THE SCALP.

AN INCIDENT OF THE WAR OF 1812-15.

The fight was over and Sheaffe had fied, And his conqueror Pike lay cold and dead, White the Stars and Stripes floated overhead. Where the Union Jack had been; And sad was the havoc committed there, And wild was the tumult that rang on the air, As the people, filled with lear and despair, Fled from York in the year Thirteen.

As hither and thither the victors went As hither and thither the victors went in eager baste upon plumber bent. A sudden chorus of grouns was blent. With the sound of their shouts that day. For, in the House of Assembly there, Right over the back of the Speaker's chair, Was a semething ghastly with long white hair. That thrilled them with dismay.

"A scalp f a scalp ?" were the cries that rose, "We will have revenge on our English fees! We will dash them down with the direst blows! We will dash them down with the direct blows:
Were the threats right deep and hig
That hissed from the lips of the sol tlers there,
As they gazed with awe o'er the Speaker's chair
At that something ghastly with long white hair,
Which was—only the Speaker's wig.

Stayner, Ont.

CHAS. E. JAKEWAY, M.D.

THE NEWSPAPER ADVERTISING BUREAU.

To Geo. P. Rowell & Co's Newspaper Advertising Bureau, 10 Spruce Street, New York, the press and the public are indebted for most of the statistics of American Newspapers. When this firm commenced business in 1g65, there was not accessible to the public anything which approximated a complete Newspaper List. It was the custom of the advertising agencies to keep theirs recret, believing that they thereby made it necessary for advertisers to consult them. In 1869, Mesers, Geo-P. Rowell & Co. issued the first American Newspaper Directory. In the preface of that work occurred this jaragraph :

peragraph:
We have always believed, and laboured in the belief, that, as Advertising Agents, it was and should be
mour power to be of material service to both advertiser
and publisher, and we know no better way to convince
them of the value of our services than by issuing this
book, thus enabling them to communicate without our
aid; this we do in the better that we shall thereby the
sooner personale them of the utility of employing and
encouraging our Agency."

encouraging our Agency."

The result showed the position to be well taken. Within twelve months their firm was in receipt of a patronage latger than had ever before been accorded to an Advertising Agency.

Bis a fact, frequently commented upon, that there is no other business interest of the country, the statistics of which are so thoroughly set forth and made public, as that of making newspapers; and for this the American Newspaper Directory has the entire credit.

In 1876, at the World's Fair at Plaitadelphia. Mesers, Geo. P. Rowell & Co. eroded a building in which were received, filed and exhibited, late copies of every American persodical publication, numbering at that time sight thousand one hundred and twenty nine. Of this enterprise, the Levinon Times correspondent, in the opening paragraph of his letter of July 10th of thet year, writes as follows:

"I have frequently had occasion to notice the hig way in which the Americans do things, and I do not know that it would be easy to find an apper litestration of it than furnished by the Newspaper Building in the Exhibition grounds."

Messrs, Geo. P. Rowell & Co. point with antisfaction to the two years in which they incurred the greatest extense for extending to the public broad sources of infrantion concerning the business in which they are engaged (1869, 1876), as the two in which, notwithstanding the exmerdinary outlay, did actually produce for them a net income in excess of any other years of their historistical control of the expectation.

One of the strongest holds which this Advertising Bureau has upon the newspapers, is obtained by their system of making prompt payments for work done. Newspaper men who have commended this teature, when visiting the office in New York, have been invited to the cashier's desk and shown a conspicuous printed notice pasted there, which reads:

"ALL BILLS RECEIVED REPORE I WELVE O'CLOCK MUST BE EXAMINED AND.

PAID TODAY."

The Advertising Agent average the big paying Om ad-One of the strongest holds which this Advertising

The Advertising Agent avers to his parron the advertiser, that he will precure for him the lowest possible rate. His profit comes from a commission from the publisher. To take the advertisement at a reduction from usual rates, and pay the agent for securing it, is not always pleasant for the newspaper men, but the reflection "we shall surely get the money the day we send the bill," has etten decided him to accept an offer for below the price he ought to have received. From those newspapers which have one price for everybody and require everybody to pay that price, it is nancees sary to say that Messrs. Geo. P. Rowell & Co. obtain no advantages beyond the established commission, not do they desire any. What they want, and must have for their patrons, is the lowest price, and when they have that they are satisfied. They are quite well aware that the best papers are, as a general rule, the cheaper.

