

# Captain Marvel and the Art of Nostalgia



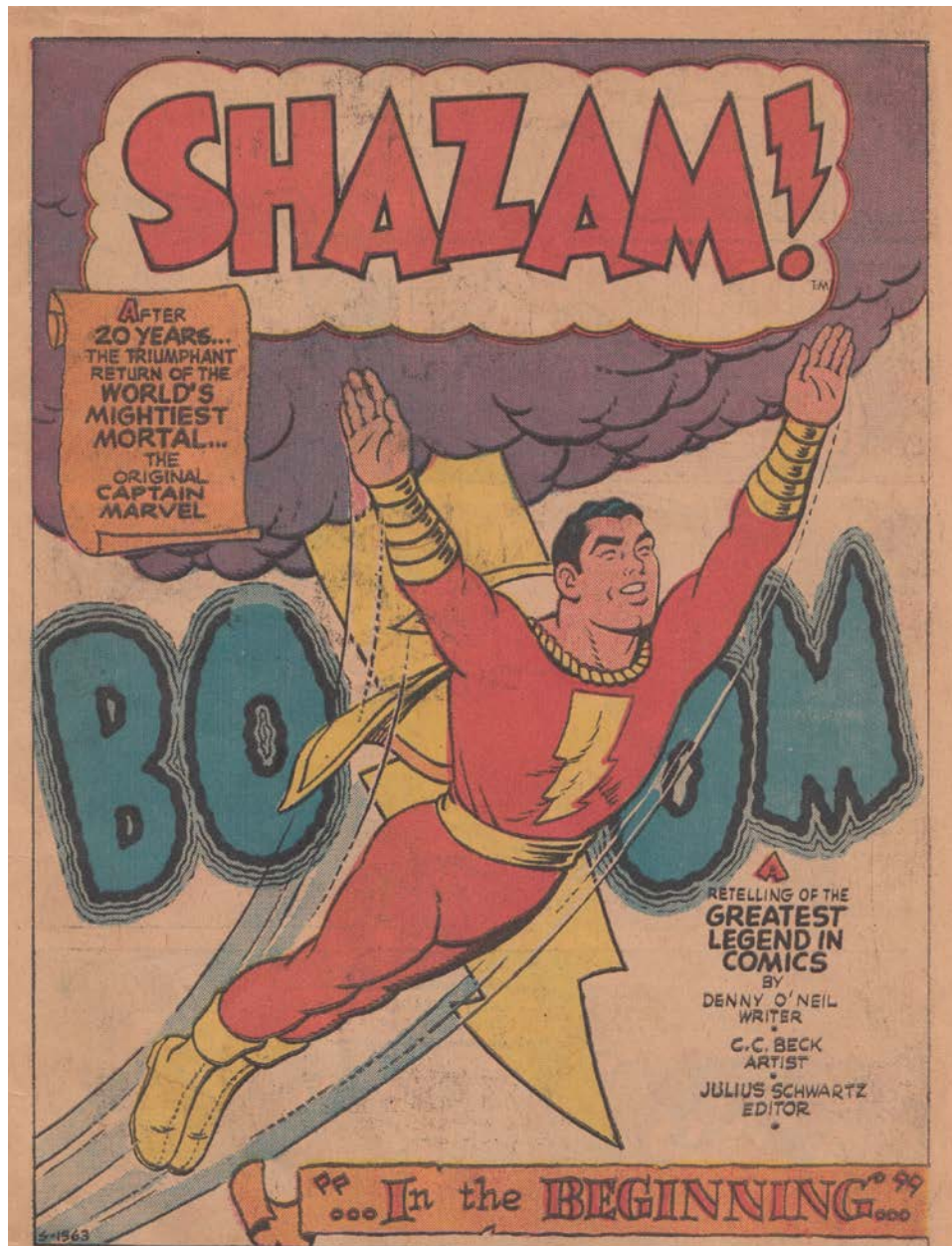
Brian Cremins

*Captain Marvel and the Art of Nostalgia*

by Brian Cremins

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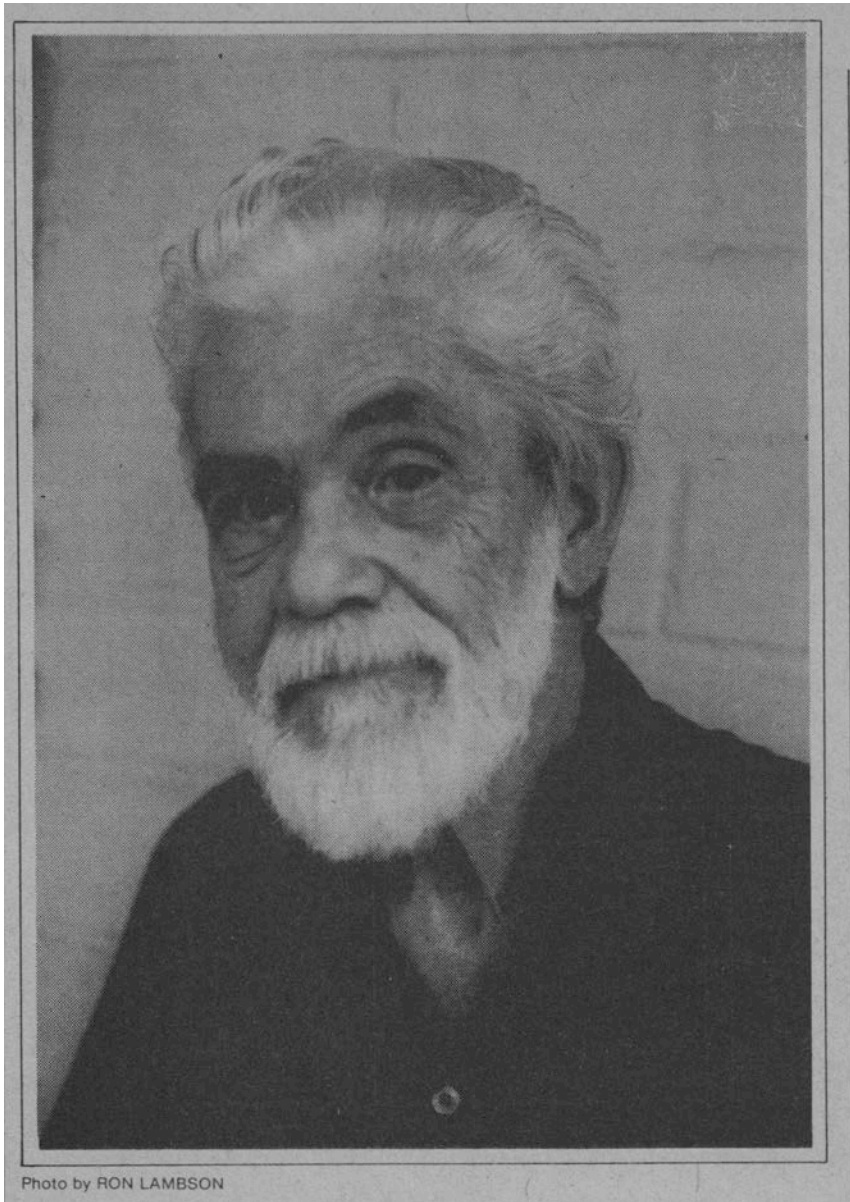
The book's cover is by painter and cartoonist Keiler Roberts. She is in the process of finalizing the design.



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.”

--C. C. Beck in *Special Edition Series: Whiz Comics* (1974)

Beck in a photo by Ron Lambson, from *The Comics Journal* No. 95 (page 57)



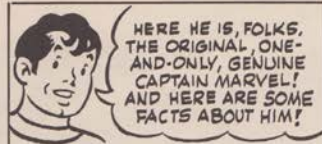
