

The Lawrence Gazette, ~~the~~ Daily and Weekly was purchased by The Journal-World in July 1921. ~~the paper~~ Although the Gazette had been published for many years, and had just closed a contest in which <sup>two new</sup> automobiles and other valuable gifts had been <sup>away as prizes to solicitors</sup> ~~offered and given~~ <sup>the paper</sup> as a matter of fact it actually had a daily circulation of only ~~two hundred~~ <sup>half</sup> of which was duplicated by the circulation of The Journal-World, ~~and the other hundred consisting of subscribers who formerly had been subscribers of the Journal World, but had been dropped from the list because of unpaid accounts.~~

It had been the habit of the Gazette to solicit advertisements for the Wednesday issue on the promise that the same adv. would be run without charge in the Weekly Gazette, a paper presented as having widespread country circulation. As a matter of fact, when the Gazette was purchased by the Journal-World there was <sup>(or subscription list)</sup> no mailing list <sup>whatever</sup> for the Weekly Gazette. The only copies ~~printed~~ <sup>a few</sup> ~~were~~ being to show to advertisers.

For about forty years the Journal-World has had ~~an~~ audited circulation. The last audit <sup>revealed</sup> ~~showing~~ a paid circulation of 7,435, ~~which is a little less than present day average paid circulation.~~ The highest on record. Since the audit, the paid circulation has increased steadily.

With the Journal-World, as with all other ABC papers, there are no secrets about circulation, which is a help to all parties concerned.

W. C. S.