



WONDER WOMAN

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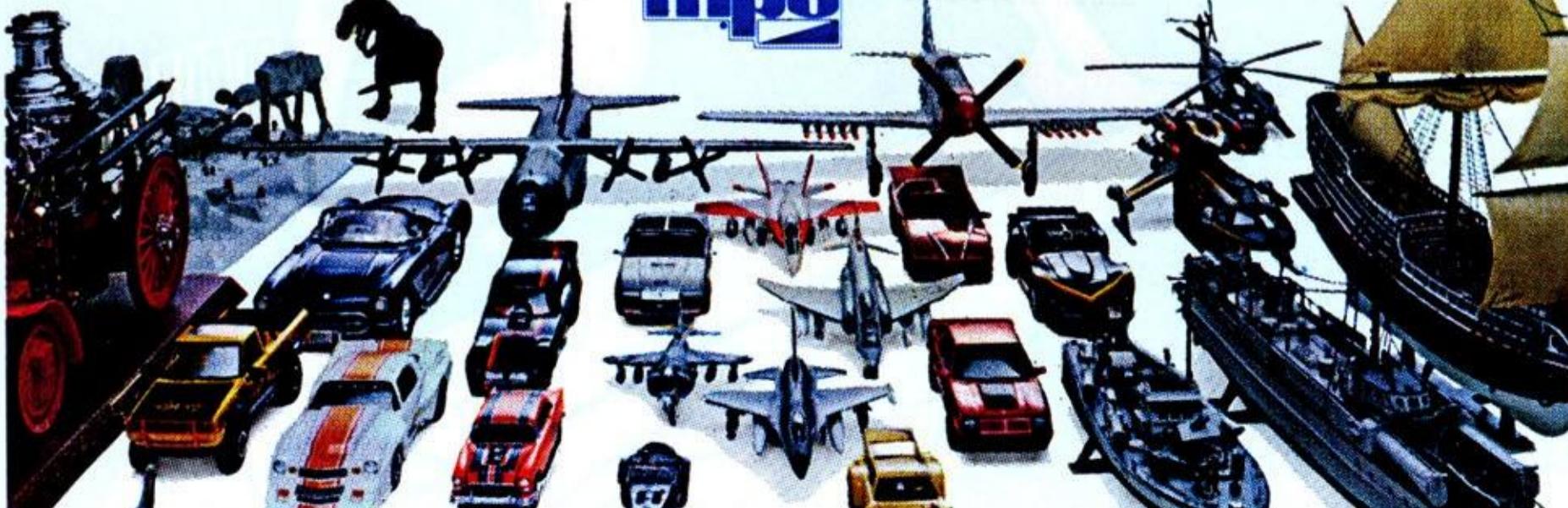
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SHE WAS BORN A PRINCESS-- DAUGHTER OF HIPPOLYTA, QUEEN OF THE AMAZONS-- BUT SHE LEFT THE TRANQUIL GROVES OF PARADISE ISLAND TO BATTLE EVIL IN A WORLD SHE NEVER MADE! SHE IS BEAUTIFUL AS APHRODITE... WISE AS ATHENA... STRONGER THAN HERCULES... SWIFTER THAN MERCURY!

SHE IS...

WONDER WOMAN

HA! THAT BROKE YOUR CONCENTRATION, DIDN'T IT?

NOT FAIR!

I WAS LISTENING TO YOU!!

CRYING FOUL DOESN'T BECOME YOU, DINAH!
WHY DON'T YOU JUST ADMIT I'M THE BETTER NULL-GRAV HANDBALL PLAYER?

THAT'LL BE THE DAY!

SMACK!

'AOLU'S FAIR...

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A Warner Communications Company
A Jane Jetson/Marionette Scan

GIVE ME A BREATHER FOR A
COUPLE OF SECONDS...

...AND WE'LL SEE
WHO'S BETTER!

THINK YOU CAN KEEP YOUR MIND
ON THE GAME THIS TIME?

--LIKE TELLING ME
YOU'RE ABOUT TO
REVEAL YOUR
SECRET IDENTITY
TO STEVE
TREVOR!

I CAN IF YOU DON'T DROP
ANY MORE BOMBSHELLS...

HONESTLY,
DIANA, DO YOU
THINK THAT'S
SUCH A WISE
IDEA? WE ALL
NEED TO HAVE
OUR SECRETS!

TRUE ... BUT
YOU AND
GREEN ARROW
SHARE YOUR
SECRETS WITH
EACH OTHER!

YES, BUT
STEVE
TREVOR'S NOT...

WHAT? NOT A HERO?

OF COURSE
HE IS.

NOT TO BE
TRUSTED?

THEN HOW CAN
I SAY I LOVE HIM?

BUT YOU'RE
WONDER
WOMAN!

SO I
AM...

AND THE REAL
WONDER--

LET ME TELL
YOU A STORY...

--IS THAT I
EVER FIND THE
TIME TO BE
A WOMAN!

"THOUSANDS OF YEARS AGO, BEFORE
WE SETTLED ON PARADISE ISLAND,
THE AMAZONS LIVED ON A SMALL ISLE
IN THE AEGEAN..."

"... THEMISCYRA!"

"IT WAS THERE THAT
MY MOTHER, HIPPOLYTA,
BECAME OUR QUEEN..."

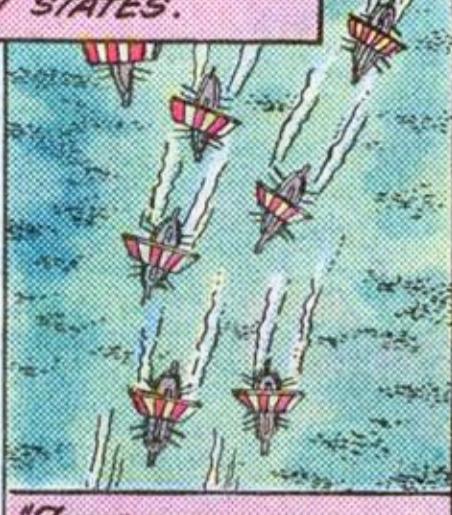
"... AND THERE THAT
MOTHER'S BEST
FRIEND, ARTEMIS,
WAS CHOSEN BY THE
GODDESSES ATHENA
AND APHRODITE --

"-- WHO GAVE HER
SPECIAL POWERS AND
THE GIFT OF A MAGIC
LASSO AND TIARA--

"-- AND SENT HER OFF INTO MAN'S WORLD,
WHERE SHE WOULD BE KNOWN AS...

"... WONDER WOMAN!"

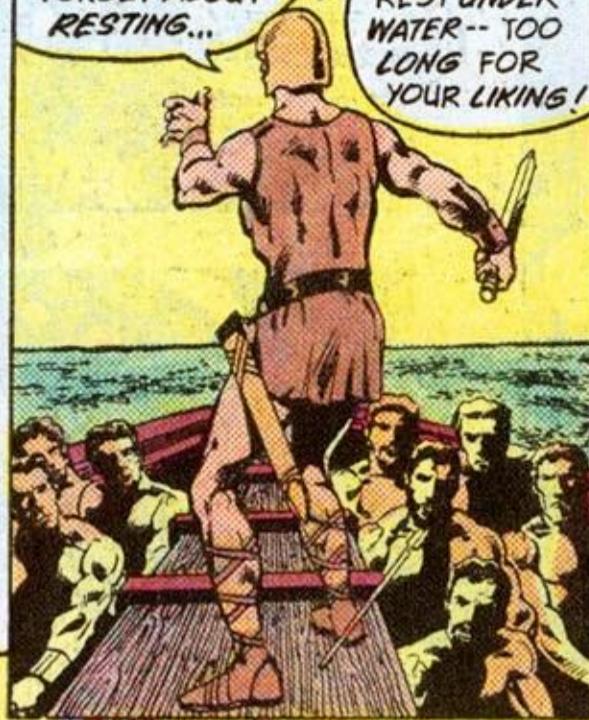
"THIS WAS BEFORE THE DAYS OF THE GREAT CITY STATES."



