

FOR RENT

\$150 PER MONTH STORE Southeast corner Yonge and Alexander streets, 21 x 70. Apply W. H. WILLIAMS & CO. Main 5450 28 King St. East.

PROBS— Fresh northwesterly winds; fair and moderately warm.

Men's Straw Hats Split and sennit boater shapes, with plain and notched edge brims, trimmed with black corded silk bands, some have Bon Ton sweatband, others are finished with comfortable leather sweats. Reg. \$1.25, \$1.50 and \$2.00. Tuesday .95

Tuesday at 95c de materials that wash and keep lines of best selling outfit in white and natural shades. color effects: Junior Norton. Regularly \$1.25, \$1.50. .95

Watt and 75-Watt Nitro Lamp. Our stock lines. Regular. \$1.10. Tuesday, each .85

linery! Panama's at 95c blocks, in a large variety of sizes and styles, well woven. This is one of the hats that has been held over for the price sale. Regular \$1.75 only two to a customer. .95

Linen Outing Hats Tuesday at 95c So cool and appropriate for the hot weather and well assorted styles. Regular \$1.50 each. Tuesday's selling .95

Low-Priced Articles in Sale Tuesday packages of Floral Perfumery in dainty case. Regular \$1.00

2 for .95 to \$1.75 Pure Rubber in six new shapes, fanciful and finished. Clearing price Tuesday .95

Tuesday at 95c including these clear white some have plain bands, and \$2.50. Tuesday, each .95

The Toronto World

TUESDAY MORNING JULY 3 1917—TWELVE PAGES

FOR SALE

NORTHEAST CORNER TERAULAV AND AGNES 100 feet on Teraulav by 60 feet on Agnes \$85,000. Apply WILLIAMS & CO. Main 5450 38 King St. East.

VOL. XXXVII.—No. 13,383

RUSSIANS CRUSH GERMANS ON WIDE FRONT

CARRY Three Lines of Defences and Take 10,000 Prisoners in One Day's Fighting ---Canadians Shove Outposts Forward 1,000 Yards Near Lens.

NEGROES SLAIN, HOUSES BURNED IN RACIAL WAR

Estimate of Seventy-Five Lives Lost in East St. Louis. BIG PROPERTY LOSS Torch Applied to Four Settlements—Three Million Dollars Damage.

CITY CELEBRATES JUBILEE TO TAP OF WAR DRUM

Pays Adequate Tribute to the Memory of Men Who Built a Nation and Gladdens the Hearts of Veterans With Rousing Cheers. Excelling in scope, in enthusiasm, in attendance and in warmth of patriotic fervor every previous demonstration of its kind.

CANADIAN LINE GOES FORWARD ON MERICOURT

Dominion Troops Throw Outposts Onward Thousand Yards. ADVANCE BY NIGHT Patrols Occupy No Man's Land, Mile and Half Wide.

RUSSIAN OFFENSIVE SMASHES GERMAN FRONT IN GALICIA

Led by Minister of War Kerensky, Ally's Storming Columns Move Forward Into Enemy's Positions, Capturing Village, Trenches and Ten Thousand Prisoners on Road to Lemberg.

NEW YORK, July 2.—Despatches to the Associated Press at midnight indicate that an estimate that 250 negroes were killed in a race riot in East St. Louis, Ill., was much exaggerated.

FOE NEEDS VICTORIES TO ENCOURAGE PEOPLE

Sudden Return of German Offensive Shows Attempt to Draw Red Herring Across Trail of Real British Successes. London, July 2.—(Via Reuter's Ottawa Agency)—Telegraphing today from French headquarters, Reuter's correspondent says that the sudden return of the enemy to the offensive on the Chemin des Dames and on the left bank of the Meuse is probably to be explained by the German Government's need of victories or rather local successes which can be magnified into general explanations.

RUSSIAN SUCCESS STIRS UP LONDON

News of Victory Takes British Public Completely by Surprise. ON ROAD TO LEMBERG Gen. Brusiloff Resumes Concentric Manoeuvre, Interrupted by Winter.

BRITAIN TO RETAIN HIGH DUTY ON TEA

Proposed Reduction From Shilling to Eightpence is Rejected. TO KEEP UP REVENUE Direct Taxation Has Advanced Proportionately More Than Indirect.

