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Cover: Photograph by F. M. Demarest

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"My daughter taught me  
a thing or two!"

IT ISN'T NECESSARILY TRUE, says Mrs. Electa Pierce, of St. Joseph, Missouri, that mothers always know what is best for their daughters... or even for themselves.

In fact, Mrs. Pierce admits that her own married daughter told her the facts of life... about sheets.

Daughter was home for a visit... and commented one day on how badly worn her mother's sheets seemed. Let Mrs. P's letter take it from there:

"'Why shouldn't they wear out,' I said, trying to maintain my mother-knows-best-about-everything look. 'They're three years old and have had good hard wear.' 'Tsk, tsk, mother,' said my daughter. 'Hard wear's no excuse. You should see the Pequots I got as a wedding gift. After all these years they still look beautiful!'"

Mrs. Pierce climbed down off her high horse, and listened. And learned. And assured us, in her letter:

"I'm SOLD on Pequots. No other brand of sheets for me from now on!"

With mothers telling daughters, and vice versa, all over this land, it's no wonder the demand for Pequot Sheets is bigger than ever these days. We're doing our best to supply stores... so...

If you want sheets that look better, feel better, and wear better, ask for fine close-woven muslin Pequots... reinforced with double-tape selvages, and with projecting size tabs for quick identification. Pequots are America's most popular sheets.

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