

SAYS PRINTERS WILL HAVE LOT TALKING TO DO

W. O. Saunders Discusses Effect of Code on Prices Charged for Printing

(The article below, written by the inimitable W. O. Saunders, of Elizabeth City, cites by no means an isolated instance of printers' price-cutting run wild. We are reproducing the article in full, because the same situation will doubtless prevail in this section when the Franklin Price List becomes effective as THE LAW on printing prices, below which no firm will be allowed to cut.)

Elizabeth City job printers as a class are in for a lot of headaches and heartaches as the result of the NRA code for the Graphic Art Industries approved by President Roosevelt on February 17, 1934, and for which full compliance in 30 days from that date is compulsory.

Every printer is subject to the code and, under the code, no printer may sell printing below the actual cost of production. Violation of the code subjects the offender to a fine of not less than \$500 for every offense.

For several years past the printers in Elizabeth City generally have been engaged in a senseless game of price-cutting, which has gone to such extremes that several printers have been selling their product at prices far below the cost of production. Now that they must put their prices up in compliance with the code, a lot of customers are going to accuse them of ruthless profiteering, banditry, and thievery.

The Independent, with its modern machinery, has a lower cost basis than other shops. For instance, The Independent has the only automatic cylinder press in the city, with a speed of 3,600 printed sheets an hour. No labor is required to feed this press. All other cylinder presses in this city and section are hand fed, requiring a human pressman. The human pressman is slow, expensive and wasteful of paper. . . . And yet, with its lower costs, The Independent, compelled to figure jobs at cost or not get them, seldom, if ever, gets a job where there is competitive bidding.

POISONED BRAN MIXTURE URGED FOR CONTROL OF CUT WORMS IN COTTON BAGS

Will Prevent Extensive Damage to Early Vegetable Crops, Say State College Experts, After Conducting Variety of Experiments

The use of a poisoned bran mixture to kill cutworms and prevent their damaging early vegetable crops is being especially recommended at this time by C. H. Brannon, extension entomologist at N. C. State College.

Early in the spring, when the worms first get busy, the young plants are particularly susceptible to damage. Growers should watch their plants closely and apply the poisonous bait at the first sign of cut worms, he said.

In experiments, best results have been obtained from a mixture of one pound of paris green to 50 pounds of bran. Sodium fluoride will also give good results, but lead arsenate and calcium arsenate should be avoided.

The poisoned bait should never be left where children or livestock can get at it, Brannon warned.

About four pounds of bran-paris

green bait should be applied to each 100 square yards of tobacco plant bed for control cutworms. The cloth should be removed and the bait so spread that no lumps will come in direct contact with the tender young plants.

For most other crops, the bait should be broadcasted at the rate of 15 to 20 pounds to the acre. The bait should be applied a few days before the plants come up, or on the day they come up, at the latest. Applications are most effective in the evening so that the bait will be fresh when the worms go to work. New applications should be made after heavy rains.

The bran and poison should be well mixed while dry, then moistened with just enough water to dampen but not wet it. The mixed bait should not form large lumps or be sticky and mushy.

Here is a flagrant illustration. The city asked for bids on a book of city ordinances. The printer was to furnish 300 copies of a book of 6x9 printed pages. There were 148 pages in the book. I called my workmen in conference and asked them to help me get that job by doing any necessary overtime work on it without pay. They readily agreed. I put in a bid for \$1.56 a page. Pell Paper Box Co. figured the job conservatively, put in a bid of \$2.25 a page. The Pell price was a better than fair price. Bless God, another printer took that job for \$1 a page. Under the NRA code that job will figure better than \$3 a page.

Letter heads for which accepted cost systems demand a price of \$7 to \$8 per 1,000, have been printed in Elizabeth City for anywhere from \$3 to \$3.50 per 1,000. The Independent has even printed them at \$3.75, taking its loss in order to keep its men employed.

Elizabeth City users of job printing will raise an awful howl now that the new prices are effective. The printers have no one but themselves to blame. Instead of maintaining fair prices for their work, they have degraded the industry and steeped them-

DOUBLE VALUE IN COTTON BAGS

Suits, Overalls, Dresses and Aprons Made From Guano Sacks

In a state-wide contest held at Raleigh, a coat suit made of fertilizer sacks by Mrs. L. J. Sloan, who lives near Jonesboro, was proclaimed by judges the outstanding specimen of its kind. Mrs. Sloan says her friends have complimented the suit more than any silk or expensive clothing she has ever worn.

But men are using this material for their clothing as well. Mr. S. P. Hale of Aulander, has a very attractive stylish suit made from Robertson Fertilizer sacks. Attractive women's

Carolinans and the District of Columbia, are obliged to use the Franklin Printing Catalog.

