

A Super-Value! Beautiful 72x90 Inch

Tuscany Type
Lace Cloths

\$5.99



Regularly \$8.95

Most amazing value in years! Finest of hand made lace dinner cloths. Rich in design with embroidered floral effects, deeply scalloped edges . . . entirely made by hand on exquisitely soft ivory tinted lace. Values like this have made THE FAIR famous for linens.

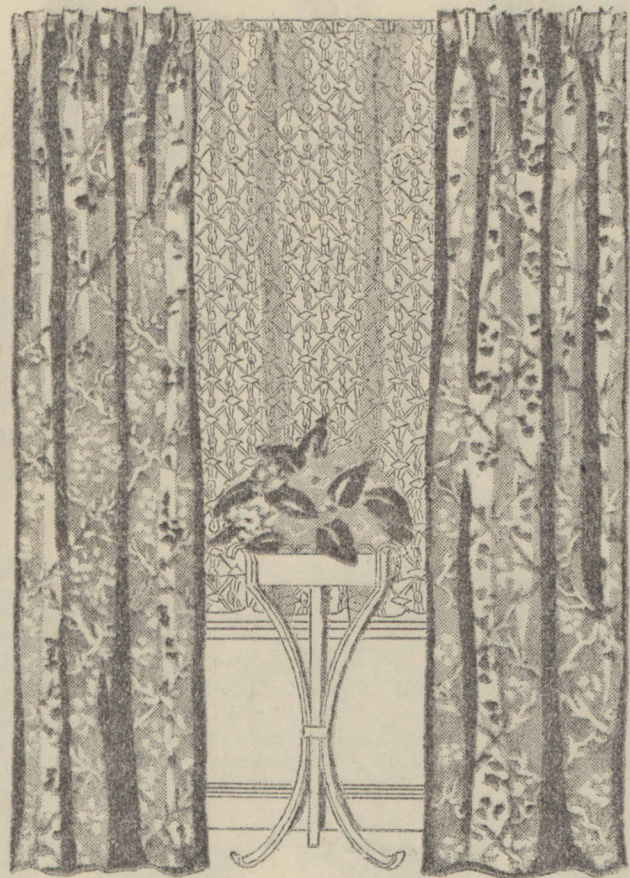
Scarfs, Oblong, Oval and
Round Doilies to Match

Scarfs	Round or Square Doilies to Match
18x36-In. Size . . . \$1.25	6-In. Size . . . 7c
18x45-In. Size . . . \$1.50	8-In. Size . . . 12c
18x54-In. Size . . . \$1.75	10-In. Size . . . 19c
18x63-In. Size . . . \$2.00	12-In. Size . . . 25c
18x72-In. Size . . . \$2.25	15-In. Size . . . 45c
Ovals and Oblongs	18-In. Size . . . 59c
6x12-In. Size . . . 12c	24-In. Size . . . 98c
10x14-In. Size . . . 25c	3-Piece Chair Sets Only 59c Set
12x18-In. Size . . . 35c	

THE FAIR—Fourth Floor—Also Oak Park and Milwaukee Ave. Stores.

Change and Rejuvenate
Your House with
New Curtain Ideas

Assembled here are fashion celebrities from the world of lace net curtains. Some are dainty sheers—others are of more rugged texture . . . all are skillfully woven and finished by American craftsmen to satisfy women who demand smart appearance with long wearing qualities.



A Remarkable Selling of 1500

Tailored Panels

\$1.67 and \$2.67 each

Stunning new rough and novelty weaves that lend an air of dignity to any room. Dozens of beautiful patterns for your selection in curtains; 45 and 50 inches wide and 2 1/4 and 2 1/2 yards long. Ecru color.

Special! Beautiful Damask Drapes
Pinch pleated tops ready to hang. Splendid quality rayon and cotton damask. 48 inches wide. 2 1/2 yards long. Pair. \$5.95

Homespun Drapes
A wide variety of colors. 48 in. wide and 95 in. long. Just 200 pairs offered at this price. While they last. \$4.95 Pair.

Hollywood Gauze Panels
Sheer, airy, cool looking curtains that are 44 inches wide and 2 yards 12 inches long. In ecru colors only. Ready to hang. 97c

THE FAIR—Fourth Floor—Also Oak Park and Milwaukee Ave. Stores.

At Our 3 Stores

THE FAIR

STATE AND OAK PARK MILWAUKEE
ADAMS STREETS LAKE at MARION AT WOOD

Your Order Monday

Read every one of our 4 pages of big values—
if you cannot come Downtown, telephone your order:
STAtE 2500 BRUnswick 2500 EUClid 9600

105 Piece Lightweight Imported

China Dinner Service

Regularly \$39.98

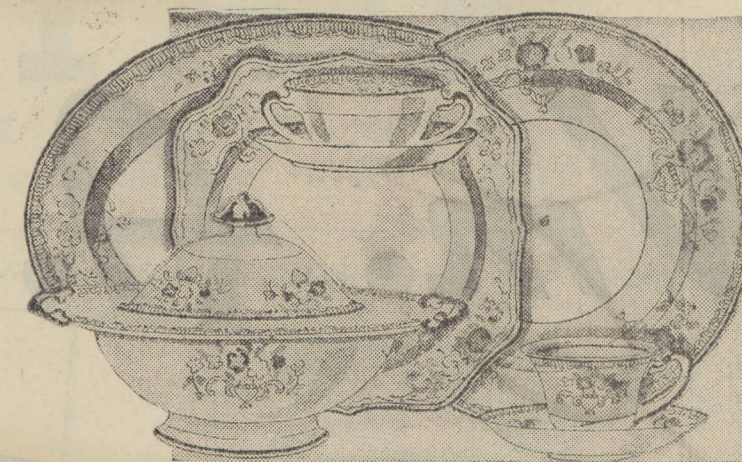
\$28.89

\$5 DOWN Balance Monthly: Small Carrying Charge.

