COPYRIGHTS.

6762. The Bell Telephone Company of Canada, Ltd., Ottown Exchange, Susscribers' Directory, January, 1863. The Bell Telephone Company of Canada, Ltd., Ottown, Ont.

6763. The Flith General Council of the Presbyterian Alliance. Convened at Toronto, Sept. 1892. Photo: Josiah Bruce-Toronto, Ont.

6764. Combination Photograph of the Santa Maria (Columbus ship) and the Beaver, the Pioneer Steamer of the Paclfic. Walter Henry Brown, Vancouver, B.C.

6765, Insurance Plan of the City of Montreal, Volume II Charles Edward Gond, Montreal, Que.

6766. Syllabus of Elementary Mechanics," by James Loudon, M. A., with Sultable Exercises and Examples. Prepared by C. A. Chant, B. A. Rowsell & Hutchison, Toronto, Ont.

6767, Sweet Ethel Waltz, By F. Boscovitz. The Anglo-Canadian Music Publishers' Association, Ltd., London, Eng.

6768. Fond Memories Valse, by Kelghly McCollum, H. Kelghly and T. McCollum, Toronto, Ont.

6769. The Bell Telephone Company of Canada, Ltd., Western Exchanges, Subscribers' Directory, Ontarlo Department, December, 1892. The Bell Telephone Company of Canada, Ltd., Montreal, Que.

6770. The Toronto Directory, 1892. Might's Directory Company, Foronto, Ont.

6771, Main Street Views, Winnipeg. Man.

6772. The Lady of the Sen Song Words by W. H. Bellamy, Music by Henry Smart. E. Ascherberg & Co., London, England.

6773. All That my Heart would Say. Song. Words by A. Horspool, Music by M. Piccolomino, 1 Suckling & Sons, Toronto, Ont.

6774. La Flieuse Etude pour Piano, par Jonehim Raif Op 517, No. 2, Patey & Willis, London, England.

6775. Missa pro Defunctis quam ad quatuor voces pares. Organo ad libitum comitante. (Messe des Morts.) Cleophus Bourduns, Pretre. Montreal, Que.

6776. Proces Mercier 1892. Les causes qui I ont provoque, Quelques faits pour l'Histoire, Par J. Israel Tarte. Louis Joseph Tarte et Eugene Tarte, Montreal, Que,

6777. Secret Confession to the Priest Exposed. By Margaret L. Shephert, Brockville, Ont.

6778 Three Years Under the Ganadian Flag as a Cavalry Soldier. By James Gibson Slater, Toronto...

6779. Bell Telephone Company of Canada, Ltd., Hamilton and Dundas Exchanges, Subscribers Directory, Ontario Department, January, 1893. The Bell Telephone Company of Canada, Ltd., Montreal, Que.

6780. This Canada of Ours, and Other Poems. By J. D. Edgar, M. P., Toronto, Ont

6781. The Western World, Vol. 4, No. 45, January, 1893 Magazine Acton Burrows, Winnipeg, Man.

6782. The Flower Song, the Parlate d'Amor.) From the opera Faust, English version by F. H. Chorley, Music by Gournod, Chappell & Co., London, England 6783, Students Dance, (No. 9.) Golden

Moments. Arranged by Frederic Forest. I. Suckling & Sons, Toronto, Ont.

6784. Reports of Cases Decided in the Court of Appeal for Ontario during parts of the years 1891 and 1892. The Law Society of Upper Canada, Toronto, Ont.

6785. Weep Not, My Mother. Reelt. I Dreamt I was in Heaven, Aria, From the Oratorlo of Naaman, Composed by M. Costa, I. Suckling & Sons, Toronto, Ont.

6786. With Sheathed Swords. Damascus Triumphal March. Chorus and Solo. From the Oratorio of Nauman. Composed by M. Costa. 1. Suckling & Sons, Toronto, Ont.

6787. Semi-Centennial Report of the Montreal Board of Trade. Sketches of the Growth of the City of Montreal from its Foundation. Statistics of Progress and Report of the Council for the year ending 31st December, 1892. The Montreal Board of Trade, Montreal, Que.

6788. Our Home, Vol. 1., No. 1., Feb. '93. The Wells and Richardson Co., Montreal, Que.

6789. The Housekeeper's Note Book and Discount Voucher. Frank W. H. Pointer, Toronto, Ont.

6790. Fairest of all. Waltz, by F. Boscovitz. The Anglo-Canadian Music Publishers' Association, Ltd., London, Eng.

6791. Rudiments of Music," by Peter Shupe. William Briggs, Book Steward of the Methodist Book and Publishing House, Toronto, Ont.

6792. Four Hundred and Thirteen Questions in History and Geography. Arranged Chronologically. Collected and Arranged by Peter McEachern, B.A. The Copp. Clark Co., Ltd., Toronto, Ont.

