



## Give Your Readers A Break . . .

with every issue you publish, by having the "Ralph" comic strip as one of your regular features.

A lighthearted feature, "Ralph" and his friends explore and discover the virtues and traumas of everyday college life.

Critics at Universal Press Syndicate say "Ralph" is ". . . one of the best strips we've seen in a college setting." On one occasion, "Ralph's" creator, Ron Wheeler veered away from the strip's usual format, and depicted former President Ford as running for student government. The cartoon won second place in the journalistic honorary Sigma Delta Chi's editorial cartooning competition. Another occasion found "Ralph" the winner of the crown for Homecoming King at the University of Nebraska in 1975 — as a write-in candidate.

"Ralph" has received praise from the Sparks Newspapers, The San Diego Union, and the Dallas Morning News, to mention a few.

"Ralph" also enjoys a virtual 100% renewed subscription rate. "Ralph" apparently is well received by campus newspaper readers across the country.

The point is, "Ralph" is a strip designed especially for college newspaper readers. It's a strip that anyone attending or teaching college can relate to. In fact, commercial newspapers are not even asked to subscribe.

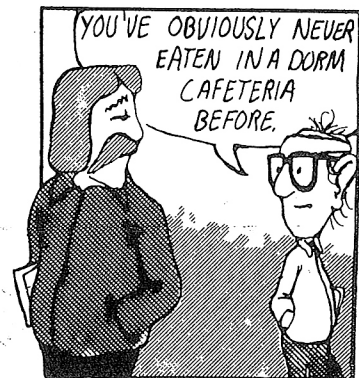
But the best news about "Ralph" — is good news to you. Subscriptions have reached the level that we've been able to reduce the cost of subscribing over 100%. Details and conditions for subscribing can be found in the easy cut-out coupon on the back. The sample strips in this brochure is from last semester's material.

Please consider subscribing. It's an easy way to give your readers a feature they can enjoy.

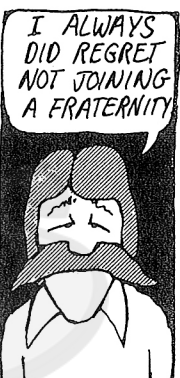
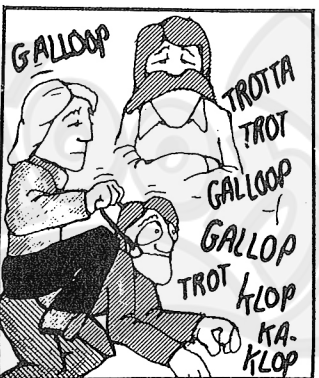
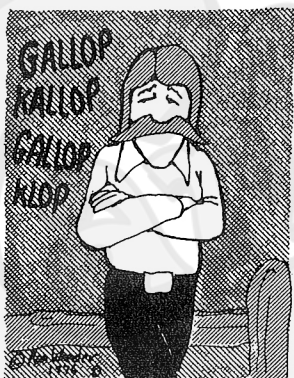
by Wheeler  
**RALPH**



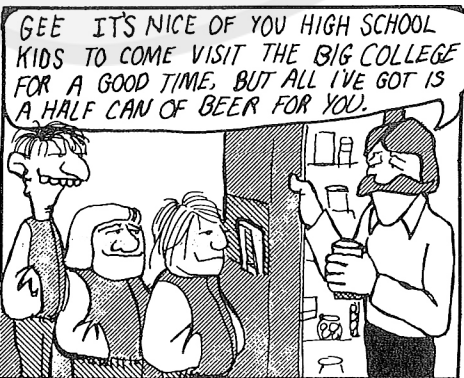
by Wheeler  
**RALPH**



by Wheeler  
**RALPH**



by Wheeler  
**RALPH**



by Wheeler  
**RALPH**





© Copyright 1976 by Ron Wheeler

Name \_\_\_\_\_  
 Newspaper \_\_\_\_\_  
 School \_\_\_\_\_  
 Mailing Address \_\_\_\_\_  
 Phone \_\_\_\_\_/\_\_\_\_\_-\_\_\_\_\_

Check  
one.

\_\_\_\_\_Daily Newspaper.

Enclosed is our publishing schedule and a check for \$170 for the Ralph series for one school year (2 semesters).

\_\_\_\_\_Daily Newspaper.

