










## MAY 171920

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## nounces Changes at i's and Toronto

 Universities.






## The hardest things of all to Wash

Small boys' suits-rompers-kitchen aprons-dish towels-
Try this wonderful new form of Soap on them.

Rinso
Fine granules of the purest Soap. Different from any soap or powder, cleanses without rubbing or boiling; hot or cold water, either will do.

A new Soap product! Absolutely different from anything you have ever used before Not a cake soap. Not a "washing powder." But fine granules of the pure soap heart. No harsh chemicals to eat fabric, destroy clothes or redden the hands. Pure granules so rich in cleansing power that they dissolve all the dirt-the hardest dirt-after soaking a few hours, without rubbing or boiling. Never again should you wash in the old exhaust ing way. Let your clothes say good-bye to the rub, rub, rub ordeal of the washboard.

Rinso is not a "washing powder The fine granules of Rinso look k mueh like
"washing powder,", but "washing powder," but- make this test. Use

washing powder
-high in harsh chemicals - low in ooap


RINSO bsolutely harmless
orich in soap it "jells"

AT NIGHT-
Soak the clothes with Rinso. MORNING-

Rinse them out-that's all.
GET A PACKAGE TO-DAY You cannot' believe how wonderful Rinso is until You cannot bried it. Now rubbing at alll Cleans as
you have perfectly in cold water as in warm.

AN INTERESTING TEST
To show how different Rinso is to the ordinary washing powder, dissolve a heaping teaspoontul to glass of boiling water. Let it cool. Turn it out. orich in soap that it JELLS!

LEVER BROTHERS LIMITED, TORONTO




## TheMost AstonishingSaleWeEver Held! 500Exclusive

 Blouses on Sale Today at $\$ 5.49$
$\$ 8.95, \$ 10.00, \$ 12.50, \$ 15.00, \$ 18.50, \$ 21.00, \$ 25.00$ and $\$ 30.00$ Styles Never have we offered more significant values-all are new and fashionable to an unlimited degree-purchased by us from certain high-class makers who made up more than they could sell. We obtained them at a real sacrifice on their part-hence this rare opportunity, despite the fact that all kinds of silks and crepes are higher priced
than they ever have been, and are still going higher than they ever have been, and are still going higher.
Casaques, Overblouses, Monkey Blouses and Exquisite Examples of Under-the-Skirt Blouses
-in all the newest materials--georgette, tricolette, heavy crepe-de-chine and satin in a perfect riot of lovely colorings. Exhibiting ravishing embroideries, beadings and laces. No phone or mail orders please. Usually selling from $\$ 8.98$ up to $\$ 20.00$. Be here


## The Races!

Soft green of turf, misty under May sunshine, the glowing spectacle of exquisitely-gowned women and formally-clad men, the hoarse, eager buzz o
voices at the paddock rail, the flash past of nervous thoroughbreds galloping A few days away, and yet the vision of this fascinating sporting occasion o the year is with us.
What colors there'll bel What gowns! What hats! What a panoram little brown squadron bunch at the turn and stream out beyond. to watch th For opening day Nature is planning to put forth her most delicate hues
and graces. So is Milady. That is why our French rooms and Salons are airly humming these days with discriminating shoppers.
It will interest you to know that we are making special displays today of
suits, wraps, frocks and millinery for the great event.
suits
$\qquad$

## Club Bags

Reduced to Clear, \$25
Regular Value $\$ 33.50$ and $\$ 34.50$
Extra special select solid cowhide club bags. Leather lined, in side pockets, double drop handles reinforced corners. Size $18 \times 20$ inches. We have sold them for the past week at $\$ 28.50$ and $\$ 29.50$. For today only, as a going-away holiday special, a limited number 25.00

Overnight Bags, Fitted, \$22.95
Grain cowhide select stock overnight bag fitted with lift-out pad,
leather lined, smart and most useful. Size 16 inches .......... 22.95
simpson'o-Fitth Floor
Half the World Appears in Taffeta This Season You will $H_{i}$ c ntereteted, Then, in our plendid Assortments of Stun ng Frocks for Women
Misses at $\$ 49.75$

One embroidered in jade, morocco, red and gold and puffed at the hips. Another with contrasting-colored wool embroidery on bodice, tunic and novel sleeve.
Cleverly paneled back and front and triple flounces over the hip of
another.
A particularly chic frock for the Miss, with over bodice and apron tunic of georgette and a corsage rose beaded in colored crystals on the taf-
feta girdle. feta girdle.
These and many other fetching, becoming models, each with some different exclusive touch-in colors navy, taupe, French blue, gray, brown and

## $\$ 15.00$ to $\$ 18.75$ Serge Skirts, $\$ 9.95$

This excellent assortment comprises women's, misses' and outsized skirts, taken from our regular stock and reduced for quick clearance.

Fine all-wool serges of superior quality compose them-in a splendid variety of smartly tailored styles with separate belts, pockets, braid and button trimming.
Navy and black only. No phone or C.O.D. orders, please.
Today, to clear ........................................................................

Chauffeur's Uniform Suits or ane textrum wome
 $=2=$
 Uniform Caps can be supplial
MOTOR Duster.

 At sbeos-a to doubio-breast



 Sillows pockets, 1 -plice bo

White Pique Waists at $\$ 1.95$
200 exceptional waists for early sellingmade from beautifully soft round cord pique. Convertible coliar, front fastened with 3 large grooved ocean pearl buttons, and long sleeves with turned back open cuffs fastened with 2 buting this morning ......ed for quick sell

Heavy Shantung Silk Middies at $\$ 2.95$ Our Regular \$3.95 Quality
A limited quantity of smart, roomy middies in natural silk shantung. Laced front, large cuffs and 2 large pockets. Sizes 34 to 44 turn-up did value today at ..................... 2.95

SIMIPSON Mim


Summer Toggery for Tots

That reflects the personal service of the Kiddies' Department. Our stock is most complete,
selected with intelligence, and in readiness for every Summer event.

Infants' Short Dresses, 98c Dainty dresses of white voile. Embroidered yokes, trimmed with pretty colored rosettes and tiny
lace edging on the neck lace edging on the neck and
sleeves. Sizes 6 months to 2 sleeves. $\left.\begin{array}{l}\text { Sizes } 6 \text { months to } \\ \text { years. } \\ 2\end{array}\right)$ Today ............ 98
Girls' Envelope Chemises
Regularly $\$ 3.50$ and $\$ 3.75$
Regularly $\$ 3.50$ and $\$ 3$,
Several dainty styles
Several dainty styles in fine
white nainsook, comprising lines white nainsook, comprishng lines
rom regular stock which are broken in size range. They are variously trimmed with insertions and edgyings of fine lace or em18 years. Today ....... 2.49 $\$ 2.50$ White Pique Rompers, Excellent for summer wear. ides and large round collars. But on back and drop seat style with lastic at knees. Sizes 2 to 6
ears. Today.........
White Pique Sailor Tams, 95c Fine white pique, trimmed with ribfon band and streamers. Colored embroidery monogram. Children's Combinations of Croes Bar Check Muslin, $\$ 1.15$ Adjustable shoulder straps that button on shoulder, and underwear buttons at waistline. Strong
1 y reinforced. lind
Girls' style, 2 to 8 years. To-
day ................ $\mathbf{1 . 1 5}$ Boys' style, 2 to 10 years. To-
day $\ldots . . .1$.......... 1.15


Simpson's Cold Storage for Furs is Ideal

