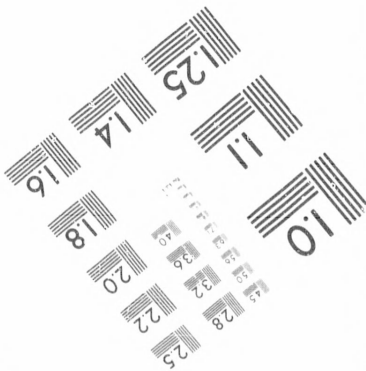
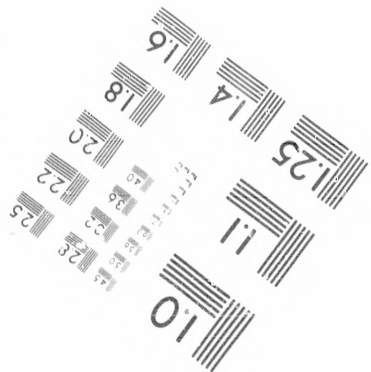
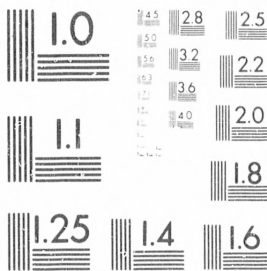


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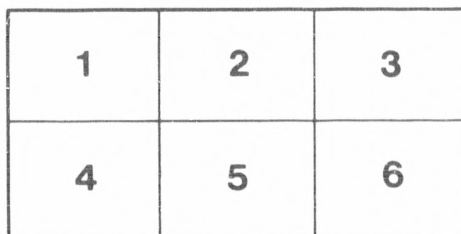
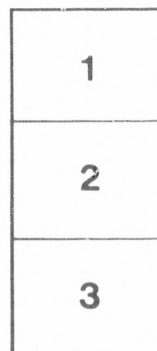
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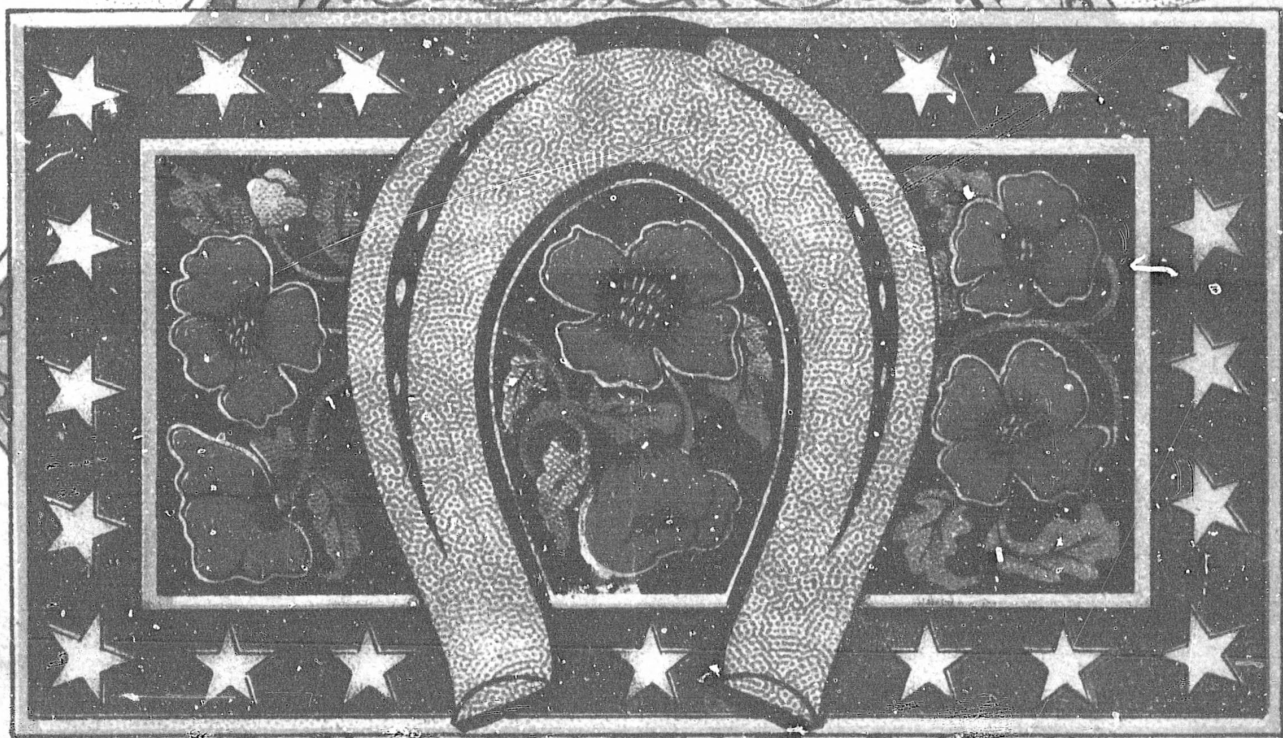
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DIAMOND DYE

Door Mat 18 x 30 in. Price 15 cts.



No. 16 See page 4.

RUG BOOK

Door Mat 18 x 30 Inches, Price 15 cents. See page 5.



No. 17.

Door Mat 18 x 30 Inches, Price 15 cents. See page 6.



