



## Vernon Laing Wise Jr. Obituary

**Born: June 28, 1929**

**Died: November 4, 2024**

Owner and chairman of the Butler Eagle, Vernon Laing Wise Jr., 95, of Penn Township, died Thursday, Nov. 14, 2024. He was born June 28, 1929, to Mary Margaret Veach Wise and Vernon Laing Wise Sr.

Wise attended the Hill School in Pottstown, Montgomery County. He was a proud alumnus of Princeton University graduating in 1951. Wise also was a veteran of the Korean War, having earned top clearances in counterintelligence in the United States Army.

In 1953, he married Sarah Jayne Cromwell.

"It's been an exciting life," Wise was often heard to say.

Wise's innovative contributions to not only his family's newspaper but to the industry in general cannot be overstated, as the Eagle stands in the annals of history as the first publication to replace reporters' typewriters with computers and the first to use large offset printing presses. "Mr. Wise," as he was known to the hundreds of men, women and young paper carriers who he employed over the years, established Butler Color Press in East Butler in 1979. Butler Color Press has been a leader in printing advertising circulars and other products for the retail industry. Wise also contributed to his community, having served on the Salvation Army of Butler's advisory board for three decades. He also worked on various charitable drives, including the Butler Family YMCA building fund.

The late newspaper executive was also well known in the world of American Saddlebred horses, and held a harness racing license. Wise proved himself a champion in years past while demonstrating his equine skills at the annual World Championship Horse Show in Louisville, Ky. He was well-respected as a top breeder and showman for decades. He owned a horse farm in Forward Township, where he bred his American Saddlebreds and put them through their paces as outstanding show specimens.

He is survived by a daughter, Jamie Wise Lanier (Addison Lanier II) of Cincinnati; a son, Vernon "Chip" L. Wise III, of Butler; six grandchildren, Vance Smith IV, Evan Smith, Bennett Smith, Sarah Jane Smith, Vernon L. Wise IV and Jessica Lawson Wise; and by seven great-grandchildren.

He was preceded in death by his wife, Sarah; brother, David; and sister, Virginia.

The family would like to thank those who gave wonderful care to their father, grandfather and great-grandfather: Milissa Rodgers, Sid Fessel, Heather Dodd, Karen Schwab, Jen Nulph and Bill Throckmorton.

WISE - Funeral arrangements for Vernon L. Wise Jr., who died Thursday, Nov. 14, 2024, are being handled by THOMPSON-MILLER FUNERAL HOME, 124 E. North St., Butler.

In lieu of flowers, the family requests donations be made to the Nixon Methodist Church and Butler County Humane Society.

Online condolences can be given at [www.thompson-miller.com](http://www.thompson-miller.com).