



POISON BRAN is mixed in these machines, brought in from Walla Walla for Tulelake's fight against grasshoppers which have threatened to inundate growing fields of premium brew barley. The machines churn the bran through and through, spraying the poison in during the process. Poisons used for grasshopper baiting include chlordane and aldrin, both good killers.



BRAN IS EXAMINED at the mixing machine. Bill Huse, Siskiyou county agricultural inspector; Luke McNulty, Bureau of Reclamation, and Sam Smith, USDA grasshopper control specialist, do the checking. The grasshopper kill project is being done cooperatively by numerous public agencies involved and farmers whose lands are threatened by a grasshopper horde.

Where City Boys Give Farming People Deal

By RICHARD KLEINER
NEA Staff Correspondent

NEW YORK—(NEA)—A good many farmers in the northeast have reason to think very highly of a group of city fellers working on a narrow side street in New York. These are the staff members of The Rural New-Yorker, a 102-year-old farm publication edited in a converted church sandwiched between old brownstone houses.

What sets The Rural New-Yorker apart from the other farm papers is a motto it runs and has since 1890—on its editorial page. It's a three-word motto: "A Square Deal." In the 62 years since those words were first used, they've meant almost \$1,500,000 to farm families.

The Rural New-Yorker guarantees the "square deal" to its readers from its advertisers. If a reader thinks he hasn't gotten a fair shake from a "Rural" advertiser—or any merchant—he complains to the paper. They try to get the firm to make amends, either by new merchandise or returning the money. The Rural gives this service free, charging only court costs, if necessary.

If no action is forthcoming, the Rural rolls up its sleeves. It first pays off the reader itself. Then, it automatically rejects, cigars, liquor and patent medicine ads. And, if there are too many complaints or if an advertiser fails to adjust complaints satisfactorily, the Rural tosses him out.

Over the years, the Publisher's Desk column has become a true friend to the Rural's readers. And there are more than 315,000 families who subscribe, throughout New England, New York, New Jersey and Pennsylvania.

Publisher William Berghold says that a majority of the 15,000 to 20,000 letters a year contain a variation in these words: "Next to the Bible, The Rural New-Yorker is the most important publication in our home." In these letters, the readers tell their most intimate troubles to the Rural.

Some of them are so personal, Berghold says, that he is too embarrassed to dictate a reply to his secretary. Berghold, a lawyer, gets the very personal and the very legal problems. The balance go to the three-person Publisher's Desk staff.

Of these, most fall into a pattern—inquiries as to the worth of mail-order limited insurance, mining stocks and oil leases. The Rural's advice is, generally, avoid most mail solicitations for insurance and stocks; the former are usually limited, and very few good mining stocks are sold through the mail.

But it is the complaints against advertisers that made the Square Deal squarer. In the past five years, the Publisher's Desk has straightened out problems for readers involved with mausoleum crypts, oil leases, magazine subscriptions, unpaid salary, tie-making at home, correspondence courses, rabbit raising, cooking utensils, laundry damage and broken plates.

The plate incident is typical. A reader ordered a set of dishes and one plate arrived broken. A few letters to the company failed to produce results, so the reader took it to the Rural. The magazine's letter (with its implied threat of publishing the details)

The other, for \$2500, produced one of the most amazing sights ever seen in an American courtroom. Publisher's Desk had taken a Colorado advertiser to task for selling glass eyes through the mail. The Rural claimed that it was impossible to fit glass eyes properly that way. The advertiser sued, and, in court, produced 12 customers who marched in front of the jury, inserting and removing their glass eyes to prove they fit beautifully.

Of all the letters the Rural gets, it likes best ones that tell of its success. Typical is the following: "I was surprised this week to have a man drive into my yard with a ladder. He stated he had come to fix my roof. It has taken two years to get them to do so and his explanation for his appearance at this time was that they had a letter from The Rural New-Yorker to go out and fix my roof."

That's what they mean by "A Square Deal."
CHOKED with GAS?
THANK HEAVENS! Most attacks are just acid indigestion. When it strikes, take Mellin's Tablets. They contain the fastest-acting medicines known to doctors for the relief of heartburn, gas and similar distress. 30¢.

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Herald and News
FARM NEWS
 MALCOLM EPLEY, Jr.
 Farm Editor



ARAKI LEAVES FOR U.S.
 TOKYO (AP)—Eikichi Araki, Japan's first postwar ambassador to the United States, left for Washington by air Wednesday. He was accompanied by his son and daughter and aides.

See Calhoun's MIRRORS
 for any room in the home!
 357 E. Main

June Set As Dairy Month

SALEM (AP)—Gov. Douglas McKay Tuesday designated June as dairy month in Oregon, pointing out that sales of dairy products in the state total 55 million dollars a year.

Income from all agricultural products totals 490 million dollars. He said the state's milk-cow production has decreased slightly, but the state still ranks high in butter-fat production.

OLDER FOLKS with ITCHING SKIN

For the nagging, maddening, persistent itch of dry skin, so common to folks past middle age, Resinol Ointment is a special, soothing relief. Acts in place of missing natural skin oils—works fast, and comfort lasts. How good it feels, not to have to scratch and scratch. Get Resinol and get relief. All drug stores.

HOLD EVERYTHING! ... the ditch is BUSTED

How often have YOU had to say that?
 How many hours have you shoveled to repair it?

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