

"My Winter Suit and My Daughter's Best Dress Cost Me \$2.20"

"I have used Diamond Dyes for years, but I do think I ought to tell you of what I did this fall.

"My daughter is 9 years old and has begun to go to children's parties. I do so want her to be smartly dressed, and she takes a pride in it herself.

"I saw such a pretty, effective child's dress in the ——— Magazine, sent for the pattern, and then looked over my own clothes. I found a cream voile dress that was getting out of style. I ripped this up, dyed it dark blue, bought one yard of white French flannel for 50 cents for the collar, yoke, cuffs, and trimming, and had no trouble in making it exactly like the illustration, and it's the smartest little dress she has ever had.

"For my own extra suit I made over a white serge, dyed it a deep brown, using a ——— pattern, and it certainly is a clever suit. The lining, buttons, and belt and buckle cost me \$1.50, so you see my winter suit and my daughter's dress cost me just \$2.20. The Diamond Dyes cost me 20 cents, and I have half of one package left."

Mrs. L. B. Stone



Made over from a white serge dyed brown

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 now come in **Blue** envelopes. And, as heretofore, those for Cotton, Linen, or Mixed Goods are in **White** envelopes.

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.



Made over from a cream voile dyed dark blue

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.

Just Out—Sent Free—New Edition 1912-1913—Diamond Dye Annual

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, QUE.