

HERE is an EVENT for YOU...

Something you've never seen in the North before. A gigantic sale of Ladies' and Children's winter clothing right at the beginning of the season. Priced so low that Shaheen's make not one cent of profit. Why do they give these goods away at No Profit Prices?

HERE IS THE REASON

A slightly larger turnover will give Shaheen's much greater discounts from the manufacturers and to get that extra volume of business they are staging this great sale!

REMEMBER they are not interested in making money! The object is to sell more and more goods! THE RESULT—prices on good quality and correctly styled merchandise are lower than you've ever seen them before. There are so many things you need now for yourself and the kiddies, that it will pay you to be here early.

You can't possibly match these prices again so ACT NOW!

Shaheen's No Profit Sale Starts Friday, October 23rd, at 9 a.m. for Best Selection be Here Early

Basement Special on Ladies' Chamousette Gloves in Black or Brown. A real special, per pair **.38**

Ladies' Gloves of fine French Kid Always sold as high at \$2.95 Special to clear, per pair **1.49**

Kayser & Van Raalte Gloves

Woolen and suede smartly styled by these famous makers. You know they're always priced as high as \$1.50 a pair. now reduced to **.69** pair

Boys' Windbreakers Zipper Front **3.49**

Girls' Sweater Coats and Pullovers, Reg. to \$3.95 **.98**

Girls' Pullover Sweaters Medium Weight **.59**

Boys' Pullover Sweaters All Wool **.69**

Boys' Sweater Coats Penman, Shawl Collar **1.39**

Boys' Hockey Sweaters Maple Leaf **.93**

Boys' Knee Pants Sizes 2-5 Years **.49**

Boys' Tweed Caps Fur Earlaps **.49**

Girls' Stockings All Wool, sizes 5-10 **.29**

Boys' Golf Hose Heather Mixtures **.19**

Children's Hose All-Wool Worsted **.43**

Girls' School Dresses Plaids, Wool Crepes, from **1.49** and up


Here's Remarkable Value! Ladies' **COATS** **8.95**

This is the bargain of a lifetime. Ladies' Coats of smart appearing warm materials. Carefully lined and trimmed with fur. A number of appealing styles. Be here early for these.

BASEMENT SPECIAL

if You Could FEEL the Fabrics
You Could SEE the Colours
You Could HEAR the Comments
You Have a NOSE for Value
You Have TASTE for Quality

Then you'll want These New Fall **DRESSES**




Still thinking of that important frock? Still hunting for it? Your search is over! Just see these! They do all but speak their piece for fashion in their new silhouette - - - rich colours and fine fabrics.

Conveniently placed in three price groups. Every one a "honey" of a value. There's certainly no profit for Shaheen's at these prices.

Group 1 **1.79**
Black and brilliant new shades. As new as to-morrow. Loads of style

Group 2 **2.98**
There's lots of charm in these. You'll agree, too, when you see them. Regular as high as \$8.95.

Group 3 **5.98**
The pick of our fashion leaders. Frocks up to \$12.95 are represented. You'll thrill at these values.

SHAHEEN'S MAIN FLOOR

No Profit Sale of **Girls' Coats** **8.95**

A rare value! Girls' warm all-wool, Eskimo Blanket Cloth Coats with muff and hat to match. Well lined for extra warmth. Sizes 7-14 years. Gay colours. Usually sell as high as \$15.95. Special

Children's Dept. Basement



No Profit Special **Children's Coats** **2.69** WHILE THEY LAST

A fine array of Boys' and Girls' Coats—All-Wool Tweeds and Chinchillas. Tricky styles and all kinds, of colours. Some even have fur collars. Sizes 2-10 years. Regular value \$10. Just a few to go at

Flannelette Sleepers **.89**

Cozy little Flannelette Pyjamas and Sleepers with extra Pants. Warm soft material with figured, striped and checked patterns. Priced very low for this event.

Boys' Combinations **.79**

Penman's "Nucut" Combinations. Fleece-lined. Sizes 22-32. You'll soon need these. Buy now and save!