Exquisitely lightweight and fine china with a cheerily colorful spray of flowers on shoulder and an ivory background. Handles gold trimmed . . . service for 12 persons; Including!

12 cream soups and plates and
12 square salad plates

THE FAIR—Sixth Floor—Also Oak Park and Milwaukee Ave. Stores.

Tossing and
Turning Wears
on Any Sheet.Normal Sleep-
ers Change Po-
sition 20 to 45
Times in a
Single Night.Extra strength
DOWN THE
CENTER where
hardest wear
comes.Super Strength
in "WEAR-OUT
Zone" makes
Tapered
Weaves last
longer.THE
Greatest
IMPROVEMENT
IN SHEETS
IN OVER
100 YEARS

PEPPERELL

TRADE MARK



FABRICS

Pepperell
TAPERED-WEAVE
Sheets

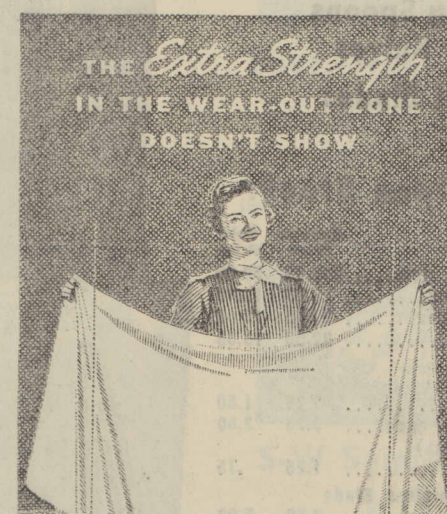
... will outwear any Sheets you ever owned
... you can get them Only at The Fair!

They Cost a Little More BUT worth far
more because they wear so much longer

Sheets Size 63x99 In. . . \$1.54 Sheets Size 72x99 In. . . \$1.68 Sheets Size 72x108 In. . . \$1.84

Sheets Size 81x99 In. . . \$1.84 Sheets Size 81x108 In. . . \$1.98 Pillow Cases 45x36 In. . . 48c

The first basic improvement in sheet making since sheets were invented! Pepperell Tapered Weave sheets will outwear any sheet you ever owned! More threads and stronger threads where the stress and strain come—down the middle! WITH no apparent added thickness. No change in the sheet's appearance—outside parts are just as strong as those of any other sheet.



All tests have proved that new Pepperell Tapered Weave sheets outwear all other brands in their grade by startling margins! Everyone knows that the first place sheets wear out is down the middle—the "Wear Out Zone" that comes in contact with the body as the sleeper twists and turns. By increasing and strengthening threads in this area extra strength is added.

With Extra
Center Strength
in the "Wear
Out Zone"

CROSS SECTION OF ORDINARY SHEET

THIS "EXTRA STRENGTH" SECTION DOESN'T SHOW

CROSS SECTION OF TAPERED-WEAVE SHEET

BETTER FABRICS TESTING BUREAU, INC.
OFFICIAL LABORATORY OF
NATIONAL RETAIL DRY GOODS ASSOCIATION

NEW YORK CITY
November 18, 1936

Pepperell Manufacturing Company
153 State Street
Boston, Massachusetts

Gentlemen:
Upon your order we have conducted the comparative analysis and laundry research on the above competitive national brand bed sheets against your sheet identified as Pepperell 8-14.

Specific points of Pepperell 8-14 sheet superiority are stated below:

1. Specially constructed warp higher thread count in center area than at border of sheet, which insures durability at point of concentrated wear (center) of sheet.
2. Higher warp count in center area than any of the sheets tested, which gives finer texture appearance in addition to longer wear.
3. Equal to or better in other points of construction, such as selvage, percentage of filling, weight per square yard, yarn size, and low shrinkage in laundering.
4. Equal to any competitive brand sheet in warp tensile strength before laundering.
5. Superior filling strength before laundering, actually 10 percent stronger than nearest competitive brand sheet in the filling direction before laundering. Tests show 30 pounds higher strength in filling direction than our well known competitive sheet included in the study.
6. High tensile strength in the warp after 20 launderings.
7. Superior filling strength after 20 launderings.

Analyses tests by this laboratory and published laundering tests in a scientifically controlled power laundry show conclusively that Pepperell 8-14 is a sheet designed to give more durable wear in common use. The higher warp thread count creates a finer texture fabric and insures a longer wearing bed sheet.

Yours very truly,

BETTER FABRICS TESTING BUREAU, INC.
OFFICIAL LABORATORY OF
NATIONAL RETAIL DRY GOODS ASSOCIATION

THE FAIR—Fourth Floor—Also Oak Park and Milwaukee Ave. Stores.

Don't take our word for it—read the letter written by a disinterested third party . . . the Better Fabrics Testing Bureau, Inc. . . a reliable authority if ever there was one. It tells of the superiority of Pepperell Tapered Weave (8-14) Sheets better than we could tell it ourselves. Read this letter carefully.

THE FAIR—Fourth Floor—Also Oak Park and Milwaukee Ave. Stores.

Woven Stronger
Where the Wear
Comes!