

Skagit Valley Herald

JANUARY 3, 1956

'SKAGIT' AGAIN USED FOR NAME

"Skagit" may seem new to the present generation of Mt. Vernon daily newspaper readers as part of the name of their publication, but actually the usage dates back 71 years.

The original predecessor of the Skagit Valley Herald was The Skagit News, a weekly established in Mount Vernon on March 4, 1884, by William C. Ewing, who announced, "This paper was due a good while ago . . ."

Ewing came from Lancaster, Pa. He published The Skagit News until September, 1885, when a tempting offer induced him to return to the East. He sold The Skagit News to George E. Hartson.

Meanwhile, E.C. Suiter of Hamilton came to town and established another paper known as The Herald. After a brief period Suiter sold his Herald to Hartson, who began publishing the merged papers under the name The Skagit News-Herald in January, 1897.

Sixteen years later Hartson retired and leased The Skagit News-Herald to his son, Ralph C. Hartson. Although actively associated with the paper from the turn of the century, the son was not listed as publisher until March, 1908—in the issue following The Skagit News-Herald's 25th birthday.

A few years later, A.L. Sears bought the paper from Ralph C. Hartson. Sears eliminated the word "News". Failing health compelled Sears to sell out after only one year as publisher.

E.B. Brown, a King County publisher, purchased the paper from Sears. Brown, however, had outlined other plans for himself. He sold the paper to E.B. Chenoweth, who assumed control in June, 1911, of the Mount Vernon Herald.

Ray W. Felton, editor of the Mount Vernon Argus for two and one-half years bought half interest in the Mount Vernon Herald in October 1913. Felton took charge of the editorial department.

The March 5, 1914, issue of the Mount Vernon Herald announced another change: "E.B. Chenoweth this week disposed of his stock in the Herald Publishing Co. to Dr. Geroge Shorkley, who recently came to Mount Vernon from Maine."

M.J. Beaumont was next to operate the Mount Vernon Herald. He previously had operated papers in several California towns, including Richmond and Fresno. He made two major changes: (1) switched from weekly to daily publication and (2) secured a world-wide wire news service. The two changes went into effect on October 10, 1922, but the name Mount Vernon Daily Herald was not used until six days later. Beaumont was publisher of the Herald for 10 years. The paper was a daily during his last four years.

Another publisher, Harry B. Averill, arrived on Nov. 1, 1926. Averill who during the 10 previous years had operated a Cle Elum paper also had worked two years on an Alaskan paper and had lived 20 years in the

Yakima Valley. He had been connected with the Yakima Morning Herald when it was first established.

Twenty-eight years later to the day—on Nov. 1, 1954—Averill sold the Mount Vernon Daily Herald to the present management.

Today the cycle is complete with the return of “Skagit” after approximately 45 years of absence from the nameplate of the leading newspaper of Mount Vernon and Skagit County.