Enclosed is our publishing schedule and a check for \$95 for the Ralph series for one semester (2 quarters).

\_\_\_\_\_Weekly; Bi-Weekly.

Enclosed is our publishing schedule and a check for \$80 for the Ralph series for one school year (2 semesters).

\_\_\_\_\_Weekly; Bi-Weekly.  
 Conditions for Cancellation:

Enclosed is a check for \$45 for the Ralph series for one semester (2 quarters). If, for any reason, a subscriber wishes to cancel, a check of reimbursement will be sent upon receiving notification. Subscriber pays only for strips actually used.

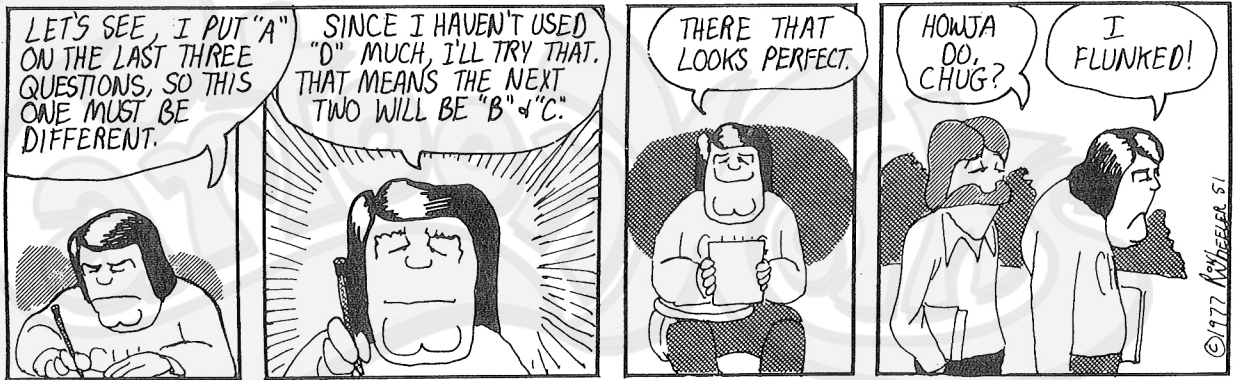
Make Checks or Money Order Payable To:

**Wheeler-McMorris Enterprises**  
 5404 Nicholas Street  
 Omaha, Nebraska 68132

Wheeler-McMorris Enterprises  
5404 Nicholas Street  
Omaha, Nebraska 68132

U. S. Postage  
PAID  
BULK RATE  
NO. 943

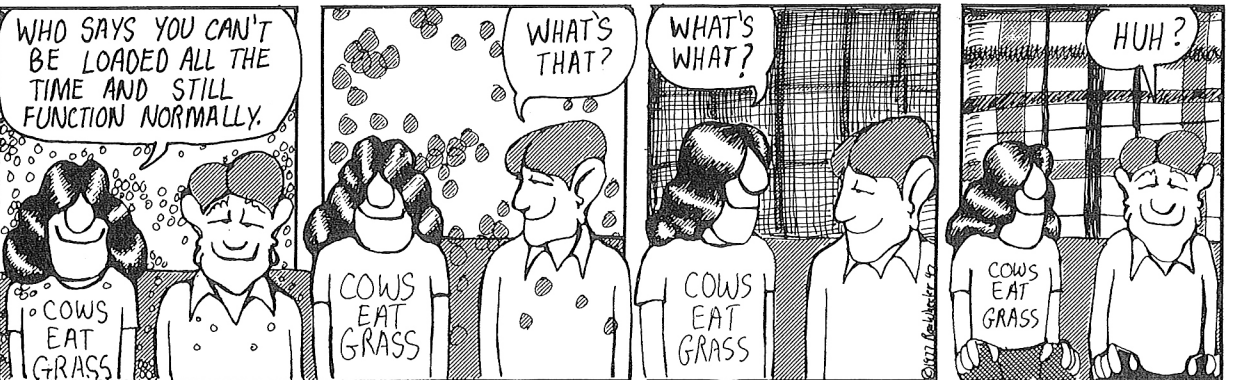
**RALPH** by Wheeler



**RALPH** by Wheeler



**RALPH** by Wheeler





# A Capsule of “Ralph”

This brochure offers a brief glimpse of last semester's “Ralph” strip. We figured it would be better to show you a few samples of the strip than to try to explain what the strip is like.

