

[illegible]

The Vermont Book Shop

Since 1949

Inventory - TAX SALE
MARCH 26 — MARCH 31

Vermont retailers pay a tax on their inventory, then must on the shelves as of April first each year. The more completely stocked a store is, the more tax it pays. This year, to lower our taxable inventory, we are marking down selected books to prices you can't resist so that they'll be out of the Shop by Tax Date. Note the markdown on these bestsellers, which we stock in depth:

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Lawrence Welk AH ONE, AH TWO	\$ 7.95	Sale \$ 4.95
Also WINNERFUL! WINNERFUL	\$ 7.95	Sale \$1.95
ALL THE PRESIDENT'S MEN	\$ 8.95	Sale \$ 4.95
DR. SOLOMON EASY, NO RISK DIET	\$ 7.95	Sale \$ 5.95
GUINNESS BOOK OF WORLD RECORDS	\$ 6.95	Sale \$ 3.95
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The Vermont Book Shop
 MIDDLEBURY
 38 MAIN STREET

SALE

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SALE ENDS SATURDAY, JULY 29

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DAD WILL LOVE A GOOD BOOK:

COMPACT DISCS
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 (New CD's received almost every day)

The Vermont Book Shop
 38 Main Street 388-2061 Middlebury

MONSIEURS ET MESDAMES:
 French music - like the French people - has a lilt and verve of its own. French songs, such as "The Poor People of Paris" and "Cherry Pink and Apple Blossom White", have made American Hit Parade, and Maurice Chevalier is one of our favorite singers.

You'd doubtless like to vacation in Paris, and we hope you will. If you cannot, however, the next best thing is to buy some of the wonderful French records at The Vermont Book Shop. See them on display there now, listen to some of them. Paris in the Spring - ooh, la la!

The Vermont Book Shop
 MIDDLEBURY
 OUR DIAMOND NEEDLE OFFER IS ABOUT TO EXPIRE - ASK ABOUT IT TODAY

For the millions who can't read
 Give the Gift of Literacy

27 million adult Americans cannot read this. They are functionally illiterate. YOU can help fight illiteracy now by contributing (tax-deductible) to the non-profit "Gift of Literacy" Campaign. 100% of your money goes to teaching people to read - administrative costs already have been donated by retail booksellers and other organizations.

Please drop your change in our "literacy" box - thanks!

Vermont's Foremost Book and Record Shop
The Vermont Book Shop
 388-2061 Middlebury
 38 Main Street

YOU CAN JUDGE A MAN BY THE BOOKS HE READS . . .

And in so judging, be judged yourself. Whether you prefer to buy your own books, or to rent them; whether you prefer Plato or Ellery Queen, to be turned to for entertainment or instruction time and time again, I invite you to visit The Vermont Book Shop. A book shop is an essential part of the modern community. You should be familiar with it and the type of service it offers, even though you may buy a book only once a year. You'll find it an attractive and interesting place in which to browse . . . and you'll not be made to feel that you must buy something. Please come in soon.

- - - Dike Blair
 In The Old Brick House Across From The High School

The Vermont Book Shop
 MIDDLEBURY VERMONT

Bakery Lane Soup Bowl Cook Book

is selling like hot cakes! (Or is it hot soup?) You get 100 great recipes in a big, sumptuous softbound book for \$6.00.

AND - to make everyone cook-book-conscious, we're having a sale for a limited time on the following recent hardbound cook books:

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CRAIG CLAIBORNE'S FAVORITE	\$10.00	Sale	\$ 6.95
DOUBLEDAY COOK BOOK	\$12.95	Sale	\$ 9.95

Limited quantities on these specials - come in today!

The Vermont Book Shop
 38 Main Street Middlebury

GOOD GIFTS ~ GOOD BOOKS

Graduation
 Wedding

NOTICE
 Our A&P discount coupons are redeemable until March 31st. They can no longer be honored after that date.

The Vermont Book Shop
 388-2061 Middlebury
 38 Main Street

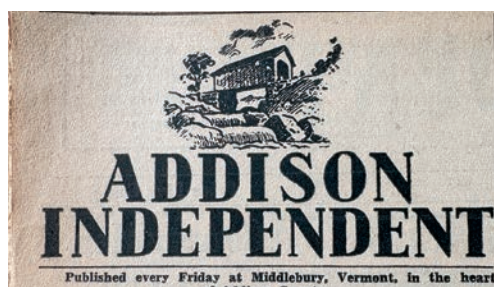
We're proud to share a parallel history in Addison County, a common goal of literacy and joy for community.

Congratulations, Addy Indy, and thank you!



VBS

Vermont Book Shop • Main Street



The Addison Independent published Vol. 1, No. 1 on March 8, 1946



We've seen a lot of changes in my four decades at the Addy Indy

BY ANGELO S. LYNN
EDITOR AND PUBLISHER

When I left the plains of Kansas and came to a new home in Middlebury 42 years ago, the sights and sounds of the news operation at the *Addison County Independent* were familiar. Manual typewriters were clacking away at three desks in the newsroom, two or three typesetters were transcribing the edited versions of those typewritten pages — all manually marked up in red ink by a word-conscience editor seeking brevity — onto Compugraphic machines that then exposed long, three-inch-wide rolls of photographic paper, which were taken upstairs to the darkroom and developed in a photo-chemical bath to reveal long columns of text. The rolls of text were taken back to the graphic layout tables where they were sent through a waxing machine that coated the backside. That allowed the graphic designers to manually place the rolls of text on 22-inch-by-16-inch layout sheets, roll it smooth, add photos and headlines in a similar fashion, and, voila!, the team had successfully laid out one story in the 32-page paper.

By today's standards, it was a painfully slow and laborious process.

But it was what we knew and not that far out of date for the times.

Paul Staats was the editor of the *Independent* when I bought the newspaper from Gordon Mills in August of 1984. I had just turned 31 and Paul had been in the business for 30-plus years by then, a good number at the Addy Indy. I'll never forget how fast he pounded out stories on an old beater of a typewriter using just the forefinger of each hand. I never actually clocked him, but I'm sure he hit 60 words a minute, which created quite the clatter of keystrokes, the ring of the carriage return every 15 seconds or so, and the occasional drag on his ever-present cigarette between thoughts.

Just watching him, I knew Paul was that classic editor: relentlessly pursuing news from dozens of sources each day letting nothing big faze him, nor was any item too

small to escape his attention.

He also knew everyone in the county and had half of their phone numbers in his head. Paul also took a number of the paper's photos on an old 2¼-inch box camera, a Yashica that I still have in my office, that was nearly impossible to take action shots with because of a viewfinder that looked down instead of directly at the action. Paul, nonetheless, was surprisingly good at it, including shooting sports. He had help from reporters Marg Sharp, Violet Chatfield and her son, Bob Chatfield, who would cover sports for the first few years.



ANGELO
LYNN
EDITOR &
PUBLISHER

What I found in the newsroom in those early days at the *Independent* was representative of the rest of the shop. The production department was always humming, pasting up the pages full of ads in those years before the internet. That was when full-page and double-truck grocery ads were typical, auto-dealers tried to get every car on their lot listed in 8-pt type for that week's ad, and retailers — from the men's clothing store downtown to one of several women's clothing stores, not to mention Lazarus department store, which had shoes and clothes for the whole family — had weekly specials depending on the season. Not only were the ads plentiful, but crafting them was an art with the X-Acto knife as the tool of the trade. And because it was all done by hand, everything took time, loads of time.

And frustration. Those were the days when graphic designers would spend an hour on an ad, have the ad representative take it for a proof, only to come back with multiple changes requiring the designers to tear it apart and remake it by hand. Ugh.

But that was the easy part compared to plating the pages on thin aluminum sheets, snapping them onto the very small Goss press we had at the time, and running the paper off in 4- and 8-page sections — sans color. For the most part, back in 1984, we were a black-and-white paper, with our ability to add color very limited.

The one fun aspect of those times was

when we ramped up the printing press, everyone pitched in to take the papers off the press, manually insert sections inside the other (usually 4 sections, including a whole section of classified ads), bundle them in mail-sorted routes, bag them up and take them to the post office. It was a half day of collaboration between departments that had everyone feeling as if we'd just given birth to another exciting issue.

Glamorize the old days all you want, but the computer age has made writing, editing, graphic design, photography, page layout and printing a snap in comparison.

Today's newsroom finds a beefed-up team of three fulltime reporters (Marin Howell, Sophia Keshmiri and John Flowers), managing editor John McCright, digital and assistant news editor Kelsey Wood, arts and leisure editor/designer and co-publisher Elsie Lynn-Parini, photographer Steve James, and myself on editorials (as well as a few stories now and then; Christy Lynn also writes for the special sections.) That's 9 of the 18 of us who directly contribute to the news content. Plus, we have several town correspondents and a bevy of columnists —

Karl Lindholm and Matthew Dickerson in sports, our dozen Ways of Seeing columnists, contributors to the Neighbor Matters monthly series, Ken Corey who writes a

monthly astronomy column (Look Up), and the occasional special series by various community writers on timely topics.

