

SUPERHERO ENTERPRISES PRESENTS...

GAMES, BOOKS, TOYS AND PUZZLES

THE SUPERHERO BOOK

60¢

2

02-693

OF GOODIES™



INTRODUCING: **OUR SUPERHERO**

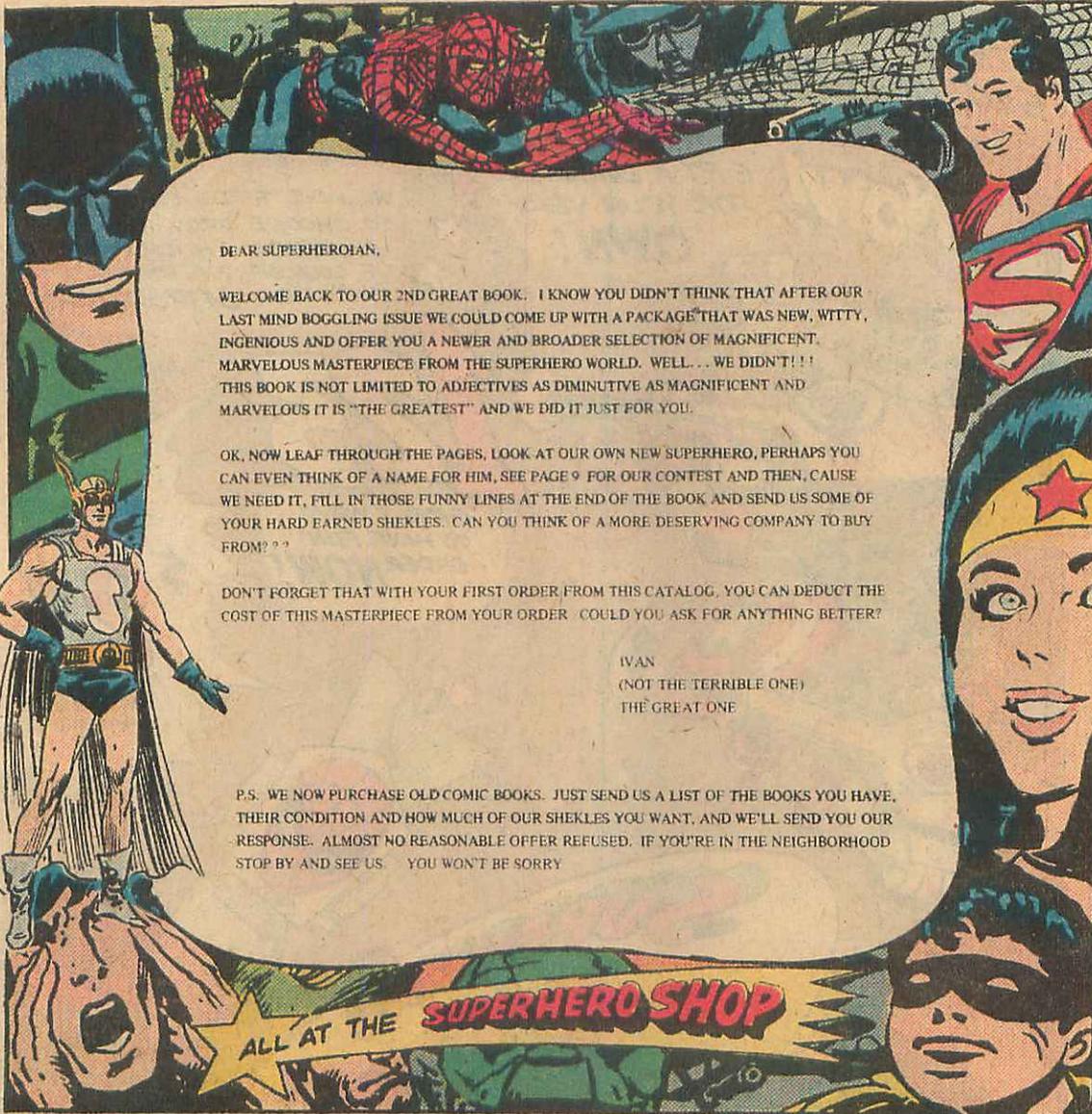


THE SUPERHERO SHOP

HERE IT IS... THE SUPERHERO SHOP, LIVINGSTON MALL, LIVINGSTON, N. J., TRULY A MONUMENT TO SUPERHEROdom! THE STOREFRONT IS A GIANT 80 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. (201-994-9207)

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

Rock Howard



DEAR SUPERHEROIAN,

WELCOME BACK TO OUR 2ND GREAT BOOK. I KNOW YOU DIDN'T THINK THAT AFTER OUR LAST MIND BOGLING 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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STUDENTS OF THE J.K. SCHOOL OF CARTOON & GRAPHIC ART, INC.

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

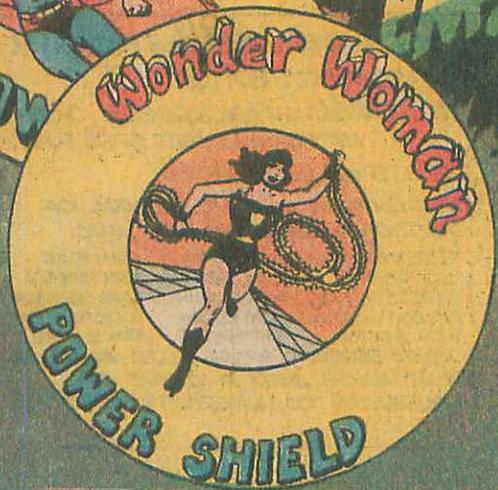
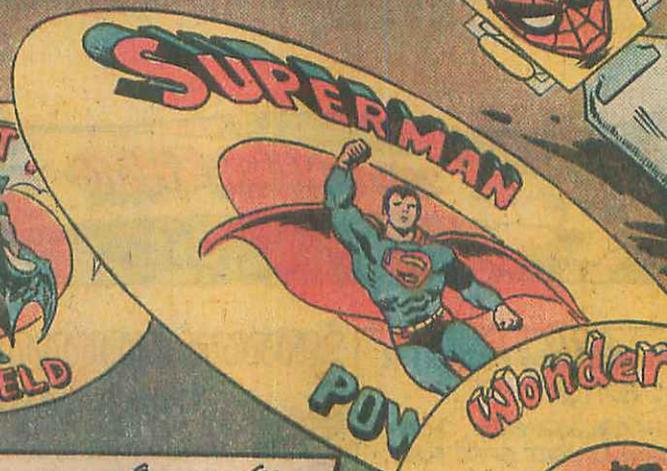
123

GREAT WAYS TO HAVE FUN! ORDER NOW!

SUPERHERO SHOOTERS ARE ONLY

\$2³⁹ EACH

PLUS 39¢ FOR POSTAGE & HANDLING



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

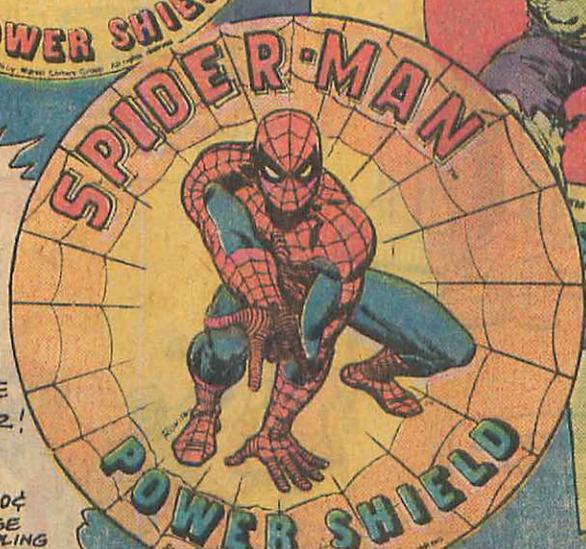
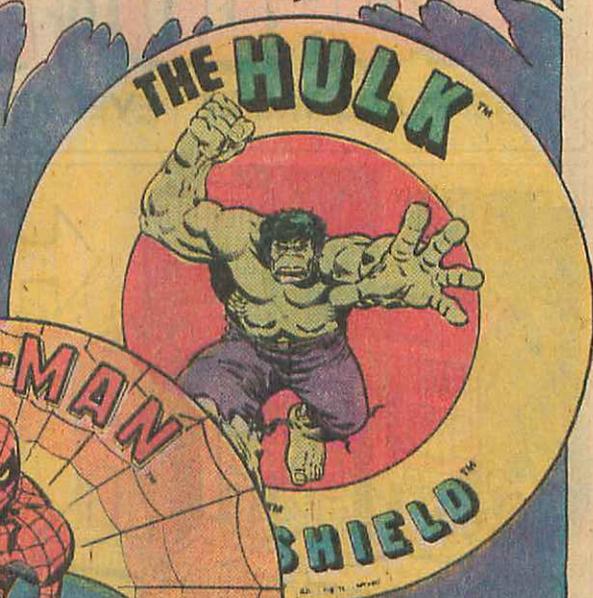
GET 'EM!

