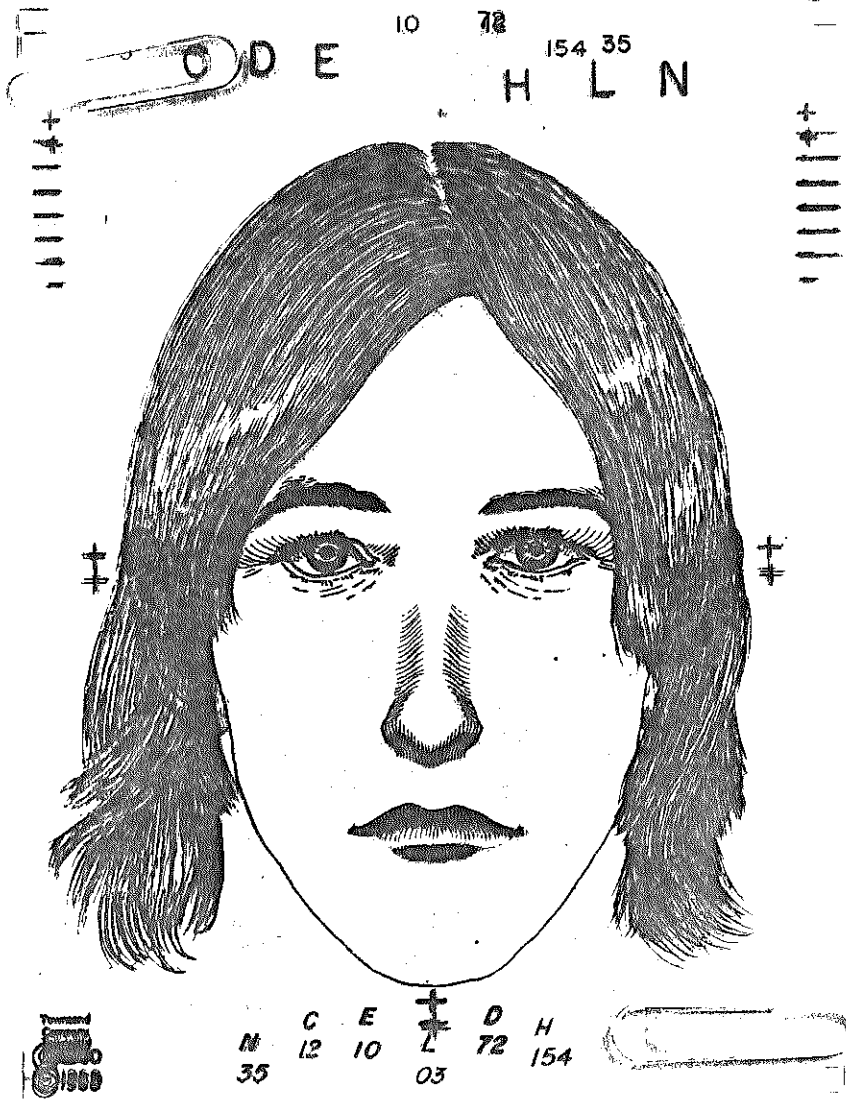


73-17592-12



T&W S&D IDENT-KIT NOT REAL CLOSE
 L 3 down 1 - N 35 down 1 - D 72 - H 154 down 1 -
 C 12 - E 10 -

AS EXPECTED most readers were shocked by the display. This all of us can understand. The picture — as it reflected this horrible crime, this inexcusable violation of a young life — shocked and disturbed me as few things have in this business. What I don't understand is those who seem to think such a picture was printed to financially benefit The Olympian or satisfy some perverse quirk of its editor.

We received about ten telephone calls and two letters along this line and I was visited by a delegation of four men who personally came in to register their displeasure. They opened their remarks by condemning me for this "distasteful effort to shock your readers and sensationalize the news to gain circulation."

Then it was my turn to be disgusted. While I pictured myself as riding a white horse on the side of good, others viewed my painfully-arrived-at decision as little more than perverse pandering to a type of reader I don't believe even exists in this area. In fact, such a charge is an insult to me and you, my reader.

Furthermore, this concept of a non-metropolitan newspaper sensationalizing the news in search of circulation is about as dated as Robinson's portrayal of Reuter. The Olympian sells 97 per cent of its newspapers by subscription. According to the independent Audit Bureau of Circulation, our sales in our city zone exceed one hundred per cent. This is because some duplication exists with businessmen sub-