More No Profit Bargains In Shaheen's Children's Dept. (Basement)



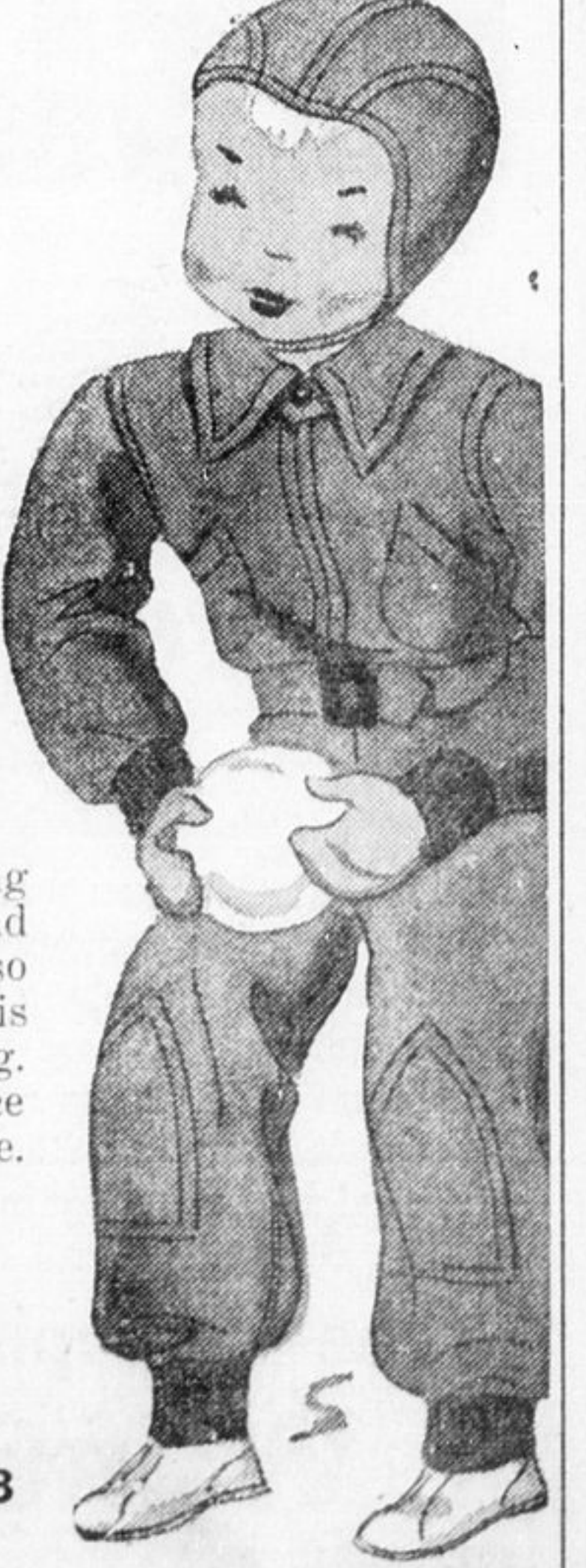
GIRLS' SKI SUITS **5.95**

Sportive one-piece styles. Sizes 10 to 14. Made to sell for \$9.95. Very Special

Always make it a point to shop in Shaheen's Children's Department for always you will find very low prices on better-than-ordinary clothing. Now, during this Great No Profit Sale you will be able to stock up for winter on kiddies' wear at prices you've never experienced before - - - and right at the beginning of the season too. Bring the children with you on the opening day. Our salesladies are ready to help you in every way to choose garments suitable for your children at prices that will certainly suit you.

Girls' Tweed and Polo COATS **5.95**

with hat and muff to match. To go at this give away price. Come early



3 pc. Outfits **4.49** and up

Shown at Left

Kiddies' 3-piece Chinchilla, Eiderdown and Eskimo Cloth Outfits. A great number of tricky little styles in various weights. Sizes to fit all children. Dressy Pastels and gay, serviceable colours. You're sure to find just what you're looking for among these. Priced very very low.

Boys' Overcoat Sale **4.89**

Here's a real buy in sturdy, neat-appearing Overcoats for boys. Very carefully tailored of warm blue and heather mixtures in styles he'll like. \$9 to \$10 value. No Profit Special

Other Boys' Coats in a wide price range greatly reduced for this event



Kiddies' Shoe Sale **1.29** and **.98**

Kiddies' Hewetson Cushion Sole black Oxfords. Designed for comfort and health. Sizes 8-10 1/2. Special

Hewetson Moccasin-Style Oxfords in black or brown. Solid leather soles. Sizes 8-10 1/2. No-Profit Special

Sizes 11-2. No-Profit Special, \$1.19



Snow Suits **1.98** and **2.98**

Shown at Right

Very soon you'll be looking for something snug and warm for the little ones, so why not buy now at this great sale at a large saving. These are in 2 and 3-piece styles of sturdy suedene. Very special at

Snow Suits of heavy blanket cloth with double knee for extra wear