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## Shazam!: The Golden Age of the World's Mightiest Mortal

Chip Kidd, Geoff Spear

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#518062 in Books 2010-12-01 Original language: English PDF # 1 12.25 x 1.00 x 9.251, 3.20 #File Name: 0810995964224 pages | File size: 57.Mb

**Chip Kidd, Geoff Spear : Shazam!: The Golden Age of the World's Mightiest Mortal** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Shazam!: The Golden Age of the World's Mightiest Mortal:

23 of 24 people found the following review helpful. A visual feast! By Mark Luebker Most people seem to love the Chip Kidd's work or hate it. I'm in the former category, and THIS book just knocked me out. A word of warning: If you're looking for yet another recounting of the history of the original Captain Marvel, look elsewhere--this is not the book for you. There are plenty of excellent histories to be had, and a subscription to PC Hamerlinck's FCA is a great way to supplement them. However, if you're looking for a gorgeous collection of photos of the incredible range of Captain Marvel and Marvel Family ephemera that Fawcett and its partners produced during the 13 golden years those characters were in print, stop wasting time reading this review and place your order NOW. This is a must-have. I've

long been fascinated by the incredible range of merchandising that Fawcett did for these characters--an idea decades ahead of its time--and here are stunningly detailed photos of the best of it, including some of the rarest stuff, reprints of original designs for some pieces, and even side-by-side comparisons of original art pages and published comics. This is what I'd hoped the DC Vault and Marvel Vault books would be. While *Shazam!: The Golden Age of the World's Mightiest Mortal* doesn't include facsimile reproductions like the Vault books, it shows so much more of the Marvel Family and Fawcett merchandise than either of the former does of their subjects that it just blows them away. This is a book I'll be returning to it again and again, a visual feast. Heck, the quality of the photos and the amount of detail has me thinking about attempting my own facsimiles or reproductions of some of the items, since that's probably the only way I'm ever going to have examples of the really rare and really cool stuff. I'm already trying to decide whether to use Sculpey or Play-Doh to try my hand at one of those Cap syroco figurines...6 of 6 people found the following review helpful. Best book this year By Scott West This is simply the best book I've bought this year. Period. As a Captain Marvel fan, this is a MUST OWN. If you enjoy 1940s or 50s comics, toys, memorabilia, or just cool stuff about that era of superheroes then buy it as well. The price is right on the money for this hardcover. The book design is superb. It's fantastically photographed with a lot of good concise info about the world's mightiest mortal. This book gives a great glimpse into what it must have been like to be a kid in the 40s wishing you could say "SHAZAM!" to become our favorite big red cheese but settling instead for the many different novelties and toys one could find in the corner five and dime. There are a lot of rare vintage items that I've never seen before, some only having a couple known examples. My only wish would have been to include a complete list of all the items in the book for us collectors to use as a reference. Chip, take note for the next book. Overall, this book excels as a reference for vintage Captain Marvel merchandise. There are some examples of the comic stories and art but that isn't the focus. I hope Chip Kidd does many more books like this one. I think I'll go back and buy his "Batman Collected" book after thoroughly enjoying this one.0 of 0 people found the following review helpful. Incredible imagery By Richie Jingles I discovered comic book fandom in 1965 at the age of 13, after being a comic book fanatic all my young life. I immediately began ordering fanzines and the lower priced golden age books. One of the first was a 1946 issue of *Captain Midnight*, (\$1.50, HA!) which was a pretty lousy comic book, but real interesting to me simply because of its age. It was like an archaeological dig, holding these books that came out before I was born. But what was really fascinating to me were several pages advertising the very Captain Marvel merchandise pictured in this book! This really blew my mind because I'd never even heard of Captain Marvel... I was a Superman kid, and was always fascinated by his derivatives, which were legion in all the Superman books. There was always another super guy from another planet or circumstance, wearing yet another costume variation. But here was an entirely different but still in the same genre character who was obviously very popular in his time and he was a total mystery to me! I didn't get the whole story until a year later when I got an issue of *Alter Ego* (still a mail order fanzine then) which featured the whole Marvel Family. Having said all that, this book is an absolute visual delight, pure conceptual mind candy, beautiful graphics, all mysteries revealed! If you're a real comic book historian, like me, you'll pour over this book again and again.

Shazam made his debut in *Whiz Comics* in 1940, and outsold his biggest competitor, Superman, by 14 million copies a month. It wasn't long before a variety of merchandise was licensed—secret decoders, figurines, buttons, paper rockets, tin toys, puzzles, costumes—and a fan club was created to keep up with the demand. These collectibles now sell for outrageous prices on eBay or in comic book stores and conventions. Seventy years later, an unprecedented assortment of these collectibles are gathered together by award-winning writer/designer Chip Kidd and photographer Geoff Spear. Join Kidd, Spear, and the World's Mightiest Mortal in this first, fully authorized celebration of ephemera, artwork, and rare, one-of-a-kind toys, and recapture the magic that was Shazam! Praise for Shazam! "Superman has always gotten more press, but Captain Marvel may be the greatest expression of comics' optimism: A young boy says a magical word and turns into the World's Mightiest Mortal. Chip Kidd and Geoff Spear's gorgeous new book, *Shazam! The Golden Age of the World's Mightiest Mortal* (ABRAMS) pays tribute to the hero's bright colors and medium-spanning stories, all lovingly displayed in Kidd's signature style . . . It's a coffee-table book that provides a glimpse into a world where the powers of the gods are just an acronym away." -The Onion's A.V. Club "VERDICT: Despite the quite reasonable price, this features typical ABRAMS art and production quality. Fans will grab this Marvel-ous piece of Americana faster than you can say 'Shazam!'" -Mike Rogers, *Library Journal Express* "A handsome follow up to *Bat-Manga!*" --ComicsAlliance.com "This is a collector's dream: Page after page of Captain Marvel art, premiums, posters, toys, and ephemera from the biggest-selling superhero of all time . . . This book is a true time capsule and worthy of any comic fan's bookshelf." --USATODAY.com "Shazam! allows its rich imagery to tell the exciting story of this superhero. Between Kidd's glorious layout and Spear's highly detailed photography, the reader can feel the excitement and fabric that would eventually lead Captain Marvel to outsell Superman during the glorious Golden Age of comics!" --Comic Book Resources "Shazam! beautifully documents the creation and success of Fawcett's Captain Marvel franchise . . . Indeed, for non-Captain Marvel enthusiasts, the book may be most interesting as a compendium of historical documents, a glimpse not just of a bygone pop phenomenon but also of a

larger cultural ethos." -Forward.com