No. 18.

Entered according to Act of the Parliament of Canada, in the year 1899
by Wells & Richardson Co., at the Department of Agriculture.

Rug and Mat Making.

A Popular and . . .
Fascinating Work .
in the Home Circle.

An Art in Which . . .
Every Woman and Girl
Can Become Proficient
and Skilled.

THE art of making Hooked Rugs and Mats was carried on by our grandmothers long years ago, and many of the old ladies were extremely proud of their pieces of handiwork that adorned the floors of the best rooms.

Like other popular home arts, the work of Rug and Mat making has progressed and developed so wonderfully that many of the home productions of to-day rival in design, richness and beauty the famed products of oriental manufacturers who have followed an art commenced by their ancestors centuries ago.

Among the most noted agencies of the present day contributing to the success and pleasure of Rug and Mat making, the Diamond Dyes take first place. By using the Diamond Dyes to color rags, yarns, wornout clothing and discarded underwear, the Rug and Mat maker of to-day can easily command the newest, fastest and most brilliant colors. Our dear old grandmothers, who are with us still, delight to speak of Diamond Dyes and their many advantages over the crude logwood dyes and extracts of former years that gave such poor results after long hours of labor. It is now generally acknowledged by all Rug and Mat makers that on Diamond Dyes, and Diamond Dyes alone, does the success of artistic Rug and Mat making depend.

The fascinating art of making Hooked Rugs and Mats is easily learned. With such invaluable home helpers as the Diamond Dyes, any intelligent woman or girl can, during the long autumn or winter evenings, contribute to the adornment of the hall, parlor, diningroom or bedrooms. Pretty Rugs and Mats judiciously distributed in the various apartments are true indications of refinement and good taste.

AR 746.74 D37

May 1975

In every home—stored in attic, closet or basement—rags, old pieces of cloth and cast off garments can be found in sufficient quantities for profitable use. Do not sell your rags, etc., to the travelling rag-gatherer ; save them and work them up into handsome and useful Rugs and Mats.

Directions for Rug and Mat Making.

Having selected your Rug or Mat pattern from the novel and handsome designs shown in this book, your next work will be the dyeing of your materials, so as to get the colors represented in colored plates.

Dark colored rags and materials are usually dyed black for the ground work of pattern and outside of the scroll or border ; light colored rags, dress materials and wornout white blankets can be colored in light, medium or dark shades for working scrolls, animals, flowers, figures, etc.

The Diamond Dyes are the surest and best to use for the work of coloring, as success is always assured ; there are explicit directions on each package of the Diamond Dyes, so simple and plain that a child can use them with best results.

For rags and other materials that are all wool use the special Diamond Dye Wool colors. For all cotton and union materials use the special Diamond Dyes for Cotton and Mixed Goods. Attention to these points will insure success in your work of coloring.

After the rags are colored they are cut up into strips about three-eighths of an inch wide, although the width varies according to the thickness of the material. Thin materials require to be cut wider, while heavy materials should be cut narrower.

The rags or other materials having been properly dyed and cut into strips of proper width, take the Hessian pattern and stretch it tightly and evenly in a frame. Some Rug and Mat makers have a regular frame for the work which can be adjusted to different sizes of patterns, while others use four straight strips or bars of wood about two and a half inches wide, one inch thick, and long enough to cross at the corners, leaving a space in centre as large as the pattern ; the corners may be held together with a clamp or simply nailed.

The pattern, which should be bound with braid or hemmed, is then fastened in the frame either by tacking the edges to the inside edges of the frame, or by stitching twine through the edges of pattern and round

the sides of the frame ; the pattern must always be drawn quite tight.

The frame is then placed in a horizontal position at a convenient height for hooking. The work is commenced by taking a strip of rag in the left hand and hook in the right ; the hook is pushed down through the pattern and the end of rag pulled up, say one-half inch ; then the hook is pushed down again, leaving at least two threads of pattern between first and second holes, and a loop of the rag pulled up about three-eighths of an inch, and so on until the rag is used up, following the design on pattern. This is continued until the whole Rug is worked, when none of the Hessian will be visible, it having been all worked over with rags.

On the under side of the Rug or Mat the rags are not in loops as on the top, but are pulled or drawn close up to the pattern with the hook. You will soon become very much interested in the work, and when your Rug or Mat is finished it will be such a handsome production (and all your own work, too,) that you would not exchange it for any imported Rug or Mat.

To those who are beginning the work of Rug and Mat making we would recommend the use of the coarsest hook, No. 2.

Many experienced Rug and Mat makers use yarn or carpet waste for flowers and scrolls, pulling the loops up quite high and then clipping them off with scissors, giving the Rug or Mat a rich velvety appearance.

The colored plates shown on outside and inside covers and throughout this book are the richest and most novel designs for Rugs and Mats ever placed before the ladies of Canada. The designs for working up are on a special quality of Hessian manufactured for us in Scotland. These Hessian designs are artistically colored, corresponding with the plates in this book, and are ready for hooking.

The Diamond Dye Rug Patterns are 54 inches long and 30 inches wide ; price 25 cents each.

The Diamond Dye Door Mat Patterns are 30 inches long and 18 inches wide ; price 15 cents each

Any pattern sent post free on receipt of price. Order always by number under the design.

