



# History of the man of steel

The 73-year-old superhero has been a hit in print, TV and films.

By **LESLIE TAYLOR**

**1933:** Jerry Siegel uses the name Superman in a fanzine story "The Reign of the Superman." The character was originally meant to be a villain. Joe Shuster is the artist.

**1938:** Messrs. Siegel and Shuster sell the first "Superman" story for \$10 per page, and all rights to their character Superman to DC Comics for \$130.

**1939:** The McClure Syndicate begins distributing a Superman newspaper comic strip, which lasts until 1966.

**1940:** The radio series makes its debut, runs through 1951.

**1951:** "The Adventures of Superman" (TV show) premieres starring **George Reeves** and runs through 1957.

**1957:** Superman guest stars on "I Love Lucy."

**1966:** "The New Adventures of Superman" hits CBS. Superman takes a star turn on Broadway in the musical comedy "It's a Bird, It's a Plane, It's Superman" at the Alvin Theatre.

**1967:** Superman makes an appearance as a branded food with Superman Cheese. Over the years he's featured on packages of vitamins, peanuts, hot cocoa, macaroni and cheese and more.

**1976:** Warner Communications (now Time Warner) buys DC comics.

**1978:** Marlon Brando is reportedly paid a salary of \$3.7 million and over 11% of the gross for his four-minute cameo appearance as Jor-El, the title



character's father in the blockbuster "Superman: The Movie." Follow-up films include "Superman II" in 1981,



"Superman III" in 1983 and in 1987, "Superman IV: The Quest for Peace."

**1979:** Superman appears in Atari video game.

**1993:** "Lois & Clark: The New Adventures of Superman" is produced by Warner Brothers and premiered on ABC.

**1996:** Warner Bros. TV network began a new Superman animated series that started as a 90-minute prime-time movie special on Sept. 6,

1996 showing the first 3 episodes.

**2000:** The WB announces a 13-episode series featuring a teenage Clark Kent called "Smallville."

**2005:** A new comic book series, All Star Superman, is launched that DC says will "strip down the Man of Steel to his timeless, essential elements."

**2006:** Warner Bros. plans to launch "Superman Returns" in June.

Sources: supermanhomepage.com; geocities.com