

Former Marvel Editor-in-Chief Jim Shooter has taken to his blog to reveal the fascinating story behind how Marvel very nearly ended up publishing DC characters thanks to a deal with Warner Bros. back in 1984. It's amazing just how close this deal came to happening, and interesting to wonder just how different comic books as we know them today would be had it all gone through. For the whole story, click on the link below. For now, here are some excerpts. Sometime in February, 1984, my secretary (it was okay to say "secretary" in those days) the wonderful Lynn Cohen told me that Bill Sarnoff was on the phone. Not his secretary, Bill Sarnoff himself, holding for me. Bill Sarnoff was the Big Cheese, I forget his exact title, of the publishing arm of Warner Communications. Among the operations under his purview was DC Comics. Bill introduced himself, as if that was

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