



The Bogey of many a game

RIP clothes are inevitable, yet they remain the bogey of many a childish summer game. Fear of the scolding that may follow the discovery of a ripped blouse, or skirt or trousers, helps turn many a youngster into a prim little old man or a finicky little old woman.

OF course the good mother has plenty to do without the mending of unnecessary holes, and the head of the family has sufficient demands on his income without having to buy unnecessary suits of play clothes.

BUT an excellent compromise may be made in this way: Ask at the Cottons counter for "PRUE COTTONS." For example, one of

the *Prue* Cottons is "*Steel-Clad Galatea*"—and it is steel-clad! On the other hand, PRUE Cotton prints offer a great variety of light, clean, cheery long-wearing and washable materials at prices so low as to make a rip or two seem unimportant. If these are not what you wish there is a wide range of ducks or heavy plain cottons, all with the PRUE Cotton mark to guarantee their superiority.

PRUE
COTTONS

Remember "**PRUE**" stands for **PRUDENCE**

It is the seal of the prudent housewife's approval that has established Dominion Textile Cottons—"Prue" Cottons—as the best entering the Canadian household.

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