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



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

ONLY
\$3⁴⁹
PLUS 50¢
POSTAGE
& HANDLING



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

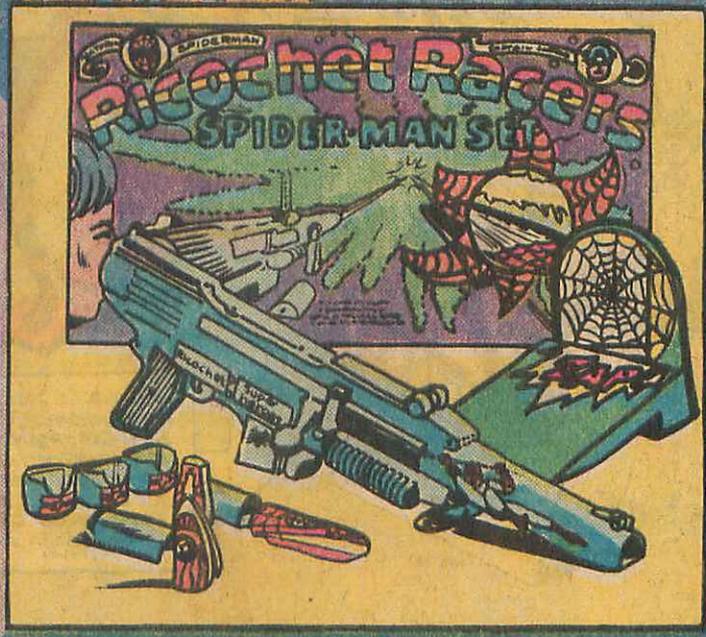
HERE'S JUST WHAT YOU
NEED TO BOUNCE BACK--
OUT OF YOUR MID-WINTER
FOLDRUMS--

RICOCHET RACERS!

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

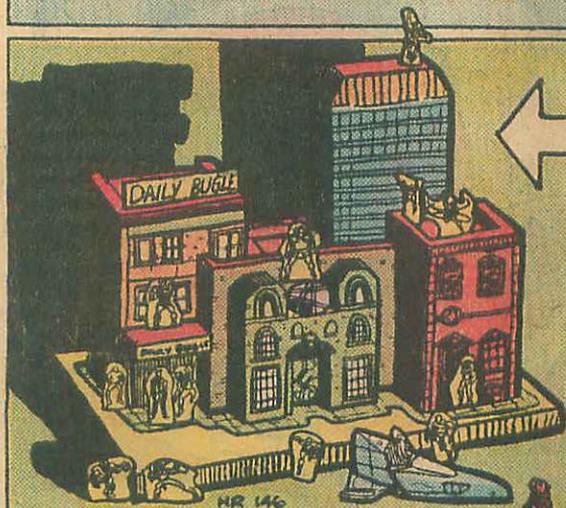
ONLY
\$16⁹⁵
PLUS
\$1.50
P&H

RACE TO GET ONE
TODAY!



ENTER THE WORLD OF MARVEL

THE PLACE WHERE EVERY TRUE BELIEVER BELONGS!



HR 146

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

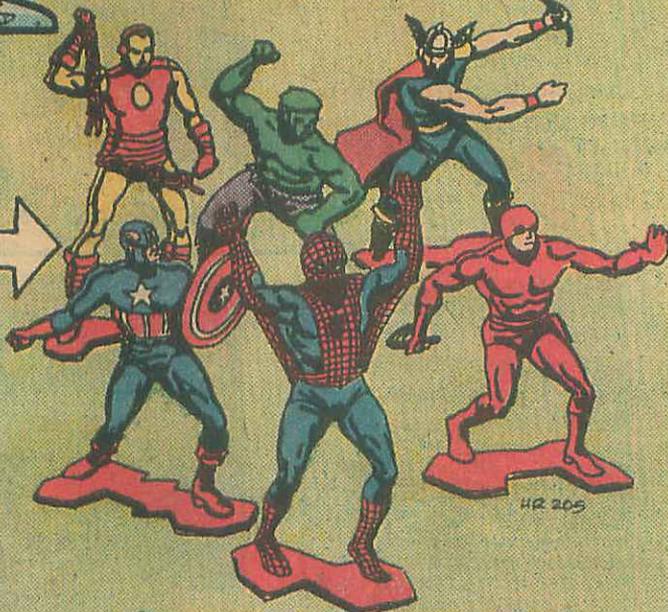
AN ACTUAL RELIEF REPLICA OF THE MARVEL UNIVERSE -- WHICH INCLUDES ACTUAL HOMES OF THE SUPERHEROES! THE BAXTER BUILDING, THE DAILY BUGLE -- PLUS 36 MARVEL CHARACTERS YOU CAN CALL YOUR VERY OWN! WITH THE HIGH COST OF REAL ESTATE THESE DAYS, YOU CAN'T AFFORD TO PASS UP THIS GREAT BARGAIN!

ONLY **\$6⁹⁵**
+69¢ PERH

SUPERHERO STATUES

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

ONLY **\$4²⁹**
+59¢ PERH



HR 205



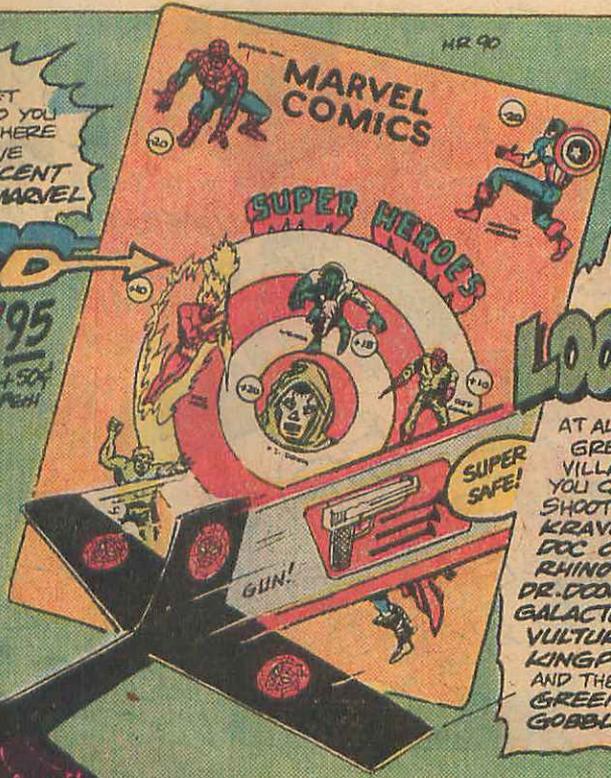
HR 10

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 **\$2⁴⁹**
+50¢ PERH

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!

SUPER SAFE!

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!

NEW!



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 EVERYWHERE! 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!



HR13
 ONLY \$1.59
 +39¢ P&H

WELCOME TO MY PARLOR OF MIND BOGGLING SPIDER-MAN MADNESS!

LOOK OUT, EVIL KNEVEL! IT'S SPIDEY ON WHEELS!

