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MUSEMENTS.

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Wednesday and Saturday.

Shore Acres  
for entire engagement.

SS Every afternoon at 2.15  
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Pink  
Dominoes.

PRICES  
Nights,  
10c, 15c, 25c.

Theatre,

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ek August 28,

IN GAIETY  
GIRLS BURLESQUE CO.

ULAR PRICES.

E Music Hall - -  
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First Big Olio Burlesque  
Wed. and Sat. Prices, eve

and 25c. Mat. 10c and 15c.

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DAY AT 4 P. M.

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VIDENCE

TORONTO

D PATRONAGE.

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T. WILLIAMS

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NG-STREET WEST.

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Brewing Co., is missing  
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DIRECTORS:  
H. E. FORD  
J. W. FAYE  
A. E. ARBER

THE SIMPSON COMPANY LIMITED

THE SIMPSON COMPANY LIMITED

THE SIMPSON COMPANY LIMITED

THE SIMPSON COMPANY LIMITED

THE SIMPSON COMPANY LIMITED

MONDAY,  
August 28, 1899.

## Opening of the New Store.

For several months past we've been working and planning to have a different store by Fall, including a vast increase in room and largely improved facilities. Long acquaintance with Canada's needs and ample faith in Toronto's future have inspired larger energy and greater effort. The result is a handsome new addition, which tells at a glance how much in earnest we are. The point has been to have some portion of it ready for Fall business, and although the building is unfinished we shall be ready Tuesday morning to receive visitors on the Ground Floor in the new store. We want you to see how well we've planned to make business bigger. The intention has been to create the

Finest Clothing Store in Canada, to associate with it

Men's Furnishings, Hats and Caps, Men's Boots and Shoes

—in point of fact, to have a complete MEN'S STORE, and make it the very best. We've been getting from all over the world the best makes of the various kinds of merchandise, and we shall pass them along, charging as little as possible for service rendered. There will be no concealments as to qualities, no tricky labels, no double prices, no fictitious reasons for buying—nothing but straightforwardness. Our care will be for the customer's interest at every point and at points not always manifest. We've long had the handsomest dry goods store—big enough and cheerful enough to make everybody welcome as often as they came. Now we've a large, bright store for men folks, as complete in itself as though our whole business was clothing, and as ready for business as wit and energy and money can make it.

## New Fall Clothing in New Building.

Men's Finest Imported Fancy Worsted Suits, assorted patterns, in medium and dark shades, single-breasted, sacque style, with fine silk linings; also double-breasted, with silk linings and silk-faced lapels, deep French facings, silk stitched, warranted perfect in fit and finish, and equal to custom work, Tuesday... **14.00**

Men's Fine English Worsted Suits, fast black, in the clay twill, single-breasted sacque

style, best farmers' satin linings, silk stitched, neat step collar on vest, trousers cut medium width, elegantly tailored, Tuesday... **10.00**

Men's Fine English Tweed Suits, single-breasted sacque style, dark brown in a broken plaid pattern, good strong Italian cloth linings, well tailored, one of our new fall special lines, sizes 35-44... **5.00**

Men's Single-Breasted Sacque Suits, pure all Scotch tweed, this season's newest goods, dark brown mixture with greenish tinge, the herringbone pattern with faint red overplaid, fine farmers' satin linings, silk stitched, cut in this fall's latest style, special Tuesday... **8.50**

Men's Light Weight Fall Overcoats, fine imported English whipcord, plain and herringbone pattern, light and medium fawn

shades, fine linings and trimmings, the swell box coat style, sizes 35-44, special Tuesday... **8.50**

Youths' Fine Imported Serge Suits, blue and black, fast colours, single-breasted sacque style, single stitched edges, silk sewn, good farmers' satin linings, well tailored and perfect fitting, sizes 33-35, special Tuesday... **7.50**

Boys' Fine English Clay Worsted Two Garment Suits, dark navy blue and black, fast colours, double-breasted sacque style, best linings, and silk stitched, sizes 23-28, special Tuesday... **4.25**

Children's Fine English Tweed Brownie Suits, coat, vest, and pants, dark heather mixture with faint overplaid, large collar, nicely trimmed with red and black soutache braid, vest and cuffs ornamented to match, best of linings, sizes 21-26, special... **3.50**

### Men's Furnishings.

Men's Shirts, soft front, with cuffs detached, made of very fine zephyr cloth in the newest plaids; also stiff front shirts, open front and back, with detached cuffs, made of heavy American percale, in neat cross and fancy stripe, on sale Tuesday... **\$1.00**

