



hat



mask



.45 automatics



TM

the spider ring

introduction



THE MASTER OF MEN!
SPIDERKIT

THE SPIDER™ KIT

• Introduction •

Remember when fandom was fun? Whatever happened to super-hero clubs? I guess today publishers don't need to offer free stuff to create a following. If you can get kids to pay 10 bucks for an action figure, why undermine that licensing bonanza with give-aways? Nowadays the other progenitor of the old clubs—advertisers (like Ovaltine in the Depression Era)—rarely create brand loyalty through association with one character ...unless it's Michael Jordan. A nice premium will occasionally find its way into a cereal box, but for the most part popular culture is showing us that the good stuff is history.

You'll excuse me if I want to single-handedly bring this all back.

What motivates a normally profit-conscious, published illustrator to delve into the non-market of electronic collectibles based on forgotten characters from disintegrating magazines?

It's a labor of love, pure and simple. Pulp fans will understand my fondness for *The Spider*, and its era in general. The 1930s were

a renaissance for heroes, and in a field crowded with outlandish derring-do the hunched, twisted figure of The Spider stood tall!

I've been working on parts of this kit for years. Let me run down the four epiphanies that led to its creation...

1. Lack of pulp collectibles.

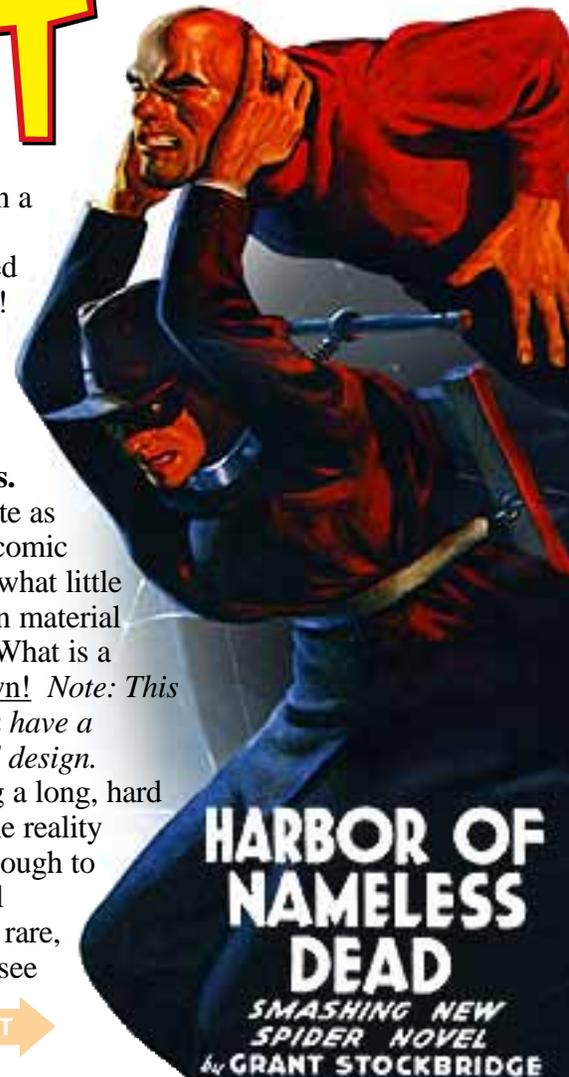
Pulp characters did not generate as much marketing heat as their comic book and radio brethren. And what little exists is significantly rarer than material on more enduring characters. What is a collector to do? Make your own! *Note: This is a lot easier to do well if you have a background in illustration and design.*

2. The Spider Ring.

Taking a long, hard look at my life I had to face the reality that I would never be lucky enough to own, let alone find, an original Spider Ring—one of the most rare, sought after premiums today (see [ring page](#) for details).

So, with the famous

NEXT



folded-dollar bill-ring template in mind, I set about creating a ring in paper that, in the spirit of the original, I could give away practically free to interest my friends in this all but lost heroic original.

3. The Spider Mask. In an article on pulp collectibles in James Van Hise's *Pulp Heroes of the Thirties*, Rex Miller mentions that there was a Spider mask given away at theaters showing Columbia's *The Spider's Web* serial

(But he's never found one). It occurred to me that this mask would mimic the serial costume—black hood with white webbing. What this world needs, though, is a mask based on The Spider's actual vampiric image! I pressed a piece of paper against my face and I was off and running. Then all I needed was a gun and hat design for a complete kit!

4. Adobe Acrobat. We got Adobe Acrobat at work, so that people in different cities on different platforms could view and print my designs. We rarely used it. Then one day *it hit me*: With Adobe Acrobat, people in *different cities on different platforms* could view and print my designs! Suddenly I was in the publishing business.

All that was left, was for a pulp niche to be

carved out within that monument to pop culture, the World Wide Web. Appropriately, the Web's electronic publishing boom has its parallels in the magazine boom of the '30s which *The Spider* was a part of. In my mind there could be no better marriage than *extreme fiction* and *extreme technology*.

When Vintage New Media started reprinting old pulp magazines electronically, using Adobe Acrobat's pdf format, my distribution

prayers were answered—hey, I might even go legit. Visionary Jack Suto at VNM got me in touch with Argosy's own pulp champion, Joel Frieman, and suddenly I was realizing my dream of working on an *official* Spider product!

I've been trying to think of a catchy name

for this new kind of merchandise. E-premiums? Net-orabilia? Give@ways? Well, one thing's for sure—once you've printed out the following pages on your computer printer, you've got **Toys Made Outta Pulp!!**



Chris Kalb is illustrator of *'Scuse Me While I Kiss This Guy and Other Misheard Lyrics* (Fireside).



SPIDER RING



THE SPIDER'S MASK



.45 AUTOMATICS



THE SPIDER'S HAT

Being the Spider takes more than a costume...

THE SPIDER'S WORK

The Spider Ring – a look back

If there's a segment of the population most familiar with The Spider, it would be collectors of character premiums. The original metal rings from *The Spider*, and Popular Publication's other stalwart, *Operator #5*, rank right up there with Superman and Orphan Annie when it comes to most sought after memorabilia.

Collectors, it seems, understand the magic and power associated with rings throughout the ages, and during the 1930s in particular. Sure, rings were simply an inexpensive marketing device for promoters of radio shows and pulps, but they were popular because they seemed to place in our mortal hands a piece of our hero's intangible power. And boys weren't above wearing jewelry.

