

and ice mixtures in brine tank cars for fruit shipments to be forwarded by the Okanagan United Growers, Limited, Vernon. Careful records have been kept in regard to temperature in transit, ventilation and humidity.

The raspberry growers of the Mission and Hatzic districts this year for the first time began shipping raspberries in straight carloads by refrigerator freight. Eleven carloads were thus shipped with highly satisfactory results, as the berries reached the market in a vastly improved condition, and the growers received from forty to sixty cents more than they would have secured under the old system of express shipments and individual marketing.

In pursuance of the policy of making known the excellent quality of British Columbia fruit in outside markets, the British Columbia Fruit Growers' Association

has just issued an attractive eight-page booklet entitled "Advertising British Columbia Fruit." One hundred thousand copies were printed so as to cover a large part of our Canadian markets. Sample copies were sent to over twenty five hundred retailers of fruit, and secretaries of farmers' organizations in the prairie provinces inviting them to ask for quantities to distribute to customers. It is expected that this demand will make excellent advertising.

Consumers of fruit in Alberta and Saskatchewan are responding in numbers to advertisements in their papers inviting them to secure copies. The booklet contains much information about British Columbia fruit and will be popular among fruit users. It contains a few simple jam making and canning recipes, tells how to buy fruit, and the varieties to buy for different purposes, and the months when they are in season.

forty-nine in six days; fifty or more in ten days, under a penalty of twenty-five dollars a day for each car failed to be furnished. This is pretty severe legislation, but I venture to say, it guarantees prompt service to the shipper, for while he is also penalized the same amount for detention, there would be prompt releasing of the cars. In many other states the prompt

### Transportation Problems\*

Geo. E. McIntosh, Traffic Expert, Ontario Fruit Growers' Association, Forest, Ont.

**M**ANY Ontario shippers take the view that freight rates west of Winnipeg are excessive, and that the blanket rate covering western Canada for the fruit shippers of the western states is an injustice, but the most serious complaints of the shippers centres on lack of railway equipment; inefficient terminal facilities, a service in transit that assures no certainty of reaching a market in proper time; delays in supplying cars; rough handling, lack of shelters, pilfering, neglect in icing cars or attending heaters, according to season, the need of a uniform express rate, assembling rates, and certain privileges now established, but not accorded the shippers of fruit. All the provinces are more or less interested in remedying these grievances, because success for one means better service for all. I would suggest, therefore, that united action be taken to solve some of these problems.

They are important. For instance, that of pilfering. From accurate information received from the shippers of Ontario last season, the fact was established that ten per cent. of their express shipments were pilfered. This meant a loss of approximately ten thousand dollars on local shipments, and yet it is not so much the monetary loss, as the dissatisfied customer, that the shipper fears, because the industry suffers thereby.

The supplying of cars is another serious problem, but the fault is not all upon the

railways. Consignees do not release cars promptly, and on the other hand railway terminals are not adequate for prompt placing. If, however, through organization or any other influence a quicker movement of cars and their return to the railroad could be brought about, it would be a factor which would eventually have to enter into the basis of ratemaking.

Refrigerator car equipment previous to 1913 was not increasing in proportion to the growth of perishable tonnage handled. For five years previous to 1913, the increase only averaged one hundred and thirty-one cars a year, while in 1913 it was increased by eight hundred and twenty-nine. Returns, however, show that even that season with a small crop, the entire refrigerator car equipment of Canadian railways was required by the fruit shippers during the movement of the apple crop alone from the province of Ontario during October and November. Therefore, we should do all that is possible to encourage the releasing of cars, as it is evident the supply of refrigerator cars is far short of the demand. This shortage of cars is one of the most serious grievances confronting the fruit shipper, and is a matter demanding careful attention.

Present regulations all favor the carrier. Perhaps they do all they can to meet the demand, but legislation less stringent than that appearing on the statutes of the state of Texas might help some. In that state the railways must supply ten cars or less in three days; over ten and not exceeding



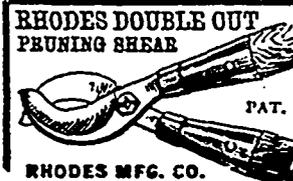
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\*Extract from a paper read at the recent Dominion Fruit Conference held at Grimsby, Ont.



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References: The Canadian Bank of Commerce, (Market Branch) and Commercial Agencies.