Kindly remember that the Rug and Door Mat Patterns shown in this book are registered, and can only be obtained from us or merchants whom we supply.

Address

WELLS & RICHARDSON CO.,

200 Mcuntain Street, Montreal, P.Q.

Door Mat, No. 16.

Size 18 x 30 Inches.

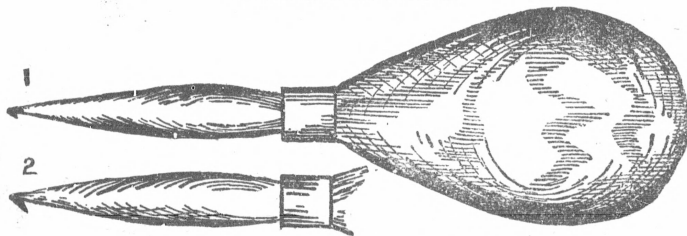
Price 15 Cents.

Post Paid to any Address.

This Diamond Dye "Horseshoe" mat pattern will become a general favorite. The design has been submitted to a number of art critics, all of whom are of opinion that it will be popular for many years. Ladies in all parts of Canada are ordering this No. 16 with other designs. Many say it is the most unique design ever seen in rugs and mats. While the colors suggested by the artist are effective and harmonious, other combinations may be used. Expert rug and mat makers and hundreds who make homemade carpets give strong and convincing testimony as to the superiority of the Diamond Dyes for coloring wool, cotton and silk goods. No failures or disappointments when Diamond Dyes are used. Do not allow your dealer to sell you imitations of the "Diamond."

Our Special Steel Hooks.

Exact Size of Points.



For Particulars See Page 5.

Door Mat, No. 17.

Size 18 x 30 Inches. - Price 15 Cents.

Post Paid to Any Address.

While animal patterns in door mats will always be popular with many, the Diamond Dye "Dog" pattern will find a place in thousands of homes. When neatly and carefully worked, this design will show to advantage wherever placed. The Diamond Dyes produce all the colors and shades that go to make this mat effective. The design is easy to work, and is recommended to those who are commencing the work of making hooked rugs and mats.

Steel Hooks

For Working Diamond Dye Rug and Mat
Patterns.

Price 25 Cents each. - Post Paid to Any Address.

We are making two sizes of Hooks, as shown on page 4, for working our Diamond Dye Rug and Mat patterns. These Hooks, well polished and smooth, are made of the finest steel, and have well finished hard wood handles. The cuts show exact size of the points. No. 1 is a fine Hook for nice work. No. 2, being coarser, is more adapted to new beginners. Price 25 cents each; sent free of postage on receipt of price. Order by number.

WELLS & RICHARDSON CO.

Montreal, P.Q.

Door Mat, No. 18.

Size 18 x 30 Inches. - Price 15 Cents.

Post Paid to Any Address.

For the country homes of Canada where unbounded hospitality always prevails, the Diamond Dye "Call Again" mat will secure attention and popularity. There is a newness and beauty about this mat that must command the attention of young and old. No difficult feature is met with in the working of this "Call Again" mat, and when your rags are dyed with the Diamond Dyes the colors will show up richly and brilliantly. We specially recommend the black ground with cardinal letters.

The Standard Dyes of the World.

Diamond Dyes

Are Imitated But Never Equalled.

For over a quarter of a century Diamond Dyes have stood the severest tests in millions of homes, and have won a fame and popularity that has made them the world's standard home dyes. Speculators, for the sake of large profits, have endeavored to imitate the Diamond Dyes, but their productions have always proved miserable failures and deceptions. There is as much difference between the genuine Diamond Dyes and the imitations as there is between a genuine bank note and a counterfeit. Beware of all imitation package dyes. Ask for the "Diamond" and see that you get them.

Door Mat, No. 19.

Size 18 x 30 Inches. - Price 15 Cents.

Post Paid to Any Address.

Our Diamond Dye "Welcome" mat pattern is very suggestive. The maple leaves, roses, thistles and shamrocks represent at a glance the various nationalities that make up our population. Many ladies write and say "Your Diamond Dye 'Welcome' pattern is a great hit." We assure the ladies that the working of No. 19 will be pleasant and profitable. In coloring rags for this mat we strongly advise use of colors shown on colored plate. The Diamond Dyes will dye your materials the exact shades required. The use of crude and imitation dyes will spoil your work.

Door Mat, No. 20.

Size 18 x 30 Inches. - Price 15 Cents.

Post Paid to Any Address.

The Diamond Dye "Snowshoe" mat design is a pattern that has never before been submitted to the attention of the ladies. Letters from hundreds have come in, all agreeing that it is a "novel and grand pattern." It will undoubtedly prove a great seller; indeed, orders already received go to prove this. While the border is handsome, rich and artistic, it can be easily worked by any woman of intelligence. It is a very pleasing mat for any part of the house. If your rags or goods are all wool, use Fast Diamond Dye for Wool; if your materials are all cotton or mixed goods, use Fast Diamond Dyes for Cotton and Mixed Goods.

Door Mat, No. 21.

Size 18 x 30 Inches. - Price 15 Cents.

Post Paid to Any Address.