There isn't much myth and magic to be found among today's racks of comic books and action figures. The reality of gadgets and guns has replaced the mystique of a hero's ring. Mystery has given way to utility during kids' play-time: "A ring? That doesn't DO anything. Where's my Mega-Zord?" Chalk it up to "sophistication."

Tell 'ya what: Print this page out several times and pass it around among your friends, or post it on the office bulletin board. Start a secret Spiders club, and fight for *imagination* as well as *justice*. —CK

Top Ten Most Valuable Premium Rings

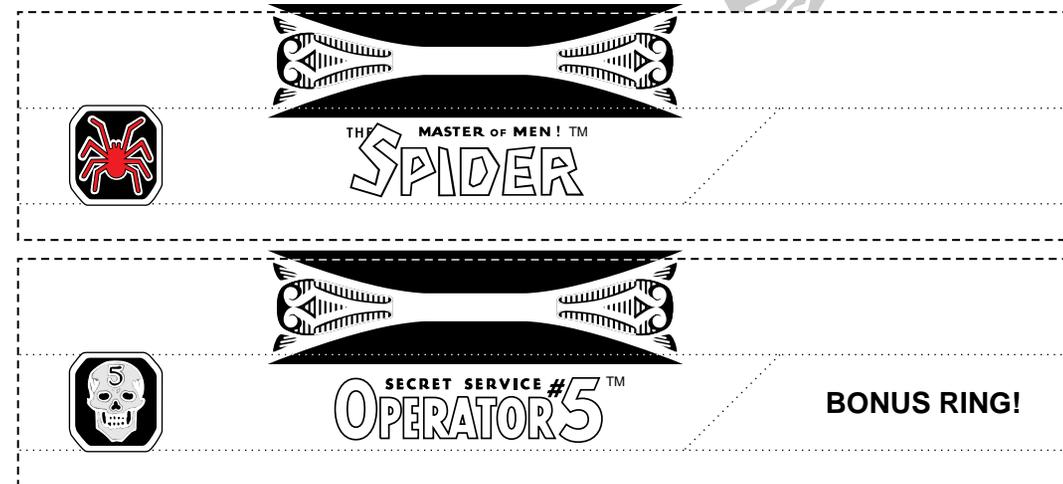
From The Overstreet Premium Ring Price Guide, First Edition (1995)

		known pop.
1. Superman of America	\$125,000	10
2. Superman Secret Compartment	\$60,000	12
3. Superman Secret Compartment	\$60,000	10
4. Radio Orphan Annie Altascope	\$25,000	7
5. Operator #5	\$20,000	6
6. Superman Tim	\$18,000	1 NM
7. Spider	\$10,000	20
8. Sky King Kaleidoscope	\$9,000	1
9. Cisco Kid Secret Compartment	\$7,500	3
10. Valric The Viking	\$7,000	6



TOYS MADE OUTTA PULP™

THE SPIDER RING



JOIN THE UNITED FRONT AGAINST CRIME

By Enlisting in the Spider League for Crime Prevention!

The Spider's seal is the symbol of the **Spider League for Crime Prevention**, a globe-girdling organization pledged to unceasing warfare against crime!

BONUS RING!

DIRECTIONS

1. After printing page on regular paper, cut out ring strip on the thicker dotted line.

2. Fold over at two length-wise thin dotted lines, the wider strip overlapping the narrow.

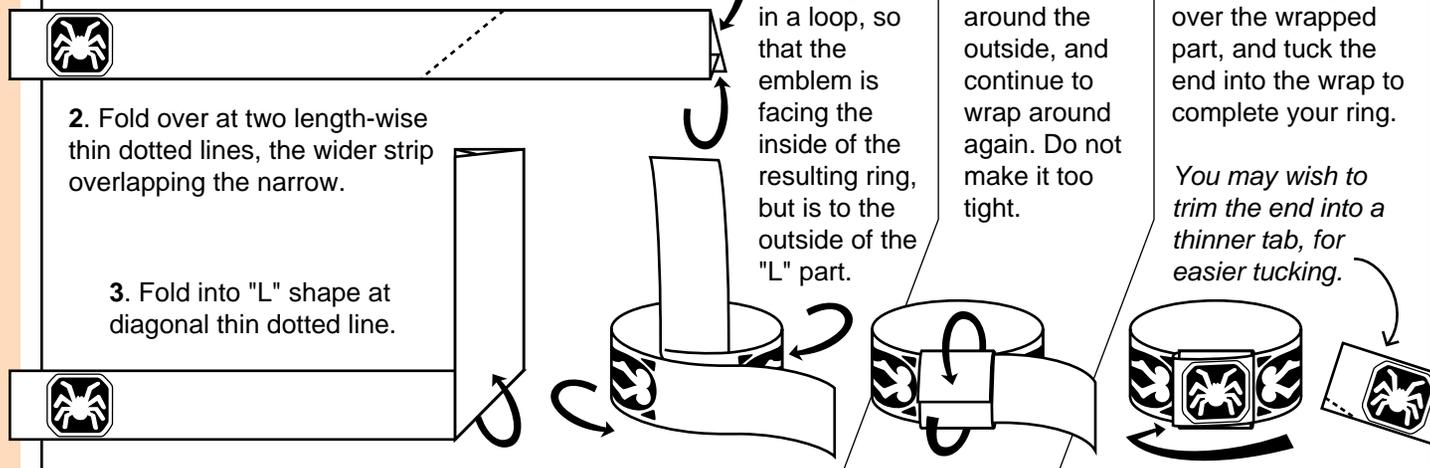
3. Fold into "L" shape at diagonal thin dotted line.

4. Bring two ends together in a loop, so that the emblem is facing the inside of the resulting ring, but is to the outside of the "L" part.

