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June

Points of Excellence That Make Wells, Richardson & Co.'s Improved Butter Color the Most Perfect Color.

- 1st.—Butter colored with Wells, Richardson & Co.'s Improved Butter Color never turns a reddish or bricky tinge ; it always retains the lovely golden June tint.
- 2nd.—Wells, Richardson & Co.'s Improved Butter Color is as harmless as the natural color of butter ; it is pure and wholesome.
- 3rd.—Butter colored with Wells, Richardson & Co.'s Improved Butter Color is perfectly free from taste or smell.
- 4th.—Its keeping qualities are perfect. It does not become rancid, stale or sour.
- 5th.—It does not color the buttermilk. The color is all absorbed by the butter globules, and its weight added to that of the butter.
- 6th.—It is the strongest color made, therefore the cheapest to use.