You'll probably notice that most of the strips in this brochure are single concept panels—that is the story begins and ends in one strip. However, we've included one five-strip series on Durk's mother coming to campus.

A series of strips dealing with one subject is best represented in daily newspapers. However, if your newspaper is a weekly, and you decide to subscribe—we will not send you a series unless

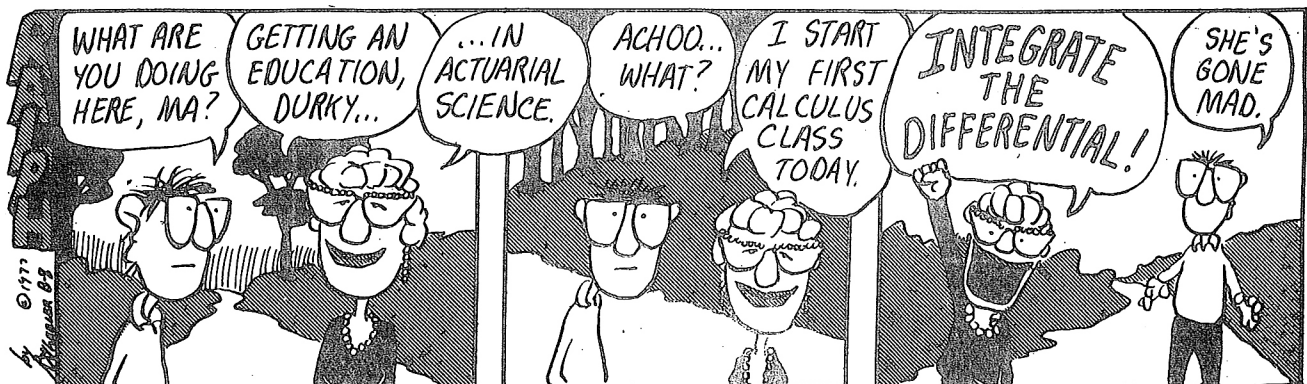
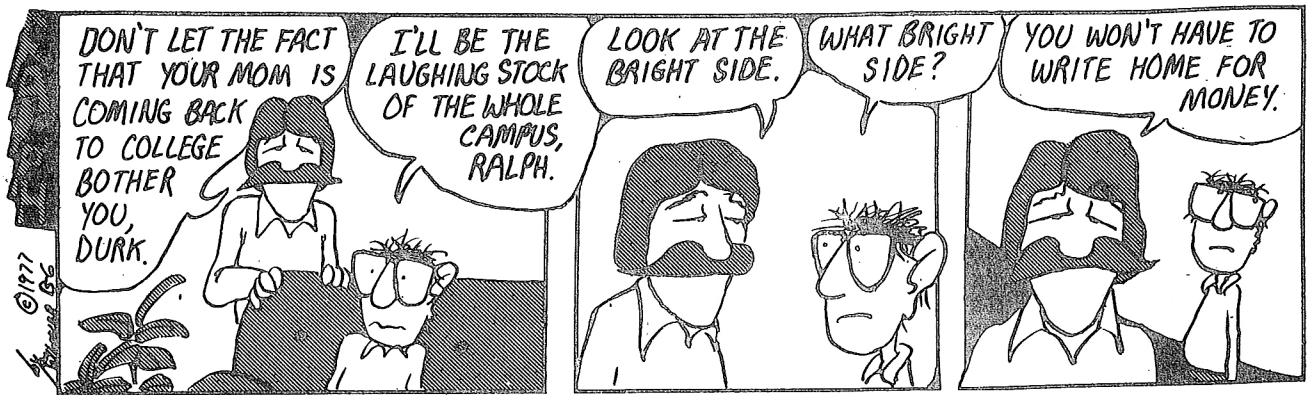
you ask us to do so.

We hope you consider subscribing—and remind you again that satisfaction is completely guaranteed. If you decide you don't want to run the strips we send you, we'll give you a prompt and full refund.

We also would like to remind you that the strips you receive when you subscribe is all new material dealing with current topical interests of college readers.