Men's Silk and Satin Ties, puffs, flowing ends, and Derby shapes, in dark green, blue, black, and the newest shades of blue, with fancy bias stripes, on sale Tuesday... **.50**

Men's (Health Brand) Shirts and Drawers, in white pure wool, warranted unshrinkable, finished with fine cashmere and pearl buttons, medium weight, men's sizes, underwear that sells regular at \$1.50 per garment, to clear Tuesday, per garment... **.75**

Men's Flannel Pyjama Suits, good heavy English cloth, neat stripe and check patterns, jacket trimmed with white frogs, collar attached and pocket, trousers fastened with flat girdle, in all men's sizes, regular value \$1.75, Tuesday... **1.25**

### Hat Department.

All our new Fall Hats are now in—comprising the newest English and American Hats, in all designs.

Men's English and American Stiff Hats, in black or brown, latest fall block, in fur felt, good Russian leathers, very dressy styles, for... **1.00**

Men's Fine Fur Felt American and English Stiff Hats, latest London and New York styles—best silk bands and bindings, Russian leather sweatbands, for... **2.00**

Children's Leather Tam-o'-Shanters, in tan and russet colours, silk ribbons and name on band, for... **.75**

18c American Wide Percales at 8c.

There seems to be no let up in the selling of the Fine Percales at Eight Cents. There is still a magnificent range of designs, and no better value has ever been offered by us. Nothing inferior about these goods—the best quality, the widest width—the best dyes and choice and desirable patterns. Regular 15c and 18c qualities. Tuesday... **.8**

(SAMPLES MAILED IF DESIRED.)

### Homefurnishing Department.

50 English Tapestry Squares, 18-inch, interwoven border in new designs and colourings for the fall season, suitable for any room, in an extra heavy quality, special for Tuesday, each at... **7.00**

268 yards best Super Union Reversible Carpet, 36 inches wide, in very choice designs and colourings of blues, greens, fawn, and wood shades, very special value for Tuesday per yard, at... **.40**

550 square yards English and Domestic made Oilcloth in all widths up to 2 1/2 yards, in new and neat floral block, and tile designs, suitable for dining-rooms, bathrooms, kitchens, halls, &c, special for Tuesday, per square yard, at... **.25**

100 pairs Nottingham Lace Curtains, 54 inches wide, 3 1/2 yards long, all lockstitched edges, several new patterns to choose from, regular price \$2, Tuesday, per pair... **1.50**

300 yards Golden Drapery, 27 inches wide, in new shades and patterns, regular 12 1/2c per yard, Tuesday... **.9**

## Best Shoe News We Ever Told Of.

These are for men and were got together from the best makers in Canada and the States specially for this occasion. They're all worthy and fully guaranteed shoes and are exchangeable, when not suitable, same as our regular stock. There are about

### Two Thousand Pairs

in this lot, but at the prices they'll not last long in the week, and the best will go first, AS A MATTER OF COURSE. This hint of values.

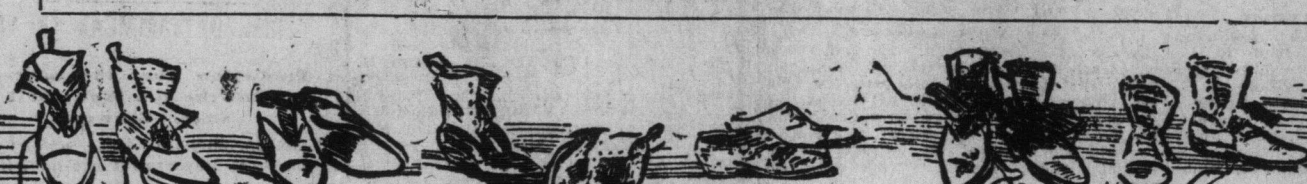
Men's Black Box Calf Lace Boots, W. A. Marsh's make, genuine Goodyear welted soles, medium weight, full round toe, sizes 6 to 10, splendid \$3.50 values, men's shoe opening sale price Tuesday... **2.00**

The special feature of this men's shoe opening sale will be our Men's Boots at \$2.50. Tuesday we place on sale 200 pairs men's regular \$3.50, \$4.00, and \$4.50 boots at \$2.50, made of patent leather, black and tan, box calf and Dongola kid, all genuine Goodyear welted boots, all sizes, 6 to 11, the best value ever offered at... **2.50**

Men's Genuine No. 1 Dongola Kid, Chocolate Colour, Lace Boots, neat coin toe, Goodyear welt soles, sizes 6 to 10, particularly good value at \$3.00, men's shoe opening sale price Tuesday... **1.75**

Men's High Grade American Lace Boots, made of the finest patent leather, Goodyear welt soles, plain globe toe; also Chrome Tan Kid Lace Boots, made on the new swing last, Goodyear welt sewn, all sizes and widths; these are handsome up-to-date shoes, and sold in American cities at \$5.00. Men's shoe opening sale price Tuesday... **3.00**

On Sale in New Building, Ground Floor.