GERMAN ATTACKS WIN WORTHLESS SUCCESSES

Foe Occupies Abandoned French Trenches in Order to Inspire His Troops—Does Not Get Near Coveted Observation Posts. By a Staff Correspondent of the Associated Press.

SITUATION IN SPAIN IS BECOMING ACUTE

Gravity of Crisis is Emphasized in Fragmentary Despatches. Paris, July 2.—The situation in Spain, far from improving, appears to be going from bad to worse.

LORD DERBY GIVES NEW ALLY PRAISE

Arrival of United States Vanguard in France Eagerly Hailed. GREAT MORAL EFFECT Troops Sent Indication of Firm Resolve to Hasten Victory.

SEEK TO SIDETRACK CONSCRIPTION BILL

Opponents Raise Point Because of Friday's Lack of Quorum. By a Staff Reporter.

EXPLOSION SINKS GREEK DESTROYER

Twenty-Nine Men of French Crew, Including All Officers, Lost. Paris, July 2.—The Greek destroyer Doxa, manned by French officers and crew, has been blown up in the Mediterranean. Twenty-nine men, including all the officers, were lost.

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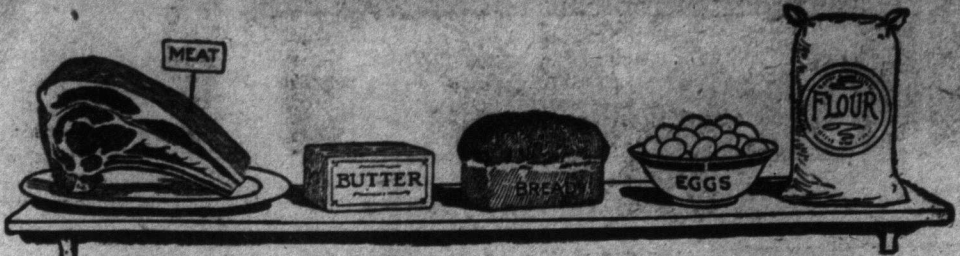
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Other Necessities Are High—



—But

Kellogg's TOASTED CORN FLAKES

are within the reach of all.

Made from white corn and by our secret process converted into appetizing and highly nutritious food.

Made in Canada by an entirely Canadian company.

Get the original in the red, white and green package, and refuse all substitutes.



The Battle Creek Toasted Corn Flake Co. Limited. Head Office and Factory: London, Ont.

TORONTO ENJOYS NATIONAL HOLIDAY

Splendid Weather Brings Tremendous Crowds Out for Country's Holiday.

SPORTS WELL ATTENDED

Trolleys, Boats and Trains Carry Holiday-Makers to Playgrounds.

As if in approval of the work of the fathers of confederation, Old Sol shone forth in all his glory yesterday and provided the essential for a fitting outdoor celebration of the fiftieth anniversary of Canada's birth.

The fifteenth annual horse parade was conducted with great success at Queen's Park, where many thousands gathered in admiration of equine beauty.

Never in the history of the city have larger crowds crossed the bay to Toronto's great natural playgrounds at Island Park, Ward's Island and Hanlan's Point, and the Ferry Company's boats were crowded to capacity all day transporting pleasure-seekers and picnicking parties to and from the resorts.

Of the race track fraternity many thousands journeyed by boat and rail to Hamilton, while Dufferin Park accommodated a large crowd. At the latter track it was a big day for the books, "long shots" capturing the majority of the events.

Owing to the large number of visitors who came to Toronto for the national celebration and the annual horse parade, the hotels presented a crowded appearance all day, and the restaurants catered to a steady patronage from morning to late in the evening.

The railways used all the passenger trains at their disposal, and carried great crowds to many points in the province. The trains returning to the city at night had tremendous burdens, as besides the holiday traffic they carried large numbers of citizens who had been on a week-end visit.

Special matinees were conducted by the theatres, and they played to capacity houses at each performance, while picture theatres were kept busy providing seating accommodation for the "movie fans."

NARROWLY ESCAPED DEATH WHEN BOAT CAPSIZED

Thomas McKinley Drawn From River Unconscious and Resuscitated by Pulmotor.

Thomas McKinley and Mrs. Trainer, of 158 Berkeley street, had a narrow escape from drowning in the Humber River yesterday afternoon, when the canoe they were in was caught by the swell of a passing motor boat and overturned. The couple were thrown into the water. Mrs. Trainer managed to clutch the keel of the capsized boat, but McKinley was not so fortunate, and went under before a number of canoeists could reach him.