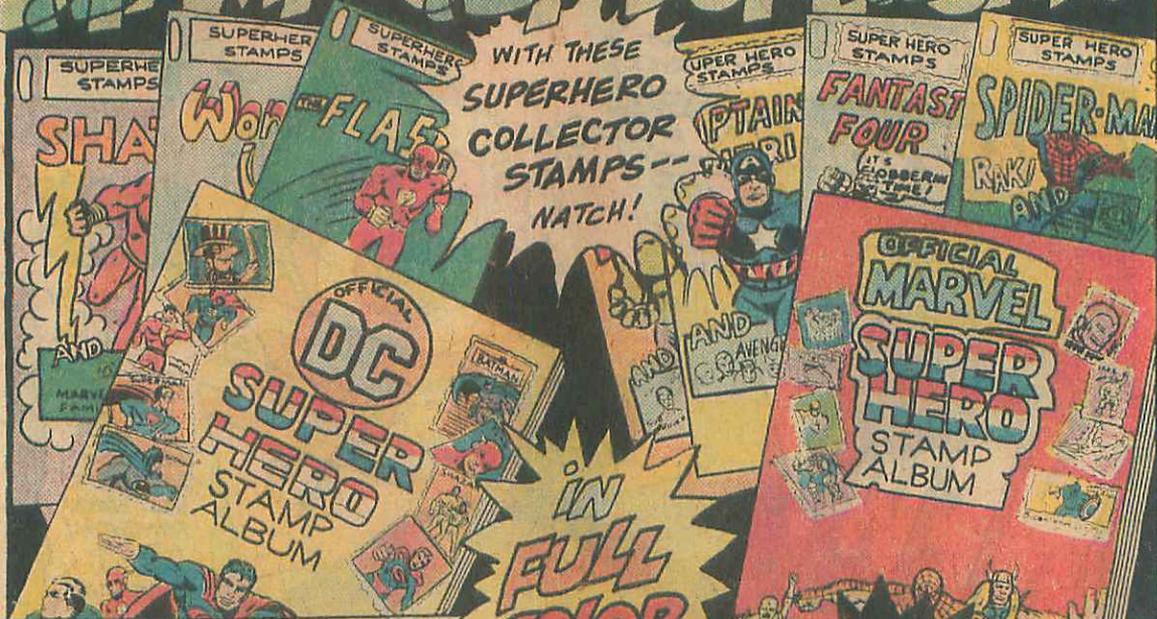
I'LL RACE YOU ANYTIME! MY GYRO-POWERED STUNT CYCLE IS NUMBER ONE!

GET YOURS FOR \$1.98 (PLUS 34¢ P&H)



OKAY... NOW TURN THE PAGE...

STAMP OUT BOREDOM!



PICK UP YOUR STAMP ALBUMS @ \$1.29 + 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 GET THE DC OR MARVEL + 75¢ PEH STARTER SET--OR BOTH!

OFFICIAL:

STAR TREK

ENTERPRISE WATER GUN

STAR TREK LOGS #1 & #2

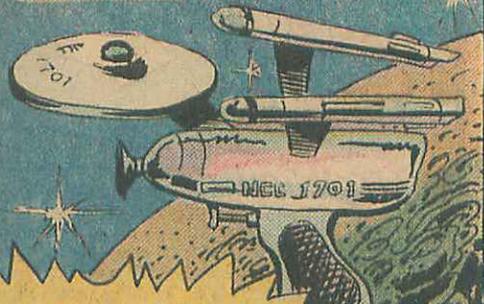
THE ORIGINAL STAR TREK LOGS RETOLD IN THESE TWO EXCITING BOOKS! ALL IN FULL COLOR!!

EACH BOOK ONLY

\$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¢ PER PATCH

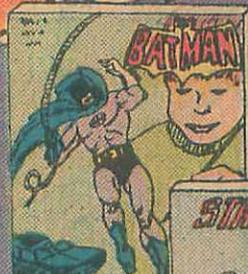
* SPECIFY PATCH ON ORDER FORM IN REPLY TO BOOK. TITLES ARE SOLD SEPARATELY. IE: "INCREDIBLE HULK" IS NOT INCLUDED WITH THE HULK PATCH.

THE SPECTACULAR SPIDER-MAN
 G.I. JOE
 THE INVADERS
 CAPTAIN AMERICA
 POWER MAN
 THE THUNDERBOLT
 STAR TREK
 BATMAN
 SUPERMAN
 THE DUCK TALES
 THE HULK
 THE INCREDIBLE HULK
 THE AVENGERS
 THE X-MEN
 THE MARVELS
 THE SUPERHERO FAN CLUB

EXTRA SPECIAL! ORDER ANY 5 PATCHES FOR ONLY **\$4.00** PLUS 75¢ PER PATCH

NOW-ENTER THE WORLD OF SUPER GAMES!

BY HASBRO



NEXT IN OUR LITTLE TRIO 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 79)
 STAR TREK (ST 4)
 SUPERFRIEND (DC 78)

EACH ONLY -
\$3.95 + 50¢ PER H

SEE THE MOST AMAZING ADVENTURES IN STEREO REALISM THE GAF 600 GUYS GIFT PACK!



3-D ACTION

NEW SLIDES AVAILABLE:
 SPACE 1999
 STAR TREK
 BATMAN
 SUPERMAN
 SHAZAM

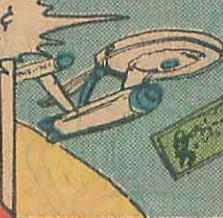
\$1.75
 + 25¢ EACH



STARTREK
 SPACE 1999
 SHAZAM
 BATMAN
 SUPERMAN,
 AS YOU'VE NEVER SEEN THEM BEFORE.

THRILLS GALORE!

ONLY
\$5.89 + 59¢ PER H



STAR TREK



EACH ONLY
\$2.95
 + 50¢ PER 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 SUPERHERO" 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

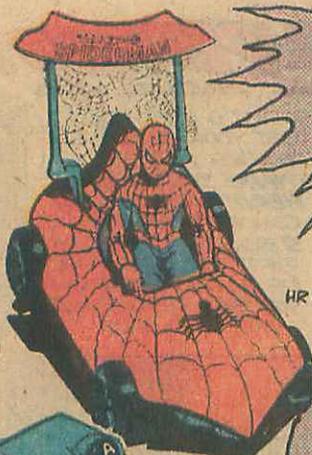
P.O. BOX 894

ADDRESS INQUIRIES TO:

DOVER, N.J. 07801

201-361-1327

MEGO MOBILE MADNESS



HR 164

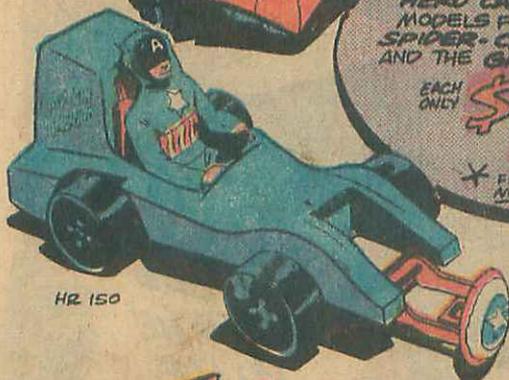


DC 88

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

EACH ONLY **\$5.95** PLUS 69¢ P&H

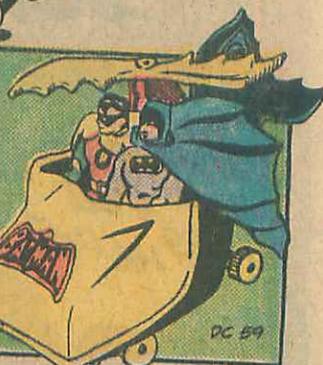
* FIGURES NOT INCLUDED.



