

SUPERHERO ENTERPRISES PRESENTS...

GAMES, BOOKS, TOYS AND PUZZLES

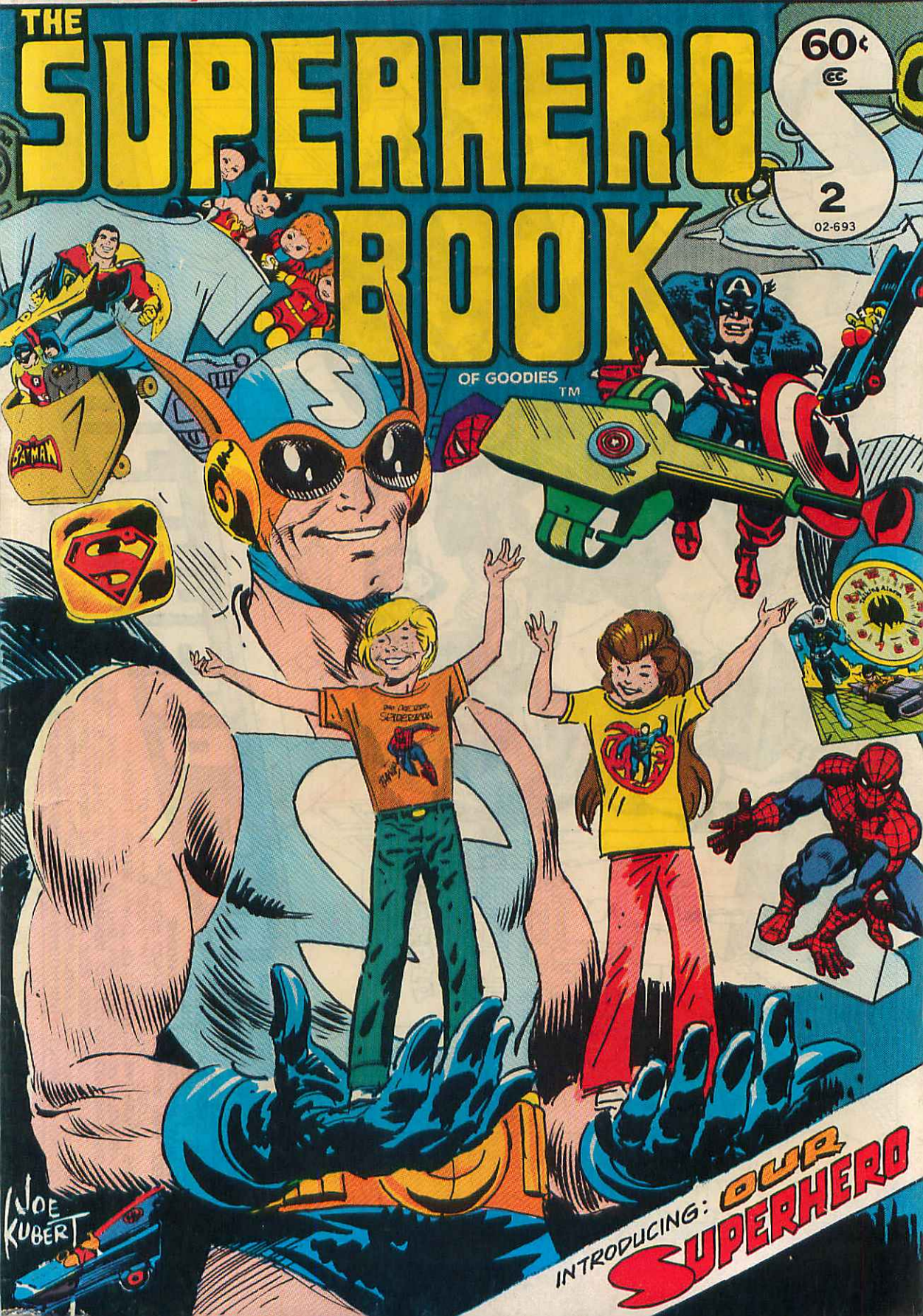
THE SUPERHERO BOOK

60¢

2

02-693

OF GOODIES
TM

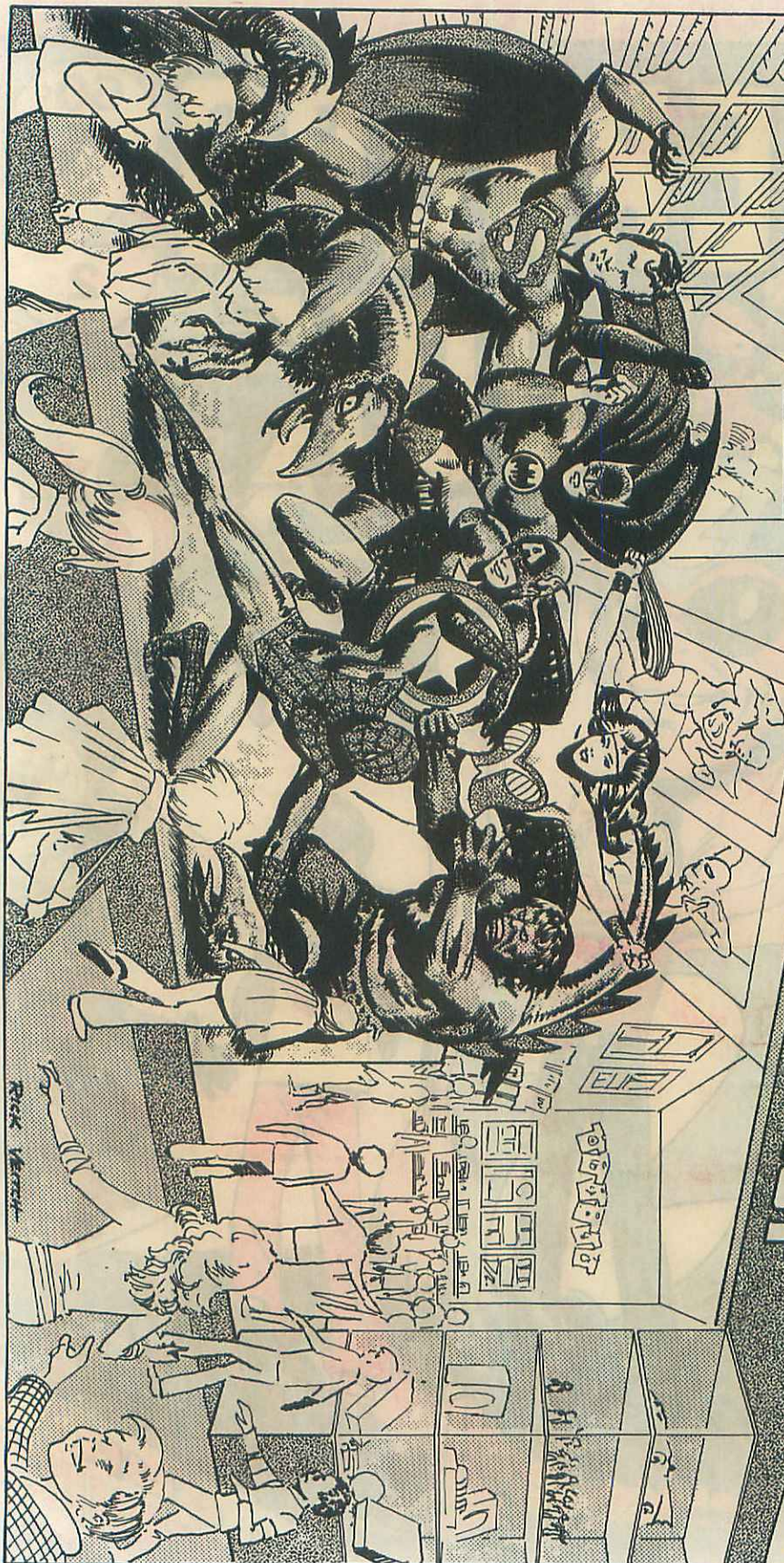


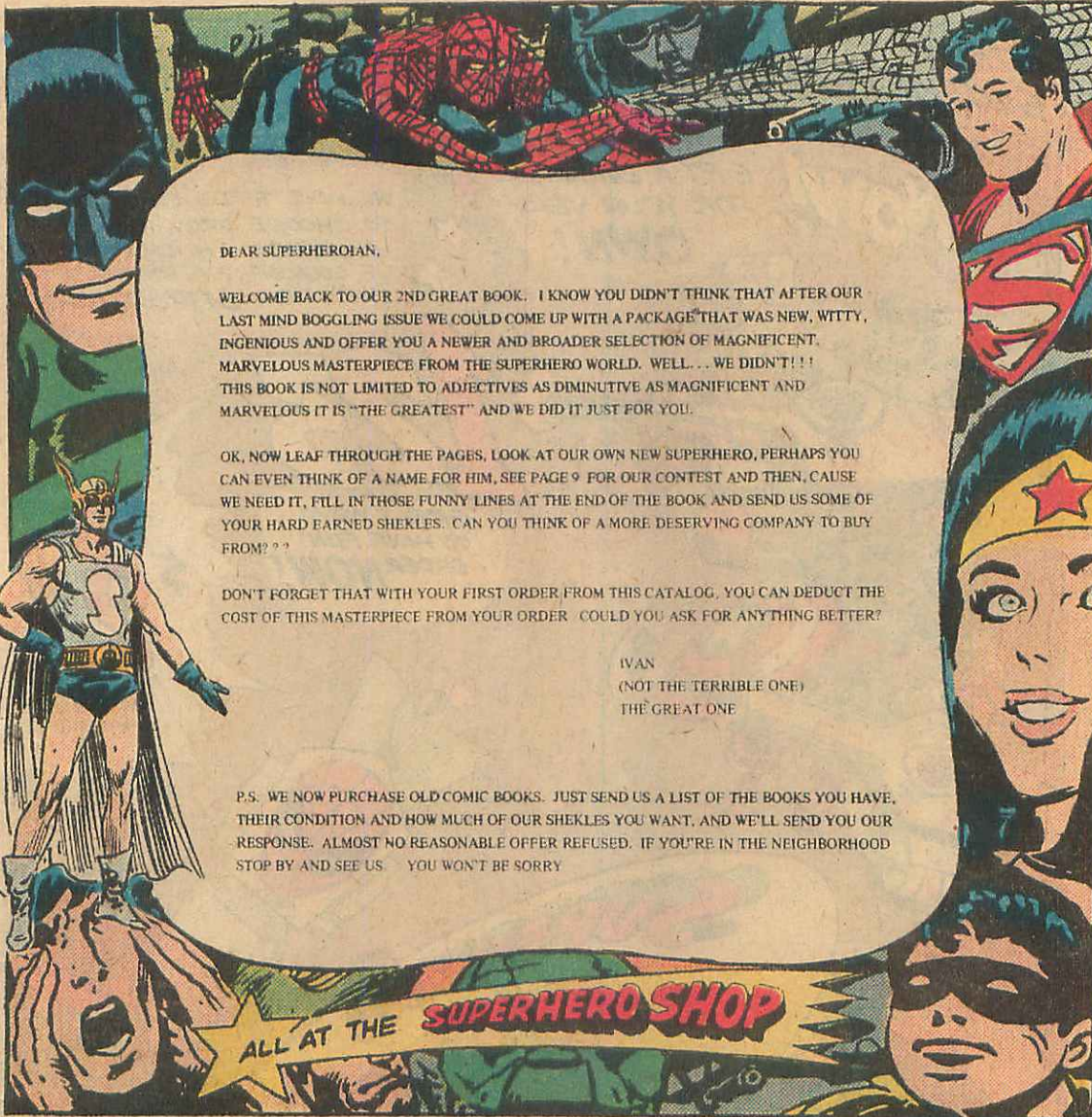
INTRODUCING: **OUR
SUPERHERO**

IT'S SUPERHERO SHOP

HERE IT IS... THE SUPERHERO SHOP, LIVINGSTON MALL, LIVINGSTON, N. J. TRULY A MONUMENT TO SUPERHERODOM! THE STOREFRONT IS A GIANT 60 SQUARE FOOT MURAL PAINTED BY JOE KUBERT AND THE STUDENTS OF THE J. K. SCHOOL OF CARTOON AND GRAPHIC ART, INC. IF YOU'RE IN THE NEIGHBORHOOD, STOP BY... YOU'LL NEVER WANT TO LEAVE! OPEN MON.-SAT., 10 A.M. - 9:30 P.M. (201-944-9207)

★ OUR CONTEST WINNER WAS **TEREY BROWN** OF WALKERSHA, WIS. **TEREY** WAS THE FIRST ONE TO CORRECTLY GUESS THE STOREFRONT! CONGRATULATIONS!





