

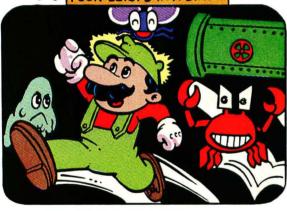
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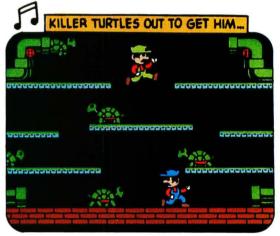
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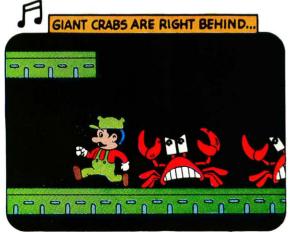


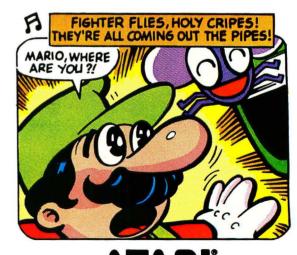








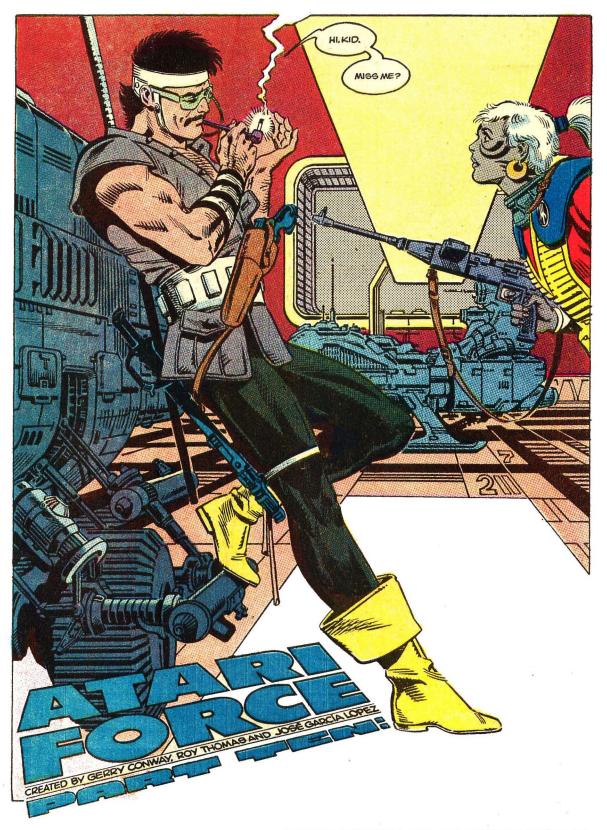






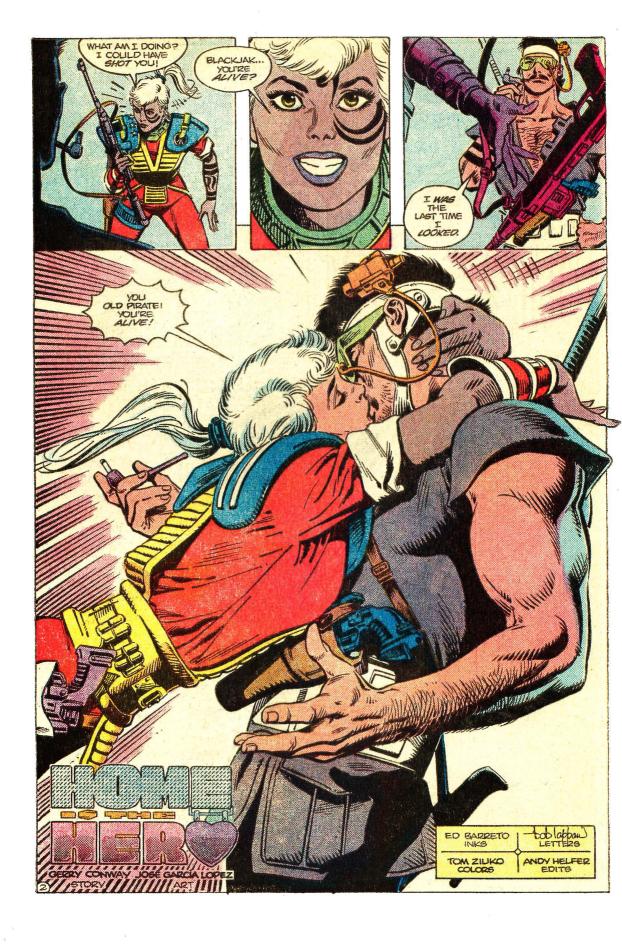
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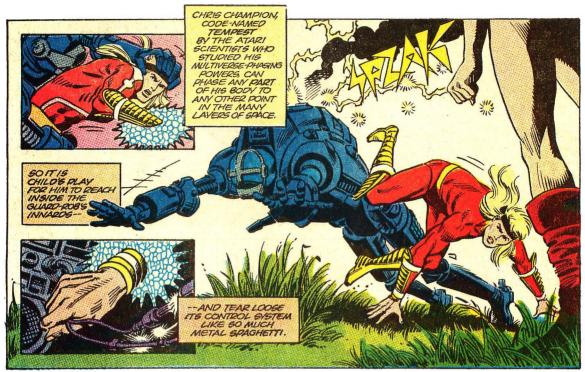












