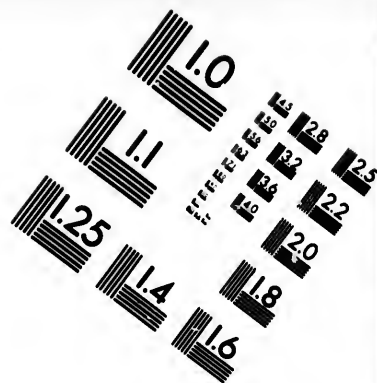
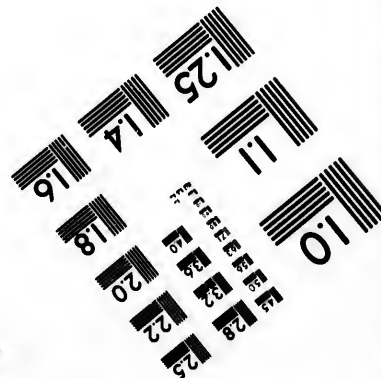
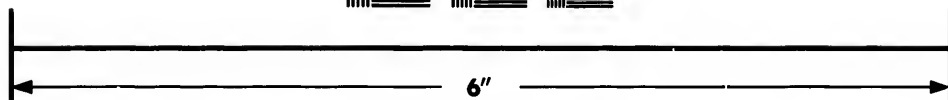




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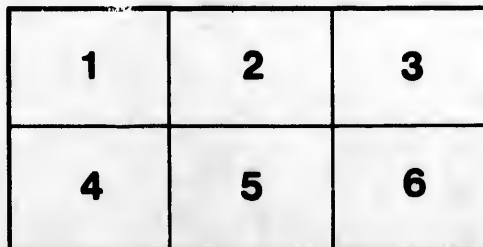
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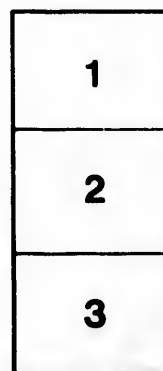
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**WEATHER-WISDOM
AND
POPULAR BELIEFS**

A REFLECTION.

Says the Earth to the Moon "You're a pilfering jade ;
What you steal from the Sun is beyond all belief."
Fair Cynthia replies, "Madam Earth, hold your prate ;
The receiver is always as bad as the thief."

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Weather-Wisdom and Other Popular Beliefs Derived from the Sun and Moon as well as from the Actions and Habits of Beasts, Birds and Insects.



FROM time immemorial people of all nations have gathered their "weather-wisdom" from the sun and moon as well as from the peculiar actions and habits of beasts, birds and insects. Thousands of farmers to-day watch the old and the new moon for planting, sowing and other work connected with the farm. Seamen, fishermen, huntsmen, explorers and travellers, to a large extent are guided by conditions of the sun and moon, and fortell the weather with greater accuracy than do the majority of our modern weather prophets. The celebrated Sir Humphrey Davy, one of the most successful modern explorers of the secrets of nature, was not above attending to, and explaining, the "weather-omens" which are derived from popular observation.

In submitting to our friends the following statements regarding "weather-omens" and beliefs, we do not hold ourselves responsible for the accuracy of any of them; we merely call attention to statements which have descended from generation to generation.

RAIN SIGNS FROM THE SUN.

Sun rising dim or waterish; rising red with blackish beams mixed along with his rays; rising in a musty or muddy color; rising red and turning blackish; setting under a thick cloud; setting with a red sky in the east.

Sudden rains never last long; but when the air grows thick by degrees, and the sun, moon and stars shine dimmer, then it usually rains six hours.

WIND SIGNS FROM THE SUN.

Sun rising pale and setting red with a rainbow. Sun rising large in surface; rising with a red sky in the north; setting of a blood color; setting pale with one or more dark circles, or accompanied with red streaks, seeming concave or hollow. Parhelia, or mock suns when they appear are followed by tempest.

FAIR WEATHER SIGNS FROM THE SUN.

Sun rising clear, having set clear the night before ; rising while the clouds about him are driving to the west ; rising with a rainbow around him, and that rainbow wearing away equally on all sides, then expect fair and settled weather ; sun rising clear and not hot ; setting in red clouds, according to the old observation :—

“The evening red and morning gray,
Is the true sign of a fair day.”

RAIN SIGNS FROM THE MOON.

As a rule, a circle around the moon indicates rain and wind. When seen with a north or northeast wind, we may look for stormy weather, especially if the circle be large. With the wind in any other quarter, we may expect rain ; so also when the ring is small and the moon covered with mist. If, however, the moon rise after sunset, and a circle be soon after formed around it, no rain is foreboded. When there is a circle around the moon indicating a storm, the number of stars you see within this circle show how many days distant the

storm is. There is sense in this, in that there would be no circle were the air not hazed with moisture. The thicker the moisture, of course, the fewer the stars that can be seen within the circle, and the nearer the storm.

RAIN SIGNS FROM BEASTS.