DEAR SUPERHEROIAN,

WELCOME BACK TO OUR 2ND GREAT BOOK. I KNOW YOU DIDN'T THINK THAT AFTER OUR LAST MIND BOGGING ISSUE WE COULD COME UP WITH A PACKAGE THAT WAS NEW, WITTY, INGENIOUS AND OFFER YOU A NEWER AND BROADER SELECTION OF MAGNIFICENT, MARVELOUS MASTERPIECE FROM THE SUPERHERO WORLD. WELL... WE DIDN'T!!! THIS BOOK IS NOT LIMITED TO ADJECTIVES AS DIMINUTIVE AS MAGNIFICENT AND MARVELOUS IT IS "THE GREATEST" AND WE DID IT JUST FOR YOU.

OK, NOW LEAF THROUGH THE PAGES, LOOK AT OUR OWN NEW SUPERHERO, PERHAPS YOU CAN EVEN THINK OF A NAME FOR HIM, SEE PAGE 9 FOR OUR CONTEST AND THEN, CAUSE WE NEED IT, FILL IN THOSE FUNNY LINES AT THE END OF THE BOOK AND SEND US SOME OF YOUR HARD EARNED SHEKLES. CAN YOU THINK OF A MORE DESERVING COMPANY TO BUY FROM? ??

DON'T FORGET THAT WITH YOUR FIRST ORDER FROM THIS CATALOG, YOU CAN DEDUCT THE COST OF THIS MASTERPIECE FROM YOUR ORDER. COULD YOU ASK FOR ANYTHING BETTER?

IVAN
(NOT THE TERRIBLE ONE)
THE GREAT ONE

P.S. WE NOW PURCHASE OLD COMIC BOOKS. JUST SEND US A LIST OF THE BOOKS YOU HAVE, THEIR CONDITION AND HOW MUCH OF OUR SHEKLES YOU WANT, AND WE'LL SEND YOU OUR RESPONSE. ALMOST NO REASONABLE OFFER REFUSED. IF YOU'RE IN THE NEIGHBORHOOD STOP BY AND SEE US. YOU WON'T BE SORRY

ALL AT THE **SUPERHERO SHOP**

IVAN SNYDER: PEERLESS PUBLISHER
JOE KUBERT: EDITOR
JIM NOVAK: HYPE MONGER, CHIEF
WRITER & LAYOUT SPECIALIST.

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HARWOOD WEBSTER SAM KUJAWA RICK TAYLOR
RICK VEITCH TOM YEATES RON ZALME
S. MARIE SEVERIN, BRUCE MILLER, DAN ADKINS,
IRV WATANABE AND A CAST OF
THOUSANDS TOO NUMEROUS TO MENTION!

OUR GUARANTEE

IF YOU ARE DISSATISFIED WITH
ANY MERCHANDISE ORDERED
YOUR MONEY WILL BE PROMPTLY
REFUNDED UPON RETURN OF THE
MERCHANDISE.

ON ALL ORDERS OVER \$25.00 WE
OFFER A FULL 10% DISCOUNT.
ALL ORDERS OVER \$10.00 WILL
RECEIVE A FREE MYSTERY GIFT.

GREAT SCOTT!

IT'S SHOOTERS AND SHIELDS!

NOW!

GET A SHOOTER
FOR YOUR VERY
OWN!

WE HAVE THREE GREAT ONES
TO CHOOSE FROM! CAPTAIN
AMERICA--HULK--AND,
OF COURSE, EVERYONE'S
FAVORITE--SPIDER-MAN!

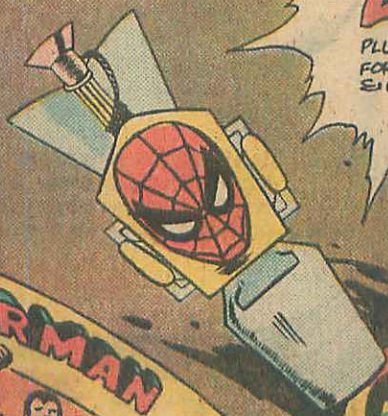
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GREAT WAYS
TO HAVE FUN!
ORDER **NOW!**

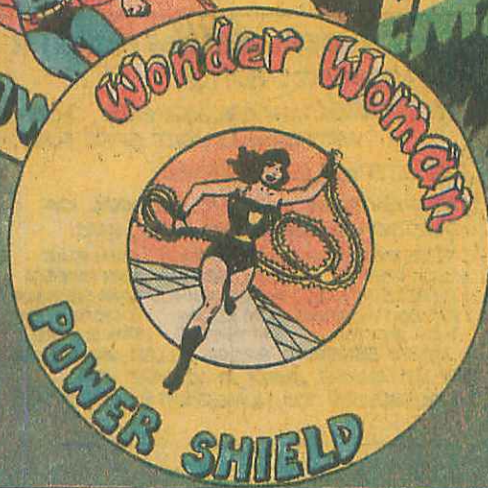
SUPERHERO
SHOOTERS
ARE ONLY

\$2³⁹ EACH

PLUS 39¢
FOR POSTAGE
& HANDLING



**GET
'EM!**



HERE'S THREE NEW SHIELDS
FOR TRIPLE THE FUN! THREE OF
THE WORLD'S GREATEST SUPERHEROES--
SUPERMAN, BATMAN AND
WONDER WOMAN!

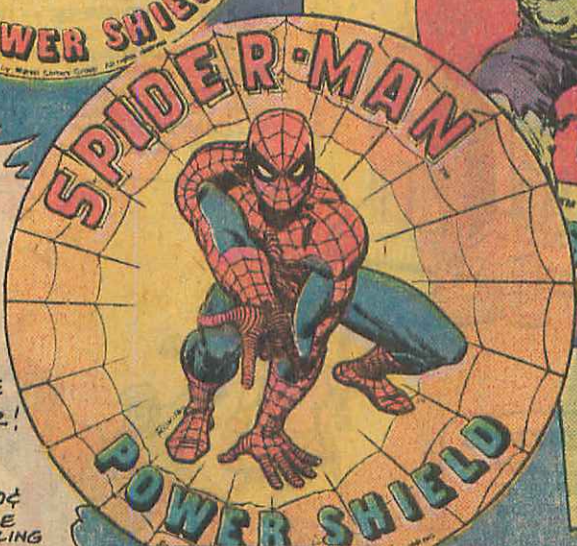
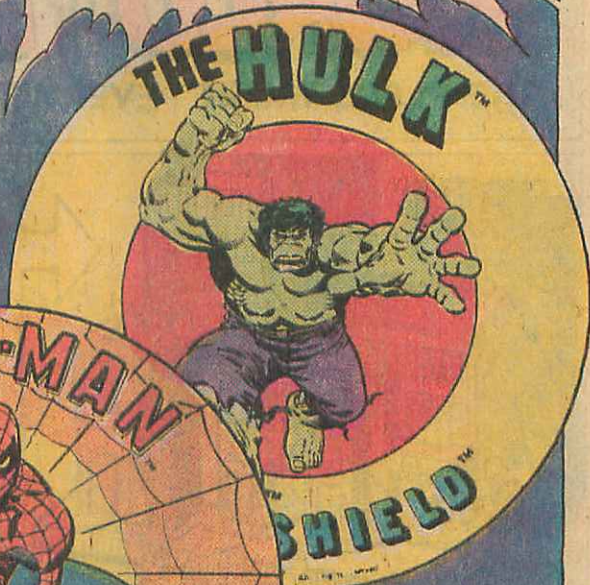
\$3⁴⁹ PLUS
50¢ PER SHIELD



IT'S CAPTAIN AMERICA, THE HULK AND--- SPIDER-MAN! EACH STURDY 14" SHIELD SHOOTS AN ULTRA-SAFE PROJECTILE FROM ITS CENTER!

ONLY **\$3.49** PLUS 50¢ POSTAGE & HANDLING

...AND IF YOU'RE A MARVEL FAN, HOW ABOUT THESE THREE GREAT SHIELDS...?



BE SAFE-- NOT SORRY! GET A SUPER SHIELD TODAY!

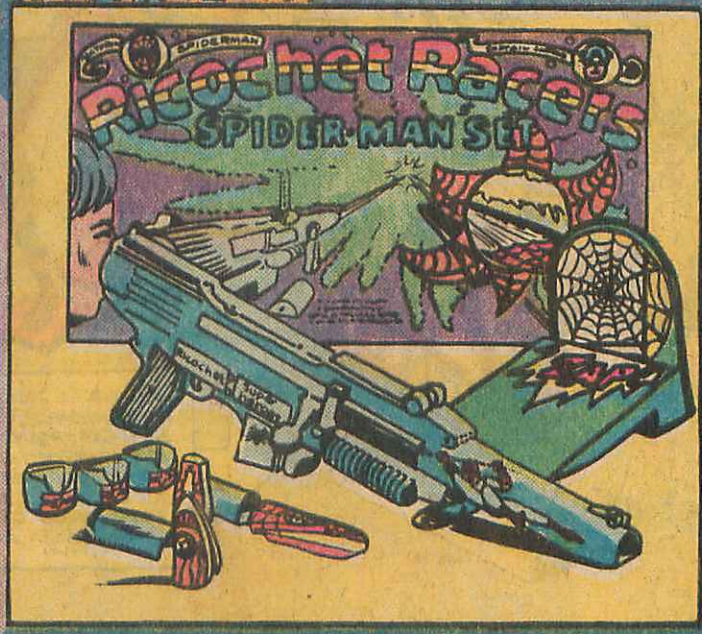
HERE'S JUST WHAT YOU NEED TO BOUNCE BACK-- OUT OF YOUR MID-WINTER FOLD-DRUMS--

RICOCHET RACERS!

COMES WITH EVERYTHING YOU SEE TO THE RIGHT! AND THAT'S MORE THAN ENOUGH TO CREATE THE MOST EXCITING RACES EVER!

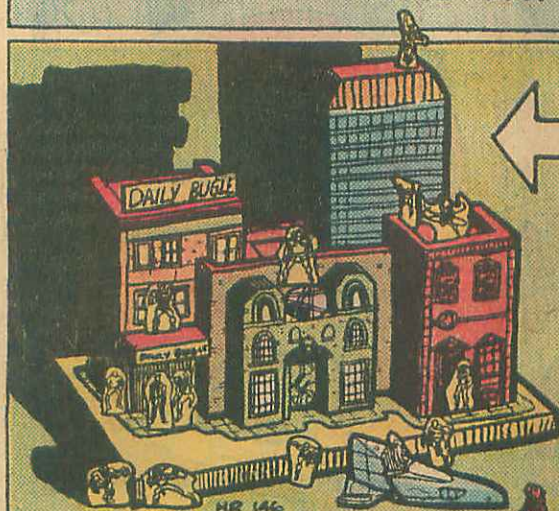
ONLY **\$16.95** PLUS \$1.50 P&H

RACE TO GET ONE TODAY!



ENTER THE WORLD OF MARVEL

THE PLACE WHERE EVERY TRUE BELIEVER BELONGS!



GRAB YOUR CHUNK OF THE MARVEL
EMPIRE! PRESENTING
THE WORLD OF MARVEL!