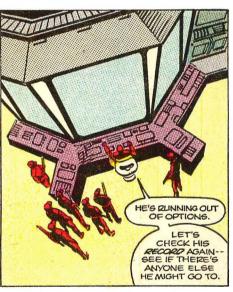






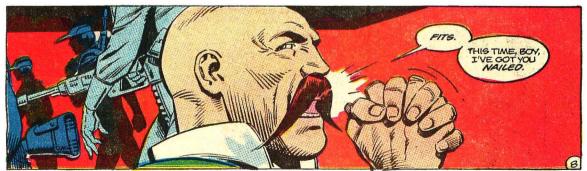




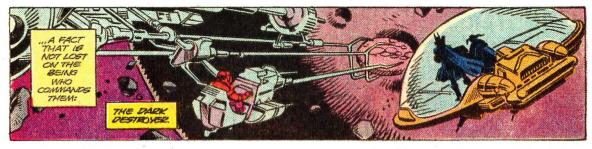


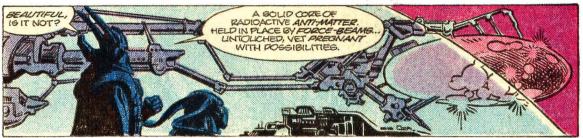


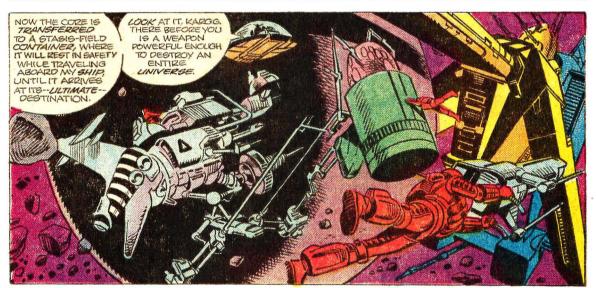
















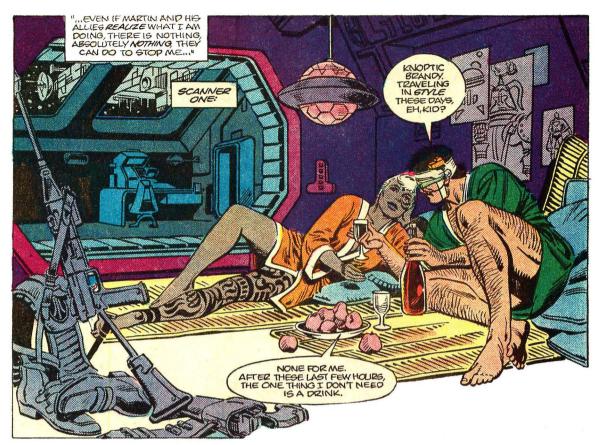


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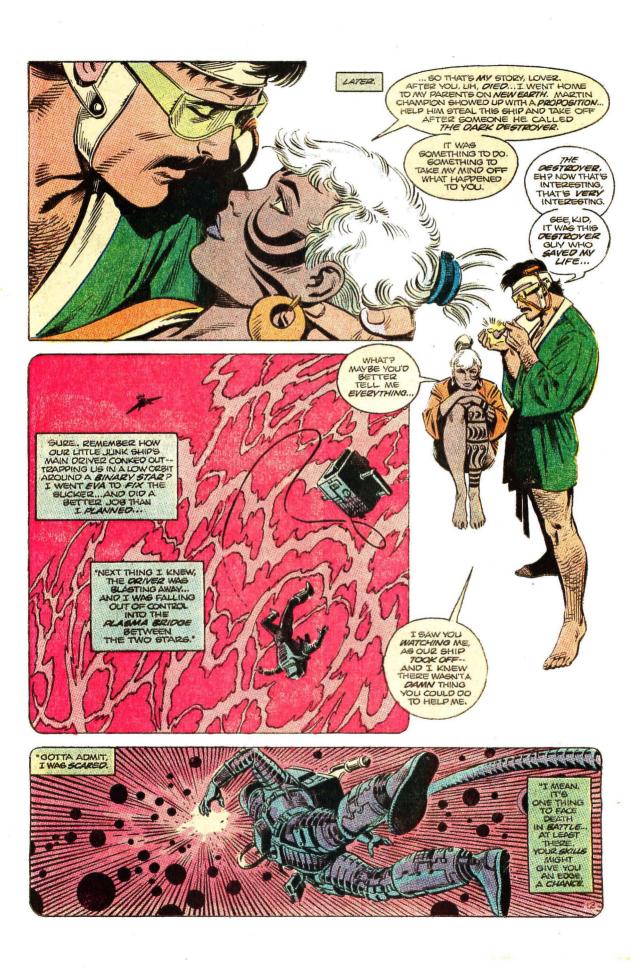
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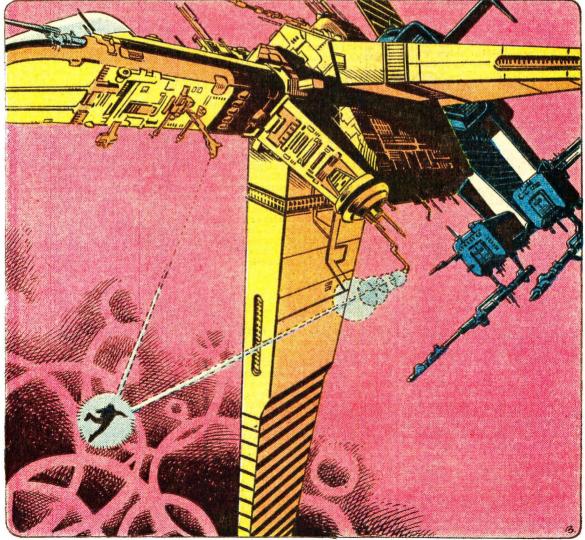


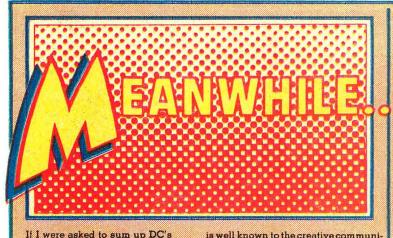












publishing philosophy in two words (and incidentally, no one has actually asked me to do so), I would have to respond: diversity and commitment. (Er...the similarity between those words' initials and our company's name is purely coincidental.) Diversity in genre, diversity in format, diversity in style. We strive to present a variety of styles rather than a standardized (but easier to attain) "house look." We know we could milk the success of TEEN TITANS and LEGION OF SUPER-HEROES by endlessly cloning or spinning off new titles from those (and other) titles. The advantages are obvious. The advantages are also short term. We know we could borrow the success of properties developed by others by licensing. Profitable in the short term...? Maybe. We know we can generate a good chunk of revenue by reprinting everything good and everything not-so-good in our library. Again short term. Instead we choose to build for the future with diverse formats, genres, and styles like CAMELOT 3000, NATHANIEL DUSK, RONIN, THRILLER ... yes, even OMEGA MEN, BLUE DEVIL, and VIGILANTE, which, even though they fall broadly into the "favored genre" of super-heroes, try to appeal to different segments of the audience by using a different approach to that "favored genre." Super-heroes make wonderful reading and I wouldn't for a moment suggest that we abandon them. To the contrary, much of our 1985 production will concern itself with the enhancement of all of DC's super-heroes, to redefine our universe and recreate our older characters; to create new characters to populate our universe. But expanding the scope of our audience demands diversity. To meet that demand requires time, patience, money, and a willingness to gamble occasionally. We need to be very active in the solicitation of new ideas. We have to read and examine 15 or 20 presentations for every one we select. I think you'd be surprised at some of the creator names on presen-

tations now sitting on my desk. Our

do not operate from a preconceived

open-door policy and the fact that we

notion of what's doable and what is not

is well known to the creative community and they know that, at the least, they and their ideas will be greeted openly and with respect when they come to us. And come to us they do.