HR 150

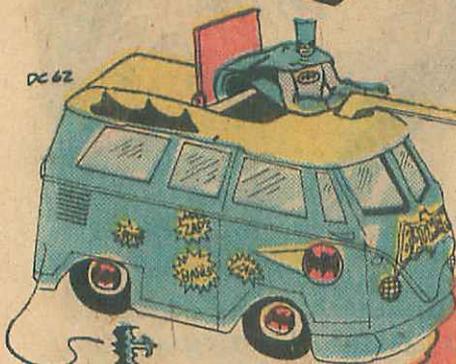
BAT-COPTER
HERE COME
BATMAN AND
ROBIN IN THE
BATCOPTER!
(SO WHO ELSE
WOULD YOU
EXPECT IN THE
BAT-COPTER?
DON RICKLES?)
MADE OF
TOUGH, HI-IMPACT
POLYSTYRENE!

\$6.95 & 69¢ P&H.



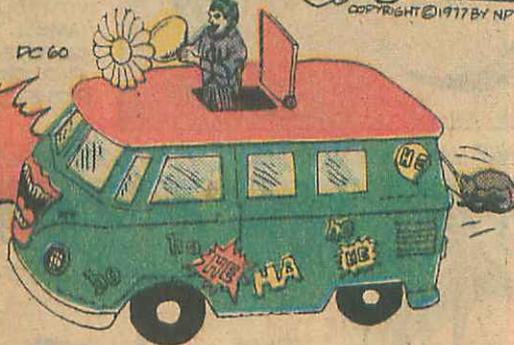
DC 59

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DC 62

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



DC 60

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



DC 24

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

\$6.95 & 69¢ P&H.



DC 64

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

THE
BATMOBILE

ONLY
\$6.95
PLUS 79¢
P&H

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 + \$0.49 P&H

ALL NEW FOR 1977



SUPER-HERO CARRY CASE!
 HOLDS YOUR FAVORITE HEROES -- & VILLAINS!
 \$2.95 + \$0.49 P&H



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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:

DC 90

THE BAT GUN!

BAT-BUCKLE!

BATMAN

BAT-HOOK!

BAT-CUFFS!

BAT-ROPE!

... AND HERE'S THE LOW, LOW BATBELT PRICE: **\$4.95** PLUS 60¢ POSTAGE.

DC 20

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 **\$198** EACH, PLUS 39¢ PER MONTH

-- 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

\$289 PLUS 39¢ TO COVER POSTAGE & HANDLING

DC 22

WHREEEEEEE! EEE!

DC 65

TRANSFORM YOUR OWN BIKE INTO A BATCYCLE WITH THE **BATMAN BIKE HORN!**

\$2.69 PLUS 149¢ PER MONTH

-- 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 KICKER! SEE WHAT YOU CAN CATCH!

198



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

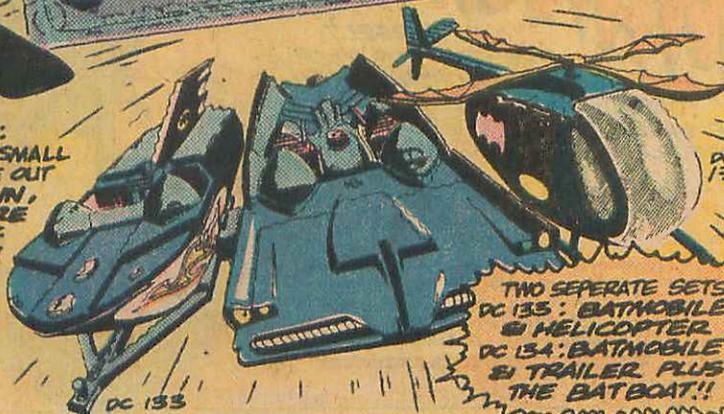
ONLY \$2.69 PLUS 39¢

DC 91

PEH

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!

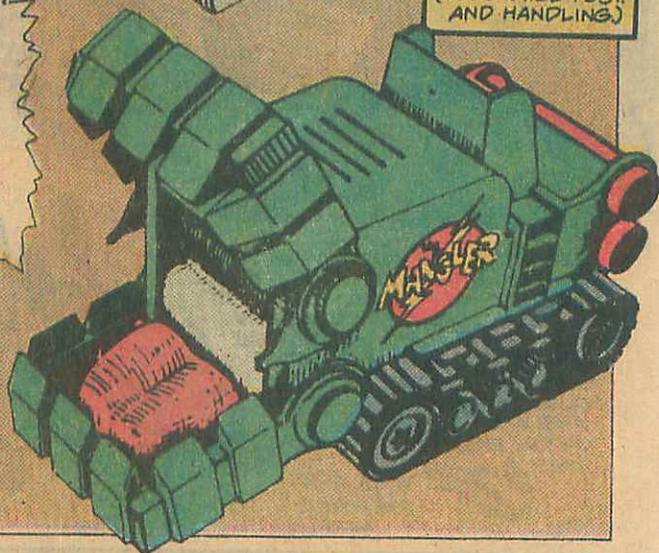
DL 86
INCLUDES CONFERENCE TABLE & CHAIRS, FULL CRIME-FIGHTING CONSOLE & SUPERMAN, MERELY **\$14.95** PLUS \$1.50 POST. AND HANDLING.

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

THE MANGLER

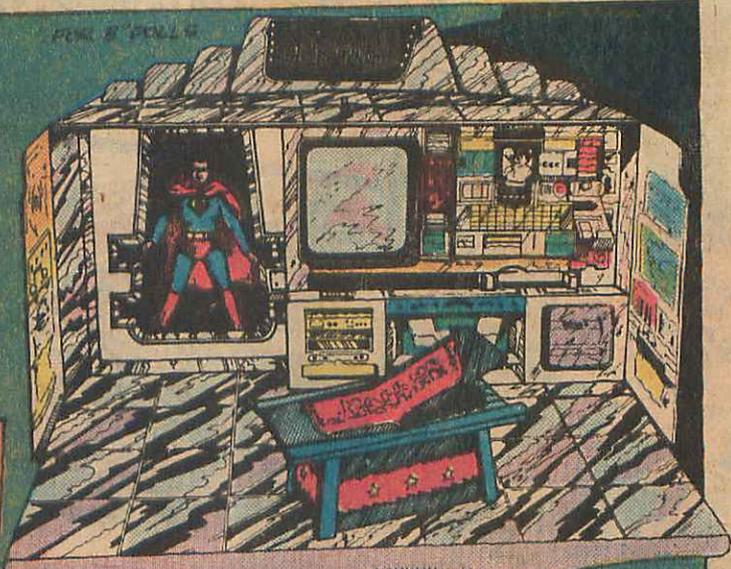
THE PERFECT PRESENT FOR PEOPLE WHO HATE SUPERHEROS! THIS VILLAINOUS VEHICLE CHEWS UP SUPERHEROS AND SPITS THEM OUT FLAT AS A BOARD! HONEST!

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.

BRAND NEW!



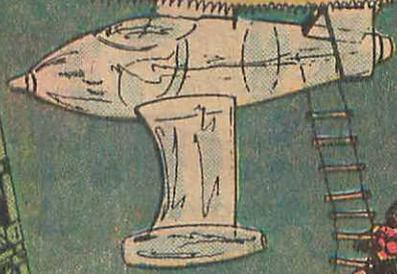
NOW--STRAIGHT FROM THE PAGES OF DC COMICS -- AND TELEVISION-- IT'S THE BRAND NEW

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!

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.)



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

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



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

BACKPACKS NEW!



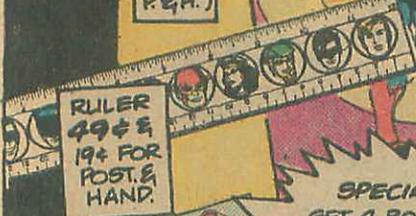
NOTE
PAD,
ONLY
39¢
(PLUS
19¢
P.E.H.)



CARRY
YOUR BOOKS
THE SUPER-WAY!
BACK-PACK!
ON **\$4.89**
PLUS 49¢
POST. & HAN.



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.)



SHARPENER
89¢ & 29¢
P.E.H.



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



THEME BOOK
**69¢ (PLUS
19¢ POS. & HAN.)**



PENCIL CASE
**69¢ & 19¢ FOR
POS. & HAN.**

HERE THEY COME! THE NEW

YOU! MIGHTY SUPERHERO MIRRORS!