"THERE WERE ONLY LOOSE CONFEDERATIONS OF TRIBAL BANDS WHO CARED LITTLE FOR GOVERNMENT--"

--BUT STUDIED HARD AT THE WAYS OF WAR!

ROW, YOU DOGS! FORGET ABOUT RESTING... ...OR YOU'LL REST UNDER WATER-- TOO LONG FOR YOUR LIKING!



WE MAY ALREADY BE DONE FOR, CLEON! I FEAR OUR ENEMIES HAVE AN ALLY--



POSEIDON, EARTH-SHAKER, LORD OF ALL THE SEAS!

"SUDDENLY, THE SHIP THAT CARRIED CLEON AND HIS CREW HEAVED UP HIGH ABOVE THE OTHERS..."

"...ON THE CREST OF A GIANT WAVE THAT ONLY A GOD COULD HAVE CREATED OUT OF THOSE CALM WATERS!"



"THEN DOWN THEY CRASHED WITH A SHUDDER!"

"HELPLESSLY, THE SHIP RAMMED ITS NEIGHBOR!"

"JANGLED IN THE RIGGINGS, CLEON EXPECTED ALL WAS LOST! BUT AS HOPE DIED WITHIN HIM--"



BY ALL THE GLORIES OF OLYMPUS, WHO--?!

UNSCRAMBLE THE FUN AND DISCOVER WHY EVERYONE'S SCRAMBLING FOR NEW PINK LEMONADE BUBBLE YUM.[®]

Here's a game that's as much fun to play as Bubble Yum is to chew! Just unscramble these six mixed-up words. One letter to each square. (Answers below.)

FOST

	O	O
--	---	---

SOTHOM

	O		O
--	---	--	---

IYUJC

O		
---	--	--

MYMYU

	O	
--	---	--

NIPK

--	--	--

LUBBESB

O		O	O
---	--	---	---

Now unscramble the circled letters to discover the surprise word in this Bubble Yum cartoon.



HERE'S WHAT
YOU'LL SAY ABOUT
NEW PINK LEMONADE
BUBBLE YUM (or any flavor Bubble Yum).

IT'S A  OF YUM!



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ANSWERS: SOFT, SMOOTH, JUICY, YUMMY, PINK, BUBBLES. SURPRISE WORD: IT'S A MOUTHFUL OF YUM!

STARTS SEPTEMBER 10

KIDS LOVE SATURDAYS

ON abc

THE BEST OF SCOOBY DOO

8:00 Eastern

7:00AM Central & Pacific

THE LITTLE RASCALS RICHIE RICH SHOW

8:30 Eastern

7:30AM Central & Pacific

MONCHICHIS

8:30 Eastern

7:30AM Central & Pacific

PAC-MAN

9:30 Eastern

8:30AM Central & Pacific

RUBIK

THE RUMBLING CUBE

10:00 Eastern

9:00AM Central & Pacific

THE LITTLES

10:30 Eastern

9:30AM Central & Pacific

THE PUPPY'S FURTHER ADVENTURES

11:00 Eastern

10:00AM Central & Pacific

THE NEW SCOOBY & SCRAPPY DOO

11:30 Eastern

10:30AM Central & Pacific

WATCH FOR MENUDO

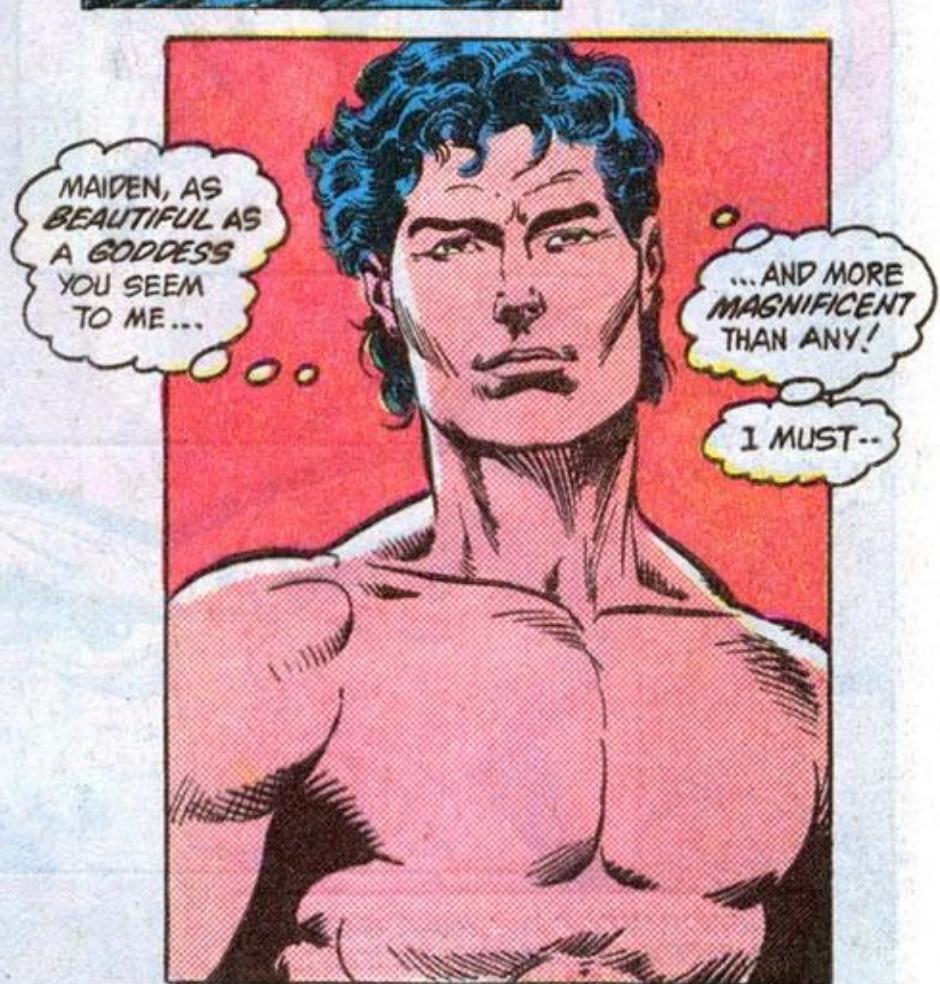
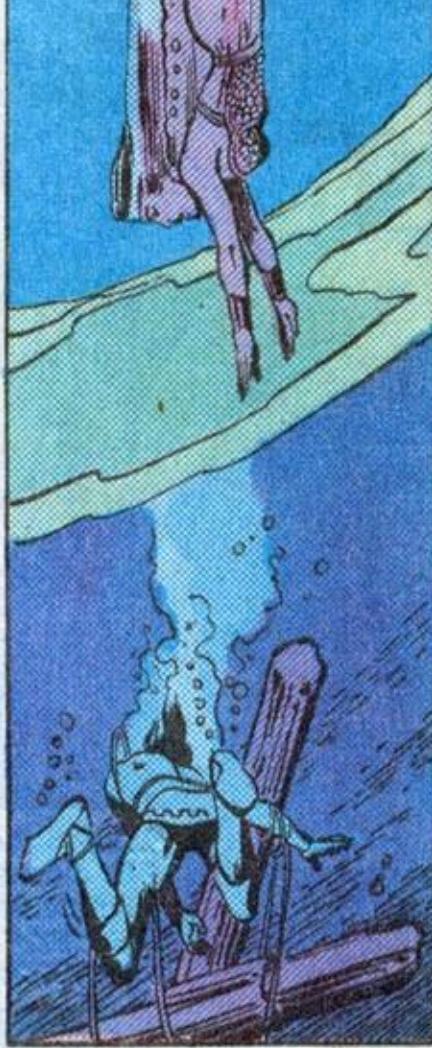
CHEESEBURGER
MONCHICHIS
AND THE LITTLE RASCALS

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DO NOT CALL OUT TO HER, CLEON!