Asses braying more frequently than usual ; hogs playing, scattering their food, or carrying straw in their mouths ; oxen snuffing the air, looking to the south, while lying on their right sides, or licking their hoofs ; cattle gasping for air at noon ; deer, sheep or goats leaping, fighting or pushing ; cats washing their face and ears ; dogs eagerly scraping up earth ; foxes barking ; rats and mice more restless than usual.

RAIN SIGNS FROM BIRDS.

Sea and fresh-water fowls, such as cormorants, sea-gulls, moor-hens, etc., flying from sea or the fresh waters to land, show bad weather at hand. Geese and ducks picking, shaking, washing and noisy ; rooks and crows in flocks and suddenly disappearing ; the raven crying in the morning ; crows very clamorous at evening ; birds forsaking their food and fly-

ing to their nests ; poultry going to rest ; tame fowls grubbing in the dust ; the late and early crowing of the cock, and clapping his wings ; the dull appearance of the robin near our homes.

WIND SIGNS FROM BIRDS.

Sea and fresh-water fowls gathering in flocks to the banks, and there sporting, especially in the morning ; wild geese flying high and in flocks, and directing their course eastward, hawks darting or shooting in the air, or sporting on the banks of fresh waters ; coots restless and clamorous.

FAIR WEATHER SIGNS FROM BIRDS.

Sea-ducks leaving the land and flocking to the sea ; kites, herons and swallows flying high, and loud in their notes ; sparrows after sunrise restless and noisy ; ravens and hawks loud in their notes ; the robin mounted high and loud in his song ; bats appearing early in the evening.

RAIN SIGNS FROM INSECTS.

Worms crawling out of the earth in great abundance ; spiders falling from their webs ;

flies dull and restless ; bees hastening home, and keeping close to their hives ; frogs drawing nigh to houses and croaking in ditches.

MOON LORE AND BELIEFS.

To dream of the moon is a sign of riches and happiness. Look at the moon some night and say :

“ I see the moon, the moon sees me ;
The moon sees somebody I want to see.”

Then name the person you wish to see, and in a day or two you will see that person.

You must not sow onions in the new of the moon. They will not amount to much if you do.

Whatever you are doing when you first see the new moon, you will do much of while the moon lasts.

Plant corn in the old of the moon, it will ear out better.

Never expect much of a storm in the old of the moon.

Plant beans in the old of the moon so that they won't run to vines.

Always set out the slips for your house plants in the new of the moon in August, as they always do well.

Some say that no work prospers unless begun in the new of the moon.

When the new moon appears, observe whether you can hang a powder horn on its curve or not. If you can, the month will be a pleasant one. If you can't, the month will be wet. This in the days of our forefathers was known as an old Indian sign. The saying is put thus : " If the Indian finds he can hang his horn on the new moon, he takes it down, and goes off for a hunt. If he can't, then he stays at home."

Wish on the new moon, and you will get whatever you wish for.

Have your hair cut in the new of the moon, and it will come out fine and nice.

The nearer it is to noon when the moon changes, the nearer the next storm is ; the nearer to midnight, the fairer the weather.

If, when you first catch sight of the new moon you see it over your right shoulder, that is a sign of good luck. If the moon is seen over the left shoulder, it is a sign of bad luck. If you see it straight in front of you, that is a sign you are to have a fall.

" Moon in the face, is open disgrace."

Kiss the first person you meet after you see the new moon, and you will get whatever you wish for. You will at least get a present within a month.

Do not kill hogs in the full of the moon ; the pork will shrink while boiling in the pot, if you do ; neither will you get as much lard when you try the fat. Kill hogs only in the old of the moon, so that the pork will swell in the spider.

A girl's hair will grow much better if she is particular to cut off a little each new moon. When the moon is far north, expect cold weather ; when it is far south, expect warm weather.

SIGNS OF THE WEATHER.

The following signs of rain were given by Dr. Jenner, in 1810, to a lady, in reply to her inquiry whether it would rain on the morrow :—

The hollow winds begin to blow,
The clouds look black, the glass is low ;
The soot falls down, the spaniels sleep,
And spiders from their cobwebs creep ;
Last night the sun went pale to bed,

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The moon in halos hid her head ;
The boding shepherd heaves a sigh,
For see, a rainbow spans the sky ;
The walls are damp, the ditches smell,
Closed is the pink-eyed pimpernel ;
The squalid toads at dusk were seen
Slowly crawling o'er the green ;
Loud quack the ducks, the peacocks cry,
The distant hills are looking nigh ;
Hark, how the chairs and tables crack !
Old Betty's joints are on the rack ;
And see yon rooks, how odd their flight,
They imitate the gliding kite,
Or seem precipitate to fall
As if they felt the piercing ball ;
How restless are the snorting swine !
The busy flies disturb the kine ;
Low o'er the grass the swallow wings ;
The cricket too, how loud she sings !

Puss on the hearth, with velvet paws,
Sits wiping o'er her whiskered jaws :—
'Twill surely rain, I see, with sorrow ;
Our jaunt must be put off to-morrow.

THE GREGORIAN CALENDAR.

