

11.6.14

August 28, 1987



2208 South St.  
Philadelphia,  
PA 19146  
215/545-4626

Co-Chairs

Maxine Alper  
Jon Landau

Co-Counsel

Emerson Darnell  
Peter Goldberger

Staff

Herb Ettel  
Sabrina Sigal Falls  
James Feldman, Jr.  
Bill Galvin  
Lou Ann Merkle  
Robert A. Seeley  
Patricia Sutton

Dear Friend,

"CCCO has produced a brilliant comic book of real war stories, including El Salvador. The book shatters military mystique."

—Francis Wright  
Coordinator for Regional Development Witness for Peace

"Real War Stories along with "Platoon" and "Full Metal Jacket" should be required of every young person considering military service. . . If RWS had been available during the Vietnam era, a lot more young men would have chosen Conscientious Objection. I think the comic book will be a valuable asset for veterans and the next generation of Americans called on to 'pay the price.'"

—Dr. Charley Clements  
Air Force pilot in Vietnam & author of *Witness to War*.

Already we are getting letters from comic book fans:

"I have just finished *Real War Stories*. . . The writers and artists all did a splendid job. As the owner of the local comics shop said, "This is Heavy-duty stuff."

Reading *RWS* was an awakening. I must admit that I am very ignorant about the war in Central America and elsewhere. That's why I am writing this letter. I would appreciate you sending me. . .any information you can. I am very concerned with what is going on in the world and would like to **DO** something. I am going to write to the other organizations you suggested and check out some of the films and books."

I can't tell you how happy I am to send you this incredible packet of material on our new comic book: *Real War Stories*. You'll find a copy of the comic, an advertisement/flier, a press release, a return envelope and a wonderfully illustrated description of how to use *RWS* to reach the young people you care about and love.

*RWS* was created for young people who are being aggressively recruited by the armed forces, threatened by the Selective Service System, and seduced by Rambo, Top Gun, GI Joe, video games and war toys. *RWS* brings the VietNam War, the Nuclear Navy, the war in Central America, racism, sexism and resistance-to life! IT IS THE VOICE OF VETERANS AND REFUGEES WHO HAVE PUT THEIR LIVES ON THE LINE AND PAID THE PRICE. It is written and illustrated by the most talented and popular people in the comic book industry.

*RWS* was created as an outreach tool for veterans and peace activists and can only succeed in being that if you find it worthwhile and indeed use it! Eclipse Comics, our publisher printed 50,000 copies and has distributed 25,000 to comic book stores coast to coast. The other 25,000 are in my basement! I am writing to ask you to read *RWS* and the rest of the material in this packet and to use it in whatever way you can in the course of your own work.

Single copies sell for \$2.00, and quantity discounts are listed on the order forms. Although it would be nice to be paid for the copy we are sending you, you are under no obligation to pay for it or return it. Obviously we hope you enjoy it and will use it!

I'm sure if you've peeked onto the other side, you will be happy to pick up the rest of what we have to say-in comics! I really think it explains it all!

Thanks for your consideration, I really hope to hear from you soon.

Yours in Peace,

*Lou Ann Merkle*  
Lou Ann Merkle  
Director, Youth Outreach Program

A National Agency for Military and Draft Counseling  
Founded in 1948 as the Central Committee for Conscientious Objectors

Western/P.O. BOX 42249/SAN FRANCISCO/CA 94142 415/552-6433  
CCCO is a non-profit, tax-deductible organization

11.6.9

BUY COPIES, READ THEM AND PASS THEM AROUND...



THANKS, DAD!

MAYBE THIS WILL HELP YOU UNDERSTAND AND AVOID WHAT I WENT THROUGH IN 'NAM



TRADE 'YA WHEN YOU'RE DONE...

WHAT A GREAT WAY TO GET THE WORD OUT -

... HOW CAN I HELP?

DONATE A QUANTITY TO SCHOOLS, LIBRARIES, GOVERNMENT OFFICE BUILDINGS, PUBLIC INFORMATION CENTERS, ETC.