EH?

SHE IS AN AMAZON...

SUCH AS SHE CAN ONLY BE WON BY STRENGTH, IN COMBAT!

MERELY PROFESSING YOUR ADMIRATION WOULD SEEM A SHOW OF WEAKNESS IN HER EYES!

AN AMAZON! I THOUGHT SUCH CREATURES THE MATTER OF CAMPFIRE TALES!

PERHAPS YOU ARE RIGHT--BUT I SWEAR I WILL MAKE HER MINE!

SO YOU SHALL, LITTLE CLEON...

BUT ONLY ON MY TERMS!



ARES COMMANDS!

"IGNORANT OF THE WAR GOD'S TRICKERY CLEON AND HIS SHIPS LIMPED BACK TO PORT..."

"...UNAWARE THAT THE OBJECT OF HIS FASCINATION WAS HERSELF OBSERVING HIM FROM AFAR..."



AND WHY WOULD YOU
HELP ME WHEN YOU HATE
THE AMAZONS AND THE
GODDESSES WHO
GUIDE THEM?



BECAUSE YOU ARE
DIFFERENT FROM THE
OTHERS... A TRUE
DAUGHTER OF ARES, IN
SPIRIT IF NOT IN BLOOD!

YOU COULD BE
THE GREATEST
LEADER THE
AMAZONS HAVE
EVER KNOWN!

YES... I
COULD
LEAD THEM...

BUT I WON'T
BETRAY
HIPPOLYTA!

NO, NO,
OF COURSE
NOT!

I WOULD
NEVER
HAVE YOU
DO THAT...

"AS NIGHT FELL OVER THE
SETTLEMENT, ARTEMIS RODE
THE WINDS TOWARD CLEON'S
SIDE..."



"...THAT SHE MUST BE WON
BY COMBAT!"

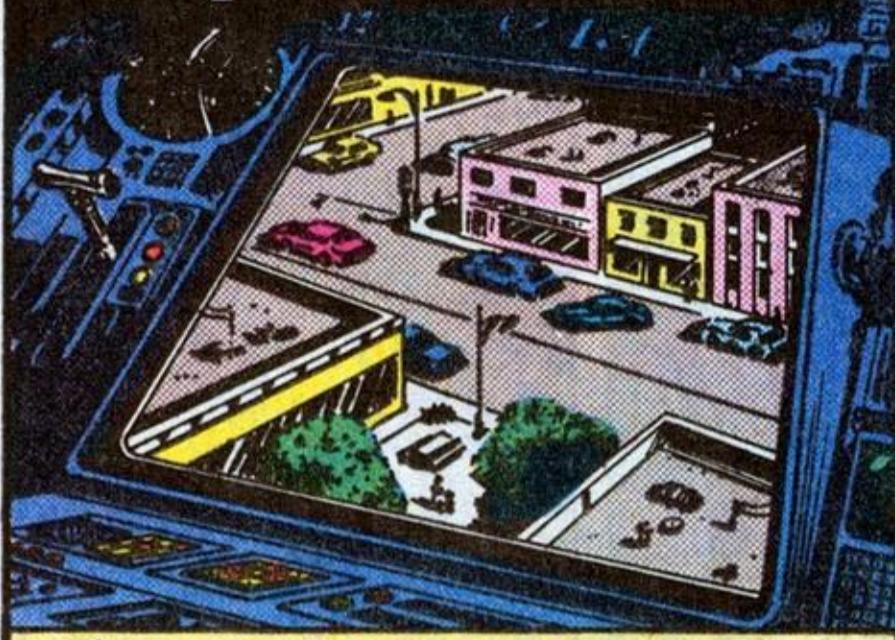
IF YOU WISH TO
DO BATTLE,
WOMAN, THEN I AM
READY!



HIS HEAVY HEART
MUST HAVE LEAPT TO
SEE HER... BUT HE
REMEMBERED ARES'
DUPPLICITY'S WARNING...

NO MAN CAN
ACCEPT A
SUPERIOR
WOMAN!

STAR FRONTIERS



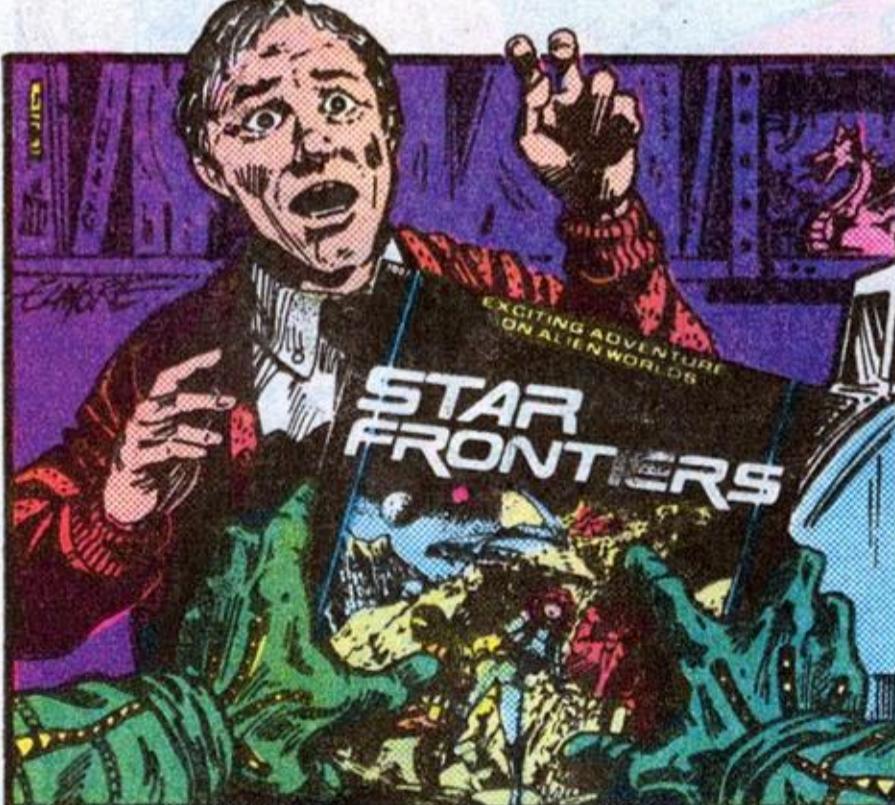
...FROM THE VERY CENTER OF THE GREAT SPIRAL GALAXY... ON A QUEST WITH BUT ONE INTENTION...

Toy & Hobby Shop

... TO A PLANET FORBIDDEN, DRIVEN BY A FORCE **UNSTOPPABLE...**



...NOT KNOWING **WHY** - BUT PROGRAMED TO PURCHASE...



