

The Full-Color Guide to Marvel Silver Age Collectibles: From MMMS to Marvelmania

J. Ballmann

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#817108 in Books Ingramcontent 2014-06-18Original language:EnglishPDF # 1 11.00 x .41 x 8.50l, 1.30 #File Name: 0981534902172 pagesThe Full Color Guide to Marvel Silver Age Collectibles From Mmms to Marvelmania | File size: 56.Mb

J. Ballmann : The Full-Color Guide to Marvel Silver Age Collectibles: From MMMS to Marvelmania before purchasing it in order to gage whether or not it would be worth my time, and all praised The Full-Color Guide to Marvel Silver Age Collectibles: From MMMS to Marvelmania:

4 of 4 people found the following review helpful. A truly magnificent book and an asset to Marvel fans and collectors everywhere.By G. YoungI agree with the first review of this book except with the statement that this is one of the finest guides in comictim; instead, I would say that it is The Finest guide in the history of comictim. Of course, this statement is made with a heavy bias towards Marvel and specifically Marvel in the Silver Age. Tell me, what other guide has color pictures and articles on each and every collectible in it? What amazes me about this book is that it

contains Marvel information and history that you cannot find anywhere else. The book presents in-depth research gleaned from fan clubs, long-forgotten fanzines, merchandising, comic conventions, ads, letter pages, the fans themselves, and of course - Stan Lee, Roy Thomas, and Flo Steinberg. The result is a story that's never been told. As a lifelong Marvel fan and someone who considers himself an advanced collector, this book is refreshing because it does not re-hash origin stories we already know, it does not reprint comic covers we've already seen a gazillion times, it does not employ the BAM! POW! approach in its exposition, and most importantly it does not endlessly speculate on the whys-and-wherefores behind who created what and when or who didn't create what - and the age-old sob story / conspiracy theory about why Ditko and Kirby left. Instead this book focuses on something very subtle: how Marvel fandom began, how it evolved, and how Marvel became a pop-culture phenomenon in the 1960s and beyond. Even more, it explores that rarely addressed symbiotic relationship that exists between comic books and merchandising. And on that note, I would say that it is especially interesting to see the secret origin of Spider-Man himself that develops in the costume factories of Ben Cooper, Inc. in the 1950s. Here are the top 5 reasons why this is a truly great book: 1) For the first time ever, factual research-based information is provided on how to distinguish between authentic and counterfeit early Marvel collectibles such as no-prizes, buttons, bullpen pin-ups, and correspondence from Marvel itself. 2) This new edition has a breakdown of the appearances of when characters first appeared on merchandise and also what the rarest Marvel collectibles of the 1960s are. This information has never been compiled anywhere before this to my knowledge. 3) The coverage of the gumball machine merchandise is absolutely amazing and 100% complete with pictures of everything. 4) The histories of the Merry Marvel Marching Society and Marvelmania International fan clubs are the most complete ever written to date, and I love the M.M.M.S. comic that I had never seen before. How has this gem been overlooked by Marvel fans for over four decades? 5) It seems a large number of dedicated fans contributed pictures and anecdotes to make the coverage of this book complete; it is a true product of modern fandom much in the spirit of the early days of comic fandom in the 1960s but with all the perks of modern technology; i.e., over 1400 color pictures! As happy as I was with the first edition of this book, I am a hundred times happier with this one. And as anxious as I was for the second edition to come out, even though it took seven years, I can confidently say that it was well worth the wait. It is a truly magnificent book and an asset to Marvel fans and collectors everywhere. Need I say that I look forward to the upcoming companion book on Bronze Age collectibles? And I hope I live long enough to see a third edition of this guide!

2 of 2 people found the following review helpful. A great amount of research went into this book. By ManAt last a book that finally tells the real story behind the Ben Cooper Spider-Man costumes from the 1950s and 1963. This book was the first to tell the story. A great amount of research went into this book, and it shows. Many of the Marvel topics addressed have either never been written about before or have only been touched upon. The coverage of the Merry Marvel Marching Society is the best I've read and a thousand times more comprehensive than anything written about it to date. A wonderful book. I look forward to the one about the 1970s.

0 of 0 people found the following review helpful. Memory Lane. By James M. Joyce. If you, like me, are of a certain age and were collecting/reading comics in the early to mid 60's; then this will be a fun book to have. I had most of these toys and promos that are shown here and; like many of those comic pros who commented in the book, I want to haunt Ebay now and buy them, but the budget would be awful. Back then Submariner and Daredevil for instance were promoted just about as well as the FF and Spidey; and the idea that toys and t-shirts, etc., were made of them and those gorgeous posters; is just astonishing. Makes me really want Marvel to re-release these items! I mean, the Green-and-white Capt. Marvel t-shirt...which I had until I was about 14!! Ahh, those were the days.

Over twelve years in the making, this second edition of **THE FULL COLOR GUIDE TO MARVEL SILVER AGE COLLECTIBLES: FROM MMMS TO MARVELMANIA** is a comprehensive guide to Marvel toys, fan club items, gumball trinkets, records, cards, stickers - you name it - with over 1400 color pictures from no less than the greatest Marvel collections in the world. This guide provides prices, pictures, historical information, and anecdotes regarding all aspects of Marvel's rise in the 1960s and also presents the most detailed histories ever written regarding the Merry Marvel Marching Society and the Marvelmania International fan clubs. The specific 1960s Marvel memorabilia covered in this book include early correspondence items such as letters, postcards, and no-prizes; Bullpen pin-ups; Ben Cooper Halloween costumes, masks, and playsuits; fan club kits from both phases of the MMMS, the Super Heroes Club, and the Marvelmania International fan club; t-shirts and sweatshirts; the 1965 Swingin' Stationery Kit; iron-ons; posters, such as the 1965 Spider-Man pin-up, plus all the Personality Posters and Marvelmania club posters; gumball items such as flicker rings, snap-on rings, Mini-Books, flexi-rings, rubber figures, sticker strip comics and puzzles; Golden Records and the GR reprint comics; SPC and Freddie McCoy records; Button World pinbacks; Aurora Plastic model kits; Lincoln International Spider-Man copter gun; Karim Spider-Man watch; Pressman Captain America kite; Transogram Flying Captain America; Lakeside Captain America Super-Flex action figure; all Marvel Captain Action sets; Marvel Super-Heroes TV show promotional poster, record, brochure, pennants, and bumper stickers; Donruss card set; Philadelphia Chewing Gum sticker set; Topps Marvel Flyer airplanes and Krazy Little Comics; all 1960s Marvel books; all Marvel products from Ideal Toys, Kenner, Whitman, and Milton Bradley; all Marvel Marx figures,

scooters, friction cars, spinners, license plates, tricycles, and the Marx Super Hero Express train mint in box; the Power Comics pennant set; Ohio Art Marvel Flyers; Massachusetts Art pillows; all Marvelmania International fan club merchandise including pinbacks, stationery kit, magazines, and portfolios; and much much more. This guide is an indispensable resource for anyone involved in buying, selling, trading, or collecting Marvel Silver Age collectibles and especially for any fan who is interested in any aspect of Marvel's explosive growth into a pop-culture phenomenon in the 1960s as a result of the Herculean efforts of Stan Lee, Jack Kirby, Steve Ditko, and the rest of the Mighty Marvel Bullpen. 'Nuff said!