CONTRACTS FOR ADVERTISING IN THE Canadian MAY BE MADE AT OUR LOWEST RATES WITH SNIFFIN. ASTOR NEW YORK

THE COOK'S FRIEND

BAKING POWDER

Has become a Household Word in the land, and is a HOUSEHOLD NECESSITY

inevery family where Economy and Health are studied. in avery family where Economy and Health are souried.

It is used for raising all kinds of Bread, Rolls, Pancakes, Griddle Cakes, &c., &c., and a small quantity used in Pie Crust, Puddings, or other Pastry, will save half the usual shortening, and make the food more digestible

THE COOK'S FRIEND

SAVES TIME,

IT SAVESTEMPER,

IT SAVES MONEY. or sale by storekeepers throughout the Dominion,

and wholesale by the manufacturer. W. D. MCLAREN, UNION MILLS,

17-19-54-300 55 College Street.

THIS PAPER MAY BE FOUND OF FILE AT GEO. P. Newspaper Advertising Bureau (10 SPRICE STREET, WITERE ADVERTIBING CONTRACTS MEW YORK.

If any of our readers have Nos. 4, 6 and 7 of Vol. 21 of CANADIAN ILLUS. TRATED NEWS, and can dispose of them, we will feel obliged for any of the above numbers sent to our office, for

which we will pay the subscription price. The name and address of the sender should be written on the BURLAND LITHOGRAPHIC CO.

25 Fashionable Visiting Cards—no two alike, with name, 10c. Nassau Card Co., Nassau, N. Y

50 all, 16c. Outfit 10c. Davids & Co., Northford, Ct.

S777 A YEAR and expenses to agents. Outfit free. Address, P.O. VICKERY, Augusta, Maine.

Ciards—10 Lily of the Valley, 10 Scroll, 10 Engraved 10 Transparent, I Model Love Letter, I Card Case name on all, post-paid, 15c. 4 packs 50c.
WARD & CO., NORTHFORD, CONS.

YOUR name on One Card Case and 50 all Chromos Glass and Floral Cards, 19c. Agent's outfit 10c. GLOBE CARD CO., Northford, Conn.

JUHN MCARTHUR & SON. OIL, LEAD, PAINT,

COLOR & VARNISH MERCHANTS

IMPORTERS OF

English and Belgian Window Glass, Rolled, Rough and Polished Plate Glass, Colored, Plain and Stained Enamelled Sheet, Glass,

PAINTERS' & ARTISTS' MATERIALS, BRUSHES CHEMICALS, DYE STUPPS, NAVAL STORES, &c.

310, 312, 314 & 316 ST. PAUL ST.,

255 & 257 COMMISSIONERS ST. MONTREAL.



CANADIAN PACIFIC RAILWAY.

Tenders for a second 100 miles section, WEST OF RED RIVER will be received by the undersigned until noon on Monday, the 20th of March, next.

The section will extend from the end of the 48th Contract—near the western beam-dary of Manitoba—to a point on the west side of the valley of Bird-tail Creek.

Tenders must be on the printed form, which, with all other information, may be had at the Pacific Railway Engineer's Offices, in Ottawa and Winnipeg, on and after the 1st day of March, next.

By Order,

F. BRAUN,

Secretary.

DEPT. OF RAILWAYS AND CANAIS, A Ottowa, 1 th February, 388%.



EASTERN DIVISION.

COMMENCING ON

Monday, Feb. 2nd, 1880.

Trains will run on this Division as follows:

	MAIL.	MINED
Leave Montreal	2.15 p.m.	5.20 p.m
Leave Three Rivers:	6.25 p.m.	4 15 p.m
Arrice Quebec.,	9,25 p.m.	9.00 a.m
Lonyo Quebec.	9 20 a.m.	5.30 p.m.
Leave Three Rivers	13,45 p.m.	4.00 a.m.
Arrive Montreal		9,50 a.m.