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 YOURSELF AGE... AS THE PHOTO REMAINS THE SAME!!)



ALL MIRRORS ARE A BIG 8" BY 10" & COST A MERE...

\$5.95

PLUS 50¢ POSTAGE & HANDLING!

EACH



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¢ PERH

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¢ PERH

A LOAD OF COLOR FUN!

WONDER WOMAN, BATMAN, SHAZAM © 1977 BY MCG

CAP. AMERICA, SPIDER-MAN © 1977 BY MCG

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.

Star Lee presents MARVEL'S MASTERMIND WONDROUS WORD FINDS

Star Lee presents SPIDEY'S CLEVER CROSSWORDS

Star Lee presents MARVEL'S MYSTERIOUS SECRET MESSAGES

ALSO:

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

© 1977 BY MCG

ALSO AVAILABLE! (BUT NOT SHOWN ABOVE)
 * SPIDEY'S CLEVER CROSSWORDS
 * SPIDEY'S WEB-SHOOTER SCRAMBLED WORD FINDS
 * SPIDEY-MAN'S TERRIFICALLY TANGLED WORDWIBES
 * SPIDEY-BALL SEARCH-A-WORDS
 * MARVEL'S CLEVERLY THE MATHSBOND CROSSWORDS
 * MARVEL'S MASTERMIND WONDROUS WORD FINDS
 * 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!

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

HERE, 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.)

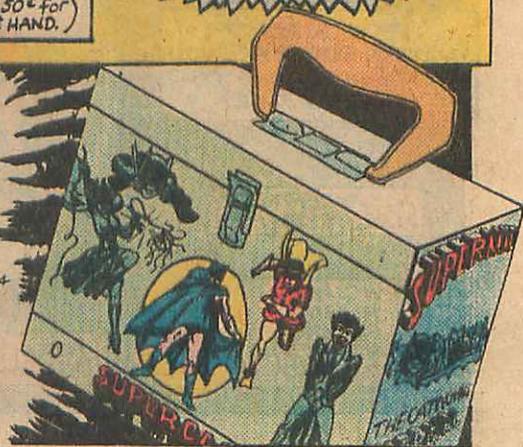
MEDALLION & NECK CHAIN: **\$3.99** (PLUS 50¢ FOR POST & HAND.)

SOLID BRONZE • HAND-ANTIQUED • 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

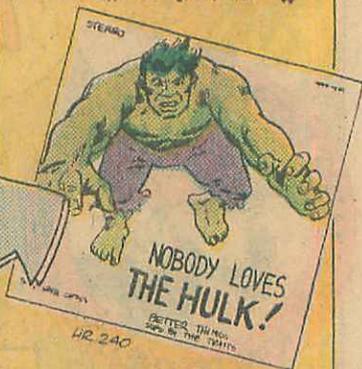
HAVE YOURSELF A **SUPERHERO** ROCK PARTY!

--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)

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

8-9 OZ. CUPS--69¢ (PLUS 25¢ P&H)

12" CENTERPIECE--\$1.50 (PLUS 25¢ P&H)

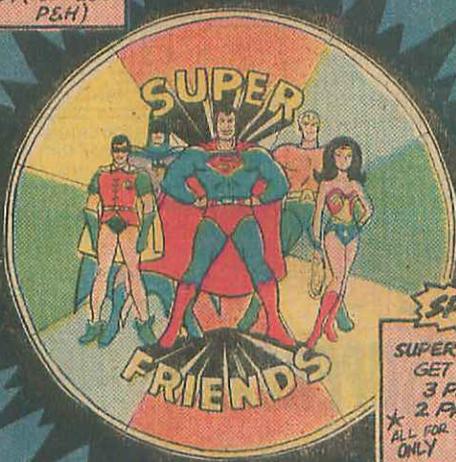
11" X 17" PLASTIC PLACEMATS--\$1.25 (PLUS 25¢ P&H) EACH.

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 300 PIECES -- AND MEASURES A FULL 14" X 18"! ARTWORK BY DASHIN' DON HECK AND GROOVY GARY BRODSKY.

EACH ONLY **\$1.69**

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!

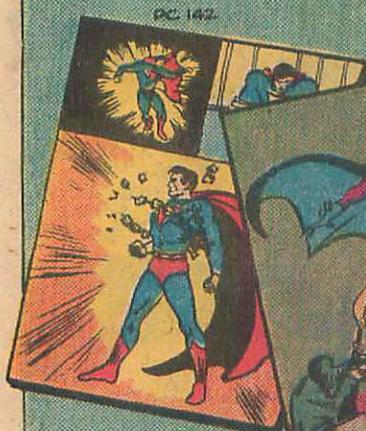


THESE SUPERHEROES ARE MORE EXCITING THAN EVER, WHEN YOU PUT TOGETHER THEIR PUZZLES AND THEY TAKE SHAPE BEFORE YOUR VERY EYES! 200 PIECES -- IN FULL COLOR!

★ AND THEY ONLY COST!

\$1.79

PLUS 39¢ POST & HAND



SUPERMAN, BATMAN ©1977 NFP

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 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!

HULK, CAP AMERICA © 1977 MCG

SPIDER-MAN, CAPTAIN AMERICA © 1977 BY MPP

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

HR 128

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!!

HR 231

PUT A COIN ON THE LEDGE AND WATCH SPIDEY'S CAP'S HANDS GRAB IT! ONLY \$2.95 PLUS 39¢ P&H

© 1977 BY MCG

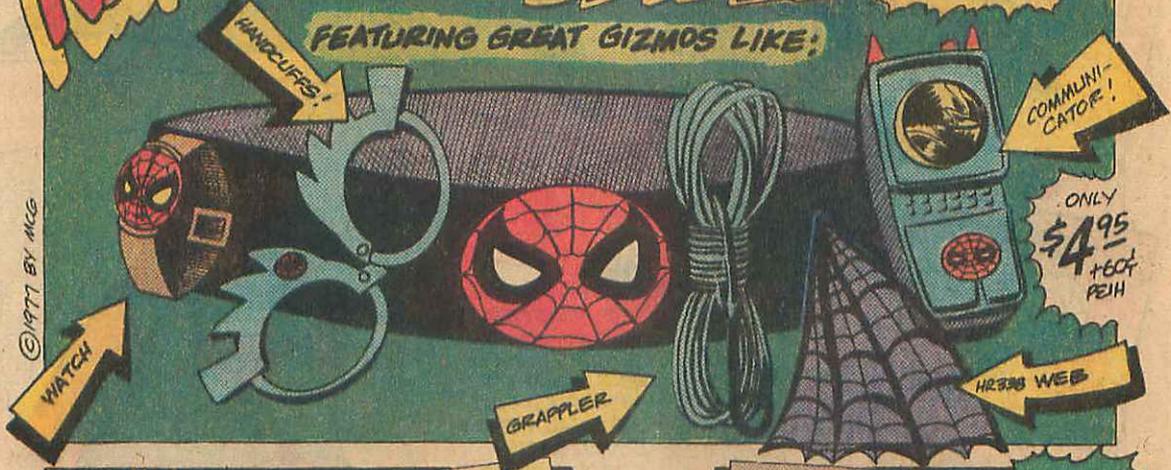
NEW!

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

SPIDEY

UTILITY BELT

FEATURING GREAT GIZMOS LIKE:

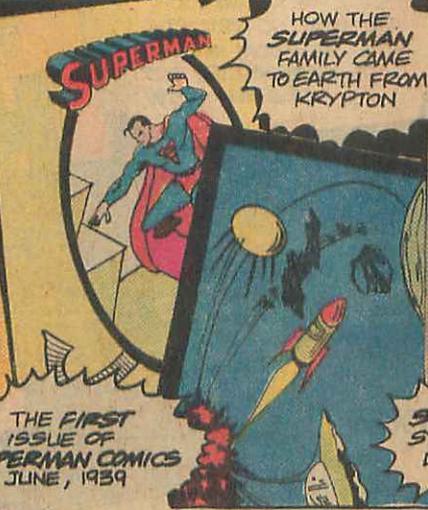


ALSO NEW!

