While most weird menace magazines were of the mystery variety, a few ventured into the realm of science fiction. MARVEL TALES was one of these, following in the footsteps of UNCANNY TALES which was also put out by the same publisher. Behind the veil of Western Fiction Publishing Co. stood two brothers, Abraham and Martin Goodman, who later had just a little more success with the Marvel name when they applied it to their line of comics. However, not even titles such as "Test Tube Monster," "The Angel From Hell," "World Without Sex" (bylined Robert Wentworth, this hid the identity of popular SF author Edmond Hamilton) and "Lust Rides the Roller Coaster" (begging the question of whether he had to pay to get on), could save this one, which returned to more mainstream science fiction under the title MARVEL STORIES beginning with the November 1940 issue.