

DC Comics Family Tree



PRE-DC



M.C. "Max" Gaines

(printing salesman, Eastern Color Printing)

1934 pioneers half-tabloid size comics format for *Famous Funnies* (newspaper reprints)



"The Major"

Malcolm Wheeler-Nicholson

(feature writer, founder)

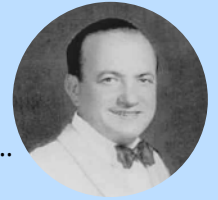
1929-30, in feature syndication

1930-34, writer



Jack Liebowitz

(CPA)



... friends ...

Harry Donenfeld

(printing salesman)

1929-32 **Irwin Publishing** prints risqué pulp magazines and rejected materials

1932-36 *Buy into* **Independent News**, distribution company

NATIONAL

1935 forms **National Allied Publications** aka **Nicholson Publishing Co.**; printing new and rejected materials

... employed Sheldon Mayer, Jerry Siegel and Joe Shuster

1936 *More Fun* #12 & *New Comics* #7 printed by...

1937 Irwin rescues Wheeler-Nicholson's company; they merge to form **Detective Comics, Inc.**; employs Bob Kane, Bill Finger

1937 Donenfeld sues Wheeler-Nicholson for non-payment; DC goes into bankruptcy; National Allied is sold to Independent News

1937 *Detective Comics* #1

1938 Superman in *Action Comics* #1

1939 Donenfeld not interested in expanding the line, so Liebowitz forms ...

NATIONAL TITLES

- New Fun/More Fun Comics (1935)
- The Big Book of Fun Comics (1935)
- New Comics/New Adventure Comics (1935)

DETECTIVE TITLES

- Detective Comics (1937)
- Action Comics (1938)
- New York World's Fair Comics (1939)
- Superman (1939)
- Batman (1940)
- World's Best/Finest Comics (1940)
- Star Spangled Comics (1941)

DETECTIVE

1939 **All-American Comics**; Sheldon Mayer, editor

1939 The Flash created by Gardner Fox and Harry Lampert

1940 Green Lantern created by Martin Nodell and Bill Finger

1942 Wonder woman created by William Moulton Marston and Harry Peter

1945 Gaines sells his stake in All-American to DC

1940 DC and All-American copublish *All-Star Comics*

ALL-AMERICAN TITLES

- All-American Comics (1939)
- All-Star Comics (1940, with DC)
- Flash Comics (1940)
- All-Flash (1941)
- Green Lantern (1941)
- Comic Cavalcade (1942)
- Sensation Comics (1942)
- Wonder Woman (1942)

SPLIT

1947 Max Gaines dies

1945 by November, all comics bear the DC bullet

1946 the two companies become **National Comics**

1948 several titles switch from super-hero to western themes

1954 **Fawcett Comics** pays damages and agrees to cease publication

1954 DC picks up Fawcett's *Hopalong Cassidy*

DC gains talent Kurt Schaffenberger

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

1957 Quality Comics properties are assigned to DC, which continues publishing four Quality titles

1957 Independent News becomes Marvel Comics' (Timely's) distributor;

1958 Fawcett's Otto Binder creates the Legion

1965 Harry Donenfeld 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 In 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

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

1998 acquires **WildStorm**

1991 DC purchases Captain Marvel and related characters outright

2009 DC Comics becomes subsidiary of **DC Entertainment**

1981 **Independent News** renamed **Warner Publisher Services**

2000 Jack Liebowitz dies

NATIONAL

DC COMICS