Since diversity of product line springs from diversity of thought, we have altered the mix of our editorial staff, as reported in this column earlier, by adding talented people to our crew who had previously earned their keep in other publishing fields. The mixing of ideas and skills from several different publishing disciplines has already proved to be an asset for us.



Commitment. What are we committed to? Well, we're committed to publishing the best comics we can. We're committed to searching out and utilizing the most appropriate production and printing techniques for our new properties. We're also committed to taking the time to make sure those techniques work as they were intended. We're committed to the ongoing need to search for and develop new talent.



When World Color Press, in Sparta, announced the potential availability of a new printing technique, that news was greeted by a distinctly ho-hum attitude from our major competitors. We enthusiastically endorsed their experimentation and made them promise to let us know on what day we could first see the results of that new technique. Bob Rozakis and I will go to Sparts on that day and have us a look We choose our color separation method and supplier carefully, based on the property involved and its peculiar creative requirements. Bob and I and occasionally members of the creative team spend odd hours in odd places looking at proofs or makereadies at press. Weeks ago Bob

Rozakis and I journeyed to Sparta for one day to look at press proofs of THE NEW TEEN TITANS #1. We checked some of those proofs after being dragged kicking and screaming out of bed sometime past midnight to return to the plant to check the final form.



When I was first given my current responsibilities at DC, one of my first acts was to announce a talent search. I knew we, the industry, could not get through the Eighties with only the talent pool available then, and the only way to draw new talent in was to go out and look for it. The program has worked (as an example, 3 current members of the creative teams on both versions of LEGION OF SUPER-HEROES are graduates of that program). And we anticipate even better results in the future. The page count of NEW TALENT SHOWCASE has been expanded. Four seminars for selected talented people in the USA and Canada will be organized and conducted this summer by Talent Coordinator Sal Amendola. Ongoing workshops are held weekly at our offices, conducted by Sal, Paul Levitz, and, occasionally, yours truly. We look for existing talent outside our country. SWAMP THING writer, Alan Moore, current GL artist, Dave Gibbons, and of course CAMELOT's own Brian Bolland are or were regular contributors to British comics. We've been working with Kevin O'Neill, also from England, and deals are in the works for at least limited contributions from other British creative people. We've also gone to other fields in search of new talent and we are currently discussing potential projects with illustrators, novelists, and Science Fiction writers.



We have a road map. We know where we're going. We have the will and the means and the right stuff to get us there and we hope you'll join us.

Thank you and Good Afternoon.



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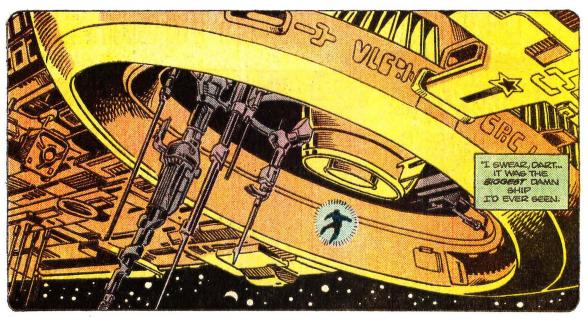
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The Saga of the Swamp Thing











"FINALLY, THE TIME CAME WHEN I WAS AS READY AS I WAS EVER GONNA BE ...





