

# Marketing Campaign For Ontario Grapes Begins Immediately

Province to Locate Representatives at Strategic Points in East and West to Advance Industry

## GROWERS FAVOR ADVERTISING PLAN

Announcement was made yesterday by Hon. Thomas L. Kennedy, Minister of Agriculture, that, as an aid to the grape-growing industry of the Province, his department would take immediate steps to "go after and get" satisfactory markets for Ontario grapes in Eastern and Western Canada.

It is the plan, Colonel Kennedy stated, to locate representatives of the Province at strategic points and have them maintain close contact with the grape growers here in matters of prices, sales, shipments and other factors pertaining to the advancement of the industry in general. Appointment of the representatives may come as a step in the marketing program advocated in the recent Somerset report, or it may be made immediately—"on its own hook," so to speak.

### Parley With Growers.

Colonel Kennedy's statement was made to The Globe, after a conference which he and the Agriculture Committee of the Legislature had with Niagara and Essex grape growers on the question of "how best do something for the industry." At this conference the committee was addressed by E. F. Palmer, director of the Government's experimental fruit station at Vineland; by C. W. Bower of the Vineland Co-operative Company; by Captain W. C. Thompson, Vineland grower; by Arthur Smith, another grower; by Ira L. Graham, Chairman of the Essex County Farm Bureau; by Joseph Smith, Saltfleet grower; and by various members of the committee.

With no United States market left for Ontario growers, the Canadian market had to be improved, according to the consensus of opinion. By newspaper and radio advertising and general co-operation of the Agriculture Department the growers could, they felt, sell four times more grapes in this Province than they were doing at the present time. Competition of California grapes was keen in the Western Provinces as well as the East, and only by "boosting" the Ontario product could the Ontario growers gain the measure of success there to which they felt themselves entitled.

### Protest Pending Duty-Cut.

Strong protest was raised by the growers against the reported impending intention of the Dominion Government to lower the duty on Australian wines and to permit concentrated grape juice to come in from Australia free.

"If this is to take place," said one grower, "we'll have to pull out of the grape-growing business."

"If the grape business is ruined," protested Arthur Smith, "the Niagara Peninsula is ruined."

## STRIKE STARTS TODAY WITH GREAT CARE TO AVOID ALL REDS

Workers Warned How to Picket, and Not to Oppose Police

WALK OUT AT 10 O'CLOCK

Meanwhile Communists Plan Big Day if Police Say So

After months of organization, the International Ladies' Garment Workers' Union last night ordered union dress-makers out on strike this morning at 10 o'clock.

Acting on instructions from officials of the union and members of the Strike Committee, which is representative of every factory in the city, the workers are to report at 8 a.m. at their jobs, and then at 10 o'clock to leave their machines for the Labor Lyceum, Spadina Avenue.

The strike brings to an end efforts on the part of the Provincial Government extending over the past two weeks to settle the dispute without a cessation of work. The Government, through Hon. Dr. Monteith, brought employers and representatives of the union into conference, but was unable to find a basis of settlement.

Urban Centres Derive More Benefit From Highways Than Do Rural Interests, Premier Tells Delegation—Claims Cities in U.S. Pay More in Proportion Than Do Cities Here

## SUBURBAN POWERS UNDER CRITICISM

A promise that the Government would give careful study to the whole question of taxation for highways was given by Premier George S. Henry to a deputation representing nearly all Ontario urban municipalities at the Parliament Buildings yesterday. Further than this promise of a study of the question, the deputation received no indication of the Government's attitude toward the request that urban municipalities should receive some relief in the matter of their contributions to the cost of suburban roads.

While the cities want relief from taxation for suburban roads, the counties were also asking for relief. He expected to hear a deputation from the counties next week. "I hope they won't ask to be relieved of the whole of their taxation for roads, as the cities are requesting," he observed.

The benefit of highways accrued far more to cities and centres of business than to rural interests, said the Premier, after tracing the history of the development of the suburban roads system. A property assessed at \$5,000 in the city would derive benefit from highways to a far greater extent than a property similarly assessed in the country. Premier Henry noted that the system of

taxing urban municipalities for roads beyond their boundaries was different in Ontario than in the States. Detroit, for instance, paid 70 per cent. of the costs of the roads in Wayne County.

Were it not for the large motor traffic by city dwellers, especially on weekends, there would not be the necessity for the construction of highways of the present size and cost. The high-level bridge at Hogg's Hollow, Premier Henry cited as an example of a highways project almost solely for the benefit of the city.

### Want Less Taxes.

The deputation was headed by Mayor Beverly Robson of Guelph, who stated that they believed the time had come to relieve urban municipalities of taxation for the building and maintenance of suburban roads. He produced clippings of various editorials to show that that was the view of nearly all daily newspapers in the Province. He believed in the principle of the gasoline taxation which provided that the roads should be paid for by those who used them, and in proportion to the amount they used them.

### Toronto's Burden.

Toronto Works Commissioner R. C. Harris stated that Toronto was paying for 235 miles of suburban roads running for long distances outside the city, one as far as 28 miles. Since 1925 the city had paid \$5,000,000 of the cost of these roads. He urged that, though the city should bear some percentage of the cost, the percentage was too high at present. He also said that Toronto would petition for a return of a part of the gas tax.

Alderman Frank Mitchel of Windsor argued that some limit should be placed on the paving of thoroughfares under the suburban roads scheme, and the urban municipalities should be given some control of the development.

Besides Premier Henry, members of the Cabinet present were: Attorney-General William H. Price, Hon. Dr. John M. Robb, Hon. John R. Cooke and Hon. Paul Polsson.