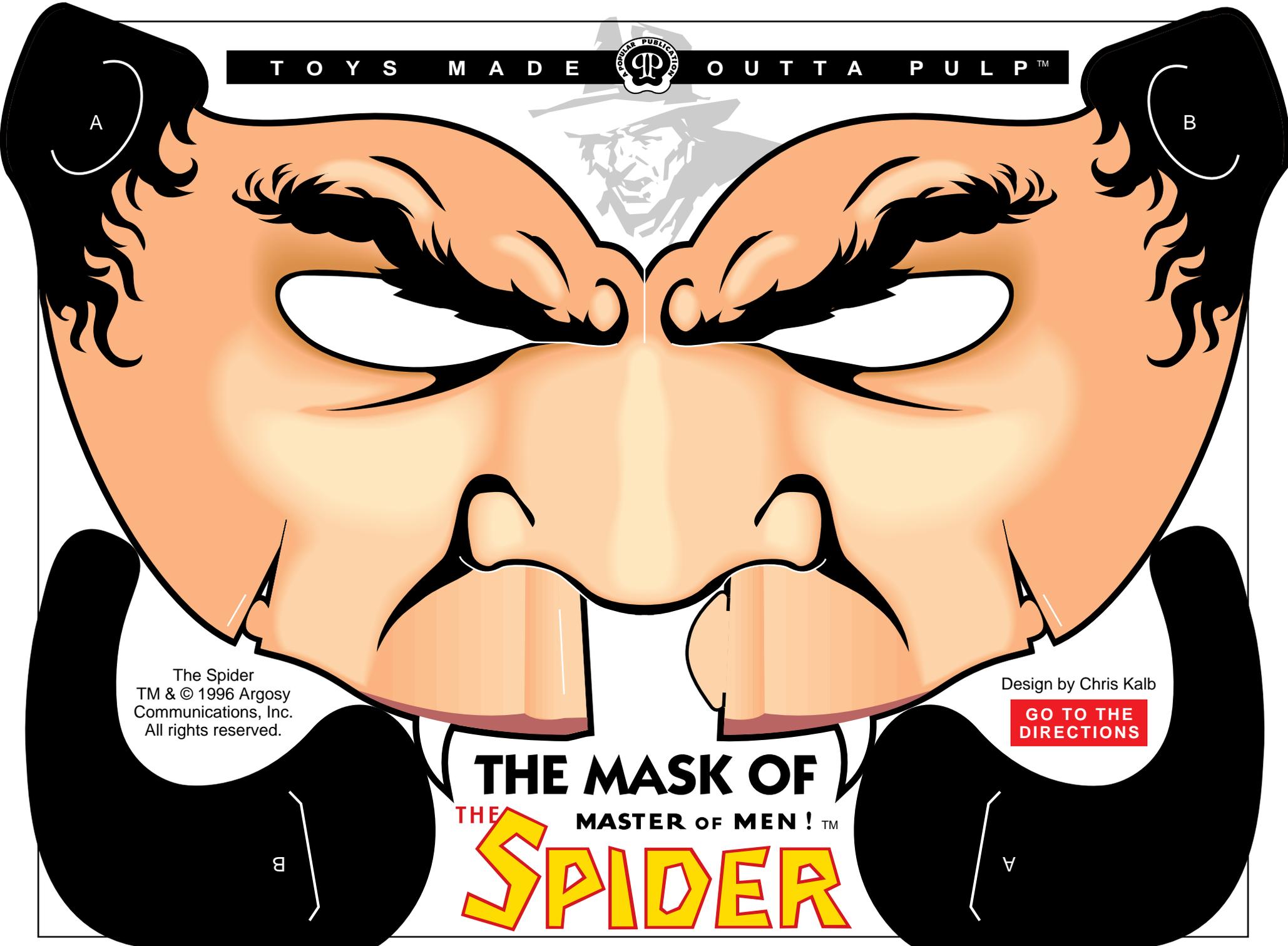
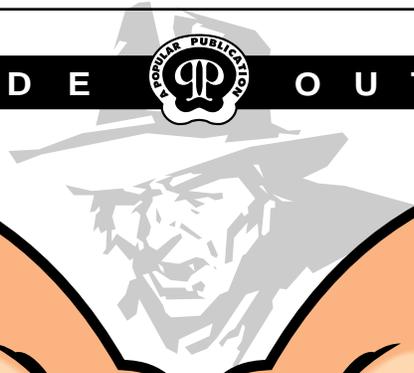
5. Fold the "L" part down around the outside, and continue to wrap around again. Do not make it too tight.

6. Fold the emblem end of the ring back, over the wrapped part, and tuck the end into the wrap to complete your ring.

You may wish to trim the end into a thinner tab, for easier tucking.