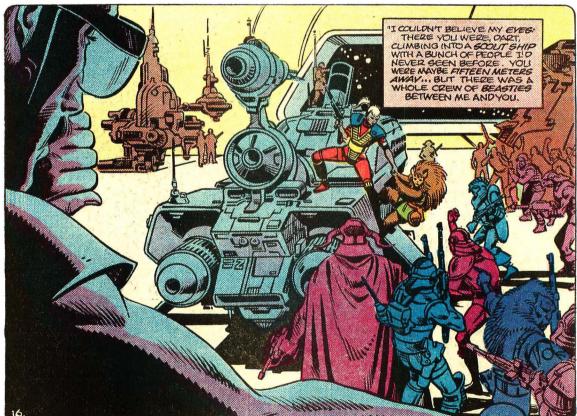


"... BUT I'VE GOTTA ADMIT, I FELT LIKE A REAL HEEL. I'D GOTTEN TO LIKE THAT UGLY SON. STILL, I WANTED OUT.
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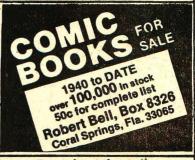
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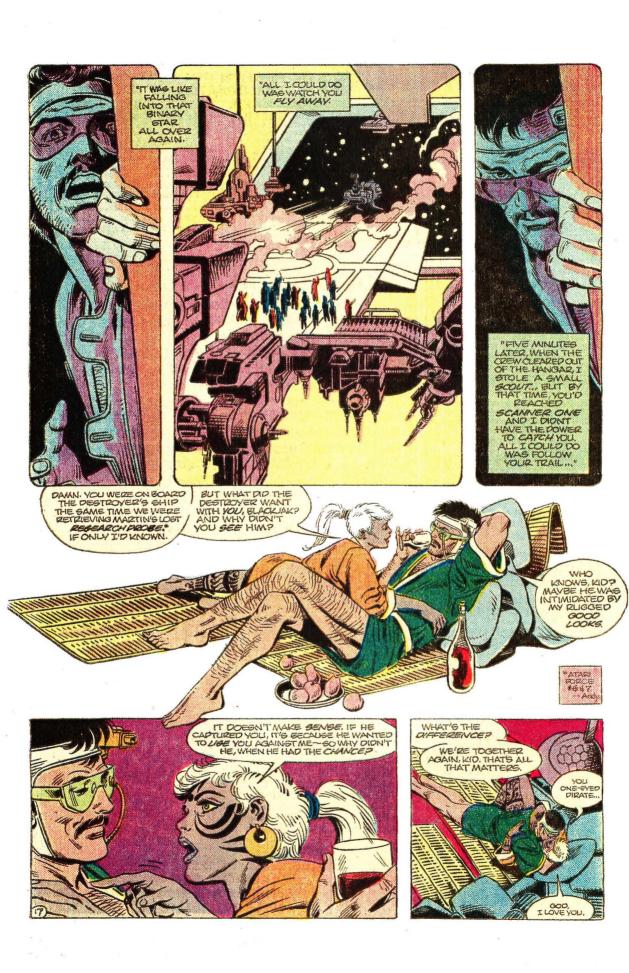


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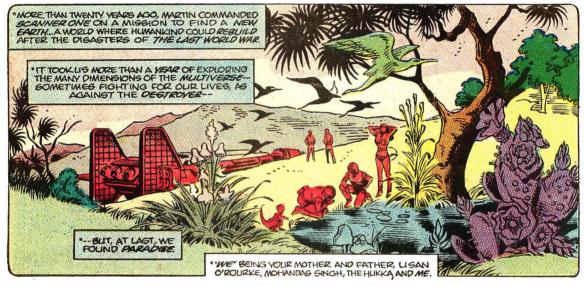