Most of the printers in Elizabeth City have no conception of how printing costs are arrived at. "My paper costs me so much, and it will take me so long to do the job the quickest easiest way," is the way a job is often figured. No provision for overhead, no provision for non-productive time, no profit. The Blue Eagle will put an end to that kind of figuring or put an end to the business that continues it. For there are teeth in them that codes—\$500 a bite. Wow!—W. O. S.

dresses and good durable overalls are tailored from them.

Most fertilizers come in burlap bags, but Robertson's fertilizers are put up in cotton sacks—a patriotic move on their part to create a greater demand for cotton, yet it has turned out to be a real advantage.

The material is very durable, resembles linen so closely that one can not distinguish the difference except upon close examination. Many people are interested in knowing how to remove the letters from the sacks. This is done by first boiling the material in water containing lye and soap, and then rinsing it in clear water.

It is predicted that there will be a great vogue of "Suits made from Sacks" because they not only cost practically nothing, but can be stylish and attractive.

Kobe Variety Lespedeza Leads Hay Producers

Tests run on 22 farms show that the Kobe variety of lespedeza is leading in hay production with 2,868 pounds. This was closely followed by

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the Tennessee 76 with a production pounds of hay, but the stems and of 2,806 pounds. Similar results were leaves are finer than the Kobe and it secured on tests run at the Branch Experiment Station at Statesville, itself much better than the other variety. The common variety produced 2,342 cubs.

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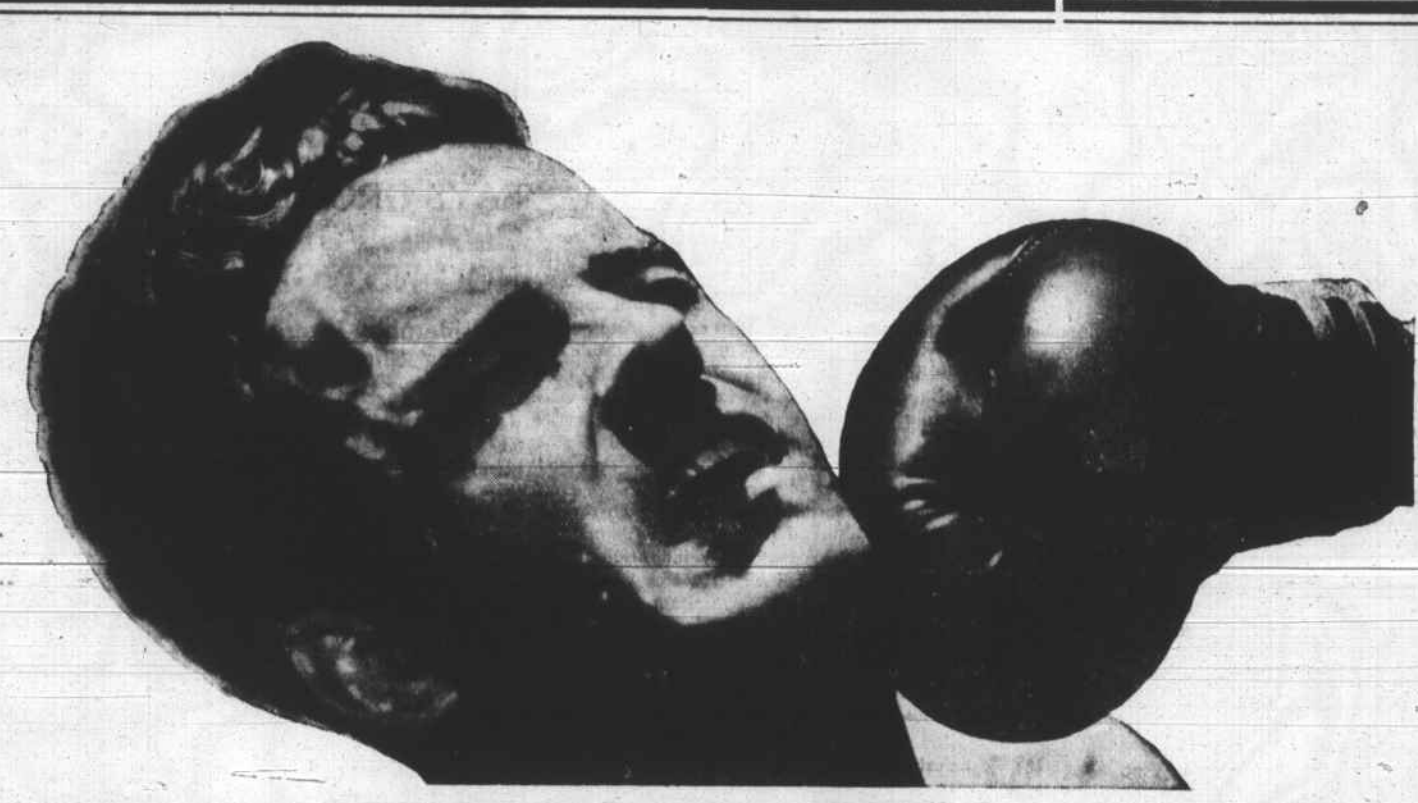
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