TOYS MADE OUTTA PULP™



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Design by Chris Kalb

**GO TO THE
DIRECTIONS**

THE MASK OF
THE MASTER OF MEN!™
SPIDER

B

A

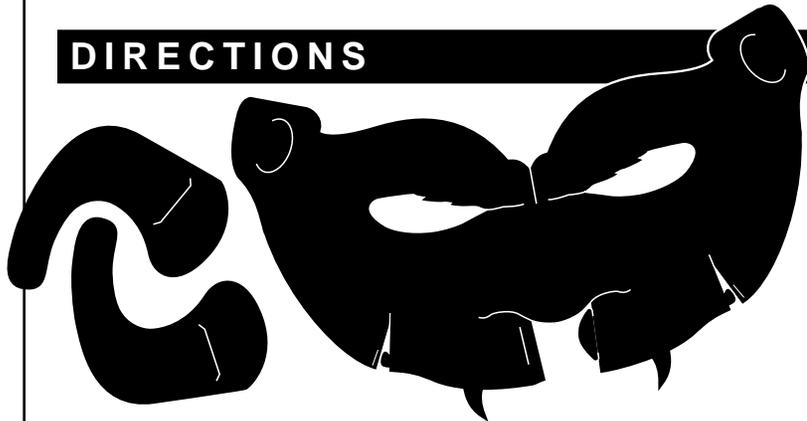


THE **MASTER OF MEN!**™ TOYS MADE OUTTA PULP

SPIDER MASK

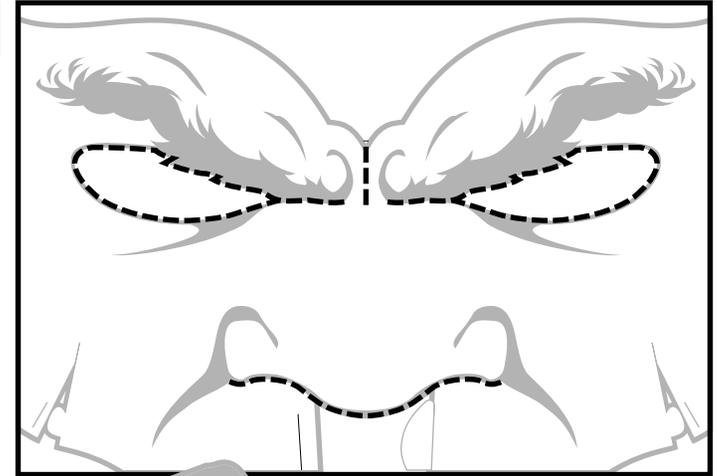


DIRECTIONS

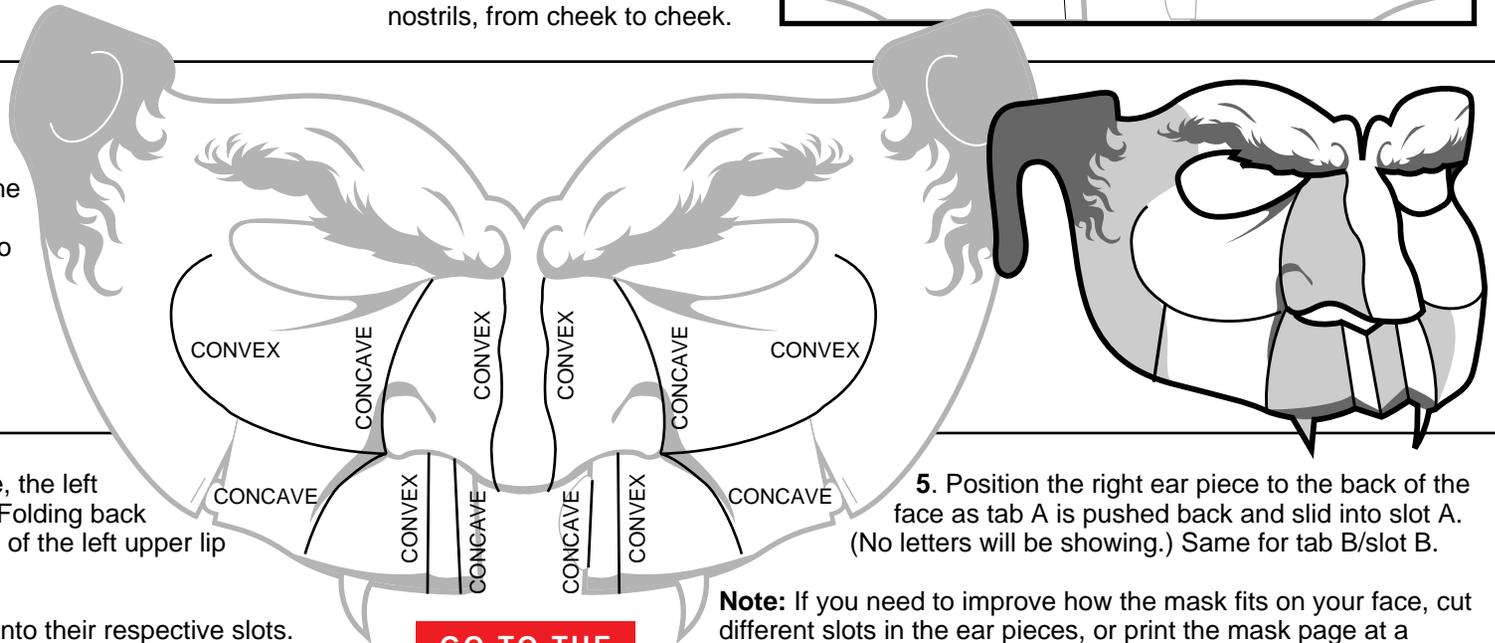


1. Print out page one of this file. Sturdy laser paper is fine, but a cover or index stock is preferred. Cut out the face and two ear pieces.

When cutting out the white area where the eyes are, continue to cut along the bottom of the eyebrow to the bridge of the nose. Also make a small cut between the brows, from the top of the mask to the bridge of the nose. (Bridge of the nose may need reinforcement. Try putting a piece of tape on the back of the mask before cutting.) Cut all the way along the bottom of the nose and nostrils, from cheek to cheek.



2. Using the point of a scissors blade, or lightly with a utility knife, score the areas indicated by this diagram and lightly crease. (On the mask these contour areas are indicated by a change from light to dark.) Where the diagram says concave, the crease is pushed away from you, a convex crease pops towards you. (Also refer to "3-D" illustration, far left.)



3. With the nose folded into shape, the left and right upper lip will now meet. Folding back the wings of the tab, insert the tab of the left upper lip into the slot in the right upper lip.

4. Carefully insert tabs at cheeks into their respective slots. Cut away as much of the black guide lines as possible, to make this seam less noticeable. (Might want to secure with tape.)

5. Position the right ear piece to the back of the face as tab A is pushed back and slid into slot A. (No letters will be showing.) Same for tab B/slot B.

