#### CANADIAN MAGAZINE ADVERTISER

## Diamond Dyes **Can Solve** Your Dress Problem

Miss R. L. ROSTON, writes:

"Like all small towns ours has many cliques and rivalry runs rife.

"I found it impossible to keep up with the girls whose dress allowances were much larger than mine and worried and fretted-then I was told of Diamond Dyes.

"It is very easy to exaggerate, but when I say that after using Diamond Dyes my costumes were both envied and beautiful is expressing it mildly.

"It was so very easy.

"The enclosed photograph shows one of the delightful and stylish gowns I made.

" Taking a much used blue charmeuse gown, I dyed it black with Diamond Dyes. The result was a gown much admired and I believe copied.

"Dresses that I thought I could never wear I have recolored and transformed into beautiful stylish gowns.

"There is no need for any woman to worry about the dress problem-she really owes it to herself and those around her to get a magic package of Diamond Dyes.

"They will entirely solve all vexing problems of dress, making possible a complete stylish wardrobe.

# lamond Dyes

## Made a Pleasure Trip Possible

Mrs. R. H. RIDOT writes:

MIS. K, H, KIDOT WRIES: "I have just arrived from Warex, S. D., and as my trip was made possible by Diamond Dyes I want to tell you about it. "I had few new clothes, in fact not enough to go back east. "Then I was told of Diamond Dyes. "I got down all my oldest dresses—I hunted in the attic high and low for things I had discarded as absolutely worthless. "Old waists, trimmings long out of date were added to the pile of what loaked impossible. what looked impossible.

what looked impossible. "The result was many stylish costumes much admired. "Mine may be an unusual case, but now that I have used Diamond Dyes I know that every woman may have all the splendor of dress—all those little touches so dear to a woman's heart. N.B.—The photograph I enclose will show you one of the gowns I made. I had a pink eponge suit which I thought practically gone. By dyeing it dark blue with Diamond Dyes, it has turned out to be simple charming and ettilish." simply charming and stylish.

Pink eponge suit dyed blue

### Truth About Dyes for Home Use

There are two classes of fabrics-animal fibre fabrics and vegetable fibre fabrics.

Wool and Silk are animal fibre fabrics. Cotton and Linen are vegetable fibre fabrics. "Union" or "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.

8 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 us3whether 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.

WELLS & RICHARDSON COMPANY, LIMITED, 200 MOUNTAIN STREET, MONTREAL, CANADA

