

Extra Gowns and Hats with Diamond Dyes

Why not have some extra gowns and hats this spring?

The styles this year are so simple that you can easily make any of them at home.

This Gown on the Left

Could anything be simpler to make? The charmeuse dress you wore last spring can be made up into a gown just as pretty as this. Dye the material one of the new spring shades.

Cut down the brim of one of your summer hats—use some of the silk in the dress and a bunch of flowers for the trimming. Your new gown and hat should not cost more than 10 cents—the price of one package of Diamond Dyes.

This Gown on the Right

Take your last summer voile dress—dye it a delicate lavender shade and trim it with buttons covered with material like the gown. For a hat to wear with this gown, use any straw that you have, face it with black velvet, and get a yard of lavender satin ribbon for the trimming.



Cream charmeuse dyed light green

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

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

1913 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 56 samples of Dyed Cloth—Free.

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

Diamond Dyes

Diamond Dyes are making this possible for every woman in the country. Learn their use and have the joy of knowing that your wardrobe is really complete.

Mrs. R. L. Lee of Boston writes:

"I often wonder why my friends don't have a greater number of gowns. Few dresses are really worn out after one season's wear, and they can always be made over and given new life and beauty with Diamond Dyes."

"With the aid of Diamond Dyes I have many extra gowns, waists, hats, collars, etc., and I know every woman would be happier if she could profit by my experience."

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.

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



White voile dyed lavender