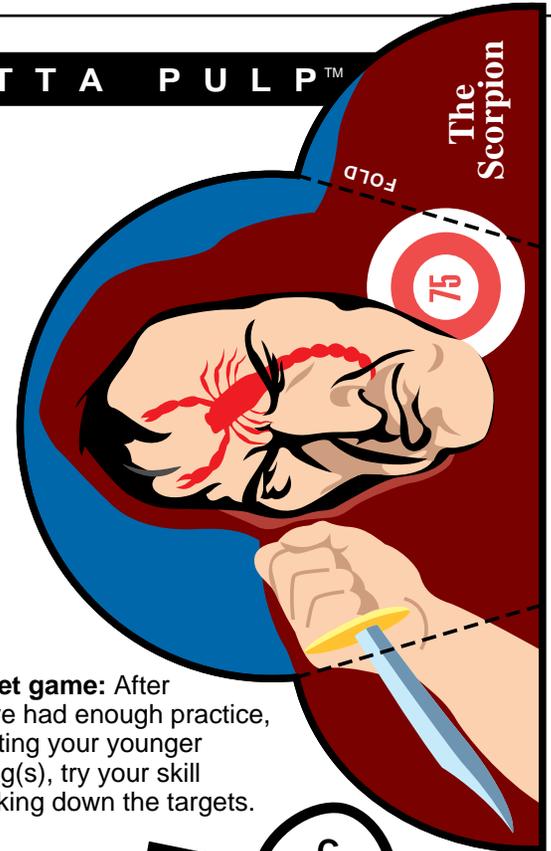
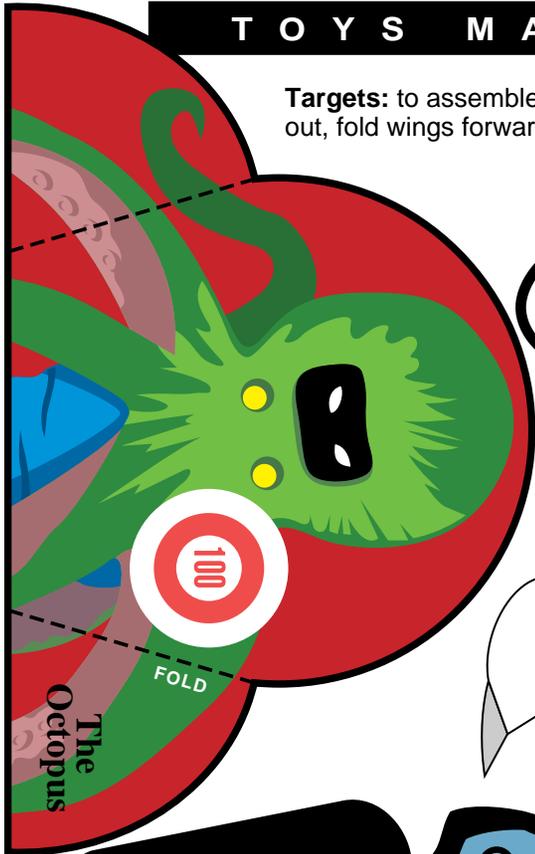
Note: If you need to improve how the mask fits on your face, cut different slots in the ear pieces, or print the mask page at a slightly different size, by choosing "Page Setup" from the "File" menu of the Adobe Acrobat Reader, and typing in a percentage.

GO TO THE MASK PAGE

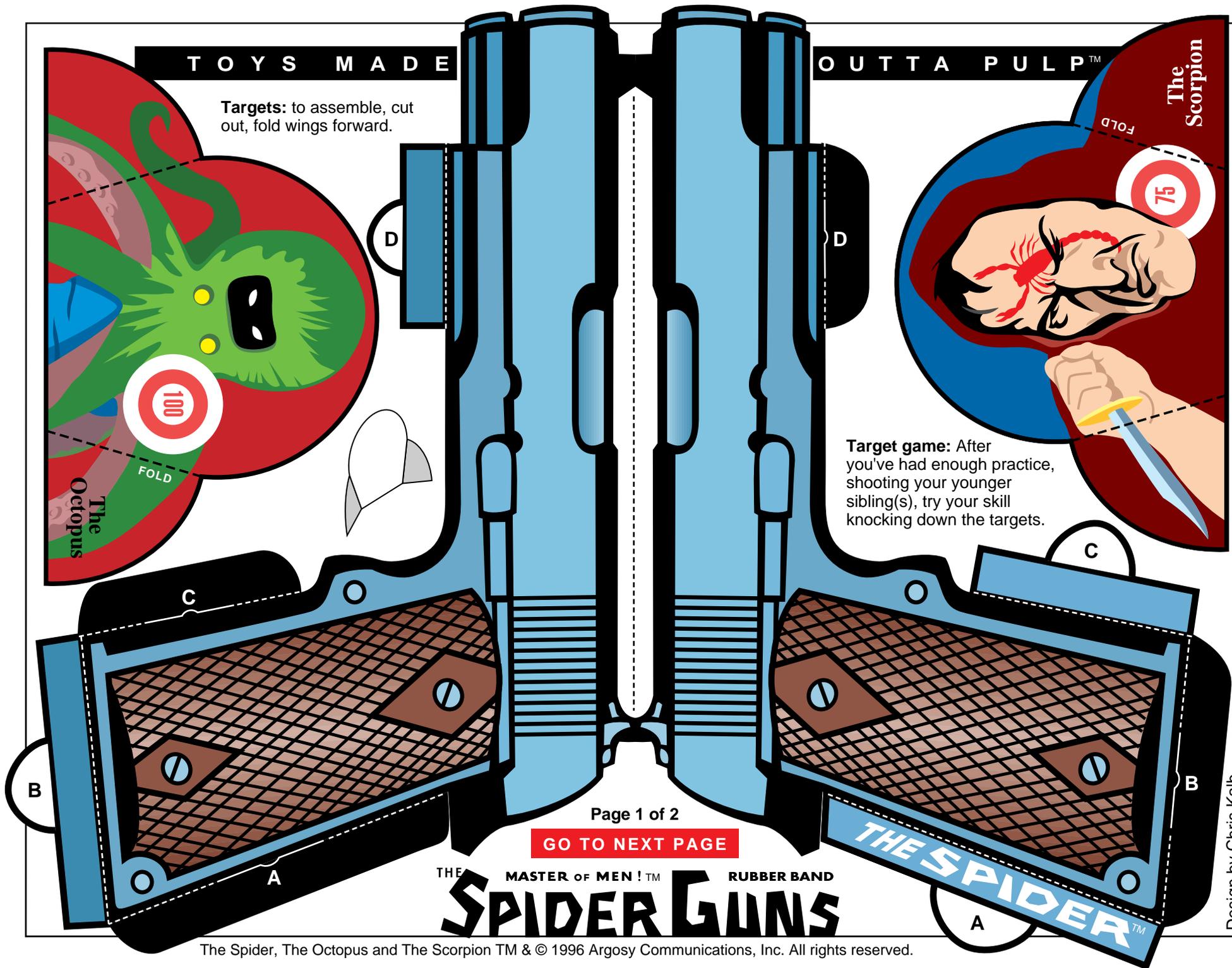
TOYS MADE

OUTTA PULP™

Targets: to assemble, cut out, fold wings forward.



Target game: After you've had enough practice, shooting your younger sibling(s), try your skill knocking down the targets.



Page 1 of 2

GO TO NEXT PAGE

THE MASTER OF MEN!™ RUBBER BAND
SPIDER GUNS

The Spider, The Octopus and The Scorpion TM & © 1996 Argosy Communications, Inc. All rights reserved.

