

and fed for ten cents, were featured in this edition.

Fires were not uncommon occurrences and the disastrous one of June 1, 1906 was given full coverage. Eight business places, the Opera House and Masonic Hall were among the casualties. The old buildings made of lumber went up in a hurry.

Court cases were often amusing as well as serious. Charles Ish requested \$200 for the loss of his horse. The animal slipped on the icy street because the water hydrant had been left open.

May 7, 1914 issues told of some early speculators. Four hundred and sixty-five lots on east Otsego Lake were purchased and advertised in Bay City, Flint and Detroit papers. The same edition announced the remodeling of the Star Theater, with a new "mirror Screen" installed to replace the present canvas curtain. The new screen would "radiate the light from the lantern in such a way as to light the entire house!"

THE HERALD TIMES observed its Golden Anniversary on March 19, 1925. The front page carried a picture of H. C. McKinley. One article stated that \$250 worth of advertising had come to the county in one week and a peck of rural Russet potatoes grown by Ernest Pettifor had won the purple ribbon at Michigan State College. The paper also mentioned interesting facts about the pioneers who had helped make Otsego County.

Several new columns were added to THE HERALD TIMES. McDonald made it a paper of which the progressive small city of Gaylord could be proud.

A Mr. Reynolds bought the paper from McDonald in 1944. He soon disposed of it to J. R. McKiddie and in 1946 once more, the printing office burned. McKiddie continued publishing under great difficulties. Editors in surrounding towns took turns in printing the paper and the subscribers didn't miss a copy.

In 1948 THE PETOSKEY NEWS purchased the Gaylord Printing Company which included the paper. C. O. Reed became the managing editor. Timberline, Down on the Farm notes, death notices, personals and a society column were now a part of the weekly. Sports, want ads and legal notices were also included in section two.

In 1953 the August 13th issue introduced the new editor and his wife, Neil and Shirley Hercules. Both graduated of DePaw University, the Hercules had come from Seneca, South Carolina where he was the editor-manager of THE SENECA JOURNAL.

In the summer of 1964 the editorship again changed hands, when Robert Benedict and his family arrived to take over the newspaper business. Bob, with Lois, his wife, and their little daughter, Lorrie, came from Osceola, Arkansas where he had been the editor of THE OSCEOLA TIMES since 1958

The first Alpenfest took place while Bob was here

# THE HERALD.

Published | Weekly | At  
GAYLORD, :-: MICHIGAN.

CHEAPEST PAPER IN THE COUNTY.

TERMS: ONLY ONE DOLLAR A YEAR.

H. C. M'KINLEY EDITOR AND PROPRIETOR.  
FRIDAY..... MARCH 20, 1891

LOCAL READING NOTICES—Five cents per line each insertion. Birth, Marriage and Death notices free. Obituary, Poetry and Cards of Thanks, five cents per line.

## WEEKLY LOCAL RECORD

THE WAY OUR CITIZENS HAVE  
OCCUPIED THEMSELVES.

The Herald's Report of Local Matters  
in Our Own Town and the Ad-  
jacent Neighborhoods.

The man who drinks whiskey straight  
does not walk that way.

Styles Elliott, of Redheadville, was  
doing business in Detroit this week.

Go see "The girl I love," and admire  
my taste. Town Hall Monday night.

The tighter you pull the corset string  
girls, the looser grows your grip on life.

To-morrow afternoon and evening the  
Ladies' Bazaar will be open, when ice  
cream and cake will be served.

and there was a great deal of activity around the newspaper office. Those were the days of those first funny, be-feathered hats for men and the fullskirted, aproned dresses for the gals.

Bob Benedict left Gaylord in the early spring of 1968 to accept a position with THE BAY CITY TIMES. Taking over from him was James Grisso, our present editor, who has brought a whole new dimension to THE OTSEGO COUNTY HERALD TIMES.

Jim and his wife, Lois, and four daughters, Rebecca, Diane, Susan and Sandra arrived in April, 1968. His previous experience was with THE CLEVELAND PLAIN DEALER and a reporter-columnist for THE PETOSKEY NEWS REVIEW.

THE OTSEGO COUNTY HERALD TIMES is the sole survivor of all the early businesses in Gaylord. It is now more commonly known as THE HERALD TIMES, a fine and thriving newspaper in the hands of a fine editor and a great staff.