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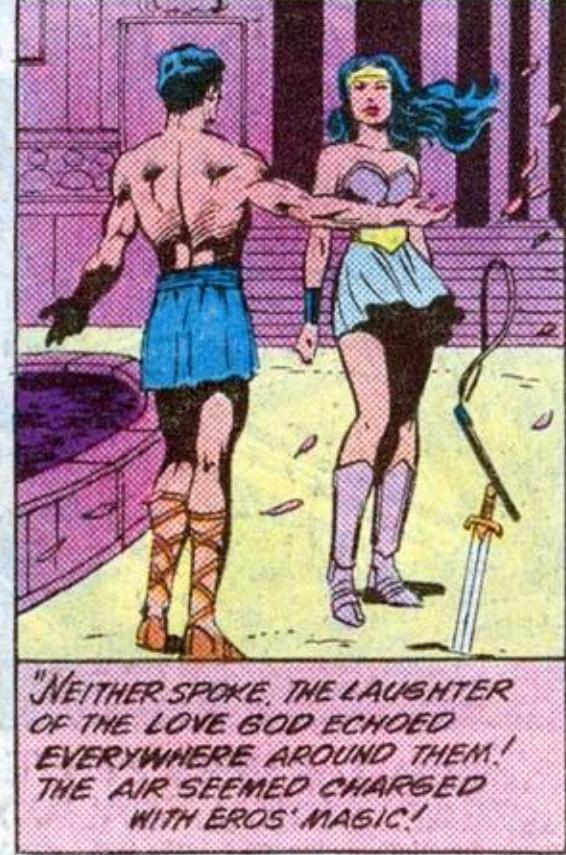
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"BUT AS IT HAS ALWAYS BEEN IN THE WORLD OF MEN, THOSE WITH POWER CRAVE MORE AND MORE..."

WE HAVE DONE WELL TOGETHER, MY LOVE.

FROM HERE, WE COULD ATTACK THE AMAZONS OF THEMISCYRA IF YOU DARED--

YES WE HAVE...

NO, CLEON-- NOT NOW OR EVER!

ONLY AN AMAZON KNEW HOW TO PENETRATE THE MYSTIC HAZE THAT PROTECTED THEIR HOME ISLE...

AND ARTEMIS WAS STILL LOYAL TO HER SISTERS-- IF NOT TO THEIR IDEALS.

"BUT THAT WAS SOON TO CHANGE..."

CLEON! ARTEMIS! I BRING YOU NEWS!

EH? WHAT NEWS?

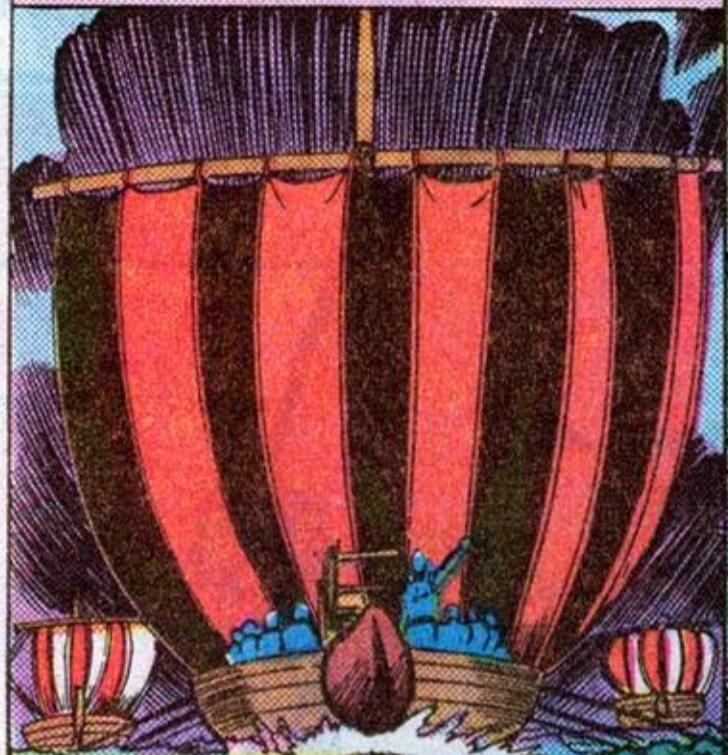
IT IS REPORTED THAT THE QUEEN OF THE AMAZONS HAS BEEN KILLED IN BATTLE!

HIPPOLYTA....!

DEAD?



"BEFORE THE FIRST OF CLEON'S SHIPS HAD CLEARED THE FOG, TWO MORE COULD BE MADE OUT..."



"AND NO ONE VIEWING COULD DOUBT--"



YOU COULD BE THE GREATEST LEADER THE AMAZONS HAVE EVER KNOWN...

BUT FATE HAS CALLED YOUR WEAK-WILLED RULE TO TASK!

AS ABLE AS THE DAY I WON MY CROWN!



"NBC SATURDAY MORNING. WE GOT THE JAZZ!"

STARTS
SATURDAY
SEPT. 17TH

NEW

NEW



THE FLINTSTONE FUNNIES

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MR. T

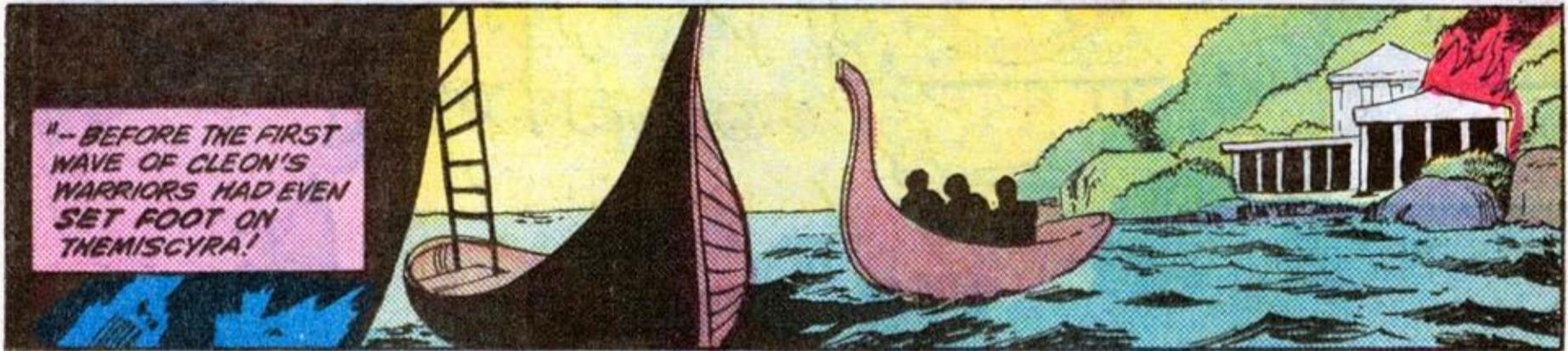
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AMAZING SPIDERMAN AND THE INCREDIBLE HULK

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THUNDERCATS THE BARBARIAN

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"HEN MY MOTHER STUMBLLED AS
HER ENEMY FORCED HER BACK...





BUT ARTEMIS NEVER RETURNED TO HER AMAZON SISTERS.



SHE CONTINUED DOWN THE PATH OF CORRUPTION IN THE WORLD OUTSIDE...



*AS ALLUDED TO IN WW #302--Alan.

BUT IF YOU DON'T MIND MY SAYING, IT DOESN'T MAKE MUCH OF A CASE FOR TELLING STEVE YOUR SECRET IDENTITY!

THE MORAL SEEMS TO BE NOT TO SHARE YOUR SECRETS WITH OUTSIDERS!

...BUT I TEND TO SEE IT SOMEWHAT DIFFERENTLY.

YES--THAT'S THE WAY MY MOTHER ALWAYS TOLD IT...

IT'S TRUE THAT SHE WAS DUPED INTO REVEALING THEMISCYRA'S LOCATION...

SHE KEPT SECRET THE FACT THAT SHE'D LOVED CLEON FROM THE START-- AS HE'D LOVED HER!

IF SHE'D TOLD HIM THAT, THEN ARES COULD NEVER HAVE LED THEM INTO LIES AND BETRAYAL...

...BUT THERE WAS ANOTHER SECRET SHE DIDN'T TELL.

