"One-Price-to-All" is Now the Slogan,-Scale Quoted Apples "in Any Quantity."—Circular Speaks For Itself.

The Postum Cereal Company has joined the ranks of the "One-Price-to-All" contingent in the food

A circular, which made its terms effective on Augus 10, has been sent to the trade reducing basic prices of 20c a case on Post Toasties but quoting the scale applying "in any quantity."

Jobbers are now made to pay \$2.10 and \$2.30, according to carton size, and retailers \$2.40 and \$2.60. are quoted to jobbers as 30 days net or 2 per cent. for 10 days' cash, "and no other discou allowance of any nature." The circular further adds "no drop shipments."

This is especially interesting to students of me chandizing. The Postum Company, in its competi-tion, has had frequent recourse to deals and special arrangements to push the goods and has sold goods on a varying scale, according to the quantity pur-This new plan of one price in any and all quantity indicates a radical departure in policy.

when the New York manager, B. Garretson, was asked about the change, he would make no statement save to say that the circular spoke for itself

WAR BEARS HEAVILY ON THE OPERATIONS OF BIG FARMERS

Having Curtailed Before War Broke Out, Some Now Are Closed and Others Down to 35 Per Cent. of Capacity-Hide Shortage Serious.

Boston, August 26 .- War has laid its heavy hand upon the operations of the big tanners. It is especially marked among the sole leather producers be

which come from Germany and France, and the outlook as to the course of prices of hides and leather
problematical, tanners have enforced a rigorous curformany are limited by the terms of the concession
and should they exceed a certain return the consumand should they exce

were now operating even at the rate they were before near Munich, where 50,000 horsepower was to be dethe war started they would soon clean up the hide supply in this country and run prices up. The Chicago packer market has advanced 1/2 to i cent during the last three weeks and native steers at 20½ to 21 of which 10 have steam auxiliary. Three plants are cents are at record high prices, being above those of under construction with an aggregate capacity of 105,-

MANAGER THORNTON WRITES OF

Terrible not that we are in danger personally, but beby and calmly join his colors.

"All England has risen as one man. The internal planned for many years to come. discords which threatened to disturb the empire have the Irish will lose no opportunity to be in the thick of the fray. Nearly every able bodied Englishman has enlisted. They come from all quarters and classes and quietly and grimly go about the business of war. There is something deadly in the atmosphere which looks as bad for the Kalser as it did for Napeleon a hundred years ago. This will be a fight to the finish and the im-pression is that England will not rest until the military power of Germany has forever ceased to be a e to the peace of the world.

"The spirit of the French is wonderful. A man just from Fans said he was in the suburbs when the mobilization order was posted. A man passed by on that the Dominion and Provincial Governments coas bicycle, dismounted, read the notice and turned to leave. He was presumbally a servant, and his mist—ployment. The Ontario Government will obtain in-

"The railways of England have been taken over by the Government, but are operated by the existing staff and men. An executive committee of general managers acts as a medium between the War Office and the provinces and the Dominion. It is thought that a large number of men who are out of the roads, and issues the necessary instructions for employment in the cities would be willing to take movements. We have worked out all of our mobilisation schedules and are now in the thick of moving ation schedules and are now in the thick of anothing the theops. We are doing our job on the Great Eastern splendidly, and I am proud of my gang. They are up on their toes and act like a bunch of American cans. The entire outfit is pulling like one man.

"I saw the German Ambassador off yesterday. He is Prince Lichnowsky. The Princes, his suite and about 200 Germans accompanied him. It was a paabout 200 Germans accompanied him. It was a pa-thetic and historical sight. Many people were on hand. The Ambassador and the Princess arrived by motor. They passed between the rows of people to the platform, where the train started in absolute sil-ence. There was not a hiss or a 'boo.' Not a foot moved. There was nothing but a deadly, uncanny silence."

