This is no time for silence about the dye situation.
Silence will not relieve the scarcity.
The occasion demands action.
Something must be done.
It is the intention of this booklet to suggest that something in black on white.
Fortunately a solution is possible.

Domestic black is obtainable and permits the various textile manufacturers to combine all energies in inaugurating a great and overwhelming vogue for Black on White.

They need no longer fear curtailment of business or the absolute close-down which will logically follow if they are to depend on colors in this undersupplied market.

To make up for this lack of color, it is suggested that emphasis be placed upon a variety of designs instead. A motif, obviously certain to be popular, will be based on the ancient crest of the Bolling family—Bolling, as all newspaper readers know, being the maiden name of the new mistress of the White House.

Luckily, this crest is also Black on White, and the original black on white shield may yet be seen in Bolling Hall, Bradford, England, which has now been turned into a national museum.

Black on White, always popular, can be made the national vogue until after the war. The situation is entirely in the hands of America's textile manufacturers.
**Bolling Prints (Registered)**

- BOLLING DESIGN S-223
- BOLLING DESIGN S-227
- BOLLING DESIGN S-225
- BOLLING DESIGN S-226

**Preparedness**

We are prepared to render practical aid to textile manufacturers in the creation of a vogue for Black on White. We are prepared with blacks for printing purposes. We are prepared with "Bolling Prints" the registered name we have adopted for our Black on White patterns. We are prepared to lease these patterns to the textile manufacturer free of charge. All we ask in return is the contract to print the fabric. If it's a Bolling Print it's the best Black on White printing possible. We are prepared to do that sort of printing for you.

**Sussex Print Works**

NEWTON, N. J.

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Harry T. Rounds, Pres. Herbert Bentley, Treas. & Sec'y