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AMONG OURSELVES

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Vol. I

ST. PAUL, MINN., MARCH, 1923

No. 4

STATE ASSOCIATION IS NOW FIFTY-SEVEN

The Minnesota Editorial Association completed its fifty-seventh year with the annual meeting at the St. Paul Hotel, St. Paul, February 16-17. The attendance was not so large as it has been sometimes, but the meeting was thoroughly enjoyable and profitable, and the association enters upon a new year with prospects increasingly bright—as bright as that smile of which H. Z. Mitchell delights to tell.

The officers for the new year are:

President, J. P. Coughlin, Herald, Waseca.

First vice president, M. J. McGowan, Press, Appleton.

Second vice president, H. Z. Mitchell, Sentinel, Bemidji.

Third vice president, Carl Eastwood, Herald, Le Sueur.

Treasurer, H. C. Hotaling, Enterprise, Mapleton.

Secretary, John E. Casey, Independent, Jordan.

Historian, L. C. Hodgson, Enterprise, Winnebago.

Member of executive committee, F. E. Carlson, North Star, Cambridge.

President Urges Higher Rates

W. E. Verity, president, in opening the convention, after the editors had been welcomed to the city by L. S. Ferguson, commissioner of education, speaking for Mayor Arthur E. Nelson, and after the welcome had been acknowledged by J. P. Coughlin for the editors, urged the association to maintain the forward look and build a larger membership. He called attention to the increasing importance of the country press in the economy of society, pointing out that such papers now represented a capital investment as large as that required by the local bank and that owing to the service rendered they were entitled to higher rates for advertising. He suggested the appointment of a commission to investigate again the problem of such rates. He advocated the publication of legal notices in the English language only, condemned the use of free publicity, and spoke in praise of the work being promoted by Country Newspapers Incorporated. He also paid a tribute to the work of H. C. Hotaling as executive secretary of the National Editorial Association, to the efforts of A. O. Moreaux as head of the association's legislative committee, and to the services of the officers of the association with whom he had been associated through the year. Furthermore, he mentioned the good to be derived from the North Star Editor, the official organ of the association.

John E. Casey, secretary, in his annual report, said that the year had been characterized by unusual enthusiasm, and that the membership was now 375. He seconded the president's insistence on the need of increasing the membership.

The treasurer's report by Mr. Hotaling showed the finances of the organization to be in an entirely satisfactory condition.

Merchant Makes Hit

Bert Skinner, a merchant of Albert Lea, aroused a good deal of enthusiasm by his advocacy of newspaper advertising as a means of business building. He said that his company spent about 2 or 2½ per cent of its gross income on such advertising. With a gross business of about three quarters of a million dollars annually, this meant an advertising budget of about \$15,000. He said that for 26 years his company had not missed having an ad of a quarter of a

WHAT'S YOUR SPECIAL PRINTING PROBLEM?

What is your special printing problem?

You run up against some particular difficulty in your back shop every now and then. What is it?

This question is asked because it is the purpose of *Among Ourselves* to try to answer such practical problems.

But it is asked for another reason.

The Office of Publications, University Farm, is preparing the program for its 1923 Editors' Short Course, which will be held May 3-5, inclusive. This program will place emphasis on back shop problems. It will try to iron out some of the recurring difficulties of the mechanical side of the publisher's business. To do this, those in charge of the course will put on a series of demonstrations in the printing department at Dunwoody Institute, under the direction of experts.

The wish is to give demonstrations in just those difficulties that most publisher-printers come up against oftenest.

Write and tell *Among Ourselves* just what you would like to see "demonstrated." DO IT NOW!

page or more in one of his local papers and that for 15 or 16 years he believed it had not missed having a half page in the local daily. He urged a closer co-operation between merchants and publishers of newspapers.

"Special" for Ladies

The ladies attending the convention were the special guests of the St. Paul Association and the Supply Men's Association of St. Paul at a luncheon at the Golden Rule tea rooms Friday at noon. Following the luncheon, the ladies were entertained at a theater party.

The afternoon session of the convention was devoted to problems of the

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PROFITABLE FIELD OFTEN OVERLOOKED

Direct advertising offers a wonderfully profitable field for the country publisher. It seems a fact that publishers have overlooked the truth of that statement in their concern about filling the advertising columns of their papers—which is indirect advertising.