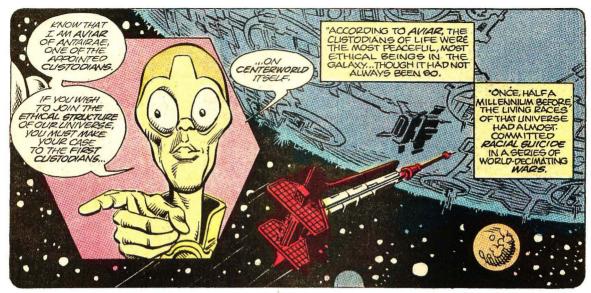










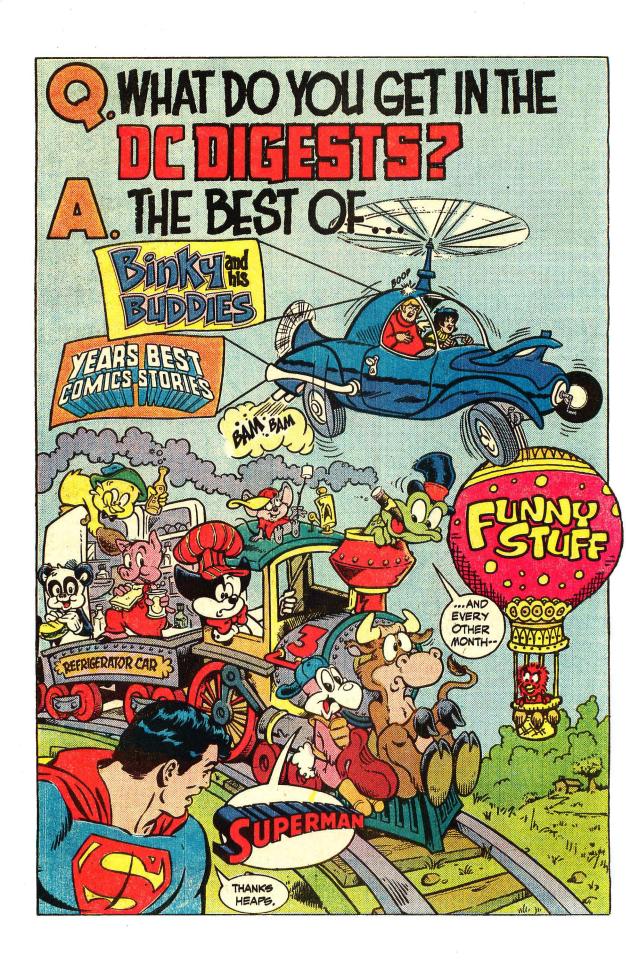




















This issue's guest inker is Eduardo Barreto, one of DC's newest rising young stars. We think he's done a superb job filling in for the all-togethertoo-busy Ricardo Villagran, who's still at work catching up on STAR TREK after completing the mammoth 64-page movie adaptation (which should be on sale soon after you read this). Ricardo promises us he'll be back next issue, so until then we ask you to feast your eyes on Eduardo's distinctive inks. And if you're impressed-and we think you should be-then be on the lookout for Eduardo's pencil and ink work, which has been (and will be) appearing on a whole passel of DC covers, as well as in the pages of various DC magazines. He's a real find, and sure to be everyone's favorite in the months to come.

And before we forget: We don't make a habit of plugging future issues (unless it's the next issue, and then only in this letter column's final paragraph), but this time we're making an exception. Be warned: ATARI FORCE #12 (the issue after next) is one comic you will never forget. It features the wrapping up of a year-long storyline, and includes some incredible changes in the group's makeup that you never thought we'd have the nerve to do. There are some heavy revelations in the works here, and we wouldn't want anyone to miss a single one. So if you think everything Gerry, José Luis, and company have done thus far has been off the wall-you ain't seen nothing yet!

Hope you'll pardon us for this bit of self-indulgence, but as you can see, we're really enthusiastic about the stories to come, and we just had to let you readers know. Anyway, on to the letters

Dear Gerry and José:

As I was filing my comics, I decided to reread issues 1-6 of ATARI FORCE. I'm glad I did. This is distinctly one of DC's best comics (right up there with the TITANS, SWAMP THING, and Doug Moench's BATMAN books), in both story and art. The comic hangs together well as one long story, and the issue-by-issue stories are entertaining and informative. All in all, Gerry, I'd say that this is the best comic you've ever written!

Now on to the real reason for this letter. I work part-time in a Science Fiction/Fantasy/Comics shop, and I see many small children (below the age of ten, that is) come in often. They buy ALPHA FLIGHT, SECRET WARS, and

overpriced back issues of SPIDERMAN 252 (the one where he gets his new costume). Adults buy these too, and eagerly await the next issue. I want to shake them and say "Don't buy that stuff! But—" and then I don't know what to say. AMERICAN FLAGGI, CEREBUS NEXUS, THRILLER, DREADSTAR—all of my favorite comics—are too advanced, too intricate for a preadolescent American kid to understand.

And then I read the letter column in AF#6, where Jason Wood, age 8, writes and asks sophisticated questions, and I realized—that's it! ATARI FORCE! It's simple enough for a child to read and appreciate, but the stories also have a fair share of intricacy and subtlety, and the whole comic has an elegance and style that makes it worth an adult's time.

