

Diamond Dyes Saved Her Suit

"I know you will be interested in my experience with Diamond Dyes.

"Last fall I was in a serious dilemma. I had bought a light brown suit, which soiled so easily that I determined to dye it a darker color. I purchased a package of ——— Dyes. The druggist had told me this would dye any kind of material, but as I had never dyed anything before I thought it would be well to test it with a small piece of the cloth. This little precaution saved my suit. The sample came out of the dye so 'streaky' that I knew something must be wrong.

"Fortunately just then a friend called to tell me that she had changed the color of her 'sweater suit'—a white sweater and a white serge skirt. She dyed the sweater grey and the skirt black. When I told her how unsuccessful I had been she said she knew what the difficulty was and told me to ask for Diamond Dyes for Wool. I went at once to another drug store and this time I got a package of Black Diamond Dyes for Wool.

"To be absolutely sure though I again tried a small sample first. The results reassured me, and I found that the suit could be dyed perfectly, with the proper dyes. My suit looks as new and fresh now as when I bought it, and the color is far more becoming."

—CORA BURNS



Light brown suit
dyed black

You, too, can solve dress problems with Diamond Dyes. You need not try them on a sample first nor practice before dyeing even your most costly garments.

There is no knack or secret about using Diamond Dyes. Don't say, "Oh! I am not clever enough to work such wonders." Thousands of twelve year old girls use Diamond Dyes.

Buy a package of Diamond Dyes today. It will cost but 10c at any drug store. Tell the druggist what kind of goods you wish to dye. Read the simple directions on the envelope. Follow them and you need not fear to recolor your most expensive fabrics.

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.

Just Out—Sent Free—New Edition—1913 Diamond Dye Annual

This book is full of dress secrets, how to do almost magical things about the home, etc., etc. Send us your dealer's name and address—tell us whether or not he sells Diamond Dyes. We will then send you this 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.



White Sweater dyed grey—
white Serge Skirt dyed black