff.
- DEC. 30. BRITISH CRUISER " NATAL " destroyed in port by an internal explosion ; over 300 lives lost.

1916=====1916

- JAN. 5. COMPULSORY MILITARY SERVICE BILL (for single men) introduced in the House of Commons.
- JAN. 8. FINAL EVACUATION of the Gallipoli Peninsula by the British and French ; one casualty.
- JAN. 9. BRITISH BATTLESHIP " KING EDWARD VII." sunk by a mine ; all on board saved Total British casualties to date 549,467 (127,138 killed, 353,283 wounded, 68,046 missing).
- JAN. 17. GRAND DUKE NICHOLAS gains a victory over the Turks in the Caucasus : Turkish Army Corps annihilated.
- JAN. 23. GERMAN AEROPLANE RAID over Kent : 7 casualties (1 killed).
- JAN. 24. COMPULSORY MILITARY SERVICE BILL (for single men) passed. Very heavy fighting in Flanders and North France.
- JAN. 31. ZEPPELIN RAID over Norfolk, Suffolk, Lincolnshire, Staffordshire, Leicestershire and Derbyshire : 183 casualties (70 killed). Order forbidding bells and chiming public clocks in London, between sunset and sunrise.
- FEB. 1. BRITISH STEAMER " APPAM " captured by German raider " Moewe " and taken to Norfolk, U.S.A., as a prize. (Vessel subsequently restored to her owners by the U.S.A. Courts).
- FEB. 9. GENERAL SMUTS takes command in East Africa.
- FEB. 14. BRITISH CRUISER " ARETHUSA " SUNK by mine off the East Coast.
- FEB. 16. RUSSIANS CAPTURE the great Turkish fortress of Erzeroum and 13,000 prisoners, thus completing conquest of Armenia.
- FEB. 20. VERDUN OFFENSIVE BEGINS. Aeroplane raid on Lowestoft and Walmer (2 casualties).
- FEB. 29. SEA DUEL between British armed merchantman " Alcantara " and German armed raider " Greif." Both vessels sunk.
- MARCH 1. AEROPLANE RAID on South-east Coast : 1 killed.
- MARCH 5. ZEPPELIN RAID over Yorkshire, Rutland, Lincolnshire, Norfolk, Huntingdon, Cambridgeshire,, Kent and Essex : 70 casualties (18 killed).
- MARCH 8. KUT RELIEF FORCE repulsed at Es-sinn.
- MARCH 10. GERMANY DECLARES WAR on Portugal (England's oldest ally).
- MARCH 19. Aeroplane raid on Dover and Ramsgate : 40 casualties (14 killed). Flight-Comm. Bone, R.N.A.S., brings one of the raiders down.
- MARCH 22. BRITISH FRONT in France extended by taking over the Souchez-Arras section of the French Front.

A TRUSTY ALLY—BOVRIL.

DIARY OF THE WAR

1916=====1916

- MARCH 31. ZEPPELIN RAID over Eastern Counties and the N.E. Coast : 112 casualties (48 killed).
- APRIL 1. ZEPPELIN L15 brought down in the Thames estuary : crew captured. Zeppelin raid on N.E. Coast, 22 killed, 130 injured.
- APRIL 2. ZEPPELIN RAID on S.E. Scotland : 37 casualties (13 killed).
- APRIL 4. ZEPPELIN RAID on East Coast: no casualties. Fourth War Budget introduced : taxes on amusements, matches, &c. ; increased income tax. Continuous fighting at Verdun.
- APRIL 5. ZEPPELIN RAID on N.E. Coast : 10 casualties (1 killed).
- APRIL 9. BRITISH REPULSE at Sanna-i-Yat on the Tigris.
- APRIL 14. ALLIED NAVAL AIR-RAID on Constantinople.
- APRIL 25. German warships bombard Lowestoft : 23 casualties (4 killed).
- APRIL 27. BRITISH BATTLESHIP " RUSSELL " SUNK by mine ; British submarine E22 sunk in the North Sea ; German submarine sunk off East Coast.
- APRIL 29. FALL OF KUT after a siege of 143 days : 8,970 British and Indian officers and men captured with General Townsend.
- MAY 2. ZEPPELIN RAIDS on N.E. Coast of England and S.E. Coast of Scotland : 39 casualties (9 killed).
- MAY 3. ZEPPELIN L20 DESTROYED near Norwegian coast. New Compulsory Military Service Bill (affecting all men between 18 and 41, married or single).
- MAY 4. ZEPPELIN L7 SHOT DOWN off the Schleswig coast by H.M.S. " Galatea." Another Zeppelin destroyed by Allied Fleet at Salonika.
- MAY 14. GREAT AUSTRIAN OFFENSIVE against the Italians in the Trentino : Italians forced back.
- MAY 20. 80,000 GERMANS ASSAULT the Mort Homme (Verdun). Aeroplane raid on Kent Coast : 3 casualties (1 killed).
- MAY 21. NEW " SUMMER TIME " introduced.
- MAY 29. AUSTRIANS CAPTURE ASIAGO (Trentino) ; Italians in retreat.
- MAY 30. 100TH DAY OF THE BATTLE FOR VERDUN. French gain at Mort Homme.
- MAY 31. GREAT BRITISH NAVAL VICTORY off Jutland. British losses include the battle-cruisers " Queen Mary " " Indefatigable," and " Invincible," cruisers " Defence " and " Black Prince " and 8 destroyers. German Fleet driven back into harbour with the loss of 2 Dreadnoughts (battleships), 2 battle-cruisers, 4 other cruisers, 9 destroyers and 1 submarine.
- JUNE 2. GERMAN ATTACK at Ypres : 2 British generals killed.
- JUNE 4. GREAT RUSSIAN OFFENSIVE begins : General Brusiloff gains important victory ; 13,000 Austro-German prisoners.
- JUNE 5. LORD KITCHENER and his staff drowned by the mining of the cruiser " Hampshire " off the Orkneys.
- JUNE 12. ITALIANS SUCCESSFULLY RESUME THE OFFENSIVE in the Trentino.
- JUNE 13. BRILLIANT SUCCESS by Canadians at Ypres. Gen. Smuts captures Wilhelmstahl (E. Africa)
- JUNE 17. FALL OF CZERNOVITZ (Bukovina) : Russians capture 52,000 prisoners.
- JUNE 21. ARABIA REVOLTS against the Turks : the Holy City of Mecca (birthplace of Mahomet) captured by the rebels.
- JULY 1. COMMENCEMENT of the Somme offensive.

The Power of Beef is in BOVRIL.

