

The Return of the Comic Book

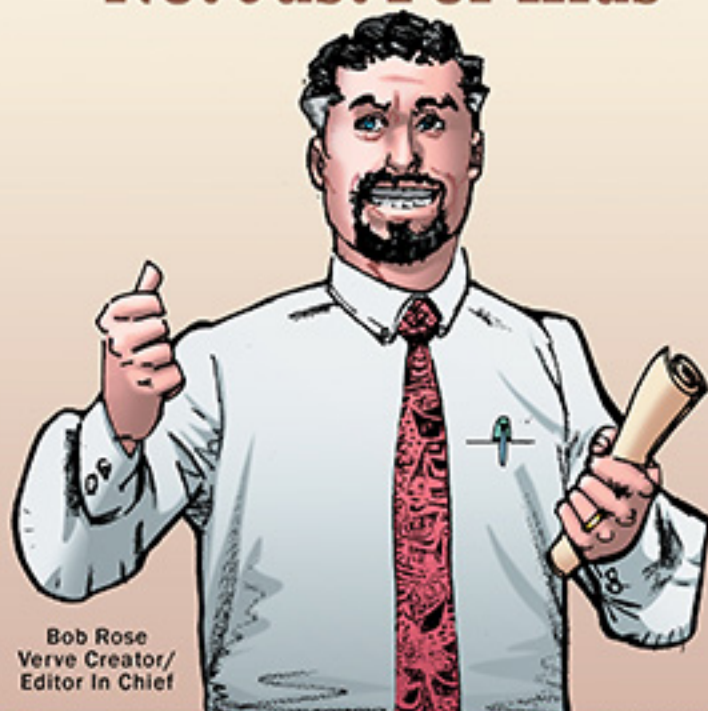
40 CENTS

APRIL 18, 1965

MIDTOWN

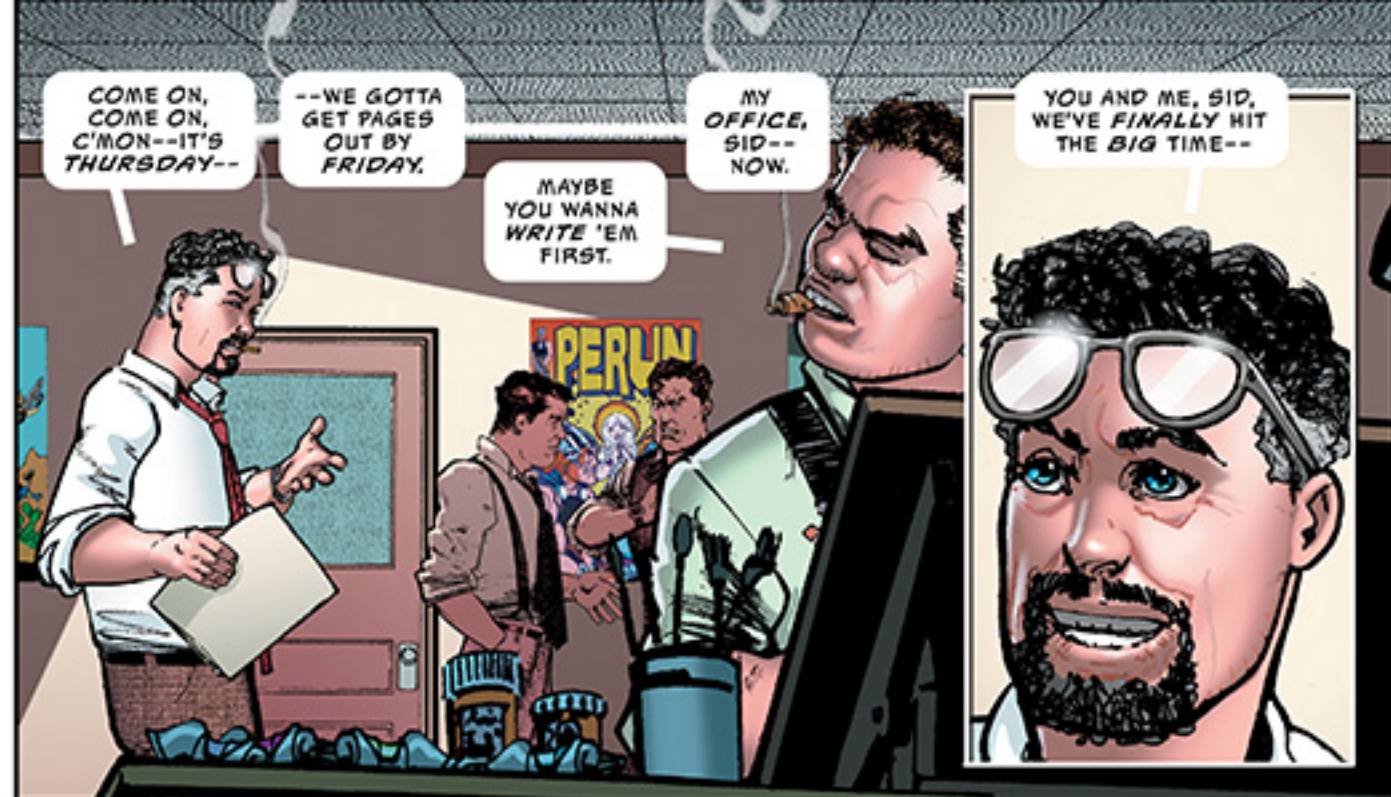
Verve Makes Comics Cool Again

Not Just For Kids



Bob Rose
Verve Creator/
Editor In Chief





COME ON,
COME ON,
C'MON--IT'S
THURSDAY--

--WE GOTTA
GET PAGES
OUT BY
FRIDAY.

MAYBE
YOU WANNA
WRITE 'EM
FIRST.

MY
OFFICE,
SID--
NOW.

YOU AND ME, SID,
WE'VE FINALLY HIT
THE BIG TIME--

YOU'VE
HIT THE
BIG TIME--

SID, WE'RE
A TEAM--

YEAH, YEAH--

--A TEAM WHERE
YOU GET THE
OFFICE, THE
MAGAZINE
INTERVIEWS,
THE EXPENSE
ACCOUNT--

VERVE IS
HUGE, AND
IT'S ALL
MY IDEA--

--NOT INSECT
KING, SID.

WHAT'M I, A HIRED
HAND? WHERE'S
MY PIECE OF THE
ACTION?

WE KNOW WHAT
YOU'VE DONE, AND
WHATEVER THIS
TURNS INTO, YOU'LL
GET YOUR FAIR
SHARE.

SURE
THING--

ONCE WE
KNOW EXACTLY
WHAT WE'VE
GOT HERE,
PAL.

C'N I GET
THAT IN
WRITING?

"BUT LOOK AT ALL
THE EXPOSURE
YOU'RE GETTING!"



WORK WITH ME
HERE, PEOPLE--
THIS IS BIG--
REALLY BIG...

...THERE'S A BUNDLE
TO BE MADE HERE, AND
YOU'VE GOT TO THINK
BIGGER WITH ME.



POPULAR
VERVE CHARACTER
MARIONETTE



THE ASTONISHING
TARANTULAD



TOYS...
CANDY..?

HONESTLY,
BOB--WHO GIVES
A [REDACTED] ABOUT
THIS STUFF?

BIG PICTURE,
BOYS, BIG
PICTURE...

...THERE'S A
FORTUNE TO BE
MADE HERE, THE
COMPETITION ARE
IDIOTS...

...AND OUR
OUTLAY IS
NEXT TO
NOTHING...

"...SINCE IT'S ALL
WORK THAT'S BEEN
BOUGHT AND PAID
FOR ALREADY."

