

Freight Services

In recent years, considerable emphasis has been placed on marketing-planning activities and on a vigorous, market-oriented sales programme. A realignment of responsibilities in the Headquarters Freight Sales organization was adopted to reinforce the company's ability to identify and satisfy better the needs of the customer. In addition, long-range marketing studies are under way to pinpoint developing transportation markets so that the company may continue to meet future transportation needs effectively.

In the last two years, more than 6,000 new freight-cars have been put into operation. Many of these are designed to carry specific goods. The company has also added 30 high-powered diesel locomotives to its fleet, and has ordered an additional 145.

Seven new terminals, designed specifically to handle integrated road-rail service now in operation for non-car load traffic, have been opened in the Atlantic Provinces, Quebec, Ontario and Saskatchewan. At the same time, 400 piggyback flatcars, 32 flatcars for containers, and about 600 containers with ancillary equipment designed for easy transfer between rail-and-road transport units, have been placed in operation to keep pace with this rapidly expanding aspect of the company's service.

Marine Services

Two new ships went into service on the East Coast -- the S.S. Patrick Morris, a container ship with refrigerator space, in the Cabot Strait; and the M.V. Leif Eiriksson, a passenger-auto ferry, between North Sydney and Port aux Basques, Newfoundland.

Passenger Services

The number of passengers using CN train services in 1966 rose to nearly 18 million. The average passenger travelled 118 miles, an increase of 9 per cent over last year. The total result was an advance in passenger-train miles to about two billion, a 12 percent increase, and the highest amount of passenger traffic since 1946.

With the termination in 1965 of the pool agreement between CN and the Canadian Pacific Railway, an agreement was reached by the two companies that CN would furnish the passenger services between Montreal and Toronto and Ottawa and Toronto and that both companies would run separate trains between Montreal and Ottawa. Following this agreement, CN made arrangements to continue to improve services in these areas. A highlight of these new arrangements was the Rapido, a fast, non-stop train between Montreal and Toronto. This service proved so popular that it became the trademark for this type of fast, prestige service and additional Rapido service was begun between Toronto and Montreal and Montreal and Quebec City.

CN considers that an important travel market exists in southwestern Ontario. This area is particularly suited to the operation of