

Marge's Little Lulu Vol. 1 No. 51 – September 1952

Front Cover Observations

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Overall Composition & Scene

The cover displays a large illustrated figure walking toward the right side of the page. Another smaller illustrated figure rides in a green baby carriage being pulled behind. To the left, an indoor museum-style exhibit shows a standing figure wearing a long garment with patterned trim and carrying a bundled smaller figure on the back. The exhibit is encased in a reflective glass display with angled lines suggesting glare or shine. The exhibit base contains the printed label "**AMERICAN INDIAN.**"

Foreground Elements

- The walking figure wears a bright red garment with a bow on the head and stylized spiral hair shapes.
- The green baby carriage includes small black wheels and a yellow rectangular top panel around the bundled figure.
- The museum exhibit figure is positioned inside a glass box, facing left, with a bundled smaller figure secured behind.

Background Elements

- The background is a pale cream field with visible natural aging marks.
- The ground is a brown tone with a darker diagonal border suggesting a floor-to-wall division.
- The glass exhibit case shows blue diagonal reflections.

Printed Text & Branding

- Top left: **DELL** logo inside a boxed corner.
- Top right: **SEPTEMBER 10¢**
- Large title: "**Marge's Little Lulu**" in teal lettering with the red banner containing "Marge's."
- Bottom margin: "**A 52 PAGE COMIC MAGAZINE.**"

Condition – Surface

- Multiple scattered dark specks on the cream areas.
- Light scuffing and moderate gloss loss.
- A vertical crease is visible on the left side of the cover.

Condition – Edges & Corners

- Top-left corner has a rounded tip and light edge wear.
- Lower-left corner shows a color-breaking crease extending into the brown flooring area.
- Right-side corners are mildly rounded with minimal wear.

Condition – Spine

- The spine exhibits visible stress lines and areas of color loss.
 - The fold shows thinning and abrasion but no tearing detectable from this angle.
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Overall Impression

A visually strong Golden Age cover with vivid inks and clean artwork. Aging marks, surface wear, spine abrasion, and a lower-left crease are present but expected for its era. Cover condition is serviceable and fully readable.

☑ Back Cover Observations

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Overall Setting & Context

The back cover is a **full-page, multi-panel comic advertisement** centered around a dramatic baseball pitching sequence. The panels form a cohesive narrative showing a pitcher in action during a competitive game. A cereal advertisement occupies the lower portion of the page.

Foreground Elements

- The top-left panel shows an illustrated figure in a pitching stance with arms raised overhead. The uniform includes a cap with a capital letter.
- The adjacent panels show additional illustrated figures in baseball uniforms participating in various actions: pitching, catching, sliding, batting, and fielding.
- One panel features an illustrated figure sliding into a base with the word **“SAFE!”** printed in a speech balloon.
- Another panel shows an illustrated figure throwing a pitch with motion lines indicating speed.

Background Elements

- Baseball field elements appear throughout: dirt infield, grass outfield, base plates, and shaded stadium crowds indicated with dot and line patterns.
- Some dugout interiors appear in lower panels, including benches and additional illustrated figures watching the action.

Visible Text

Several speech balloons, narration boxes, and action labels appear, including:

- **“ROE SPARKS in Pitching Duel!”**
- **“Hurry throw it! He’s gonna steal!”**
- **“Look out! It’s a passed ball!”**
- **“Strike 3! You’re out!”**
- **“Hooray! Dodgers win!”**
- **“Why Wheaties?”**
- **“There’s a whole kernel of wheat in every WHEATIES flake!”**
- **“What sparks a champion SPARKS you!”**
- Bottom-right panel shows a boxed product labeled **“WHEATIES – Breakfast of Champions!”**

Color, Ink & Printing Quality

- Colors are bold and bright: greens (field), blues (uniforms), yellows (action backgrounds), and reds (text emphasis).
- Linework remains sharp with consistent black outlines.
- Halftone dots typical of 1950s printing are visible in shaded areas.

Condition – Surface

- Uniform age toning over the entire page.
- Small dark specks visible near the upper margin.
- Light scuffing present across several panels.
- Paper surface shows mild dryness but remains intact.

Condition – Edges & Corners

- Upper-left corner: rounded with visible darkening.
- Upper-right: rounded with moderate edge wear.
- Lower-left: rounded with a faint crease.
- Lower-right: mild rounding.
- Right edge: minor nicks and handling wear.

Condition – Spine Side

- Spine edge shows rubbing and light abrasion on the left margin.
- No tears visible along the spine side in this photo.
- Page remains attached securely.

Overall Impression

A vivid and well-preserved full-page advertisement with strong color fidelity and intact artwork. Edge wear, surface scuffing, and age toning are present as expected for a 1952 newsprint back cover. The page remains visually clear and structurally sound.