While there is a plainness and quietness about this design, there is also an elegance and warmth in the pattern that must attract the tastes of thousands of ladies. No. 21 is one of the artist's most happy conceptions, and the present demand promises a phenomenal sale for this design. The colors blend with perfect harmony, and the mat, whether made of wool or cotton rags, will prove a creation of beauty. In order to obtain the best results as far as bright, brilliant and rich colors are concerned, you must use the Diamond Dyes. Refuse all imitation and crude dyes.

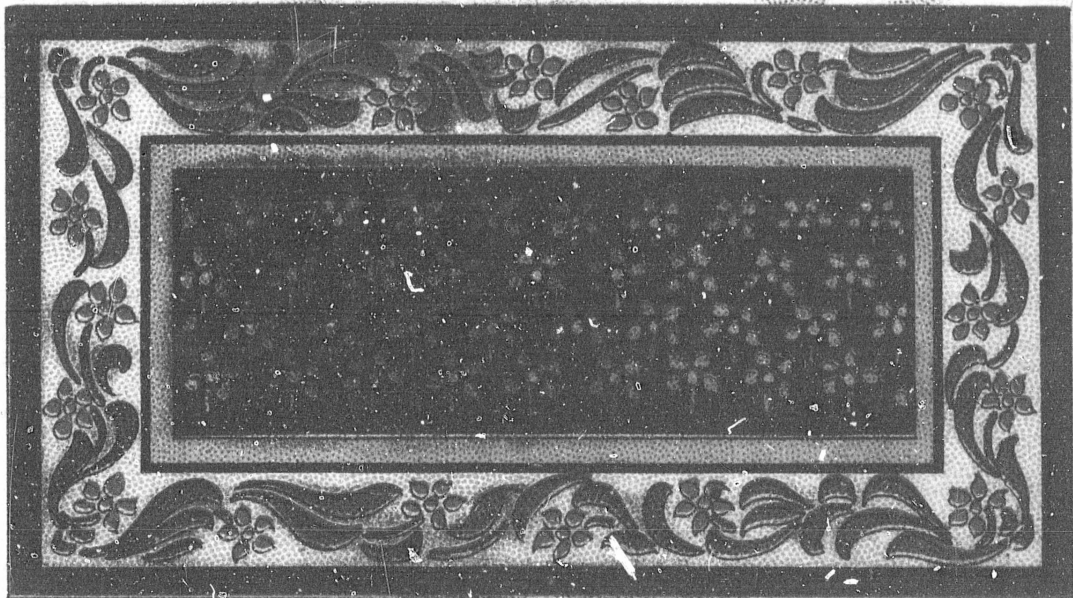
Door Mat, No. 22.

Size 18 x 30 Inches. - Price 15 Cents.

Post Paid to Any Address.

Our Diamond Dye "Toboggan" mat is an original idea, and like the "Snowshoe" mat must prove a fast seller. The sporting critics declare that tobogganing will be a popular sport for the next three or four winters. In view of this fact the Diamond Dye "Toboggan" mat will consequently establish itself as a favorite in city and country homes. The colors are warm and cheerful and will never fade when made from the fast Diamond Dyes. If your dealer is out of the colors you require in Diamond Dyes, write to Wells & Richardson Co., Montreal, and they will send any color by mail; price 10 cents. Never take a substitute.

Floor Rug 30 x 54 Inches, Price 25 cents. See page 9.



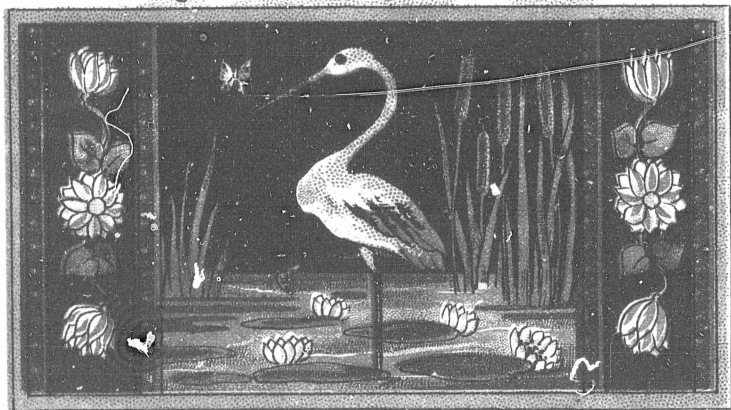
No. 23.

Floor Rug 30 - 54 Inches, Price 25 cents. See page 9.



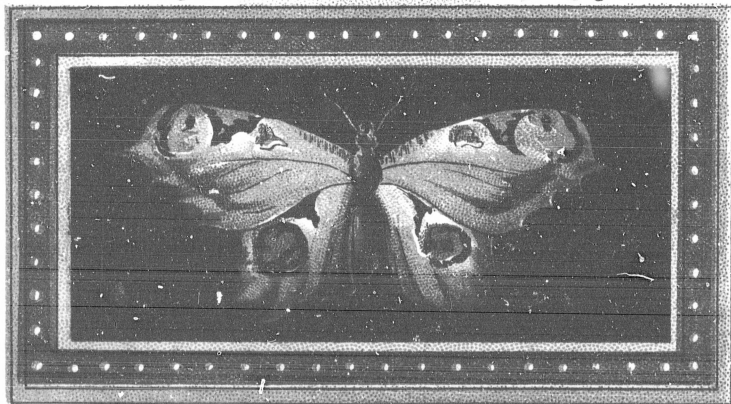
No. 24.