Trains leave Mile-End Station ten minutes later. General Office, 13 Place d'Armes Squate.

STARNES, LEVE & ALDEN, Ticket Agents, Offices, 202 St. James Street, and 158 Notice Dame Street.

J. T. PRINCE,

General Passenger Agent Montreal, March 16th, 1880.

25 FANCY CARDS with Name 10c. Plain or Gold Agents' Outfit 10c. 150 Styles. Hull & Co., Hudson, N.Y.

60 Perfumed Cards-Motto Lily, Floral, Rosebud-with name and case, 10 ets. ATNA CARD CO.,

50 Perfumed Chromo and Lace Cards, name in gold in fancy case, 10c. Davids & Co., Northford, Ct.

50 Chromo, Snowflake, Oriental, Lily, etc. Cards with name, 10c; 22 Flistatrow Cards, 10c; 1. Fem and Scroll Autograph Album, 15c; Agents complete outfit, 10c. ROYAL CARD CO., Northford Ct.

AN ELEGANT AUTOGRAPH ALBUM, containing Asbout 50 finely engraved and tinted pages, bound in Gold, an 1 54 quotations, all postpaid, 15c. Popular Game of Authors, 15c. Clinton Bros. Clintonville, Ct.



CANADIAN PACIFIC RAILWAY.

Tenders for Rolling Stock,

TIENDERS are invited for furnishing the Rolling Stock required to be delivered on the Canadian Pacific Railway, within the next four years, comprising the delivery in each year of about the following, viz:—20 Locomotive Engines.

16 First-class cars (a proportion being sleepers).

20 Second-class Cars, do.

3 Exures and Saggage Cars.

20 Second-class Cars, do.
3 Express and Baggage Cars.
3 Postal and Smoking Cars.
240 Box Freight Cars.
100 Flat Cars.
2 Wing Ploughs.
2 Snow Ploughs.
2 Flangers.
40 Hand Cars.
The whole to be manufactured in the Dominion of Canada and delivered on the Canadian Pacific Railway.
at Fort William, or in the Province of Manitoba.
Drawings, specifications and other information may be had on application at the office of the Engineer-in-Chief, at Ottawa, on and after the 15th day of MARCH next.
Tenders will be received by the undersigned up to noon of THURSDAY, the 1st day of JULY next.

By order.

By order,

F. BRAUN,

Department of Railways and Canals, Ottawa, 7th February, 1880.

E. N. FRESHMAN & BROS. Advertising Agents,

186 W. Fourth St., CINCINNATI. O., Are authorized to receive advertisements for this paper,

Estimates furnished free upon application. Send two stamps for our Advertisers' Manual.

TO LET.

In those central premises forming the corner of Bleury and Craig Streets, and in the adjacent house on Craig

OFFICES, double and single.
FLATS, admirably adapted for light manufacturing business, with or without steam power. Rent moderate.

Apply to

G. B. BURLAND,

No. 7 Bleury Street \$10 to \$1000 | Invested in Wall St. Stocks Book sent free explaining everything. Address: BAXTER & CO., Bankers, 7 Wall St., N.Y.

THE BURLAND LITHOGRAPHIC COMPANY

CAPITAL \$200,000,

GENERAL

Engravers, Lithographers, Printers AND PUBLISHERS.

3. 5, 7, 9 & 11 BLEURY STREET,

MONTREAL.

THIS ESTABLISHMENT has a capital equal to all the other Lithographic firms in the country, and is the largest and most complete Establishment of the kind in the Dominion of Canada, possessing all the latest improvements in machinery and appliances, comprising :-

12 POWER PRESSES. 2 PATENT ENVELOPE MACHINES, which make, print and emboss envelopes by one operation.

1 PATENT LABEL GLOSSING MACHINE. 1 STEAM POWER ELECTRIC MACHINE,

4 PHOTOGRAPHING MACHINES,

PHOTO-ENGRAVING Also CUTTING, PERFORATING, NUMBERING, EM-BOSSING, COPPER PLATE PRINTING and all other

Machinery required in a first class business. All kinds of ENGRAVING, LITHOGRAPHING, ELECTROTYPING AND TYPE PRINTING executed IN THE REST STYLE

AND AT MODERATE PRICES.