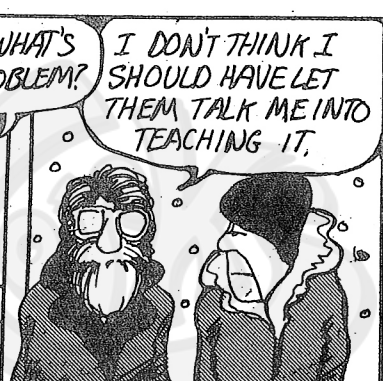
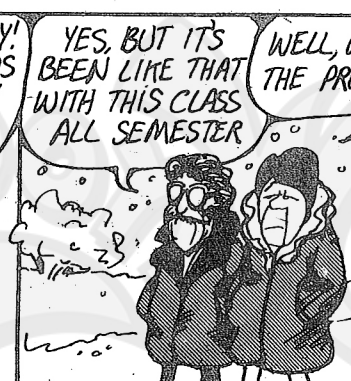
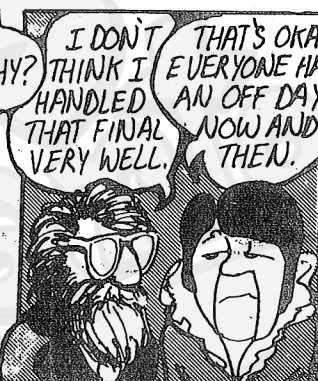
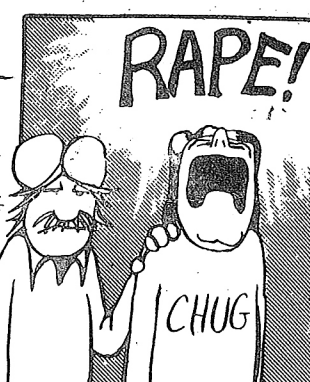
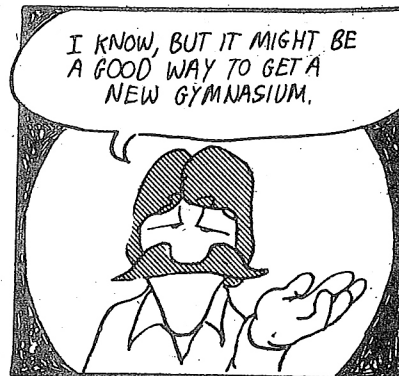
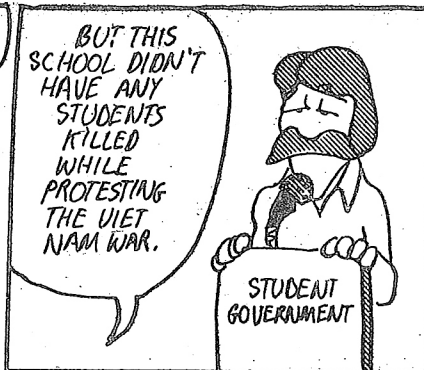
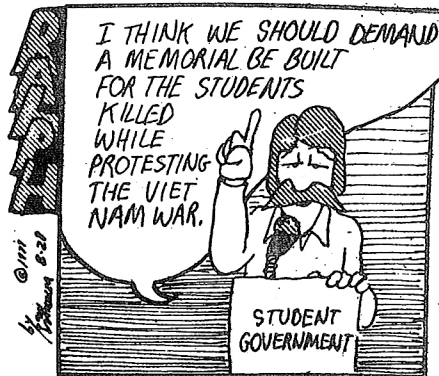
We believe you and your readers would enjoy having “Ralph” in the pages of your newspaper.











Please send me 'Ralph' for the spring semester '77 as indicated below. I understand that if I am not completely satisfied with the strip, I can return the material to you for a full refund. I also understand that I pay only for the strips I use, and can cancel this agreement at any time during the semester by simply writing to you. I also understand you will process my order the same day you receive it.

