

cheapness with the masses is synonymous with low prices. With our fruits the lowest in price is often the dearest to purchase. Is it not so in other things?

A case or two in point by way of illustration. The Ives grape is one of the first to appear in our markets, coming with or followed closely by the Champion. The reason of this is, it colors early and looks well weeks before it is fit to eat. Some growers at Hammonton and Vineland send forward their whole crop of Ives before commencing their Concords, and I am sorry to say the vendors often sell them for Concords, though the latter are the earliest. In an interview with a German grape-grower at Vineland last winter, he put it in this way: "Those peeples who sell Ives so early spile the whole bizness, the Ives be so sour peeples who buys 'em got no more appetite for grapes, and the whole market be spiled."

That is just what's the matter; they break the market with their sour, unripe and inferior stuff, that purchasers are afraid to buy, and regard a really good article with suspicion.

Last fall the grape market was, as usual, pretty well demoralized, and as a consequence, I felt a little concern as to the resulting income from my small crop.

I kept holding off as well as I could, hoping the receipts would diminish and prices stiffen a little, but no improvement seemed apparent, so one day I filled a sample basket and went to New York, to see for myself. Calling on a commission merchant, I enquired what first-class No. 1 Niagaras were bringing? Twelve cents was the highest mark and from that down! I remarked that I was sorry to hear that as my crop was smaller than usual, and I hoped to do better than that. Niagaras, he said, had not been first rate,

not sweet, and it was hard to get twelve cents.

"Well," said I, "I suppose I will have to take what I can get, even if I am not satisfied. I have brought a sample basket of my fruit, that you may see how it compares with that in the market."

On removing the cover, the merchant exclaimed, "Oh! I was not talking about such stock as that, I meant the best State stock. I have not seen anything as fine as those this season. Such fruit as that ought to bring fifteen cents readily." I felt relieved. I told him the sample was a fair one, and he could turn it out and find the bottom as good as the middle or top. I left the sample for him to show his customers what they might expect, and returned.

In a day or two I received a note from him stating that his customers, while admitting the fruit to be very fine, that fifteen cents was as much as they were willing to give on account of the abundance of *Almeria* grapes in the market and the low prices they brought. While he would like to handle the fruit, he did not wish to create undue expectations.

When I got to gathering the crop I took a small load in to the city, and left them with the merchant, merely saying, "do the best you can."

I due time, the returns came, sixteen cents per pound.

Why? Simply because the quality was No. 1, and they were honestly put up. Another party did as well or better. Does it pay?

A merchant sent me an order for some Concords, saying he would give me five cents per pound for them. I filled his order and in a few days I received a note from him to this effect, "The Concords were fine large clusters, will allow you six cents for them; they are worth it, send me some more."