

15 KING STREET WEST
TORONTO

August 9th, 1916.

Jas. Goldie Esq,
Okanagan Centre, B.C.

Dear Mr. Goldie:

Your letter of the 5th received, and will have your annual statements typewritten and send you a copy.

The market reports you enclosed are noted, and I am not returning them as you do not ask for them back. I enclose clippings from to-day's Toronto Globe, and have just had a conversation with Mr. H. Peters, a fruit and produce dealer of 88 Front Street East, Toronto. He states that last year they had a few carloads shipped to them by the Vernon Selling Organization which were unsatisfactory, as the pack was not as represented, resulting in their having to make rebates in several cases. My idea in talking with him was to see if we could not get into the Toronto market and obviate just such things as this, because if our pack is good, it should not be given a black eye from the fact that others shipping through the Association do not pack properly.

Mr. Peters suggests that we have one or two carloads consigned to me here in Toronto, and he will then ~~XXXX~~ either take them at the market price, or handle them for us on a 10 % commission. He says there would be no use shipping No. Threes and it would be better for the shipment to be composed of at least 80% of No. Ones, the balance being No. Twos. The weight is 50¢ per box, and you of course understand that it would cost just as much to transport the inferior fruit as the best grade. If you think well of this you might advise me at once, and let me know when the shipment will come forward.

He suggests that the shipment be made representative of our various varieties, and also says he would be open to make a deal with us for our entire production, which I told him would be about 12,000 boxes. This I presume would not be practical as you have probably already arranged to have the Vernon Association handle the crop, but it ~~XXXX~~ was not very satisfactory to hear the reputation our selling association got for itself by its shipments to Toronto last year.

Yours very truly,

J. M. Allister