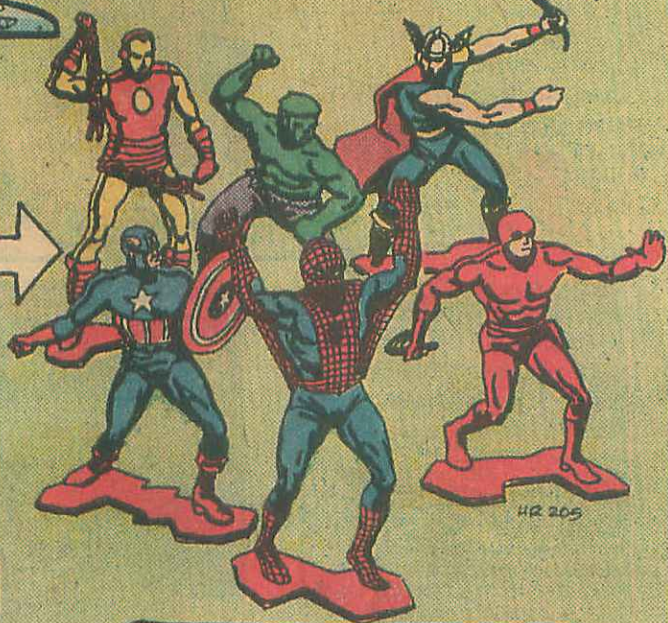
AN ACTUAL RELIEF REPLICA OF THE
MARVEL UNIVERSE-- WHICH INCLUDES
ACTUAL HOMES OF THE SUPERHEROES!
THE BAXTER BUILDING, THE DAILY
BUGLE--PLUS 36 MARVEL CHARACTERS
YOU CAN CALL YOUR VERY OWN! WITH THE
HIGH COST OF REAL ESTATE THESE DAYS,
YOU CAN'T AFFORD TO PASS UP THIS
GREAT BARGAIN!

ONLY
\$6.95
+69¢
PEH

SUPERHERO STATUES

NEW!! PLASTIC MOLDED
FIGURES OF YOUR
FAVORITES-- IN FULL
COLOR! THE ENTIRE SET
OF SIX--

ONLY **\$4.29**
+59¢
PEH

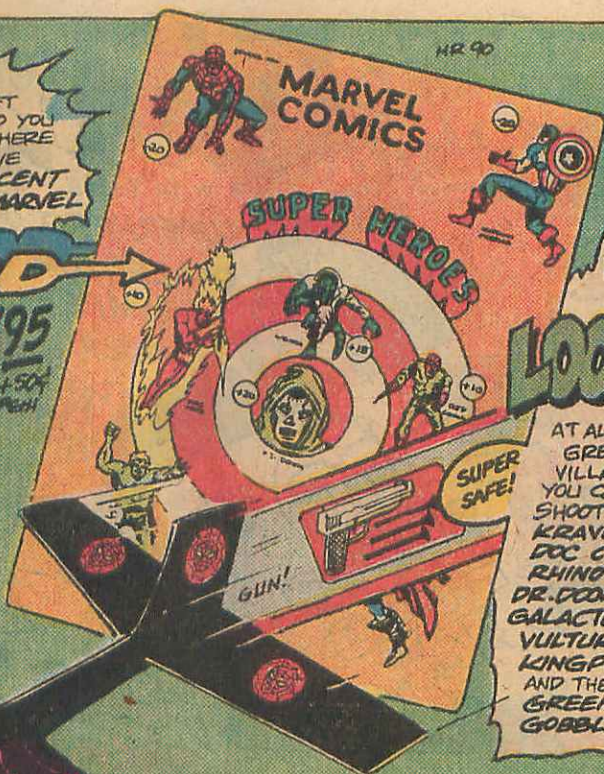


AND FOR A TRULY 3-DIMENSIONAL
EXPERIENCE CHECK OUT THE
**SPIDER-MAN COMIC ACTION SCENE
KIT!** THIS KIT COMES WITH COMPLETE
ASSEMBLY INSTRUCTIONS, BACKGROUND
DIORAMA AND A NEVER BEFORE
PUBLISHED COMIC BOOK BY LEN WEIN,
JOHN ROMITA AND HERB TRIMPE.

ONLY
\$2.49
+50¢
PEH

NOW DARTING TO OUR NEXT
LITTLE SURPRISE-- JUST SO YOU
MARVEL MADMEN OUT THERE
DON'T GET BORED, WE HAVE
(WHAT ELSE?) THE MAGNIFICENT
AND MAJESTIC MIGHTY MARVEL

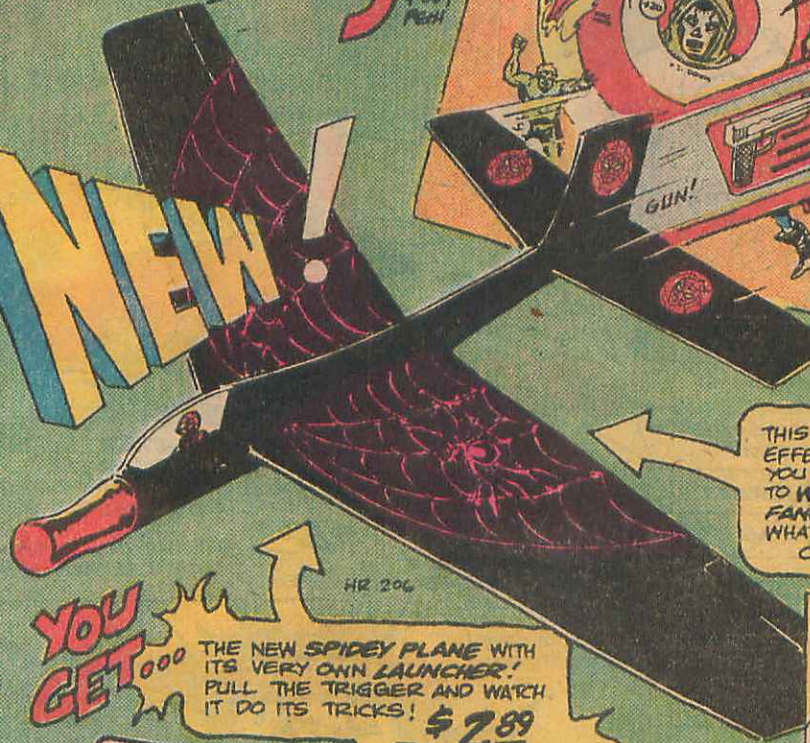
DART BOARD
ONLY **\$3.95**
+ 50¢ P&H



LOOK!

AT ALL THE
GREAT
VILLAINS
YOU CAN
SHOOT AT:
KRAVEN!
DOC OCK!
RHINO!
DR. DOOM!
GALACTUS!
VULTURE!
KINGPIN!
AND THE
GREEN
GOBLIN!

NEW!



THIS ONE'S BRAND NEW,
EFFENDI! FOR THOSE OF
YOU OUT THERE PRONE
TO WILD FLIGHTS OF
FANCY-- THIS IS JUST
WHAT THE PSYCHIATRIST
ORDERED!

YOU GET...

THE NEW SPIDEY PLANE WITH
ITS VERY OWN LAUNCHER!
PULL THE TRIGGER AND WATCH
IT DO ITS TRICKS!

\$2.89
PLUS 50¢
P&H



ATTENTION:

H2O LOVERS EVERY-
WHERE! WE'RE SURE YOU'LL
ALL REMEMBER THIS LITTLE SQUIRT!
YEAH-- THAT'S RIGHT-- IT'S THE
SPIDEY SQUIRT GUN! HE'S THE
CUTE TYKE THAT MADE SUCH A
SPLASH A WHILE BACK! SO DON'T
BE A DRIP! PICK ONE UP TODAY!



ONLY **\$1.59**
+ 39¢
P&H



WELCOME TO MY PARLOR
OF MIND BOGGLING
SPIDER-MAN MADNESS!
LOOK OUT, EVIL KNEEVE!
IT'S SPIDEY ON WHEELS!
I'LL RACE YOU
ANYTIME! MY CYCLO-
POWERED STUNT
CYCLE IS NUMBER
ONE!

GET
YOURS FOR
\$1.98
(PLUS \$4
POST &
HAND)

OKAY...
NOW
TURN
THE
PAGE...

STAMP OUT BOREDOM!



PICK UP YOUR STAMP ALBUMS @ \$1.79 + 39¢ PEH, AND STAMP SETS @ \$1.29 + 29¢ PEH -- EACH -- INDIVIDUALLY. CHOOSE FROM:

M7	SPIDER-MAN	DC1	SUPERMAN
M8	HULK	DC2	BATMAN
M9	THOR	DC3	SHAZAM
M10	FANTASTIC FOUR	DC4	WONDER WOMAN
M11	CAP AMERICA	DC5	FLASH
M12	IRON MAN	DC6	SUPER VILLAINS

MARVEL

DC

THESE AREN'T MERE STAMPS, EFFENDI!-- THESE SUPERHERO COLLECTOR STAMPS CONTAIN VALUABLE INFORMATION ABOUT YOUR FAVORITE CHARACTERS!

SPECIAL

SUPER STARTER SETS:
GET THE DELUXE SUPERHERO STAMP ALBUM PLUS 3 ASSORTED SETS OF STAMPS -- ALL FOR ONLY \$4.79 + 75¢ PEH. GET THE DC OR MARVEL STARTER SET--OR BOTH!

OFFICIAL:

STAR TREK

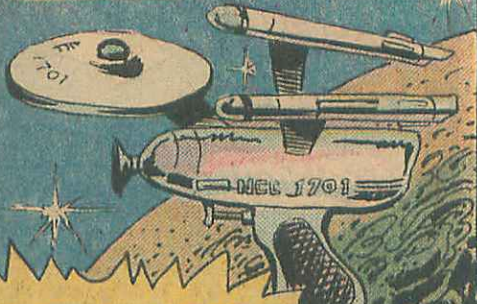
ENTERPRISE WATER GUN



STAR TREK LOGS #1 & #2

THE ORIGINAL STAR TREK LOGS RETOLD IN THESE TWO EXCITING BOOKS! ALL IN FULL COLOR!!

\$1.95
PLUS 50¢ PEH



SHOOT A LASER BEAM OF WATER WITH THIS FANTASTIC WATER GUN! ONLY \$1.59 + 39¢ PEH

HERE'S WHAT YOU'VE ALWAYS NEEDED TO STICK ON YOUR CLOTHES... BECAUSE...

...NO MATTER WHICH WAY YOU LOOK AT IT--YOU CAN'T AFFORD TO PASS UP THESE **SUPERHERO PATCHES!**

EACH PATCH MEASURES A FULL 4 INCHES AND IS FULLY SELF-ADHESIVE

ONLY **\$1.00** PLUS 25¢ P&H

SPECIFY PATCH ON ORDER FORM IN REPLY OF BOOK. TITLES ARE SOLD SEPARATELY. IE: "INCREDIBLE HULK" IS NOT INCLUDED WITH THE HULK PATCH.

CAPTAIN AMERICA

POWER MAN

STAR TREK

BATMAN

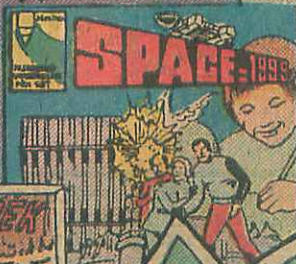
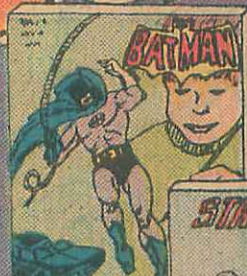
SUPERMAN

EXTRA SPECIAL!

ORDER ANY **5** PATCHES FOR ONLY **\$4.00** PLUS 75¢ P&H

NOW-ENTER THE WORLD OF SUPER GAMES!

BY HASBRO



NEXT IN OUR LITTLE GROUP IS A TERRIFIC TRIO OF WATERCOLOR SETS--EACH SET CONTAINS: 8 PENS; 3 PICTURES (FEATURING 3 DIFFERENT SETS)
HULK (HR 142) SPACE SPIDEY (HR 144) 1999 (ST6)

SHOW OFF YOUR TITANIC TALENTS WITH THESE GREAT OIL PAINT-BY-NUMBERS SETS
BATMAN (DC T9)
STAR TREK (ST 4)
SUPERFRIEND (DC T8)

EACH ONLY—
\$3.95 + 50¢ P&H

ONLY
\$3.95 EACH + 50¢ P&H

SEE THE MOST AMAZING ADVENTURES IN STEREO REALISM
THE GAF GOOD GUYS GIFT PACK!



3-D ACTION

NEW SLIDES AVAILABLE:
SPACE 1999
STAR TREK
BATMAN
SUPERMAN
SHAZAM

\$1.75 + 25¢ EACH

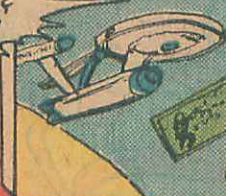


STAR TREK
SPACE 1999
SHAZAM
BATMAN
SUPERMAN,
AS YOU'VE NEVER SEEN THEM BEFORE!

ONLY
\$5.89 + 59¢ P&H

THRILLS GALORE!

