

Newspapers

In 1875 Charles L. Fuller, an Owosso printer, arrived at Otsego Lake with an old-fashioned Washington hand-printing press and type. Ensnared in a little log hut, an every-Friday paper called THE HERALD came into being.

In 1878 the County Seat was moved from Otsego Lake to the village of Gaylord, then called Barnes. Fuller followed, setting up shop in a wooded building north of Main Street on the present North Otsego Avenue. H. C. McKinley and T. B. Willoughby became his printers.

By 1884 Fuller, now County Treasurer, absconded with some funds from the county office. There were no extradition laws, so he just stayed in Canada. To reimburse himself for his losses as bondsman, A. B. C. Comstock sold the paper to McKinley, while Willoughby went on alone to found another paper, THE OTSEGO COUNTY NEWS.

This wasn't a successful venture and THE HERALD continued as Gaylord's only paper for several years. Two previous papers, THE INDEPENDENT edited by Mr. Shunk and THE CHAMPION edited by a lawyer, W. Harrington, met with early failure.

THE VANDERBILT REVIEW was published in 1885 by G. H. Miles. Advertising rates were cheap and the yearly price was \$1.00. It didn't last long, in spite of its interesting advertisements.

In 1889 THE ELMIRA SENTRY was published in the village. So far as is known, there is only one copy of this paper in existence. It was published May 3, 1889. In 1896, THE ELMIRA EXPRESS was a weekly published by James L. Campbell and cost a dollar a year. The building in which it was printed eventually became the home of the Clarence Kelso family, after it was moved to a new site.

This paper had six pages which carried advertisements and ads from a drug store, dry goods store and a feed and hardware store. Two hotels, a milliner shop, a saloon and the village photographer also advertised.

In the late 90's, Richard Crenore came to work for THE HERALD. Later he and Frank H. Wilson started the OTSEGO COUNTY TIMES which was later sold to Glen H. Miner of Midland. Also about this time, McKinley sold THE HERALD to C. E. Otis who owned it for a year and then sold it back to McKinley.

Mr. Miner bought THE HERALD in 1906 and consolidated it with THE TIMES. It became what was known for years as THE OTSEGO COUNTY HERALD TIMES.

On January 1, 1912 THE OTSEGO COUNTY ADVANCE appeared with J. E. Goldie and F. A. Lord as editors and publishers. Within a few months Lord

took over Goldie's interests and continued publication until 1916. The paper was then leased to F. H. Wilson and Son. In 1918 Wilson bought THE ADVANCE which he published until 1920 when he purchased THE OTSEGO COUNTY HERALD TIMES, and THE ADVANCE was discontinued. At the instigation of the Chamber of Commerce, F. A. Lord bought Wilson's business which was run by a manager until Lord returned to Gaylord to take personal charge of the paper.

He made improvements, installed the first linotype machine, increased circulation and built up the advertising business. A full page ad could be purchased for \$25.00! In October of 1923 Lord moved to Lapeer and THE OTSEGO COUNTY TIMES was left in charge of Paul McDonald.

H. S. McKinley is forever connected with the newspapers of the county since 1878; he was considered the dean of northern Michigan journalism; no other editor could match his years of service in this section of the state. He was the second editor of THE HERALD and owned it during much of Otsego County's most interesting history. His advertising rates were ten or fifteen cents a line. It is now ten cents a word!

Special editions of the paper emphasized important events of town and county, and stories of parties, dances and socials were chronicled for the reader's enjoyment.

On September 15, 1905 a souvenir edition of THE HERALD was published boosting the glories of Otsego County. Pictures of industry, businesses, and the County's first summer resort on West Otsego Lake, as well as the livery stable where horses could be stabled



**H. C. McKinley, longtime editor of
THE OTSEGO COUNTY HERALD**