## 1899. New Fall Dress Goods. 1899.

New Covert Cloth Suitings. These goods are guaranteed to give perfect satisfaction to the wearer, will not spot or shrink with rain, in shades of fawns, browns, greens, and navy, 54-inch, at, per yard, \$1.00, \$1.25, and... **1.50**

New Ladies' Sedan Cloths, made specially for our trade and warranted to give the best satisfaction to the buyer, exclusive colourings in this particular line, 54-inch, at, per yard, \$1.00, \$1.35, and... **1.50**

New Camel's Hair Plaids, beautiful rich stylish goods, in shades of cardinal, moss brown, royal purple, navy, and cadet grounds, with combinations of other colours, at... **1.25**

New French Silk and Wool Poplins, very rich goods, medium and large cords, in shades consisting of brown, blue, green, fawn, moss, purple, greys, and black, 44 to 46-inch wide, at \$1.00, \$1.50, and... **1.75**

New French Dress Robes, in French broadcloths, beautiful rich high-class goods. These goods are the cream of Parisian makers, exclusive designs and colourings, ladies should see these robes before purchasing, at, dress, \$20.00, \$22.00, and... **25.00**

Plain Camel's Hair Suitings. We are showing a large range of this particular line. Such rich and effective goods in shades of greys, navy, brown, purple, moss, myrtle, navy blue, at, per yard... **1.00**

New Fancy French Curl Cloth Suitings, high-class make, plain grounds, with two-toned raised curls, in shades of garnet, moss, olive, navy, myrtle, royal, brown, yd... **1.50**

New Scotch Suitings, in solid checks and over-checks, beautiful rich colourings, blue, green, purple, moss, cerise, black, and white checks, and check over checks, 50 inches wide, \$1 and... **1.25**

New Homespun Suiting, rough effects, stylish makes, will not spot or shrink, warranted all wool, in shades, fawn, greys, brown, blue, green, black, and white, pretty checks, 56 inches wide, \$1 and... **1.25**

New Black High-class French Fancy Dress Goods, in the very newest make, mohair blister raised effect, rich, silky finish, and a choice lot of stylish designs to select from, 42 inches wide, at, per yard, \$1, \$1.25, \$2, \$2.50, and... **3.00**

## First Showing of Fall Millinery Tuesday.

The New Fall Pattern Hats and Bonnets are here—the first arrivals, at least—and they're so charming that we give them special mention here and special showing Tuesday. Most of them from Paris—from such well-known salons as

Linn-Faulkner, Mme. Cotet, Mangin-Maurice,  
Colombe, Heitz-Boyer, Louise.

## Last of the Furniture Sale.

Money will go further in Furniture this week than it will next month or any time probably this side of January. Twice a year we make special occasions to tide over the usual dull months and stimulate trade. The special chances we emphasize now will end with August, and after this week we'll have other things to think of that are more important.

Furniture emphasizes the housefurnishing side of the business, and special values such as these represent a big saving. The general tendency is to charge more since manufacturers are asking higher prices.

No time to lose if you want any of these:—

Bedroom Suites, hardwood, antique finish, 3-drawer bureau, 16x20-inch bevel plate mirror, bedstead 4 ft. 2 wide, washstand with double doors and drawers, special, suite... **8.75**

Bedroom Suites, hardwood, antique finish, cheval shaped bureau, 18x30-inch bevel plate mirror, combination washstand, large size bedstead, special, suite... **11.75**

Bedroom Suites, ash, antique finish, square shaped bureau, with fancy shaped tops, 20x24-inch bevel plate mirror, combination washstand, bedstead 4 ft. 2 wide, neatly carved and well finished... **13.75**

Bedroom Suites, solid oak, quarter-cut tops and panels, heavy hand-carved and polished bureau, with swell shaped top and drawer fronts, large British bevel plate shaped mirror, combination washstand, bedstead 4 ft. 4 wide... **24.75**

Sideboards, ash, antique finish, shaped top, large linen and two small cutlery drawers, fitted with bevel plate mirror, neatly hand-carved and well finished, special... **10.50**

Sideboard, solid oak, golden finish, heavily hand-carved and polished, 4 feet wide, shaped top and drawer front 16x28-inch bevel plate mirror, one plush lined drawer, special... **16.95**