

The World Arrived A World Anniversary

A sun Arose in Lawrence.

Fifty-eight years ago today the Lawrence-World first appeared as a morning paper. Including weeklies, there were already seven papers in the field, not counting university publications. Not only were there other papers, but some of them were haughty because of ancient background, altho Lawrence was only thirty-seven years old at that time.

The ^{World} paper consisted of only four, six-column pages, but it had a heart and soul ~~th~~ interested both in the welfare of Lawrence and Douglas county, ^{and} but also interested in the affairs of the common people. It did not have the background of pre-raid days, but it believed that Lawrence needed a wide awake paper, interested in the future as well as in the background of Lawrence.

As a natural result, ^{after another} first one of the old established papers ^{were} was taken over and then another until in 1921 ~~it had~~ in the purchase of the Daily and Weekly

Gazette, ^{The World} it had taken over ^{all of the seven} ~~every~~ papers in the ~~field~~ field when it started.

~~Not only was~~ Later, after it had taken over some of the other publications, ^{The World} it was one of the first papers in Kansas to become a member of The Audit Bureau of Circulations, an organization that believed ~~that the~~ value of advertising was based

~~on the number of subscribers who received~~ on the number of subscribers who received the paper and paid for it. ^{Strict adherence to honest circulation records was one reason}

^{It is interesting to recall that the Journal World was one of the first}
~~That this was so, was evidenced by the publisher of the paper being~~ ^{papers in Kansas to become a member}

selected as the representative of the small town papers on the United States and Canada, on the ~~D~~ Advisory Board, of the ~~new~~ organization.

^(of numerous papers off) Claimed circulation ~~often~~ ^S ~~times~~ simply indicated how big a ~~lie~~ ^{prevaricator} the publisher is, but circulation--paid subscribers--with records ~~subject to~~

~~annual audits~~ actually audited, by trained men, is a matter which covers the number of subscribers, the money received from them, the amount of ^(newspaper) ~~news paper~~ consumed and the location of readers. Postage paid, ~~etc.~~ ^{and the location of readers} Undoubtedly Such audits are as comprehensive ~~and as accurate~~ as those given to banks by bank examiners.