DIARY OF THE WAR

1916=====1916

- JULY 2. FRICOURT CAPTURED by the British : Curlu and Herbecourt captured by the French ; 10,000 German prisoners in two days.
- JULY 9. GERMAN SUBMARINE "Deutschland" arrives at Baltimore.
- JULY 11. TOTAL OF AUSTRO-GERMAN PRISONERS captured by the Russians in the first month of the offensive, 266,000. Seaham harbour bombarded by a German submarine : 1 women killed.
- JULY 14. BRITISH SUCCESSFULLY ATTACK the German second line of defences on the Somme.
- JULY 15. BRITISH PENETRATE THE GERMAN THIRD LINE of defences.
- JULY 19. HEAVY GERMAN ATTACKS on the new British front on the Somme. Ground temporarily lost quickly regained by British.
- JULY 23. ENGAGEMENT in the North Sea : British light cruisers drive German squadron back into Zeebrugge.
- JULY 27. GERMANS MURDER CAPT. CHARLES FRYATT (s.s. "Brussels").
- AUGUST 4. TURKISH ATTACK on British positions at Romani, near the Suez Canal, repulsed. British take 2,500 prisoners.
- AUGUST 6. BEGINNING OF THE ITALIAN OFFENSIVE against Trieste : Italians capture an important height.
- AUGUST 9. ZEPPELIN RAID on E. and N.E. Coast : 26 casualties (10 killed). Fall of Gorizia ; Italians capture over 13,000 Austrians.
- AUGUST 24. ZEPPELIN RAID on E. and S.E. Coast : 49 casualties (9 killed).
- AUGUST 27. RUMANIA DECLARES WAR on Austria : Italy declares war on Germany.
- AUGUST 29. Field-Marshal von Hindenburg becomes German Chief of War Staff in place of General von Falkenhayn.
- SEPT. 2. ZEPPELIN RAID on E. and S.E. Counties : 16 casualties (4 killed). One Zeppelin brought down in flames at Cuffley (Herts). by Lieut. Robinson.
- SEPT. 10. HEAVY FIGHTING in the Dobrudja (Rumania). Germans capture Silistria with 28,000 prisoners and 100 guns.
- SEPT. 15. TANKS USED for the first time on the Somme. Notable British advance : Germans' third line broken, 4,200 prisoners taken.
- SEPT. 24. ZEPPELIN RAID over Essex and London : 170 casualties (4 killed). Two Zeppelins brought down : one burnt with all the crew, one captured, crew taken prisoners.
- SEPT. 26. ZEPPELIN RAID on South, East, and South-East Coasts and North Midlands : 74 casualties (43 killed). Great British and French victories on the Somme : Thiepval and Combles captured with 5,000 prisoners. Revolution in Greece : M. Venizelos forms a provisional National Government and enlists troops to fight against the Bulgarians.
- OCT. 1. ZEPPELIN RAID on East Coast : 2 casualties (one killed). One Zeppelin brought down in flames at Potter's Bar : crew burnt to death.
- OCT. 4. BRITISH TRANSPORT "FRANCONIA" and French transport "Gallia" torpedoed in Mediterranean ; 12 lives and 850 lives lost respectively.
- OCT. 8. GERMAN SUBMARINE sinks six steamers near American coast.
- OCT. 11. GREEK NAVY SURRENDERED to the Allies.
- OCT. 13. AUSTRO-GERMANS FORCE THE PASSES into Rumania.
- OCT. 24. GREAT FRENCH VICTORY at Verdun : Douaumont, Thiaumont, and Haudraumont recaptured : Germans driven back two miles.

GIVE HIM BOVRIL.

DIARY OF THE WAR

1916

1916

- OCT. 26. GERMAN "SLAVE-RAIDS" in Belgium: 15,000 civilians deported for forced labour in Germany.
- NOV. 6. P. & O. s.s. "ARABIA" SUNK by submarine in the Mediterranean.
- NOV. 13. BRILLIANT BRITISH SUCCESS on the Ancre: St. Pierre Divion and Beaumont Hamel stormed.
- NOV. 19. FALL OF MONASTIR: Allies enter the capital of Macedonia.
- NOV. 21. BRITISH RED CROSS s.s. "BRITANNIC" SUNK by German submarine in Greek waters: 32 lost. DEATH OF THE EMPEROR OF AUSTRIA.
- NOV. 22. ENEMY MINISTERS forced by the Allies to quit Athens.
- NOV. 23. GREEK NATIONALISTS (under M. Venizelos) declare war on Bulgaria.
- NOV. 23. SIX GERMAN DESTROYERS attempt raid in Channel; British destroyer lost.
- NOV. 24. BRITISH RED CROSS s.s. "BRAEMAR CASTLE" SUNK by German submarine in Greek waters.
- NOV. 27. ZEPPELIN RAID ON N.E. Coast: 4 killed, 37 injured. Two Zeppelins brought down.
- NOV. 28. AEROPLANE RAID ON LONDON: 10 injured.
- DEC. 1. GREEK GOVERNMENT refuses Allies' demands: Anglo-French troops fired upon in Athens and subsequently withdrawn.
- DEC. 6. FALL OF BUCHAREST, the capital of Rumania.
- DEC. 8. ALLIED BLOCKADE OF GREEK COAST begun.
- DEC. 12. GERMAN CHANCELLOR announces in the Reichstag that peace proposals have been made (through neutrals) to the Allies. General Nivelle takes chief command of the French Armies.
- DEC. 15. GREAT FRENCH VICTORY at Verdun: German front broken for over two miles: 7,500 prisoners captured.
- DEC. 17. FRENCH VERDUN GAINS increased to 11,300 prisoners, 115 guns, and 107 machine guns.
- DEC. 19. ALLIES RECOGNISE the Government of M. Venizelos.
- DEC. 20. AMERICAN PEACE NOTE received.
- DEC. 26. BRITISH TAKE OVER A FURTHER SECTION of Western Front.
- DEC. 30. ALLIES REJECT GERMAN PEACE OVERTURES as insincere.

1917

1917

- JAN. 1. "IVERNIA" (transport) SUNK by enemy submarine: 153 lives lost.
- JAN. 7. RUSSIAN SUCCESS NEAR RIGA: 800 Germans taken prisoner.
- JAN. 9. TURKISH POSITION NEAR EL ARISH (on the Egyptian front) captured; 1,600 prisoners. British advance in Mesopotamia. H.M.S. "Cornwallis" (battleship) sunk by submarine: 13 lives lost.
- JAN. 11. ALLIES REPLY TO AMERICAN PEACE NOTE, stating terms of peace.
- JAN. 19. FIRE AND EXPLOSION at a London munitions factory: 69 killed.
- JAN. 22. NAVAL ENCOUNTER in the North Sea: 1 German destroyer sunk, others heavily damaged. British destroyer torpedoed.
- JAN. 25. GERMAN WARSHIP SHELLS SUFFOLK COAST: casualties nil. British auxiliary cruiser "Laurentic" sunk.
- FEB. 1. GERMANS BEGIN "UNRESTRICTED SUBMARINE WARFARE," announcing their intention of sinking at sight all vessels — neutral or otherwise—in British, French, or Italian waters.
- FEB. 3. UNITED STATES BREAKS OFF DIPLOMATIC RELATIONS with Germany. Count Bernstorff, German Ambassador, receives his passports.

