# DC COMICS FAMILY TREE

**"The Major" Malcolm Wheeler-Nicholson**
(feature writer)
1929–30, in feature syndication
1930–34, writer
1935 *forms* **National Allied Publications**, printing new and rejected materials—*New Fun #1* (1935)
*employed* Sheldon Mayer, Jerry Siegel and Joe Shuster
1936 *More Fun* #12 & *New Comics* #7 printed by…

**Jack Liebowitz** … friends … **Harry Donnenfeld**
(CPA) (salesman)
1922, takes over family printing press — 1932-1936 *buys into* **Independent News**, distribution company

1929-32 *form* **Irwin Publishing**, printing risqué pulp magazines and rejected materials

1937 *Irwin* rescues Wheeler-Nicholson's company; they merge to form **Detective Comics** — distributed by…
*employs* Bob Kane, Bill Finger
1937 Donnenfeld sues Wheeler-Nicholson for non-payment; DC goes into bankruptcy; National Allied is sold to Independent News
1937 *Detective Comics* #1
1938 *Action Comics* #1
1939 hires Allen "Duke" Ducovny as publicist for Superman
1939 Donnenfeld not interested in expanding the line, so Liebowitz forms …

**M.C. "Max" Gaines**
… of Eastern Color Printing, which pioneers half-tabloid size comics format

1939 **All American Comics**; Sheldon Mayer, editor
1939 *Flash Comics* #1, created by Gardner Fox and Harry Lampert
1940 Green Lantern created by Martin Nodell and Bill Finger

1940 copublish *All-Star Comics*

**Timely Comics**
1942 Jack Kirby and Joe Simon leave Timely

**Fawcett Comics**
1942 Captain Marvel outselling Superman
1948 sued by DC for copyright infringement on Superman, forced to cease publication
1951 ruling overturned
1954 Fawcett pays damages and agrees to cease publication

1945 Gaines sells his stake in All American to DC
1945 by November, all comics bear the DC bullet
1946 the two companies become one: **National Comics**
1947 Max Gaines dies
1948 several titles switch to Western themes
1954 DC picks up Fawcett's *Hopalong Cassidy* — DC gains talent Kurt Schaffenberger

**Quality Comics**
1957 goes out of business when major comics distributor **American News Company** dissolves

1957 DC picks up Quality Comics' *G.I. Combat* and *Blackhawk;* DC gains talent Dick Dillin, John Forte, Chuck Cuidera
Independent News becomes Marvel Comics' (Timely's) distributor;
1958 Fawcett's Otto Binder creates the Legion
1965 Harry Donnenfeld dies
1968 National Periodical Publications merges with Kinney Services to become **Kinney National Services**
1968 Malcolm Wheeler-Nicholson dies
1972 via further acquisitions, Kinney becomes **Warner Communications**
1973 *Shazam!* comic is allowed, as Marvel Comics already trademarked their own "Captain Marvel"
1974 "Shazam!" TV show begins
1976 Jeannette Kahn is hired; she officially renames National **DC Comics**, hires Milton Glaser to redesign their logo
1978 the "DC Explosion"/implosion: many titles expanded then 14 are cancelled
1989 parent company renamed **Time Warner**
1991 prints and distributes **Milestone Media**'s comics
1998 acquires **WildStorm**
1991 DC purchases Captain Marvel and related characters outright
1997 forms DC Direct for collectibles
2000 Jack Liebowitz dies

**Image Comics**
1992 Jim Lee forms WildStorm Studios under Image collective

1981 *renamed* **Warner Publisher Services**

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