

W. C. Long's Family

by Jerry Griffin

My curiosity about W. C. Long and his family got the better of me and I found two additional (and free) websites to explore—[PeopleLegacy.com](https://peoplelegacy.com) and the State Historical Society of Missouri (SHSMO) digital newspaper project @ <https://shsmo.org/collections/newspapers/mdnp#list> . After searching these sites for the last several weeks I've gleaned the following information.

William Cauffman (W. C.) Long was born Mar. 24, 1844 in Newport, Pennsylvania and died Mar. 15, 1920 in Stanberry, Missouri, where he is buried at High Ridge Cemetery. He was 75 years old at time of death (see [PeopleLegacy.com](https://peoplelegacy.com) and search for Rev. William Cauffman Long—Stanberry, MO). Unfortunately, there is a gap in the SHSMO newspaper archive for the years 1919-1922 in the Stanberry newspaper collection. So I was unable to locate W. C. Long's newspaper obituary, which could have possibly shed more light on his publishing activities after his *Bible Advocate* resignation in 1905. However, from other sources, we do know that he began publishing his *Bible Banner* in June of 1906—when he would have been about 62 years old. Just how long he continued to publish the *Bible Banner* in his latter years I've been unable to determine so far —1912?, 1917?, or until his death in 1920? This gap perhaps explains why there has been so little information about Long's final years and death in previous accounts and publications.

Regarding his secular newspaper, *The Stanberry Owl*, he continued to published it through March of 1910 when he bought *The Stanberry Headlight* (or at least a good portion of it) and consolidated the two papers under the name of *Stanberry Owl-Headlight* beginning with the April 12, 1910 issue. However, just two years later Long would sell the *Owl-Headlight* to the Stanberry business partnership of John Corbett and Andrew Bennett, who beginning with the April 2, 1912 issue took over the paper. For the remainder of that year John Corbett would be listed as Publisher/Editor, but by January of 1913 the name of the publisher was listed as "Bennett & Goodwine." In February of 1922, another local businessman, Jack Stapleton, purchased the *Owl-Headlight* and would also purchase the town's other remaining paper, *The Stanberry Herald*, in Nov/Dec. of 1925. Beginning with the February 4, 1926 issue, Stapleton consolidated all three of Stanberry's former newspapers under the one name of *The Stanberry Headlight*. To mark this merger, Stapleton's paper carried the subhead of *The Owl-Headlight and The Stanberry Herald Consolidated* for six weeks until the March 18, 1926 issue, when that subhead was dropped and the paper was simply called *The Stanberry Headlight* from then on out.

For what it's worth, here then is a summary of Long's publishing activities that I've pieced together — followed by some clippings that document the sale and consolidation of Stanberry's newspapers.