STAR TREK



EACH ONLY
\$2.95 + 50¢ P&H

★ THESE ULTRA-FABULOUS BOARD GAMES ARE MORE FUN THAN DOING PUSH-UPS ON A LIVE VOLCANO! WAIT 'LL YOUR FRIENDS FIND OUT YOU'VE THE GREATEST GAMES EVER!

INTRODUCING-- **NOW-- OUR SUPERHERO!**

WELL, BELIEVERS--YOU
KNEW IT HAD TO HAPPEN!
HOW COULD WE, THE TRULY
GREATEST SUPERHERO
MERCHANDISING COMPANY
IN THE WORLD NOT HAVE
OUR OWN SUPERHERO?
NOW, THANKS TO THE IN-
GENIOUS TALENTS OF
JOE KUBERT, WE HAVE
ONE! BUT--HE HAS NO
NAME!

SO-- IT'S UP TO YOU!
TEST YOUR CREATIVE
ABILITIES WITH OUR
"NAME THE SUPER-
HERO" CONTEST! WHAT
CAN YOU WIN? SIMPLY
\$50. THAT'S RIGHT!
FIFTY DOLLARS WORTH
OF GLITZY GOODIES
YOU SEE THROUGHOUT
THIS CATALOGUE!

WHO
IS HE?

WHAT
DOES HE DO?

WHEN
DOES HE
DO IT?

DON'T DELAY!!
JUST SEND US A CARD
WITH YOUR IDEA FOR A
NAME... TO...
SUPERHERO NAME
P.O. BOX 777
DOVER, NEW JERSEY
07801

TUNE IN ON OUR NEXT FANTABULOUS ISSUE TO LEARN ALL THE ANSWERS!


SO--YOU WANT TO BE A **CARTOONIST?**

THE **JOE KUBERT**

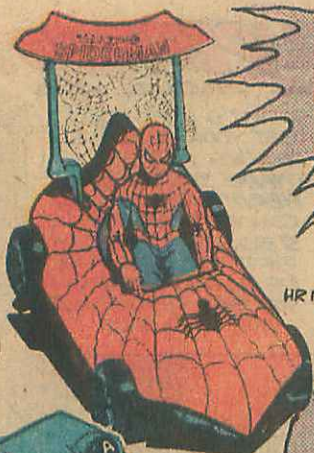
SCHOOL OF CARTOON
AND GRAPHIC ART, INC.

FOR QUALIFIED APPLICANTS
A TWO YEAR INSTITUTE
P.O. BOX 894
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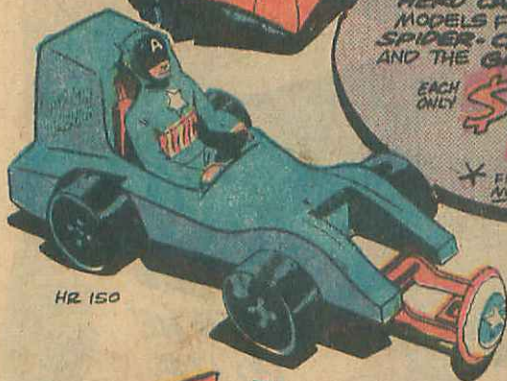
ADDRESS INQUIRIES TO:



MEGO MOBILE MADNESS



HR 164



HR 150



DC 88

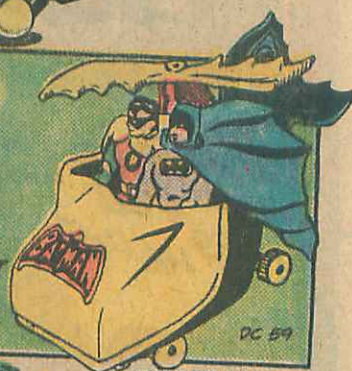
WELCOME TO THE SUPER
HERO CAR LOT! OUR THREE
MODELS FOR 1977 INCLUDE THE
SPIDER-CAR, CAP-AMERICAN
AND THE GREEN ARROW CAR!

EACH
ONLY **\$5.95**
PLUS 69¢
P&H

* FIGURES
NOT INCLUDED.

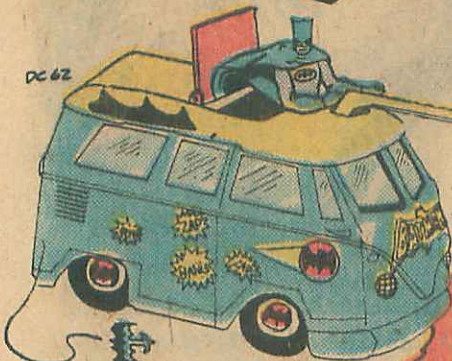
BAT-COPTER
HERE COME
BATMAN AND
ROBIN IN THE
BATCOPTER!
(SO WHO ELSE
WOULD YOU
EXPECT IN THE
BAT-COPTER?
DON RICKLES?)
MADE OF
TOUGH, HI-IMPACT
POLYSTYRENE!

\$6.95 & 69¢ P&H.



DC 59

COPYRIGHT © 1977 BY NPP



DC 62

\$15.95
EACH PLUS
\$1.50 FOR
POSTAGE
& HANDLING

-- OR -- HOW ABOUT THE
MOBILE BAT-LAB AND
JOKERMOBILE? EACH LOADED
WITH NIFTY GOODIES!
* FIGURES NOT INCLUDED.



DC 60



DC 24

BAT-CYCLE
THIS
HI-IMPACT
POLYSTYRENE
BATCYCLE
IS SCALED
TO HOLD
YOUR 8" BATMAN
AND ROBIN
FIGURES

\$6.95 & 69¢ P&H.

AND HERE'S EVERYONE'S
FAVORITE SUPER CAR --

THE
BATMOBILE
ONLY

\$6.95
PLUS 79¢
P&H



DC 64

* FIGURES NOT INCLUDED IN ANY OF THE ABOVE!

ENTER THE WONDERFUL WORLD OF THE... **MEGO®** **SUPER-HEROES**



THESE FANTASTIC LIVE-ACTION TOYS LET YOU STAGE AND INVENT SCENES FROM YOUR FAVORITE STORIES! SET 'EM- PHOTOGRAPH 'EM-- AND USE THE PHOTOS TO MAKE YOUR OWN COMIC BOOKS!

*EACH FIGURE \$4.19 + 49¢ P&H



ALL NEW FOR 1977



SUPER-HERO CARRY CASE!
HOLDS YOUR FAVORITE HEROES -- & VILLAINS!
\$2.95 + 59¢ P&H
ONLY

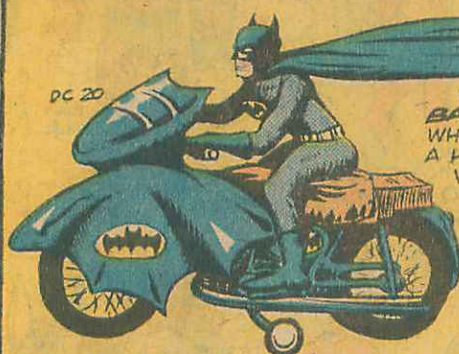


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©1977 BY MPP

BATMANIA

ATTENTION BATMANIACS: NO TRUE CRIMEFIGHTER WOULD BE CAUGHT DEAD WITHOUT BATMAN'S UTILITY BELT! THIS AMAZING BELT FEATURES ITEMS FOUND ON THE REAL BATBELT, SUCH AS:



WHAT, YOU ASK, DOES BATMAN DO TO RELAX -- WHEN HE GETS HOME FROM A HARD DAY OF CRIMEFIGHTING? WHY, HE PULLS A FEW STUNTS ON HIS

SUPER-BAT STUNT-CYCLE!

ONLY **\$1.98** EACH, PLUS 39¢ PER H

-- AND WHEN HE'S TIRED OF THE BAT CYCLE, BATMAN HITCHES UP THE BATBOAT TO THE BATMOBILE AND HEADS OUT TO THE BEACH FOR SOME FUN IN THE SUN (JUST WATCH OUT FOR SHARKS)! BOTH BATBOAT AND BATMOBILE CAN BE YOURS FOR A MERE

\$2.89 PLUS 39¢ TO COVER POSTAGE & HANDLING



WHREEEEEEE!



TRANSFORM YOUR OWN BIKE INTO A BATCYCLE WITH THE BAT-MAN BIKE HORN!

\$2.69 PLUS 149¢ PER H

-- AND HAPPY BAT-BEEPING!

IS ^{ON THE} LOOSE AGAIN!

NEW!

HERE'S THE NEWEST
ITEM TO AID YOU IN YOUR
FIGHT AGAINST CRIME!

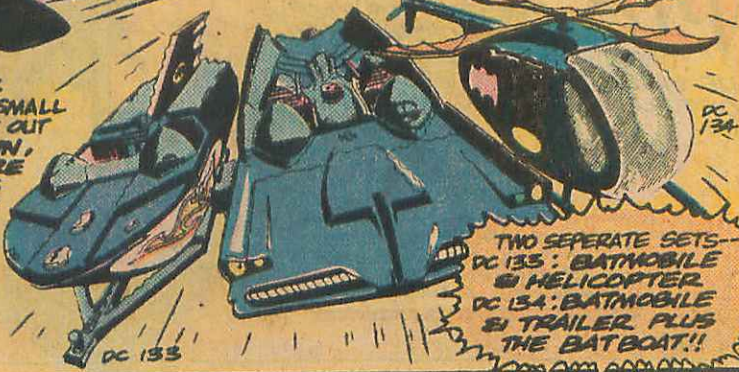
IT'S THE BATMAN
GRAPPLING SHOOTER!
COMES WITH 2 ENTIRELY
SAFE GRAPPLING HOOK
PARTS, AND A CUSTOM-
MADE SHOOTER AND
RCPE! SEE WHAT YOU
CAN CATCH! ONLY
1.98

WHAT'S THAT YOU SAY?
SOMETHING'S MISSING?
WELL--LOOK NO
FURTHER! ACTUALLY,
LOOK A LITTLE TO THE
LEFT AND YOU'LL SEE
HOW BATMAN HAS FUN IN
THE AIR AS WELL AS ON
LAND AND WATER! YEP--
YOU GOT IT--IT'S THE
OFFICIAL BAT-PLANE
AND LAUNCHER--AND
IT CAN BE YOURS FOR
ONLY \$2.69 PLUS 39¢
PEH

DC 91

REMEMBER THE OLD SAYING:
"BIG THINGS OFTEN COME IN SMALL
PACKAGES." WELL--WE'RE OUT
TO PROVE IT ALL OVER AGAIN,
WITH THESE CORN MINIATURE
TOYS! THEY PACK A POUND OF
SHEER ENJOYMENT IN EVERY
OUNCE -- AND -- THEY'RE
AVAILABLE IN TWO EXCITING
SETS! EACH SET COSTS
ONLY

\$2.29 PLUS 49¢
FOR POST. &
HAND.



TWO SEPARATE SETS--
DC 133: BATMOBILE
& HELICOPTER
DC 134: BATMOBILE
& TRAILER PLUS
THE BATBOAT!!

DC 133

DC 134

MEGO

COMIC ACTION SCENES!

FORTRESS OF SOLITUDE
HEADQUARTERS FOR THE SUPERHEROS!

KEEP SUPER VILLAINS IN HERE!

BATMAN'S
BATMOBILE WITH
EXPLODING BRIDGE!

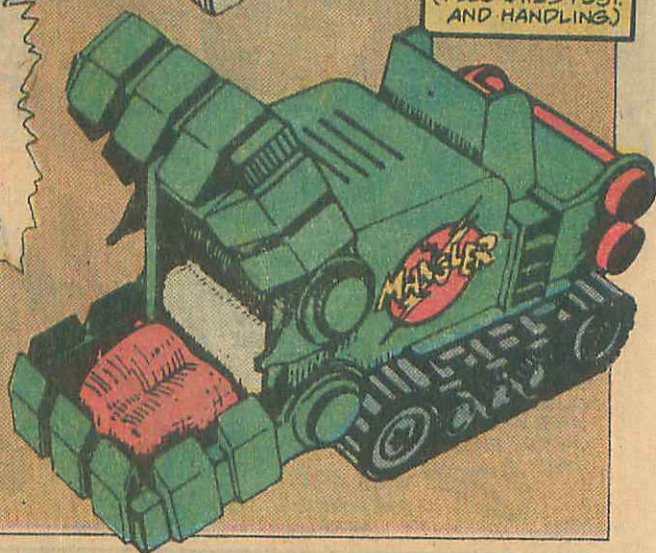
DC 86
INCLUDES CONFERENCE TABLE & CHAIRS, FULL CRIME-FIGHTING CONSOLE & SUPERMAN, MERELY \$14.95 PLUS \$1.50 POST. AND HANDLING.