AND SHE COULD HAVE BEEN HAPPY WITH THE MAN SHE LOVED...

NEXT

THE GREMLINS ARE COMING!

NEW FROM REMCO TOYS
**THE BATTLE ACTION CONTINUES
WITH SGT. ROCK™ PLAYSETS!**

SGT. ROCK

Forward Recon Post

Forward Recon Post
Commando Patrol
Machine Gun Nest
Assault Raft
Outboard Motor
Rotatable Machine Gun
Combat Weapon
Walkie Talkie
Entrenching Shovel

JET CRUISER

River Commando Patrol

River Commando Patrol
Machine Gun Nest
Assault Raft
Outboard Motor
Rotatable Machine Gun
Combat Weapon
Walkie Talkie
Entrenching Shovel

SGT. ROCK

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Includes:

Tough Action Soldier

Sandbagged Machine Gun Emplacement

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Walkie Talkie

Entrenching Shovel

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PATROL
PLAYSET**

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**FORWARD
RECON POST
PLAYSET**

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- MILITARY COT
- FIELD RADIO
- BAZOOKA
- COMBAT WEAPON
- MACHETE
- WALKIE TALKIE
- ENTRENCHING SHOVEL



**ACTION
MACHINE GUN
NEST PLAYSET**

INCLUDES:

- TOUGH ACTION SOLDIER
- SANDBAGGED MACHINE GUN EMPLACEMENT
- BARBED WIRE BARRICADE
- ROTATABLE MACHINE GUN
- COMBAT WEAPON
- WALKIE TALKIE
- ENTRENCHING SHOVEL



EACH SOLD SEPARATELY

AVAILABLE AT YOUR FAVORITE TOY DEPARTMENT AND TOY STORE!



BUT THERE'S NO RATIONALE... NO EXCUSE FOR...

"AVENUE XX"

The Huntress™

JOEY CAVALIERI
WRITER
TIM BURGARD
PENCILLER
RODIN RODRIGUEZ
INKER
BEN ODA LETTERER
NANSI HOOOLAHAN COLORIST
ALAN GOLD EDITOR

OH -- MIGHT'A KNOWN IT'D BE
THE EARTHWORM COME
CRAWLIN' AROUND!

CLICK

WATCH YOUR TONE WITH
ME! IF I HAVE TO SUFFER
WITH THAT SOBRIQUET, YOU
COULD AT LEAST USE IT
WITH RESPECT!

PUT THAT
THING AWAY
AND LEAD ME
TO THE HAPPY
COUPLE!

WE -- WE BROUGHT 'ER,
EARTHWORM, JUST LIKE
WE SAID!

ANNA HERE DIDN'T
WANT TO GIVE
HER UP...

BUT ONCE SHE STARTED
TO FEEL THE PAIN OF
BEING WITHOUT, SHE
SAW THE LIGHT--
CORRECT?

IT'S AN OLD
STORY.

YOU GET YOURSELF ON
JUNK, AND YOU DRAG YOUR
OLD LADY ON IT WITH YOU...

SOON YOU'RE ON AVENUE XX
WITH THE REST OF THE HUMAN
FLOTSAM -- BROKE AND WITH
NOTHING LEFT TO SELL...

BUT YOU STILL HAVE
TO KEEP FEEDING
THAT HABIT...

AND TO DO THAT YOU
EITHER LEARN TO STEAL...
OR DEAL WITH ME...

MY BABY... HE'S
TAKING MY BABY!

"NOT TO WORRY,
DEAR! I'LL FIND HER
A HOME WITH SOME-
ONE WHO'LL APPRE-
CIATE HER..."

...ENOUGH TO
PAY A GREAT
DEAL FOR HER!

IF IT'S BIG BUCKS
Y'WANT, WHYN'TCHA
JUST SELL THEM
THE JUNK THEY
NEED?

DRUG DEALING...
MERE EXPLOITATION!
MY BUSINESS IS
MAKING CHILDLESS
COUPLES HAPPY!

JUST A PUBLIC
SERVICE, HEY?

WHAT'S THE GOING
RATE FOR A KID
THESE DAYS?

CHEAP,
FRIEND...
SURPRISINGLY
CHEAP!

MEANWHILE, JUST OUTSIDE
THE OFFICE OF GOTHAM D.A.,
HARRY SIMS...

AND WE DO MEAN OUTSIDE...

SORRY ABOUT THE
DRAMATIC ENTRANCE,
HARRY...

I'M USED TO IT. YOU COULD
SWING IN HERE BACKED BY
THE SUPREMES AND I
WOULDN'T BLANCH.

BZZZZZ!
MR. SIMS,
THE INTERN
IS HERE TO
SEE YOU!

THIS IS JEFF DAWBER,
AN INTERN IN PEDIATRICS
AT GOTHAM GENERAL...

I--I SEE. FORGIVE ME
FOR NOT SHAKING YOUR
HAND, BUT YOU SEE
HOW IT IS.

JEFF, YOU MAY HAVE
HEARD OF THE HUNTRESS
... SHE BROUGHT IN THAT
BABY TO ME...

LOOKED HIGH AND
LOW FOR A LEAD TO
THE EARTHWORM'S
WHEREABOUTS...
BUT TURNED UP
NOTHING!

I THOUGHT YOU MIGHT
LIKE TO SEE THE CHILD
NOW THAT SHE'S WELL
ON THE ROAD TO
RECOVERY.

RECOVERY?

I TURNED THE CHILD
I RESCUED FROM THE BLACK
MARKET* OVER TO HARRY...
COULD HE HAVE
LEARNED SOMETHING
BY NOW?

*LAST ISSUE. A/GM.

YES... THE BABY WAS SUFFERING FROM HEROIN WITHDRAWAL. HER MOTHER'S A HEROIN ADDICT.

ALSO, THE CHILD IS SEVERELY HEARING IMPAIRED. WHETHER THAT BIRTH DEFECT IS A RESULT OF THE ADDICTION, WE DON'T KNOW YET.

RIGHT OFF, ONE OF THE NURSES NOTICED THAT ... SHE ...

SOMETHING THE MATTER, HARRY?

YOU'RE LOOKING AT ME LIKE I GREW ANOTHER EYE.

HELLO...
HELLO, DEAR...
SMILE FOR
ME...

OH, I'VE JUST NEVER KNOWN YOU TO... DISPLAY OTHER INSTINCTS... BESIDES THOSE OF THE RELENTLESS CRIMEFIGHTER!

DO US BOTH A FAVOR, MR. HARRY SIMS...

THE NEXT TIME YOU COME UP WITH A PSYCHOLOGICAL OBSERVATION...

...KEEP IT TO YOURSELF!

THE HIGHEST CONCENTRATION OF ADDICTS IN THIS TOWN IS IN THE AVENUE XX DISTRICT.

THE CHANCES ARE GOOD THE KID CAME FROM THERE. THAT'S WHERE I'M HEADED.

SHE'S REALLY SOMETHING, ISN'T SHE?

YES, SHE SURE IS!

...GURGLE...

CONCURRENTLY, CLOSE BY...

NOW, MR. MARSH, LET'S BOTH OF US RELAX... AND SMILE... AND MAKE THIS INTERVIEW A PAINLESS ONE.

AFTER ALL, WE'RE BOTH WORKING FOR THE SAME GOALS!

I'M SURE WE ARE, NEDRA. CAN'T YOU CALL ME TERRY, THOUGH?

NOT ON TAPE, I WON'T!

AHEM! SO, MR. MARSH, YOUR CAMPAIGN TO BAR VIGILANTES LIKE THE HUNTRESS FROM GOTHAM IS GAINING GROUND, WOULD YOU SAY?

ABSOLUTELY! WE'RE REALLY BEGINNING TO MAKE OUR PRESENCE FELT!

