Captain Marvel and the Art of Nostalgia
by Brian Cremins
Forthcoming from the University Press of Mississippi, 2017

The book’s cover is by painter and cartoonist Keiler Roberts. She is in the process of finalizing the design.
C. C. Beck’s splash page from *Shazam!* No. 1, Feb. ‘73
Whiz Comics No. 2, February 1940
(Scan from The Shazam Archives, Volume 1)
“Give him a set of blueprints of a building you have in mind and he’ll make you a fine ‘artist’s rendering’ of what it will look like when finished. If it looks cheap, uninspired, shoddy, it’s not C. C. Beck’s fault. If you give him a poor story to illustrate, he’ll make drawings that will show you just how cheap, uninspired and shoddy your story is. He has been doing this since he was about two years old, as all kids do. Kids draw beautifully. C. C. Beck just didn’t quit . . . he’s still at it over sixty years later.”

“Note to editors—It may be redundant to say it, but writers and artists, if they have any pride, want to give their best work. I believe Beck and I have always had pride in CMA [Captain Marvel Adventures].”

--Otto Binder, undated note, probably 1952

(Courtesy of the Cushing Memorial Library/Texas A&M University. Photo of the Becks and Binders from Comixscene No. 2 Jan./Feb. 1973)
HERE HE IS, FOLKS, THE ORIGINAL, ONE-AND-ONLY, GENUINE CAPTAIN MARVEL! AND HERE ARE SOME FACTS ABOUT HIM:

HEIGHT: 6 FEET 2 INCHES.
WEIGHT: 190 POUNDS.

POWERS: ALL MORTAL, AS CM WAS THE WORLD'S MIGHTIEST MORTAL, NOTHING MORE. (HE ONLY FLEW WHEN HIS PUBLISHER DEMANDED IT.)

STORIES: WHIMSY, FANTASY, HUMOR MADE CM STORIES DIFFERENT FROM OTHERS. HE WAS SELDOM DULL, DEADLY AND BORINGLY SERIOUS.

CM'S DEMISE: IN 1953, AFTER 13 YEARS OF TREMENDOUS SUCCESS, CAPTAIN MARVEL WAS DISCONTINUED BY HIS PUBLISHER AND NEVER APPEARED AGAIN IN A COMIC BOOK. WHY? NOBODY KNOWS FOR SURE --- OR IF ANYONE DOES, HE ISN'T TALKING! THE MYSTERY MAY NEVER BE COMPLETELY CLEARED UP.

DRAWN ESPECIALLY FOR G.B. LOVE BY
C.C. BECK
MIAMI, FLA, FEB. 6, 1970

From The Rocket’s Blast Special #8 (1970)