Thank you for giving me the answer to my problem.

> Kevin J. Maroney 409 Landerwood Chapel Hill, NC 27514

(It's always nice to hear from people who actually sell comics, to get a good idea of what's hot and what's not. But more than being a "hot" selling book, it's important to all concerned with ATARI FORCE that we remain a "good" book. That you, and many other retailers we've spoken with, feel that ATARI FORCE bridges the generation gap of comics entertainment is very high praise indead.)

Dear Mr. Conway.

I used to write many letters to many different titles at DC, but I stopped because none of my letters were ever printed. I always thought that it was because of my age; I was 10, and stated that at the time.

Now I come across ATARI FORCE, a comic in which the editor encourages us kids to write. Well, I'm a kid, and I have been encouraged to write, so I have picked up my pen, sat down, and written!! (Thanks, Andy!)

Anyway, first I'd like to commend Mr. Conway for the best job any writer could do on a comic like this. The characterizations are marvelous, as are the stories. One thing, though: I think you should show more of New Earth's environment; most of the stories thus far have taken place with the characters cooped up inside of buildings, spaceships, etc. New Earth is probably a fascinating place!

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And one more thing, about the artwork: MAGNIFICENT!!

Until Morphea grows a Mohawk, Anthony Rapp—age 12 24221 Ingalls Ave. Joliet, IL 60435

(Glad to hear we inspired you to write, Anthony. This is as good a time as any to remind everyone out there that we want to hear from everybody who has something to say—be they eight or eighty! To grant your request—we've already done it! As you've probably already seen, Tempest has been phasing across New Earth since last issue, and will remain on new terra-firma for some time to come as he unravels the secret of the DARK DESTROYER. That is, unless HUNTER gets his way!)

.....

Dear Atari Forcers,

I have been collecting different comics for a long time. About 1982 I lost interest, but when ATARI FORCE and other new comics came out I became a collector again. I love ATARI FORCEI It's great/ My Favorite characters are Pakrat and Babe. I like Pakrat's cowardliness until he's cornered. That's really cute. I like Babe's bulky body but cute face and dialogue. In issue #6 and 7 I was sorry for Tempest and his father. Tempest getting whipped by that jerk the Dark Destroyer and his father worrying about him. In issue #7 I was amazed. I didn't think gentle Morphea could be so powerful. I was glad that they all got free but I am worried about Babe lost in space. I hope that he doesn't get hurt. I also hope Pakrat saves him. After Babe splashed him it would be a great way to make up. Well, thanks for a great comic. Sincerely

> Jeremy Stewart—age 11 2906 So. 3rd St. Louisville, KY 40208

(As you no doubt have already discovered, Jeremy, Babe is safe and sound aboard Scanner One again, plus one new friend.)

Dear Guys,

ATARI FORCE is really great! The an is fantastic and the stories are really original. But one thing is not as it should be to make this book even better and that's the coloring. The book has too many "light" colors which should be brighter. I hate it when background characters and objects are colored one

single color. I know you can't color every single object as it really is, but I wish you could solve this problem in some new original way. I'm no expert in this field, but I know what looks right and how it could look better.

Thanks for reading and taking note.

Ralph lenco 11 Oakland Drive Hamilton, Ontario Canada LSE 3R4

(Coloring is a tricky thing, Ralph. We're not prepared to give you a crash course right now-there isn't the room-but there are reasons Tom Ziuko colors everything the way he had. The reason he colors many of the back-ground characters "monochroground characters "monochro-matically," that is, using different values of the same color, is to help those characters in the foreground "pop" or stand out better. On the other hand, in a busy scene, a main character might be colored a single color so it would stand out amid all the other smaller colored areas. If everything was colored the way it might really look, the whole page might turn out to be an unreadable jumble of colors.

As for the "light" colors you complain about, that's purely due to the printing of the book. Sometimes certain color inks print light, other times they print dark. We've vastly improved the reproduction quality over the past months by using the whiter "Mando" paper, so things are better than they werel!