Design by Chris Kalb



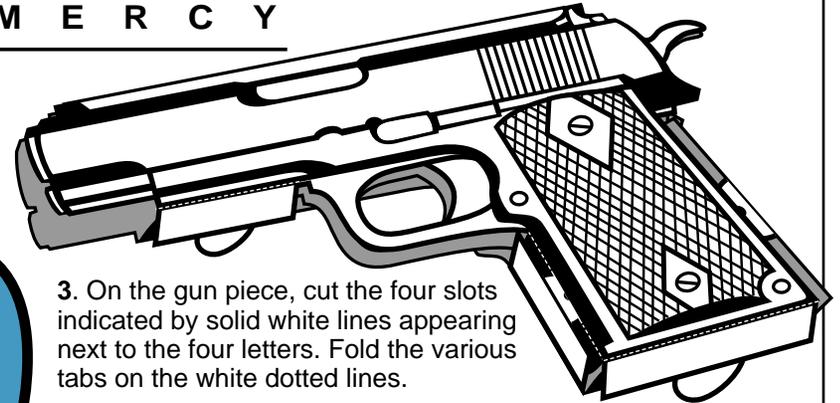
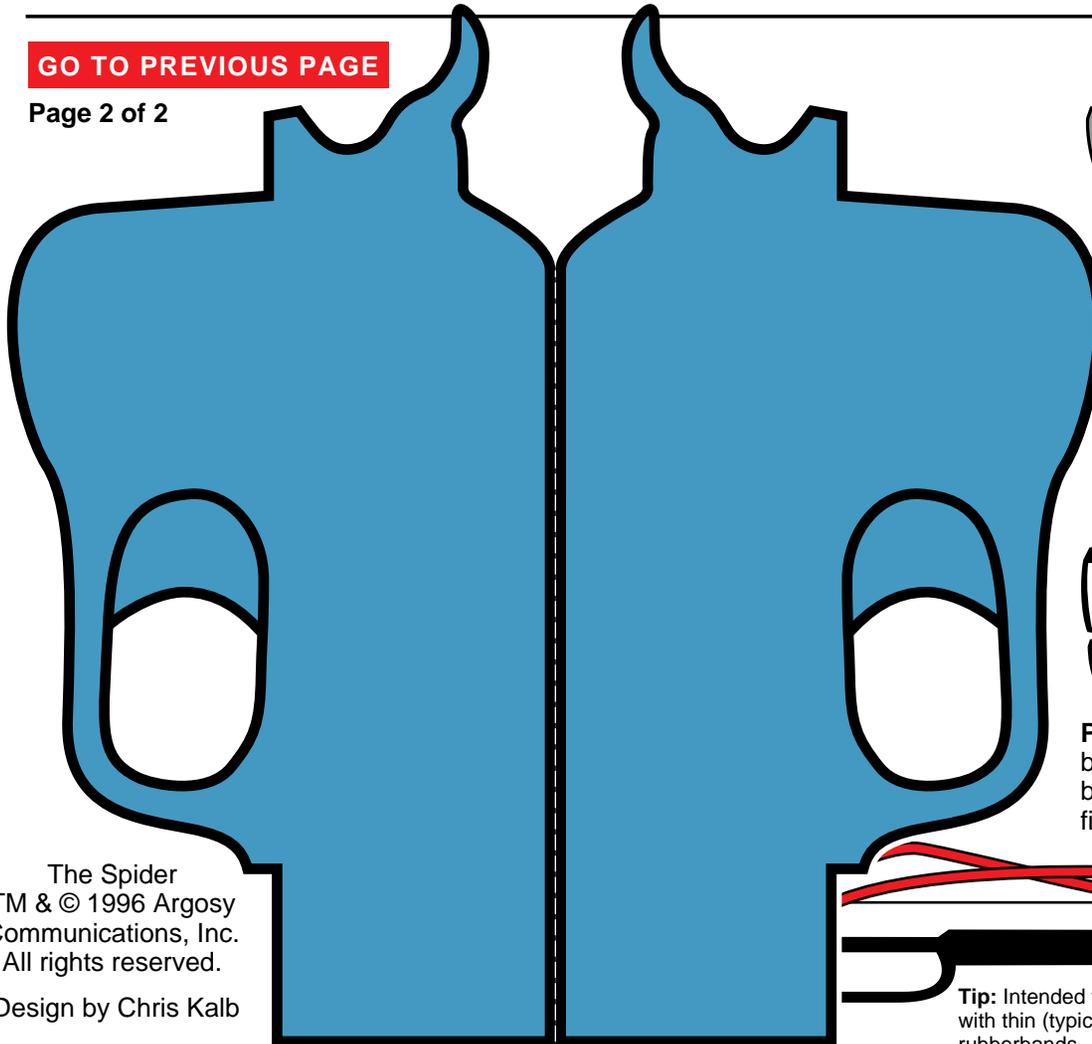
THE MASTER OF MEN! SPIDER

RUBBER BAND GUNS

E E R I E W E A P O N S O F M E R C Y

GO TO PREVIOUS PAGE

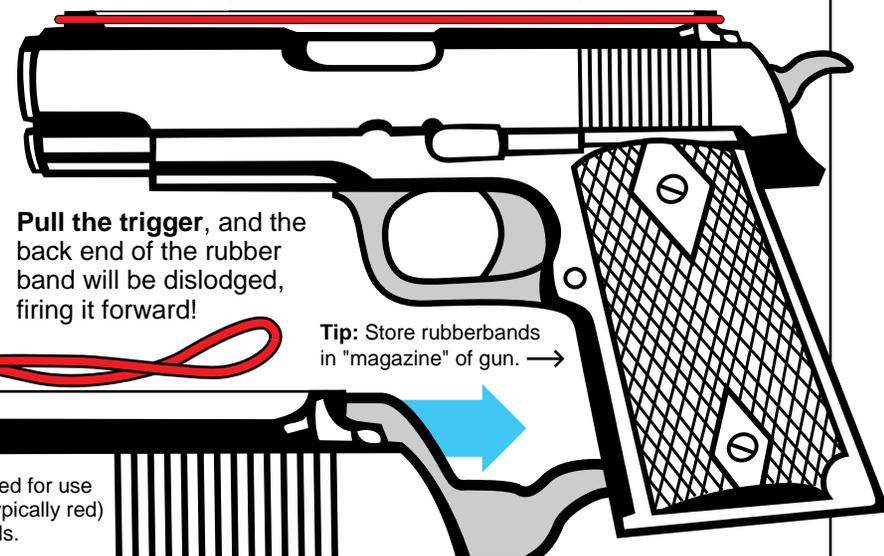
Page 2 of 2



3. On the gun piece, cut the four slots indicated by solid white lines appearing next to the four letters. Fold the various tabs on the white dotted lines.

