

LAWRENCE BUSINESS MAGAZINE

2022 Q3



PORTRAIT OF NEW
WEST LAWRENCE



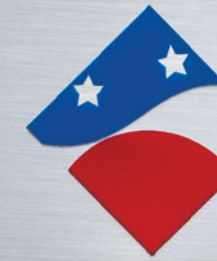
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Local Businesses and their Growth continue
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Unfortunately, with resources limited due to
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LAWRENCE & DOUGLAS COUNTY
BUSINESS 2022 Q3
MAGAZINE

LETTER FROM THE PUBLISHERS

In 2018, our "Portrait of North Lawrence" became a favorite for many of our readers (especially in NoLaw). We followed that up in 2020 with a "Portrait of East Lawrence" issue, which was our unexpected kick-off to the Covid era. Those geographic areas of Lawrence are close-knit communities, going back generations with their roots running deep into Lawrence's history and culture. So in 2022, we have decided to explore West Lawrence.

We're not talking about the original Old West Lawrence, which was defined by the area west of Kentucky to Michigan and from 6th to Ninth Street. We are talking about Wakarusa Drive and the area west. According to old timers who were raised here or attending KU (including this editor's father) in the past middle century, they talk about how there were no paved roads west of Iowa. And in the 80s, we thought that Kasold was way out there! In our article "Blazing a Trail" you can learn about the Drag Racing Road that started in 1958, off of what later became Wakarusa Drive.

Many thought that Lawrence would expand to the east, but geography and some businessmen with the desire to build a golf course out west had a different idea. And the western expansion began.

As Lawrence grew and people moved west, new businesses emerged. West Lawrence has so much to offer the community, from Rock Chalk Park, to the restaurants, Theatre Lawrence, research labs, national and international businesses, many doctor and dentists offices, a new LMH, and outdoor recreation.

West Lawrence may not have the quaint neighborhoods that North and East Lawrence have, but their economic input is a valuable asset, along with the outdoor areas that provide the quality of life we seek.

And to think this expansion only started 60 years ago – we hope you enjoy our "Portrait of New West Lawrence."

Please remember that all of our advertisers have a stake in the local economy; we would like to ask you to first consider them before looking to source your needs outside of the community. Try and shop locally as much as possible, and avoid the urge to order online. If you find something online – see if one of our local stores has it. We know that they would appreciate the business, and when you hear someone say, "We are all in this together," remember that our local businesses are at the center of our community.

When we Shop Local - Shop Baldwin, Eudora, Lecompton, and Lawrence (and use Local Services). We are not just supporting those businesses but giving back to our community and building a future together.

Sincerely,



Ann Frame Hertzog
Editor-in-Chief/Publisher



Steven Hertzog
Chief Photographer/Publisher

www.LawrenceBusinessMagazine.com

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