Direct advertising is advertising sent by the man who has a commodity to sell direct to the man or woman who, he thinks, will wish to buy his commodity on such terms as he may care to make. Now, if the local publisher, who is also the local printer in almost every case, would get after the printing of such direct advertising, he could build up a fine line of business which should be very profitable. Moreover, such business would have a tendency to convince the merchant of the value of advertising in general and would bring more business to the advertising columns of the printer's newspaper. It would get the merchant to looking to the publisher as a producer of service, as a trustworthy support and aid in merchandising, and out of that relationship would come unfailingly a largely increased business. Such service always pays.

How Direct Advertising Works

In support of the foregoing, here are two paragraphs from an article on "Planning a Campaign for a Retailer" in the *Inland Printer* for February:

A letter to boys at a cost of \$18 brought back \$70 net profit. Forty-seven dozen toothbrushes were sold by one letter sent to 337 nearby prospects.

Twenty-seven trunks were disposed of to 127 prospects through a properly prepared direct advertising appeal.

Here is a letter which a grocer sent out, enclosing a return postcard:

Good Morning, Mrs. Smith:

The five tubs of butter I have just unpacked are the finest I have received this year. They came direct from a Vermont dairy situated in the green grass pasture region.

The people who operate the dairy from which I received this shipment make only a limited amount of butter for a few particular people, and I am fortunate in being able to handle this line.

I can receive only five tubs every week, and only a few of our select customers can be served with this special butter.

Shall I put your name down for four or five pounds to be delivered each Wednesday? The price is exactly the same as that charged for my other good butter, — cents a pound.

The inclosed ready addressed, ready-signed and stamped card lacks only your statement of how much

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Current information available from University of Minnesota Extension: <http://www.extension.umn.edu>.

AMONG OURSELVES

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Edited by W. P. Kirkwood, E. C. Torrey
University Farm, St. Paul, Minn.

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SHORT COURSE COMING

The program for the annual short course for editors and publishers is being put together. As it has been in years past it will be this year—**intensely practical.**

The dates set are May 3-5.

Keep those days open, and make your plans to come. By that time the weather ought to be fine so that you can come in your flivver or twin-six.

Just what the program will be is not yet definitely settled, but two or three things have been decided on. We are going to deal practically with certain back-shop problems, some of those problems which are forever coming up to plague the printer. Then we are going to deal with the problem of ad-writing. Bert Skinner, a successful Albert Lea merchant, at the annual meeting of the Minnesota Editorial Association said that the country publisher should plan to give the country merchant more aid in framing-up his ads. Well, we are going to try to help the publisher to do this. If nothing happens, we shall be able to place in the hands of every editor who attends the short course a little handbook on the A-B-C of ad writing. This will be a handbook which can be placed in the hands of your advertisers, too, to guide them when you cannot give personal attention to writing their ads or to helping them in writing their ads. Again, we are going to give some practical instruction in headline writing. Then there will be social features and inspirational addresses.

Make your plans to come.

Write us and tell us just what subjects you would like to hear discussed.

JUST A REMINDER

This is just a reminder for the editors of Minnesota's country newspapers, to tell them that the Office of Publications, University Farm, St. Paul, is now sending out a **weekly** News Letter, containing news and information designed for the **exclusive** use of the country press. The News Letter takes the place of the University Farm Press News, which was issued only twice a month, and went to daily, weekly, farm, and other papers.

The aim in making this change has been to give the country press a service all its own, for the news of the University Department of Agriculture and for such live and timely material as would interest farm and other rural readers of country newspapers.

If you do not receive the News Letter—it ought to reach every editor's desk not later than Monday morning of each week—write to the Office of Publications and it will look into the matter.

NO PEACHES IN MINNESOTA

We wish Minnesota were a peach-growing state, but it isn't. At least it does not grow the kind of peaches you eat. Yet—we do not like to be critical, but we have to say it—we have sometimes found Minnesota papers printing imported material telling orchardists how to prune or spray peach trees. Perhaps these papers have a large circulation among peachgrowers farther south.