AND FINALLY, THE BIGWIGS ARE STARTING TO LISTEN TO US!

WE'RE FORCING COMMISSIONER O'HARA TO TAKE ACTION... OR WE'LL MAKE SURE HE LOSES HIS JOB!

SOME PEOPLE CALL THESE VIGILANTES "SUPER-HEROES." HOW DO YOU --

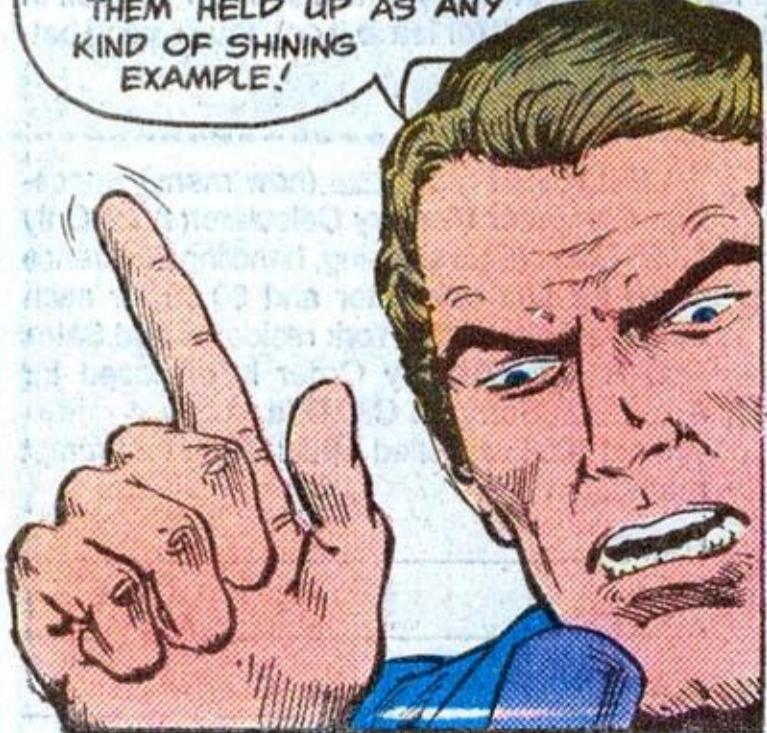
HEROES? MY EYE! THERE'S NOTHING HEROIC ABOUT THEM!

THEY BLUNDER ONTO CRIME SCENES, PROVOKE VIOLENCE, TRAMPLE CONSTITUTIONAL RIGHTS...

WHAM!

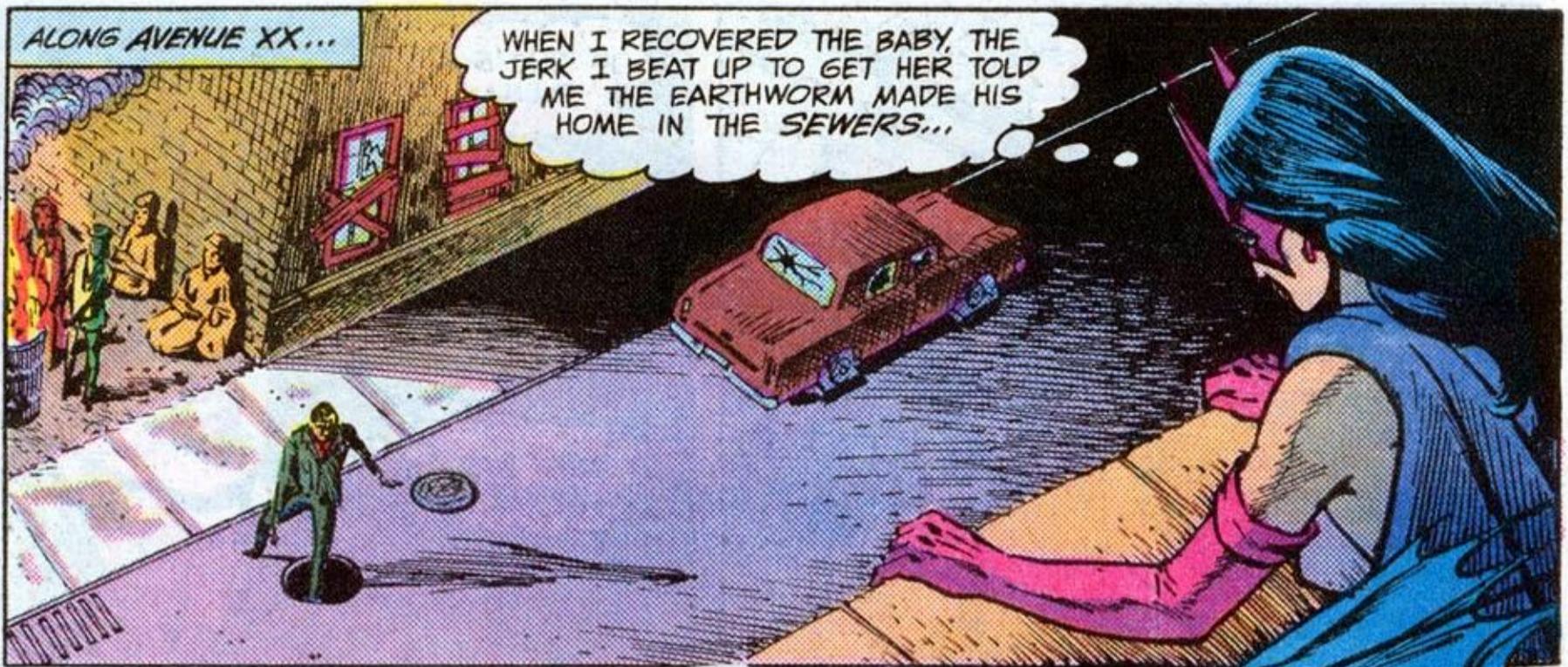
THEY DON'T FIT MY DEFINITION OF A HERO! AND I DON'T WANT THE KIDS IN THIS TOWN SEEING THEM HELD UP AS ANY KIND OF SHINING EXAMPLE!

THAT WAS JUST FINE. I'LL TRY AND SAIL IT PAST MY BOSS FOR A SPOT ON TOMORROW'S NEWS. THEN, I'LL GET A CAMERAMAN AND WE'LL DO IT UP RIGHT!



ALONG AVENUE XX...

WHEN I RECOVERED THE BABY, THE JERK I BEAT UP TO GET HER TOLD ME THE EARTHWORM MADE HIS HOME IN THE SEWERS...



THIS JOKER LOOKS SUFFICIENTLY WORMY TO ME!

AND EVEN IF HE'S NOT THE CREEP I'M AFTER, GOTHAM'S MANHOLES AT MIDNIGHT ARE NO PLACE FOR A HOOD LIKE THAT TO BE HANGING OUT...

SO I'M BOUND TO FIND OUT SOMETHING BY TAILING HIM!

HE'S GONE!
THAT WAS FAST!

HOW DID
HE DO
THAT?



HE MUST COME DOWN HERE A LOT... IF HE'S ACCLIMATED TO THE AWFUL STENCH OF THE CHEMICAL WASTE DOWN HERE!

MUST BE A FACTORY NEARBY, PUMPING THE STUFF INTO GOTHAM HARBOR!

IF THAT'S SO, THEN--

RRRRRAWWK!

WHAT WAS THAT?

GOOD LORD!

I'VE ALWAYS HEARD THAT THERE WERE THINGS LIKE THIS IN THE SEWERS OF GOTHAM--

BUT I NEVER THOUGHT THOSE STORIES--

--COULD BE-- FOR REAL!!

DON'T MISS
NEXT ISSUE!