It MUST be BOVRIL.



Victoria Cross,
Navy (Blue).



Victoria Cross,
Army (Red).



Order of the Bath.



Order of Merit.



Mons 1914 Star.



Military Medal.



Conspicuous
Gallantry Medal.



Medal for
Distinguished Con-
duct in the Field



South African
Medal, 1899-1902.



South African
Medal, 1901-1902.



Naval General
Service Medal, 1915.



Long Service and
Good Conduct,
Navy.

Bovril is British

D DECORATIONS



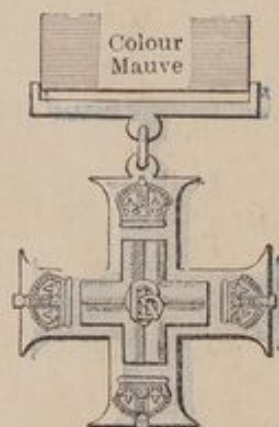
Order of St. Michael
and St. George.



Distinguished
Service Order, 1886.



Distinguished
Service Cross.



Military Cross, 1914.



Distinguished
Service Medal, 1914.



Nurses' Royal
Red Cross Medal.



Nurses'
St. John Medal.



Sudan Medal,
1896-97.



Long Service and
Good Conduct,
Army.



Meritorious Service
Medal,
Royal Marines.



Medaille Militaire
(France).



Croix de Guerre
(France).

o the Backbone.

DIARY OF THE WAR

1917=====1917

- FEB. 16. LAST DAY OF THE "VICTORY" WAR LOAN: over £1,000,000,000 "new" money subscribed.
- FEB. 22. SEVEN DUTCH STEAMERS TORPEDOED or shelled, near Falmouth, by German submarine.
- FEB. 23. FURTHER IMPORT RESTRICTIONS announced by the Premier: Minimum prices guaranteed for five years for wheat and oats.
- FEB. 24. BRITISH RECAPTURE KUT-EL-AMARA, taking over 1,700 prisoners and many guns, ammunition, stores, &c.
- FEB. 25. GERMANS FALL BACK two to three miles on an 11-mile front on the Ancre. Serre, Pys, Miraumont and Warlencourt occupied by the British. German destroyer bombards Broadstairs and Margate: 4 casualties (3 killed). Cunard s.s. "Laconia" sunk by German submarine.
- MARCH 8. FINE FRENCH SUCCESS IN CHAMPAGNE. Death of Count Zeppelin, aged 77.
- MARCH 9. UNITED STATES decides to arm American vessels against U-boats.
- MARCH 11. BRITISH CAPTURE BAGHDAD. Food riots in Petrograd.
- MARCH 12. RUSSIAN NATION IN REVOLUTION: Provisional Government formed.
- MARCH 13. BRITISH ADVANCE beyond Baghdad continued. Street fighting in Petrograd: Tzar's ministers arrested by the Revolutionaries. China breaks off diplomatic relations with Germany.
- MARCH 15. Abdication of the Tzar of Russia, Nicholas II.
- MARCH 17. GERMAN RETREAT ON A FRONT OF 100 MILES in France: British capture Bapaume; French capture Lassigny and Roye.
- MARCH 18. GERMAN DESTROYERS bombard Ramsgate.
- MARCH 19. FRENCH DREADNOUGHT "ANTON" SUNK by an enemy submarine.
- MARCH 27. GREAT BRITISH VICTORY IN PALESTINE: Turks heavily defeated.
- MARCH 30. BRITISH HOSPITAL SHIP "GLOUCESTER CASTLE" SUNK by German submarine; no lives lost.
- APRIL 5. UNITED STATES DECLARES WAR against Germany.
- APRIL 7. REPUBLIC OF CUBA DECLARES WAR against Germany.
- APRIL 8. REPUBLIC OF PANAMA DECLARES WAR against Germany. Austria breaks off relations with the U.S.A.
- APRIL 9. Capture of the famous Vimy Ridge, several villages and 6,000 prisoners. British advance $1\frac{1}{2}$ miles on a 12-mile front. BRAZIL breaks off relations with Germany.
- APRIL 10. BRITISH RED CROSS SHIP "SALTA" SUNK by mine: over 50 drowned.
- APRIL 16. FRENCH VICTORY in Champagne: 10,000 prisoners.
- APRIL 17. FURTHER FRENCH SUCCESSES: 3,500 more prisoners. Two British Red Cross ships sunk by German submarines without warning: 75 drowned.
- APRIL 20. GALLANT SEA-FIGHT by British destroyers "Swift" and "Broke" against six German destroyers. Two German destroyers sunk.
- APRIL 26. GERMAN DESTROYERS BOMBARD RAMSGATE: 5 casualties.
- APRIL 29. TOTAL OF GERMANS TAKEN PRISONER by British in April, 19,343.
- MAY 7. GERMAN AEROPLANE RAID over N.E. London: 3 casualties.
- MAY 14. BRITISH DESTROY ZEPPELIN L22 in the North Sea.
- MAY 15. ITALIAN VICTORY near Gorizia: 14 British drifters sunk by Austrian destroyers in the Adriatic. General Petain, the hero of Verdun, appointed to Chief Command of the French Armies.

NOVEMBER gave strength to win.

