

These New Spring Gowns Were Made With Diamond Dyes

"Any bright woman can be as successful as I have been in making pretty clothes, if she will select models that suit her, get the patterns, and use Diamond Dyes according to directions. This new spring dress of mine I made over from a pink crepe de chine which I dyed dark green, and selected the model from the ——— Fashion Book."

LAURA M. TIFFANY, NEW YORK CITY

"I am glad to send you a photograph of my latest Diamond Dyes Dress. I made this over from some pale yellow messaline material which I had in a dress last spring. I dyed it brown. Isn't it stylish?"

ETHEL L. DE MOTTE, NEW YORK CITY

You too, can solve dress problems with Diamond Dyes. You need not hesitate to dye your most costly garments.

There is no knack or secret about using Diamond Dyes. They are as easy to use as soap.

Buy a package of Diamond Dyes today. It will cost but 10c. at any drug store. Tell the druggist what kind of goods you wish to dye. Read the simple directions on the envelope. Follow them and you need not fear to recolor any fabric.

Diamond Dyes

There are two classes of Diamond Dyes—one for Wool or Silk, the other for Cotton, Linen, or Mixed Goods. Diamond Dyes for Wool or Silk come in **Blue** envelopes. Diamond Dyes for Cotton, Linen, or Mixed Goods come in **White** envelopes.



Pink crepe de chine
dyed green



Yellow messaline
dyed brown.

Here's the Truth About Dyes for Home Use

Our experience of over thirty years has proven that **no one dye** will **successfully** color every fabric.

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 60% to 80% Cotton—so must be treated as vegetable fibre fabrics. Vegetable fibres require one class of dye, and animal fibres another and radically different class of dye. As proof—we call attention to the fact that manufacturers of woollen goods use one class of dye, while manufacturers of cotton goods use an entirely different class of dye.

DO NOT BE DECEIVED

For these reasons we manufacture **one class** of Diamond Dyes for coloring Cotton, Linen, or Mixed Goods, and **another class** of Diamond Dyes for coloring Wool or Silk, so that you may obtain the **very best** results on **EVERY** fabric.

REMEMBER: To get the **best possible** results in coloring

Cotton, Linen, or Mixed Goods, use the **Diamond Dyes manufactured especially for Cotton, Linen, or Mixed Goods**.

AND REMEMBER: To get the **best possible** results in coloring Wool or Silk, use the **Diamond Dyes manufactured especially for Wool or Silk**.

Diamond Dyes are sold at the uniform price of 10c per package.

Diamond Dye Annual—Sent Free

This book is full of dress secrets, how to do almost magical things about the home, etc., etc.

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

THE WELLS & RICHARDSON COMPANY, LIMITED, 200 MOUNTAIN ST., MONTREAL, CANADA