☑ Inside Front Cover Observations

Marge's Little Lulu Vol. 1 No. 51 – September 1952

Join...
the **FASTEST GROWING CLUB** in AMERICA...
the **DELL COMICS CLUB**
FREE Membership in this wonderful Club for all Loyal Readers of **MARGE'S Little Lulu**

● LITTLE LULU will give every boy and girl a lovely Membership Certificate to DELL COMICS CLUB. And if you subscribe right now, she will also send you FREE... 5 Big, Beautifully colored action pictures of herself and her playmates.
Read Marge's LITTLE LULU... She has bushels of new pranks to play on Tubby and the gang in new issues... Packed with fun and laughs—12 Big Issues—Only \$1.

AND REMEMBER
Dell Comics are Good Comics!...

And if You **HURRY**
I'll Send You...
5 PIN-UPS FREE

"I just know you'll be tickled pink when you get these 5 gorgeous pictures of me and Tubby and the rest of the gang!"

"Hurry, folks! Get in on all the fun. Fill in order blank and...
Rush TODAY!"

Special Privileges!

- ✓ Membership in DELL COMICS CLUB
- ✓ 5 Full-Color Pin-Ups FREE
- ✓ Pin-Ups Make Wonderful Gifts for friends and are suitable for Framing

...and You'll **SAVE MONEY!**






CUT ALONG DOTTED LINE

DELL PUBLISHING CO., Inc. • 261 Fifth Avenue, New York 16, N. Y.

(Please use this side for YOUR OWN SUBSCRIPTION)

Please enter Subscription to Marge's LITTLE LULU Comics. Include FREE 5 Full-Color PIN-UPS and Dell Comics Club Membership Certificate. Dept. 9—L.L.

SUBSCRIPTION RATES: 1 year—12 issues \$1.00
 2 years—24 issues \$1.85 3 years—36 issues \$2.70

I am enclosing remittance for \$..... in full payment

Name Age

St. and No.

City Zone State

CANADA: 1 yr. \$1.20; 2 yrs. \$2.00; 3 yrs. \$3.00

(Please use this side for GIFT SUBSCRIPTION)

Please enter Subscription to Marge's LITTLE LULU Comics. Include FREE 5 Full-Color PIN-UPS and Dell Comics Club Membership Certificate. Dept. 9—L.L.

Name Age

St. and No.

City Zone State

(Please list additional names on separate sheet)

1 year \$1.00 2 years \$1.85 3 years \$2.70

I am enclosing remittance for \$..... in full payment

ENCLUSE GIFT CARD TO READ FROM:

Donor's Name

Address

Relationship

MARGE'S LITTLE LULU, Vol. 1, No. 51, September, 1952. Published monthly by Dell Publishing Co., Inc., 261 Fifth Ave., New York 16, N. Y.; Omega J. Delacorte, Jr., President; Helen Meyer, Vice-President; Albert P. Delacorte, Vice-President. Re-entered as second-class matter December 15, 1948 at the Post Office at New York, N. Y., under the Act of March 3, 1879. Subscriptions in U.S.A., \$1.00 per year, single copies, 10 cents; foreign subscriptions, \$2.00 per year; Canadian subscriptions \$1.20 per year. Copyright, 1952, by Marjorie H. Bush. All rights reserved throughout the world. Printed in U. S. A. Designed and produced by Western Printing & Lithographing Co.

CHANGES OF ADDRESS should reach us five weeks in advance of the next issue date. Give both your old and new address enclosing if possible your old address label.

Title & Issue Information (from indicia — top or bottom as required)

Visible indicia text appears along the **bottom margin**, including:

- **DELL PUBLISHING CO., INC., 261 Fifth Avenue, New York 16, N.Y.**
- Subscription rates for U.S., Canada, and foreign addresses
- Payment instructions
- A "CHANGE OF ADDRESS" notice

*(The comic title and publication date do not appear in the top paragraph of this particular issue; they appear on the cover and are confirmed as **Vol. 1 No. 51 – September 1952.**)*

Overall Layout & Structure

- Full-page monochrome advertisement promoting the **Dell Comics Club**.
 - Dominant circular header on the upper left:
"Join... the **FASTEST GROWING CLUB IN AMERICA... the DELL COMICS CLUB**"
 - Large illustrated figure stands on the right side pointing toward promotional text.
 - Multiple cartoon figures appear throughout in speech balloons and small vignettes.
-

Promotional Content

- Upper-right text bubble offers:
"5 **PIN-UPS FREE**" for quick enrollment.
 - Mid-page speech balloon encourages mailing enrollment:
"Hurry-hurry! Get in on all the fun... **RUSH TODAY!**"
 - A framed panel displays a **Dell Comics Club membership card** with various illustrated characters arranged around it.
 - A boxed section titled "**Special Privileges!**" outlines benefits such as:
 - Membership certificate
 - Pin-ups
 - Fun-folder fun pages
-

Subscription Forms (Lower Section)