4. Place the trigger piece inside the gun piece as shown in the above illustration. Finish assembling the gun by sliding all the white tabs into the corresponding slots.

To shoot: loop a rubber band around the top, as shown...



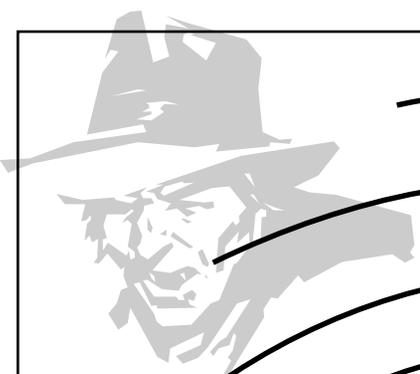
Pull the trigger, and the back end of the rubber band will be dislodged, firing it forward!

Tip: Store rubberbands in "magazine" of gun. →

Tip: Intended for use with thin (typically red) rubberbands.

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Design by Chris Kalb



THE MASTER OF MEN!™ SPIDER

H A T W O R K S H O P

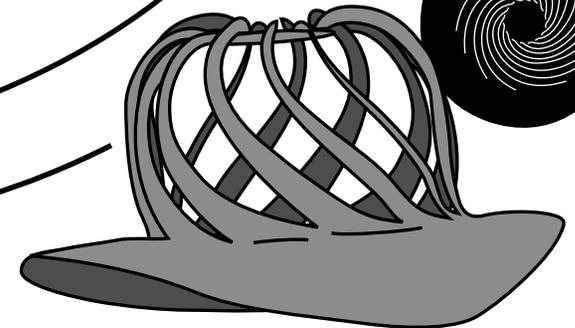
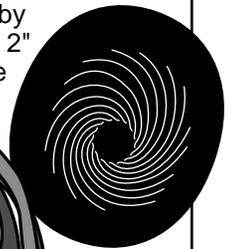
1. First find a piece of **black** construction paper, index stock, or light poster board that measures at least 12"x13".

2. To cut this spiral design into the black paper, first place this page on top of the black sheet, centering the spiral design, and then either:

a) Cut through both this page and the black paper at the same time, along the black lines, or

b) Create an imprint of this design on the black card by tracing over the lines firmly with a ball point pen. Then cut along the impressions with a utility knife.

3. Shape the black paper into an oval, by cutting about 2" to the outside of the spiral.



4. When you pull the hat down onto your head, the center will spring up, looking something like this illustration. ... Yes, *this really works!*



To be The Spider, it takes more than a mask, hat, gun, and ring!

Well, yes, it also takes a few things less easily rendered in a paper cut-out book—like a hunched back, and a specially fitted cigarette lighter to leave the mark of The Spider.

But stripped of any or all of these accouterments, Richard Wentworth still goes into battle as The Spider. So, before **you** don the raiment of The Spider, consider the things that **really** make him the Master of Men...



Warren Hull and
Iris Meredith from
The Spider's Web
(Columbia, 1938)



Greatly they loved, but The Spider could never marry. How could a man take on the responsibilities of wife and children when any moment might find the disgracing hand of the law upon his shoulder—when any night might bring his death at the hands of one of a hundred enemies?

No, Wentworth had sacrificed his hope of personal happiness for

Sacrifice

the sake of the thousands of others who would be denied peace, perhaps even life, if the archcrim-

inals that now and again arose, were not put down by The Spider. He had never regretted his choice, but their were times when bitterness touched his soul...

Wentworth straightened his shoulders, put a smile on his lips, but he spoke very quietly. “Darling, I am jealous for the normal happiness that might have been yours if you had never met me. Why should you be burdened down, as I am, with the cares of the world?”

Nita’s hand tightened on his arm. “If you don’t stop that, I shall kiss you right here in public,” she said fiercely. “Perhaps I prefer to be burdened.”

Wentworth laughed, patted her hand, and shrugged aside his depression.

From *Death Reign of the Vampire King*

Purpose

“Your men are hamstrung by a lot of legal foolishness. They can’t shoot at a criminal unless he has a gun in his hand

and tries to use it, unless he makes a grab for a gun; or unless the officer’s life is in danger. Things like that. He must gather evidence which will hold water in court against the pyrotechniques of a lawyer which the crook’s money will buy, sometimes against bribery and framed alibis. You know yourself a dozen men who should be hanged, yet they walk the streets beyond your reach. Why? Because your men must follow legal procedure. The Spider, if he were convinced of the guilt of any one of those men, could exact the law’s penalty with none of the law’s delays and uncertainties.”

Wentworth was leaning far forward, his eyes holding Commissioner Kirkpatrick’s. He was very earnest. This was his apologia. This was why he had become The Spider—why he had turned his back upon the felicities of normal life and thrown his very soul into the struggle against injustice and crime. Wentworth jerked to his feet, hammered on:

“When you can guarantee that courts and juries cannot be bribed, when you can slice through the legal red-tape which protects the guilty, when you can arm your men with the right to enforce the law fearlessly and without respect to favoritism, there will be rest for The Spider.”



From *Slaves of the Murder Syndicate*

SPIDER

Wentworth choked back crazy laughter, ran, with those bullets in him. He wriggled feet first toward the window. Men were shouting in the street. He could hear the pound of heavy feet. Dear God! The pain had filled him now, sweeping in weakening hot waves over his entire body. His head swam.

He got his ankles, his shins, half through the window. Jagged glass was slicing into his flesh, but he scarcely felt it because of the other agony which was blazing in his body. Now his knees had slipped free of the wall, the glass was scratching his thighs.

“Oh God!” The cry was forced from Wentworth.