“Note to editors—It may be redundant to say it, but writers and artists, if they have any pride, *want* to give their *best* work. I believe Beck and I have always had pride in CMA [*Captain Marvel Adventures*].”

--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)



Captain Marvel Adventures No. 82 (March 1948)



HERE HE IS, FOLKS.  
THE ORIGINAL, ONE-  
AND-ONLY, GENUINE  
CAPTAIN MARVEL!  
AND HERE ARE SOME  
FACTS ABOUT HIM!

HEIGHT: 6 FEET 2 INCHES.

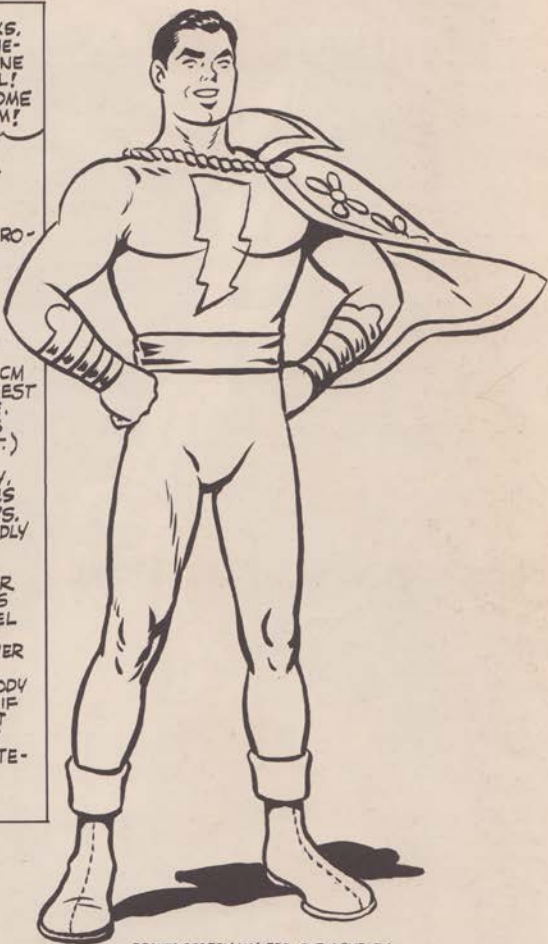
WEIGHT: 190 POUNDS.

BUILD: HUSKY BUT WELL-PRO-  
PORTIONED. HE DID NOT  
HAVE THE WASP WAIST,  
THE TREMENDOUS  
CHEST AND THE BULG-  
ING THIGHS OF YOUR  
AVERAGE SUPER-HERO.

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 COMPLETE-  
LY 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)