INCLUDES---
BRIDGE-SECTION,
BATMOBILE,
COMIC ACTION
ACTIVATOR
& BATMAN!
ONLY:
\$12.95
(PLUS \$1.25 POST. AND HANDLING.)

THE MANGLER

THE PERFECT
PRESENT FOR PEOPLE
WHO HATE SUPERHEROS!
THIS VILLAINOUS VEHICLE CHEWS
UP SUPERHEROS AND SPITS THEM
OUT FLAT AS A BOARD! HONEST!

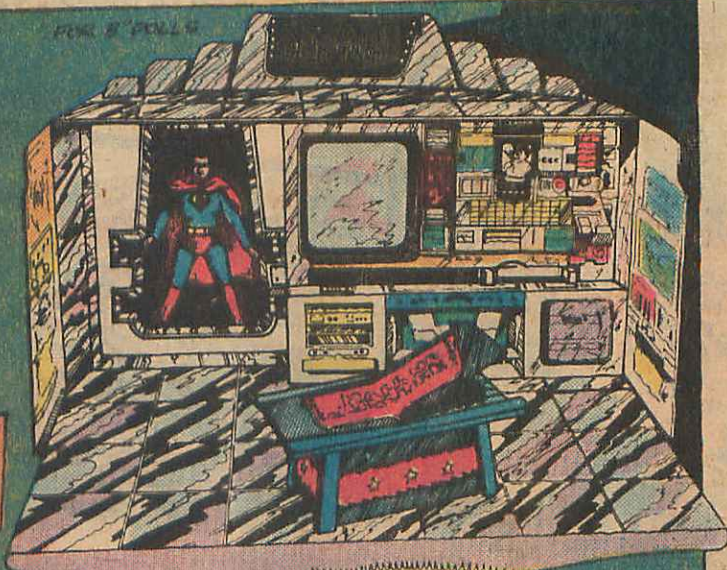
EACH MANGLER INCLUDES
AN EVIL VILLAIN. JUST
\$5.95 PLUS 75¢ POST.
AND HANDLING.



THE HALL OF JUSTICE

THIS IS WHERE THE SUPER-FRIENDS MEET! FEATURING THE ALL-NEW TRANS-LOCATION CHAMBER! IT SENDS THE SUPERHERO OF YOUR CHOICE TO WHERE THE ACTION IS! DIAL UP TO SIX DISASTERS ON THE CONSOLE IN CASE YOU CAN'T THINK OF ANYWHERE!

INCLUDES TRANS-LOCATION CHAMBER, MAP-TABLE AND CRIME COMPUTER!
\$19.95 PLUS \$2.00 POST. AND HANDLING.



NOW--STRAIGHT FROM THE PAGES OF DC COMICS -- AND TELEVISION-- IT'S THE BRAND NEW

Wonder Woman DOLL

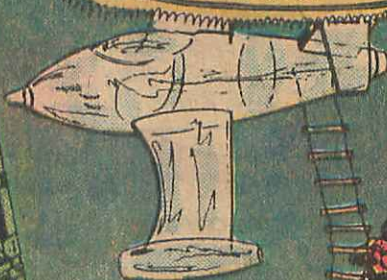
SHE'S OVER 12 INCHES TALL AND PACKED WITH EXCITEMENT! THE WONDER WOMAN DOLL COMES COMPLETE WITH HER NAVY UNIFORM-- THAT CAN BE TAKEN OFF TO REVEAL HER WONDER WOMAN COSTUME!

ONLY \$10⁹⁵ PLUS 60¢ FOR POSTAGE & HANDLING.



WONDER WOMAN'S INVISIBLE PLANE!

INCLUDES TOWER, INVISIBLE PLANE WITH ROPE LADDER AND OPENING CANOPY, COMIC ACTION ACTIVATOR AND WONDER WOMAN! \$12.95 (PLUS \$1.00 POST. AND HANDLING.) GETS YOU ALL THIS:



COMIC ACTION ACTIVATOR

SUPER SCHOOL SUPPLIES

ONE
LOOSE LEAF
BINDER--
\$2.49
(PLUS 39¢
POST. & HAND.)



TWO
PORTFOLIOS
ONLY **79¢**
(PLUS 29¢
POST. & HAND.)



FOUR BOOK COVERS:
\$1.00 (PLUS 29¢ P.E.H.)



SPECIAL OFFER! GET 2 BOOK COVERS
1 THEME BOOK, 1 LOOSE LEAF BINDER,
1 PORTFOLIO AND 1 PACKAGE OF LOOSE
LEAF PAPER (WITH FREE IRON-ON
TRANSFER) FOR ONLY **\$4.95** PLUS
75¢ POSTAGE & HANDLING.

HR 151

ONE
PACKAGE
OF PAPER
(PLUS FREE
IRON ON!)
59¢
PLUS 19¢
POS. & HAND.)

THEME
BOOK-- ONLY
69¢ (PLUS
29¢ POS. & HAND.)

BACKPACKS NEW!

CARRY
YOUR BOOKS
THE SUPER-WAY!
BACK-PACK!
\$4.89
PLUS 49¢
POS. & HAND.



NOTE
PAD, ONLY
39¢
(PLUS 19¢
P.E.H.)



PORTFOLIO
2 FOR **79¢**
& 29¢ P.E.H.

RULER
49¢ &
19¢ FOR
POST. &
HAND.

SPECIAL OFFER!

GET 4 BOOK- COVERS,
1 THEME BOOK, 1 NOTE
PAD, 1 RULER, 1 PENCIL CASE,
1 PENCIL SHARPENER
& 2 PORTFOLIOS ALL FOR
ONLY **\$4.95**
(PLUS 75¢
POSTAGE & HANDLING.)

BOOK
COVERS
PACKAGE
OF 4
\$1.00
& 29¢
POST &
HAND.

SHARPENER
89¢ & 29¢
P.E.H.

PENCIL CASE
69¢ & 19¢ FOR
POS. & HAND.

THEME BOOK
69¢ (PLUS
19¢ POS. & HAND.)



AQUAMAN

BATMAN, SUPERMAN, ROBIN
SHAZAM, AQUAMAN ©1977 BY NPP

CAP. AMERICA, SPIDER-MAN,
FF, HULK ©1977 BY AGC

HERE THEY
COME! THE NEW

YOU! MIGHTY SUPERHERO MIRRORS!

BATMAN'S BUDDY

WONDER WOMAN'S FRIEND

SHAZAM'S BUDDY

SUPERMAN'S FRIEND

CAPTAIN AMERICA AND HIS PAL

SPIDER-MAN AND HIS PAL

BATMAN!
WONDER WOMAN!
SUPERMAN!
CAPT. AMERICA!
SPIDER-MAN!
SHAZAM!

--AND THEY ALL
HAVE THIS FABULOUS,
FAR-OUT AND FLUNKY
NEW FEATURE--
A PLACE TO
INSERT YOUR
OWN
PHOTO!!
(WATCH YOUR-
SELF AGE...
AS THE
PHOTO
REMAINS
THE SAME!!)

★ INSERT
YOUR PHOTO
HERE.

ALL MIRRORS ARE
A BIG 8" BY 10" &
COST A MERE...
\$5.95 EACH
PLUS 50¢
POSTAGE
& HANDLING!

LET
YOURSELF
GO.

COLOR CRAZY!

PRESENTING
THE **DC SET!**
YOU GET THE
SUPERMAN, BATMAN
WONDER WOMAN
AND SHAZAM
COLORING BOOKS!
ONLY **\$2.69**
PLUS 50¢
PEH

HERE'S THE
SPIDER-MAN SET!
YOU GET THE
SPIDEY & CAPT.
AMERICA COLORING
BOOK AND MAGIC
SLATE! ALL THIS
FOR ONLY **\$2.19**
PLUS 50¢
PEH

A
LOAD OF
COLOR
FUN!

NEW!

**MARVEL PUZZLE
AND WORD BOOKS!**
FROM GROSETT & DUNLOP--
GET THIS SPECIAL SET
OF 4 BOOKS FOR
ONLY

\$3.79
PLUS 50¢
FOR POST.
& HAND.

ALSO:

ALSO AVAILABLE! (BUT NOT SHOWN ABOVE)
* SPIDEY'S CLEVER CROSSWORDS
* SPIDEY'S WEB-SHOOTER SCRAMBLED WORD FUNDS
* SPIDEY'S SHOCK TERRORIFIC TANGLED WORDS
* SPIDEY'S SHOCK TERRORIFIC TANGLED WORDS
* MARVEL'S CLOUTIER THE MASTERMIND CROSSWORDS
* MARVEL'S MASTERMIND MONDOLUS WORD FUNDS
* SON OF MIGHTY MARVEL MAZES
* REVERSE OF MIGHTY MARVEL MAZES
THEY'RE \$1.25 EACH INCLUDING POSTAGE & HANDLING.
A TON OF FUN IN EVERY BOOK!

THEY'RE FUN!
THEY'RE GREAT!
THEY'RE TOPS!

WONDER WOMAN, BATMAN, SUPERMAN © 1977 BY MCG

CAP AMERICA, SPIDER-MAN © 1977 BY MCG

© 1977 BY MCG

INTRODUCING THE NEWEST SUPER GROUP -- THE

BUTTON BRIGADE!!



NEW!

ONLY
\$1.00
+25¢
PEH
EACH!

IT'S THE
MOST BARBARIC
BUTTON YET--!
MAKE WAY FOR
RED SONJA
DRAWN BY
FRANK
THORNE.

GET THIS SET OF SIX FANTASTIC
FULL COLOR BUTTONS --
DRAWN BY MARVEL'S BULLPEN
WHIZ, JOHN RAMITA! SUPER
SPECIAL PRICE -- ONLY
\$1.49 +39¢
PEH



AND-- YOU CAN
STILL GET THESE
HOWARD THE
DUCK BUTTONS!
COLLECTOR'S ITEM
FROM THE BRUSHOP
OF BERNIE WRIGHTSON!
ONLY
\$1.00 +25¢
PEH

WEAR 'EM PROUD!



YOUR WARDROBE IS
NOT COMPLETE IF
YOU DON'T HAVE
THESE HANDSOME...

MARVEL MEDALLIONS!

24 INCH
NECK
CHAINS



HERE THEY ARE--THE TWO TREASURES
NEARLY EVERYONE HAVE BEEN CLAMORING
FOR--THE OFFICIAL SPIDERMAN AND CONAN
MEDALLION COINS (THERE ARE NO UNOFFIC-
IAL COINS, REALLY)! YOU'LL BE IMPRESSED
BY THE 3-DIMENSIONAL LIKENESS
AND SPECIAL ENGRAVING ON THE
FLAP SIDES OF THESE
COINS, NOT SHOWN
HERE!



OF COURSE
YOU'LL WANT
A NIFTY NECK
CHAIN SO YOU
CAN ACTUALLY
WEAR THE MEDALLION

GET YOURS FOR ONLY **\$1.50** (PLUS
50¢ POSTAGE AND HANDLING) EACH!

EACH COIN ONLY
\$2.50
(PLUS 50¢ POST.
AND HAND.)

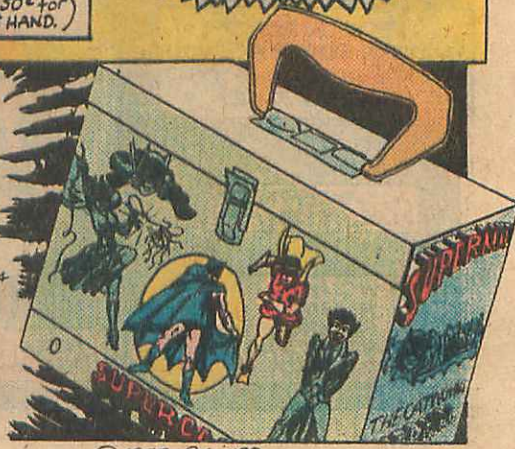
MEDALLION & NECK CHAIN:
\$3.99 (PLUS 50¢ FOR
POST & HAND.)

