

of a newspaper, it is ~~not~~ ^{of a publication} always so apparent that the heart and soul [^] is the confidence that a paper merits. Controlling both ~~the~~ the counting room and the editorial department we have long believed that our main efforts should be given to publishing a good strong, newsy paper, ably edited, and fair to all.

I learned one day ^{many years ago} [^] that four children had died of an ailment that had not been understood. We had an expert obtain swabs and found it to be diphtheria. We came out in a top head story that made every parent and every physician alert to the conditions ~~confronting~~ confronting them. There was but one more death. But one of our advertisers thought we were running trade away from the town and tried to start a boycott. We successfully met the issue by asking the merchant to tell us just how much trade he should have to warrant the unnecessary death of a child.

We have won the confidence of our readers and rumors do not last long in Lawrence. When someone hears a cock and bull story, he waits to see if it appears in the paper, and if it does not, he decides that it is not true. That kind of confidence puts a tremendous weight of responsibility on a publisher, but it is worth maintaining.

We have had a lot to do developing cordial relations between the town and the State University, which is located ^{here}, and also between the city and the country. Our civic clubs and our Chamber of Commerce exist, not for the town alone, but for the entire community.

Our relations with employees has been fine. We have told our workers that they held their jobs as ^{we} ~~I~~ hold ^{ours} ~~mine~~. ^{Our} ~~My~~ hold on the newspaper ~~field~~ depends upon the kind of service we give. If someone else will give better service ~~the~~ the field is open. So ^{to} ~~with~~ our help we say "don't worry about holding your job. Just do your work in a satisfactory manner and you can stay on the job indefinitely,"