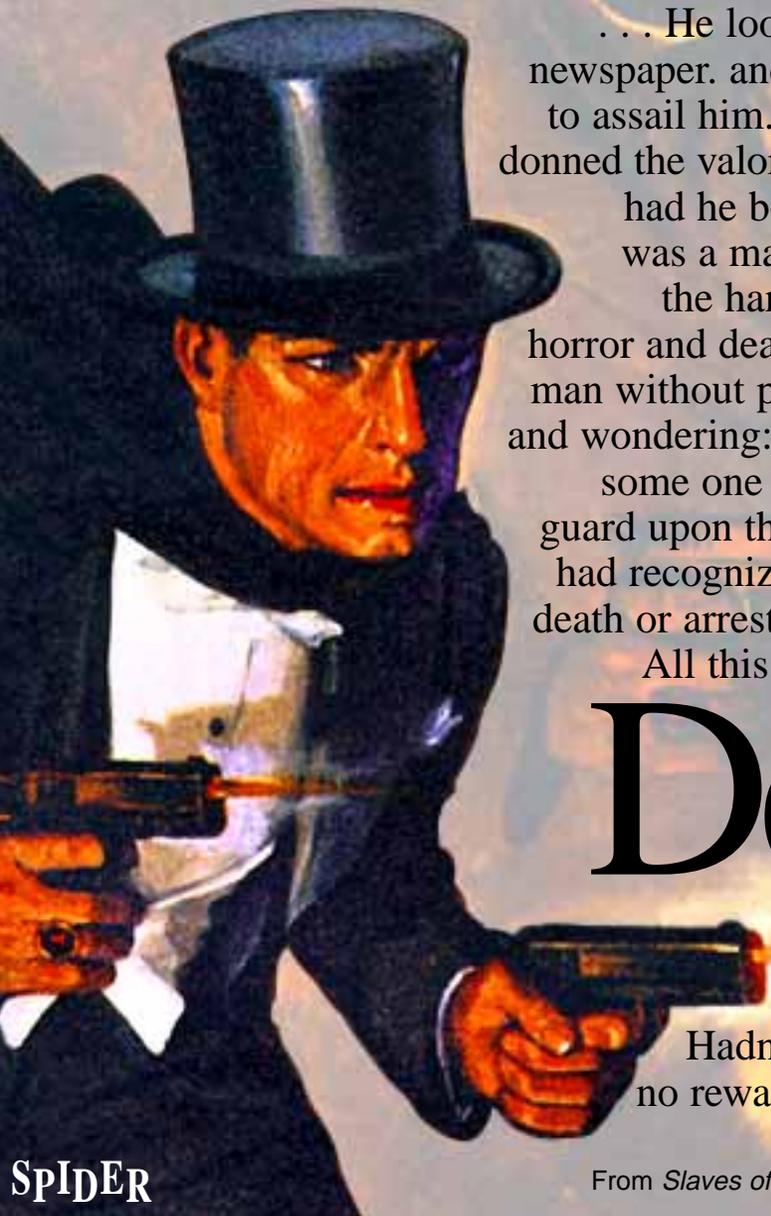
Another slug had hit him somewhere in the back. He did not know where but it made his whole body numb. Breath panted from his lungs in gasping sobs. The end. Dear God, it must not be the end. Not here in this dirty alley, lying on his face in the coal dust. The Spider was not destined for that. Wentworth willed his agonized body to worm backward through the window, but he was not sure that he moved at all.

Iron Will

From *The Mayor of Hell*



SPIDER



... He looked down at his hand, clenched hard about the newspaper. and for once in his vigorous life, self-doubt arose to assail him. How many years was it now since first he had donned the valorous garments of The Spider? What sort of man had he become? But he knew without introspection. He was a man to whose hand a gun was more familiar than the hand-clasp of a friend, whose life was spent amid horror and death, whose eyes could never gaze upon a fellow man without probing behind the mask of humdrum existence and wondering: Shall I some day be forced to kill this man? If some one looked at him steadily or curiously, as had that guard upon the subway, he must immediately think that they had recognized him for what he was, that he was in peril of death or arrest through the agency of the person who looked. All this, merely that he might serve an ideal of justice.

Dedication

Wentworth thought fleetingly of these things and the words that Nita had uttered—God, it was centuries ago—came back to haunt him. Hadn't they suffered enough? Was there to be, then, no reward? It was a weary road he traveled, and lonely...lonely...



Exceptional Friends

Nita felt lead tug at her cloak and once more laughter rasped from her throat. She fired both automatics, and laughed to feel their bucking thrust against her slender wrists.

The gunman was jerked up straight on his feet, hurled over backward by the powerful slugs that struck him. He rolled over twice before he lay still . . . She had slain—slain in the cloak and the name of The Spider!

From *Master of the Death-Madness*



Jackson



Nita Van Sloan

SPIDER

The orang ripped the last shred of clothing from Nita, slid a red-furred arm beneath her and twisted its bestial face toward the men who stared in upon him. He bared his teeth in a snarl. Wentworth stiffened in the grip of the men who held him. His teeth were bare, too . . . Suddenly he threw back his head and from his chest and throat burst a savage screaming roar. It filled the room, banged against the padded walls. Nita stirred in the embrace of the beast and Wentworth screamed again, and the sound that came from him was the mating challenge of the orang-outang!

The orang sprang to the back of the cell, Nita across his arm, found that he was blocked with solid walls. He threw



Nita upon the floor and whirled, baring his teeth. Wentworth screamed again and an answering roar came from the ape. Wentworth felt the holds upon his arms trembling. He bellowed out the challenge again. Abruptly the orang flung at the bars. He was chattering with rage. He shook the steel slats until they trembled. He wrenched at them savagely. Wentworth screamed again, then he jerked free of the clasp upon his arms, hurled himself toward the revolver that lay upon the floor. He knew that in the next moment he might die beneath the knives and bullets of the Chinese behind him, but if he could snatch up that revolver and fire one shot Nita at least would be safe from this fiendish torture that the Mandarin planned.

From Red Death Rain

Resourcefulness

THE SPIDER™ KIT

By Chris Kalb cdkalb@aol.com

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The Spider created by Harry Steeger

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Text on pages 11–16 by Grant Stockbridge (Norvell Page)

Painted artwork on pages 2, 10, 14, and 16 by Raphael DeSoto

Line art on pages 1, 3, 12, 13, and 15 by J. Fleming Gould

Photograph on page 11 by Columbia Pictures

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who kept millions on the edge of their
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movies, television, comic books and
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