Wonder Words

L-1967
DC COMICS INC., 666 FIFTH AVENUE, NEW YORK, N.Y. 10103

Space, once again, is at a premium for WONDER WORDS, so I'll try to be brief. Lots of thoughtful and thought-provoking letters have arrived this month, and I really wish I didn't have to run excerpts, but...

Chuck Small
South Bend, IN

"Vulcan's Daggers" was not much more than a standard hero vs. villain story, but strangely enough I was happy to see that. You see, despite what some readers have said in the letter column recently, I believe Wonder Woman deserves to be the top DC heroine of the 1980s, not the 1950s or '60s. She is being used as a symbol of freedom for men and women everywhere. She is a member of the very contemporary Justice League. I don't think that she should be in her own special world—complete with the Holiday Girls for comic relief and silly, lackluster villains like Mouse Man and Paper Man.

Instead, the Wonder Woman of the 1980s should continue to be portrayed the way Dan Mishkin has been writing her. Mishkin's version is a no-nonsense lady who fights for what (and who) she believes in, has firm control over herself and her powers, and has a healthy blend of respect for American ideals, intelligence, and independence. I feel that I know somewhat how Princess Diana would act in any given situation.

Still, even the good series can improve and I have a number of suggestions for Dan: (1) Don't be afraid to open up new kinds of dialogue for Diana. While I don't mean that she should talk like a "Valley Girl," I feel that her dialogue was the least predictable and most enjoyable (and normal) when Roy Thomas was writing. (2) Keep a steady influx of supporting characters. Major Griggs and Lisa Abernathy are good additions. Let's also find out more about Steve and Etta's families—surely not every comic character can be an orphan.

And I am joining the legion of readers imploring you to give the Huntress her own magazine. She clearly deserves it (after switching from Levitz/Staton to Cavalieri/Hernandez and still maintaining quality!), and more importantly, Wonder Woman needs those extra seven pages... to develop subplots more fully, explore the origins of new villains and supporting characters, and show Diana Prince relaxing from her dual role from time to time. The book's name is *WONDER WOMAN; let the book be Wonder Woman's!*

Thanks for the encouragement, Chuck. A Wonder Woman for the 1980s: that's just what we're after! What with four decades and then some of popularity, this feature has roots reaching intricately into rich ground. But we're growing up in the sunlight, too—attuned to contemporary tastes, ideas, and interests. Briefly, responding to your suggestions: (1) Dan has been thinking along similar lines, aiming at more distinctive and accurate dialogue for the whole cast; (2) Keith Griggs and Lisa Abernathy are two characters you'll be seeing a lot of in issues to come. Your other points are under consideration, but that's all I'll say for now.

Gina L. Dartt
Nova Scotia, Canada

WRITING—I've been holding off to see how Dan Mishkin does, and I must say, I like what I see, Dan. Of course, I've always picked up WW because she was an Amazon and any story that has to do with Amazons, which is what a lot of your stories have, is all right with me. More than all right. It's terrific. I really appreciate the way you've gone back to her Greek "roots" with all the references to myths and the Grecian characters running around. I also like the delightfully nasty

villains you've come up with. Just, like totally awesome, totally. Heh. I do have a few complaints. No, that's not true. Not complaints, but suggestions as to what I'd like to see which is the whole point of writing letters, right? To let you know what one likes, dislikes, and would or would not like to see. I guess the easiest way to do that is to sub-section this section. I think I'll do it by characters. Onward.

(a) **Steve**—Oh goody, he's been stabbed. I really hope it's someplace instantly fatal, but I doubt it. The jerk will probably survive. * Sigh *

Well, as you can possibly tell, Trevor is the least favorite part of WW. I think what I dislike most about Trevor is the fact that he has no character both literally and figuratively. As a female, I love WW and the Amazons. As a woman, I haven't the slightest idea what Diana sees in Trevor. No other female fan I've talked to does either. Not only is there a lot wrong with Trevor, there's absolutely nothing right about him. What a simp.

(b) **Etta**—Ooh boy. In the words of the immortal Athena: "...surround yourself with stupid, and you end up stupid yourself" (#299, lettercol).

Jazz Etta up a little. She's such a whiner now. If she isn't whining about her weight or her social life, she's blubbering about how Di's too hard on her. Sheesh. Have her lose a few pounds. Let her take a self-defense course. Jazz her up... HEY!

I got a great idea. Get them a third roommate. Not a loser like Helen whatsername was. Someone who's bright, beautiful, happy-go-lucky, a little crazy, not in the army, who parties anytime, anywhere, makes goodnatured passes at Trevor or Darnell or any other man who walks through the door. Someone who'll help Etta slim down, who'll argue with Di about anything, mostly her plainness, who'll help Etta and herself into major messes and has to be bailed out by Di at odd hours, someone who'll be fun. There's not a lot of good times in WW. Let's get these people having fun.

(c) **Diana Prince**—Let her hair down once in a while. Put on jeans off-duty. Show her and Etta watching TV, or going to a movie. I liked that bit they had with their landlord (until he fell over). Put them in some more everyday situations.

(d) **General Darnell**—Hit him with a truck.

(e) **Griggs**—I like him. More please. Maybe a relationship between him and Etta?

(f) **Hippolyta**—I love her. Maybe even a little more than WW herself. I've always wanted to see her in solo action. I thought she might have gotten a chance in #302, but WW had to spoil it. Shoot. Let's see Hippolyta come out to the outside world to visit her daughter (Steve would freak, especially if she was introduced as "Mrs. Prince"), and maybe get into a brawl or two. Perhaps Di, since she doesn't get a lot of really good workouts, is losing her edge and the queen decides to sharpen her up. I've always believed that the Queen was the one Amazon that Diana can't beat, that if she weren't a queen, Hippolyta would carry the banner of Wonder Woman. Let's see that proven.

• • •
(i) Last, but certainly not least, **Wonder Woman** herself. In addition to all I've mentioned, well, just keep up the good work and always remember, Wonder Woman is special. Treat her as such.

Forgive me for editing out so much of your letter, Gina. I tried not to cut the most controversial and amusing parts. Steve Trevor, at any rate, will not be succumbing to a fatal disease or accident just to write him out of the action, so quit hoping! Do get your hopes up for a character you'll start caring about. That's what Dan Mishkin is trying to create. Moving ahead to point (f): keep your eye on Hippolyta. Diana's staying in the forefront, but the Queen of the Amazons will be given the prominence she deserves in many stories.

That's all for this issue. Next issue, Don Heck returns with an offbeat story that will surprise even Don's staunchest admirers. I hope you enjoy it as much as Dan and I enjoyed working it out. Remember, don't be bashful giving blame or praise!

MEANWHILE

WARNING: Reading this column may be hazardous to your comic reading enjoyment. If you are a purist and reject the notion that comics are a business as well as an entertainment form, please turn the page now. If you are up to facing reality, read on and let's get on with the business at hand. Consider:

Dear Mr. Giordano,

I have just read a newsletter that had in it the usual info on new comics, conventions, all the information fit to print. While reading it, I stumbled across a paragraph mentioning that both Marvel and DC and the independents, are coming out with more and more titles in special formats (baxter-paper, mando, graphic novels, and mini-series). The prices of these special formats range from 25¢ all the way up to an appalling \$5.95 for a graphic novel. But what I want to discuss is reports that over the summer regular 60¢ comics are going to be hiked up to 75¢. This is totally shocking. Wasn't it only a few years that comics were hiked up to 60¢ along with raising the prices of 75¢ special comics up to a dollar or more? Now up to 75¢! Will that simultaneously raise the prices of comics which were \$1.00 to an appalling \$1.50? If this goes through think of all the people who won't be able to afford comics... people like me, who have no job and still living on my allowance. With these new prices I am going to have to drastically cut back on the number of titles I get, including many DC's, not just me but other underage collectors, who depend on their parents for money to buy 75¢ comic books the parents' reaction will be one of negativity with the parent bawling the child out because of the lack of money or because comics are for little kids!