SOLID BRONZE • HAND-
ANTIQUE • INDIVIDUALLY
REGISTERED • SPECIAL
SERIAL NUMBERS

SUPERFRIENDS SUPERCASE

\$3.39
+69¢
PEH

STURDY, DURABLE VINYL COATING.
WHAT DOES IT HOLD? WELL...
ALMOST ANYTHING YOU CONSIDER
SUPER! 45 R.P.M. RECORDS--
SUPERHERO DOLLS--EVEN USE IT AS
A LUNCHBOX! **GET YOURS NOW!**



©1977 BY NPP

©1977 BY MCG

HAVE YOURSELF A **SUPERHERO** ROCK PARTY!

--AND START IT OFF BY SETTING THE MOOD WITH THESE GREAT RECORDS!



SPIDEY'S ROCK REFLECTIONS OF A SUPERHERO! STAN LEE NARRATES AND SPIDEY SINGS ABOUT WHY IT'S SO TOUGH TO BE A SUPERHERO!
ONLY \$5.98 INC. P&H

--AND IF YOU THINK SPIDEY HAS PROBLEMS, WAIT'LL YOU FIND OUT WHY "NOBODY LOVES THE HULK!"
ONLY \$2.00 INC. P&H



--AND IF THAT'S STILL NOT ENOUGH, YOU CAN CHOOSE FROM AMONG THESE GREAT SUPERHERO ADVENTURE RECORDS: BATMAN, F.F., SUPERMAN, WEREWOLF BY NIGHT, CAP AND THE FALCON, HULK, SPIDEY, FRANKENSTEIN, MAN THING & STAR TREK. EACH RECORD COMES WITH A FREE COMIC TO READ ALONG WITH. ONLY \$2.00 INC. P&H EACH --

* SPECIFY TITLE ON ORDER FORM.



THEN, WHEN YOU SIT DOWN TO EAT, SET THE TABLE WITH THESE SUPER PARTY GOODS!

20 NAPKINS-75¢ (PLUS 25¢ P&H)

ALSO AVAILABLE: SPIDER-MAN CUPS, PLATES & TABLECLOTHS AT SAME PRICES!

8 1/2" PLATES-75¢ (PLUS 25¢ P&H)

8-9 OZ. CUPS-69¢ (PLUS 25¢ P&H)

IT'S YOUR PARTY--AND THE SUPER FRIENDS ARE HERE TO HELP YOU A GREAT TIME!

12" CENTERPIECE-\$1.50 (PLUS 25¢ P&H)

11"X17" PLASTIC PLACEMATS-\$1.25 (PLUS 25¢ P&H) EACH.

TABLECLOTH-\$1.25 (PLUS 25¢ FOR P&H)



SPECIAL OFFER!

SUPER FRIENDS PARTY SET
GET ONE TABLECLOTH,
3 PACKS OF CUPS
2 PACKS OF NAPKINS
* ALL FOR ONE CENTERPIECE ONLY
2 PKGS OF PLATES
\$8.49 (PLUS \$1.00 FOR POSTAGE AND HANDLING).

PUZZLED BY WHAT TO DO WITH YOURSELF? WHY NOT PULL YOURSELF TOGETHER WITH THESE GR-R-REAT

SUPERHERO PUZZLES

AND START WITH THESE FOUR MARVELOUS MARVEL PUZZLES-- THE HULK, CAPTAIN AMERICA, SPIDER-MAN & THE FANTASTIC FOUR! EACH PUZZLE CONTAINS OVER 200 PIECES --AND MEASURES A FULL 14"X18"! ARTWORK BY DASHIN' DON HECK AND GROOVY GARY BRODSKY.

EACH **\$169**

PLUS 39¢ POSTAGE & HANDLING

SPECIAL ★

GET ALL 4 FOR

ONLY \$6.95

PLUS \$1.00 P&H

©1977 MCG

PLUS ★

HERE'S A QUARTET OF GREAT NEW PUZZLES FEATURING SUPERMAN, BATMAN, THE SIX MILLION DOLLAR MAN AND THE BIONIC WOMAN!

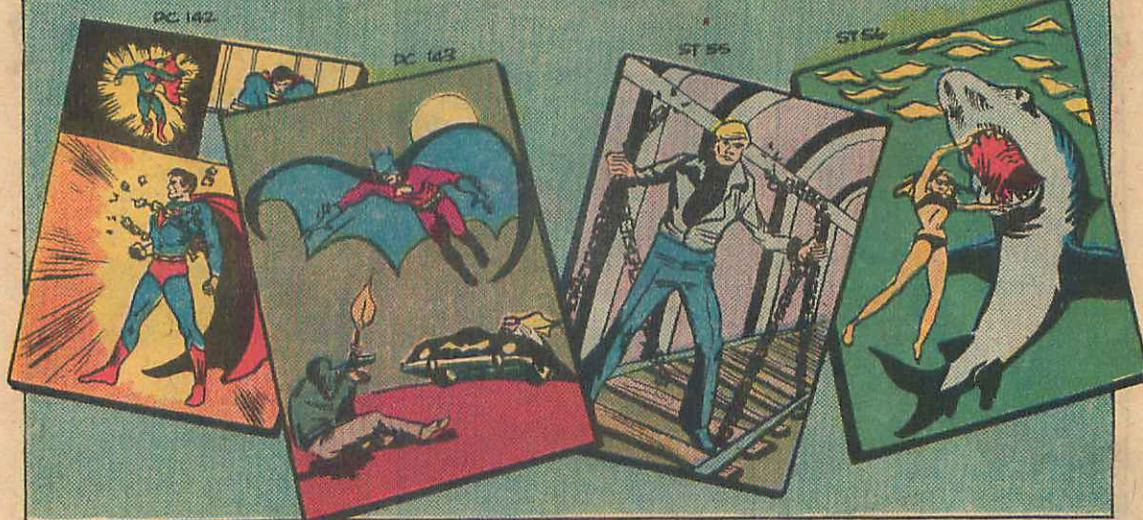


THESE SUPERHEROES ARE MORE EXCITING THAN EVER, WHEN YOU PUT TOGETHER THEIR PUZZLES AND THEY TAKE SHAPE BEFORE YOUR VERY EYES! 200 PIECES --IN FULL COLOR!

★ AND THEY ONLY COST!

\$179

PLUS 39¢ POST & HAND



SUPERMAN, BATMAN ©1977 NPP

HERE'S FOUR GREAT WAYS TO HAVE FUN!

OKAY, COLLECTOR YOU'VE BEEN CLAMORING FOR SOMETHING TO PROTECT YOUR ULTRA-VALUABLE COLLECTOR'S CLASSICS--AND WE AIM TO PLEASE, SO HERE'S THE ANSWER: HOW ABOUT OUR NEW, STRONGER-THAN-EVER

COMIC BOOK SAVERS?

EACH COMIC BOOK SAVER COMES WITH A SHEET OF SUPERHERO STICK-ONS! BE A DYNAMIC DESIGNER!

EACH BINDER HOLDS UP TO 12 COMIC BOOKS! COMICS ARE EASILY INSERTED AND REMOVED WITHOUT ANY DAMAGE TO EITHER THE BOOKS OR THE SAVER! COLLECTORS CAN'T AFFORD TO PASS THIS UP!

AND: NOW YOU CAN STORE UP TO 24 COLLECTOR'S COMICS IN OUR NEW ROOMIER MODEL!!

PRICES ARE: HOLDS 12 | HOLDS 24

1 COMIC SAVER	\$1.99 + 50¢ P&H.	\$3.19 + 50¢ P&H.
2 COMIC SAVERS	\$3.75 + 75¢ P&H.	\$5.99 + 75¢ P&H.
3 COMIC SAVERS	\$5.25 + \$1.00 P&H.	\$7.49 + \$1.00 P&H.
4 COMIC SAVERS	\$6.60 + \$1.35 P&H.	\$9.68 + \$1.40 P&H.

ORDER SEVERAL AND SAVE!

WHEN YOU BUY MORE THAN 3 COMIC SAVERS EACH ADDITIONAL ONE IS ONLY: (HOLDS 12) \$1.35 + 35¢ P&H. (HOLDS 24) \$2.19 + 40¢ P&H. EACH.

MADE OF DURABLE VINYL WITH A METAL PLATE BACKBONE!

PROTECT YOUR COUNTRY WITH THE CAP AMERICA SHARPSHOOTER & SPIDER-MAN ENFORCER SET. BE SURE YOU USE THESE AGAINST REAL SUPER-VILLAINS ONLY!

THE ENFORCER

EACH SET: ONLY \$1.98 PLUS 39¢ FOR POSTAGE AND HANDLING

THE GHOST RIDER STUNT CYCLE

COMES COMPLETE WITH TWO INTER-CHANGEABLE HEADS! SO YOU CAN CHANGE JOHNNY BLAZE INTO THE GHOST RIDER!!

HR 230

ONLY \$1.99 PLUS 39¢ P&H

AND HERE'S JUST THE ITEM TO HELP YOU SAVE FOR TOYS, GAMES, AND COMICS! IT'S:

THE SPIDER-MAN & CAPTAIN AMERICA SUPER-HERO SAVINGS BANK

HR 231

MECHANICAL ACTION BANK!!

PUT A COIN ON THE LEDGE AND WATCH SPIDEY'S CAP'S HANDS GRAB IT!

ONLY \$2.95 PLUS 39¢ P&H

HULK, CAP AMERICA © 1977 MCG

SPIDER-MAN, BATMAN, © 1977 BY MCG

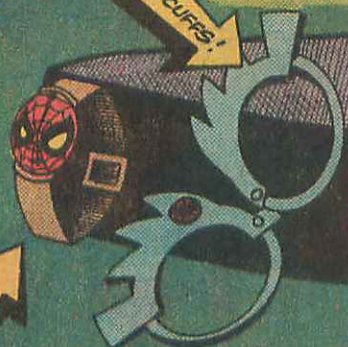
NEW!

BATMAN HAS ONE--
SO WHY NOT SPIDEY?
INTRODUCING THE

SPIDEY

UTILITY BELT

FEATURING GREAT GIZMOS LIKE:



COMMUNI-
CATOR!

ONLY
\$4.95
+60¢
PEH

HR336 WEB

GRAPPLER

©1977 BY MCG

ALSO NEW!

DC 145

NEXT TIME YOU WANT TO SEND SOMEONE A POST-CARD, SAY IT WITH A SUPER-HERO! HERE'S FOUR FULL COLOR WAYS TO MAKE THE NEXT MESSAGE SOMETHING SPECIAL!!!

ONLY **\$2.00**
+25¢
PEH

SUPERMAN

HOW THE SUPERMAN FAMILY CAME TO EARTH FROM KRYPTON

THE FIRST ISSUE OF SUPERMAN COMICS JUNE, 1939

AMAZIN' WORLD OF SUPERMAN

SUPERMAN STRUCK BY LIGHTNING

©1977 BY MCG

THE SUPERBABY RAG DOLLS

REMEMBER THESE CUTE LITTLE TYKES FROM LAST TIME? WELL, THEY'RE BACK AGAIN! THEY'RE--

YOU'LL LOVE 'EM! THEY'RE SO CUTE, YOU'LL HAVE TO ADOPT ONE TODAY!

\$4.95
PLUS 50¢
PEH

CHOOSE FROM:
CAP AMERICA...
LIL SHAZAM...
SUPER BABY...
WONDER TOT...
BAT MITE...
SPIDER BOY.

©1977 BY MCG

SUPER BABY, WONDER TOT, BAT MITE, LIL SHAZAM ©1977 BY MCG

POSTER

CAPTAIN AMERICA



CONAN



WOW! WELCOME TO **POSTER PARADISE!** THIS IS WHERE YOU'LL FIND THE MOST COLORFUL, SENSATIONAL WAYS TO COVER NASTY CRACKS ON YOUR WALLS! TURN YOUR BEDROOM INTO A SUPERHERO ART MUSEUM--**NOW!**



THE INCREDIBLE HULK



SPECIAL ANTI-INFLATION PRICE!

EACH ONLY

\$1.50

PLUS 50¢ FOR POST & HAND.

X ON THIS PAGE

DEADLY KUN



ANOTHER FABULOUS SUPER SALE!

THE SILVER SURFER



EACH POSTER IS A **GIANT** 24"x36"!