"HAD HYDRO-ELECTRIC PLANTS UNDER WAY

Before War Was Declared Germany Had Several in Operation and More Projected

LARGE GENERATING STATIONS

the Rhine, it is Estimated That There Are 700,000 den now has a strictly up to date plant, as

large generating stations of this character.

Germany has brought the generation of electric enman electric plants, either steam, gas or hydro-elec- months instead of semi-annually, as at present. tric, all generators and other equipment being of German manufacture.

Germany is at Wyhlen, near Basel, Switzerland, where power plant in South Chicago by purchasing 21 acres duces 40,000 horse-power. The works are controlled of that section of the city. The site is also tribuby the Kraftu betragungs-Werke-Dhienfelden, with tary to the right of ways of the Pennsylvania Panheadquarters at Badisch Rhienfelden, where another handle. Lake Shore and Baltimore and Ohio lines large plant is located power in both instances being which, in the course of years, may electrify, derived from the Rhine. The Wyhlen station was opened in September, 1912, after being under construc-

The danger of capture is brought home by the fact hat two big Boston commanies which had consist.

Above 150,000 kilowatt hours a price of 9.5 mills a The danger of capture is brought home by the fact that two big Boston companies which had consignments of hides valued at about \$200,000 in the agregate, lost them because of the fact that the ship which was German, fell into the hands of the French The scargees were of course insured, but that does not replemish the hide supply.

Above 150,000 kilowatt hours a price of 9.5 mills a kilowatt hour is made. The total cost of the plant was \$2.181,176. There were several important hydroged approved the petition of the Massachusetts Public Service Commission has approved the petition of the Massachusetts Public Service Commission has approved the petition of the Massachusetts Public Service Commission has approved the petition of the Massachusetts Public Service Commission has approved the petition of the Massachusetts Public Service Commission has approved the petition of the Massachusetts Public Service Commission has approved the petition of the Massachusetts Public Service Commission has approved the petition of the Massachusetts Public Service Commission has approved the petition of the Massachusetts Public Service Commission has approved the petition of the Massachusetts Public Service Commission has approved the petition of the Massachusetts Public Service Commission has approved the petition of the Massachusetts Public Service Commission has approved the petition of the Massachusetts Public Service Commission has approved the petition of the Massachusetts Public Service Commission has approved the petition of the Massachusetts Public Service Commission has approved the petition of the Massachusetts Public Service Commission has approved the petition of the Massachusetts Public Service Commission has approved the petition of the Massachusetts Public Service Commission has approved the petition of the Massachusetts Public Service Commission has approved the petition of the Massachusetts Public Service Commission has approved the petition of the Massachusetts Public Service Commission has approved the petition o power was to be generated for reduction of aluminum.

but the greatest exterprise of all was at Walsh are and bonds to the amount of \$1,000,-000. A prominent leather man says that if tanneries but the greatest enterprise of all was at Walchensee,

Have Steam Auxiliary.

The country hide market has served an 000 horsepower and fourteen plants are proposed with an aggregate of over 400,000 horsepower. In addition it is estimated that there are 700,000 horsepower of hydro-electric energy available in Bavaria and over 00,000 horsepower at several points on the Rhine. The the twelve months ended July 31, 1914, net earnings canalization of the Main, Oder and Mosel rivers is of \$402,249, an increase of \$66,835. planned to be utilized for hydro-electric purposes.

It was recently that Germany started hydro-electric development on a large scale but within the last two Former American Railroad Manager in Thick of years her manufacturers have been investigating the resources of the country in this respect with the view In a letter sent to George D. Blair, of Newcastle, supply of cheap hydro--electric power the German Pa., Henry W. Hhornton, formerly general superinten- manufacture would have been still further ahead in dent of the Long Island Railroad, and now general the race for industrial supremacy. In this hydro-elecmanager of the Great Eastern Railway Company of tric development private capital was being assisted England throws an interesting light on the war situ- materially by the state and but for the war Geration in England. In the letter, Mr. Thornton said: many soon would have been an important factor in