The focus is more on content today partly because the editing, proofing, graphic design and printing the physical product have all become so much more efficient.

Much of that change came with my arrival at the *Independent*. Just 18 months after I got here, Paul died of a sudden heart attack in 1986 at the age of 58. By then we had our first Apple IIe (first released

in 1983) and the upgraded MacIntosh II (first released in 1984) and were exploring the advantages. News editor Tim Peek joined the team, along with a bevy of new reporters: Steve Rosenfeld, Deb Brighton, Bernie Dagenais, photographer Frank Coco and others. John Flowers joined the team a few years later, in 1990, and long-

(See *Changes*, Page 4)



"The focus is more on content today partly because the editing, proofing, graphic design and printing the physical product have all become so much more efficient."



Angelo, Sarah Lynn buy Addison Independent

Angelo and Sarah Lynn have moved to Addison County from Yates Center, Kansas, to become owners and publishers of the Addison County Independent. They are scheduled to take control from Gordon and Christena Mills early in September.

The Lynns and their daughter, Polly, are living in Cornwall, N.Y., and expect their second child in January. They have been publishers of the *News for five* years and a summer in the mountains of Colorado. Angelo's father, Emerson Lynn, Jr., is editor and publisher of the *Iola* (Kan.) in the family since its founding in the 1880s. His brother, Emerson K. Lynn, is owner and publisher of the *St. Albans* (Vt.) Messenger which he purchased three years ago.

Last spring, the Yates Center general excellence in competition with 60 newspapers in circulation class across Kansas.

Sarah, 30, was born and reared in Cincinnati, Ohio. She was graduated from the School of Forestry at Colorado State University at Fort Collins with a degree in outdoor recreation. The two met while working in Steamboat Springs.

Angelo worked with the NASTAR race crew as assistant director for two winters. He spent five months, from April to August, 1978, in Alaska as a guide on rafting and hiking trips. He is 31.

Changes

(Continued from Page 3)

time sports reporter Andy Kirkalky, who also covered the Vergennes beat, started shortly thereafter.

We were soon all on computers in the newsroom with consequent changes in the production department and advertising sales. Speaking of those two

departments, our current

production manager Sue

Leggett started with

the *Independent* at

age 19 and became

production manager

at the young age of

22, when I arrived.

It might have

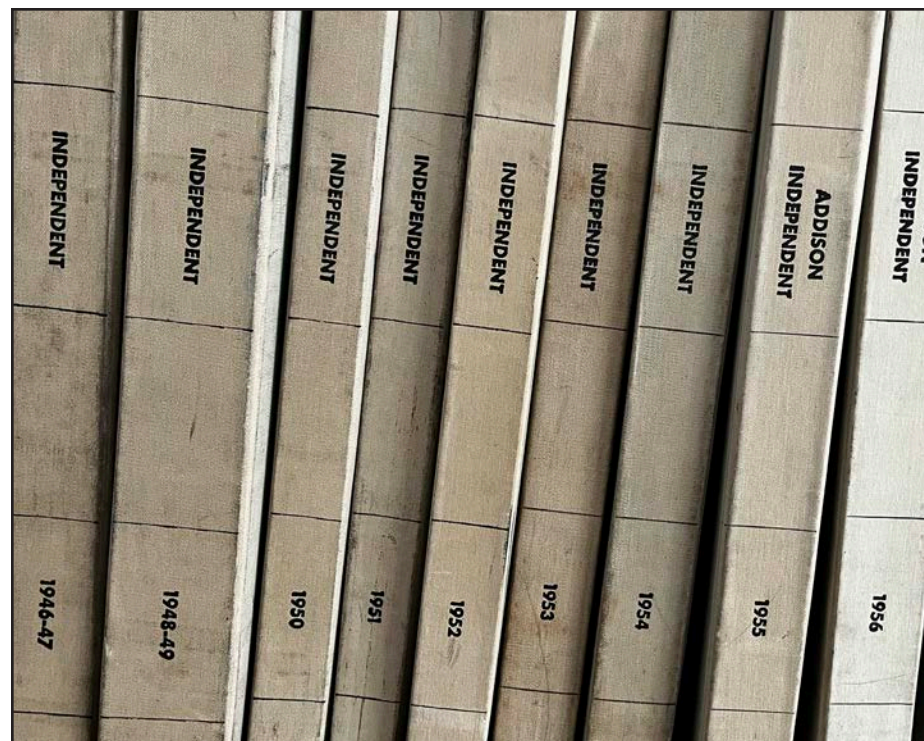
been my



first
in-house
promotion —

and one of my smartest moves. Through all of the changes in production, she's been our rock in keeping up with the technology and putting the finishing touches in page design for the past 42 years, plus a few years before my arrival. Jane Spencer was the newly promoted advertising manager when I arrived, and she ran a bustling department for 30 years through the first decade of the 2000s, before moving on to doing other things in the community, including at Bixby Library.

The two departments of any newspaper not yet mentioned are in the front — business and circulation. As with everything, computer upgrades have made the work more efficient; we used to have metal plates imprinted with names and addresses that would then be used to stamp (with ink) the subscriber's name and address onto the front page of the paper for delivery — though the work itself is largely unchanged. Vicki Nolette is the front office manager and she will tell you the crucial skills required have always been: attention to detail (billing), excellent phone skills, knowing customers and their advertising



accounts, and critical thinking to spot and question errant entries. Vicki's trained eye and eagle-like focus have been serving the *Independent* well for these past 39 years.

What hasn't changed during the four decades I've been at the helm is the *Addison Independent's* focus on

community and the effort it takes to report that news. That's the same reliance on shoe-leather reporting, knowing our communities, reporting on the important stories and the fun ones. We are the mirror that paints the daily portrait of life in Addison County. It's a job we take seriously, and which we thoroughly enjoy.

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BUY D&H ANTHRACITE FOR ECONOMY

Jane Spencer emphasized the 'intelligence' in advertising

BY CHRISTY LYNN

When Jane Spencer joined the Addy Indy's advertising team in 1980, the sales process looked pretty different than it does today. Advertising representatives would visit businesses each week to collect information about the newest sales, discounts and products to promote. They would stage and photograph (with black and white film cameras, mind you) elements to make up the ad, then deliver the film to colleagues who would develop the photos in one of two darkrooms that the paper operated.

Advertising reps, type-setters and paste-up colleagues would piece together the headlines, body text, photographs and other elements for the ad. This involved using a hot wax machine that would apply a thin film to the underside of each element, enabling them to stick to the paper backing, but not so permanently that they couldn't be rearranged if the puzzle didn't quite fit. Once the ad rep was satisfied with the patchwork result, he or she would often hike the ad back to the advertiser for review. Sometimes it took two or three tries to achieve the desired

result — much to the dismay of the office team, as Spencer recalls.

These final ads (with all their layers and pieces and parts) would get pasted to the 13" x 21" layout sheets each week, along with the stories, headlines, news photos and other elements still central to the layout of each weekly newspaper.

A large, flat box containing that week's paper in a pile of sticky sheets would be driven to the press in St. Albans each week, where they were plated and printed.

This was before the days of ubiquitous email, of course.

It was before the days of the internet at our fingertips and the near constant stream of advertising that has seduced nearly every form of modern communication — from text messages and cell phone calls to emails, social media posts, pop-up ads, etc.

Instead, 40 years ago a local newspaper like the Addy Indy could viably be THE way for a local business to reach their customers and communicate their goods and services. Sure, there was local radio, and broadcast advertising through local television. Admittedly, there were also a lot more local newspapers vying for the



Jane Spencer, right, joined the advertising team in 1980 and became ad manager through hard work and listening to customers. Co-publisher Christy Lynn, left, learned about the business side of the Addison Independent from Jane and the ad reps she trained.

same ad dollars.

Spencer first joined the ad team with no prior experience in sales. She had been a teacher, but left her post following the birth of her first child. When she was ready to reengage in the workforce, her husband

suggested the *Addison Independent*. Spencer had dabbled as a correspondent for Addison town news, and admired the easy-going, but hard-working culture that she witnessed at the Addy Indy's core. Her (See Spencer, Page 19)



Libanus Lodge 47
F&AM

*Congratulations
on 80 years,
Addison Independent!*

CHIPMAN HILL
Property Services

*Looking for help
around the house and
property?
Look no further!*



For ten years, we have been "The Extra Hand" for our Addison County clients, offering a wide variety of customized property services. They turn to us for regular and thorough house checks and rely on us to follow up with problems as they occur.

In short, we look after our clients' properties as if they were our own. We have over sixty years of combined construction and hospitality experience and have a wide network of tradespeople to turn to for excellent service, fair pricing, and first-class workmanship.

Feel free to contact us through our website to learn about what we do and how we do it.
- Geoff Conrad and Tim Hollander

HAPPY 80TH ADDISON INDEPENDENT!