A HIGHLAND RESORT.

Many of the returned wounded officers of the Canadian Expeditionary Forces are sojourning and recuperating their strength at the Highland Inn, Algonquin Park, 2000 feet above the level of the sea, this delightful spot is just the place to regain health and the inn offers most comfortable accommodation at reasonable rates.

SOCIETY

Conducted by Mrs. Edmund Phillips

Mrs. J. K. Hazen, Fredericton, N.B., and her granddaughter, Miss Hazen Allen, are the guests of the former's son, Hon. J. D. Hazen, at the Chateau Laurier, Ottawa.

Mr. and Mrs. Frank Johnston have taken a house at Roche's Point and will move there on Thursday, for a stay of six weeks.

Miss Loring, the sculptor, who designed and carried to completion the enormous figure of Canada, for the T. Eaton Co., has gone to spend a few days in Buffalo.

Mr. and Mrs. Kenneth Gilmore, Ottawa, are in town.

Miss Florence Wyle, the sculptor, is returning from some months spent in California, where she went to fill some commissions. She is expected on July 15th.

Mr. and Mrs. Norman Allen, Mrs. Kirschfelder and Mr. John Meagher spent the week-end on a motor trip to Buffalo and back.

Mr. J. B. Clark, K.C., spent the week-end and holiday with Mrs. Blakepiece at Grimsby.

Mrs. Morreys Worthington has gone to the coast for a visit of some duration.

Miss Apple Cassidy is in Ottawa visiting her cousin, Miss Lemieux.

Miss Grace Evans and Miss Bagaley, who have been in Kingston, have returned home.

Mrs. E. J. Hearn, K.C., and Miss Hearn spent the week-end in Buffalo.

Mr. Maxwell Fox, Orillia, was in town over the holiday visiting his brother, Mr. B. Fox, 43 Murray street.

Mr. and Mrs. N. Hockin, Spencer Avenue, accompanied by Mrs. A. O. Buchana are leaving town today to spend the summer at Ernestville, Lake Rosseau, Muskoka.

Mr. Robert Pentecost has been in Hamilton on a short visit to his sister, Mrs. Arthur Doyle.

The matrons-in-chief of the Canadian, Australian and New Zealand army nursing services were at an at home given recently in London by the lady members of the Overseas Club in honor of Mrs. Lloyd George. Miss Wrench, sister of the honorary organizer of the Overseas Club, and Mrs. James of Melbourne received.

Mrs. Edward Guilbault and the Misses Guilbault are in town with Mrs. Davis (formerly Miss Priscilla Guilbault).

Mrs. Frank Pedley, who has been spending the last month in Cobourg, is now in Toronto, and will return to Ottawa, the beginning of this week.

Mrs. Gilbert MacIntyre, who has spent the last two weeks at the Queen's Hotel, has returned to Ottawa. Mrs. MacIntyre is staying at the Chateau Laurier for a few days.

Mrs. Gertrude Finigan and her son, Master Harry Finigan, have left for Muskoka, where they will spend July and August.

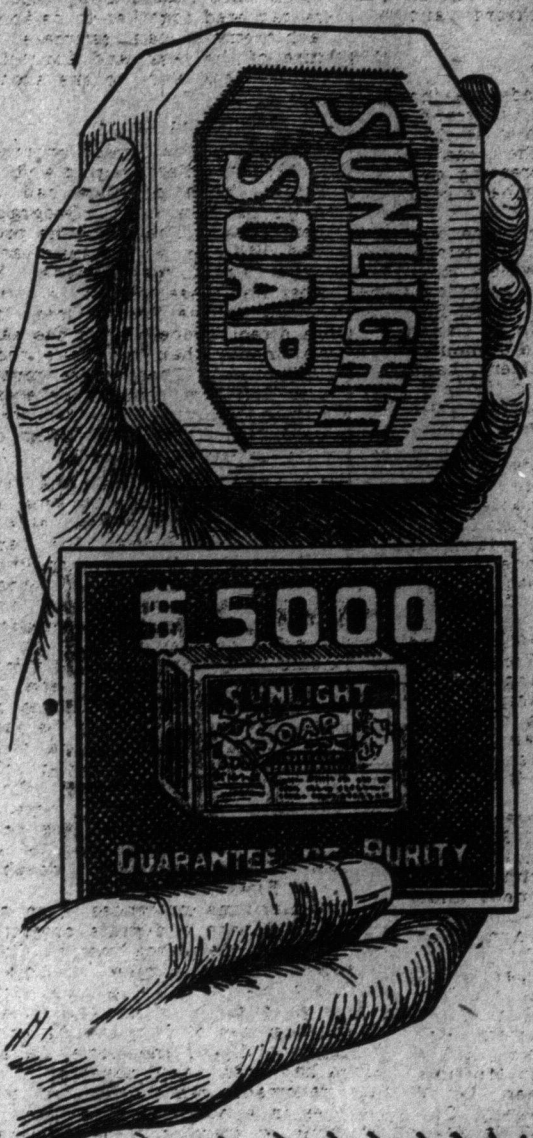
Among the recent arrivals at the Queen's Royal, Niagara-on-the-Lake, assisting the executive were Mrs. Scott, Mrs. Kirkland, Miss Boulton, Miss Northheimer, Miss Christine Neilson and the Misses Williamson.