WE'D LIKE THESE DISPLAYED NEXT TO THE RECRUITMENT LITERATURE

\*FOR AN ARTICLE ON THE USE OF COMICS IN THE LIBRARY, CHECK BOX ON ORDER FORM



YOU CAN BE...

BE CREATIVE...

GIVE COPIES OUT THROUGH YOUR OWN ORGANIZATION...

FIRST YOU PUT THE ADDRESS STICKER ON THE COVER...  
... THEN IT GOES IN THE ENVELOPE WITH OUR NEWSLETTER



YOU'VE SEEN THE SHIPS AND HEARD THE RECRUITERS...



... WOULD YOU LIKE TO READ ABOUT HOW IT REALLY IS?



THEY'RE \$2. EACH... MORE IF YOU CAN, LESS IF YOU CAN'T

NO NUKES RALLY  
BENEFIT CONCERT

RAISE MONEY FOR YOUR ORGANIZATION BY SELLING REAL WAR STORIES AT PUBLIC GATHERINGS...

I'VE GOTTA GET THIS FOR MINDY - IT'S GOT WOMEN IN THE ARMY, TOO...

SEE ORDER FORM FOR WHOLESALE RATES



GET NEIGHBORHOOD BOOKSTORES (AND COMIC BOOK STORES!) TO CARRY RWS

YOU CAN TAKE THESE ON CONSIGNMENT FROM US...

... OR ORDER THEM WHOLESALE FROM CCCO OR ECLIPSE ENTERPRISES - THEIR ADDRESSES ARE INSIDE THE COMIC BOOK



KIDS CAN MAKE MONEY SELLING RWS TO OTHER KIDS

MY MOM GAVE ME \$25 TO BUY 25 COMICS AND I SOLD 'EM ALL AT \$2. EACH... I'M GONNA TRY AND SELL 25 MORE NEXT WEEK

CCCO WILL GIVE STUDENTS OR YOUTH GROUPS A 50% DISCOUNT ON QUANTITIES AS LOW AS 25 COPIES



BRAINSTORM IDEAS WITH A GROUP

I'M SENDING COPIES TO EVERY DOCTOR AND DENTIST IN TOWN FOR THEIR WAITING ROOMS...

USE IT IN STUDY GROUPS

HOW ABOUT BARBERS?

I'D RATHER GIVE COPIES OF THIS THAN HOLIDAY CARDS... THEY COST ABOUT THE SAME

HOW ABOUT GIVING THEM TO KIDS COMING OUT OF RECRUITING OFFICES?

OR PASSING THEM OVER THE FENCES AT MILITARY INSTALLATIONS

THEY'RE SHOWING THAT MOVIE THIS WEEK - TWO OF US COULD SELL COPIES THERE WHEN THE SHOW LETS OUT...

YOUR IDEA HERE...

