

The Book That Saved These Ladies Over \$200 Is Yours Free

Miss Joan Wilson, of Providence, R.I., writes:—

"Enclosed is a photograph of myself in a cloth suit that I dyed according to directions which I read in your DIAMOND DYE ANNUAL AND DIRECTION BOOK. It was originally a grey, and I dyed it a beautiful deep brown. I also dyed an aigrette, which was white, to match the gown. I did not need the book to dye this suit, for the directions on the envelope of the DIAMOND DYES I bought told all I needed to know, and their use is so simple. Still, I found the book very valuable, for it told me of many things that could be dyed. It has, I believe, saved me \$100 or more by making good material of poor color available for use in new and stylish hues."

Yours very sincerely,
JOAN WILSON.

Note:—In a second letter Miss Wilson writes: "You have my full permission to use the photograph I sent you in your advertising."

Mrs. James Cameron writes:—

"My husband and I were invited to a large ball last week. I was at my wits end to know what to wear. I had a pink charmeuse gown which was so badly faded that I did not see how I could wear it, and had made up my mind I would have to buy a new gown for the occasion, although we really could not spare the money conveniently. In looking over the advertisements in the

Magazine I saw your advertisement offering to send THE DIAMOND DYE ANNUAL AND DIRECTION BOOK FREE, I wrote you for a copy and received it by return mail. At the drug store on the corner I bought a package of DIAMOND DYES for Wool and Silk and re-colored my charmeuse a dark blue. I made some alterations to it and trimmed it with Bulgarian trimming. It was a great success, and since dyeing it I have dyed many other articles with DIAMOND DYES. I have counted up and find that the one-cent postal card I sent you for your book has saved me at least a hundred dollars. If I had bought the things it made as good as new, they would have cost that much money."

KATHERINE CAMERON,
(Mrs. James Cameron).

P.S.—My husband says I was the belle of the ball in the charmeuse gown. I send my photograph in it. You may publish it if you like."



Grey Cloth Dyed Brown.



Pink Charmeuse Dyed Dark Blue.

Diamond Dyes

"A child can use them"

Simply dissolve the dye in water and boil the material in the colored water.

Truth About Dyes for Home Use

There are two classes of fabrics—animal fibre fabrics and vegetable fibre fabrics. "Union" Wool and Silk are animal fibre fabrics. Cotton and Linen are vegetable fibre fabrics. "Mixed" goods are usually 60% to 80% Cotton—so must be treated as vegetable fibre fabrics.

It is a chemical impossibility to get perfect color results on all classes of fabrics with any dye that claims to color animal fibre fabrics and vegetable fibre fabrics equally well in one bath.

We manufacture two classes of Diamond Dyes, namely—Diamond Dyes for Wool or Silk to color Animal Fibre Fabrics, and Diamond Dyes for Cotton, Linen, or Mixed Goods to color Vegetable Fibre Fabrics, so that you may obtain the Very Best Results on EVERY fabric.

Diamond Dyes Sell at 10 cents Per Package.

Valuable Book and Samples Free.—Send us your dealer's name and address—tell us whether or not he sells Diamond Dyes. We will then send you that famous book of helps, the Diamond Dye Annual and Direction Book, also 36 samples of Dyed Cloth—Free.

THE WELLS & RICHARDSON COMPANY, LIMITED
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