There are also those who have jobs and collect comics, but now with the recession, layoffs and lesser jobs, it is harder to make ends meet while at the same time, collect comics. Now that prices are going up they might cut down on the amount of titles they get each month.

I know it might be hard to keep the prices down, but there are ways of

keeping prices down, while at the same time coming out with new comics, such as purchasing your own paper company or printing company. The question I bring up is, is raising prices worth it, gaining more income at the cost of the consumer? Also I would like to ask the people whether or not they want a price hike and ask them to write in with their opinions on the subject. Please think about this since it is the people who buy what you make, and without us, there go comics!

Sincerely,
D'Romel Valencia
(No address given)

I understand and sympathize with your frustration, D'Romel. Although your cries of anguish ring with truth, the assumptions on which they are based are, at best, inaccurate. I think it fair to say that price increases are inevitable for nearly all goods and services and a price increase such as you've heard about is a certainty. I know I cannot make you like a boost in the cost of comics but I think I should like to give you some facts that, at least, will help you to understand why price increases imposed by any company are made. I assure you that "gaining income at the cost of the consumer" is seldom, if ever, a major factor.

FACT: Regular comic book prices have not increased in the last two years despite an inflation rate that has driven up the cost of just about everything else your family (and DC Comics) buys. Probably the working members of your family have received wage increases during that same period.

FACT: When the cost of producing a product or delivering a service comes so close to the money received for selling that product or service, a company typically exercises one or more of three basic options:

1. Raise the price of its product or service
2. Lower the cost of producing its product or service
3. Discontinue operations (go out of that business)

Let's examine these options in reverse order.

OPTION 3: Would you, or our other readers, interests best be served by discontinuing publication of comics? I think not.

OPTION 2: Not totally within our control. Inflation has driven up the cost of the goods needed to publish comics. The cost of paper, for example, is a major uncontrollable expense.

Negotiated wage increases for engravers and printers are not within our control. Our creative people also come in for their share of rate increases in the past two years. Art and script rates up 30 to 40%; reprint rates up a booming 400%; royalty payments didn't exist two years ago now they take a hefty bite of DC's profit margin. You might feel that DC has more control of creative/editorial increases than those that are imposed from "outside", but DC must pay its creative people competitively or it's back to option 3.

FACT: Did you know that DC Comics receives only about 25¢ on average, of the 60¢ you spend for a comic? The rest is split in some fashion between the wholesaler or distributor and the retailer. Without this selling commission the comics simply wouldn't reach comic shops or newsstands. This 25¢ has to pay for the efforts of the: 1) Writer 2) Artist 3) Letterers 4) Colorists 5) Editor 6) Production Staff 7) Sales and Promotion Staff 8) Engraver 9) Paper Supplier 10) Printer 11) Office Staff 12) Shippers. What's left over, if anything, (after paying overhead costs), is profit for DC Comics.

And "buying" our own paper mills or printing plants would cost more in the short term (the cost would be in the millions of dollars) and wouldn't guarantee long-term savings. In fact we used to own our own presses decades ago and sold them to hold our prices down.

Perhaps you are beginning to grasp the complexity of the situation? Seeking a "vote" to see how many people "want" a price increase is futile. No one "wants" a price increase... not you, not me, not DC Comics. If there were a way to decrease prices and still make a fair profit DC Comics would take that way! A price increase will occur only when we can no longer hold the line on the current prices and not before.

OPTION 1: Seems to be our only way out. If anyone could discover a better solution, it would be used. Joyfully and quickly.

A final word in defense of a "Fair Profit". Any company that does not make a fair profit will be unable to improve its product or service. Any company that makes no profit will cease to exist.

Thank you and Good Afternoon.

Dick

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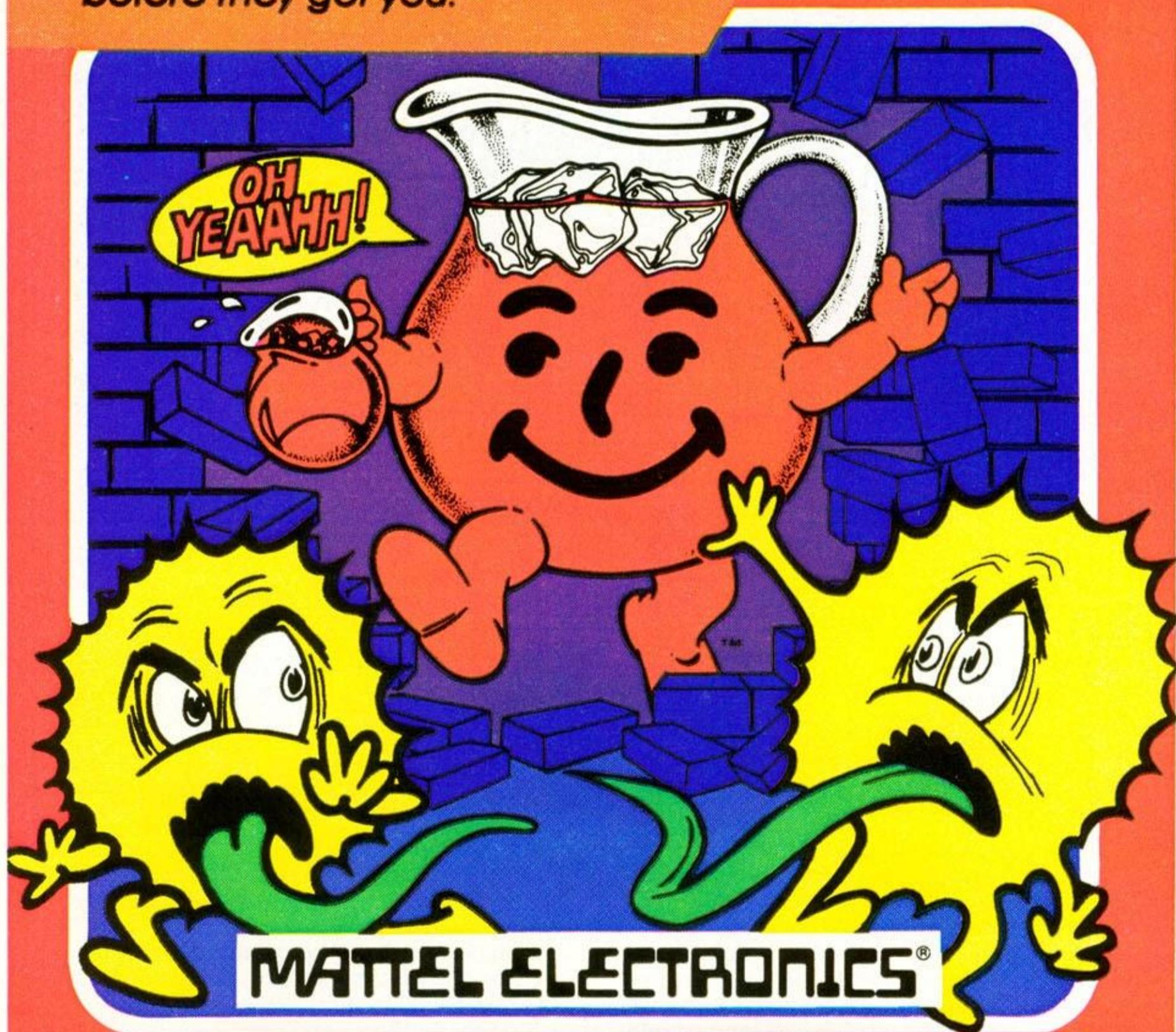
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