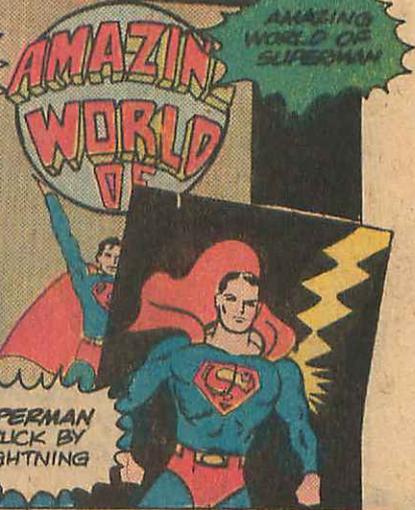
DC 145

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

ONLY \$2.00 +25¢ P&H



HOW THE SUPERMAN FAMILY CAME TO EARTH FROM KRYPTON



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!

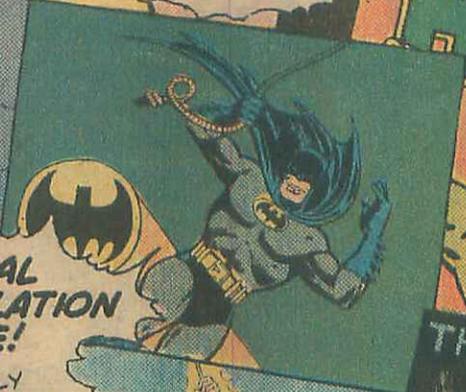
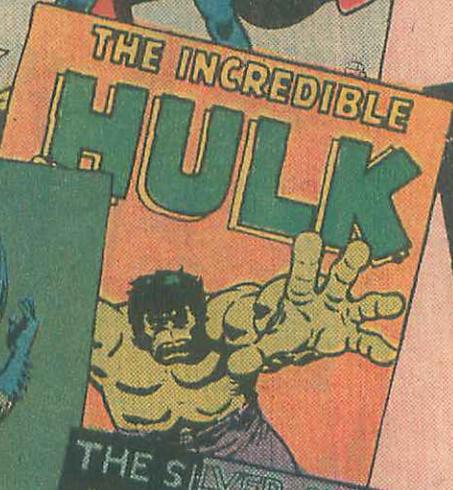


SUPERBABY, WONDER TOT, BAT MITE, LIL SHAZAM ©1977 BY NFP

POSTER



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!**



SPECIAL ANTI-INFLATION PRICE!

EACH ONLY **\$1.50**

PLUS 50¢ FOR POST & HAND.

X ON THIS PAGE



ANOTHER FABULOUS **SUPER SALE!**

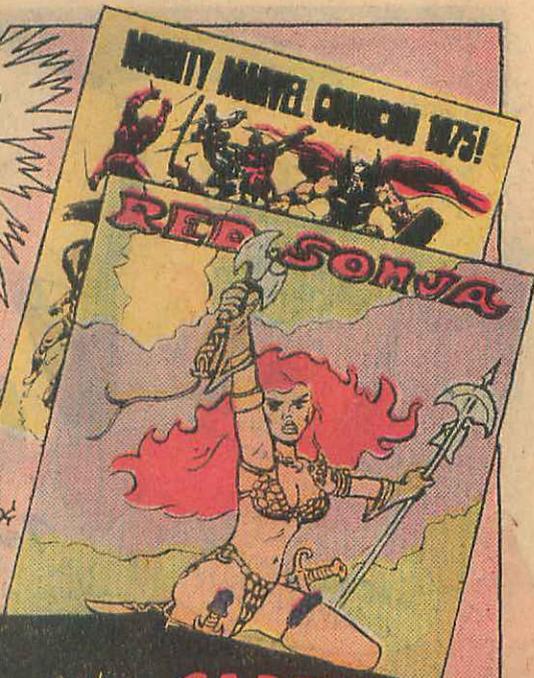


EACH POSTER IS A **GIANT** 24" x 36"!

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)





MARVEL COMICS CONVENTION!

7 SIZES!
 KIDS: S-M-L-XL
 ADULTS: S-M-L-XL
THOR, HULK, CAP, MARYELCON & 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!

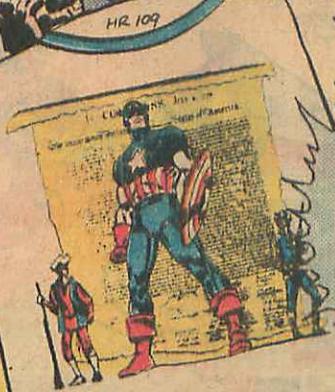
NEW REDUCED PRICE!

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.



FREE!

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



WRITE YOUR OWN T-SHIRT!

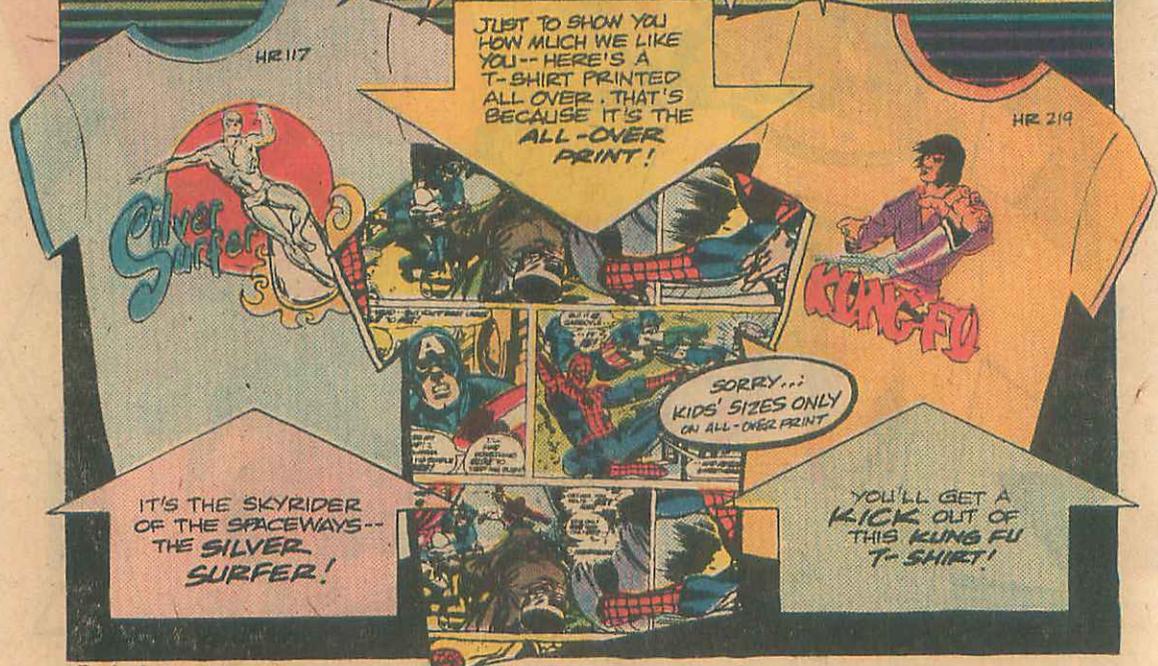
NEW

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



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!

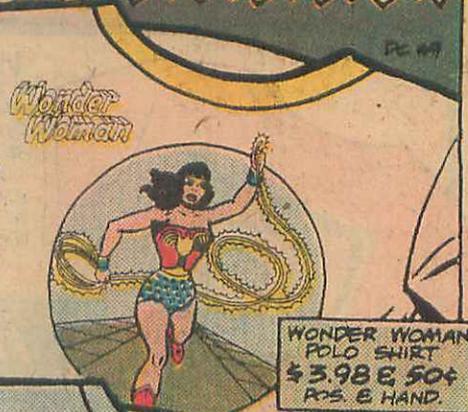
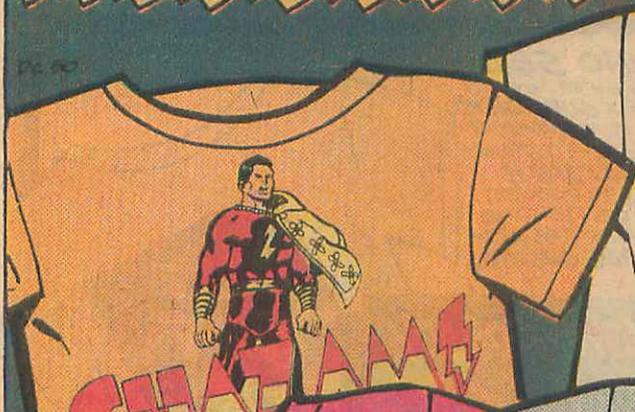


IT'S THE SKYRIDER OF THE SPACEWAYS-- THE SILVER SURFER!

