

the greatest show on earth . . .



Fairloom FABRICS FAIR

Come, revel in this show of the finest fabrics we've had in years! See what wondrous values they are! Chambrays, seersuckers, gingham, rayon prints, dimities and batistes in a gorgeous array of new colors and prints. All will surely inspire you to make the smartest, most becoming suits, dresses and playclothes you have ever possessed. As this may be the only time we can perform such miracles, hurry to Sears Fairloom Fabric Fair soon!



Fairloom Commando Quality

CHAMBRAY

59¢

Sanforized • Mercerized

How you have looked for fabric like this! It's woven of the finest quality yarn dyed cotton. The stripes come in various widths and are beautifully blended in the season's newest colors. Slicing it is simple. Choose Fairloom Chambray today for suits, dresses and playclothes. 36-inches wide.

Simplicity

Patterns

25c



Fairloom COMBED COTTON BATISTE

39c

Delightfully soft and sheer. Ideal for baby dresses, and summer dresses and blouses. 36-inches.

Fairloom PERMANENT FINISHED ORGANDY

49c

Same soft and sheer! Permanently finished combed cotton. Lovely prints. 37-inches wide.

Fairloom PRINTED COTTON SEERSUCKER

59c

So right for many needle boxes work as it requires no ironing. Choice of pretty prints. 36-inches.

Fairloom CHECKED COTTON GINGHAM

69c

Sanforized - Mercerized. Looks like a miracle come true! Fine cotton gingham with woven-in checks in all smart sizes. 36-inches.

Fairloom PRINTED RAYON PRINTS

69c

Has a soft, silky textured Chambray printed in new designs. Is easily washed by hand. 38-inches wide.

Deluxe Percalé

High Styled Prints

36" wide Yard **39¢**

Printed Dimity

So very cool and crisp. Very easy to sew.

36" wide Yard **49¢**

French Type Rayon Crepe

Dainty for Blouses and Lingerie

Plain colors. 39" wide Yard **59¢**

Rayon Taffeta

Crisp, Shiny, Dressy

38" wide Yard **79¢**

Cotton Broadcloth

Sturdy, Dependable, Firm and Easy Laundered.

36" wide Yard **49¢**

Sport Denim

Stripe and Plains, Washfast, Sunfast Sanforized

36" wide Yard **59¢**

Printed Crinkle Crepe

Crisp Washfast, Permanently Crinkled

36" wide Yard **39¢**

Beauti-Seal Suiting

For That Cool Summer Wardrobe

36" wide Yard **69¢**

Corduroy

In Those Soft Pastel Shades

36" wide Yard **1.59**



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