

You would choose the Gold !

If you had your choice, naturally you would prefer an ounce of gold to a pound of lead, even if the lead was plated to resemble gold.

In dyeing, which do you prefer, a small package of pure, concentrated, harmless dyestuff, or a package made large and bulky by the addition of cheap chemicals that are of no use in coloring, and some of which ruin the goods?

In Diamond Dyes we offer a line of pure, unadulterated package dyes. Other package dye makers try to impose upon the public by filling the envelopes with a little dye, and a large amount of alum or cheap adulterations. Possibly a lady may be deceived once in this way, but the next time she has dyeing to do, she will take only the pure, strong and reliable Diamond Dyes.

We guarantee that Diamond Dyes will color more goods, package for package, than any other dyes upon the market, and will give the handsomest and most durable colors.

"Murder will Out."

From time to time new package dyes have been sold in competition with Diamond Dyes. They have claimed to be just as good or better. Some of them had a small sale for a short time, for many people are eager to try new things. But "*Murder will Out*," and the first trial showed the falseness of their claims, and everybody went back to the original and reliable Diamond Dyes.

Occasionally a druggist is talked into buying these cheap and second rate dyes. The following letter, selected from many hundreds sent us by dealers, shows the result: "I was induced to put in a stock of what are known as ——— Dyes. I have, through my customers, given them a thorough trial, and find them an inferior article. Hereafter I will sell only the Diamond." E. M. Lyons, Broadhead, Wis.

If your druggist was unfortunate enough to be "induced," by lower prices or other means, to put in a stock of these cheap dyes, and will not get the Diamond for you, do not let him crowd his poor stock upon you, but insist upon having the Diamond. If he will not keep Diamond Dyes until he has worked off his old stock, send the money to us, and we will mail the dyes, and you will get a good, fast, handsome color.

TO MAKE STAMPING POWDER.—The white powder is usually oxide of zinc, but fine whiting or fine chalk will do. To this powder add enough Violet Diamond Dye, powdered fine, to give it a distinct color. If to be used for wet stamping, wet up with benzine (away from the fire); if for dry stamping, mix with each ounce of the colored powder one-eighth ounce of powdered resin, and pass a hot iron over the work, fixing it by the heat.