SAMSON'S "HUNCH"

SAMSON
Had
The Right
Idea
About
Advertising.
He took
A couple of
Columns,
And soon had
Everything
Coming
His
Way.

FINAL PUSH FOR
DOWLING FUND ON

The Minnesota Editorial Association at its meeting in mid-February gave the Dowling Memorial Fund movement its whole-hearted, unanimous approval, and applauded the good work being done by J. R. Landy and E. K. Whiting. The members agreed to see the matter through and see it through quickly.

The bankers of the state have already made up their fund of \$25,000, and the St. Paul Association has pledged the raising of \$12,000. It remains, therefore, for the editors of the state and local organizations to put up an effort which will produce the rest, something like 3 cents per capita, and that ought to be easy.

The feeling is that a memorial in the form of a school for crippled children, in connection with the hospital at Phalen Park, St. Paul, will be one of the finest possible tributes to a man who knew what it was to be crippled but triumphed in spite of his disabilities. Moreover, it will be a tribute to those who create it, something in which they may take pride for the rest of their lives and hand on with satisfaction to their own children.

ADVERTISING RATE CARD,

OWATONNA JOURNAL-CHRONICLE

(FRONT)

Owatonna, Minn.

Journal-Chronicle

Published Weekly
FRIDAY
Issued May 1, 1920

1—GENERAL ADVERTISING
(a) Run of paper, per inch.....\$0.30
Additional charge for composition,
per inch 0.10
(b) No time discount.
(c) No space discount.

(d) Following and entirely alongside reading 5c per inch additional.
(e) No advertising order accepted for less than \$1.00.
(f) Contracts must be completed within one year from date of first insertion.

2—CLASSIFICATIONS
(a) Display classification—None.

(c) Classified 1c per word.
(d) No advertisement order accepted for less than 25c. All classified advertisements must be paid in advance.

3—READING NOTICES
(a) Readers, preceded and followed by news or readers, per line counted\$0.10

(b) Black type not allowed. All readers marked with No. of issue and times to be run.

(BACK)

4—COMMISSION AND CASH DISCOUNT
(a) Agency commission15 per cent

(b) Cash discount2 per cent
(c) Cash discount date 20th of month following insertion.

5—MECHANICAL REQUIREMENTS
(a) Width of column 2¾ inches.
(b) Depth of column 19½ inches.
(c) Six columns to page.
(d) Full page type space 13½ in. x 20 in.

(e) All advertisements must be received by Wednesday noon.
(f) Halftone screen, 85 to 120.
(g) Can use mats.
(h) 8 to 16 pages.

6—CIRCULATION
(a) Not a member of A. B. C.
(b) Local newspaper, Republican.
(c) Circulation, local, 2,200.

7—MISCELLANEOUS
(a) Advertising subject to approval.
(b) Established 1860.
(c) Subscription price \$2.00 year.

(d) Other publications, none.
(e) Display rates on this card apply to foreign advertising; readers and classified department both foreign and local.
(f) Journal-Chronicle Co.
E. K. Whiting, President and Manager.

This is the kind of a rate card demanded by advertising agencies. It is uniform with those in general use. If you wish to get national advertising, use this kind of a card. The size of the card should be 3½ by 6 inches.

SECOND DISTRICT MEETING SNAPPY

Short, snappy, and gainful was the annual meeting of the Second District Editorial Association at Mankato on February 2. A. M. Welles of the Worthington Globe in the chair started the ball by the introduction of W. A. Beach, mayor of Mankato, who handed over to the editors present the keys of the city. Mr. Welles then delivered a brief address, calling attention to the fact that a change had come over the country newspaper, giving it a position of larger influence, and that the country weekly conducted by a real newspaper man today was the greatest force for good in any community. He closed with a tribute to the Second District Association as an organization of great practical benefit to the membership and to the profession.

