



The Most Popular Gift in the World

Perhaps the most popular Christmas gift in the world for men is the necktie or cravat. This for the very good reason that a man always appreciates the gift of a handsome tie with true sincerity.

But be sure you get the right tie. If you ask your dealer for Reid Cravats you are sure to get a Cravat that has built up an enviable fame among smartly-dressed men—a fame for strikingly beautiful patterns, handsome, durable materials, and perfect style.

Reid's Real Bengalene

is a special weave that won't wrinkle, won't show pinholes, and won't get old. Ask your dealer to show you some of the thirty five rich new shades of Reid's Real Bengalene Cravats, priced from

50c to \$1.50

Or Write

A. T. REID CO., Limited
262 KING STREET WEST
TORONTO



It's the car higher up—in the esteem of the automobile buying public. We have had to double our gigantic output—and the demand is more than doubling. Those who placed winter orders for Ford cars last year were not disappointed in delivery.

Every third car is a Ford. Nearly 180,000 have been sold and delivered. New prices—runabout \$675—touring car \$750—delivery car \$775—town car \$1,000—with all equipment, f. o. b. Walkerville, Ont. Get particulars from Ford Motor Company of Canada, Limited, Walkerville, Ont., Canada.

In Lighter Vein

At Our Jokes.—He who laughs last is an Englishman.—Princeton Tiger.

Waiter—"Do you mind if I put your bag out of the way, sir? The people coming in are falling over it."

Diner—"You leave it where it is. If nobody falls over it, I shall forget it's there."—Fliegende Blatter.

Success Assured.—Chicago has a school for brides. If it guarantees every graduate a position it is bound to become the most popular institution of learning in the country.—Cleveland Plain Dealer.

Another Dog.—Griggs—"Lost money in that stock deal did you? Say, let me give you a pointer."

Briggs—"No you don't. No more pointers for me. What I'm looking for now is a retriever."—Boston Transcript.

Unappreciative.—She—"I have made a water-colour drawing and hung it up in your study to hide the stain in the wall-paper."

He—"But, darling, I never complained about that stain."—Meggendorfer Blaetter.

Post-mortem Chat.—Two Irishmen were working on the roof of a building one day when one made a misstep and fell to the ground. The other leaned over and called:

"Are yez dead or alive, Mike?"

"O'im alive," said Mike, feebly.

"Sure you're such a liar Oi don't know whether to belave yez or not."

"Well, then, Oi must be dead," said Mike, "for yez would never dare to call me a liar if Oi wor alive."—Philadelphia Record.

Her Natural Protector.—"O Clara, we had a dreadful scare this morning; a burglar scare!" said Mrs. Fink. "There was a frightful noise about two o'clock, and I got up. I turned on the light and looked down, to see a man's legs sticking out from under the bed."

"Mercy, how dreadful! The burglar's?"

"No, my dear, my husband's. He had heard the noise, too."—Youth's Companion.

Making Money.—Old Hand (to new ticket seller at state fair)—"Ever been on the wicket before in a crush?"

New Hand—"Nope."

Old Hand—"Thought not."

New Hand—"Why not?"

Old Hand—"You give change first, and tickets afterward."

New Hand—"What is the difference?"

Old Hand—"Hundreds of dollars, my boy. No one ever passes in and forgets his tickets."—Judge.

The Expert's Verdict.—Mrs. John Hays Hammond, wife of the widely known American mining engineer, shows as much appreciation of the marvels of the profession as her husband.

"One day a friend," she says, "came joyfully to Mr. Hammond declaring he had found oil flowing from a spring in his land. He brought along a sample in a bottle.

"The bottle was one which he had picked up in a hurry somewhere around the house. Mr. Hammond forwarded it to an expert chemist, and his client waited with considerable impatience for the report of the analysis to be returned. In a few days this telegram was received.

"Find no trace of oil. Your friend has struck paregoric."

Clever.—Louis XIV. playing at backgammon had a doubtful throw. A dispute arose and the surrounding courtiers all remained silent. The Count de Gramont happened to come in at the instant.

"Decide the matter," said the King to him.

"Sire," said the Count, "your Majesty is in the wrong."

"How!" replied the King, "can you decide, without knowing the question?"

"Because," said the Count, "had the matter been doubtful, all these gentlemen present would have given in for your Majesty."—Life.

Diamond Dyes Spell Economy For These Women



Made over from a tan broadcloth dyed black.

"I am sending you photographs of my sister and myself to show you what we have been able to do with Diamond Dyes.

"The gown that I have on I made over from material we had in a tan broadcloth Russian Blouse that we never liked. We dyed this black. My sister's suit we made according to a pattern, from a grey homespun suit which we dyed navy blue.

"I think you can see from these photographs of my sister and myself how much Diamond Dyes mean to us."

Mrs. J. R. Raymond,
New York City.

Diamond Dyes are the wonder-workers of the home. Rugs, portieres, curtains and feathers, etc., can be made bright and fresh as new.

Diamond Dyes

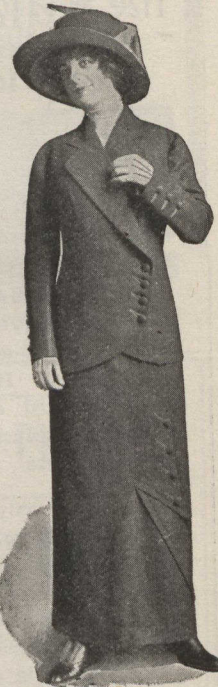
There are two classes of Diamond Dyes—one for Wool or Silk, the other for Cotton, Linen, or Mixed Goods. Diamond Dyes for Wool or Silk now come in Blue envelopes. And, as heretofore, those for Cotton, Linen, or Mixed Goods are in White envelopes.

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 woolen goods use one class of dye, while manufacturers of cotton goods use an entirely different class of dye.



Made over from grey homespun dyed navy blue.

DO NOT BE DECEIVED

For these reasons we manufacture one class of Diamond Dyes for colouring Cotton, Linen, or Mixed Goods, and another class of Diamond Dyes for colouring Wool or Silk, so that you may obtain the very best results on EVERY fabric.

REMEMBER: To get the best possible results in colouring 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 colouring 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.

WELLS & RICHARDSON CO., 200 Mountain St.
MONTREAL, QUE.