DIARY OF THE WAR

1917

1917

- MAY 19. UNITED STATES decides to send American troops to France.
- MAY 23. ZEPPELIN RAID over Eastern Counties : 1 killed.
- MAY 25. GREAT AEROPLANE RAID on Folkestone : 95 killed and 192 injured. 3 enemy planes down.
- MAY 26. BRITISH RED CROSS SHIP "Dover Castle" sunk, by submarine : 6 drowned.
- JUNE 1. OSTEND, BRUGES, AND ZEEBRUGGE BOMBED by British naval aeroplanes. Total prisoners captured by Allies in France during the Spring offensive, 52,000, with 446 guns and 1,000 machine guns. H.M. transport "Cameronian" torpedoed : 63 drowned.
- JUNE 4. GENERAL BRUSILOFF appointed Commander-in-Chief of the Russian Armies.
- JUNE 5. BRITISH SQUADRON under Commander Tyrwhitt defeats 6 German destroyers : one German destroyer sunk. Aeroplane raid on Essex and the Medway : 47 casualties (13 killed). Eight enemy aeroplanes brought down.
- JUNE 7. CAPTURE OF MESSINES RIDGE by the British : enemy positions destroyed by 19 mines : 5,000 Germans taken prisoner.
- JUNE 12. FORCED ABDICATION of the King of Greece : Franco-British forces landed. King Constantine's second son, Alexander, succeeds him on the throne.
- JUNE 13. GREAT DAYLIGHT AEROPLANE RAID on London : 162 killed, 432 injured : one enemy aeroplane brought down.
- JUNE 14. ZEPPELIN L43 DESTROYED by British in the North Sea.
- JUNE 16. ZEPPELIN RAID over Eastern Counties and Kent : 3 killed, 16 injured : one Zeppelin destroyed.
- JUNE 26. AMERICAN TROOPS ARRIVE in France.
- JUNE 27. MESOPOTAMIA COMMISSION Report issued.
- JUNE 28. RHEIMS CATHEDRAL SHELLED by Germans.
- JUNE 29. GERMANS DELIVER HEAVY ATTACKS on three points of Aisne front and north of Verdun.
- JUNE 30. BRITISH ADVANCE on Lens front.
- JULY 1. TOTAL CAPTURES BY BRITISH in June, 8,686 prisoners and 67 guns.
- JULY 2. CLOSE OF GERMANO-BRITISH CONFERENCE at the Hague on war prisoners.
- JULY 3. GREAT INCREASE IN AERIAL ACTIVITY of the enemy on British Front.
- JULY 4. AEROPLANE RAID on Harwich : 47 casualties (15 killed). British airmen raid German aerodrome on Belgian coast.
- JULY 6. GREAT AERIAL ACTIVITY between Lens and Ypres. British destroyer torpedoed in North Sea.
- JULY 7. DAYLIGHT AIR RAID on London and Thanet by 22 German machines : seven brought down in North Sea ; 57 killed, 193 injured.
- JULY 8. ENEMY MAKE SURPRISE ATTACK at four points astride Soissons—Laon road.
- JULY 9. INTERNAL EXPLOSION sinks Dreadnought "Vanguard," over 700 lives lost.
- JULY 10. BOMBARDMENT OF BRITISH SECTORS near Belgian coast.
- JULY 11. ENEMY PENETRATES to depth of 600 yards at British sectors in Belgian lines. Germans claim 1,250 prisoners.
- JULY 13. EXCEPTIONALLY HEAVY AIR-FIGHTING on British front : 31 German and 9 British machines brought down.

BOVRIL the mighty energiser.

DIARY OF THE WAR

1917=====1917

- JULY 14. GERMAN CHANCELLOR, BETHMANN-HOLLWEG resigns. Dr. Michaelis appointed as his successor.
- JULY 17. ROYAL PROCLAMATION announces the adoption by the Royal Family of the name of "Windsor."
- JULY 19. UNSUCCESSFUL GERMAN ATTACK in British salient south of Lombartzyde.
- JULY 20. TWENTY-MILE RETREAT on wide front by Russians. Mutiny and disorder in Russian army.
- JULY 21. PARALYSIS BY MUTINY of Russians northern army. Germans reach Tarnapol.
- JULY 22. M. KERENSKY becomes Premier of Russia. Harwich raided by aeroplanes. Two machines brought down: 39 casualties (13 killed).
- JULY 23. RUSSIANS RETREAT on 150-mile front in Galicia.
- JULY 25. OPENING OF ALLIES' Balkan Conference in Paris.
- JULY 26. PRACTICAL FAILURE of great German attack on Chemin des Dames.
- JULY 29. VIOLENT MASSED ARTILLERY fire in Flanders: heaviest yet known. German bases in Belgium bombed by naval airmen.
- JULY 30. ANNOUNCEMENT that British cruiser "Ariadne" has been torpedoed. 38 lives lost.
- JULY 31. FOURTH GREAT 1917 BATTLE on British front begins. Fifteen-mile front from Lys Valley to Boesinghe attacked by British. Yser crossed and villages taken with over 6,000 prisoners.
- AUGUST 1. COUNTER ATTACK on new British front at Ypres. Repulsed except at St. Julien. Fighting on Aisne and Verdun sectors.
- AUGUST 2. FURTHER GERMAN COUNTER-ATTACKS on Ypres front repulsed with heavy loss to enemy.
- AUGUST 4. BRITISH RECAPTURE St. Julien.
- AUGUST 10. BRITISH COMPLETE CAPTURE of Westhoek and again attack on Ypres front. Great aerial battles.
- AUGUST 12. AIR RAID on East coast by German aeroplane: 32 killed, 44 injured. Two machines brought down.
- AUGUST 13. BRITISH DESTROYER MINED and sunk in North Sea.
- AUGUST 14. VATICAN issues Peace proposals.
- AUGUST 15. BRITISH PENETRATE FRONT Lens to east of Loos to depth of half-a-mile.
- AUGUST 16. ALLIES ATTACK on 9-mile front E. and N. of Ypres. Recapture of Langemarck.
- AUGUST 18. ENEMY CLAIMS 42,000 prisoners and 257 guns on Russian front since July 19.
- AUGUST 19. ITALIAN OFFENSIVE begins on 30-mile front. Austrian front lines captured.
- AUGUST 20. FRENCH ATTACK on 11-mile front north of Verdun. Italians gain ground.
- AUGUST 22. ZEPPELIN ATTACK on Mouth of Humber: slight damage only.
- AUGUST 22. GERMAN AIRMEN bomb Margate, Ramsgate, and Dover. 8 enemy machines driven down; 12 killed, 25 injured.
- AUGUST 23. ITALIAN ADVANCE continues: 16,500 prisoners in four days' fighting.
- AUGUST 24. ALLIES CLAIM total 167,780 prisoners since April 9.
- AUGUST 27. GERMANS RENEW ACTIVITIES on Aisne front. Great Italian battle in progress north of Gorizia.