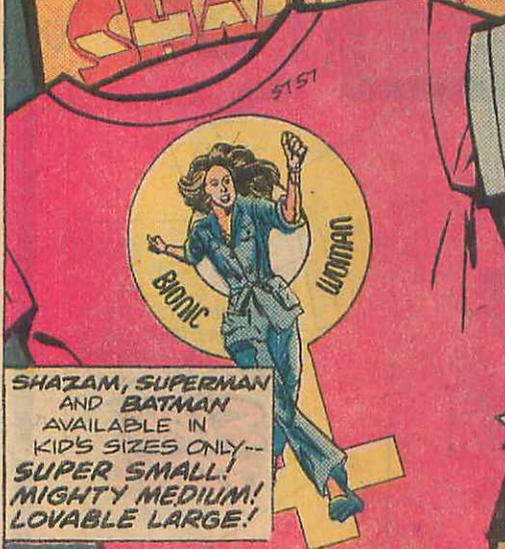
SORRY... KIDS' SIZES ONLY ON ALL-OVER PRINT

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

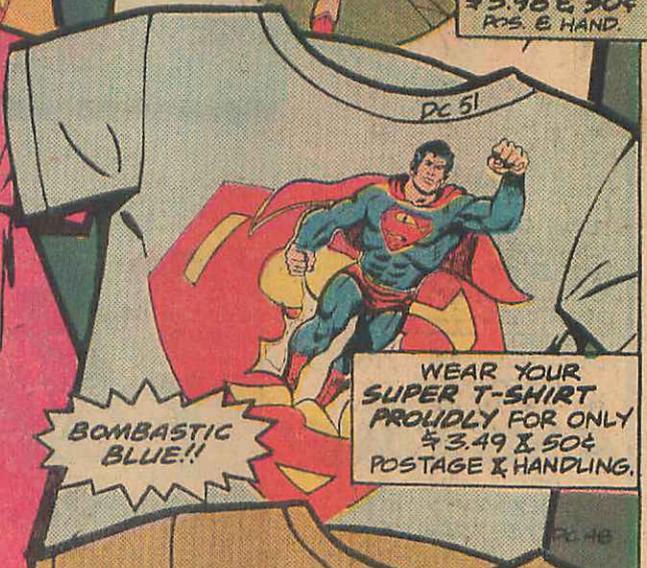
WEAR YOUR FAVORITE HERO!



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

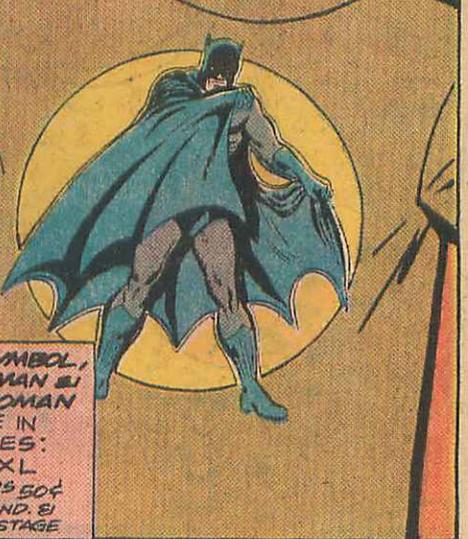
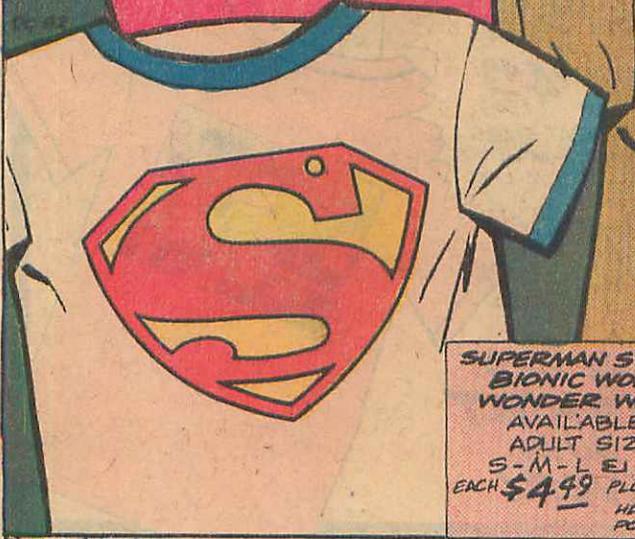


SHAZAM, SUPERMAN
AND BATMAN
AVAILABLE IN
KID'S SIZES ONLY--
SUPER SMALL!
MIGHTY MEDIUM!
LOVABLE LARGE!



BOMBASTIC
BLUE!!

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



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



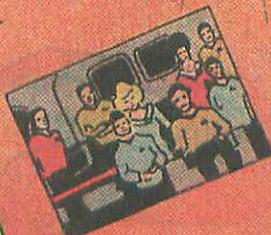
NOW... YOU CAN GO WHERE MAN HAS NEVER GONE BEFORE--TWICE! WITH THESE GREAT

STAR TREK
 T-SHIRTS!

EACH ONLY--
\$3.49
 KIDS: +50¢
\$4.49
 ADULTS: +50¢

IN 7 GREAT SIZES
 KIDS: S-M-L
 ADULTS: S-M-L-XL

ST 1



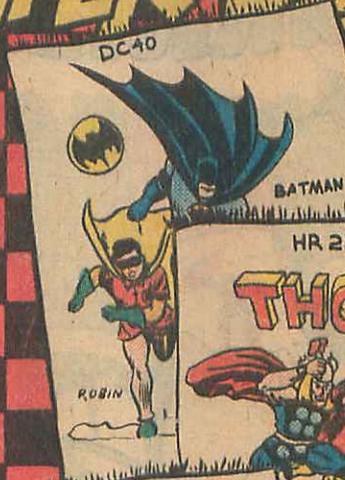
ST 3

THE BEST T-SHIRT BUYS EVER!

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 SUPERHERD 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



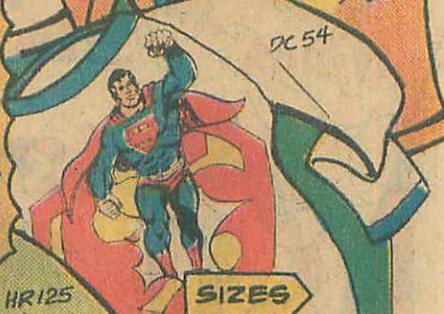
NEW!
SENSATIONAL SOCKS!
 ONE SIZE FITS ALL
 100% COTTON

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

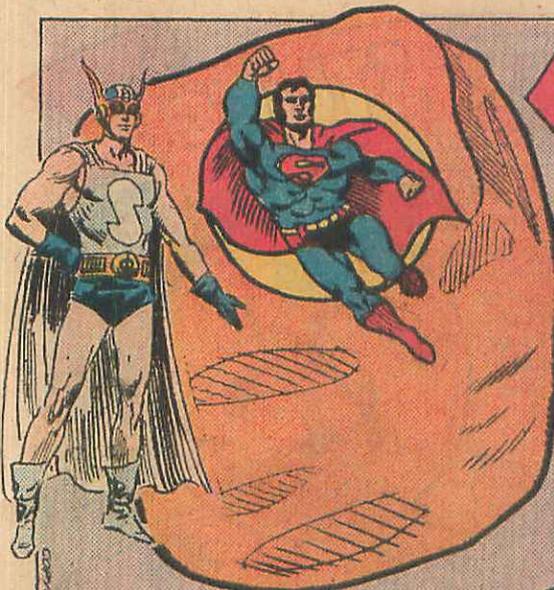
PLUS 50¢ FOR POSTAGE & HANDLING.

