

50% MORE PROFIT ON DIAMOND DYES

After January 1, 1920, the retail price of each package of Diamond Dyes will be 15c everywhere—instead of 10c.

Have Clerks ask 15c a Package

We know you will welcome this necessary increase in price by the big leader. It means 50% more profit for you on each sale hereafter. While your price increases proportionately, your profit is 50% increased as well.

New price, \$1.13 per dozen—Same quantity discounts as heretofore.

In our million dollar advertising campaign which will include your city, and every city, town and hamlet, we lay great stress upon the "Diamond Dye Direction Book" and the "Diamond Dye Color Card." Women will come to you for a Direction Book and ask to see your Color Card. If not supplied, write us to-day.

WELLS & RICHARDSON CO., Limited

200 MOUNTAIN ST.

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MONTREAL, P.Q.



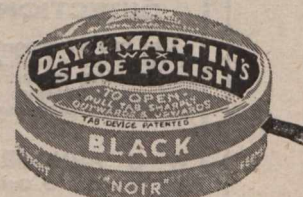
1770

The NEW Shoe Polish
with the fine OLD name

DAY & MARTIN

(DAY & MARTIN, LTD., LONDON.)

"The House with a History."



1920

Write for sample and prices of Day & Martin's Wax Shoe Polish in the tin with the tab to—

HARGREAVES (BROS.) CANADA, LTD.,

24, Wellington Street West,
TORONTO