6793. Virgit's Aeneld. Book H. Notes and Vocabulary, by John Henderson, M. A., and E. W. Hagarty, B.A. The Copp. Carl Company, Ltd., Toronto, Ont.

6794. The Canadian Engineering News. No. 1, Vol. I., January 31st, 1893, William Edward Gower, Montreal, Que.

6795. Book of Agreements and Guarantees, Milton P. Lent and Williston F. W. Lent, Toronto, Ont.

6796. Some New Notes on Macbeth, By M. P. Libby, B.A., Toronto, Ont.

6797. Tattersall's Medical and Surgical Treatment of Diseased Horses, by Stanley George Tattersall, Nairn, Ont. 6798. The Hyglenic Miracle; or, How

to Cure Disease, by Rev. Wm. Simmons. W. B. J. Williams, Sarnia, Ont.

6799. Sir John Thompson Grand March. For plano. By W. D. Shanks. The Anglo Canadian Music Publishers' Association, Ltd., London, England.

6800. A Quartette of Lovers. By John Allister Currie. Poems, The Williamson Book Co., Ltd., Toronto, Ont.

6801. Two Knapsacks, A novel of Can adian summer life, By J. Cawdor Bell. The Williamson Book Co. Ltd., Toronto, Ont.

6802. Memoirs of a Reformer (1832-1892). By Alexander Milton Ross, Toronto, Ont.

6803. The Public School Drawing Mannul for Teachers and Students. By J. H. McFaul, M.D. The Canada Publish ing Co., Ltd., Toronto, Ont.

6804. Ave. An Ode for the Centenary of the Birth of Percy Bysshe She,ley, August 4, 1892. By Charles G. D. Roberts, Windsor, N.S.

8605. Banks and Bankers in Canada, February, 1893. Edited by J. S. Cook, Toronto, Ont.

6506, Sketchen, Boo. Frederick Roche Alley, Montreal, Que.

6807. A Twilight. Words and Music by Henry B. Sully. A. & S. Nordhelmer, Toronto, Ont.

6808. Gem from the Life of Catharine Booth. Herbert Henry Booth, Toronto, Ont.

6809, Soldiers' Chorus, (Glory and Love to the Men of Old,) From the opera "Faust" by C. Gournod, Chappell & Co., London, Eng.

INTERIM COPYRIGHTS.

394. Becher's Sterling Advance for Inf porters. Book, Wm. S. Becher, Winnipeg, Man

395. Gems from the Life of Catharine Booth, the Mother of the Salvation Army, Compiled by F. de L. Booth Tucker, Her bert Henry Booth, Teronto, Ont.

396. Inez de Castro and Prince Pedro. Tragedy in Five Acts. John Hutchison Garnier, M.D., Lucknow, Ont.

397. Moron; the Jew of Syracuse. Drama in five acts. John Hutchinson Garnier, M.D., Lucknow, Ont.

398. Number 1, Volume 1, Canadian Engineer, Metal Trades Journal and Mechanical Science Review. S. Frank Wilson, Toronto, Ont.

399. The Montreal Board of Trade-A Souvenir. The Sabiston Lithographing and Publishing Co., Montreal, Que.

400. Mountain View Waltz, by Robert Dick, Hamilton, Ont.

401. Bird's Eye View of the City of Toronto. May. Barchay, Clark & Co., Toronto, Ont.

WINDOW ADVERTISING.

Windows undoubtedly help to advergoods as well as to attract buyers. When the store is open and a customer sees desirable goods, he or she enters and purchases. But when the store is closed for the night it is not necessary, nor yet desirable that the windows should be darkened and curtained. Many dealers light their windows well, and leave them so lighted until the streets are deserted. This is undoubtedly a capital plan. It cannot attract customers at once, because the store is closed; but it may cause them to come to the store on the next day or within a week. Thus, the window is, if properly used, an advertising medium. If the number of probable window gazers is sufficient to jus tify the necessary expenditure for gas or electric light, then it will be a profitable advertising medium. In the larger towns and cities, this will undoubtedly be the ease always. Strollers are always about, and impressions made on a person's mind in a leisure moment are not easily removed. Patterns and prices are noted, and when purchases are mode these facts will be recalled to the purchaser's mind, and influence decisions. It is an advertising medium pure and simple, and must be considered and used as such. A windom costs money, but if the money be judiciously expended, it will bring as great profit as any other advertising medium. Many dealers follow this plan carefully and persistently; other dealers taboo it entirely. But the observant dealer will make the experiment it he has not done so aiready, and watch and carefully make There can be no doubt note of results. whatever as to his conclusion, and it is only a fool who would go contrary to well founded conclusions.