

Silver Star Video – Superman VHS (1989)

THE ERA:

In the late 1980s, VHS was king. Video stores were neighborhood landmarks, and bargain-bin labels like Silver Star Video flooded shelves with low-cost entertainment — often skirting copyright.

THE LABEL:

Based in Freehold, NJ, Silver Star specialized in cartoon compilations with Superman, Popeye, Bugs Bunny, and more — all claimed public domain. Cheap, charming, and legally flexible.

THE CONTENT:

Three Fleischer Studios classics (1941–1943):

- Superman (original short)
- The Mechanical Monster
- The Mummy Strikes

THE FORMAT:

- Runtime: ~30 minutes
- Format: NTSC VHS
- Price: \$0.99–\$2.99
- Sold in dollar stores, catalogs, and bins

THE LEGACY:

Though Silver Star is long gone, these tapes are beloved artifacts of analog heroism.

FUN FACT:

This release wasn't officially licensed by DC Comics — but public domain gave Superman room to fly.