The Julian calendar was framed about 46 years before Christ. Cæsar made the year consist of 365 days ; and the annual excess of 6 hours, which amounted to one day in four years, was taken into account by making every fourth year (leap-year) consist of 366 days. But Cæsar's correction of the calendar was imperfect, being founded on the supposition that the solar year consisted of 365 days and 6 hours, whereas the true solar year consists of 365 days, 5 hours, 48 minutes and $45\frac{1}{2}$ seconds. Thus the Julian year exceeded the solar 11 minutes and $14\frac{1}{2}$ seconds,—which amounted to a whole day in 130 years. In consequence of this inaccuracy, the vernal equinox, which happened on the 25th of March in the time of Julius Cæsar, had receded to the 21st of March in the year 325, and was fixed to that day by the Council of Nice. Attempts were afterwards made to effect some change in the calendar ; but a complete reformation was not made until 1582. Pope Gregory XIII. invited to

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Rome the most learned astronomers of the age ; and, after the subject had been discussed ten years, it was decreed that the vernal equinox, which had receded ten days since the Council of Nice, and consequently happened on the 11th of March, should be brought back to the 21st of March, and that for this purpose ten days should be taken from the month of October, 1582. To avoid future deviation, it was determined that instead of every 100th year being leap-year, every 400th year only should be leap-year. By this plan—a diminution of three days in 400 years—the error in the present calendar will not exceed a day and a half in five thousand years.

The calendar thus reformed by Pope Gregory was immediately introduced into Catholic countries, but was not finally adopted in Great Britain until 1752, when, by act of Parliament, eleven days were struck out of the calendar, the 3rd day of September being reckoned the 14th. The Greek Church still obstinately adheres to the old style.

The following lines are from a manuscript in the British Museum :—

If Christmas day on Thursday be,
A windy winter you shall see ;
Windy weather in each week,

And hard tempests, strong and thick ;
The summer shall be good and dry,
Corn and beasts shall multiply ;
That year is good for lands to till ;
Kings and princes shall die by skill ;
If a child born that day shall be,
It shall happen right well for thee ;
Of deeds he shall be good and stable,
Wise of speech and reasonable.
Whoso that day goes thieving about,
He shall be punished without doubt ;
And if sickness that day betide,
It shall quickly from thee glide.

A CHEAP WEATHER INDICATOR.

Take an eight ounce phial, and put in it three gills of water, and place in it a healthy leech, changing the water in summer once a week, and in winter once in a fortnight, and it will most accurately prognosticate the weather. If the weather is to be fine, the leech lies

motionless at the bottom of the glass and coiled together in a spiral form ; if rain may be expected, it will creep up to the top of its lodgings and remain there till the weather is settled ; if we are to have wind, it will move through its habitation with amazing swiftness, and seldom goes to rest till it begins to blow hard ; if a remarkable storm of thunder and rain is to succeed, it will lodge for some days before almost continually out of the water, and discover great uneasiness in violent throes and convulsive-like motions ; in frost, as in clear summer-like weather, it lies constantly at the bottom, and in snow, as in rainy weather, it pitches its dwelling in the very mouth of the phial. The top should be covered with a piece of muslin.

UNLUCKY DAYS.

The following list of the "evil days in each month" is translated from the original Latin verses in the old Sarum Missal :—

- JANUARY.** Of this first month, the opening day
And seventh like a sword will slay.
- FEBRUARY.** The fourth day bringeth down to death ;
The third will stop a strong man's breath.

- MARCH.** The first the greedy glutton slays ;
 The fourth cuts short the drunkard's days.
- APRIL.** The tenth and the eleventh, too,
 Are ready death's fell work to do.
- MAY.** The third to slay poor man hath power ;
 The seventh, destroyeth in an hour.
- JUNE.** The tenth a pallid visage shows ;
 No faith nor truth the fifteenth knows.
- JULY.** The thirteenth is a fatal day ;
 The tenth alike will mortals slay.
- AUGUST.** The first kills strong ones at a blow ;
 The second lays a cohort low.
- SEPTEMBER.** The third day of the month September,
 And tenth bring evil to each member,

OCTOBER. The third and tenth, with poisoned breath,
To man are foes as foul as death.

NOVEMBER. The fifth bears scorpion-sting of deadly pain ;
The third is tintured with destruction's train.

DECEMBER. The seventh's a fatal day to human life ;
The tenth is with a serpent's venom rife.

A CURIOUS STONE BAROMETER.

Travellers tell us of a stone found in the northern part of Finland, which serves the inhabitants instead of a barometer. This stone, which they call ILMAKIUR, turns black, or blackish gray, when it is going to rain, but on the approach of fine weather it is covered with white spots. Probably it is a fossil mixed with clay, and containing rock-salt, nitre, or ammonia, which, according to the greater or less degree of dampness of the atmosphere, attracts it, or otherwise. In the latter case the salt appears, forming the white spots.