Picked up in an unconscious condition at the corner of Bay and Queen streets yesterday morning, J. H. Casper, 73 years of age, residing at 264 Beattie street while on a visit here, died in the police ambulance while on his way to the Western Hospital. Death is said to be due to heart failure. No inquest will be held.

Great crowds visited Scarborough Beach Park on the holiday and enjoyed the unusually strong bill offered to patrons this week. Jack and Jessie Gibson gave a very clever bicycle act, and the Flying Caps did a thrilling aerial turn. Music will be supplied for the week by the various local military bands. There are fresh films for the open air movies.

Sault Ste. Marie, Mich., July 2.—The steamer Leonard Miller, downbound with iron ore, went ashore above White Fish Point last night during a fog. Tugs went to her aid this morning. She is on a sandy bottom.

All the VALUE in the SOAP



SUNLIGHT SOAP is made from the sweetest and choicest of edible oils and fats. It contains no harsh or strong ingredient.

It is the purest and most efficient of soaps and, if used judiciously, the most economical of soaps.

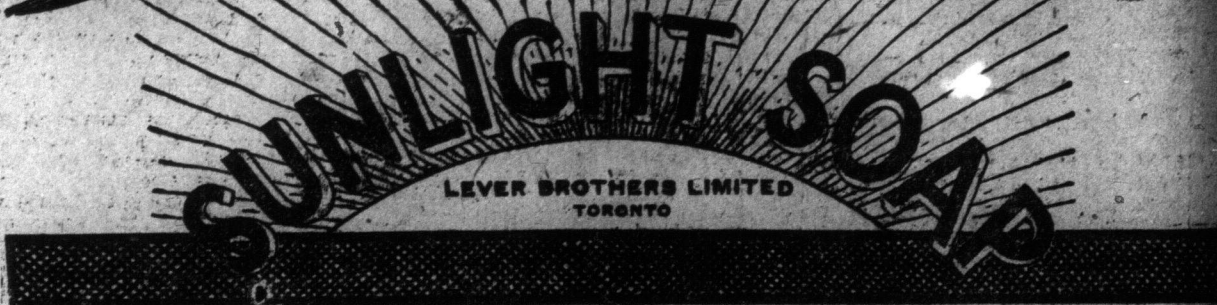
A little goes a long way—every particle is pure—there is nothing to harm the clothes or to impede the rapid progress of the wash.

ALL THE VALUE IS IN THE SOAP.

We are soapmakers with an ideal—our ideal is to make a Soap which shall have no equal for Purity and Efficiency throughout the country—no superior in all the world.

We realize our ideal in every tablet of Sunlight Soap which is manufactured.

ALL THE VALUE IS IN THE SOAP—THAT'S WHY.



Polly and Her Pals



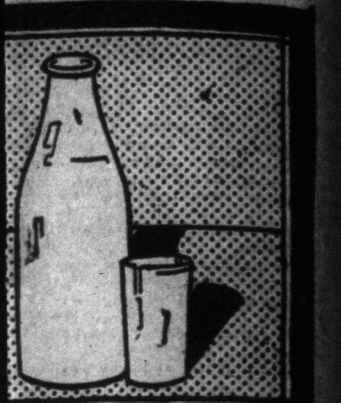
Ma Believes Cleanliness Begins at Home



By Sterrett



Requiram Pays \$43.80



...PURE... tobacco is just as important to your health and comfort as pure milk.