Dear Andy et al:

I picked up ATARI FORCE #6 and #7 at a mini con the other day, having learned that Garcia Lopez was "back at the controls," so to speak. Lopez and villagran are one hot art team! I've admired Lopez' pencils in the past, however, I am pleased and surprised at the incredibly beautiful stuff he and Villagran are creating. The inks are some of the nicest I've seen—right up there with Terry Austin's work (nice to see Terry on cover inks).

Although it was the art that got me to buy the books, Conway's scripting was very entertaining—not overwritten, thankfully.

I also loved the lettering—great alien dialects!

I particularly enjoyed the various grotesque aliens and robots that populated the Destroyer's ship. I hope to see vast numbers of these amusing critters in future stories (please?). Gosh, this is a great book! I hope Lopez and Villagran can be persuaded to stick with ATARI FORCE for a long time!

Peace, Jon Freeman 1435 W. Lunt Chicago, IL 60626

(We're as impressed by the Garcia Lopez/Villagran team as you are, Jon. but we hope you haven't been disappointed by the last two issues' guest inkers. Personally, we feel that both Bob Smith's—(last . issue)—and Eduardo Barreto's — (this issue) — inks are just great too!

As for the alien dialects, that's Bob Lappan's boogie. Once Bob gets his hands on a page with either neat sound effects or alien gibberish, it's weeks before we get it back. And when we finally do, it takes everything from a Captain Midnight decoder ring to a hieroglyphics manual to figure out exactly what it is he's written! Usually, it's even something translatable! But seriously, Bob takes a lot of time slugging in unusual typestyles and encoded aibberish on alien word balloons, and we're glad you noticed the extra effort he puts into each one. If you're one of the few who haven't examined Bob's balloons closely, go back and check 'em out-sometimes it's worth a giggle!)

Dear Andy,

I recently acquired ATARI FORCE #7. I read the letter column. I read your reply to Andrew Logan.

. . . . .

I am appatled!

"Only a comic book"? I thought you were a sensitive man.

When I started to read comic books, I found a purpose in life. Before, I was just breathing. Then, I started living!

Superman, Batman, X-Men, Atari Force. They all went together. They made me a person. Them and all the rest made me whole. My comic books made me human!!

And look what you said about them.
"Only a comic book," Mr. Helfer? And
I suppose your mother was "only a
mother"

THE PHANTOM COMIC

(You suppose incorrectly, Mr. Phantom—my mother is a SAINTI But seriously, we're sorry if we offended you in our reply to Andrew Logan's letter. Perhaps a fuller explanation of our viewpoint is in order. We here at DC all take our comic books very seriously—after all, we earn our livings through them. But more importantly, comics should be fur—a fantasy, an escape from the everyday world. As every psychologist will tell you, all people need an occasional fantasy or two to drop into now and then—it's not only necessary, it's

Thealthy! But when fantasies take the place of living in the real world—well, then it becomes a problem. In this case, comics cease to be what we, their creators, intend them to be—entertainment. So take it easy, okey?)

Dear Andy buddy,

Before I say anything I'd like to compliment you on your treatment of us ATARI FORCE fans. Not every editor will give personal comments on the letters written. You make letter pages fun again. Thanksill

Now on to business. Issue #7 was another captivating story filled with the stunning art of José Garcia Lopez and

Ricardo Villagran!!

My favorite character is Pakrat and the reasons are simple: He would be the closest guy on the team I personally could relate to. Not every person (especially not me) could leap into death's arms without a second thought like Dart does. Sure everybody dreams of being a hero, but if you are really faced with a dangerous situation, not many people could handle it like most super-heroes do. Now, Pakrat is a classic character. He plays the part of a wimp (even though I think it's just a front). He gives the comic the lightheartedness all comics need. So in this letter my salute of the day goes to Pakrat!!!!!

> Eric James Baich 77A Fines Drive Regina, Saskatchewan, Canada S4N 6C1

(We're glad you appreciate the work that goes into these letter columns. When we write them at 4 A.M., it's nice to see a letter from someone who appreciates the extra effort!)

NEXT ISSUE: The penultimate installment to our first 12-part epic is guaranteed to be a shocker. In it, you'il learn the secret of the mysterious death of original ATARI FORCE member Lydia Perez. You'il also get a glimpse of the Dark Destroyer's latest evil designs. And then there's the matter of Blackjak...

Be there—or you may live to regret it!
—ANDY HELFER





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