You are sure of being nourished if you take BOVRIL

DIARY OF THE WAR

1917=====1917

- AUGUST 29. PRESIDENT WILSON replies to Vatican Peace proposals.
- SEPT. 1. BRITISH LIGHT NAVAL FORCES destroy 4 German minesweepers off Jutland.
- SEPT. 2. MOONLIGHT AIR-RAID on Dover by 1 German machine : 1 man killed.
- SEPT. 3. R.N.A.S. BOMB BRUGES.
- SEPT. 4. MOONLIGHT AIR-RAID on Chatham and Kent districts ; 132 killed, 96 injured.
- SEPT. 5. LONDON AND S.E. ENGLAND bombed by 20 German aeroplanes in moonlight : 19 killed, 71 injured in two-days' raid. 1 enemy machine driven down off Sheerness.
- SEPT. 6. BRITISH AIRMEN drop 400 bombs on enemy bases on Western front in last two days.
- SEPT. 10. BRITISH ADVANCE near St. Quentin.
- SEPT. 11. FURTHER BRITISH ADVANCE near St. Quentin, accompanied by great air battle. Twenty German machines down.
- SEPT. 13. NAVAL AIRMEN BOMB destroyer and aerodrome at Zeebrugge.
- SEPT. 17. ALLIES BOMB Stuttgart-Colmar and German billets in Belgium.
- SEPT. 20. BRITISH ATTACK on 8-mile front east of Ypres, Inverness wood, Glenrose wood, and villages of Veldhoek and Zevenkote captured. Prisoners 3,243.
- SEPT. 23. GERMANS' IMPENITENT REPLY to Vatican Peace proposals.
- SEPT. 24. MOONLIGHT AIR-RAID on London, Essex and Kent : 21 killed, 70 injured.
- SEPT. 25. ZEPPELINS RAID COASTS of Lincolnshire and Yorkshire : 3 casualties. Aeroplane Raid on Kent and London ; 9 killed, 23 injured.
- SEPT. 26. RESUMPTION OF BRITISH ATTACK East of Ypres on 6-mile front. Storming of Zonnebeke Wood, Polygon Wood and Tower Hamlets Ridge : 1,600 prisoners.
- SEPT. 28. AIR RAID on London and S.E. Counties by moonlight : no casualties. Two German machines shot down.
- SEPT. 29. THREE SQUADRONS of German aeroplanes raid London by moonlight : 14 killed, 87 injured.
- SEPT. 30. TWO SQUADRONS OF GERMAN AEROPLANES raid London and Kent towns by moonlight. One raider down off Dover : 14 killed 38 injured.
- OCT. 1. MOONLIGHT AIR-RAID on London and Kentish towns by 4 groups of German aeroplanes : 11 killed, 41 injured.
- OCT. 2. BRITISH CRUISER "DRAKE" torpedoed and sunk in Atlantic.
- OCT. 9. ATTACK BEFORE YPRES by French and British : 3,000 prisoners.
- OCT. 12. GERMANS LAND IN OESEL, Gulf of Riga.
- OCT. 16. BILL CONSTITUTING AIR MINISTRY announced by Mr. Bonar Law.
- OCT. 17. TWO BRITISH DESTROYERS and 9 neutral vessels sunk by German cruisers off the Shetlands.
- OCT. 19. ENGLAND RAIDED by Zeppelins (6 or 7), which were ultimately caught in a storm—4 destroyed in France : 36 killed, 55 injured.
- OCT. 22. FRANCO-BRITISH FORCES ADVANCE near Poelcapelle.
- OCT. 23. FRENCH ADVANCE on the Aisne, resulting in 8,000 prisoners.
- OCT. 24. GREAT ITALIAN DEFEAT at Caporetto.
- OCT. 28. ITALIAN LOSSES, total 100,000 prisoners and 700 guns. New Italian Government formed by Signor Orlando.

A TRUSTY ALLY—BOVRIL.

DIARY OF THE WAR

1917

 1917

- OCT. 29. S.E. COUNTIES RAIDED by 10 German aeroplanes : no casualties.
- OCT. 31. BRITISH CAPTURE BEERSHEBA, in Palestine. London raided by 30 German aeroplanes : 10 killed, 22 injured.
- NOV. 1. ADVANCE BY THE FRENCH on Chemin des Dames.
- NOV. 2. GERMAN AUXILIARY CRUISER and 10 armed patrol boats sunk by British light cruisers in the Cattegat.
- NOV. 3. FRENCH TROOPS ARRIVE in Italy.
- NOV. 4. BRITISH TROOPS ARRIVE in Italy.
- NOV. 5. TURKS DEFEATED at Tekrit in Mesopotamia.
- NOV. 6. PASSCHENDAELE CAPTURED by Canadians.
- NOV. 7. GAZA CAPTURED by General Allenby.
- NOV. 8. LENIN SEIZES Petrograd Government.
- NOV. 9. TURKISH RETREAT from Ascalon. Versailles Supreme Council formed.
- NOV. 10. BRITISH ADVANCE at Ypres.
- NOV. 14. BRITISH MONITOR and destroyer sunk off coast of Palestine. Vigorous Italian defence on Piave.
- NOV. 16. NEW FRENCH MINISTRY formed by Monsieur Clemenceau.
- NOV 17. BRITISH CAPTURE JOPPA. British light cruisers sink German patrol boat.
- NOV 18. DEATH OF GENERAL MAUDE (Mesopotamia).
- NOV 20. GREAT BRITISH SURPRISE ATTACK at Cambrai.
- NOV 24*25. FIERCE BATTLE near Cambrai.
- NOV 30. BRITISH FORCED BACK by great German counter attack at Cambrai.
- DEC. 5. BOURLON WOOD evacuated by British.
- DEC. 6. EARLY MORNING RAID on London by 25 German aeroplanes : 8 killed, 28 injured. Two brought down. Armistice on Russian front.
- DEC. 9. JERUSALEM CAPTURED by British.
- DEC. 12. GERMAN ADVANCE on Cambrai front.
- DEC. 18. MOUNT ASOLONE (Italian front) captured by Germans ; 2,000 prisoners. London raided by 20 German aeroplanes : 14 killed, 85 injured. Two brought down.
- DEC. 19. RECAPTURE OF MOUNT ASOLONE by Italians.
- DEC. 22. BREST-LITOVSK PEACE CONFERENCE opens. Aeroplane raid in Kent by 5 machines : no casualties. One captured.
- DEC. 23. THREE BRITISH DESTROYERS SUNK off Dutch coast.
- DEC. 26. REPULSE OF GERMAN ATTACK near Verdun.

1918

 1918

- JAN. 4. GERMAN SUBMARINE sinks British hospital ship " Rewa " in Bristol Channel.
- JAN. 11. VICE-ADMIRAL BACON succeeded by Vice-Admiral Keyes at Dover. Admiralty reorganised.
- JAN. 12. GERMANS AGAIN REPULSED on Verdun front.
- JAN. 14. YARMOUTH BOMBARDED by German destroyers : 6 killed, 6 injured. Italians gain ground.
- JAN. 18. ADVANCE IN PALESTINE by British.

GIVE THEM BOVRIL.