W. K. McNaught in Ottawa in Connection With Proposal That Federal and Provincial Governments Co-operate.

Ottawa, August 26 .- Mr. W. K. McNaught, of Tora bicycle, dismounted, read the notice and turned to leave. He was presumbally a servant, and his mistress, who was passing in a car, said: 'Jean, you won't leave us at once?' Touching his hat the man said: 'Oul, madarne; ou revoir; a Berlin!' and off he rode with details as to wages and living conditions generally. Other provinces will probably do similar work, the information as furnished will be placed in livelihood during the winter, even if the remunera-

tion is not great. tion is not great.

The plan has not been completed in all its details, but it is expected that a general scheme will be agreed upon as a result of the conferences which are now taking place. One will be that of transpor-

France and England to advance \$100,000,000 to Belgium, each furnishing half.

NOTES ON PUBLIC UTILITIES

ance rate on account of first class fire | A very large number of our people are issed with numicipal ownership, and consider that in the water plant the city has a valuable asset which will grow more valuable. This is the statement of James Baltour, of Gadsden, Alabama, in response to inquiry concerning the Gadsden numicipal water works plant. "In 1886," says Mr. Balfour, "the city of Gadsden bought the plant and issued \$100,000 worth of bonds, increasing the its response to the control of the city of Gadsden bought the plant and issued \$100,000 worth of bonds, increasing the its response to the control of the city of Gadsden bought the plant and issued \$100,000 worth of bonds, increasing the its response. of bonds, increasing the tax rate one-fourth of 1 per cent. or 25 cents on the \$100. The original bond issue, was supplemented by two additional bond issues of \$60,000 in 1910 and \$50,000 in 1911 " The city of Gade Mr. Balfour, with a pumping capacity of 8,000,000 gallons every 24 hours, some 30 miles of ma The greater part of Germany belog flat, that coun- 175 fire hydrants with ample pressure for fire protection. try is not usually considered as prominent in the tion in all parts of the city. During last year, Sep development of hydro-electric plants, but a recent re-tember 30, 1812, to September 30, 1913, Mr. Ballou port to the United States government on hydro-elec- says, the Gadsden plant, after charging up all inter tric plants in Germany shows that there are some estand 1 per cent. depreciation (\$2,100) netted a sur plus of over \$3,000.

ergy by steam power up to a high point and in Ber- Confident that much of the nearly 491,000,000 gal-No explanation is vouchsafed to the circular, and linthere is over 250,000 horsepower capacity in steam lone of Orange, N.J. city water which was unacplants, and in Westphalla and the Rhine provinces counted for last year can be traced to defective there are many generating plants driven by gas mo-meters. City Commissioner Harry D. Wethling has tors. At Halle on the Saale river steam and Diesel outlined a plan for inspecting every meter in the motors produce 16,000 horse-power. So far as can city. Another innovation contemplated by the combe learned there is no American machinery in the Ger-missioner is the issuance of water bills every three

> The Commonwealth Edison Company has take The most important hydro-electric development in the first steps toward the erection of a large electrical Germany is at Wyhlen, near Basel, Switteriand, where proof land in the centre of the immense factory district more pro-

Pierce County, Washington, has taken to the Supreme Court its claim that it has the right to assess for taxation the franchise of the Tacoma Gas Co., Profits are Limited.

The plant at Rheinfelden was begun in 1897. The company has a capital of \$2,856,000. This is a joint Company of the Company has a capital of \$2,856,000. This is a joint

on the ocean before the war started are straggling in, but many vessels which had started out have apparently turned back into port.

A candlepower is charged.

Prices for power run from 2.14 cents per kilowatt hour for the first 10,000 kilowatt hours to 1.07 cents a hour for the first 10,000 kilowatt hours to 1.07 cents a November.