Floor Rug 30 x 54 Inches, Price 25 cents. See page 12.



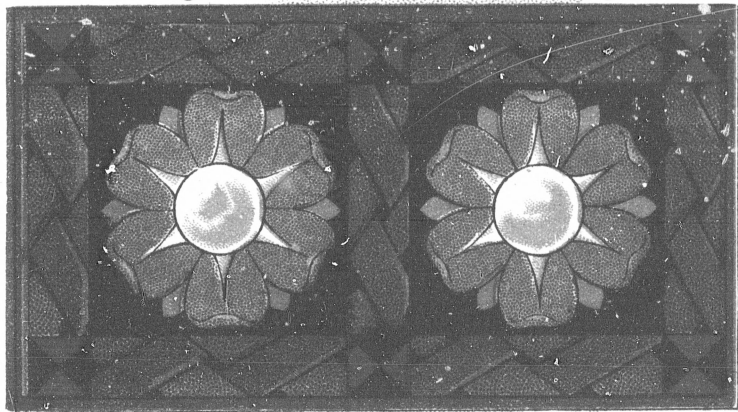
No. 27.

Floor Rug 30 x 54 Inches, Price 25 cents. See page 13.



No. 28.

Floor Rug 30 x 54 Inches, Price 25 cents. See page 10.



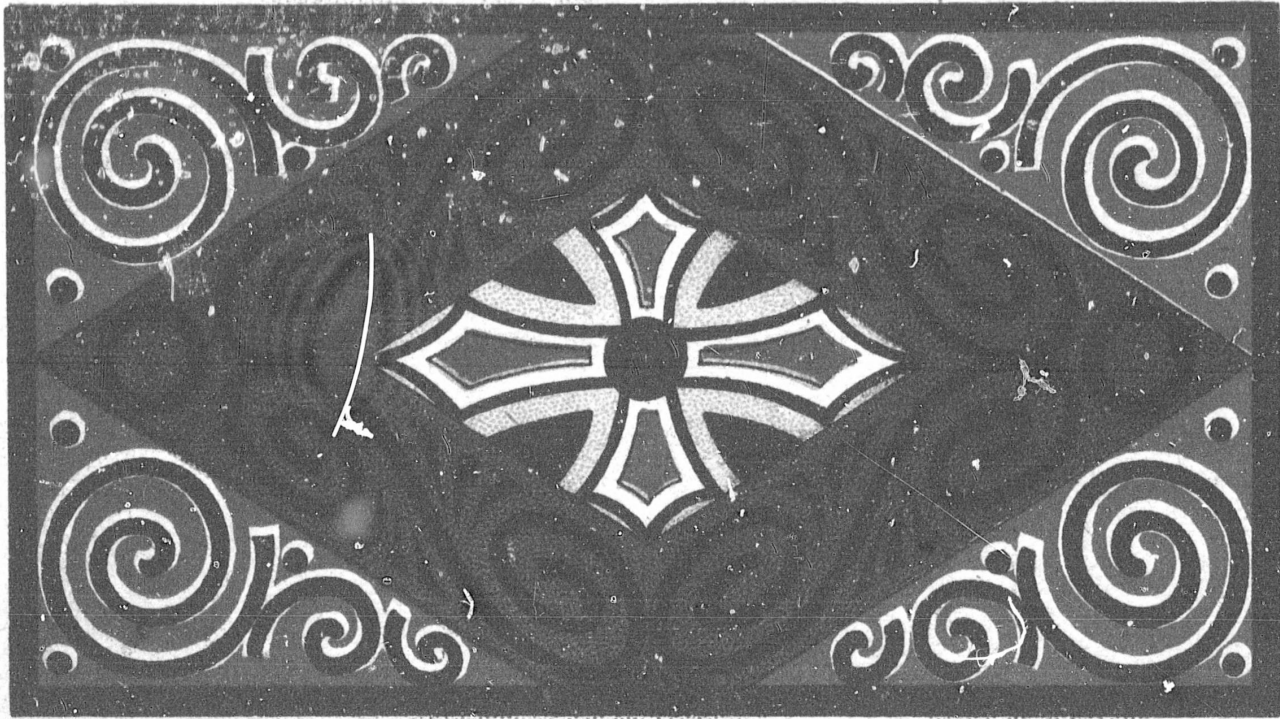
No. 25.

Floor Rug 30 x 54 Inches, Price 25 cents. See page 11.