DIARY OF THE WAR

1918

1918

- JAN. 20. NOTORIOUS BATTLESHIPS "Breslau" and "Goeben" sally from Dardanelles; "Breslau" sunk; "Goeben" damaged. Two German destroyers mined in North Sea.
- JAN. 21. RESIGNATION FROM WAR CABINET of Sir E. Carson.
- JAN. 26. EXTENSION OF BRITISH LINE on Western front to south of St. Quentin.
- JAN. 27. "Goeben" taken to Constantinople after refloating.
- JAN. 28. LONDON RAIDED by 15 German aeroplanes: 67 killed, 166 injured. One shot down.
- JAN. 29. KENT AND ESSEX RAIDED by 15 German machines: 10 killed, 10 injured. Italian advance; 11,000 prisoners.
- JAN. 30. GREAT AIR RAID on Paris. One machine shot down.
- FEB. 3. ANNOUNCEMENT OF AMERICAN troops presence in France.
- FEB. 5. AMERICAN TRANSPORT "Tuscania" sunk by submarine.
- FEB. 6. GERMAN ULTIMATUM to Roumania demanding her entry into Peace negotiations.
- FEB. 9. SIGNING OF FIRST BREST-LITOVSK Treaty (Ukraine).
- FEB. 10. RUSSIA out of the war. Refusal of Trotsky to continue war or make peace.
- FEB. 12. BRITISH MACHINES bomb Offenburg.
- FEB. 14. BOLO PASHA sentenced to death in Paris.
- FEB. 15. TEN GERMAN DESTROYERS SINK 1 British trawler and 7 drifters in Dover Straits.
- FEB. 15. LONDON RAIDED by 6 German aeroplanes: 12 killed, 6 injured. Gen. Sir H. Wilson becomes Chief of Imperial Staff.
- FEB. 16. LONDON RAIDED by 7 German aeroplanes: 21 killed, 32 injured.
- FEB. 18. GERMANS RESUME HOSTILITIES against Russia. Rapid advance into Central Russia.
- FEB. 21. JERICHO CAPTURED by General Allenby.
- FEB. 24. GERMAN ADVANCE into Russia continues. Bolsheviki surrender and concede all German demands.
- FEB. 26. GERMAN SUBMARINE torpedoes "Glenart Castle," British hospital ship.
- FEB. 27. TREVES and Metz bombed by British airmen.
- MAR. 1. GERMAN DESTROYER and 2 minesweepers sunk off Dutch coast.
- MAR. 2. BOLSHEVIKS sign Brest-Litovsk Peace Treaty.
- MAR. 4. ROUMANIA forced to accept German Peace terms.
- MAR. 7. AIR RAID ON LONDON by 8 German machines (moonless night): 23 killed, 39 injured.
- MAR. 8. AIR RAID ON PARIS. One machine brought down.
- MAR. 9. DAYLIGHT RAID on Mainz by British airmen.
- MAR. 10. BRITISH DAYLIGHT AIR-RAID on Stuttgart. One machine lost.
- MAR. 11. GREAT AIR RAID ON PARIS. Four German machines brought down. Zeebrugge Docks bombarded by British airmen.
- MAR. 13. N.E. COAST RAIDED by 2 Zeppelins: 8 killed, 39 injured.
- MAR. 16-18. SUSTAINED BRITISH AIR-RAIDS on German towns.
- MAR. 21. GREAT GERMAN OFFENSIVE against British commences on 50-mile front. British retreat with heavy losses.
- MAR. 23. PARIS SHELLLED by long-range gun.

It *must* be BOVRIL.

DIARY OF THE WAR

1918 _____ 1918

- MAR. 24. PERONNE AND BAPAUME CAPTURED by Germans. French reinforce British front.
- MAR. 25. GERMANS CAPTURE NOYON.
- MAR. 26. CAPTURE OF 963 GUNS and 100 tanks claimed by Germans.
- MAR. 27. ALBERT and MONTDIDIER taken by Germans.
- MAR. 28. REPULSE OF GERMAN ATTACK near Arras.
- MAR. 30. GENERAL FOCH takes supreme command in France.
- APRIL 4. GERMANS CAPTURE MORISEL near Amiens.
- APRIL 5. ALLIED LANDING at Vladivostok.
- APRIL 7. RETREAT OF FRENCH near Chouay with loss of 2,000 prisoners.
- APRIL 11. PLOEGSTEERT CAPTURED by Germans. Armentieres evacuated by British.
- APRIL 12. LOSS OF MESSINES. Air raid on Eastern Counties and Midlands by four Zeppelins: 7 killed, 20 injured.
- APRIL 14. BRITISH EVACUATE NEUVE EGLISE. General Foch appointed Allied Generalissimo.
- APRIL 16. WYTSCHAETE CAPTURED by Germans.
- APRIL 18. REPULSE OF GERMAN ATTACK at Givenchy. Brilliant British naval raid on Zeebrugge and Ostend. Military service age limit raised to 51.
- APRIL 23. GERMANS REPULSED near Bailleul.
- APRIL 24. GERMAN ADVANCE near Ypres.
- APRIL 26. CAPTURE OF KEMMEL HILL by Germans.
- APRIL 29. GERMANS SUFFER HEAVY LOSSES in repulsed attack near Ypres.
- MAY 2. BRITISH AIR RAID on Zeebrugge Docks.
- MAY 5. SUCCESSFUL ATTACK by Australians on the Somme.
- MAY 6. BRITISH MINE-SWEEPER SUNK in the Sea of Azoff.
- MAY 7. CAPTURE OF KIRKUK in Mesopotamia by British.
- MAY 8-9. ZEEBRUGGE BOMBED by British airmen. 'Vindictive' sunk as blockship at Ostend.
- MAY 10. ZEPPELIN BEATEN OFF by British airmen in North Sea.
- MAY 11. GERMAN CRUISER SUBMARINE sunk by British submarine in Atlantic.
- MAY 13. GERMANS REPULSED near Ypres.
- MAY 17. DE VALERA and sixty Sinn Fein leaders arrested in Ireland.
- MAY 18. BRITISH AIR-RAID on Cologne. Two German machines brought down.
- MAY 19. AIR RAID ON LONDON by 30 German aeroplanes, five brought down. 49 killed, 177 injured.
- MAY 20. COBLENZ AND METZ raided by British aeroplanes.
- MAY 22. PARIS RAIDED by 30 German machines.
- MAY 27. RESUMPTION OF GREAT GERMAN OFFENSIVE. Allies forced back 12 miles. Paris bombarded by long-range gun.
- MAY 28. GERMANS CAPTURE COUCY; they claim 25,000 prisoners.
- MAY 29. CAPTURE OF SOISSONS by Germans. Also advance north of Rheims. Heavy captures of guns and material.
- MAY 31. BRITISH DESTROYER SUNK in a collision.
- JUNE 1. GERMANS forty miles from Paris.

BOVRIL gave strength to win.