...RACING TODAY AT MILTON LAST TIME

...at Leaves Toronto 11.30 TRAINS

...ropolitan Racing Association, Limited

...BASEBALL

...R. SOPER R. WHITE

SPECIALISTS In the following Diseases: Hypertension, Epilepsy, Rheumatism, Skin Diseases, etc.

Evenson's Capsules Special ailments of men. Urinary-Bladder troubles. Guaranteed 5 to 8 days. Price \$3.00 per package.

...RD'S SPECIFIC

FRUIT CAKE WINNER HAMILTON FEATURE

Fine Racing on Fifth Day Before Big Crowd Under Ideal Conditions.

Hamilton, July 2.—Conditions were ideal for the holiday races and the crowd was one of the largest that ever attended the Hamilton Jockey Club track.

The World's Selections BY CENTAUR

- HAMILTON. FIRST RACE—Pomp, Swift Fox, Concho. SECOND RACE—Russell Square, William the Fourth, Shrapnel.

Why? Why are Davis cigars never raw, harsh, bitter or peppery? Why? Why?

Because for over 70 years the house of Davis has been making good cigars. In that time it has discovered and acquired many trade secrets of blending, curing and maturing tobacco.

"Perfection" Cigars are made by Davis' 3-for-25c.



SOLD AT 3-for-25c.

Table with Passenger Traffic, CANADIAN GOVERNMENT RAILWAYS, MONTREAL AND HALIFAX, MONTREAL AND METIS BEACH, ST. LAWRENCE SPECIAL.

LATONIA RESULTS

Latonia, July 2.—The races here today resulted as follows: FIRST RACE—One mile and 70 yards: Precious, 99 (Martin), \$10.20, \$5.50, \$3.10.

Today's Entries

Hamilton, July 2.—Official entries for Tuesday, July 3 are as follows: FIRST RACE—Claiming, purse \$600, for 3-year-olds, 5 furlongs.

AT AQUEDUCT

Aqueduct, N.Y., July 2.—The following are the entries for Tuesday: FIRST RACE—Three-year-olds and up, mile.

White Label Ale advertisement featuring an illustration of a man and woman at a table, with text: 'For Health and Enjoyment White Label Ale...'

AT DUFFERIN PARK

Dufferin Park entries for Tuesday are: FIRST RACE—Selling, about 5 furlongs: Dandy Jay, 109 (Benditt), \$102.

LOW FARES Homeseekers' Tickets. Return From Toronto. GOOD GOING EVERY MONDAY TO OCTOBER 29.

OCEAN TRAVEL. New York and Montreal to Liverpool and London. A. F. WEBSTER & SON.

HOLIDAY RESULTS AT DUFFERIN PARK

The Dufferin Park holiday results were as follows: FIRST RACE—Purse \$350, selling, about five furlongs.

Next To Nature's Heart. Your vacation will be a source of wonderful and lasting remembrance.

Algonquin Park. In the Highlands of Ontario, Canada.

DETROIT and Return. City Ticket Office, Northwest Cor. King and Yonge Streets.

That Son-in-Law of Pa's There's Such a Thing as Being Too Much By G. H. Wellington

Comic strip panels showing a man and a woman talking about an electrical time clock. Panel 1: 'I'VE OLD TOP IT'S RAHLY WOND'ERFUL WHAT ONE CAN DO WITH ELECTRICITY WHEN ONE LEARNS HOW THAT P'OPAN INSTANCE IS A LITTLE CONVENIENCE THAT WILL PROVE MOST USEFUL TO MOTHAN, IN SWAN.' Panel 2: 'WHAT TH' SAM HILL IS IT?' Panel 3: 'IT'S MY AUTOMATIC ELECTRICAL TIME CLOCK. IT WILL REGISTER THE EXACT TIME ANYONE EN'TERS THE HOUSE AT NIGHT. I SHALL INSTALL IT IN MOTHAN'S ROOM, THUS EN-ABLING HER TO TELL WHETHER THE SAVANTEE KEEP PROPAN HOUSE OR NOT.' Panel 4: 'OH NO, FANTHAW, IT'S QUITE COMPLETE. IT REGISTER'S TH' ENTRANCE OF THE FAMILY AS WELL!' Panel 5: 'YES?' Panel 6: 'I'LL BET NINE DOLLARS IT DON'T, BY JIMMINEY!'