Name \_\_\_\_\_

Newspaper \_\_\_\_\_

College or University \_\_\_\_\_

Mailing Address \_\_\_\_\_

PLEASE SEND ME \_\_\_\_\_

RALPH STRIPS AT \$3.00

PER STRIP. TOTAL

AMOUNT

DUE: \_\_\_\_\_

I AM ORDERING MORE

THAN 40 STRIPS. PLEASE

SEND ME \_\_\_\_\_ RALPH

STRIPS AT \$2.50 PER

STRIP. TOTAL

AMOUNT

DUE: \_\_\_\_\_

Make checks or money orders

payable to:

WHEELER-McMORRIS

ENTERPRISES

4300 Abbott Road

Lincoln, Nebraska 68516



# At Last. A College Newspaper Comic Strip That's Funny Because it Relates.

**Universal Press Syndicate Critics Said**

**"...It's One of The Best Strips We've Seen in A College Setting".**

The strip is called "Ralph". Ralph Crabtree is a typical college senior whose experiences reflect life both on and off campus. He is joined by his naive brother Herbie, who learns all about college the hard way—first hand.

There's Chug, whose home address is the local tavern; Toke Daily, the friendly pot-head; Libby, the aggressive women's libber; and a host of other characters who poke fun

at the world which college students are all too familiar.

"Ralph" is not a new strip. It has been tested at the University of Nebraska student newspaper, The Daily Nebraskan, for more than a year. The strip has enjoyed enormous success.

How successful was the strip?

\*Critics at Universal Press Syndi-

cate in Kansas City said that "Ralph" was one of the best strips they'd seen in a college setting.

\*Ralph Crabtree won University of Nebraska Homecoming King 1975 by an overwhelming write-in vote.

\*A local clothing store bought out exclusive advertising rights to "Ralph", and used the strip's characters in their college press ad cam-

paign. The campaign was so successful, they doubled their advertising space purchases with the Daily Nebraskan.

\*"Ralph's" popularity won the attention of Nebraska's press corps: A two-page spread ran in the Omaha World Herald's Sunday magazine section; and personal interviews with radio station KLMS and television station KETV.

## To the Editor

College newspaper executive editors know the importance of mixing light-hearted features with straight news. It makes the paper more lively, interesting to read. A good, regularly published strip often becomes the single most favorite feature of the newspaper. "Ralph" is such a strip.

## To The Ad Manager

College newspaper advertising managers know it is much easier to sell an advertiser on strong, continuing creative concepts, rather than the straight sales-type approach. When you tell your advertiser you can provide him/her with a creative concept that will make readers search for their ad, you end up with two things: 1.) A grateful advertiser 2.) Advertising inches you can count on, time after time again.

A good, regularly published comic strip will do the trick. "Ralph" fits the bill.

## The Agreements

The "Ralph" episodes can be used by subscribing newspapers in two different ways:

Use the "Ralph" strip as a regular newspaper feature.

Use the "Ralph" strip as a sponsored feature, by one of your advertisers.

The choice is yours, and will not affect the net price of the strip to your newspaper. However, if you decide to use the "Ralph" strip as an advertising vehicle, it is suggested not to mark up the price of the

strip to your advertiser by more than 20 per cent.

The episodes may be purchased three separate ways:

13 week contract, 4 episodes per week. . . . . \$4.50 per episode  
(Total: \$247.00 per semester)

13 week contract, 2 episodes per week. . . . . \$7.50 per episode  
(Total: \$195.00 per semester)

13 week contract, 1 episode per week. . . . . \$10.00 per episode  
(Total: \$130.00 per semester)

You may cancel your contract at any time, but we must have two weeks written notice.

Note: The above quoted prices are a Special INTRODUCTORY OFFER. Your order must be in before: JANUARY 1, 1977

After JANUARY 1, prices may go up, depending on the amount of introductory orders recieved. Newspapers who take advantage of this introductory offer will be extended contract renewal options at a significant savings.

FOR MORE INFORMATION AND ANSWERS TO QUESTIONS ABOUT "RALPH" COMIC STRIP SERIES, FILL OUT AND MAIL THIS COUPON TODAY TO:

Wheeler-McMorris Enterprises  
P.O. Box 80775  
Lincoln, Nebraska 68501

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

NEWSPAPER \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Please send me 4 episodes per week, for 13 weeks, at \$4.50 per episode. Enclosed is a check or money order for \$247.00.

Please send me 2 episodes per week, for 13 weeks, at \$7.50 per episode. Enclosed is a check or money order for \$195.00.

Please send me 1 episode per week, for 13 weeks, at \$10.00 per episode. Enclosed is a check or money order for \$130.00

Check or money order payable to: Wheeler-McMorris Enterprises

You will receive your first episode of "Ralph" January 7, 1977.

