



"Now that you use Wells, Richardson & Co.'s Butter Color, I can pay you the highest price."

ONE THOUSAND MILLION POUNDS

BUTTER!

Dairy statistics show that even more than this enormous quantity of butter is made in the United States every year. In a very large portion of this enormous quantity of butter the use of **WELLS, RICHARDSON & CO.'S IMPROVED BUTTER COLOR** will make a difference of five cents per pound in the selling value. This means *millions of dollars* to the farmers of this country. The immense sales of this unequalled preparation in all the best dairy sections of the country, from Maine to California, shows plainly that the enterprising farmers of the land appreciate the facts. From every part of the country its praises come, and its use is now well nigh universal. Of the scores of imitations that have sprung up in the last few years nearly all have died an early and natural death, for even low prices could not induce dairymen to use them in competition with **WELLS, RICHARDSON & CO.'S IMPROVED COLOR**. Every year adds fresh proof of the truth of our claim.

TESTED SIDE BY SIDE with other colors, **IT ALWAYS PROVES ITS SUPERIORITY**. If you wish to use the best, do not fail to give it a trial.

EMPHATIC ENDORSEMENTS

come from prominent dealers in all parts of the country. Dairymen should pay heed to what these men say.

J. DICKERMAN, Grocer, New Milford, Pa., writes:—"We are selling lots of your Butter Color, and it gives the best of satisfaction."

DRAKE & BROWN, Merchants, Albion, Maine, write:—"We sell quite a large amount of your Butter Color, and it gives perfect satisfaction in every case."

RINDOUT & HUTCHINSON, Druggists, Hutchinson, Minn., write:—"Your Butter Color surpasses all others."

**VICTORY after VICTORY
AT THE FAIRS**

FOR

**WELLS, RICHARDSON & CO.'S
IMPROVED
Butter Color.**

It is a noticeable fact that, at the Agricultural Fairs, the Improved Butter Color, made by Wells, Richardson & Co., of Burlington, Vt., has taken first premium wherever exhibited, triumphing over all competitors.

The verdict pronounced by the Country Fairs is of the utmost importance, and carries great weight, from the fact that the judges are practical men, farmers and dairymen, who know just what is needed, and know at once whether the promised results are obtained. The most rigid and thorough tests were made and the triumphs of this Color over all others are most marked, because it is based upon real merit, unprejudiced by any favoritism or other influence.

This Color is used from ocean to ocean, and is the *only safe* oil color to use. Thousands of testimonials received by the proprietors speak of its superiority, and sound its praises in the strongest terms.

RELIABLE REPORTS

of the superior results obtained by its use, continue to come to hand by almost every mail.

Y. G. SHARMAN, Freethorpe, England, writes:—"Your Improved Butter Color is the best for butter I have ever had. Please send another package."

HICKINS & PRESTON, Shrewsbury, England, write:—"A customer of ours, a dairyman of large experience, says that your Butter Color is the best of any that he has ever tried."

J. ANDREWS, Chemist, Cummock, Scotland, writes:—"Several of my customers have offered me their voluntary testimony to the superiority of your improved Butter Color over all others that they have tried."

HENRY MOORE, Whitehaven, England, writes:—"I got a number of farmers up at my own dairy to try your Improved Butter Color, and they pronounce it the best they have ever had."

W. P. CLARKE, Lumont, Passage West, Ireland, writes:—"I have used some of your Butter Color and find it the very best I have ever seen; it does not taste, or smell, or even discolor the buttermilk. I have strongly recommended it to some of my friends."

E. F. HAVEN, Sangerfield, N. Y., writes:—"I tried your Improved Butter Color, and find it the best we have ever used. We have used several different kinds, but none of them are equal to yours."

(31)

Send for directions for coloring photographs, engravings, etc., with Diamond Art Colors.