

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

"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.



Pink crepe de chine
dyed green

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

Perhaps you have some last season's dresses that are too good to throw away. Perhaps they are a little soiled or faded, or the color is out of style.

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

It's as easy as washing a handkerchief to give them handsome new shades with Diamond Dyes. And Diamond Dyes will make them look like new, too.

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.

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.

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



Yellow messaline
dyed brown