

# "My conscience wouldn't let me!"

**Y**ESTERDAY, the juiciest birthday check fell into my lap! Sweet thing—my aunt Sue. She's heard me dream out loud—about a linen closet stacked with lovely Cannon Percale Sheets!

"That check could have bought 'em. But it didn't—not *this* year. Nope—it went for a War Bond (and one teeny pink hat).

"You know what Uncle Sam says: *Don't buy unnecessarily!* Okay. I didn't honestly *need* those extra sheets. The Cannon Percals I have are good for *years*—especially now that I'm practicing all the sheet-saving tricks!

"Bend an ear, gals—and *learn* 'em!"

## **Trot out your horse sense!**

Treat sheets gently! *Lift*, don't yank 'em off the bed. Get after loose springs or splintered bedboards before they cause rips. Grab your needle the minute you spot a tear, or worn-thin place!

## **Be a super laundress!**

Don't soak the dirt into sheets—15 minutes' soaking is plenty. Use just enough soap to make a good, rich suds. Let sheets swish 5 to 8 minutes in your machine. Rinse, rinse, rinse!

## **Try these backyard tricks.**

Wipe off that dusty clothesline, before you hang your sheets. Then put 'em *in* the sun (so they'll bleach naturally); *out* of the wind (so they won't flap). Fold hem to hem; hang evenly; pin.

## **Wield a wise iron.**

Sprinkle sheets with *warm* water—it spreads faster. Don't let your iron get too hot—may cause "hidden scorch." Don't press the folds, please. And don't let sheets sit unused—keep 'em circulating!

## **Buy sheets only when you're down to bedrock!**

When you honestly haven't enough sheets to sleep on, remember this: those soft, smooth-woven Cannon Percals cost just about the same as heavy-duty muslin. And Cannon Percals have 25% more threads to the inch than the best muslins have. That's sheet life insurance!

★  
FOR VICTORY  
BUY  
U. S.  
WAR BONDS  
AND STAMPS

And because percale's lighter, Cannon Percals save money at average pound laundry rates, if you send your sheets out. If you wash your own, like me, you'll find Cannon Percals a breeze to handle!

## **Here's a memory jogger!**

Don't buy sheets unless you *have to*! But when you do, pick a name you can trust for all the things you can't see for yourself in a sheet. Know those wonderful Cannon Towels? The same people make Cannon Percale Sheets! And if you *do* buy these lovely sheets, baby 'em along with all the care of—of—a doting aunt!

Cannon also makes an economy muslin sheet—well-constructed, long-wearing—a really fine value. Cannon Mills, Inc., New York, N. Y.

# Cannon Percale Sheets



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Cannon Towels and Hosiery



# The AMERICAN HOME

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