PHOTO-ENGRAVING and LITHOGRAPHING from pen and ink drawings A SPECIALITY. The Company are also Proprietors and Publishers of

the CANADIAN ILLUSTRATED NEWS.

L'OPINION PUBLIQUE, and SCIENTIFIC CANADIAN. A large staff of Artists, Engravers, and Skilled Work-

men in every Department. Orders by mail attended to with Punctuality; and prices the same as if given personally.

G. B. BURLAND,

MANAGER.

\$55,66 Agents Profit per Week. Will prove it or forfeit \$500. \$4 Outlit free, lientreal Novely Co., Montreal, P. Q.





Canadian Pacific Railway.

Tenders for Rolling Stock.

TENDERS will be received by the undersigned up to Noon of MONDAY, the 23rd FEBRUARY inst., for the immediate supply of the following Rolling

19th Feb., 1880

Stock:—

4 First-class Cars.

2 Postal and Baggage Cars.

60 Box Cars.

80 Platform Cars.

10 Platform Cars.

10 Platform Cars.

11 Platform Cars.

12 Postal and specifications may be seen, and other information obtained on application at the office of the Engineer-in-Chief, Pacific Railway, Ottawa, and at the Engineer's Office, Intercolonial Railway, Moncton, N.B.

The Rolling Stock to be delivered on the Pembina Branch, Canadian Pacific Railway, on or before the 15th of MAY next.

By order.

By order.

F. BRAUN. Secretary.

Department of Railways and Canals, (Ottawa, 7th February, 1880.

The time for receiving the above Tenders is extended one week, viz.: to MONDAY, 1st March, and the time for delivery of a portion of Rolling Stock is extended to the lat JUNE.

By Order.

F. BRAUN.

The Scientific Canadian

MECHANICS' MAGAZINE

PATENT OFFICE RECORD, A MONTHLY JOURNAL

Devoted to the advancement and diffusion of Practical Science, and the Education of Mechanics.

THE ONLY SCIENTIFIC AND MECHANICAL PAPER PUBLISHED IN THE DOMINION. PURLISHED BY

THE BURLAND LITHOGRAPHIC CO.

OFFICES OF PUBLICATION.

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F. N. BOXER. ARCHITECT & CIVIL ENGINEER, Editor.

TERMS: One copy, one year, including postage....\$2.06 One copy, six months, including postage... 1.10

Subscriptions to be paid in ADVANCE. Subscriptions to be paid in ADVANCE.

The following are our advertising rates:—For one monthly insertion, 10 cts, per line; for three months, 9 cts, per line; For six months, 5 cts, per line; For one year, 7 cts, per line; one page of Illustration, including one column description, \$30; halt-page of Illustration, including quarter column description, \$10.

10 per cent, off on cash payments,
INVENTIONS AND MACHINERY, &c., or other matter of an original, useful, and instructive character, and suitable for subject matter in the columns of the MAGAZINF, and not as an advertisement, will be illustrated at very reduced rates.

REMITTING MONEY.—All remittances of money

reduced rates.

REMITTING MONEY.—All remittances of money should be in the form of postal-orders. When these are not available, send money by registered letters, checks or drafts, payable to our order. We can only undertake to become responsible for money when sent in either of

the above ways.

This journal is the only Scientific and Mechanical Mouthly published in Canada, and its value as an advertising medium for all matter connected with our Manufactories, Foundries, and Machine Shops, and particularly to Inventors, is therefore apparent.

60 Queen Anne and Photo Cards, illumutd & perfumed in case, No. Atlantic Card Co., E Wallingford, Ct.

British American

MONTREAL. Incorporated by Letters Patent. Capital \$100,000.

General Angravers & Printers

Bank Notes, Bonds,

Postage, Bill & Law Stamps, Revenue Stamps,

Bills of Exchange, DRAFTS, DEPOSIT RECEIPTS,

Promissory Notes, &c., &c., Executed in the Best Style of Steel Plate Engraving, Portraits a Specialty.

G. B. BURLAND,

President & Manager.