

A Suit of Stylish Color Is Always a Delight

Can you be really happy without clothes of attractive color?
How often do you say to yourself, "Why did I buy that suit? Its color does not please me. It makes me unhappy every time I wear it."

Do you realize that with DIAMOND DYES, you can easily recolor any garment? DIAMOND DYES give you a choice of scores of fashionable shades. With them you can change the suit that is a disappointment into a delight.

Hosts of other women regularly use DIAMOND DYES. You too should utilize them to solve your perplexing dress problems.

Mrs. D. L. Brown writes:

"I had a white serge suit which soiled so quickly that I put it aside after several dry cleanings. A friend advised me to dye it with DIAMOND DYES. I must confess that I feared I could not recolor it successfully, but it came out beautifully. I dyed it green and trimmed it with lace collar and cuffs. It is now a delight.

"I send you my picture taken in my new green suit, made with the aid of your perfectly splendid dyes."

Miss Alma Sands writes in part:

"You can judge by the photograph whether I am a clever user of DIAMOND DYES. It shows a cloth suit which I dyed black, it used to be light brown. I bought some black velour and made the trimming and broad girdle. I think it is an awfully nice looking suit with lots of style.

"If only all women could realize how much happiness DIAMOND DYES give.

"What an abundance of pretty clothes, and what a delightful sense of having accomplished something really worth while results from transforming old gowns into new with your truly marvelous DIAMOND DYES."



Light brown cloth dyed black



White serge dyed green

Diamond Dyes

"A child can use them"

Simply dissolve the dye in water and boil the material in the colored water.

Truth About Dyes for Home Use

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 usually 60% to 80% Cotton—so must be treated as vegetable fibre fabrics.

It is a chemical impossibility to get perfect color results on all classes of fabrics with any dye that claims to color animal fibre fabrics and vegetable fibre fabrics equally well in one bath.

We manufacture two classes of Diamond Dyes, namely—Diamond Dyes for **Wool or Silk** to color Animal Fibre Fabrics, and Diamond Dyes for **Cotton, Linen, or Mixed Goods** to color Vegetable Fibre Fabrics, **so that you may obtain the Very Best Results on EVERY fabric.**

DIAMOND DYES SELL AT 10 CENTS PER PACKAGE.

Valuable Book 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 and Direction Book, also 36 samples of Dyed Cloth—Free.

THE WELLS & RICHARDSON COMPANY, LIMITED
200 MOUNTAIN STREET, MONTREAL, CANADA