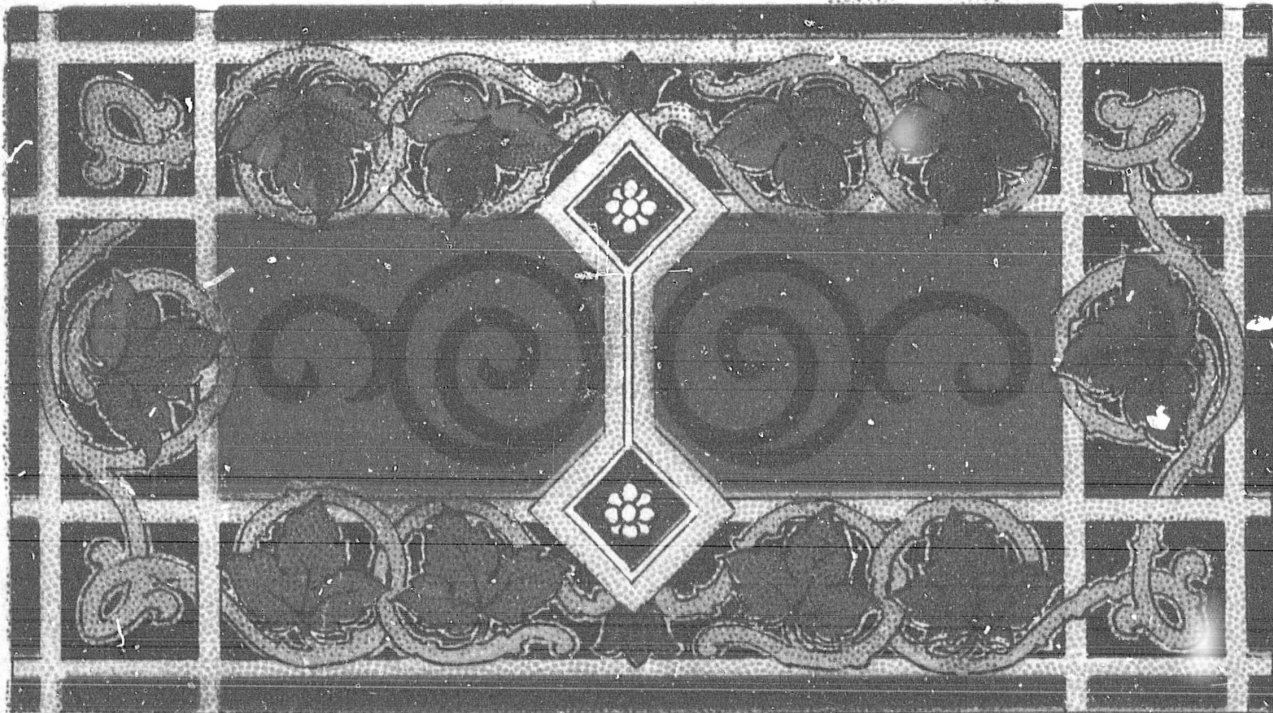
No. 26.

Floor Rug 30 x 54 Inches, Price 25 cents. See page 14.



No. 29.

Floor Rug 30 x 54 Inches, Price 25 cents. See page 15.



No. 30.

Floor Rug, No. 23.

Size 30 x 54 Inches. - Price 25 Cents.

Post Paid to Any Address for 30 Cents.

This Diamond Dye Rug pattern "Oriental" design, is worthy of special attention. The colors are soft and warm and the general effect so harmonious that the most critical artist will be compelled to give it a high place as far as beautiful Rug patterns are concerned. Amongst the various designs submitted in Rug patterns, No. 23 is a leader. No difficulties will present themselves in the making of this Rug. The Diamond Dyes will give full and rich colors as shown on design. See that your dealer gives you the Diamond Dyes; the use of poor dyes will result in muddy and imperfect colors.

Floor Rug, No. 24.

Size 30 x 54 Inches. - Price 25 Cents.

Post Paid to Any Address for 30 Cents.

"Our Home" Diamond Dye Rug pattern has already become a fast favorite all over Canada, and will find its way into thousands of homes. The colors selected for this Rug are Diamond Dye Fast Dark Blue, Black, Yellow, Cardinal, Green and Light Brown. The motto, "Our Home," in white will show effectively on the blue ground. Other combinations of colors to suit the taste of the Rug maker can be used in working this pattern. The great variety of rich colors produced by the Diamond Dyes is a wonderful advantage to makers of Rugs and Mats.

Floor Rug, No. 25.

Size 30 x 54 Inches. - Price 25 Cents.

Post Paid to Any Address for 30 Cents.

This design is a particularly striking and effective one, being one of the happiest conceptions of an artist who has made a special study of designs for Rugs and Mats. The colors are full, rich and pleasing, and blend so agreeably and artistically that every home Rug maker is instantly captivated by its beauty. The Diamond Dyes give all the necessary colors. When you have completed a No. 25 Rug, you will not part with it for three times its cost.

General Money Savers for the Home.

Diamond Dyes

ARE FOR HOME USE AND FOR HOME ECONOMY.

Diamond Dyes being perfect in composition and uniform in color power are easy to use in the home.

Diamond Dyes require no skill on the part of the home dyer, only care and strict following of directions found on envelope, and they give the most valuable results—brilliant, rich and unfading colors.

By using Diamond Dyes it is easy to have changes of color in what you wear. At a cost of from ten to twenty cents you can renew any faded and soiled dress and make it as good as new.

Diamond Dyes are esteemed as true home friends by all economical women.

Floor Rug, No. 26.

Size 30 x 54 Inches. - Price 25 Cents.

Post Paid to Any Address for 30 Cents.

The majority of Rug makers have a decided liking for leaves and flowers. This No. 26 design will certainly meet the views and tastes of all who are accustomed to work floral patterns. The leaves and flowers worked on black and slate ground will give happy and pleasing results. The border is strong and solid, and will show up the centre charmingly. We strongly recommend No. 26 Diamond Dye Rug pattern.