A. O. Moreaux of the Rock County Herald started a lively discussion, when, in discussing the subject "How to Secure and Hold a Subscription List," he emphasized the point that the thing to do was to print all of the news with truth and honesty, regardless of the hurt individuals might feel now and then when they received unpleasant publicity—through police court proceedings, for example. Frank A. Day of the Fairmont Sentinel raised a question as to the publication of police court stuff when its use might, for example, inflict great distress on some good mother of a young first offender. This precipitated a debate on journalistic ethics, in which L. C. Hodgson (Larry Ho) recited a case in which the suppression of a bit of news saved a young man from disgrace and enabled him to make a fresh start which had led to the beginnings of a useful career. Mr. Moreaux, however, maintained his position that the first duty of a paper was to the community and not to individuals, and the larger interests of the community had to be considered first. The general feeling seemed to be that no hard-and-fast rule was invariably workable. Cases differed. Mr. Moreaux, continuing his discussion of methods of building circulation, urged again the desirability of news, more news, and then still more news—news in detail. He said that his paper was open for the latest news almost until the moment of going to press, and that he not infrequently held out advertising—usually foreign advertising—to make room for news.

The editors were greatly interested in the report of the School of Printing of South Dakota State College, presented by Seth Thornton, director of the school. Mr. Thornton said that forty students were registered, about the limit which the school could provide for, and that the students were almost without exception enthusiastic in their study of printing not only as a utility but as an art. Mr. Thornton showed his own enthusiasm in the enterprise, and the editors of the Second District caught some of it themselves, raising the question whether Minnesota should not have a similar school in its university. Mr. Thornton said further that his school was not only seeking to instruct and train good printers but buyers of printing as well, and that it gave a good deal of attention among its students to training in the selling of printing.

H. C. Hotaling of the Blue Earth County Enterprise, Mapleton, executive secretary of the National Editorial Association, urged upon the editors the necessity for businesslike methods as a means of building up foreign advertising. He cited cases to show that many editors lost business simply through their neglect in failing to answer letters of inquiry and in not having satisfactory rate cards. He urged strongly the need of having a rate card conforming to the demands of the advertising agencies of the country, and as a sample of the proper kind of card distributed the rate card of the Owatonna Journal-Chronicle, which is reproduced in this issue of Among Ourselves. He predicted that 1923 would be a good year for national advertising, but urged the editors first to cultivate the home field. He closed his talk with a declaration of the purposes of Country Newspapers, Inc., of which Herman Roe of the Northfield News is president, a co-operative organization for building foreign advertising business for country weeklies. This organization had Mr. Hotaling's hearty approval.

The report of the resolutions committee, read by Joseph E. Reynolds, chairman, editor of the Mankato Free Press, started a lively debate over the question of capital punishment. Mr. Day opposed the resolution, which supported a return by the state to capital punishment, as a vote for return to savagery. The resolutions, however, were carried.

The new officers of the association are: President, W. D. Hinchon, Madelia Times-Messenger; vice president, Robert W. Stewart, Ceylon Herald; secretary, H. J. Hayden, Lakefield Standard; treasurer, F. H. Griffin, Good Thunder Herald.

The midsummer meeting will be held at Worthington.

The meeting closed with a banquet at the Saulpaugh Hotel, at which Mrs. H. C. Hotaling urged the support of the Mike Dowling Memorial Fund, which had been brought to the attention of the afternoon session by E. K. Whiting of the Owatonna Journal-Chronicle. The principal speaker was Larry Ho, who delivered a stirring appeal for undiluted Americanism, which in turn was met with enthusiasm and brought the editors to their feet to sing "America" in closing the good work of the day.

HELPFUL HUNCHES

Get your typewriter agents to advertise typewriters among the farmers—reaching the farmers through your newspaper and through direct-by-mail stuff printed in your office. More and more farmers are now using typewriters.

With the coming of a new farming season, would it not be worth while to begin to consider the project of getting out this spring or the coming fall a special farm bureau edition, containing a lot of live material about the farms of your territory, the work of the farm bureau, and so on, and also a lot of good farm and business advertising.

PLACES AND MEN

In the February number of Among Ourselves, under this heading, was printed an item announcing that Among Ourselves knew of a young man familiar with agriculture and with writing for the press who would be interested in establishing connections with some live paper. A few days after the paper was out, there came a letter from an editor, asking to be placed in touch with the young man.

The foregoing incident is mentioned merely to emphasize the fact that the services of this department are open for the use of Minnesota's editors and publishers. *In fact, that is what this paper is for—for any legitimate use that can be made of it, without money and without price. The more you use it, the more interesting it will be; and, we hope, the better off the users will be.*

Among Ourselves asks to be used.

