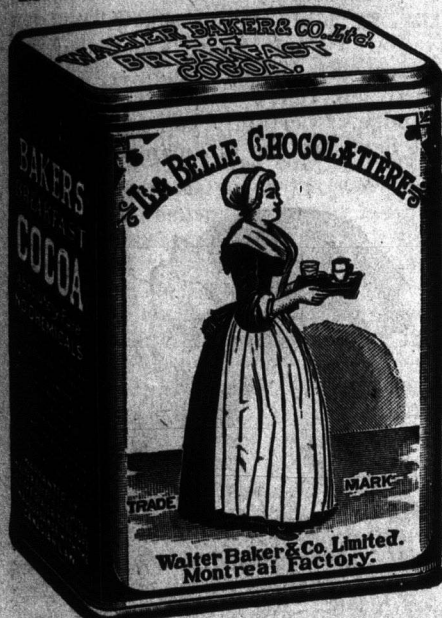


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For delicious natural flavor, delicate aroma, absolute purity and food value, the most important requisites of a good cocoa, it is the standard
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Gentlemen,

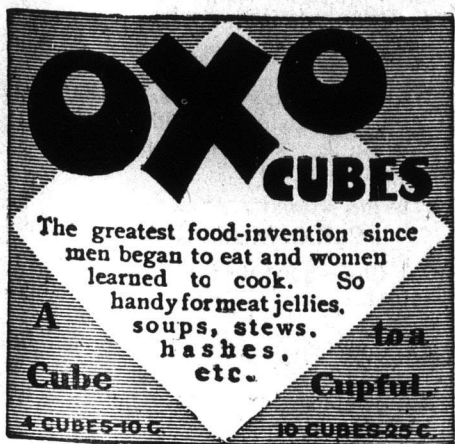
Are you aware that Catarrh is caused because your hair is scanty, and a well-made toupee would prevent that and add a hundred per cent to your appearance? Send to me for Price Lists and the way to take measurements.



Ladies,

We make Transformations with a parting and it looks perfect. You should try one if your hair is thin or grey. They make you look years younger. Don't forget also to save your combings; they make Switches and Puffs equal to new. Send today for prices to

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each side that extends to the depth of the flouncing. The little blouse coatee is quite separate and closed at the front. Made with square neck and short sleeves and of embroidered or other fancy material the costume is adapted to afternoon wear and to luncheons and occasions of the kind. Made with high neck and long sleeves and from plain linen or piqué, simply finished, it becomes suited to morning wear.

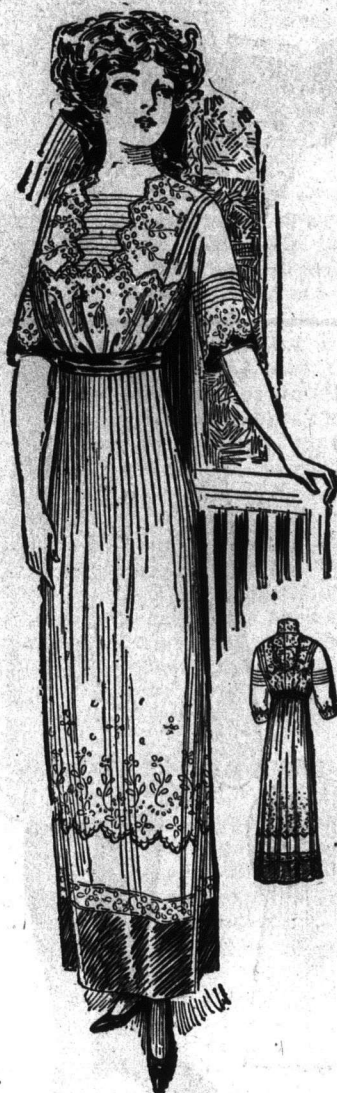
For the 16 year size will be required 4 1/2 yards of material 27, 4 yards 36, 3 3/4 yards 44 inches wide with 2 1/2 yards of embroidery 12 inches wide and 3 1/2 yards of tucking, 9 yards of banding; 3/4 yard 18 inches wide for yolk when high neck is used.