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Why we run editorials & readers' letters

BY ANGELO LYNN

What is the difference between an editorial, guest essay, community forum or letter to the editor, and why does the *Addison Independent* run editorials?

Those are good questions, particularly as an increasing number of newspapers today have chosen not to run editorials.

The overview is simple: The opinion pages are set aside from news to allow individuals to express their opinions on the issues of the day. In a democracy, the ability for individuals to spread their opinion throughout the community through a commonly read, and trustworthy vehicle is a crucial way to reach the larger community with concerns about government, safety, crime, education, commerce, transportation, environment, culture, justice, religion or any number of issues that impact the community. Two points are key: that the publication is widely read throughout the community, and that it has the community's trust. Because social media has so often become toxic, and so much of digital media is full of disinformation and complete garbage, local newspapers become known by residents as being the most trustworthy forum in which to submit their opinions. That's because local readers know we edit

opinions for accuracy and we maintain strict accountability for each opinion submitted.

Letters to the editor are from the community at large and submitted to the *Independent* for publication. We review letters for accuracy with a lenient barometer that allows opinion but stops short of spreading dubious conspiracy theories or outright falsehoods.

Guest essays and op-eds are typically longer and written from a particular expertise — say, a former health care executive writing on health care reform, or former educator writing on school policy, or someone with insights into technology writing about AI. A community forum is also a longer piece from a community member who has a connection to the issue.

Historically, a newspaper's editorial reflects the publication's philosophic and democratic values and often relies on an editorial board to choose the topic and craft the argument.

At the *Independent*, as with many smaller newspapers, we simply don't have enough staff to have an effective editorial board, nor should reporters be an active part of the newspaper's editorial policy. It's a tenet of journalism to abide by the "church and state divide" separating the editorial



department from the news department to preserve the reporters' bipartisan approach to news reporting.

To that end, as the *Independent's* editorial writer, the goal is to analyze topics by providing pertinent background, weighing opposing views, and offering constructive

solutions or recommendations — all with the intent to shape public opinion or prompt civic action to make the community, state or nation better informed and, hopefully, wiser.

We might not always hit our mark, but that's the goal and the reason we try.



Agriculture a key part of Addy Indy's coverage through the decades

BY MARIN HOWELL

It'd be impossible to report on Addison County without reporting on agriculture, which in many ways has been the heartbeat of our rural community. Over the years the *Independent* has featured a plethora of ag reporting, from recaps of Addison County Fair & Field Days to information for farmers and stories about what growers are trying out.

In the 1940s, such reporting could be found in the "County Agent's Comment," a weekly column written by Lucien D. Paquette, longtime UVM Extension County Agricultural Agent for Addison County (who also is credited

with founding Field Days). Paquette's column featured upcoming events for farmers, comments on the growing season and tips on topics like dairy farming, pest control and running a farm.

Paquette's byline was a common fixture in the paper, along with that of other UVM Extension agents. In the 1950s, Paquette's "Farm News" column could often be found alongside "Farm Notes" penned by then Assistant Agricultural Agent John F. Stephenson and "Field Notes" by Assistant Agricultural Agent Erden Bailey. While such columns provided lots of information for

farmers through the 1980s, agricultural news also made its way into stories on the front page and other parts of the paper. For instance, a 1966 write-up on the lingering impact of a three-year dry spell noted, "the drought is still having its effects, but they are getting less serious as time goes on."

Other stories highlighted how trends and changes at the national level were playing out locally. A 1986 front page story noted that while farmers elsewhere in the Northeast were dumping their milk in an effort to push for higher

The June 27, 1996, edition showed that ag is big business here, as it shared word that the Shoreham Cooperative Apple Producers' Association would no longer pack and ship apples at its central facility due to market changes and related pressures — a move that was expected to result in the loss of around 40 jobs. In a 2006 edition, a front page story recapped a conversation between lawmakers and local farmers over legislation related to genetically engineered seeds that had reached a stalemate in the Statehouse.

By the 2010s, ag reporting was compiled onto "Addison County Agricultural News" pages that continues to run the third week of every month. Staff stories elsewhere in the paper captured aspects of the ag community like a promising sugaring season in 2016.

Today, the *Independent* continues to report on the sugaring and apple seasons through annual wrap-ups and checks in with local farmers during other points of the growing season. Ag reporting takes other shapes as well, such as recaps on farmer events, stories about how growers are navigating the effects of climate change and features on farms that are just starting out or implementing innovative practices.



page of the *Independent* frequently featured agricultural news.

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RAY DAY

Printing a paper was a lot of work back in the day

Ray Day is 93 years old and resides in Travelers Rest, S. C., but his association with the *Addison Independent* goes back more than six decades. The employee of the Addison Press into the 1980s heard about our big anniversary and wrote us the following letter:

Congratulations to the *Addison County Independent* on its 80th year of continued publication.

I first went to work at the *Independent* on June 3, 1963, having been engaged in printing for 12 years or so. Most print shops at that time were letterpress shops, meaning that all type was either hand set foundry type or produced on Linotypes.

The Addison Press not only printed a weekly newspaper, but there were two job presses that were able to keep a crew busy five days a week.

At that time the *Independent* was printed on a Goss Comet flat-bed letterpress that printed eight pages at a time on a 70-inch web. Press speed was about 3,500-papers per hour. This 30-inch diameter roll of paper weighed 800 pounds or more. As you can well imagine, unloading the truck and storing the rolls was no small task.

Type was set on three Linotype machines, one of which was equipped with a perforated tape reader for the news and the other two for ads and job work. Display type was set on a Ludlow machine, which cast letters as large as 96 point — that is about 1 and 1/3 inches. If larger type was needed we had cases of both lead foundry type or wood letters and numbers.

Newspaper pages were locked up in metal chases and carried to a rope elevator two at a time to be lowered to

the press level. Two guys were used to carry each page not because they were too heavy (maybe 80 pounds or so), but that way there was less chance of dropping, or “piing,” the page.

Loading the pages onto the press was heavy dirty work and the danger of piing was always a possibility.

I have no earthly idea about today’s printing technology. If I were to step into a back-shop today I’d be completely befuddled. About the only similarities to then and now is that they still use paper.

I know you can’t go back, but making up forms using hand-set type and or Linotype slugs had a much closer feel to real printing than desktop publishing and high-speed offset presses.

I hate it that newspapers, especially the weeklies, are having such a hard time. In my opinion there is no substitute for the printed word. I glance at what TV calls news, but if I need or want real information I try to find it in newspapers, magazines or well-thought-out commentaries.

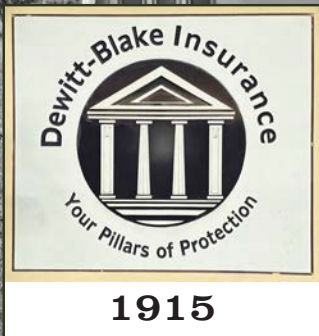
Seems that I’ve heard recently that public libraries are seeing more interest in kids reading books now. If so, then perhaps the day will come when printed newspapers will once again be the public’s source of information. I hope so.

I guess my age is showing. Huh?

Thank you, Ray, for your years working for this company, and for keeping the faith about the value of weekly newspapers.

— The editors

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Addy Indy 80th Anniversary Trivia

1. The Addison Independent opened with the shuttering of which other newspaper?

- | | |
|-------------------------------|-------------------------|
| A. The Middlebury Register | C. The Vermont Post |
| B. The Addison County Gazette | D. The Middlebury Times |

2. How much was an edition of the Addison Independent when it first debuted in 1946?

- | | |
|--------|---------|
| A. 1¢ | C. 5¢ |
| B. 25¢ | D. Free |

3. What was the population of Addison County, according to census figures in a 1950 article?

- | | |
|-----------|-----------|
| A. 15,842 | C. 19,382 |
| B. 17,944 | D. 21,506 |

4. In a 1952 A&P grocery advertisement, what was the listed price of a 5 lb. bag of Gold Medal Flour?

- | | |
|--------|-----------|
| A. 25¢ | C. \$1.00 |
| B. 53¢ | D. 12¢ |

5. What was one of the prizes auctioned off at the Middlebury Lions Club auction in 1963?

- | | |
|------------------------------|---------------------|
| A. A weekend in jail | C. A Canada goose |
| B. 100 gallons of mayonnaise | D. A shag lava lamp |

6. Which of these was a mid-century column of the Addy Indy?

- | | |
|--|---------------------|
| A. Kitchen Potpourri | C. The Old Timer |
| B. Handy Jim's Fixin-Up Tips for Home and Farm | D. All of the above |

7. What year did Angelo Lynn purchase the Addy Indy?

- | | |
|---------|---------|
| A. 1995 | C. 1978 |
| B. 1980 | D. 1984 |

Turn to page 21 for the answers!

READER ENGAGEMENT



What we loved about the Addy Indy

When I was growing up in the '60s and early '70s — out on Mead Lane — my family had a family friend who drove up to see us from NYC. She absolutely LOVED to read the Addy Indy! It left her in hysterics — the small town newspaper! She would read every town's news aloud, and her favorite was when someone's toboggan had fallen off their car's roof, and they were hoping that someone had found it and would return it. Also, when Mr. and Mrs. Somebody had Mr. and Mrs. Somebody Else as their guests for the weekend.