An order granting an appeal to the United States upreme Court in the case of the Manufacturers' Light and Heat Company of Pittsburg against the Public Service Commission of West Virginia has been filed at Wheeling. The case grows out of the decisions of the commission granting lower rates to

The Kansas Gas and Electric Company reports for

MEETING THE CUSTOMERS

Bankers Maintain a Wall of Reserve and Ma No Effort to Become Better Acquainted With Their Customers.

the Middle Western States has a custom which is the rule with the other institutions of that community Its officers spend the entire morning on the floo "It is a wonderful but terrible experience for me. the generation of electrical energy by water power. shaking bands with their customers, taking with their With the awful drain which will be made on the and in general cultivating the personal side of the cause it is pathetic to see the chap you dined gayly country's resources, industrially, financially and business. A lot of bankers maintain a wall of reserve, with last night pick up his rifle, kiss his family good through loss of skilled mechanics, by the war, it is doubtful if the enterprises will be carried out as less he happens to be a borrower also; and that this lack of personal acquaintanceship is a handicap

The situation corresponds very closely to that in the drygoods field. The development of departmen stores, especially along chain lines similar to the Claffin syndicate, practically eliminated the persona element, as far as dealings between the proprieto and the customer was concerned. Yet it remains true that the most successful department stores continue to be those where the heads of the house are on familiar terms with their customers, and can call them by name without hesitation.

Similar familiarity with their individual customers is a big asset for the banker, and the more of his depositors the official head of the bank knows, the better, In this connection it should be noted that while many deposits are made not by the head of the depositing firm, but by some employe, such as the cash-ier, it is also well to cultivate the latter. Not only are trusted employes of this type likely to develop into big business men later, but their own personal accounts are worth having, and can be see much trouble by the simple expedient of showing a little interest and courtesy.

COAL TRADE NOT AFFECTED

United States Will Not Experience Great Difference In Coal Trade, It is Claimed.

New York, August 26.—This country's export coal trade is not greatly affected by the war, as England is either shipping to all parts of the world a usual-other than to the warring countries-or has given the importers assurances that they will re-ceive fresh supplies before present stocks are ab-

Cable inulties for American coals are now less nunerous, and shippers find foreign buyers indifferent During the four weeks since the first decalration Prench War Office states Germany has lost 27 per cent. of her shipping and her war fleet is held in possible less than 40,000 tons of coal into foreign mar-sition where it cannot protect German commerce. Kets, these orders resulting from England.

NEW WORKS HELD UP

nouncement of the Success of British Arms, How ever, Would Cause the Publishers in Many Cases to Change Their Minds on Books Forthcoming.

ope went to war, one of the first things their peo-ple did was to stop buying books. In the first place, in times of such tense excitement as have been wit-nessed abroad in the past three weeks, the most exciting novel could not furnish as interesting reading as the daily newspapers. In the second place, finan-cial stringency developed, and many persons and institutions decided to forego books for a time and save the money for bread and butter, lest times should tributed among many classes from the producer of grow worse. But according to George H. Doran, of the George H. Doran Company, who has just returned from London, the stagnation of the book market uld prove only temporary, and so far as England is concerned, may be banished at any moment by news of an important English victory. He thinks that two or three months, at the most, should see

"The immediate effect of the war upon the publishing business in Great Britain naturally has been nced than upon the trade in this country," said Mr. Doran. "Here, as in England, one n the expense of the magazines and the book busines But the eclipse of the book and magazine publishing siness in Great Britain is far more complete. In fact, one might say broadly that for the time being of the British Isles are confining their reading to the halfpenny and penny newspapers. The libraries, which are one of the principal sources of orders for books, have ceased buying altogether; the news-stands of the railway stations, ordinarily an imrtant medium for book sales, have ceased adding to presence of telephones in its lobby, easily available their stock; and the magazine publishers are all reporting heavy returns of unsold copies

Publication is Postponed.

"During the short time I was in London, after the others are not running over 35 per cent.