The Eveleth News, from that range town which has won fame through its hockey team this winter, has contributed to the fame of the team and of the town by getting out a large "Special Hockey Edition." It is full of interesting stuff for the hockey fans, and, judging by the manner in which the business men took advertising space, all of the business men of the town are thorough-going fans.

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you want and the time of delivery. You can terminate this service any time you wish.

Good Corner Grocery

Why not go after your merchants with a proposition to do that kind of advertising? Get him to let you print his letters—his direct advertising—and those return postcards. Such a plan cannot prove a losing one; it will get business for the merchant, and if you get business for a merchant, you will get business for yourself. No merchant is going to let slip the assistance of a publisher who has shown that he can increase his (the merchant's) profitable sales. Build the merchant's business and you will build your own.

An Advertising Man's View

A. W. Erickson, head of one of the large advertising agencies of the country, urges the same idea in an article in the Linotype Bulletin for December. He says that in 1923 the American Association of Advertising Agencies will place for the clients of its members \$250,000,000 in advertising, and he says that as a result the local publisher ought to find a way to derive profit. He suggests the following:

I suggest that he (the local printer) plan direct-mail matter—booklets, envelope stuffers, circulars, cards, or any similar printing—that concentrates on the articles that are being advertised.

Such a plan should help, as said before, to get the local advertiser into the game of linking up his advertising with nationally advertised goods. That will produce maximum results, and help to sell the local merchant on advertising in general.

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 newspaper publishing business. The subjects discussed were: "Free Publicity," Mrs. H. C. Hotaling, Mapleton Enterprise; "Profit in Printshop Neatness," D. C. Pierce, Goodhue Enterprise; "Newspaper Make-up," Joe Whitney, Marshall News Messenger; "Country Newspaper Book-Keeping," L. A. Rossman, Grand Rapids Herald-Review; "News Heads," A. M. Welles, Worthington Globe.

Following or interspersed among these addresses were reports of committees, including those on legislation by Mr. Moreaux, on legal publications only in English by Joseph E. Reynolds of the Mankato Free Press, on the Dowling memorial fund by J. R. Landy of the Olivia Times and E. K. Whiting of the Owatonna Journal-Chronicle, and the radio by Jens K. Grondahl of the Red Wing Republican. Curtis Johnson of Rush City, president of the Minnesota Agricultural Society, also spoke, urging co-operation by the state fair and the press of the state. In connection with this, he suggested a press exhibit and press headquarters at the state fair.

Dinner and Entertainment

The evening program consisted of a dinner given by the St. Paul Association and the supply men's organization. Mr. Verity presided. The speakers were Mr. Ferguson, H. C. Taylor, chief of the Bureau of Economics of the United States Department of Agriculture, and H. Z. Mitchell. After the speaking came a novel version of "The Old Homestead," the homestead being the throne room of the devil which was invaded by a reporter. The interview between the two was full of hits at various well known editors. Gus Wallin occupied the throne and Glen Harrison was the reporter.

The Farm and Circulation

A chief feature of the Saturday morning program was a paper by Miss E. Viola Schenck of the Wahpeton, N. D. Globe. Miss Schenck gave a convincing paper on the wisdom of cultivating the farmer field by personal contact, as a means of getting valuable news and features which were certain to lead to increased circulation.

Herman Roe, Northfield News, president of Country Newspapers, Inc., outlined the progress of the new organization for handling national advertising, and the association voted a resolution approving its work.

A. M. Wallace, Sauk Center Herald, presented the report of the membership committee; Robert M. Pollock, Pollock's News, read the necrological items for the year, and Ludwig I. Roe, Montevideo News, reported for the resolutions committee.

Strong for Americanism

The resolutions, among other things, were vigorous in their declaration that the members of the association should stand unswervingly for a true Americanism and against the advance of un-American doctrines. They favored the teaching of Americanism in all schools. In the same line the resolutions urged the swifter dispatch of justice and prompter administration of the criminal laws. The association was also put on record without dissent as in favor of economies in the state administration, in

favor of a continuance of the state's immigration department, in favor of prompt completion of the Dowling memorial fund, and for the protection of Minnesota's remaining forests. The resolutions also declared for the utilization of the power developed at the high dam between St. Paul and Minneapolis for industrial purposes.