For years, I would save up all the funny little quirky news items, then paste them on a piece of paper and send them out to her in LA.

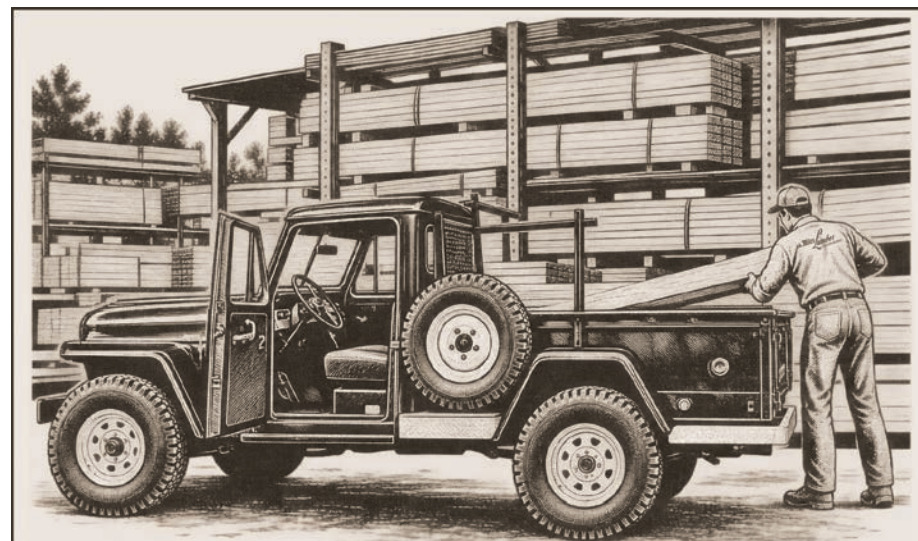
My own favorite was the time you all made the front page into a gigantic April first joke! At first, I was agog at the items, then realized what the day was and howled with laughter! To this day, my favorite issues are the end-of-the-year compilation of news and the community businesses issue with everyone's photos at their businesses.

Thank you so much for continuing to publish the Addy Indy! I look forward to it being in my mailbox every Friday.

— Carolyn of Downtown Brandon



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Community news is serious business ... most of the time

BY PETER CONLON

In the late fall of 1989, I walked into *Addison Independent* owner Angelo Lynn's office for an interview for a soon-to-be vacant reporter's job. My wife Mary and I were fresh back from two years in the Peace Corps and decided to return to Vermont and make a life in the Middlebury area where much of her family lived.

I was offered the job that day. I tell myself Angelo was taken by my resume, but I know it was my willingness to accept \$250 per week pay with no paid vacation (two weeks max) until completing a full year. Thus began a 15-year tenure.

It was a remarkable time to witness the changes and events afoot in Addison County. Middlebury was a bustling shire town, its downtown boasting a pharmacy (Park Drug), a men's clothing store (Farrell's), two department stores (Abrams and Lazarus), an ice cream shop (Calvi's), a major clothing and ski shop (Skihaus) and much more. The pages of the *Addison Independent* reflected this, with robust local advertising.

The first story I covered was a Middlebury Union High School board

meeting. The board was preparing for an unprecedented fifth vote on the school budget since the previous Town Meeting Day in March. Board members were trying to read the electorate. Some folks wanted more cuts, others saw the board cutting too much as the building was in terrible shape. Soon, however, the budget passed and the board turned its attention to renovating the high school and constructing Middlebury Union Middle School. Two decades later, I would change from witness to participant and become chair of the MUHS board.

My 15 years at the paper — the first five as a reporter and the next 10 as news editor — saw many changes. I arrived to a McIntosh 512K computer rather than one of the recently departed typewriters, smoking was relegated to outside the building, but, sadly, the printing press was gone, outsourced to St. Albans.

Despite the modernization, we still hand-cut and pasted each story, photo and ad on each page, something that would be true, though less and less, until the day I departed in late 2004.

Outside the doors of the paper, (See Conlon, Page 17)



ASSISTANT EDITOR PETER Conlon opens the mail at his desk in the Addy Indy newsroom in the 1990s while Sports/Vergennes reporter Andy Kirkaldy toils away under the fluorescent lights.

File photo

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We found this in an old copy of the *Addison Independent* from the 1970s and realized some things don't need updating.

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Some 'signs' of the times

BY JOHN FLOWERS

MIDDLEBURY — They teach you a lot of things in journalism school after they give you your *Associated Press Stylebook* and *Libel Manual*.

Among other things, they urge you to maintain a professional relationship with sources. Don't accept any gifts or ask any favors that could compromise objective reporting.

I've tried to walk that ethical line during my 41 years in local journalism. But I have asked for five autographs during that time — only two of which were for me — involving folks with whom I've crossed paths during my career.

The first request was in 1992. The actor Burgess Meredith was in Middlebury for the grand opening of Middlebury College's new Center for the Arts. I had grown up, during the 1960s, watching the campy "Batman" TV series starring Adam West and Burt Ward. My folks had bought me a Robin costume.

Burgess Meredith occasionally guest starred on the show as the villain "Penguin."

Mr. Meredith was happy to inscribe my Batman comic book. The Penguin featured on the cover of the comic was patterned after the "Penguin" played by Danny Devito in a 1992 motion picture,

but neither he nor I cared.

I didn't cover Mr. Meredith's appearance at the event; I was there for the tour.

The only other autograph I got for myself: That of former U.S. Sen. Patrick Leahy, D-Vt. — again on a Batman comic book. This comic was dedicated to the eradication of landmines — a longtime Leahy priority. I waited several years after the comic book was issued — and specifically until *after* the senator had retired — to get my Leahy signature, at a 2024 event hosted by the Champlain Valley Unitarian Universalist Society. He inscribed it to me, for which I was very grateful.

The three other autographs I collected were for my children.

In 2001, Fred Rogers — he of the long running PBS "Mr. Rogers" children's show — delivered the commencement address at Middlebury College. After the event, Mr. Rogers kindly inscribed a copy of the graduation program to our daughter, Diane, and son, Mark, who were both in elementary school at the time. And while Mr. Rogers was signing my program, Middlebury's Francois Clemmons happened to walk into the room. So I got the added treat of

witnessing a heartfelt reunion between Mr. Rogers and his former TV partner, "Officer Clemmons."

I'm proud to say my son, Mark, shares my love for classic rock. He developed a particular affection for songs featured on the soundtrack of the 1986 Vietnam War movie "Platoon," which earned multiple Academy Awards, including for director Oliver Stone.

When Stone agreed to attend the 10th annual Middlebury New Filmmakers

Festival in 2024, I saw a chance to get a signature for Mark's Platoon soundtrack album.

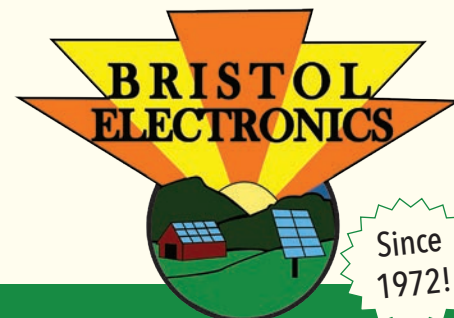
I attended Stone's scheduled talk in the courtyard outside the Middlebury Inn. When he'd finished, he graciously agreed to inscribe the album to Mark. And he signed it with a liberal flourish; it literally covers the *entire* album.

Daughter Diane is a fierce defender of human rights. She's a social worker (See *Autographs*, Page 23)



**A lot has changed over the years,
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and we hope you're around for 80 more!*



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EMMA POPE MCCRIGHT, shown here in 2022 going through the newspaper archives, was just one among a long line of college students who spent time working at the Addison Independent. The daughter of the newspaper's news editor, she not only produced a lot of content in her "From the Archives" column, she also learned a lot about the history of her hometown.

The archives show how much has changed ... and stayed the same

BY EMMA POPE MCCRIGHT

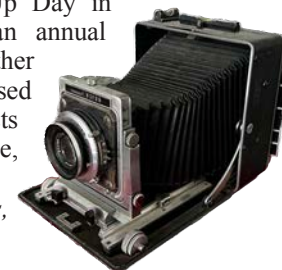
During the pandemic, when I was a college student, I occasionally wrote a column for the Addy Indy highlighting interesting stories from long-ago editions of the paper. Reading papers from the early 1970s, I was surprised by how much life in Addison County has changed in the past 50 years. In particular, I remember a story about Mount Abraham Union High School suspending a male student for refusing to cut his hair short. The boy's parents threatened to sue, leading the school to change its dress code and allow long hair for boys.