There is an accumulation of hides in South America are lower than they were three weeks ago by 2 or 3 dry hide market is at a practical standstill and wet, saited hides are in the same position. Under present circumstances a buyer has no means of financian failure of the trumstances a buyer has no means of financian ga purchase in South America nor do the shipping facilities exist. Cargoes which were already on the ocean before the war started are strangeling in the capital.

There is an accumulation of hides in South America and continuous and the capital.

Energy is furnished to a population of about 50,904. Prices for 1gh ting apurchase of the Bryan and Montpeller Gas Co., which was bought for \$137,122, and for work large-apital.

Energy is furnished to a population of about 50,904. Prices for 1gh ting apurchase and warehouses. For the same lamps a year, \$1.90 for 16 candle-power and control of the Bryan and Montpeller Gas Co., which was bought for \$137,122, and for work large-apital.

Energy is furnished to a population of about 50,904. Prices for 1gh ting apurchase and warehouses. For the same lamps a year, \$1.90 for 16 candle-power and control of the Bryan and Montpeller Gas Co., which were listed for August. This applies not only to comparatively unknown authors, but they composed by the Same lamps a year, \$1.90 for 16 candle-power and Sa.00 for 25 candle-power when used in bedrooms, titch applies and warehouses. For the same lamps \$1.28, \$3.90, and \$5.71 a year respectively are charged when used in living rooms, kitch they same position. Under proceeds of the stock and both where listed for August. This applies not only to comparatively unknown authors, but they comparatively unknown authors, and they were three they had decided to postpone publicate to lake told me they had decided to postpone publicatio eclaration of war, many publishers with whom I view of the universal demand for it and the constant self, I think that within the next sixty or ninety days there will be a revulsion of feeling, and the war will booths. The bank referred to has them without this ose some of its grip on the popular mind.

is concerned, a British victory on the sea, or even portant matters. And it has also been suggested that the successful issue of a considerable land-battle, the telephone connects directly with "central" and would go a long way toward reassuring people and not be wired through the private exchange of the recreating the demand for books. For example, I bank. happen to know that the most important book scheduled for publication in England this year has been entatively withdrawn from publication, both here and abroad. But I am inclined to think that a pronounced turn of affairs in favor of England would ause the publishers in question to change their mind and allow the book to go on the market.

Find Momentary Distraction.

"It is also probable that the reading public will hortly be glad to find momentary distraction from the atmosphere of conflict in the pages of good books. ed in the last few years. You see, if there should be It is fair, I presume, to expect a trend toward sober- a repartition of Europe, every book written about ess in the popular mind, as a result of the tremendous tragedies which Europe sees enacted from day have been constituted in the past will take on an to day. But, to my surprise, I found while I was added value. There will be a great demand from it in England that there was almost no demand for braries for such books. I presume, too that there books bearing upon the people's or countries involved will be the usual crop of books on the war, hot off in the war. This was brought home to me when I the bats of enterprising correspondents, ready for sought to arrange for the shipment to this country of publication next fall and spring. And in all probabilsome copies of a book on Russia, the available supply lity, they will prove as flat failures as the books of which had been sold in New York. I expected to which were issu find difficulty in securing as many copies as I want- non had ceased firing, and after every other war that ed; but the English publishers told me they had has been fought in recent times.

n, August 26.—Chairman Edwin F. Atkins, of Boston, August 28.— Chairman Edwin F. Atkins, of the American Sugar Refining Company, says: "The many unanthorized published statements of profits to the American Sugar Refining Company by reason of the recent rise in prices of augar are to be deplored, as they are misleading to the public. "It should be remembered that sugar refiners ar of producers and that they are dependent upon for-dgn countries for their supply of raw sugar. Like eign countries to the sell their finished products for future delivery against their purchases of raw material, and so, on an advancing market, can only benefit upon such part of their stock as may

"The jobbers who buy from the refiners pursue a similar policy, selling to retailers against their con-tract with the refiners. In such way profits on an advancing market accrue to the benefit of the actual owners of sugar or sugar contracts, and are dismy classes from the producer of throughout the country "While appreciations are large upon a rapidly

advancing market, depreciations are equally great upon a decline, and profits are never assured until nerchandise has been sold and its proceeds reach the banks as illustrated by Thursday's decline of \$11 Asked as to the effect of the increased prices upon

refining costs, Mr. Atkins replied that the in price of raw material will add nearly 50 per cent to cost of refining and distribution.

