

BUTTER MAKERS BELIEVE IN IT.

Wells, Richardson & Co.'s "Improved Butter Color" Used In Four out of Every Five Creameries.

"THE KIND THAT HAS NO MUD." USED IN PRIZE BUTTER EVERYWHERE.

Strongest, Purest and Brightest of all Colors, It Stands To-day Without an Equal in the World.

Facts and figures from the Conventions held the past year, show that Wells, Richardson & Co.'s "Improved Butter Color" is now used in four-fifths of the colored Butter made in Canada and the United States.

Why ?

Butter Makers appreciate a good thing, and as soon as the merits of this "Improved Butter Color" was brought to their notice, they saw its great superiority and adopted it as the standard.

It is as clear as crystal, and contains no MUD.

Butter colored with it will not fade.

Careful comparative tests prove it the strongest color made.

It is always of the same uniform shade, and gives the true June color to Butter, at all seasons of the year.

See that your supply house ships you nothing else but Wells, Richardson & Co.'s "Improved Butter Color." For to make Good Butter this Color is absolutely necessary.