

... and even if high heels and fancy clothes don't belong in her down-toearth wardrobe ...

Mrs. Edward Normand of Lakeside, Oregon, is just as fussy as any city gal about the niceties of living.

The Normands live up in Coos County, in a cabin surrounded by tall timbers and rhododendrons. And for a rugged life like that, she writes, you've "just got to have good things."

Good sheets, for instance.

Now it's only to be expected that her tall, outdoorsy husband, to quote Mrs. Normand:

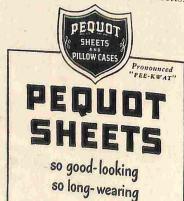
"... sleeps like a log, and requires sheets that are strong, durable, and long enough to tuck 'way under each end of the mattress."

Nor is it surprising that "this logger's wife demands daintiness along with sturdiness."

So what sheets are the answer to her two-point prayer? Pequots, and no others! Because, quoting again: "They are dignified as a Douglas Fir, strong as Paul Bunyan's Blue Ox, and durable as my blue jeans and woolen shirts. They give dignity and gra-ciousness to the simplicity of my life."

We couldn't have said it better ourselves. Dignified, dainty, durable and gracious...smooth, close-woven, snowy-white muslin sheets! If that's the kind of sheets you like, ask for Pequots. They're America's most popular sheets.

Pequot Mills, Salem, Massachusetts.



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