TELEPHONES IN THE LOBBY

ne Bank Has Gone to the Trouble of Providing Its Customers With This Convenience-In Some Instances It Has Facilitated Business.

An innovation which has made a big hit with the ustomers of the bank which has introduced it is the for the use of customers. In the town where this bank operates, there are ten or twelve other institu tions, and only one of them, as it happens, has ever gone to the trouble or undertaken the expense of providing telephone service for its customers.

protection, and the consequence is that no one cares "There can be little doubt that, so far as England to use them for really private conversation on im-

> In the marshy regions of Turkey the infant mortality exceeds 40 per cent., rising in some instances to 70 per cent.

there was comparatively little demand for the bool

"Another possible result of the war may be the increased and steady demand for travel-books publish. the countries affected and dealing with them as they

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VOL. XXIX. No. 95

Tremendous Boost in Price of Article Has Become Very Serious Matter

BURDENS OF PREJUDICE

charine-Various Fanciful Names Adopte

Vork August 26.—The tree price of sugar has emphasized the value ng availale sugar substitutes, especially gluco accharine, though the attitude of the Feder fulness at this time.

s usefulness at this time.

If saccharine were given its rights in account the finding of the Referee Board of Ch ald probably come into very general us then sugar is so high. Glucose is already self felt as a practical commodity to displace like saccharine, has been se ood officials; burdens which it has taken ti eliminate by a campaign of education. The

ures to clear away the public misapp sion as to its nature, and there is some reason eve that they may ultimately succeed.

Aids Sugar Substitutes.

Here is the way Food Commissioner Luc grown, of Kentucky, helps along the cause of tes in his daily educational bulletins "The ordinary sugar of commerce is know hemists as sucrose and is obtained, as is well l from many plants, chiefly from cane sugar and

The sugar from cane and beets is identically same thing and neither one is any purer or than the other, contrary to popular ideas subject. Some other plants which yield sug ordinary sorghum, the maple tree, the sugar etc and watermelons are full of it. "But the only kind of sugar which competes ercially with sugar from the cane and beet the same thing at all, but is made from starch

known ordinarily as glucose. It is made by raw starch, usually from corn, with water, so make a milk, a very small amount of acid, so muriatic or sulphuric, and is then added and run into converters where steam, under pro changes the starch into a mixture of glucos destrine (or gum) The acid is then neutralize the glucose whitened by suitable means and e ated in vacuum pans.

Prejudice is Unwarranted e is found on the market both in the and semi-solid or syrup form. It is a whol product when properly made, and the popula judice against it is entirely unwarranted. It ably arose from the fact that glucose was I used before the passage of the food and drugs dulterate materials requiring to be sweetened. however, only about half as sweet as cane and as usually sold contains a considerable

of dextrine, the latter having no sweetening po

"Glucose got such a bad reputation at one that the makers now usually sell it to the cons under the name of 'corn syrup,' and various fa names, which it is unnecessary to mention Since a syrup is the evaporated juice of a earing plant, and since glucose is made by an e ly different process, the name 'corn syrup' for product, though sanctioned in 1908 by the Secre of the Treasury, Agriculture and Commerce and bor of the United States, would appear to be a The consumer, therefore, ought to full derstand what 'corn syrup' means when he b

The Lead Journal in Pulp:

THOROUGHLY CO ING INDUSTRY viz.: THE PULP A CESSES, NEW M EXHAUSTIVELY D THE ENGLISH A SPECIAL CORRES LEADING PULP A

The Ideal Adver to do Bu

THE INDUSTRIAL 35-45 ST. ALEXAN