

CHAPTER VII

OTHER INDUSTRIES

NEWSPAPERS

Previously dependent upon the press of surrounding towns and cities as its news media, Jaffrey finally in 1932 acquired its own newspaper and today has two newspapers percolating weekly, The Jaffrey Recorder-Transcript and The Monadnock Ledger. The latter is now published twice a week.

THE JAFFREY RECORDER

Jaffrey's first newspaper, The Jaffrey Recorder, was established here in 1932. It was originally published in Fitzwilliam, New Hampshire, by the late Francis Crooker as The Monadnock Breeze. After his death The Breeze was purchased by the Courier Press of Winchendon, Massachusetts. At that time the Jaffrey newspaper correspondent, Mary K. Hutchinson, was considering the establishment of a Jaffrey newspaper, The Jaffrey Journal, but early in 1932 the Courier Press brought the Monadnock Breeze to Jaffrey. A localized name for the paper was needed and a year's subscription was the award for the most suitable name submitted. This was won by Annie Sweatt who submitted the name of The Jaffrey Recorder. From then on, its masthead bore the dual name of The Jaffrey Recorder and The Monadnock Breeze. Frederick H. Kehew of Leominster, Massachusetts, who had been editing a newspaper in Florida, became its first editor and was succeeded a year later by D. D. Bean, Jr., and John J. Evans. Bean later resigned and Evans continued as editor into the 1940's when Mary D. Hale of Rindge, New Hampshire, took over during World War II.

In 1948 The Jaffrey Recorder was purchased by Warren Ingalls of Lowell, Massachusetts, and in 1950 it became a full-fledged Jaffrey newspaper, made up and printed in Jaffrey by Ingalls and his wife, Alice Ingalls, who installed printing presses and other necessary equipment. They continued to edit and publish the weekly Recorder until 1957, when it was sold to The Transcript Printing Company of Peterborough, New Hampshire, which is maintaining its publication under the masthead of The Jaffrey Recorder-Transcript, with Paul C. Cummings as editor.

THE MONADNOCK LEDGER

Jaffrey's second newspaper, The Monadnock Ledger, was established in November, 1956, and early the following year became Jaffrey's only locally published newspaper. In addition to serving Jaffrey as a news media, it has also provided the town with another small industry, having ranked fourth or fifth among the town's employers for all but the first four years of its existence.

Its editor-publisher had early sensed the value of photo-offset method of printing, and as a newspaper The Monadnock Ledger became New Hampshire's first newspaper to be produced by the photo-offset method which has revolutionized journalism, particularly weekly and small daily newspapers, in the middle third of the century.

As an industry, it has served as a central printing plant for other



THE MONADNOCK LEDGER

(The center section of this building is the former Boston and Maine Railroad Station)

newspapers and shopping publications in the southern half of the State, and in both Vermont and Massachusetts.

Richard Noyes, then a resident of Peterborough, who had reported news for both Jaffrey and Peterborough to the daily paper in Keene, New Hampshire, for nearly ten years, has been editor and publisher of the Ledger since its beginning. The Ledger is actually owned by

the Monadnock Ledger, Inc., of which Noyes was the first president and Robert Pyle, then of Hancock, New Hampshire, was the first treasurer. Cornelius R. Lyle, II, purchased Pyle's interest in 1958, and was co-publisher for about a year when he sold his interest to Noyes, who has continued since as president and treasurer. Irma (Avery) Royce joined the editorial staff in 1957, and became managing editor of the Ledger when Lyle withdrew.

Noyes, a native of Claremont, New Hampshire, who had graduated from Peterborough High School in 1940, and been an actor and U. S. Navy Pilot during World War II before settling into the newspaper business in New Hampshire in 1948, saw Jaffrey as an ideal town in which to apply the then-new photo-offset techniques of journalism. He had observed the beginnings of the technical revolution in metropolitan areas of New York and New Jersey during the decade after the war, and theorized they would soon have an impact on journalism in New Hampshire, too.

During its first two years, the Ledger was printed elsewhere, first at Concord, New Hampshire, and then at Lowell, Massachusetts, but has been an entirely local operation since 1959. By 1964 the Jaffrey firm was printing enough publications, both its own and those of other publishers, so that it was bringing in Canadian newsprint by rail in freight car lots. It has for several years outranked five of the State's nine daily newspapers in the amount of newsprint consumed annually.

The Monadnock Ledger, with Noyes as both editor and publisher, has grown into a chain of six New Hampshire weekly newspapers since its beginning in 1956. The Pittsfield News was established in 1962, and the Farmington News was purchased later that year. The 100-year-old Hillsborough Messenger was purchased in 1966. The Peterborough Ledger was established early in 1969, and the Salem Observer was purchased in June of that year. All six of the newspapers are printed at the Jaffrey plant and delivered by truck to the other towns.

The office of the Ledger has been moved several times. Its first office was on the second floor of the Bean Block and was moved in 1957 to the Duncan Block at the corner of Main and River Streets. In 1960 the company purchased the former Boston & Maine railroad station and that building has served as its plant since. The offices, too, were housed there until the company outgrew the space, when its offices were returned to the Duncan Block two years later. The former railroad station was doubled in size with an addition in 1967,

when the Ledger purchased its second, considerably larger printing press. In 1968 the offices were moved again from the Duncan Block to the former hardware store building, built in 1946 by Ephrem Bernard at the corner of Stratton Road and Blake Street, adjacent to the plant.

The Monadnock and Peterborough Ledgers were merged in 1970 to form a twice-weekly newspaper which serves not only Jaffrey but also Peterborough and eleven other Contoocook Valley towns.

SAVRON GRAPHICS

Savron Graphics, a division of Tri-Bro Industries, Inc., moved to Jaffrey from New Ipswich, New Hampshire in February, 1970, and located in the former Man Electronics plant on Peterborough Street. The move to Jaffrey was made after the company outgrew its facilities in New Ipswich. The business was started in the latter town in 1967 and its main product has been job printing from business cards to books. At present two people are employed. Savron Graphics is owned and operated by three brothers, Gregory, David, and Robert Lawn, of Peterborough New Hampshire, who formed the parent corporation. Gregory and Robert Lawn are the operators of Savron Graphics, specializing in designing and printing of engineered printing. The third brother, David, is an announcer on Peterborough's new Radio Station WSCV. The Man Electronics building was bought in 1969 by Tri-Bro Industries, Inc.

TRICNIT HOSIERY

Tricnit Hosiery was brought to Jaffrey in January, 1970, as an expansion of the Tricnit Hosiery Mill, Inc., of New Ipswich, New Hampshire, and is also located in the former Man Electronics plant on Peterborough Street, formerly the Dillon Garage building. James R. Lawn of Peterborough is the local plant manager. New industries are always welcome in Jaffrey and the people of the town are looking forward to further expansion of these last two new business enterprises under the management of the Lawn family members. The local business now has eighteen employees.

Tricnit Hosiery is engaged in the manufacture of ladies' fashion items, including leotards, body stockings, knee high socks, and children's tights. These items are now shipped all over the country by the company.

William Thayer of New Ipswich is the president and treasurer of Tricnit Hosiery Mill, Inc.