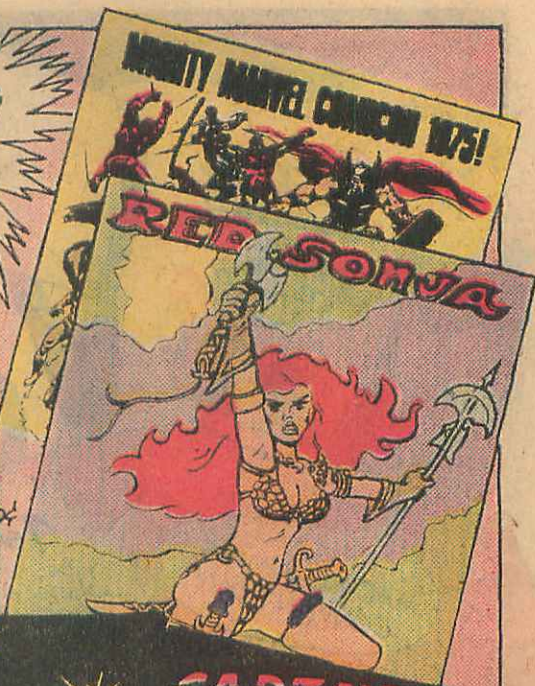
PARADE



OH, BOY!

HERE--FOR THE
CONNOISSEUR--
EACH POSTER ON
THIS PAGE:

\$3⁰⁰
PLUS 50¢
P&H



BLACK
LIGHT POSTER
\$3.00 (\$50+P&H)



BLACK
LIGHT POSTER
\$3.00 (\$50+P&H)



BLACK
LIGHT POSTER
\$3.00 (\$50+P&H)



BLACK
LIGHT POSTER
\$3.00 (\$50+P&H)

HR 105

CAPTAIN AMERICA

HR 106

THOR

HR 103

THE INCREDIBLE HULK

HR 215

CONAN

HR 102

THE AMAZING SPIDER-MAN

HR 179

HOWARD THE DUCK

HR 214

SONJA

MARVEL COMICS CONVENTION!

7 SIZES!

KIDS: S-M-L
ADULTS: S-M-L-XL
THOR, HULK, CAP,
MARVEL COMICS SPIDEY

KIDS: **\$3.49***
ADULTS: **\$3.99***

* PLUS 50¢
PER
EACH

CONAN HOWARD SONJA

KIDS: **\$3.95***
ADULTS: **\$4.49***

* PLUS 50¢
PER
EACH

SONJA
ADULT SIZE ONLY!
SORRY...
ADULT SIZES S-M-L
ONLY FOR RED SONJA

NOW MARVEL T-SHIRTS BONANZA

SPECIAL!

NEW REDUCED PRICE!

GET THESE T-SHIRTS WHILE
THEY LAST AT THE LOW, LOW
PRICE OF: KIDS - \$3.00

ADULTS: \$3.50

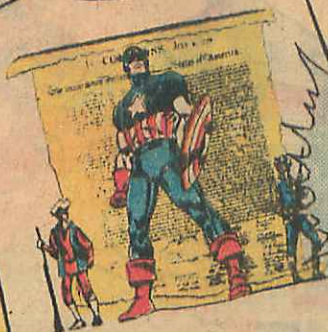
PLUS 50¢
POST. & HAND.

PLUS 50¢
POST. & HAND.

HR 110



HR 109



HR 109

FREE!

EACH SHIRT COMES
WITH A SHEET OF
OVER 50 IRON-ON
LETTERS FOR THE
CREATIVE ONES
OUT THERE!



HR 111



HR 107



HR 104

WRITE YOUR OWN T-SHIRT!

NEW

EACH SHIRT:
 KIDS \$3.95 + 50¢ P&H
 ADULTS \$4.49 + 50¢ P&H

HR 216

THE HULK

HR 217

CAPTAIN

HR 218

THE AMAZING SPIDER-MAN

HERE'S THE VERY LATEST THING IN T-SHIRTS! NOW YOU DON'T HAVE TO SETTLE FOR WHAT SOMEONE ELSE HAS WRITTEN. YOU CAN CREATE YOUR OWN SUPERHERO MESSAGE! THESE 3 COLORED T-SHIRTS FEATURE YOUR FAVORITE SUPERHERO (CHOOSE FROM CAP, HULK, OR SPIDEY) AND A SHEET OF OVER 50 IRON-ON LETTERS. 7 GREAT SIZES AVAILABLE!

JUST TO SHOW YOU HOW MUCH WE LIKE YOU-- HERE'S A T-SHIRT PRINTED ALL OVER. THAT'S BECAUSE IT'S THE ALL-OVER PRINT!

HR 117



HR 219



SORRY... KIDS' SIZES ONLY ON ALL-OVER PRINT

IT'S THE SKYRIDER OF THE SPACEWAYS-- THE SILVER SURFER!

YOU'LL GET A KICK OUT OF THIS KUNG FU T-SHIRT!

HR 113

WEAR YOUR FAVORITE HERO!

PC 40

PC 49

Wonder Woman

WONDER WOMAN POLO SHIRT \$3.98 & 50¢ P.S. & HAND.

PC 51

WEAR YOUR SUPER T-SHIRT PROUDLY FOR ONLY \$3.49 & 50¢ POSTAGE & HANDLING.

BOMBASTIC BLUE!!

PC 48

SHAZAM, SUPERMAN AND BATMAN AVAILABLE IN KIDS SIZES ONLY-- SUPER SMALL! MIGHTY MEDIUM! LOVABLE LARGE!

PC 45

SUPERMAN SYMBOL, BIONIC WOMAN & WONDER WOMAN AVAILABLE IN ADULT SIZES: S-M-L & XL EACH \$4.99 PLUS 50¢ HAND. & POSTAGE

**YES--HERE'S
MORE GREAT**

T-SHIRTS!

WHO SEZ--

A T-SHIRT HAS TO
HAVE A **SUPERHERO**
ON IT IN ORDER TO
BE GOOD? CERTAINLY
NOT US!!
AND TO PROVE IT,
WE'RE PRINTING
TWO OF THE ALL-
TIME GREATS..

ST 48

ST 49

IT'S **HOWDY DOODY**
AND THE
LONE RANGER

DO WE DARE
SAY IT?
YES!!!

YOU'LL GO APE
OVER THIS
T-SHIRT

BECAUSE IT'S
EVERYONE'S
FAVORITE CHIMP..

KING KONG!

SO DON'T MAKE A
MONKEY OF YOURSELF!
BUY ONE TODAY!

ST 50



NOW...
YOU CAN
GO WHERE MAN
HAS NEVER GONE
BEFORE--**TWICE!**
WITH THESE GREAT

**STAR
TREK**
T-SHIRTS!

EACH ONLY--

KIDS: **\$3.49**
+50¢

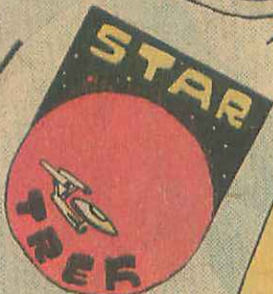
ADULTS: **\$4.49**
+50¢

IN 7 GREAT SIZES

KIDS: S-M-L

ADULTS: S-M-L-XL

ST 1



**THE BEST
T-SHIRT
BUYS
EVER!**

ST 3

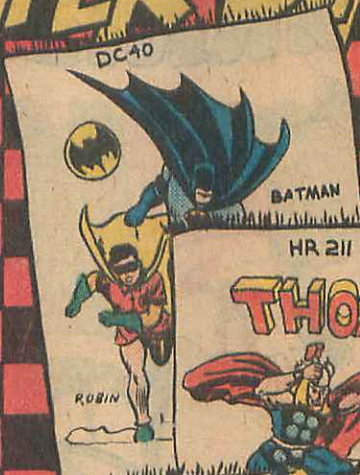
**GET READY
FOR SUMMER
WITH THESE-**

SUPER BEACH TOWELS

REMEMBER! WE TOLD YOU SO!

WHEN YOU STEP OUT OF THE OCEAN ALL COLD AND WET, YOU'LL BE GLAD YOU ORDERED THESE TERRIFIC MULTI-COLORED TOWELS TODAY! THEY'RE MADE OF 100% COTTON-- AND MEASURE 32" X 60"-- SO NOT EVEN THE TALLEST SUPERHERO LOVER CAN COMPLAIN!

HERE'S THE ROLL CALL--
BATMAN AND ROBIN
WONDER WOMAN
SUPERMAN
SPIDEY! THOR! HULK
CAPT. AMERICA
THE FANTASTIC FOUR



EACH ONLY
\$4.19
PLUS 69¢
POST. & HAND.



BATMAN, ROBIN, WONDER WOMAN
SUPERMAN © 1977 BY NPP

SPIDEY, THOR, HULK, CAPT. AMERICA,
FF © 1977 BY MCG

FASHIONS AND FURNISHINGS

NEW!
SENSATIONAL SOCKS!
ONE SIZE FITS ALL
100% COTTON

2 PAIR FOR **\$2.98**

PLUS 39¢
POSTAGE &
HANDLING.

YOU'LL BE READY FOR ACTION IN YOUR FANTASTIC, NEW SUPER SWEAT SHIRT! AND YOU CAN TAKE YOUR PICK OF SIX OF THE WORLD'S GREATEST SUPER-HEROES! ---

SUPER-MAN!
BATMAN!
SHAZAM!
THE HULK!
SPIDER-MAN!
CAPT. AMERICA!
WHATEVER YOUR CHOICE, IT'S REALLY NO SWEAT!

SIZES

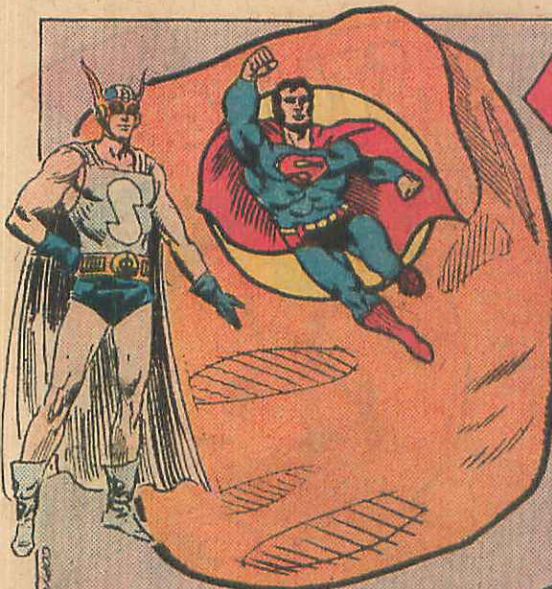
SMALL, MEDIUM AND LARGE.
CHILD SIZES ONLY

\$5.29
EACH

PLUS 50¢ FOR
POSTAGE
& HANDLING.

BATMAN, SUPERMAN, SHAZAM,
& WONDER WOMAN © 1977 BY NPP

CAPT. AMERICA, SPIDER-MAN,
HULK, & THOR © 1977 BY MCG



SIT ON IT! THE SUPERMAN BEAN BAG, THAT IS!

READ YOUR COMICS IN TOTAL COMFORT, AS YOU RELAX ON THIS GIANT 70 INCH BEAN BAG!

SPECIAL SALE PRICE

DC 103

\$18.95

+ \$1.50
PEH

DC 69

THIS YOU GOTTA SEE! AN ALL-PURPOSE SLEEPING BAG WITH THE D.C. SUPERSTARS COVERING EVERY INCH OF IT! FEEL SECURE ON YOUR NEXT CAMPING TRIP BECAUSE SUPERMAN AND BATMAN WILL BE RIGHT THERE WITH YOU!



A MERE--
\$18.95
PLUS \$1.50
TO COVER
THE COST OF
SENDING IT
TO YOU!

AT LONG LAST--
THE RETURN OF THE
POWER-PACKED...

PILLOWS!

BECAUSE YOU NOT ONLY INSISTED BUT DEMANDED THAT WE ADD MORE MIGHTY MARVEL SUPER-STARS TO OUR LINE OF PLASTIC PILLOWS, GLOW YOUR ORBS LEFT AND RIGHT-- AND BE THANKFUL!

★ **SPECIAL SUPERSALE**
ONLY **\$125**
PLUS 50¢ PEH



HR 75

HR 75A

HR 75 B



FANTASTIC FOUR



HR 75C

HR 75 E



HULK



CAPTAIN AMERICA



THE SPIRIT OF '76

HR 75 F

MORE SUPER STUFF

SUPER BELTS

ALL
IN FULL
COLOR!



