

1980 • Our 41st Year! • 2020

**Wow! 40th Anniversary
60-page Special Issue!**

The Chronicle

Northern New York's Leading Newspaper • Down to earth and growing • Vol. 41, No. 1,859 • Sept. 3-9, 2020

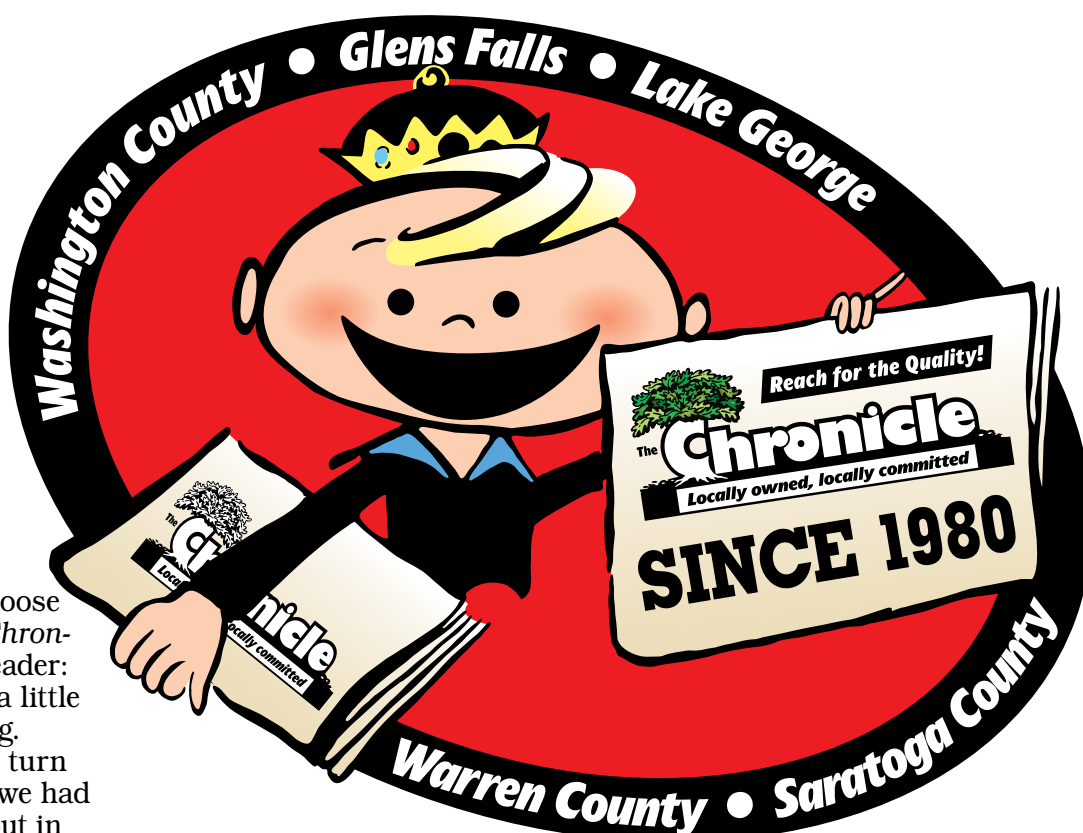
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Health & Fitness
Sept. 17

40 years!

Thank you, Northern New York!



**Chronicle founder/publisher/
editor Mark Frost writes:**

I think we are very good at what we do, but you as much as we are why *The Chronicle* survived, thrives and endures.

You the reader, you the advertiser, you the community are the fertile ground where we are rooted — “down to earth and growing” for 40 years.

Having started the paper from scratch on a \$1,700 shoestring, I retain my amazement that thousands — tens of thousands — of

northern New Yorkers choose one by one to read *The Chronicle*. I started with one reader: my mom. My father was a little skeptical at the beginning.

It took us nine years to turn a profit, in part because we had no promotional money, but in larger part because we built slowly from the grass roots up, winning people over one a time.

The Chronicle was such a long shot, and at so many points — as recently as March during the coronavirus plunge — we could

have gone out of business.

At every juncture, even when my own confidence wavered, you kept supporting *The Chronicle* and still do. I'm back delivering *Chronicles* again, my favorite

part of the job. I encounter people eager to read *The Chronicle*, to make us part of your life.

We are grateful beyond words for such steadfast commitment. We try always to keep earning it.

Bob Kafin: Chronicle ‘sings with a special voice’ about region

The Chronicle became a weekly “must read” for me in the 1980's, especially when I wasn't physically present to see and talk to my curbstome sources of information concerning the greater Glens Falls region about which I care so deeply.

While I haven't always agreed with your opinions, I have deeply respected the efforts you and your team put forth in identifying and describing the people, events, and circumstances that make this community distinctive. There really is no other source for this information.

And, you package it with a love of place and local patriotism that make *The Chronicle*

Please turn to page 12

From SGF: ‘Things I love’ about Chronicle

Mark Frost -
THINGS I LOVE ABOUT
THE CHRONICLE.

It's free to the low income people. You can find them far and wide for a pickup.

Your writers and local news around the area is outstanding.
LARGE PRINT for the elderly

Please turn to page 12

Lifelong reader, uses it with his students

Hi Mark,

I want to congratulate you on the 40th anniversary of you starting *The Chronicle*, a newspaper that has been a joy to read for my entire life.

Since I was a kid, I have always looked forward to walking to Stewart's in Lake George

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