I was also shocked to see the names of couples who had filed for divorce in Addison County Court listed as front-page news. Another story reported that a Cornwall man had been sentenced to six months in prison for possessing less than half an ounce of marijuana, while one Middlebury woman made headlines by becoming the first woman in the town's history to run for selectboard and another opened the state's first female-owned car dealership. Orwell residents, fearing an "invasion of hippies," organized to stop

an out-of-state entertainment company from converting a local farm into a concert venue. The Vietnam War was omnipresent, from stories about college students picketing the Middlebury draft office to a local Marine organizing toy drives for Vietnamese children.

There were also striking similarities. The Independent still reported on the first baby born at Porter Hospital each year, and devoted extensive coverage to the maple and dairy industries, local elections, school budgets and consolidations, and goings on at Middlebury College. I read many stories about locals' attempts to deal with the 1973 oil crisis, just as Vermonters today adapt to higher gas prices caused by the war in Iran. The Independent also devoted significant coverage to Vermont's first Green Up Day in 1970, now an annual tradition. Other articles discussed the rising costs of college, dealing with

(See Archives, Page 23)



"People are trapped in history and history is trapped in them."

— James Baldwin,
Author and Activist

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Even the first Addy Indy featured a sports column

BY SOPHIA KESHMIRI

Long before Karl Lindholm's and Matthew Dickerson's bylines dominated the *Addison Independent* sports column space, a weekly comment penned by "E. Skillings" was the highlight, and majority, of the paper's earliest sports reporting when the paper started in 1946.

From these athletic ponderings and a few game briefs published now and then, the *Independent's* sports reporting has grown tremendously to three, four or sometimes even five broadsheet pages. But in its earliest days, a much smaller fraction of inches was dedicated to athletics.

And at that time in the late '40s, anything-football (including practice schedules) were considered a front page commodity, and more space inside was dedicated to basketball and baseball. Bowling scores — men's and women's

— were also mainstays of early editions.

Though even those additions came after Skillings's 1946 columns, in which he comments, opines and reflects on everything from local team lineups to physical education in school to new ideas for programs in local sports to professional leagues. On multiple occasions, Skillings mentions Middlebury High School's "Coach Currier."

In his earliest column, Skillings reflects on the MHS intramural sports program and how it tried to encourage students to participate in recreation.

"Coach Currier has laid gains for intramural games between the classes in basketball, volleyball, and shuffleboard. He is also scheduling a ping pong tournament and a foul-shooting contest," he writes.

"In my opinion it is a definite step toward getting athletics and physical education on a more organized basis. It will arouse a great deal of interest among the students and will stimulate some good healthy rivalry among the classes."

The next week he tackles the topic of sportsmanship.

"In some localities, a feeling of real hostility hands over two teams when they meet for a game. They may get together for a basketball game and end up having a fist fight. This should not happen. When schools play one another they should have a feeling of friendly rivalry toward each other. After all, it is only a game and not a feud."

In the following weeks, he didn't shy away from a review of the Green Mountain State's hoop teams. At the end of the season that year, Skillings declared, "This was a good basketball year in Vermont."

"Springfield, a team which was generally conceded to be the best high school team in the state, won the mythical state championship and represented Vermont in the New England Tournament."

In that column he segues into what he considered a "big question."

"Do these tournaments always produce the best team for the state championship and to represent Vermont in the New England finals? Technically they should, but in some years they have not. It is true that Springfield, the best team, won this year, but look at last year. Spaulding of Barre came out at the top of the heap and many scratched their heads and wondered."



THE *ADDISON INDEPENDENT* gave girls' sports coverage, even in the first edition of the publication back in 1946. Here, the paper covered the entire season of Middlebury basketball's "weaker sex" in one article.



FROM THE START in 1946, the *Addison Independent* featured some sports coverage. The main voice was of sports columnist "E. Skillings," who seemed to cover whatever they wanted to, but heavy on the football.

As 1947 baseball season is about to get underway, Skillings takes an opportunity to squeeze in some predictions for the ensuing fall's iteration of Middlebury football.

"The high school football team had tough luck last year winning none out of five starts, but the team was better than the record shows. Out of the five games played, three were lost by a one touchdown margin, while in the other two, the breaks, such as fumbles, poor punts, and intercepted passes, went against the team. The line was the strong point, and in several games it stopped highly touted teams right in their tracks," he writes.

"Middlebury's chances for a successful football team next fall look fairly good."

His local baseball prediction wasn't quite as kind. "As a whole, the team rates only fair on past performances. It is strong in the pitching and catching departments," and notes other areas where the team is lacking.

He also sings Currier's praises that week.

"It has occurred to me that not many people realize all the things that Coach Currier has done for the high school and

the graded school. When he came here, there was no physical education program that included every student. Under his leadership, there have been established physical education plans for both graded school and high school," he writes.

"Mr. Currier's coaching has not produced winning teams, but he was not hired as a coach. He was hired as a physical education director and this job he has carried out to his utmost ability. In this teaching, he has a policy of giving everybody a fair chance."

And as far as Major League Baseball went that spring, Skillings had a number of thoughts to share. Interesting to a present day reader, he notes the impact of World War II on the sport.

"Last week, the Major League Baseball season got under way. This year everyone will be watching his favorite stars attempt to make a post-war comeback. Anyone predicting an order of finish in either league should make his predictions 'subject to change without notice,'" he writes.

"But nevertheless, the long spring training session has brought out certain assets and weaknesses in each team to help determine the final standings."

Newspaper tapped high school athlete's emotions

BY SARAH POPE

In ruminating about the Addy Indy's 80th, I decided to take a peek at what was covered in the paper during my years at Middlebury Union High School in the early 1980s.

What I found brought it all back — the great, the good, the bad and the ugly — all in the context of my participation on the Tiger girls' soccer team.

We generally weren't covered all that much in the Addy Indy at that time — we mostly lost, and by a lot. I'm sure the paper's editors thought that the MUHS Field Hockey team — an outstanding and perennial state championship favorite at the time, under the guidance of the illustrious and quotable Gail Jette — would draw more eyes and excitement than our little team, with barely enough players to field a squad and a habit of losing by scores of 7 to 0, or worse.

But one year we actually made it to the playoffs for the first time, and there are stories and photos to prove it. And I'm in them. I loved (and still love) soccer — just ask my family, who have to schedule around Premier League games. I played striker, and I loved to score goals. Too much, as some of my teammates would say, and they were right.

Looking at the photos and stories brought all of that back for me — the joy of winning and the heartache of not understanding how my playing style resulted in a lot of animosity. I went on to play in college, and learned a lot about being a better team player, thank goodness. Life lesson learned.

What's amazing to me is how the elation and the rawness of that playoff year are still so visceral now that I've found those stories and photos in the paper.

It makes me think about how the Addy Indy has the power to draw out some of our deepest emotions — how it records the day-to-day stories that really matter to Addison County, whether it's the triumph of a sports team, the loss of a loved one, a performance at a local school or a heated political contest.

It takes a team to produce this paper and a community to love, follow and support it. While I didn't always appreciate it in high school, today I feel lucky to live in the wonderful community that is Addison

County, and even luckier to be part of the team that puts this paper out every week.

Sarah Pope creates ads, lays out pages and shepherds obituaries for the Addison Independent, and has won the Best Ad Designer in New England award twice.



High Kicker

MIDDLEBURY'S SARAH POPE, No. 7, leaps high to take ball away from Milton in Tigers 3-2 victory Sept. 22. Teammate Susie Dykart, 21, also played exceptionally well as the team evened its soccer record at 3-3-1. (Photo, Staats)

tory Sept. 22. Teammate Susie Dykart, 21, also played exceptionally well as the team evened its soccer record at 3-3-1. (Photo, Staats)

Tigers In Playoffs

MILTON — The Middlebury Tigers earned their first-ever playoff berth Tuesday, Oct. 12 via a 1-0 decision over Milton in schoolgirl soccer action.

Sarah Pope's unassisted goal gave Middlebury a 6-6-1 mark in a tough, evenly played game that saw both teams garner 14 shots on goal. Pope snapped a scoreless deadlock on a heads-up play at the 15-minute mark of the first session, intercepting a goal kick, beating a full with a feint to the left side, and

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Local paper connects young person to the community

BY LAURIE COX

What you are about to read might be viewed as a plug for your local paper, but it's really the story of how I began becoming a Vermonter. Merely attending school in Vermont hardly made the transformation for me. That task required a different sort of setting.

After graduation from Middlebury College in 1971, I needed to find a job. Unemployment was high, wages were low, and young people were flocking to Vermont or, like me, not leaving. (That makes you wonder if we are on the right track now, hoping to woo a younger demographic with slick ads, etc., but that's probably another column.) Vermont had found my heart, and I was determined to make my way.

I read the classified ads and considered

the possibilities: waitress, carpenter, proofreader . . . I knew I could do the latter. I was a quick reader with a sharp eye for detail. And where was this job? At the Addison Press, which published the Addison Independent plus a variety of other printed items.