An old astrologer, referring to St. Paul's day, Jan. 25th., in olden times very strictly observed, says :—

If St. Paul be fair and clear,
It promises then a happy year ;
But if it chance to snow or rain,
Then will be dear all sorts of grain ;
Or if the wind do blow aloft,
Great stirs will vex the world full oft ;
And if dark clouds do muff the sky,
Then fowl and cattle oft will die.

SHERIDAN'S RHYMING CALENDAR.

January snowy,
February flowy,
March blowy,
April showery,
May flowery,
June bowery,

July moppy,
August croppy,
September poppy,
October breezy,
November wheezy,
December freezy.

**The Object of all First Class Buttermakers is
the Production of Butter
That Will Command the Highest Market Price.
Read the following pages and You will
See that Prize Gilt Edge Butter
Is Always Made when**

**Wells, Richardson & Co.'s
Improved Butter Color
Is Used:**

THE Production of the NATURAL JUNE TINT
one of the Most Important Points in
BUTTERMAKING.

WHEN food preparations are pleasing to the eye, it is quite safe to assert that they will prove satisfactory to the taste of the most fastidious and exacting people.

Butter, which is now such a staple article of food in the homes of rich and poor, should at all times please the eye of the consumer.

Too many buttermakers lose sight of the fact that color is one of the most important and effective points in good butter. The sweetest and richest butter is but half prepared for the connoisseur's eye and taste if the shade be faulty or objectionable.

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.

No discovery of science in the last fifteen years has contributed so much to the profit and success of buttermaking as Wells, Richardson & Co.'s Improved Butter Color. When grass is scanty and dry ; when, in autumn, winter and spring, cows are housed and fed in a great variety of ways, the expert and wise buttermaker calmly pursues his work of profitable buttermaking, knowing well that in Wells, Richardson & Co.'s Improved Butter Color he has a friend that never fails—an agent that will give his butter the rich and delicate June tint that will tempt the eye and tickle the palate of both old and young.



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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.

The Dominion Minister of Agriculture, Hon. S. A. Fisher, Uses Wells, Richardson & Co.'s Improved Butter Color in the Dairy Department of His "Alva Farm."

Amongst the noted butter experts of Canada, the Hon. S. A. Fisher, Dominion Minister of Agriculture, takes high rank. He uses Wells, Richardson & Co.'s Improved Butter Color in his model dairy, which proves conclusively that it must be the best color for all butter-makers. The honorable gentleman writes as follows :

"Having been induced by your public spirit in offering prizes at the Montreal Exhibition, in the Dairying Department, to try your Butter Color, I may say that I have been using it all winter, and I am glad to report that we are highly pleased with it in every way. As my Guernsey cows do most of the coloring of our own butter themselves, even in winter, we do not use much artificial color, but with yours we find the most thoroughly natural color and the finest butter flavor fully retained."

WHAT IS SAID BY ONE OF THE MOST POPULAR DAIRY SUPPLY HOUSES IN CANADA.

GENTLEMEN :—We have great pleasure in testifying to the excellence of your Improved Butter Color. It is giving good satisfaction everywhere, and we can confidently recommend it.

Yours respectfully,

D. DERBYSHIRE & Co., Brockville, Ont.

CAUTION TO BUTTERMAKERS.

Wells, Richardson & Co.'s Improved Butter Color is so much stronger than other colors that those using it for the first time are liable to over-color ; one teaspoonful of Improved Butter Color will do as much coloring as two teaspoonfuls of other makes. Do not allow any dealer to convince you that some other kind is just as good.

The Only Honest and Legal Color.

The creameryman or dairyman who buys Wells, Richardson & Co.'s Improved Butter Color never pays for MUD or SEDIMENT. The last drop is as clean and clear as the first. Other butter colors contain a sediment and foreign matter, and a certain proportion of the color (although paid for) has to be thrown away, or it will spoil the butter.

BE SURE YOU GET THE GENUINE

which is clear as crystal, will never fade, and is sold under a positive guarantee of greater strength than other colors.

For sale by all druggists, dealers and creamery supply houses,

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Five First Prizes in Three Years.

Victories Won by Using Wells, Richardson & Co.'s Improved Butter Color.

NO MUD!

ABSOLUTELY FREE FROM ALL IMPURITIES.

DEAR SIR:—I have used your W., R. & Co.'s Improved Butter Color for several years, and have no hesitation in recommending it to all engaged in the Dairying business. During the last three years I have succeeded in gaining FIVE FIRST PRIZES at Exhibitions, and attribute my success mainly to the purity of Wells, Richardson & Co.'s Improved Butter Color.

JOHN C. DUNN, Warden, P.Q.

VICTORY AFTER VICTORY

FOR

Wells, Richardson & Co's Improved Butter Color

It is a prominent fact and worthy of the most serious consideration that at all Agricultural Fairs and Expositions held in Canada, buttermakers who exhibit butter colored with Wells, Richardson & Co's Improved Butter Color invariably take the prizes.

The verdict pronounced by these city and country fairs and expositions is of the utmost importance and carries great weight, from the fact that the judges are practical men—farmers and dairymen—knowing all about the manufacture of gilt edged butter.

Over 90 per cent. of all buttermakers use the color that HAS NO MUD.

