

"Getting Ready for the Fall With Diamond Dyes"

"Last spring my sister and I tried your dyes for the first time. We had such success that we decided that we would have regular Diamond Dye days this fall, so for three days this week we have been getting ready for the fall with Diamond Dyes.

My eldest daughter graduated last June, so she will go out a good deal this winter. We made her two party dresses—one a new Baby Blue charmeuse and the other a gray crepe de chienne that I dyed from a soiled pink of last year. Then I got a ——— pattern and we made her such a stylish tan serge suit. I had the serge in a white gown for three years.

We made baby Helen six new frocks from ——— patterns. All of them we made from our different clothes that we ripped up and recolored.

Then we dyed all our library curtains a deep, warm red, and the effect was very pretty. Thank you for the advice on dyeing feathers. They came out like new, and I realize now all I needed was the Diamond Dye Direction Book.

MRS. FREDERICK LELAND.

You can make new gowns by making new colors—you can brighten up and renew your wardrobe with Diamond Dyes.

You can transform the colors of draperies, curtains, rugs, and carpets.

Diamond Dyes are the magic workers of the home.

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.

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.

VALUABLE BOOKS AND SAMPLES FREE. Send us your dealer's name and address—tell us whether or not he sells Diamond Dyes. We will then send you that famous book of helps, the Diamond Dye Annual, a copy of the Direction Book and 36 samples of Dyed Cloth—Free.

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



Made over from a white serge dyed tan.



Made over from a white voile dyed pink.