I headed to its office in the stone building at the bottom of "Printer's Alley." This was not your current newspaper; a few decades have intervened. The publisher and managing editor was a crusty, opinionated old man referred to as "the Colonel". Col. William Slater had been running the paper for a great many years, and I think he was pleased to get a college-educated proofreader for the grand sum of \$80 a week. (Minimum wage was \$2/hour at the time.) For my part, I was pleased to get a job that would start immediately, had

regular hours, and was close enough that I could commute on my ancient bicycle.

This new job required me to read everything that was printed, and to read it with a keen focus so that no misspelling, typo, left-out word or grammatical error would slip by. I had a special pen, a sheet of proofreading codes, and a desk in the front office. Copy was brought to me as it came off the presses, and I would wield my new pen.

I read reports of the Selectboards, bowling league scores, DHIA (Dairy Herd Information Association) reports of butterfat content, and stories from the various town correspondents, mostly telling about who had whom to tea. I read the police and court logs and all the ads. The obituaries, wedding and engagement stories, and birth announcements were all part of my regular fodder. Extension Service reports provided lots of information about dairy farms, agriculture in general, forestry and nutrition.

My youth and a particularly good visual memory allowed the articles to enter my mind and stay there. Not the precise bowling scores or gallons of milk produced on a given farm, but pretty much everything else. No matter what my friends might be talking about, I would have the relevant — or not so relevant — information. I knew every event scheduled in town, plus what had occurred the previous week. If we were driving down the road, I could share information about a business or farm we might be passing. And just to fill in any gaps in my knowledge, I shared my workspace with two much older women who happily added the unprinted details behind a story.

It was, in fact, total immersion in the local scene, a larger scene than I ever could have directly experienced even if I had known how or where to try. I held this job a mere 16 months, yet I could feel, even at the time, that I had stepped more fully into this Vermont world than any of my friends. We were all busy living the life defined by splitting wood, planting gardens and driving cars that required knowing certain mechanics. But I had gained a level of in-depth knowledge that brought me a real understanding and appreciation of the whole local economy and social structure.

If I ever were to move to another

MIDDLEBURY COLLEGE GRADUATE
Laurie Cox, just prior to starting her proofreading job at the Addison Independent in 1971.



LAURIE COX'S FIRST job out of college was proofing at the Addison Independent, a job she feels helped her forge deep connections to the community.

community — not too likely at this point — I would immediately start reading the local paper on a regular basis. I would read every word. So often we think we know about something when we only know its surface. Just as people increasingly trend to news sources that fit their pre-conceived ideas, we tend to seek out that to which we already have connections.

You may have little interest in the high school sports stories, but you might learn that the kid who lives down the road just scored the winning goal. Or perhaps you recognize the volunteer greeting you as you enter the hospital is the person recently honored for 40 years of service. These may be small events to you as you read them, but they provide the kinds of positive social connections we all need.

So, read the local paper. Get to know your neighbors. Attend Town Meetings, potluck suppers and local performances. These things bring people together even when they disagree on some issues. They are the things that help create and solidify community. Whether you are new to Vermont or have just been living in your own little bubble, get out, get connected. That's how Vermont gained its character. That's how a society, be it town, state or nation, becomes great.

Editor's note: Laurie Cox of Ripton happened to get a job at the local newspaper right out of college and changed her life. She moved on to other jobs, but in 2016 she began contributing to the Ways of Seeing column in the Addison Independent and has been a faithful contributor since then.

READER ENGAGEMENT



We always read the police logs

The other day, the news editor got an email with the subject line, “Why I subscribe to the Addy Indy.”

Tricia Chatary of Middlebury told us: “As always, the police logs are some of the most interesting columns in the paper.”

She forwarded us a clipping from a log that had appeared in our paper. It read:

“In other recent activity, city police: On Sept. 21 took a report of a lost wallet

last seen at Maplefields. The owner later found it in their washing machine.”

Then Chatary asked, “Was the owner subsequently arrested for money laundering?”

The news editor was irritated that the paper had missed a big money laundering story. But, composing himself, he saw Tricia’s sign-off, which read, “Ba-dump.” And finally he got the joke.

Thanks for the laugh!



Conlon

(Continued from Page 11)

other changes were afoot. Downtown Middlebury saw the loss of all of the stores I mentioned within a decade. While the early '90s may have brought recession, it also brought rebirth.

In Vergennes, “gritty” was giving way to “renaissance” as the effort to reopen the opera house gained full strength and community members joined forces to buy and renovate downtown retail buildings. Middlebury would follow suit, led by the Town Hall Theater effort.

Meanwhile, rural Addison County continued to see a decline in dairy farms. The tough economy led to government buyouts of many farms’ herds, but, also, new generations of sibling farmers started combining resources to create many of the new large and modern farms we see today.

Learning of my work at the paper, friends from away would always comment: “You must have some amazing and funny stories” and wait for me to regale them. But I couldn’t. In reality, chronicling the first draft of history in Addison County was — and remains — mostly mundane selectboard and school board meetings; the tragedies of fires, murders and car accidents; the weather; the celebrations of

births, graduations and weddings; and all the rest of everyday life.

But a couple small stories stand out.

On July 1, 2000, Vermont legalized same-sex civil unions, and many couples immediately wedded. Before we had laid out the next edition of the paper, Joseph Watson and Michael Warner of Leicester delivered their wedding announcement to our office, an article and photo. We laid it out alongside all the “traditional” weddings, marking a new era for Vermont and a culture change for the country. I believe we were the first community paper anywhere to publish a same-sex wedding.

Friends sometimes just wanted something funny, so I would recount the day an angry female caller reached me to complain about an entry in the Vergennes Police Log. She was arrested for assault, allegedly knocking out the front teeth of another woman in a fight on the sidewalk outside a bar.

“You got that all wrong!” she yelled.

I explained that we got the information from the police, but if there was an error, we would be sure to correct it.

“Yeah!” the woman continued. “She lost them teeth way before I ever hit her!”

My one and only funny anecdote.



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Before the Independent, locals read The Middlebury Register

BY JOHN S. MCCRIGHT

MIDDLEBURY — The “community” has long been a part of this country’s community newspapers. People have always wanted to hear about what’s going on in their neighborhood, their town, their county. And there is usually an entrepreneur who wants to slake that thirst for community news.

Here in Addison County residents turned to a variety of newspapers long before the founding of the *Addison Independent* in 1946. The principal one is what we refer to as *The Middlebury Register*. The newspaper was founded in 1833 and saw its name mutate over the next century as it served its readers and advertisers before ultimately folding in 1947.

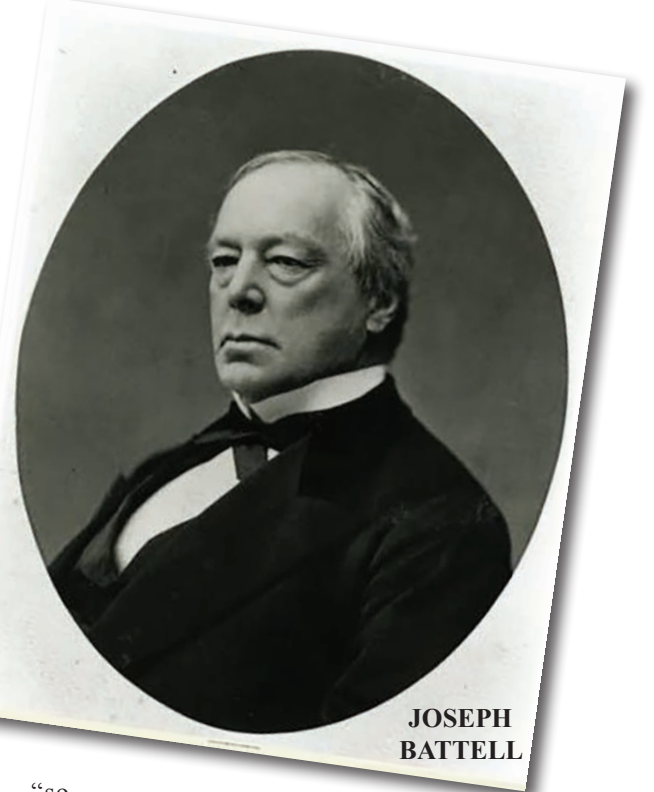
According to the Library of Congress, *The Middlebury Register* was one of Vermont’s longest running weekly newspapers. Historians attribute its roots to 1836, when a paper called the *People’s Press* was founded in the shire town. In keeping with the practice then of newspapers having staunchly partisan orientation, it also apparently used the name *Anti-Masonic Democrat*. As the fortunes of the business and the community changed over its first 14 years, the paper changed its name several times, at some points being known as the *Northern Galaxy* and then the *Middlebury Galaxy*, before settling on *The Middlebury Register* in 1850.

For a few years in the 1880s, the paper was known as *The Middlebury Register and Addison County Journal*, after it purchased a local rival. It returned to simply *The Register*, though it revived the “and Addison County Journal” during the last decade of its existence.

Founded by Justus Cobb and Daniel Spooner, *The Middlebury Register* was led by a series of editors and publishers. A University of Vermont source says that Lyman E. Knapp, who was later a governor of Alaska, was editor and publisher from 1865 to 1878. In 1882, local businessman Joseph Battell joined with some partners to take control of *The Register*.