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An Expert's Opinion.

WELLS & RICHARDSON Co.

GENTLEMEN :—To make butter that is uniform in appearance it is necessary to have a butter color that never varies, so that when the buttermaker wants to obtain a certain shade he knows just how much color to use. I feel free to say that Wells, Richardson & Co.'s Improved Butter Color is the only one I have ever seen that does not vary in strength, other colors that I have used in the past showing great variation, sometimes with not half the usual strength. Another strong point in favor of your color is the fact that I have never found it to fade, while other colors fade when butter is stored, causing a serious loss. The fact that I use your color exclusively shows more plainly than words can do how much superior I consider it to other colors.

O. SANDS, President Elgin Creamery.

Color

**l. Agricul-
bred with**

**he utmost
—farmers**

If You Would be a Successful Buttermaker You Must Use Wells, Richardson & Co.'s Improved Butter Color.

The man or woman who commences the work of buttermaking for the purpose of making money must use Wells, Richardson & Co.'s Improved Butter Color at every churning, in order to give the butter the natural June tint that butter critics look for at all seasons of the year.

If the buttermaker is unfortunately induced to use any of the common and impure colors sold by some dealers, results will be disheartening and unsatisfactory. The color will be a bricky red, streaky, and will soon fade out entirely, leaving a mass that looks like lard.

With Wells, Richardson & Co.'s Improved Butter Color buttermaking is always a perfect success. All prize buttermakers use the kind that has **NO MUD.**

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MERIT ALWAYS WINS.

THE ONLY COLOR FREE FROM MUD AND SEDIMENT.

Notwithstanding the fact that speculators are putting vile imitations on the market at low prices to catch unwary and inexperienced buttermakers, Wells, Richardson & Co.'s Improved Butter Color is now being used by over ninety per cent. of all Creameries and Dairies of the country. The vast majority know from experience that W., R. & Co.'s Improved Butter Color is the best and most reliable color made.

In every important dairying centre of the world Wells, Richardson & Co.'s Improved Butter Color is the chosen make.

USE THE KIND THAT HAS NO MUD.

**Mr. J. A. Hayes, Lennoxville, P.Q., takes the Gold Medal Presented
by Wells, & Richardson Co. for the Finest Grade of
Creamery Butter.**

WELLS & RICHARDSON CO.,

DEAR SIRs:—It was an easy matter for me to use your Improved Butter Color in competing for prizes, as I never have any other in my Creamery. I have been using your color for the last eight years, and it has always given me the greatest possible satisfaction. I have tried two or three other kinds, but have found none so uniformly pure and reliable as your Improved Butter Color. It gives me great pleasure to send you this testimonial, as your color richly deserves all the good I can say of it.

Yours truly,

J. A. HAYES, Lennoxville, P.Q.



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NO MUD IN OURS!

For the protection and convenience of Creamerymen who are obliged to order one or more gallons of Color at a time, we put up Wells, Richardson & Co.'s Improved Butter Color in patent cans (as per cut) holding one full Imperial gallon; price \$3.00.

Any Creamery Supply House can fill orders for Improved Butter Color at above price.

The Wells & Richardson Co., Limited,

Montreal, P.Q.

The Universal Verdict.

In all parts of Canada and the United States, Wells, Richardson & Co.'s "Improved Butter Color" is acknowledged to be the acme of perfection. It is the only Butter Color on the market that is chemically perfect—the only one that is free from alkali or other substances that are injurious to health. "Improved Butter Color" is made by special processes, and is perfectly pure. Use it and prove for yourself its great value.

Price List.

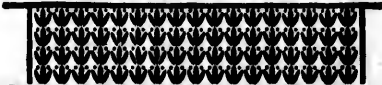
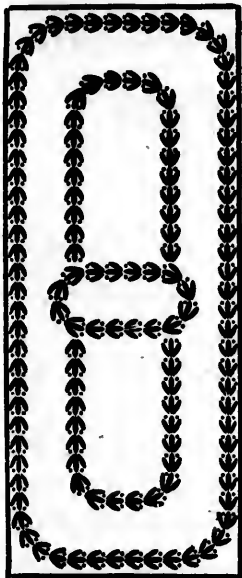
Sample Bottle, 1½ oz., to color	175 lbs.....	\$.15
Small Size, 4 " "	500 "	.25
Medium Size, 10 " "	1250 "	.50
Large Size, 24 " "	2800 "	1.00

For sale by druggists and merchants generally. If they do not have it, ask us "how to get it."

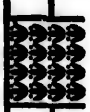
THE WELLS & RICHARDSON CO., LIMITED, MONTREAL, P.Q.

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Suggestions aux Fabricants de Beurre



La Production de la Couleur Naturelle de Juin

Un des Points les Plus Importants dans la Fabrication du Beurre.

Quand les produits alimentaires sont agréables à la vue, on peut dire en toute sûreté qu'ils sauront satisfaire le goût des gens les plus difficiles et les plus délicats.

Le beurre, qui est aujourd'hui d'un usage si universel sur la table du pauvre comme sur celle du riche, doit toujours plaire aux yeux du consommateur.

