

Some Facts about Dyeing.

THE "world do move." We have chained the lightning—the voice of the dead speaks to us a century after the body has been resolved into the primal elements.

The introduction of the famous Turkish Dyes into Canada marked a revolution in the art of dyeing.

There had, indeed, been so-called dyes in the market. Think of the dingy, shabby colors with which you once put up, and ask yourself, after your experience with Turkish Dyes, if you would tolerate anything so ridiculous now.

The people of Canada buy every year 600,000 packages of Turkish Dyes.

This eloquent fact testifies to the appreciation of the public when they are offered an article which meets the necessity of the case.

Mark this—you do not need any shading colors when you buy Turkish Dyes. Every package is perfect.

And the range of color is wider than that of any other dyes. Moreover, new colors are always added as they become fashionable.

Every color is perfect; every color produces an exquisite effect; and every color can be employed upon silk, wool and cotton.

No; you do not need shading colors if you use Turkish Dyes. The "shading colors" are an excuse for poor dyes. If you fail with them, you are told that you did not use the proper amount of "shading," and the blame is shifted from the dye to the user of the dye.

Turkish Dyes are perfect in themselves; comprehensive in their range; effectual in their application for all domestic dyeing.

Turkish Black, for example, was the first stocking black ever introduced to Canada that answered its purpose. It was the first black that did not smut. Try it. Other dyes have imitated Turkish Black, just as they have imitated Turkish Rose Pink and Brown. Imitation is said to be the sincerest form of flattery.

Well, it is one thing to imitate and quite another to produce identical effects.

Once more—Turkish Dyes are warranted. If you can discover in any one of the colors comprised in a package of Turkish Dyes a defect, the Turkish Dye Company accept the full responsibility.

And every color is absolutely true. Here we have no blurs nor smudges; no muddiness which is indeterminate, and which cannot be called anything in particular. Every color gives the genuine result—permanent, indelible and beautiful to the eye.

Turkish Dyes come off more than conqueror in any contest with other dyes. They are superior in their character; they are wider in their range; they can be used for a greater variety of articles; and they give results of permanency and beauty which are simply magical.

If you hear any person utter the depreciatory word, bring that person to the test of experience. There is the record of sales of Turkish Dyes since their introduction in 1888; there is the record of what they have accomplished for the householders of Canada; there is the testimony, voluntarily offered, of results obtained by following the directions, and which have never been equalled by any other dye in the market.

The recollection of the poverty and inefficiency of the so-called dyes of the past is still vivid; the advance made by the Turkish Dyes, in beauty and range of color, is appreciated; and the increasing sales from year to year speak, trumpet-tongued, of their worth and efficacy.

Here is a point worth noting—every user of Turkish Dyes becomes an eloquent advocate of them with her friends. Every lady who tries them triumphantly shows her neighbors the results she has secured by following the directions. This is the best of all advertisements. She who has actually seen the effects will herself put the dyes to the test.

And this is all that the Turkish Dyes

TURKISH DYES DO NOT WASH OUT.