

## Timeline of W. C. Long's Publishing History

- 1888 — W. C. Long becomes editor of the *Advent and Sabbath Advocate* (previously owned and published in Marion, Iowa by his brother, A. C. Long) and publishes his first issue from Stanberry, Missouri (June 26, 1888) under the auspices of the recently formed General Conference of the Church of God (1884).
- 1892 — Long purchases a building in Stanberry to house a new Conference print shop and names it the Church of God Publishing House.
- 1892 — Long changes the name of the publication to *Sabbath Advocate and Herald of the Advent* (May 17, 1892).
- 1899 — In Feb. of 1899, as a private endeavor, Long begins publishing *The Stanberry Owl*, a local weekly newspaper that competes with two other local papers, *The Stanberry Herald* (established Oct. 1886) and *The Stanberry Headlight* (established Feb. 1893).
- 1900 — The General Conference of the Church of God in session (Dec. 6, 1900) changes the name of its publication to *The Bible Advocate and Herald of the Coming Kingdom*. (Thereafter, in church circles the publication would commonly be referred to as the "Bible Advocate" or simply the "Advocate" until March 1972 when the name is officially shortened to *The Bible Advocate*.)
- 1905 — Long resigns as editor of the *Bible Advocate* and manager of the Church of God Publishing House in Stanberry, Missouri (Mar. 25, 1905). He would, however, continue to publish his local newspaper, *The Stanberry Owl*, in another facility.
- 1906 — In addition to his newspaper, Long begins publishing a religious paper known as the *Bible Banner* (June 1906).
- 1910 — Long purchases *The Stanberry Headlight* from its owner, E. R. Lindley, and consolidates it with his own newspaper, *The Stanberry Owl*, under the new name of the *Stanberry Owl-Headlight*, beginning with the Apr. 12, 1910 issue.
- 1912 — Long sells the *Owl-Headlight* to local businessmen, John Corbett and Andrew Bennett, who continue publishing the paper, beginning with the Apr. 2, 1912 issue.
- 1920 — William Cauffman (W. C.) Long dies on Mar. 15, 1920 at the age of 75 and is buried at High Ridge Cemetery in Stanberry, Missouri.
- 1922 — Jack Stapleton, Sr., local resident and newly graduated journalist, purchases the *Stanberry Owl-Headlight* (Feb. 1, 1922).
- 1925 — Jack Stapleton, Sr. purchases the town's other remaining newspaper, *The Stanberry Herald*, in Nov./Dec. of 1925. Beginning with the Feb. 4, 1926 issue, Stapleton consolidates all three of Stanberry's former newspapers under the name of *The Stanberry Headlight*. To note the merger, Stapleton's new paper carries the subhead of *The Owl-Headlight and The Stanberry Herald Consolidated* for six weeks until the March 18, 1926 issue, when the subhead is dropped and the paper simply becomes *The Stanberry Headlight* until it ceases publication in 1988 under different ownership.