



ONE OF THOSE HAPPY THOUGHTS.

BUTTER is one of those staples which is almost necessary to civilization. At smallest, it is necessary to comfort. We make good butter in Canada, and we shall make better when we give a more undivided attention to it, and provide cold storage facilities which will bring it to the distant breakfast table fresh, and sweet, and beautiful.

Butter always requires the nicest, the most thoughtful and intelligent treatment.

People soon acquire a taste for a particular kind of butter. We don't like pasty butter, and we don't like anything with an oleomargarine look; we don't like the color to be too rich, and we will not have it at any price if it looks pale and consumptive.

The taste, of course, ought to be the supreme test; and yet the eye is first caught by color.

Now, nature is all-sufficient if we are content with her processes. But civilization prides itself in going "nature one better," to use the slang of the street.

And nature, the year round, does not give that color which we have been accustomed to in the butter we desire.

The light golden color of June is exquisite—it seems to suggest the pigment and perfume, and sweetness of the flowers.

But you cannot have that color in December. Call it straw color—it is neither too pronounced nor is it too indefinite.

That is the color they like in England. That is the color the people like in Canada. That is the color which pleases the grocer.

And that is the color you get by using the famous Canadian Butter Color, which is such a favorite with butter-makers throughout the country.

The color which the Canadian Butter Color gives is natural. It never changes; it is perfectly tasteless; and it is the most perfect yet produced, the leading dairymen of Canada being witnesses.

England is the greatest butter market

in the world. England will take more of our butter, and give us a better price for it, when we lay it down in the Old Country with a beautiful color, pleasant to the eye. That is what they want. That is what the Canadian Butter Color will supply.

The severest tests have been applied to the Canadian Butter Color. It emerges from them all triumphantly. It does what it claims to do every time. It does not color the buttermilk, it is not affected by the light; and its effect is such that good butter which, without it, would not be looked at owing to its lack of color, is eagerly bought by the consumer who must have looks as well taste.

The foremost dairymen in Canada have pronounced the Canadian Butter Color to be the best substitute for the natural color of June on the market. Once used it will always be used. It is simply perfection for the purpose intended, which is to give to the butter a beautiful color which will make it attractive in the eyes of the wholesale buyer and the individual consumer who, seeing it in the store, will willingly give the price asked for it. No argument is needed to prove that the Canadian Butter Color is a great money-saver. It enhances the appearance and price of the butter.

It is not nature, but it imitates nature perfectly.

In a word, the Canadian Butter Color makes dairying a success.

The following is the latest testimonial received:—

BOLSOVER, May 29th, 1896.

*Messrs. Brayley, Sons & Co.,
Montreal, P. Q.*

GENTLEMEN,—My customers like your Canadian Butter Color very much, and now will have no other kind. I am ordering some more of it to-day.

Respectfully yours,

JAS. MCGIRR.

USE TURKISH DYES AND AVOID DISAPPOINTMENT.