

the following spring. The soil in which the seed is to be sown should be light and porous, kept moist and partially shadowed. Linden seeds will never push up through a hard crust of clay.

After growing one year in the seed-bed, the seedlings should be set out in nursery row to grow for two years, after which they should be planted where they are to remain.

When transplanted quite young and of small size, the linden grows and thrives much better than large-sized trees partly deprived of their fibrous roots when being lifted.

Cataraqui, Ont.

D. NICOL.

REPUTATION AND VALUE.



THE way to sell good grapes for what they are worth, is to so put them up and brand them that anyone may know at a glance that they are good grapes. For a good, honest article the consumer is not only willing to pay a price based upon the value of the goods, but also a considerable margin for the assurance that the commodity is all right. This fact is proven by the history of hundreds of well-known brands of various commodities. Brands that have become household words. In the case of grapes, what does this involve? It simply requires that the brand placed upon good fruit never be allowed upon any but good fruit, that the trade mark be sufficiently conspicuous to tell its own story, and sufficiently familiar to consumers to be recognized and understood at a glance. No one doubts that the first requirement is good, well-packed fruit, that will pass a rigid, impartial inspection. But such grapes may knock about the market and sell for third-rate price, if they are not so branded as to assure the buyer of their quality. Each package must vouch for its contents, and tell a story so plain that no one can fail to understand it. When it is generally known that only good grapes are packed under a certain brand, that brand will bring several cents per basket more than equally good fruit, sold under an unknown brand. If this is true—and anyone can confirm it who will closely observe the marketing of commodities sold under special brand—it is a very significant fact to grape growers. But how may the millions who consume Concord grapes be made to know that only good fruit is packed under a certain brand? It would be practically impossible for a single grower, even though he produced several carloads, to make his product familiar in all markets. But through a union controlling the product of thousands of acres it is a comparatively simple matter. It requires only the exercise of such business sense as dictates the management of hundreds of enterprises, where special brands of goods are produced.—Fruit Trade Journal.