Press Bibliography Proposed

L. C. Hodgson as historian reported that the State Historical Society had set on foot a plan for a bibliography of the press of the state and that in carrying out such a plan the assistance of the association and of the editors of the state was solicited. The association approved the plan.

PI A LA MODE

Judging from a recent issue of the Long Prairie Leader, W. W. Brooks, editor of the farm department of that paper, has captured the attention of the farmers of Todd county. He has them writing letters to him, describing farm questions relating to their business. When you get them coming that way, you know you are making progress.

Ludwig I. Roe, editor of the Montevideo News, is telling those who are disposed to complain that the automobile is taking business off to the cities that the complaint is groundless if they will look after their fences properly. Here is what Mr. Roe says: "Montevideo merchants have discovered that fact-advertising every month in the year, backed up by courtesy, honest merchandise, and helpful salesmanship, gets results. They have discovered, too, that the automobile has widened their trade area." In other words, the automobile is a business bringer instead of a business taker.

The Blue Earth County Enterprise, H. C. Hotaling's highly readable paper, is, with other papers in the state, printing series of articles on agricultural resources. The articles are by R. Kenneth Evans, and each relates to the resources of the region represented by the paper printing it. The idea is good. It helps readers to get some conception of the importance of their agriculture as the real basis of business growth.

The Madison Lake Times, Melvin Oas editor, has come out in new dress and somewhat enlarged. It is using "The Minnesota Farm" as one of its features.

Comments by several papers are to the effect that Governor J. A. O. Preus did the right thing in signing the new law to make it a misdemeanor for any person to try playing practical jokes on others by giving to newspapers false notices of weddings, engagements or other "events." The law is very similar to one on the New York statute books.

The Bemidji Daily Pioneer on February 9 issued a handsome supplement, giving pictures and descriptions of Bemidji's fine new high school, which was dedicated on February 12. Page 8

of the supplement had to do with the state teachers' college at Bemidji. The supplement was of a kind to make Bemidji folks feel proud of their enterprise and of the enterprise of the Pioneer. The business men showed their interest by taking a large amount of advertising space.

The Owatonna Journal-Chronicle is advertising itself with a blotter which ought to bring results. In the upper lefthand corner in attractive typography is this: "It takes sixty-five muscles of the face to make a frown and thirteen to make a smile—Why work overtime?" Down in the lower righthand corner is this: "Let The Journal-Chronicle serve you and you will always smile."

The Wessington Springs Enterprise-News in Pennsylvania keeps a man on a motorcycle out over its territory gathering farm and rural news. The editor, William P. Rose, is a man of ideas.

Merchants Magazine, published by the Northwest Farmstead, Minneapolis, and the Dakota Farmer, Aberdeen, S. D., prints an article by the editor of Among Ourselves in its February issue. The article is designed to encourage the use of more advertising space in local papers by local merchants.

The Tracy Headlight-Herald announces entrance on its forty-first year and its determination to be of larger service to the community, and by the community it means not only Tracy but the whole countryside. It has been adding largely to its subscription list.

The Elmore Eye carries a novel ad. It is a 2-column, 12-inch ad, under the heading "Farm Equipment News," and is used by the firm of Oldenburg and Lange to promote their implement business. It contains the kind of friendly talk that a wise merchant gives his customer over the counter or beside the office heater. You should persuade some of your merchants to try such advertising. The Eye, by the way, believes in advertising advertising. A recent issue contained a 3-column, 15-inch ad to this effect: "A fifty cent want advertisement will sell a \$200 horse or a \$1,000 car or a big farm. What is more economical and profitable than a want ad in this paper? What have you to sell?"

BRICKBATS AND BOUQUETS

Among Ourselves is already the most interesting publication which reaches our desk, and one of the few that receive an intensive reading—Herold H. Barker, Herald Printing Co., Elbow Lake, Minn.

Vol. 1, No. 1, of Among Ourselves came to our table during the week. It is a neat pamphlet published at the University Farm, St. Paul, by Messrs. W. P. Kirkwood and E. C. Torrey, editors. It is published in the interest of the weekly press of the state, containing much useful information.—Henderson Independent.