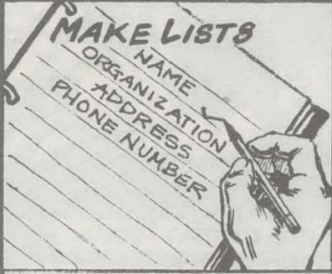

SEE NEXT PAGE FOR ORDERING INFORMATION

REAL WAR STORIES

for a change

# HOW TO GET THE MOST OUT OF REAL WAR STORIES COMIC BOOK

## PREPARATION

	MAINSTREAM MEDIA	RELIGIOUS GROUPS PEACE & JUSTICE GROUPS	INSTITUTIONS
 <p><b>MAKE LISTS</b></p>	<ul style="list-style-type: none"> <li>YOUR FAVORITE NEWSPAPER REPORTERS</li> <li>RADIO STATIONS - ESPECIALLY THOSE WITH TALK SHOWS THAT YOUTH LISTEN TO</li> <li>MAGAZINES</li> </ul>	<ul style="list-style-type: none"> <li>ORGANIZATIONS' NEWSLETTERS</li> <li>PEACE AND RELIGIOUS RESOURCE CENTERS</li> </ul>	<ul style="list-style-type: none"> <li>SCHOOLS</li> <li>LIBRARIES</li> <li>YOUTH GROUPS</li> <li>COMMUNITY GROUPS</li> </ul>
 <p><b>PREPARE PACKAGES</b></p>	<p>KEY PEOPLE SHOULD GET:</p> <ul style="list-style-type: none"> <li>A FREE COMIC BOOK</li> <li>A PRESS RELEASE OR FLIER</li> <li>AN INVITATION TO DO A FEATURE STORY ABOUT RWS AND YOUR WORK</li> <li>OTHERS SHOULD GET A PRESS RELEASE AND AN INVITATION</li> </ul>	<p>KEY PEOPLE SHOULD GET:</p> <ul style="list-style-type: none"> <li>A FREE COMIC BOOK</li> <li>AN AD FOR THEIR NEWSLETTERS</li> <li>PROMO FLIERS TO POST OR HAND OUT</li> <li>AN INVITATION TO WRITE A REVIEW OR PUBLISH ONE YOU SUPPLY</li> </ul>	<p>A FAVORITE TEACHER, COUNSELOR, LIBRARIAN OR STUDENT ACTIVIST SHOULD RECEIVE:</p> <ul style="list-style-type: none"> <li>A FREE COMIC BOOK</li> <li>ADS FOR SCHOOL OR COMMUNITY PAPERS</li> <li>FLIERS OR HAND-OUTS FOR POSTING</li> </ul>



## MAILING & FOLLOWING UP

MAIL OUT OR HAND DELIVER THE PACKAGES  
DO FOLLOW-UP PHONE CALLS

**BE THERE** - TAKE NOTE OF THE RESPONSES YOU GET FROM YOUR CONTACTS. FIND SOMEONE WHO HAS READ *RWS* AND UNDERSTANDS ITS VALUE. IT WOULD BE IDEAL IF THIS PERSON IS A YOUTH CONSIDERING ENLISTING. GET NEWSPAPERS AND TALK SHOWS TO DO A FEATURE STORY ON THE YOUTH'S REACTION AND ON YOUR GROUP'S WORK.

**PUT FLIERS UP** IN GROCERY STORES OR ON TELEPHONE POLES OR BULLETIN BOARDS.

ENCOURAGE YOUTH WORKERS TO GET KIDS INVOLVED IN SELLING *RWS* FOR \$2., GIVING THEM \$1 PROFIT PER BOOK SOLD.

## REAL WAR STORIES ORDER FORM

1-4 COPIES ..... \$2.00 EA. + \$1 POSTAGE & HANDLING  
 5-10 COPIES... \$1.50 EA. " " " " " "  
 11-25\* COPIES.. \$1.20 EA. " " " " " "  
 26-199 COPIES. \$1.00 EA. "\$2 " " " " "  
 200 OR MORE. \$1.00 EA. " " " " " "

\* SPECIAL STUDENT/YOUTH GROUP RATE: \$1 EA.  
 (MINIMUM ORDER 25 COPIES) + \$1 P & H  
 NEED A COPY OF THE SCHOOL LIBRARY JOURNAL ARTICLE ON THE USE OF COMICS IN THE LIBRARY?  YES  NO

\_\_\_\_\_ COPIES AT \$ \_\_\_\_\_ EACH  
 TOTAL ENCLOSED \$ \_\_\_\_\_

YOUR NAME \_\_\_\_\_  
 YOUR ORGANIZATION \_\_\_\_\_  
 ADDRESS \_\_\_\_\_ APT. NO. \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_  
 STUDENT/YOUTH GROUP?  YES  NO

• MAKE CHECK PAYABLE TO: CCCO  
 • MAIL TO: CCCO ATTN. LOU ANN MERKLE  
 2208 SOUTH STREET  
 PHILADELPHIA, PA 19146  
 (215) 545-4626

**REAL  
WAR  
STORIES**

INQUIRE ABOUT OUR  
T-SHIRTS AND BUTTONS

**Collection Number: AG1977**

**END CONSCRIPTION CAMPAIGN (ECC)**

**PUBLISHER:**

*Publisher:- Historical Papers Research Archive*

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