“Battell used *The Register* to promote his personal interests, projects, and opinions with articles that proclaimed the importance of wild lands and conservation,” campaigned for local beautification and public works projects, and railed against the automobile and industrialization,” the unsigned UVM source wrote. “He supplemented the agricultural content with an illustrated ‘Horse Department’ that featured articles about his beloved Morgan horses. *The Register* flourished under Battell’s direction and remained an important local institution.”

Battell, as everyone knows, loved the Morgan breed and promoted the horse, which he bred. He also had a big farm in Weybridge, now known as the Morgan Horse Farm. In a VTDigger column, historian Mark Bushnell wrote that Battell saw a threat to the Morgan in the



JOSEPH
BATTELL

“so-called horseless carriages, or automobiles, that were becoming popular early in the 20th century.

“He used the pages of his *Middlebury Register* to protest against the arrival of these unwelcome menaces,” Bushnell continued. “He collected stories from the region’s newspapers about car crashes to highlight the threat — particularly to women and children — and printed them in *The Register*.”

Bushnell quoted a Battell editorial that appeared in the newspaper:

“Let the owners of the highway dragons build their own roads. It is impossible that highways can be used with safety and comfort by the two methods of travel.”

The Register continued with its ups and downs after Battell died in 1915. Over the next generation it noted the coming and going of two world wars with occasional stories on how the conflicts affected families — and particularly young men — in Addison County.

Despite the global economic growth after World War II, *The Register* could not weather the changes in media production, as the cost of newsprint, ink, press equipment and labor all rose. Ultimately, *The Middlebury Register* formally closed in 1947. But the demand for news on neighbors, policymakers and community led ultimately to the rise of another local newspaper, the *Addison Independent*.



THE FRONT PAGE of *The Middlebury Register* in 1904 featured news of the nomination of Theodore Roosevelt as president at the Republican National Convention. Right after that is a story on the election of the local high school teachers by the school board.

Notably, the greatest portion of the front page encompasses advertising, including of sheep dip, hay forks, “ruberoid roofing” and “negligee shirts” for men.



Smart lads
use the
WANT ADS

Vintage
WANT AD PROMO
— are you a
smart lad?

Spencer

(Continued from Page 5)

husband's business advertised in the paper and he spoke highly of the ad manager at the time, a woman named Susan Smulty.

Quickly, Jane Spencer took to the role and within a few years she, herself, was promoted to ad manager. In her 31-year career at Addy Indy, Spencer became a central and beloved member of the Addy Indy's staff and of the business community. She built trusted relationships with owners of Lazarus Department Store, Baker's Jewelry, Bill Beck Real Estate and Johnson Furniture House, among others. Her advertisers became friends with whom she caught up and asked about their children, pets, properties and passions.

"I feel really fortunate that I worked here," Spencer says today, reflecting on the history she shared with the Addy Indy. "I loved putting my good energy into something I really believed in."

As a current ad manager at the Addy Indy, I can relate.

I stepped into this post in the summer of 2012, a 27-year-old ready to return "home" to Vermont and with the desire to establish deeper roots in a community. The sales team at the time was made up of seasoned advertising reps all at least 15 years older than I was and with decades of experience in the role (shout out to Pam Dunne, Kim Estey, and the late Elisa Fitzgerald — all who trained directly with Jane Spencer). I was humbled and grateful to be welcomed warmly and taught that the path to success was through genuine curiosity, the capacity to listen, and a love for storytelling.

While our process today looks rather different than it did 40 — or 80 — years ago, the core of the job in advertising remains the same. We are match-makers, working to understand local businesses well enough to represent their competitive advantages to the audiences we share through the platforms that best serve their goals. We use creative, beautiful, funny or ironic words and images to catch a reader's attention for long enough to deliver a clear



"I believe the intelligence of sales is highly underrated. It is a real and highly valuable skill that requires a very special kind of listening."

— Jane Spencer



and compelling message. It's a fun and unique challenge that — when it's done well — is a benefit both for the reader (who learned about something they want or need), and the advertiser (who presumably acquired a customer). Especially in a small town where we rely on repeat business from advertisers, our long-term success is measured not by how many ads we sell, but by how effective those ads are — a great ad will sell itself over and over and over again, thus keeping a newspaper alive.

"I believe the intelligence of sales is highly underrated," Spencer said to

me in a recent interview. "It is a real and highly valuable skill that requires a very special kind of listening."

Fortunately, for us, our shared passion for storytelling requires this dedication to careful listening and reflecting back onto the community the many gems that deserve to be discovered. It is a skill that has been refined and passed along from reporter to reporter, ad rep to ad rep, subscription manager to subscription manager and designer to designer over our 80-year history at the Addy Indy, and one we have no intention of ever letting go.



EST. **DAKIN FARM** 1792



Congrats
from one
long-running
local institution
to another!

Dakin Farm

5797 Route 7, Ferrisburgh, VT 05456
100 Dorset Street, South Burlington, VT 05403
www.DakinFarm.com

The Laberge family:
Insuring your family since 1955



Laberge
Insurance Agency Inc.

1 Washington St., Middlebury
802-388-2772

80 YEARS, ONE CONNECTED COMMUNITY



For eighty years, you have told our stories, celebrated our neighbors, and asked the questions that matter. To the entire Addy Indy team, past and present, and to the readers who sustain it: **Congratulations and Thank You!**

GOODRO LUMBER

Solid Comfort...
whatever your sport!

CONVERSE
all star
TRAINING SHOES

\$20⁹⁵
to
\$25⁹⁵

CONVERSE
all star
BASKETBALL SHOES
\$12⁹⁵

This is an actual ad that ran in The Addison Independent in 1975!

GOOD JOURNALISM

NEVER GOES OUT OF STYLE.
NEITHER DOES SUPPORTING IT.

BE AN ADDY
ALL STAR
AND HELP FUND
THE NEXT
80 YEARS OF
LOCAL NEWS!

ADDISON COUNTY
INDEPENDENT
Serving Addison County Vt. Since 1946

GOOD

JOURNALISM

NEVER GOES OUT OF STYLE.
NEITHER DOES SUPPORTING IT.

Thank you!

ADDY
ALL-STAR

Scan here to give today!



Production Manager Sue Leggett has been at the Addison Independent for a remarkable 45 years, collecting a wealth of information about the process of putting out the paper. Check out the conversation Sue had with graphic designer Shannon Hart on social media. Find us on Facebook and Instagram — @addisonindependent.



What's this for?



Anniversary Trivia Answers

- 1 A – The Addison Independent began publishing when the Middlebury Register closed shop.
- 2 C – In 1946, a copy of the Addy Indy was 5¢.
- 3 C – 19,382, an increase of 1,438 from the 1940 census. The most populated towns, in order, were Middlebury, Bristol, Vergennes, and Ferrisburgh. According to the 2020 census, the population of Addison County was 37,363. The top four most populated communities are the same, although Vergennes and Ferrisburgh have swapped positions.
- 4 B – A 5 lb. bag of Gold Medal Flour was 53¢ in a 1952 A&P ad.
- 5 A – One of the Middlebury Lions Club auction prizes in 1963 was a weekend in jail, which included “good grub, television, and plenty of security in the air conditioned lock-up.”
- 6 D – Kitchen Potpourri, Handy Jim's Fixin-Up Tips for Home and Farm, and the Old Timer were all mid-century Addy Indy columns.
- 7 D – Angelo Lynn purchased the Addy Indy in 1984.

See the Trivia Questions on Page 10

The HALFWAY DINER

SHOREHAM, VT

Happy 80th Anniversary Addy Indy!



Under 10 Minutes from Middlebury and Vergennes!

OPEN 7 DAYS, 5AM-8PM

450 ROUTE 22A • 802-897-5160

The Fitzgerald family salutes the Lynn family!