Un trop grand nombre de fabricants de beurre oublient que la couleur est un des points les plus importants pour du bon beurre. Le beurre le plus riche et le meilleur n'est qu'à moitié préparé pour la vue et le goût d'un connaisseur, si la couleur laisse à désirer ou est mauvaise.

Les consommateurs de beurre étant aujourd'hui si difficiles en tout ce qui concerne

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un beurre de première classe, ont une idée tellement fixe et déterminée de la véritable couleur idéale, que toute déviation de la marque populaire—la riche et délicate couleur dorée du beurre de Juin—entraîne une perte certaine et sérieuse pour le fabricant.

En employant la Couleur à Beurre Perfectionnée de Wells, Richardson & Co., les fabricants de beurre du Canada ayant de la sagesse et de l'expérience, peuvent en toute saison—du 1er Janvier au 31 Décembre—produire un beurre qui à la couleur naturelle du mois de Juin. Ces fabricants obtiennent toujours le plus haut prix des meilleures maisons qui exportent le beurre.

Nous affirmons sans hésiter et sans crainte d'être le moins contredits, que tous les fabricants qui font du beurre dans un but de gain, emploient la Couleur à Beurre Perfectionnée de Wells, Richardson & Co. d'une année à l'autre.

Les fabricants de beurre du Dominion qui, dans le passé, n'ont pu obtenir le plus haut prix du marché et n'ont pas rendu leur travail profitable, sont, dans quatre-vingt-dix-neuf cas sur cent, ceux qui emploient des couleurs de qualité inférieure et d'une composition chimique impure, lesquelles sont réellement nuisibles et au beurre et à la digestion des gens en général.

Aucune découverte de la science, dans les quinze dernières années, n'a contribué autant à faire de la fabrication du beurre une chose profitable et de succès que la Couleur à Beurre Perfectionnée de Wells, Richardson & Co. Quand l'herbe est rare et sèche ; quand, l'automne, l'hiver et le printemps, les vaches sont enfermées et nourries d'une foule de manières différentes, le fabricant de beurre habile et sage continue tranquillement son travail de fabrication profitable, sachant bien qu'il a, dans la Couleur à Beurre Perfectionnée de Wells, Richardson & Co., un ami qui ne le trompe jamais—un agent qui donnera à son beurre la couleur riche et délicate du beurre de Juin, qui tente la vue et chatouille le palais de tous, jeunes et vieux.



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POINTS D'EXCELLENCE QUI FONT DE LA COULEUR À BEURRE PERFECTIONNÉE DE WELLS, RICHARDSON & CO. LA COULEUR LA PLUS PARFAITE.

- 1°—Le beurre coloré avec la Couleur à Beurre Perfectionnée de Wells, Richardson & Co. ne prend jamais une teinte rougeâtre ou de brique, mais conserve toujours la belle couleur dorée du beurre de Juin.
- 2°—La Couleur à Beurre Perfectionnée de Wells, Richardson & Co. est aussi inoffensive que la couleur naturelle du beurre, elle est pure et saine.
- 3°—La Couleur à Beurre Perfectionnée de Wells, Richardson & Co. ne donne absolument aucun goût ni aucune odeur au beurre.
- 4°—Elle se conserve parfaitement bien. Elle ne devient ni rance, ni éventée ni sure.
- 5°—Elle ne colore pas le lait de beurre. La couleur est toute absorbée par les globules du beurre, et son poids s'ajoute à celui du beurre.
- 6°—C'est la couleur la plus forte qui soit fabriquée, et par conséquent la moins coûteuse à employer.

**LE MINISTRE DE L'AGRICULTURE POUR LE DOMINION, L'HON. S. A. FISHER,
EMPLOIE LA COULEUR À BEURRE PERFECTIONNÉE DE WELLS,
RICHARDSON & CO., DANS LA BEURRERIE
DE SA "FERME ALVA."**

L'Hon. S. A. Fisher, Ministre de l'Agriculture pour le Dominion, occupe un rang élevé parmi les connaisseurs de beurre au Canada. Il emploie la Couleur à Beurre Perfectionnée de Wells, Richardson & Co. dans sa beurrerie modèle, ce qui prouve d'une manière concluante que ça doit être la meilleure couleur pour tous les fabricants de beurre. Cet honorable Monsieur nous écrit ce qui suit.

"Votre sentiment du bien public en offrant des prix dans le Département de la Laiterie, à l'Exposition de Montréal, m'ayant porté à essayer votre Couleur à Beurre, je dois dire que je m'en suis servi pendant tout l'hiver, et je suis heureux de déclarer que nous en sommes très satisfaits sous tous les rapports. Vu que mes vaches Guernsey fournissent elles-mêmes la couleur à la plus grande partie de notre beurre, même en hiver, nous n'employons pas beaucoup de couleur artificielle, cependant, avec la vôtre, nous constatons qu'une couleur parfaitement naturelle est donnée, et que la saveur la plus délicate du beurre est complètement conservée."