Blacks—Rich Blacks—Everlasting Blacks.

Produced only by the

Diamond Dyes.

Three world-noted and famed blacks—Diamond Dye Fast Black for Wool, Diamond Dye Fast Black for Cotton and Mixed Goods, and Diamond Dye Fast Black for Silk and Feathers—give marvellously rich and full blacks on all kinds of materials.

Imitators have placed weak and worthless package dyes on the market. Avoid these deceptive dyes; they work ruin to your materials and are dangerous to handle.

If your dealer cannot furnish you with the Diamond Dyes, send direct to Wells & Richardson Co., Montreal. A package of any color for Wool, Cotton or Silk mailed for ten cents.

Floor Rug, No. 27.

Size 30 x 54 Inches. - Price 25 Cents.

Post Paid to Any Address for 30 Cents.

Our Diamond Dye "Stork" Rug design is a concentration of loveliness and exquisite taste. No other designers of Rug patterns have ever given to the ladies such a creation of beauty. Our "Stork" pattern is held in such esteem that the best ladies of Canada are ordering it for a Cushion design as well as for making hooked Rugs. Every color and shade on plate can be procured from the Diamond Dyes. No. 27 is a fast seller.

Diamond Dyes

Are Used in Every Part of the Habitable Globe.

The homes of the well-to-do, the mechanics and the farmers of every civilized nation use the Diamond Dyes from year to year. Even to the lands of the half-civilized and the heathen, Diamond Dyes are carried by traders, and are highly prized for their brilliant and never-fading colors. Wherever used the Diamond Dyes give full and unbounded satisfaction. They make old clothes look new again, thus saving scores of dollars yearly in every home. As there are imitations of the Diamond Dyes sold by some merchants, refuse such if offered you; they cause failure and disappointment.

Floor Rug, No. 28.

Size 30 x 54 Inches. - Price 25 Cents.

Post Paid to Any Address for 30 Cents.

Another magnificent design for hooked Rugs! One of the latest and most novel patterns produced by the artist employed by the manufacturers of the Diamond Dye rug patterns! Our "Butterfly" Rug pattern has been worked by many ladies, and they are so gratified with their handiwork that they would not exchange it for a costly imported Rug. The "Butterfly" may be worked with ordinary coarse yarn dyed to requisite shades with the Diamond Dyes. The result will be more pleasing and satisfactory than if done with coarse rags.

Don't Throw Your Faded Things Away.

Diamond Dyes

Give New Life to Old Garments.

That faded and rusty dress, skirt, blouse, cape, jacket or cloak that you are thinking of consigning to the rag bag can be made as good as new if dyed with any of the fashionable and seasonable colors that Diamond Dyes produce. Your husband's, son's or brother's dingy overcoat or suit can be renewed for another season's wear by the Diamond Dyes at a trifling cost. All well managed homes use the Diamond Dyes.

Guard against imitations and substitutes.

Floor Rug, No. 29.

Size 30 x 54 Inches. - Price 25 Cents.

Post Paid to Any Address for 30 Cents.

Our No. 29 Diamond Dye combined "Scroll and Diamond" design is one well adapted for a hall or dining room Rug. If the Rug maker will use the colors shown on the colored plate when dyeing her materials she will find them to be the most satisfactory from an artistic point of view. No. 29 has become popular; we advise the ladies to try it.

Diamond Dyes

Supply the Best, Brightest and Strongest Colors
for Dyeing All-cotton and Mixed Goods.

If you would have your all-cotton, mixed or union goods well and truly dyed, you must use the special Fast Diamond Dyes prepared for the coloring of cotton and mixed fabrics.

The dye manufacturer who claims to color cotton and all-wool goods with the same dye is an impostor, whose sole object is gain. Cotton is a vegetable fibre and requires a special dye. These special cotton dyes are triumphs of color experts employed by the manufacturers of Diamond Dyes.

Ask your dealer for Diamond Dye Fast Cotton colors if you intend dyeing cotton or mixed goods. Refuse all package dyes that are called *just as good* as the "Diamond."

Floor Rug, No. 30.

Size 30 x 54 Inches. - Price 25 Cents.

Post Paid to Any Address for 30 Cents.

This is an elegant and appropriate design for a comfort Rug for any room of the house. The colors are cheerful, bright and warm looking, and when made from the Diamond Dyes will never fade. The maple leaves and scroll work will show up beautifully if worked with coarse yarn dyed to shades required, No. 30 design is sure to give satisfaction to the Rug maker. Do not fail to send for a Diamond Dye "Maple Leaf" Rug pattern.

**The Ladies Who Win Prizes at Fairs and Exhibitions
for Home-made Rugs and Mats Always Use the**

Diamond Dyes.

The makers of home-made Rugs and Mats who win prizes at our annual fairs use only the Diamond Dyes for the coloring of their rags, yarns, etc. Wise and experienced rug makers know that the Diamond Dyes produce clearer, fuller, faster and brighter colors and shades than can be obtained from other package dyes. When faded garments and materials are re-dyed with Diamond Dyes, experts cannot tell the difference between Diamond Dye coloring and the work of professional dyers at the large steam dyeing houses at ten times the cost of home work. Diamond Dyes are blessings at all seasons in the homes of rich and poor. Be sure and get the "Diamond"; there are many imitations.