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ADDISON COUNTY

YEARS OF INDEPENDENT LOCAL JOURNALISM

80

INDEPENDENT

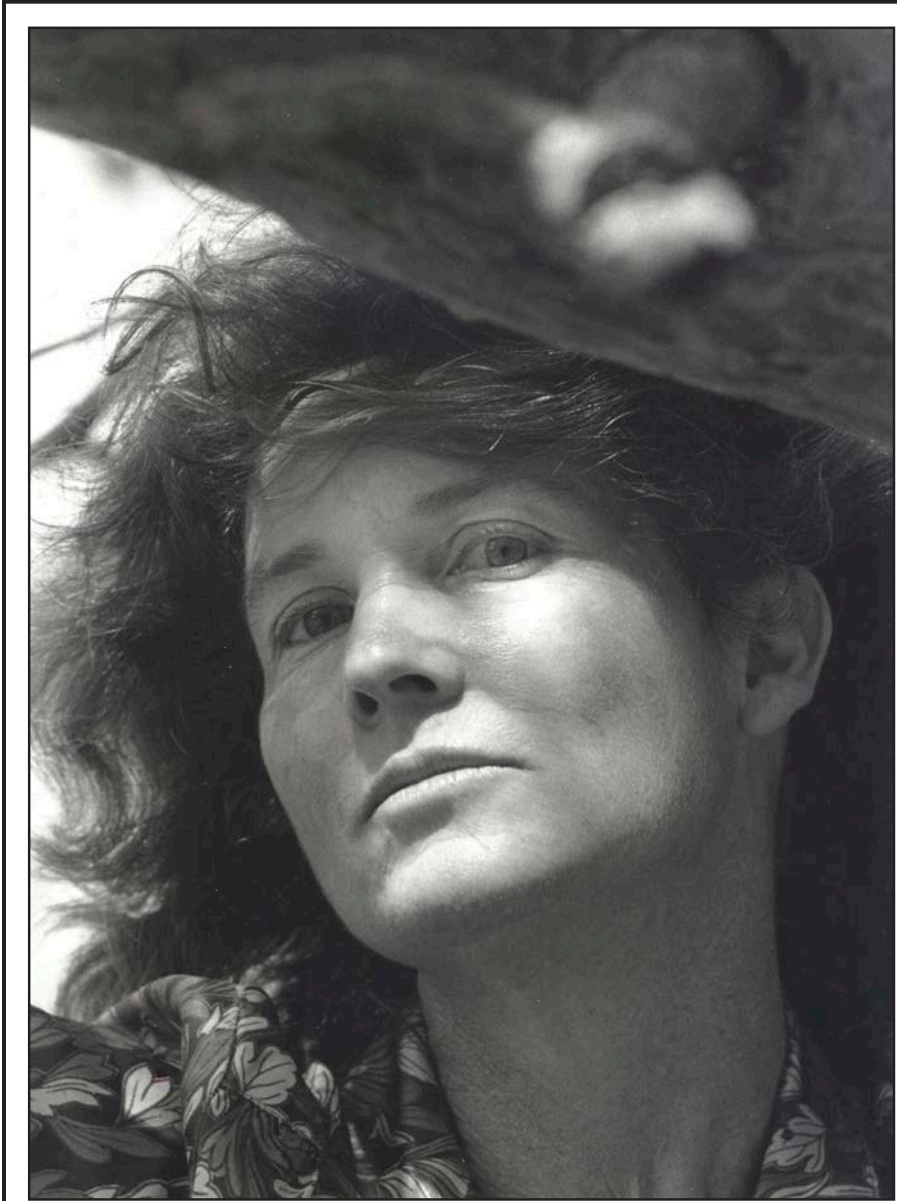
Through the lens



Heads up!

TRENT CAMPBELL WAS the consummate professional, turning in fantastic images from around the county during his more than two decades (mostly in the 2000s) taking photos for the Addy Indy. Look at the expressions on the Middlebury and Vergennes players in this 2018 photo.

Independent photo/Trent Campbell



Local celebrity of sorts

AMONG THE STAFF photographers whose work has graced the pages of the Addy Indy is Jonathan Blake, who was on staff in 1990, and, to this day, has periodically contributed photos from around the county. Here is a portrait of Sandra Collins Good, a former follower of cult leader Charles Manson who ended up in Bridport. It ran in a 1990 Steve Rosenfeld profile of Good.

Independent photo/Jonathan Blake



**Someone said they were at Fire and Ice
and didn't want to be disturbed**

Elegant dining, privacy, soft lighting. Good food and legal vice.

FIRE & ICE

Seymour St. Middlebury 388-7166

Ad originally ran in 1975

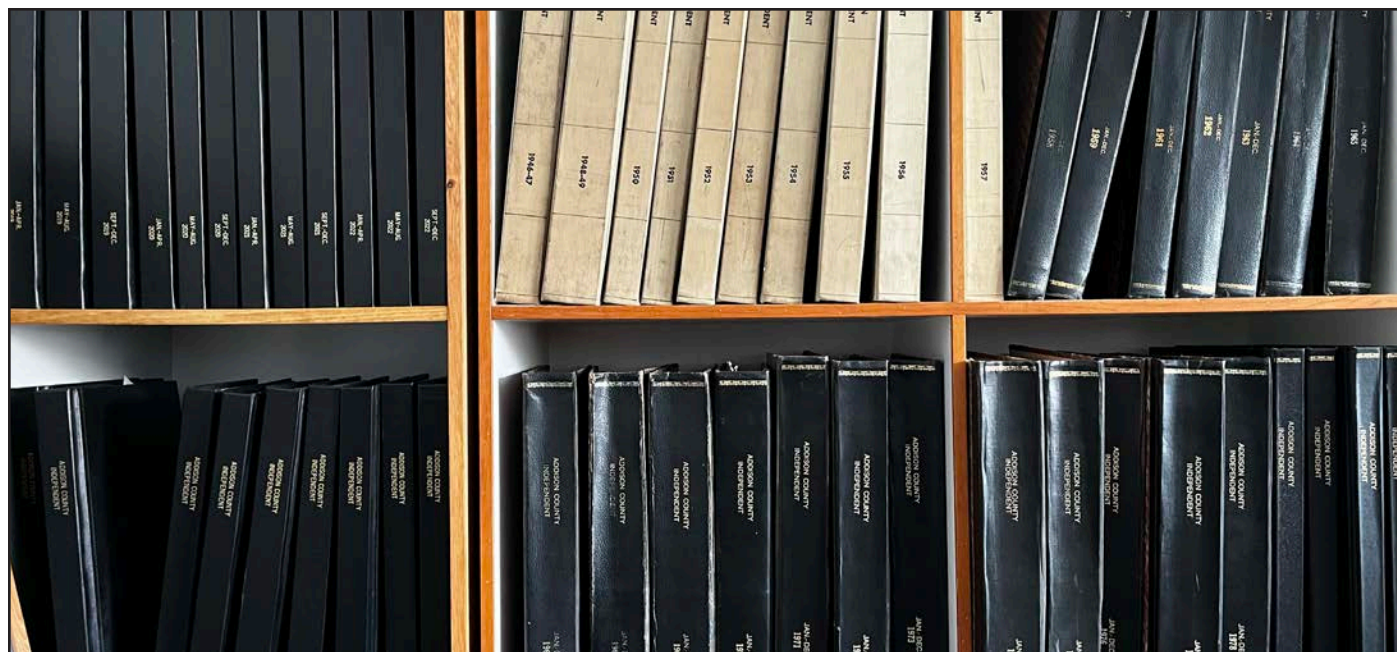
Autographs

(Continued from Page 12)

helps single moms working through substance use dependency issues. She respects people who use their voice to back causes — even at the risk of their own livelihood or career.

So when actor/activist Jane Fonda said she would attend (and be honored) at this year's MNFF, I thought I'd go for what might be my last autograph forage. I sent away for a black-and-white glossy photo of a 1970 Fonda mugshot, with her fist raised. Fonda, after her talk at Town Hall Theater on Aug. 30, kindly inscribed it to Diane.

I wrote stories about Stone and Fonda, but don't think I crossed any ethical boundaries — they were both features based on questioning done by MNFF Artistic Director Jay Craven. I don't believe the New England Newspaper & Press Association will be coming after my membership card ☺.



Archives

(Continued from Page 13)

to protect the environment. High school sports games and graduation ceremonies, Memorial Day and Fourth of July parades, and results from Field Days competitions were all covered in much the same way they are now.

Looking back on the past 50 years of news coverage, I reflected that the issues Addison County readers cared about then are not so different from the ones that interest us today: quality education for our children, safe and affordable communities, a stable local economy, and protect-

ing Vermont's natural resources, to name just a few. The world may have changed a lot in the past 50 years, but *Independent* readers have always cared about the events and people, both ordinary and extraordinary, that make up the fabric of our community.

1946 "It was a very good year..."

Congrats to the *Addison Independent* from the Devoid Family at Maple Meadow Farm!

We're both celebrating 80 years in business in Addison County!

Maple Meadow Farm
518 Maple St., Salisbury, VT • 802-352-4241
maplemeadowfarmeggs.com

Congratulations on 80 years, Giddy Indy!

Thank you for being with us since the beginning.

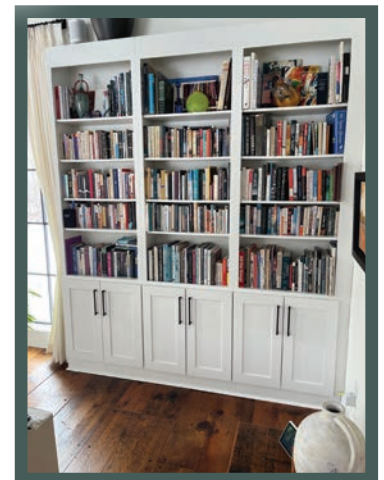
Then (1954) **NEW LIONS CLUB FORMED IN MIDD;**

Now

*Thank you,
Addy Indy, for being
the marketing arm of
our "Dream Team".
- Brad and Connie*



B
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