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No. 7.

Rates of Advertising.

Advertisements will be inserted at the following low rates:—

One column, with right of changing every 3 months—1 year...	\$60 00
One column, " " 6 months	35 00
One " " 3 " "	20 00
One " " 1 " "	7 50
Half " " 1 year...	35 00
Half " " 6 months	20 00
Half " " 3 " "	12 50
Half " " 1 " "	5 00
Quarter " " 1 year...	20 00
Quarter " " 6 months	12 50
Quarter " " 3 " "	7 50
Quarter " " 1 " "	3 00

Advertisements of Business for sale, or Business wanted, occupying one-and-a-half inch space, will be charged \$1.50 for each insertion.

Situations or Assistants wanted, \$1 each insertion.

Annual Subscription only \$1, which must be paid strictly in advance, in all cases.

Registered letters mailed to our address will be in all cases at our risk.

KERRY, CRATHERN & CO.,

41 YONGE ST., TORONTO,

IMPORTERS OF BRITISH & FOREIGN

DRUGS AND CHEMICALS,

Perfumery, Flavoring Extracts,
Toilet Articles, Dietetic Articles.

DRUGGISTS' SUNDRIES!

Patent Medicines, Glassware,
Shaker's Herbs, Dye Stuff's, &c., &c.

K. C. & Co., have just received a large and varied assortment of Druggists' Sundries, and would respectfully solicit a call.

Orders by Post will receive our best Attention.

QUOTATIONS GIVEN ON APPLICATION.

Druggists opening business can be furnished with every requisite.

MANUFACTURERS IN BOND OF

Tinctures and Alcoholic Preparations.

1-ly.

Original Papers.

LABELS.

Considering the large number of labels used, it is extraordinary that the details which should be attended to in their production, are not better understood and applied.

The first intention of a label is to notify the contents of the bottle or package labelled, therefore the name of the article should be in the largest and plainest type, or writing. The direction or explanation of uses should follow, and this may be in smaller type, as it will only be consulted by those who have use for the contents. The name of the vendor follows, and should be in type only inferior to the name of the article. The occupation generally follows, but is not essential, being sufficiently apparent, from the name of the article. The name of the place of business finishes the "matter."

For articles intended for internal use, the paper should be of the purest white, and the ink of the deepest black. For perfumery and fancy articles, greater latitude in the color of ink and paper is allowable; but in every case care should be taken that while the texture of the paper is firm and uniform; it is not so stiff as to prevent the paste or gum "taking" readily. These are the points of a good label, whether executed by letterpress printing, or lithography.

The errors to be guarded against, are the use of so-called ornamental types which are difficult to read; disproportion in the sizes of type, and putting the unimportant parts in large type; putting on borders that do not present a regular line to trim by, and placing the labels on the sheet in such a manner that an unnecessary amount of cutting requires to be done.

We have always found it best to keep labels in a shallow drawer, each kind in a seidlitz box, with a sample pasted on the cover. In this way waste is prevented. If arranged in alphabetical order, the proper label is obtained in a moment.

The plan of gumming the sheet makes the labels curl, and has no particular advantage to compensate for this inconvenience.

Below are some examples of good and bad labels:—

Pattern A.

SWEET SPIRIT OF NITRE.

Sold by T. WHITE, Chemist,
19 Southampton Row.

Pattern B.

FROM JAMES WILLIAMS, CHEMIST, &C.

SWEET SPIRITS OF NITRE.

33 Lower Tooting

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LYMAN, ELLIOT & Co.,

Chemists and Druggists.

OFFICE AND SAMPLE ROOMS, 157 King Street East.
RETAIL DEPARTMENT..... 155 King Street, East.
WAREHOUSES, 81 & 83 Front Street.
MILLS, Palace Street.

IMPORTERS and Manufacturers of every requirement of the RETAIL DRUG TRADE. A full assortment of the following classes of Goods always on hand:—

Drugs and Chemicals.	Patent Medicines.
Corks.	Perfumery.
Dye Stuffs.	Preparations.
Furniture.	Soaps.
Surgical Instruments and Appliances.	Bronze, Gold Leaf, &c.
Spices.	Colors, Dry.
Sundries.	Colors in Oil.
	Varnishes.

DRUGGIST'S EARTHENWARE AND GLASSWARE, in whole Packages at Factory rates.

Enquiries and orders by mail will receive prompt and careful attention.

See following announcements.

Toronto, May, 1868.

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