**CE QUE DIT L'UN DES FOURNISSEURS D'ARTICLES POUR LA FABRICATION
DU BEURRE LES PLUS POPULAIRES AU CANADA.**

MESSIEURS :—C'est pour nous un grand plaisir d'attester l'excellence de votre Couleur à Beurre Perfectionnée. Elle donne bonne satisfaction partout, et nous pouvons la recommander avec confiance.

A vous bien respectueusement,

D. DERBYSHIRE & CO., Brockville, Ont.

AVERTISSEMENT AUX FABRICANTS DE BEURRE.

La Couleur à Beurre Perfectionnée de Wells, Richardson & Co. est tellement plus forte que les autres couleurs, que ceux qui s'en servent pour la première fois sont exposés à colorer trop fortement. Une cuillerée à thé de Couleur à Beurre Perfectionnée colore autant que deux cuillerées à thé d'autres fabriques. Ne permettez à aucun marchand de vous convaincre qu'une autre sorte est tout aussi bonne.

LE SEULE COULEUR HONNÊTE ET LÉGALE.

Le fabricant de beurre qui achète la Couleur à Beurre Perfectionnée de Wells, Richardson & Co. ne paye jamais pour de la VASE ou des SÉDIMENTS. La dernière goutte est aussi claire et aussi nette que la première. D'autres couleurs à beurre contiennent un sédiment et des matières étrangères, et il faut jeter une certaine proportion de la couleur (quoiqu'elle soit payée), car autrement elle gâterait le beurre.

ASSUREZ VOUS QU'ON VOUS DONNE LA VÉRITABLE

qui est aussi claire que le cristal, qui ne ternit jamais, et qui est vendu avec la garantie formelle d'être plus forte que les autres couleurs. En vente chez tous les pharmaciens, marchands et fournisseurs d'articles pour la fabrication du beurre.

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Cinq Premiers Prix en Trois Ans.

VICTOIRES REMPORTÉES EN EMPLOYANT LA COULEUR À BEURRE PERFECTIONNÉE DE WELLS, RICHARDSON & CO.

PAS DE VASE ! PARFAITEMENT EXEMPTÉ DE TOUTES IMPURETÉS.

WELLS & RICHARDSON CO.,

MESSIEURS :—Je me suis servi depuis plusieurs années de votre Couleur à Beurre Perfectionnée de W., R. & Co., et je n'ai aucune hésitation à la recommander à tous ceux qui s'occupent de la fabrication du beurre. Dans le cours des trois dernières années j'ai réussi à gagner Cinq Premiers Prix aux Expositions, et j'attribue mon succès surtout à la pureté de la Couleur à Beurre Perfectionnée de Wells, Richardson & Co.

JOHN C. DUNN, Warden, P.Q.

VICTOIRE SUR VICTOIRE

POUR LA

COULEUR À BEURRE PERFECTIONNÉE DE WELLS, RICHARDSON & CO.

C'est un fait notable et digne de la plus sérieuse attention que, à tous les Concours Agricoles et à toutes les Expositions qui ont lieu au Canada, les fabricants qui exposent du beurre coloré avec la Couleur à Beurre Perfectionnée de Wells, Richardson & Co., remportent les prix invariablement.

Le verdict rendu par ces Concours et Expositions, tant des villes que des campagnes, est de la plus haute importance et a un grand poids, car les juges sont des hommes pratiques—des cultivateurs et des propriétaires de beurreries—qui s'y entendent parfaitement dans la fabrication du beurre de première qualité.

Plus de 90 par cent. des fabricants de beurre emploient la Couleur qui n'a pas de VASE.

L'Opinion d'un Connaisseur.

WELLS & RICHARDSON CO.

MESSIEURS :—Pour faire un beurre qui ait une apparence uniforme, il est nécessaire d'avoir une couleur à beurre qui ne varie jamais, de sorte que, quand le fabricant veut obtenir une certaine nuance, il sait exactement quelle quantité de couleur employer. Je puis dire en toute liberté que la Couleur à Beurre Perfectionnée de Wells, Richardson & Co. est la seule que j'ai vue dont la force ne varie pas, les autres couleurs que j'ai employées dans le passé variant considérablement, quelquefois au point de n'avoir pas la moitié de la force ordinaire. Un autre bon point en faveur de votre couleur c'est que je ne l'ai jamais vue changer, tandis que les autres couleurs changent quand le beurre est emmagasiné, ce qui cause une perte sérieuse. Le fait que je me sers exclusivement de votre couleur montre plus clairement qu'aucun discours combien je la considère supérieure aux autres couleurs.

O. SANDS, Président Beurrerie "Elgin."

SI VOUS VOULEZ ÊTRE UN FABRICANT DE SUCCÈS, IL VOUS FAUT EMPLOYER LA COULEUR À BEURRE PERFECTIONNÉE DE WELLS, RICHARDSON & CO.

L'homme ou la femme qui commence la fabrication du beurre dans le but d'y faire de l'argent, doit employer la Couleur à Beurre Perfectionnée de Wells, Richardson & Co. à chaque fois, pour donner au beurre la couleur naturelle du mois de Juin, que les amateurs de beurre veulent avoir à toutes les saisons de l'année.