DC 46

CAN YOU THINK OF A
BETTER WAY TO
HOLD YOUR PANTS
UP? NO STYLE-
CONSCIOUS FAN
CAN POSSIBLY
PASS UP THIS
OFFER!

DC 44



BRONZE
FINISH!

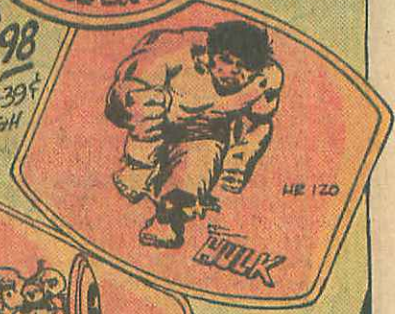
GIVE A
FRIEND A
BELT!

SIZES:
SMALL (20-22)
MEDIUM (24-26)
LARGE (28-30)



CHOOSE
ANY!
ONLY

\$3⁹⁸
+39¢
P&H



HE 120



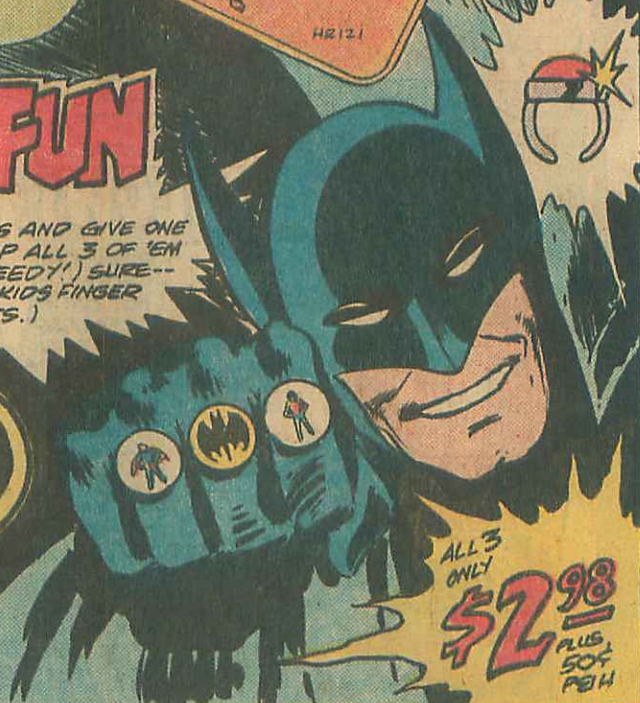
DC 45



H2121

3 RING FUN

GET ALL 3 FULL-COLOR RINGS AND GIVE ONE
TO YOUR FRIENDS. (OR KEEP ALL 3 OF 'EM
FOR YOURSELF AND BE GREEDY!) SURE--
THESE RINGS WILL FIT ANY KID'S FINGER
(SURELY NOT FOR ADULTS.)



ALL 3
ONLY
\$2⁹⁸
PLUS
50¢
P&H

GREETINGS, CRETINS! IT IS I, THE MARVELOUS MANDARIN, WITH AN OFFER YOU CAN'T REFUSE! I'M OFFERING THESE MIGHTY MOOD RINGS WHICH CHANGE COLOR AS YOUR EMOTIONS CHANGE! CHOOSE FROM FOUR BRIGHTLY-COLORED SUPERHEROES, AND HERE'S MY FAVORITE PART--WHEN YOU TAKE THE RING OFF YOUR FINGER, THE HERO VANISHES! WHAT MORE CAN ANY SELF-RESPECTING VILLIAN ASK FOR?!

MARVEL MOOD RING

HR127 SPIDEY HR127A HULK HR127B CAP HR127C THOR

EACH ONLY \$3.49

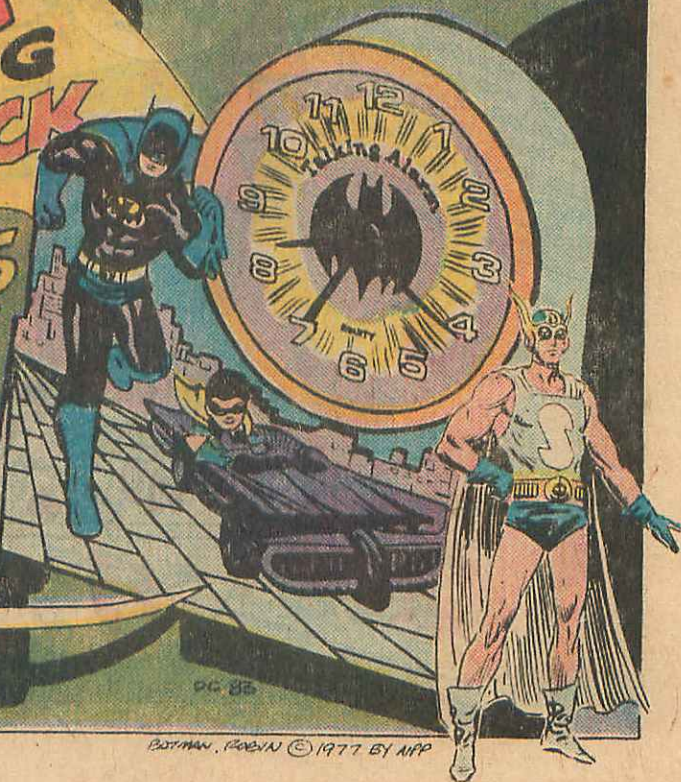
PLUS 50¢ POSTAGE & HANDLING

ALL MOOD RINGS ARE MADE OF SILVER PLATED METAL ARE FULLY ADJUSTABLE TO FIT ANY FINGER!

BATMAN TALKING ALARM CLOCK

ONLY \$16.95 PLUS \$1.00 P&H

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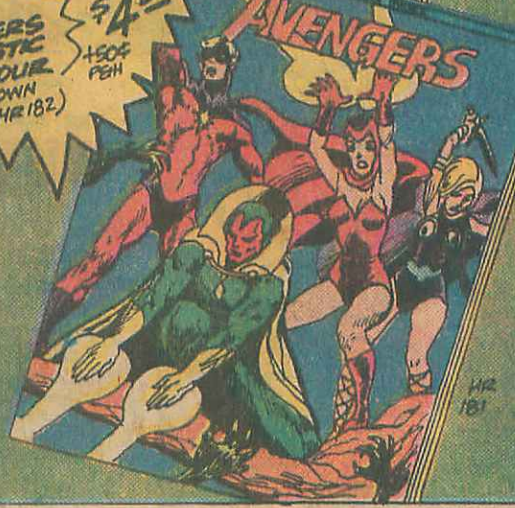


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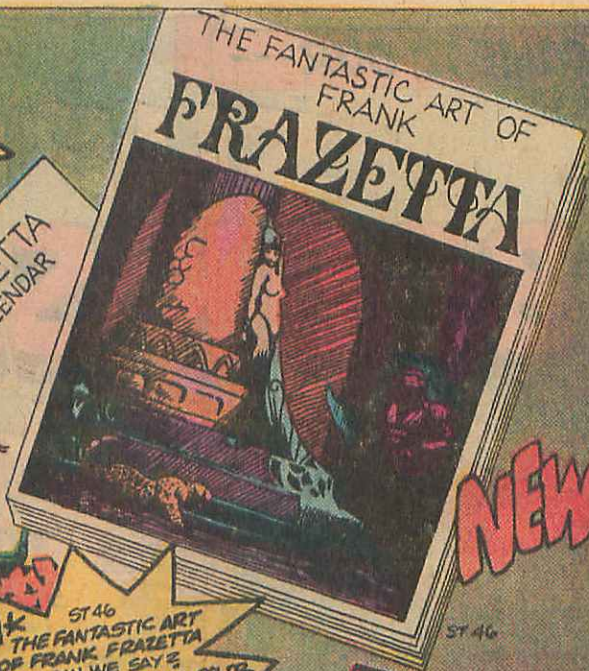
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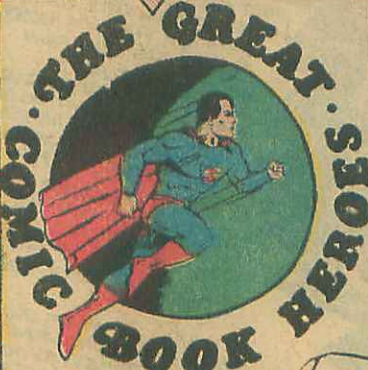


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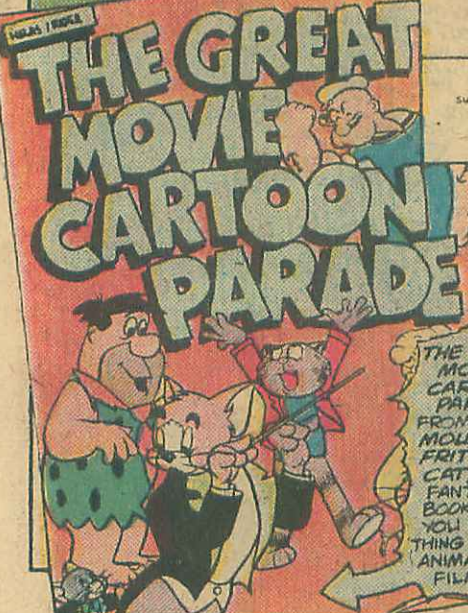
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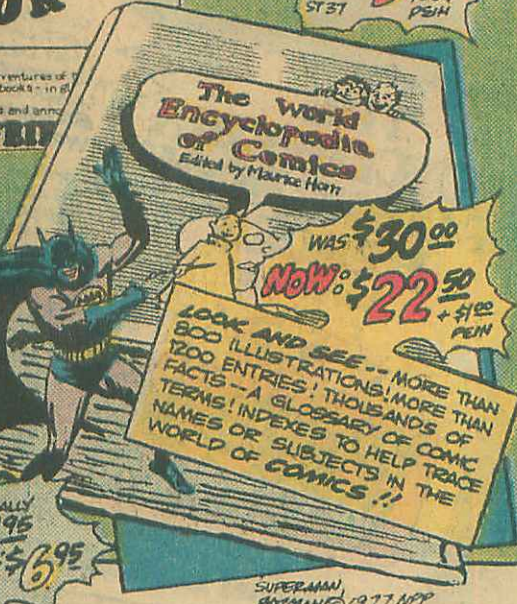
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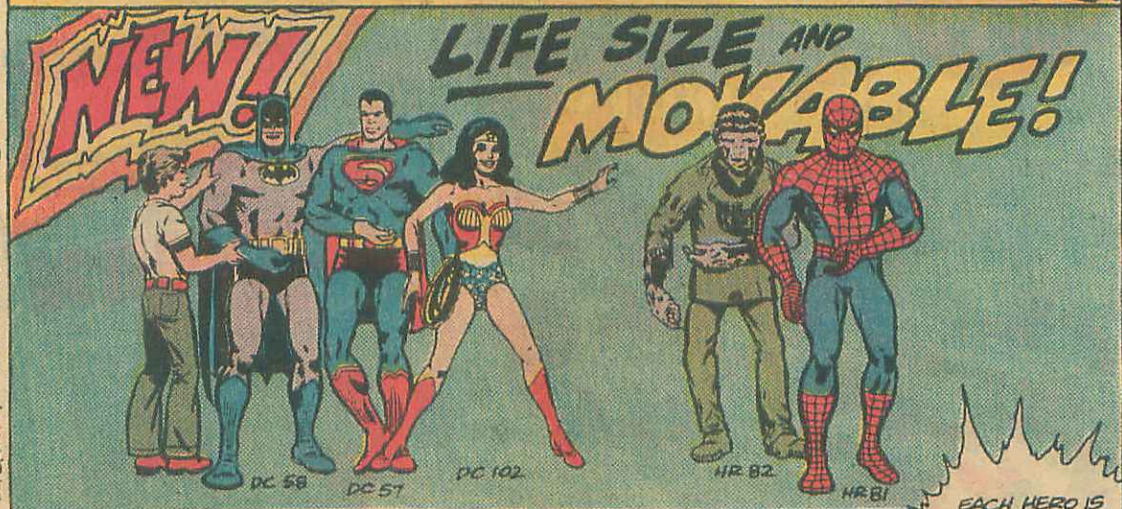
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