STAR-STUDDED SWEAT-SHIRTS!



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
 P&H



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 **\$1.25**
 PLUS 50¢ P&H



HR 75
 HR 75A
 HR 75B



HR 75C
 HR 75E



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COPYRIGHT © 1977 BY MARVEL COMICS

HR

MORE SUPER STUFF

SUPER BELTS

ALL
IN FULL
COLOR!



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



BRONZE
FINISH!

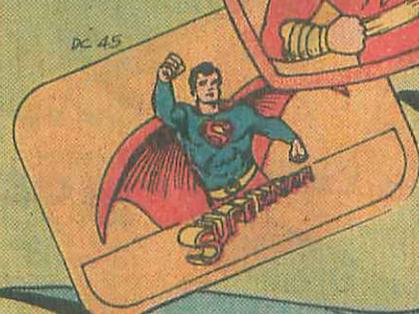
GIVE A
FRIEND A
BELT!

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



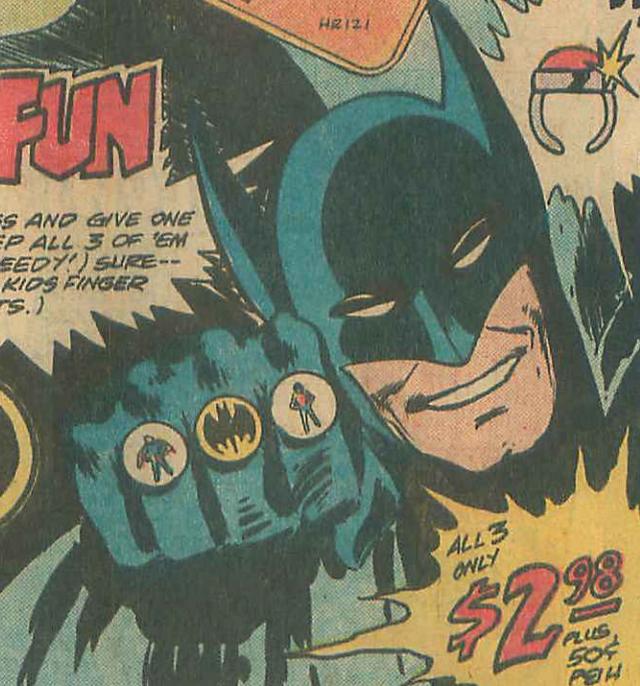
CHOOSE
ANY!
ONLY

\$3.98
+39¢
P&H



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
\$2.98
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



HR 127 **EACH ONLY** HR 127A

SPIDEY **\$3⁴⁹** HULK

HR 127B **PLUS 50¢ POSTAGE & HANDLING** HR 127C

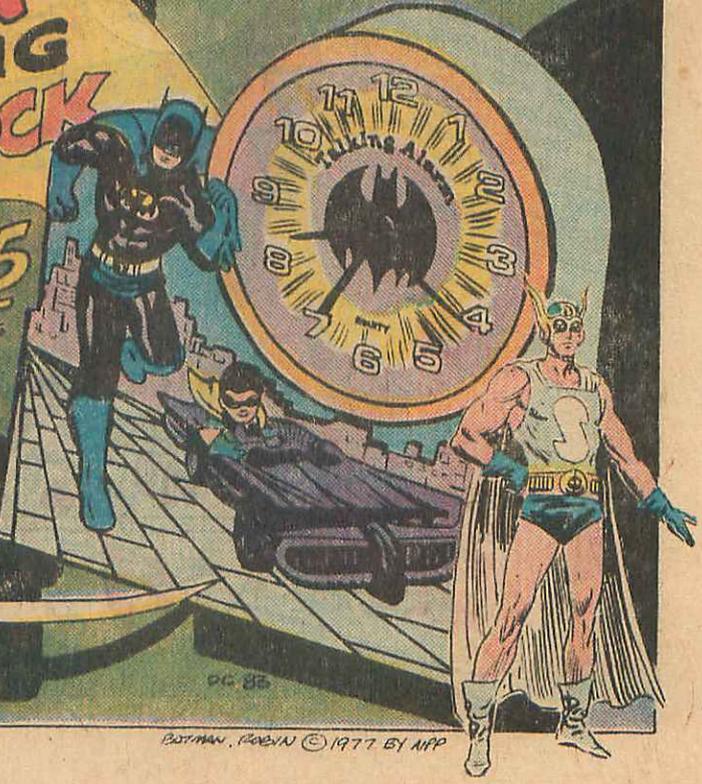
CAP THOR

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

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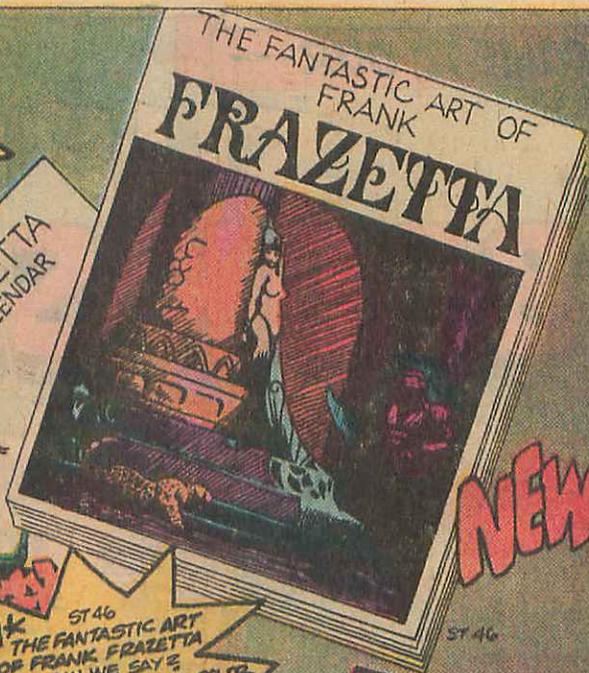


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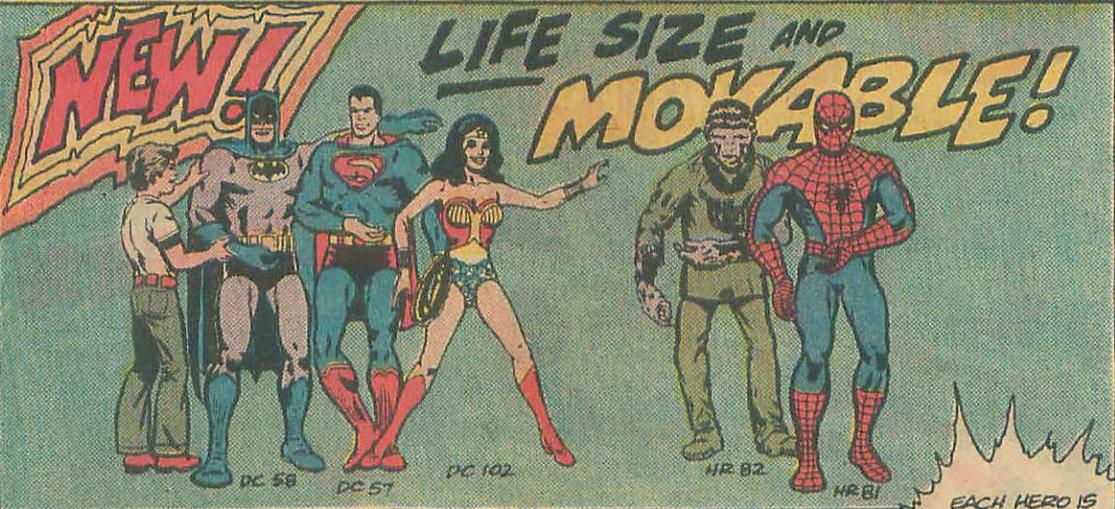
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