

Northern Michigan Review

The Northern Michigan Review, a weekly paper published every Thursday in Petoskey.

May 16, 1934, was the birth date of this weekly which started as a free distribution paper under the caption of "Northern Michigan Shopping Guide." The infant of the newspapers had a page size of only nine by twelve inches, consisting of four columns. William F. Schaller, owner and manager of the Review Printing Company, is editor of the paper. His son, Albert, is assistant editor and office manager.

One year later, May 16, 1935, the paper was enlarged to five columns on a twelve by eighteen inch page.

The Northern Michigan Shopping Guide went on a paid subscription basis June 13, 1936 as the "Northern Michigan Review."

The first home manufactured photo-engraving plate in this county was made in the basement of the Review Printing Company and inserted in the paper November 19, 1936. The Northern Michigan Review still features a weekly review of local news in pictures, having its own camera equipment and photo-engraving department.

The standard full size eight column page was inaugurated on March 11, 1937, followed by entry as second class mail on November 17, of that year.

The commercial printing establishment started in 1921 with a partnership between Henry J. Beyerle and Myron A. Barber, both from Petoskey as the B & B Printing Company. William F. Schaller purchased the firm in June, 1923, changing the name to the present one.

The business was then located in the basement in the northwest corner of Lake and Howard Streets. In the fall of 1924 a new home was selected at 427 East Mitchell Street. Mr. Schaller also purchased the complete plant of "Cook, The Printer," in the spring of 1925.

On November 27, 1929, the Review Printing Company moved into its three-story location at 421 Howard-st. which had been previously purchased.

The Review Printing Company did considerable commercial printing in addition to its regular work.