LIST OF DIAMOND DYES.

32 Dyes for Wool and Silk.

One package of each of the following dyes will color from one to six pounds of silk or wool, according to shade desired :

Fast Magenta,	Fast Dark Blue,	Fast Brown,
Fast Orange,	Fast Scarlet,	Fast Seal Brown,
Fast Drab,	Fast Cardinal Red,	Fast Dark Brown,
Fast Plum,	Fast Crimson,	Fast Black for Wool,
Fast Olive Green,	Fast Pink,	Fast Black for Silk
Fast Bottle Green,	Fast Yellow,	and Feathers,
Fast Dark Green,	Fast Garnet,	Eosine (Pink),
Fast Green,	Fast Old Gold,	Slate,
Fast Navy Blue,	Fast Dark Wine,	Purple,
Fast Indigo Blue,	Fast Terra Cotta,	Violet,
Fast Light Blue,	Fast Maroon,	Bismarck.

16 Dyes for Cotton and Mixed Goods.

One package of each of the following dyes will color one pound or more of cotton, linen or other vegetable fibres, or of mixed cotton and wool or silk, according to shade desired :

Fast Pink for Cotton and Mixed Goods,	Fast Brown for Cotton and Mixed Goods,
Fast Purple for Cotton and Mixed Goods,	Fast Turkey Red for Cotton and Mixed Goods,
Fast Dark Green for Cotton and Mixed Goods,	Fast Cardinal for Cotton and Mixed Goods,
Fast Garnet for Cotton and Mixed Goods,	Fast Crimson for Cotton and Mixed Goods,
Fast Orange for Cotton and Mixed Goods,	Fast Seal Brown for Cotton and Mixed Goods,
Fast Navy Blue for Cotton and Mixed Goods,	Fast Scarlet for Cotton and Mixed Goods,
Fast Black for Cotton and Mixed Goods,	Blue for Cotton and Mixed Goods,
Fast Yellow for Cotton and Mixed Goods,	Green for Cotton and Mixed Goods.

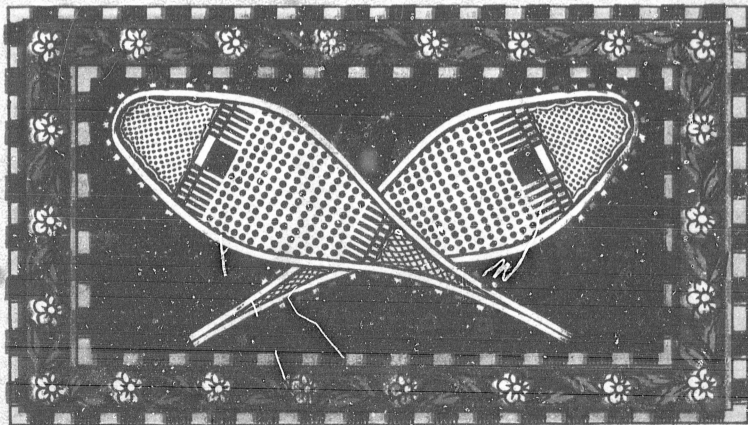
Book of directions for the use of each of the Diamond Dyes and sample card of colors sent free to any address. A copy of this valuable book should be found in every home. Address WELLS & RICHARDSON CO., Montreal, P.Q.

Door Mat 18 x 30 Inches, Price 15 cents. See page 7.



No. 19.

Door Mat 18 x 30 Inches, Price 15 cents. See page 7.



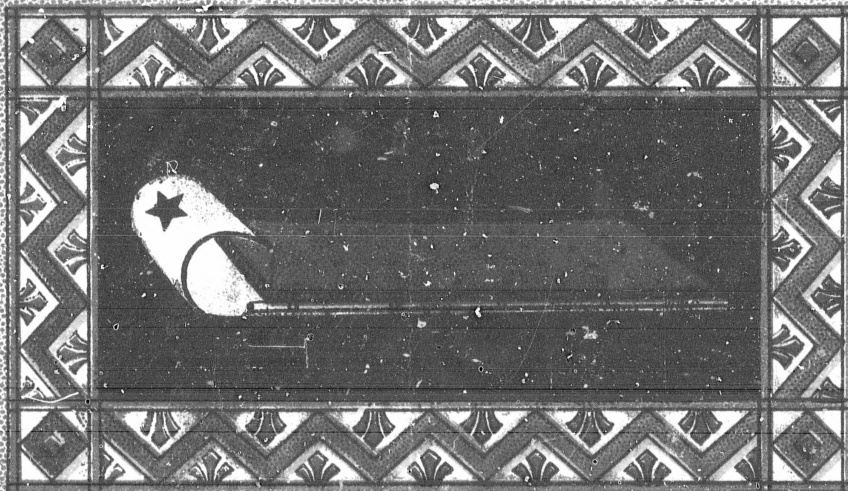
No. 20.

Door Mat 18 x 30 Inches, Price 15 cents. See page 8.



No. 21.

Door Mat 18 x 30 Inches, Price 15 cents. See page 8.



No. 22.

