

Butter consumers, being now so critical in all that concerns first class butter, have the true ideal of shade so firmly fixed and determined, that any deviation from the popular standard—the delicate and rich golden June tint—means a decided and serious loss to the maker of the butter.

The wise and experienced buttermakers of Canada, by using Wells, Richardson & Co.'s Improved Butter Color, are enabled at all seasons—from January 1st to December 31st—to produce butter true to the natural June shade. Such buttermakers always command the highest prices for their product from private consumers or the first class butter exporting houses.

We unhesitatingly affirm, without fear of the slightest contradiction, that all successful Creamerymen and Dairymen who make butter for money use Wells, Richardson & Co.'s Improved Butter Color from year to year.

The buttermakers of the Dominion who have in the past failed to secure the best prevailing prices, and who have not made their work profitable are, in ninety-nine cases out of one hundred, the men and women who use inferior and chemically impure colors that are positively injurious to both butter and ordinary human digestion.