DIARY OF THE WAR

1918=====1918

- JUNE 2. BETWEEN OURcq AND THE MARNE, the French counter-attack successfully.
- JUNE 4. SLACKENING of German attack.
- JUNE 9. GERMANS ATTACK on Montdidier-Noyon front. French forced back five miles.
- JUNE 11. FRENCH COUNTER-ATTACK on seven-mile front.
- JUNE 15. COMMENCEMENT OF GREAT AUSTRIAN OFFENSIVE against Italy. Piave crossed.
- JUNE 16. AUSTRIANS HELD almost on whole front.
- JUNE 19. AUSTRIANS FORCED BACK. Bight of Heligoland swept by British Squadron.
- JUNE 20. IMPORTANT ITALIAN SUCCESES on Piave.
- JUNE 23. AUSTRIANS FORCED BACK over Piave.
- JUNE 27. GERMAN SUBMARINE SINKS "LLANDOVERY CASTLE," hospital ship, off Irish Coast.
- JUNE 28. FRENCH ATTACK on Aisne-Villers Cotterets Forest front, 1,000 prisoners taken.
- JULY 1. GERMAN SUBMARINE SINKS U.S. TRANSPORT "CORRINGTON" (few lives lost). Americans capture Vaux.
- JULY 2. ANNOUNCEMENT BY PRES. WILSON that over 1,000,000 American troops have sailed for France.
- JULY 3. FRENCH ADVANCE at Moulin-sur-Tousvent, 1,000 prisoners taken.
- JULY 4. AUSTRALIAN AND AMERICAN SUCCESS south of the Somme.
- JULY 6. ITALIANS ADVANCE over whole of Piave front. Total prisoners taken by Italians since opening of Austrian offensive, 24,000.
- JULY 9. ADMIRAL VON HINTZE succeeds Kuhlmann as German Foreign Minister.
- JULY 12. ALLIED LANDING on Murman Coast announced.
- JULY 15. GERMAN SUBMARINE sinks British transport "Barringa," no lives lost. Third great German offensive on front of 50 miles, east and west of Rheims.
- JULY 18. FRENCH DELIVER GREAT COUNTER-ATTACK. Eight miles advance on wide front.
- JULY 19. RECAPTURE OF METEREN on Ypres front by British. Bight of Heligoland swept by British fleet. Zeppelin sheds bombed by British aircraft.
- JULY 22. ALLIES CROSS THE MARNE.
- JULY 23. BRITISH SUCCESS at Marfaux. French advance north of Montdidier.
- JULY 24. WRECK OF BRITISH DESTROYER.
- AUGUST 2. LANDING OF ALLIES at Archangel.
- AUGUST 3. GERMAN SUBMARINE SINKS "WARLDA," ambulance ship.
- AUGUST 8. BRITISH BREAK THROUGH on line Albert-N. Montdidier. Great capture of guns and men.
- AUGUST 9. CONTINUANCE OF BRITISH ADVANCE.
- AUGUST 10. CAPTURE OF MONTDIDIER by Anglo-French forces frees Amiens from peril.
- AUGUST 13. FURTHER FRENCH SUCCESS on Lassigny tableland.
- AUGUST 15. CROSSING OF ANCRE by British. German air-raid on Paris.
- AUGUST 18. FRENCH ATTACK between Aisne and Oise.
- AUGUST 20. FRENCH MAKE RAPID ADVANCE south of Oise, capturing 8,000 prisoners.

The Power of Beef is in BOVRIL.

DIARY OF THE WAR

1918=====1918

- AUGUST 21. BRITISH ATTACK and advance north of the Avre. French advance continues.
- AUGUST 22. BRITISH TAKE ALBERT.
- AUGUST 23. ADVANCE ON 30-MILE FRONT by British. Bray captured with thousands of prisoners.
- AUGUST 24. THIEPVAL RIDGE STORMED by British.
- AUGUST 25. FURTHER BRITISH ADVANCES. Prisoners total 17,100.
- AUGUST 26. BRITISH CAPTURE OF MONCHY.
- AUGUST 27. BRITISH TAKE DELVILLE WOOD. Capture of Roye by the French.
- AUGUST 29. BAPAUME FALLS TO BRITISH. French capture Noyon.
- AUGUST 30. OCCUPATION OF BAILLEUL by British.
- SEPT. 1. PERONNE TAKEN by Australians.
- SEPT. 2. HINDENBURG "SWITCH LINE" BROKEN through by British and Canadian forces. Germans routed.
- SEPT. 3. FLANK OF CROWN PRINCE'S ARMY THREATENED by French.
- SEPT. 8. GENERAL ANGLO-FRENCH ADVANCE to old Hindenburg line (as in June, 1917, Cambrai-Soissons).
- SEPT. 10. SUBMARINE SINKS "SOLWAY CASTLE." Many lives lost.
- SEPT. 13. 15,000 PRISONERS AND 200 GUNS taken by Americans in St. Mihiel salient.
- SEPT. 14. AMERICANS TEN MILES FROM METZ.
- SEPT. 16. IMPORTANT "BREAK-THROUGH" by allies on Bulgarian front, with capture of 3,000 prisoners and 24 guns.
- SEPT. 17. RAPID ALLIED ADVANCE on Bulgarian front.
- SEPT. 19. GENERAL ALLENBY'S FORCE BREAKS THROUGH Turkish front in Palestine. Serbians rout Bulgarian 1st army in the Balkans.
- SEPT. 20. BRITISH PALESTINE FORCES ENTER NAZARETH.
- SEPT. 22. CAPTURE OF 25,000 PRISONERS AND 260 GUNS in Palestine reported by General Allenby. Annihilation of two Turkish armies.
- SEPT. 26. BIG ALLIED ADVANCE on Champagne-Meuse front. Seven mile advance by Americans.
- SEPT. 28. ARMISTICE ASKED FOR BY BULGARIANS. British and Belgians begin new offensive in Flanders.
- SEPT. 29. BULGARIA SURRENDERS UNCONDITIONALLY.
- SEPT. 30. ALLIED SUCCESS on 100-mile front in France. Total captures by Allies in August and September, 123,618 German prisoners and 1,400 guns.
- OCT. 1. FRENCH TAKE ST. QUENTIN.
- OCT. 2. GERMANS RETREAT on wide front. Further British victories against Turks.
- OCT. 3. GERMANS RETREAT on Lille. British attack north of St. Quentin. Capture of Ramecourt, Le Catelet, etc. Total prisoners taken by Allies in France since July 15, 254,000, guns 3,670, machine guns 23,000.
- OCT. 4. PRESIDENT WILSON RECEIVES GERMANY'S NOTE asking for peace negotiations and armistice.
- OCT. 5. RHEIMS SET FREE.
- OCT. 6. GERMAN RETREAT CONTINUES on wide front.
- OCT. 8. PRESIDENT WILSON REPLIES to German Note with questions.
- OCT. 10. BRITISH OCCUPY LE CATEAU and advance further between Lens and Scarpe.

It MUST be BOVRIL.

