

MARVEL



Fantastic Four

IND.

THE Fantastic FOUR

APPROVED BY THE COMICS CODE AUTHORITY

M C

1 NOV

10¢

I--I CAN'T TURN INVISIBLE FAST ENOUGH!! HOW CAN WE STOP THIS CREATURE, TORCH?

JUST WAIT AND SEE, SISTER! THE FANTASTIC FOUR HAVE ONLY BEGUN TO FIGHT!

THE THREE OF YOU CAN'T DO IT ALONE! IT'S TIME FOR THE THING TO TAKE A HAND!

IT'LL TAKE MORE THAN ROPES TO KEEP MISTER FANTASTIC OUT OF ACTION!

FEATURING:
"THE THING!"
"MR. FANTASTIC!"
"HUMAN TORCH!"
"INVISIBLE GIRL!"
TOGETHER FOR THE FIRST TIME IN ONE MIGHTY MAGAZINE!



1963

ROSEN

THE Fantastic Four

10¢

FEATURING:
"THE THING!"
"MR. FANTASTIC!"
"HUMAN TORCH!"
"INVISIBLE GIRL!"
TOGETHER THEY
FOR THE FIRST TIME
IN ONE EPIC
MAGAZINE!

"I-I CAN'T
TWO INVISIBLE!
FAST ENOUGH!
NOW CAN WE
STOP THIS
CREATURE
TORCH!"

"JUST WAIT
AND SEE!
SISTER!
THE
FANTASTIC
FOUR HAVE
BEGUN TO
FLY!"

"THE THREE
OR YOU CAN'T
DO IT ALONE!
IT'S
THING TO THE
A HAND!"

"IT'S TIME FOR
THEY BEGINS TO
FANTASTIC OUT
ON ACTION!"



Fantastic Four

1961 | 1963

TASCHEN



IND.

THE Fantastic Four

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1 NOV.

10¢

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THE WORLD'S GREATEST COMIC MAGAZINE!

Mark Wald

IN 1929, NEW YORKER MARTIN GOODMAN was established as a successful publisher — at a high class magazine or books, but at cheap mass hot weekly circulation fiction magazine called "pulp," advertising that low income would pull paper upon which they were printed. As such, because Goodman kept a watchful eye on the relevant competition, he enabled I help but entire those new "budget" comic books. "Success magazine closed at 10¢ and full of ill-willed advertisements, they'll become big business over the last few years. After the first issue of some comic book called Superman checked sales in terms of a million copies. Publishers were suddenly making money creating new entire class of comics starting other "super heroes," and Goodman reacted.

When he started his Uncle for the same Timely Comics Inc., Goodman got readers Captain America, the Human Torch, the Sub-Mariner, and some of other costumed characters. Timely was by far one of the most prominent and profitable comic publishers throughout World War II, reflecting direct not only from children's taste buds, but from teenage sentimentality looking for a quick disposable read.

However, needs came and go, super heroes reality may last forever. Future publishers rapidly proved several other heroes — however, humor, heart, and attitude — but they could not reverse a gradual slide decline industry-wide. Studio's competitors were either fading or going west of the genre, leaving only a handful remaining or relatively take ground by the mid 1950s.

National Amusements Publications Inc. DC Comics had been every child hero: Wonder Woman, Batman, and some Superman. Superman's 10¢ sales had been the lifeblood of the industry. TV show, Archie Comics Group built out of its successful line at the dawn of the 60s and had been merged and its pulp, DC Comics remained a giant in the field, having formed Donald Dell and Meyer Shale and publishing "The Disney Comics and more, the first selling comic to America with a circulation to its million.

Timely Comics — by now rebranded Atlas after Goodman's direct business collapse — held its own for the next few months. One was not equipped and he tried to bring his own weekly as cheaply as possible. The second, only one related other like with such cheaply means, when pulp included writing most of Atlas' comics himself. The third was Goodman's remaining relationship. In fact, because comics were his lifeblood, Goodman was able to take the time to be, because he was in the eye of the storm, Goodman had the same reader connection that he got his magazines.

But his last issue, Atlas folded and the Goodman owned his magazine distribution company merged. Unlike other publishers, Goodman

didn't have to hand a share of his profits to an outside company to enter new his dozens and dozens of different magazines and comics was made. Atlas Comics remained in a comfortable middle position.

Until 1957, that is, Goodman, in an extraordinarily timely move, business sense, closed Atlas distribution after making a more profitable deal with the American News Distribution company. Unfortunately, as much book historian Conrad Jones explains, Atlas' transition "American News" had been forced partly of necessity of book sales to divert half of the revenues it owned. Its biggest client, George Thorburn, announced he would work a new distributor for his magazines and paperbacks. The owners of American News wanted to do this, but would have on their income. Thus they looked at the value of the New News and were aware their headquarters was. They liquidated a company and sold the land."

With the abrupt loss of American News, Goodman could appear other distributors for help, but he was not giving. They all wanted their former competitor going and quickly. Goodman only way was to contact with Independent News... a company owned by the rival DC Comics. Independent took Atlas Comics in, but not before Goodman to get the line. In April of 1957, Goodman issued a direct notice. In August, he published his new per month limit of eight.

To add to his loss, Goodman discovered an office where employees completed and paid for stories, all at around, enough to fill dozens of them, and more have been asked that he was simultaneously paying 10¢ per copy of women and articles to keep producing new work. Goodman compensated newly Atlas' entire staff. Industry legend has it that he had hugged because of the closest incident, but Atlas' remaining employees resolved their work with a little more grace:

"The legend would never have happened just because he spent their own. But I think that I may have been a little mistaken that happened. We had bought a lot of story that I didn't actually do all the good, but I paid the artists and writers for the work and I wrote half them in the cheap. Martin found them and then he was in happy. I'll not understand why he work, but I'm supposed to have paid, but I was never sure it was really the artist or the writer's fault. But when the job was finished, I didn't think it was anything that I wanted to see. I felt that we could write inventory — just not in other books. Martin, probably, probably was a little annoyed because it was his money. I'm supposed to."

Fortunately for Goodman, he unfortunately for Atlas, he had kept a close connection among his prior assets. Throughout the 1950s, Goodman had created a line of conservative magazines and had spent

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