The pattern, No. 7423, is cut in sizes for misses of 16 and 18 years of age, and will be mailed to any address on receipt of ten cents.

SEMI-PRINCESSE DRESS FOR MISSES AND SMALL WOMEN.

With Square or High Neck, Elbow or Three-quarter Sleeves.

Flouncings and bordered materials make many of the prettiest dresses of the season. This one is very dainty in effect yet extremely simple to make and



7413 Semi-Princesse Dress for Misses and Small Women, 16 and 18 years.

it requires material of only moderate width. The tunic portion is of flouncing and beneath it is a foundation piece, but this also is straight and can be made from plain material, from wide banding, from material trimmed or from flouncing to match the tunic in narrower width. The blouse is cut in one piece with the sleeves which means simple making as well as graceful lines. Square neck and elbow sleeves are both pretty and smart, but there are occasions when high neck and longer sleeves are desirable and the dress can be made as shown in the back view and the neck finished with a stock collar.

For the 16 year size will be needed 2 1/2 yards of bordered material 28 inches wide and 3 1/2 yards 17 inches wide with 3/4 yard of plain material 36 inches wide and 1 yard 21 for the bands, 2 1/2 yards of insertion and 3/4 yard of tucking to make as illustrated.

The pattern, No. 7413, is cut in sizes for misses of 16 and 18 years of age, and will be mailed to any address by the Fashion Department of this paper, on receipt of ten cents.

WAITRESS' APRON.

Every housekeeper will appreciate a tasteful apron for waitress' wear. This one is so simple that it can be made readily and quickly, at the same time it is dainty and becoming. The straps over the shoulders are straight and if liked they can be from embroidery. The apron is generously full without being cumbersome. It is easily adjusted, it is smart and neat in effect and it fulfills every requirement. Apron lawns, linen, plain cambric and materials of the kind are appropriate.

For the medium size will be required 3 3/4 yards of material 36, 3 1/4 yards 44 inches wide.

The pattern, No. 7421, is cut in one



7421 Waitress' Apron, One Size.

size only, and will be mailed to any address by the Fashion Department of this paper, on receipt of ten cents.

PRETTY SUMMER FROCKS.

Summer fashions for the growing girls are very charming. These frocks are dainty in the extreme, yet neither involves any great amount of labor, for even the lace trimmed dress which gives an effect of elaboration is in reality simple, the trimming all being arranged over the seams and on straight lines.

The frock made of bordered material combines a simple straight skirt and a surplice blouse. It is especially adapted to bordered fabrics and in this instance flouncing has been used throughout, but it could be made as indicated in the back view and of plain material if something simpler is wanted, and it is charming in whatever way it is created. For the various functions that are apt to occur with the closing of school, the flouncing is charming; for every-day afternoon occasions one of the pretty cotton voiles or material of the kind could be finished with scalloped edges, either button-holed or bound with silk to be extremely pretty, and there are numberless other ways in which the dress could be trimmed and finished.

For the 12 year size will be needed 2 1/2 yards of flouncing 30 inches wide with 3 yards 15 inches wide to make as

"I Dyed Patterns

On My



Portieres"

The above is quoted from a letter written by Mrs. F. M. Bailey, of Toronto, who relates a new experience with Diamond Dyes, as follows:

"After reading with a great deal of interest a copy of The Diamond Dye Annual, I thought I would do a little experimenting with Diamond Dyes, just for curiosity's sake.

"I took some of my last summer's draperies, and with a stencilled pattern, made them more beautiful than they were the day I bought them.

"I wonder sometimes whether there is anything that Diamond Dyes will not do. For years they have kept my home and my wardrobe constantly beautiful, and have been a saving greater than I could possibly figure out.

"Any woman who doesn't know Diamond Dyes, doesn't know how much real pleasure housekeeping affords."

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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 fabric—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 woolen 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.

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