Si, par malheur, le fabricant se laisse gagner à employer aucune des couleurs communes et impures que vendent certaines maisons, les résultats seront tout à fait peu satisfaisants et décourageants. La couleur sera d'une rouge brique, par râles, puis elle disparaîtra bientôt complètement, laissant une masse qui ressemblera à du saindoux.

Avec la Couleur à Beurre Perfectionnée de Wells, Richardson & Co., la fabrication du beurre est toujours un succès. Tous les fabricants de beurre qui remportent des prix emploient la sorte qui n'a pas de VASE.

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Le Mérite l'Emporte Toujours !

La Seule Couleur Sans VASE ni SÉDIMENT.

Nonobstant le fait que des spéculateurs placent sur le marché de viles imitations à bas prix, pour tromper les fabricants sans expérience, plus de quatre-vingt-dix par cent de toutes les beurreries du pays emploient aujourd'hui la Couleur à Beurre Perfectionnée de Wells, Richardson & Co. La grande majorité savent par expérience que la Couleur à Beurre Perfectionnée est la meilleure et celle sur laquelle on peut le plus compter.

Dans tous les endroits du monde où la fabrication du beurre se fait sur une grande échelle, la Couleur à Beurre Perfectionnée de Wells, Richardson & Co. est la marque que l'on choisit.

EMPLOYEZ LA SORTE QUI N'A PAS DE VASE.



Pas de Vase dans la Nôtre.

Pour la protection et la commodité des fabricants qui sont obligés de commander un ou plusieurs gallons de Couleur à la fois, nous préparons la Couleur à Beurre Perfectionnée de Wells, Richardson & Co. dans des bidons brevetés (voir la gravure) contenant tout un gallon imperial ; prix \$3.00.

Tous les Marchands d'Articles pour la Fabrication du Beurre peuvent remplir les commandes pour la Couleur à Beurre Perfectionnée, au prix ci-dessus mentionné.

The Wells & Richardson Co., Limited,

Montréal, P.Q.

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DIRECTIONS

COULEUR À BEURRE PERFECTIONNÉE DE WELLS, RICHARDSON & CO.

Avant D'User, Agiter la Bouteille.

Faites usage d'une cuillerée à thé ou deux de la Couleur pour dix gallons de la crème. Cette quantité suffira généralement pour produire la véritable "couleur dorée de Juin," mais on peut augmenter ou diminuer la quantité selon l'expérience individuelle. Après l'avoir essayé une fois ou deux on connaîtra la quantité exacte dont il a besoin. Mettez la Couleur au milieu de la crème et remuez-la avec une grande cuillère. Ayez soin de ne pas laisser la Couleur toucher la batte à beurre ou le côté de la baratte, parce qu'il s'attachera au bois et ne se mélangera pas avec la crème.

PRÉVOYANCE :—La Couleur véritable aura toujours le fac-simile de notre signature.

Le Verdict Universel.

Dans toutes les parties du Canada et des Etats-Unis, on reconnaît que la Couleur à Beurre Perfectionnée de Wells, Richardson & Co. est le comble de la perfection. C'est la seule Couleur à Beurre sur le marché qui soit chimiquement parfaite—la seule qui ne contient aucun alcali ou autres substances nuisibles à la santé. La Couleur à Beurre Perfectionnée est fabriquée par des procédés spéciaux et est parfaitement pure. Employez-la et ayez par vous-même la preuve de sa grande valeur.

Liste de Prix:

Bouteille Échantillon,	1 ½ oz.,	pour colorer	175 lbs.....	\$.15
Petite Grandeur,	4	" " "	500 ".....	.25
Grandeur Moyenne,	10	" " "	1250 ".....	.50
Grandeur Extra,	24	" " "	2800 ".....	1.00

En vente chez les pharmaciens et les marchands en général. S'ils ne l'ont pas, demandez nous "comment vous la procurer."

THE WELLS & RICHARDSON CO., LIMITED, MONTRÉAL, P.Q.

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LE MÉRITE RÉCOMPENSÉ.

La "COULEUR À BEURRE PERFECTIONNÉE" de Wells, Richardson & Co. obtint les plus hautes récompenses, sous forme de médaille et diplôme, à l'Exposition Colombienne, et fut la seule Couleur à Beurre employée chaque jour dans la laiterie en action.

La "COULEUR À BEURRE PERFECTIONNÉE" de Wells, Richardson & Co. obtint les plus hautes récompenses, médaille d'or et diplôme, à l'Exposition d'Hiver de la Californie.

Au Canada, on emploie aujourd'hui la COULEUR À BEURRE PERFECTIONNÉE" de Wells, Richardson & Co. dans les laiteries des Fermes Expérimentales du Gouvernement, parce que c'est la seule Couleur qui donne pleine et entière satisfaction.

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LA Production de la Couleur Naturelle
de Juin un des Points les plus
Importants dans la Fabrica-
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