DIARY OF THE WAR

1918

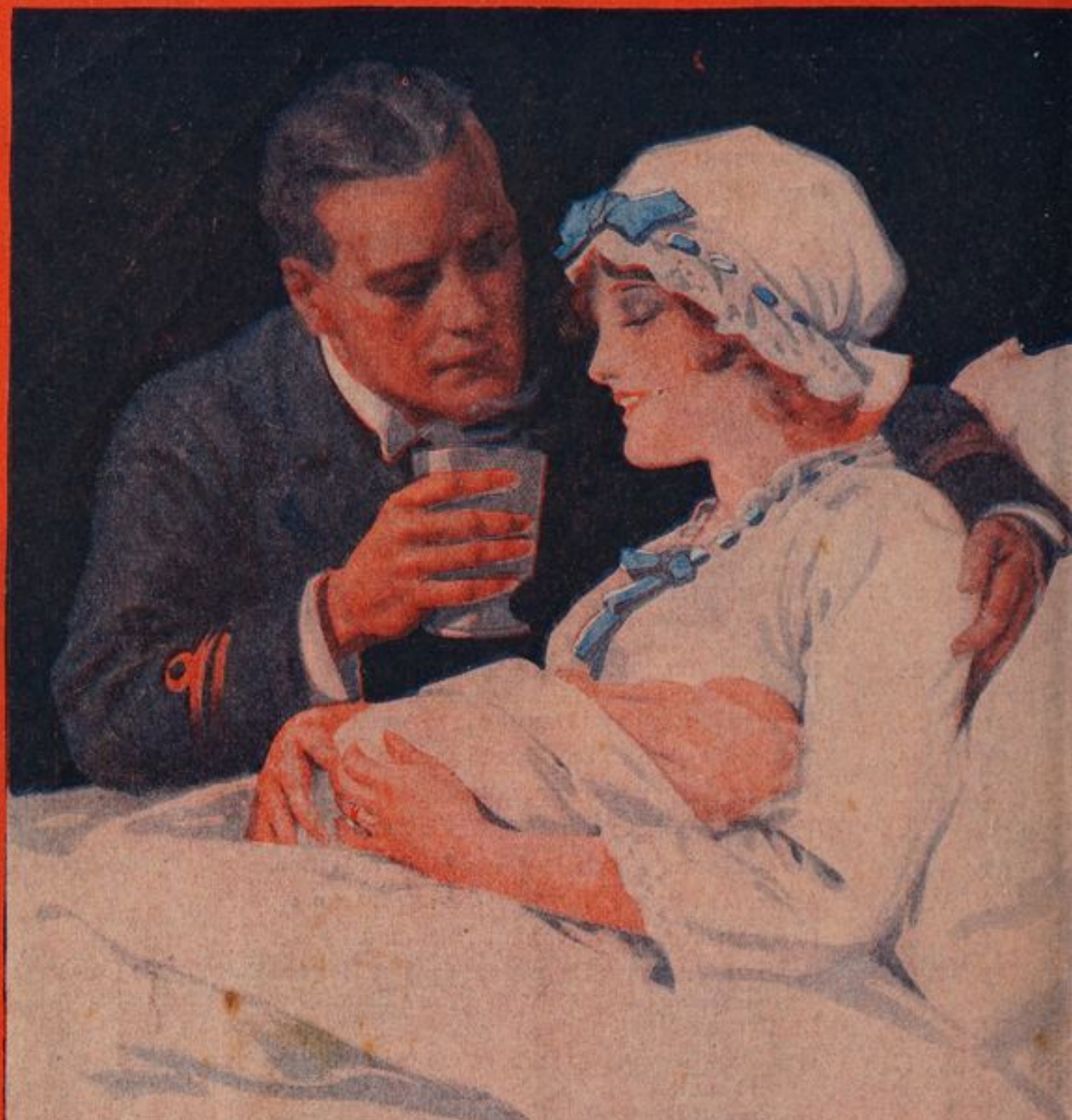
1918

- OCT. 11. FURTHER GERMAN RETREAT. French occupy many villages.
- OCT. 12. ANOTHER GERMAN ARMISTICE OVERTURE.
- OCT. 13. GENERAL GERMAN RETREAT on 100-mile front—St. Quentin-Argonne.
- OCT. 14. ALLIES TAKE ROULERS with 12,000 prisoners and 200 guns.
- OCT. 15. BRITISH CAPTURE MENIN. Belgians within 12 miles of Bruges.
- OCT. 16. PRESIDENT WILSON REPLIES to German appeal for armistice.
- OCT. 17. GERMANS RETREAT on whole of Flanders front. Allied troops occupy Lille, Ostend and Douai.
- OCT. 18. ALLIES NEAR BRUGES.
- OCT. 19. BRUGES STORMED. Belgians occupy Zeebrugge
- OCT. 20. FURTHER GERMAN NOTE to President Wilson.
- OCT. 23-24. ATTACK ON SAMBRE-SCHELDTE FRONT by British. Considerable advance, 9,000 prisoners, 150 guns. President Wilson replies to Germany.
- OCT. 25-27. ALLIED ATTACKS CONTINUE successfully on various fronts in France and Flanders. Germans continue Armistice discussion with President Wilson. General Ludendorf dismissed.
- OCT. 28. NOTE TO ALLIES from Austro-Hungary proposing separate Peace negotiations.
- OCT. 29. SERBIANS REACH THE DANUBE in victorious advance.
- OCT. 30. ARMISTICE SUED FOR BY TURKS and granted by Allies.
- NOV. 2. BRITISH OCCUPY VALENCIENNES.
- NOV. 3. SURRENDER OF AUSTRIANS. Mutiny at Kiel.
- NOV. 5. FINAL NOTE TO GERMANY by President Wilson.
- NOV. 6. AMERICANS REACH HISTORICAL BATTLEFIELD OF SEDAN.
- NOV. 7. PROCLAMATION OF BAVARIAN REPUBLIC.
- NOV. 9. GERMAN ARMISTICE ENVOYS received by Marshal Foch. The Kaiser abdicates. Resignation of Prince Max. Revolution in Berlin.
- NOV. 10. BRITISH AT MONS.
- NOV. 11. GERMANY ACCEPTS ALLIED TERMS for Armistice. Hostilities cease at 11 a.m.

SUMMARY OF CASUALTIES INFLICTED BY HOSTILE ATTACKS ON GREAT BRITAIN.

	Civilians		Soldiers & Sailors		Total Casualties
	Killed	Injured	Killed	Injured	
Airship Raids	498	1 236	58	121	1,913
Aeroplane Raids	619	1 650	238	400	2,907
Bombardments from Sea . .	143	604	14	30	791
	1,260	3,490	310	551	5,611

BOVRIL the mighty energiser.



Give Her
BOVRIL