- Two subscription blocks separated by a horizontal dotted line:
 - **"YOUR OWN SUBSCRIPTION"**
 - **"GIFT SUBSCRIPTION"**
 - Includes fields for name, street, zone, city, state.
 - Rates match Dell's 1952 subscription pricing including U.S., Canadian, and foreign tiers.
 - Form explicitly notes:
"Make check or money order payable to Dell Publishing Co., Inc."
-

Condition – Surface & Paper

- Heavy and uniform **Golden Age oxidation**, transitioning from tan in the center to darker brown at edges.
 - Subtle surface waviness typical of aged newsprint.
 - No visible tears or missing areas.
 - No stains or writing detected.
-

Condition – Edges & Corners

- Upper-left corner shows rounding and edge darkening.
 - Right margin shows moderate age-darkening; page remains structurally intact.
 - Lower margin (subscription area) is flat, with crisp printed boundaries.
-

Overall Impression

Well-preserved inside front cover showing the complete Dell Comics Club advertisement with all text and promotional elements readable. Aging is pronounced but even, and the subscription and indicia information are intact. The page remains structurally sound with no tears, chips, or staining.

Overall Layout & Structure

- A full two-page, multi-panel comic sequence printed in full color.
 - Panels are organized in horizontal rows spanning both left and right pages.
 - The story takes place entirely in a wooded outdoor environment with green grass, trees, shrubs, and small rocky terrain.
-

Left-Page Panel Details

Scene & Content

- A group of illustrated figures stand together beneath tall trees.
- Subsequent panels show the group moving through the woods, including running, hiding, and reacting with expressive gestures.
- One panel shows the group sprinting through open grassland.
- Another shows the group huddled behind a tree trunk during rainfall.

Text Elements

- Speech balloons include:
 - "It's so cozy in a cave when it's raining."
 - "No girls allowed!"
 - "WHAT??"

Environmental Elements

- Backgrounds feature detailed forest scenery: tall trees, textured bark, sloping grass, bushes, and scattered leaves.

Condition – Paper & Printing

- Heavy Golden Age oxidation, with the darkest toning along the outer margins.
 - Staple region shows darkening from rust migration.
 - Colors remain vivid, particularly reds, greens, and blues.
-

Right-Page Panel Details

Scene & Content

- Story continues with running sequences, chase motion, and pursuit across grassy hills.
- One panel shows a figure discovering a large hollow tree opening, pointing to it.
- Several panels show activity around and inside the hollow tree.
- Final panels involve a dispute or confrontation outside the tree and a buzzing sound effect ("Bzzzzzz").

Text Elements

- Examples include:
 - "Hey, look, fellers! A hollow tree!"
 - "C'mon—come in!"
 - "NO! You smiled again!"

Environmental Elements

- The hollow tree dominates several panels with shading inside the trunk opening.
- Grass texture is rendered with small dash marks.
- Trees in the background have simple oval foliage clusters.

Condition – Paper & Printing

- Oxidation consistent with left page.
- Outer right margin slightly darker with small age spots.
- No tears or missing paper visible.
- Black linework intact across all panels.

Overall Impression

A well-preserved centerfold with bright color, clear linework, and fully intact panels. Heavy but typical 1950s oxidation is present, along with rust-related darkening at the gutter. No structural defects such as tears, chips, or major creases appear. The two-page story remains complete, vivid, and structurally stable.

☑ Inside Pages Observations

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☑ Inside Page Set 1 – “The Ghost in the Bottle” (Opening Page)



Scene & Panel Content

- Title panel: **“Marge’s Little Lulu – The Ghost in the Bottle.”**
- The illustrated figure collects shells on a sandy beach near blue ocean waves.
- The figure picks up a pink shell, then notices a larger bottle on the sand.
- Additional scenes show the figure discovering a green glass bottle near the shoreline.
- Final panel shows the figure presenting the bottle to another illustrated figure seated indoors.

Background Elements

- Outdoor scenes depict sand, surf, shells, driftwood, and beach grass.
- Indoor scene shows a window, doorframe, flooring, and a seated figure examining the bottle.

Condition – Paper

- Heavy uniform oxidation with darker edges.
- Surface remains even with no tears or chips.
- Slight waviness from age.

Overall Impression

Bright colors and clean linework. Heavy but typical Golden Age toning. Page structurally intact.

☑ Inside Page Set 2 – Waterfront & Boats Sequence



Scene & Panel Content

- Illustrated figure walking along a nighttime waterfront boardwalk with barrels, planks, and dock structures.
- Loud sound effect **"POWR!"** shown above the running figure.
- Multiple consecutive panels show the figure juggling or stumbling with an object.
- Subsequent panels show docked boats in a marina, including several large vessels and a smaller houseboat silhouette in distance.
- Final panels show the figure stepping onto a flexible wooden gangplank and approaching a boat.

Background Elements

- Night sky with moonlit reflections on water.
- Various boats with colorful hulls and cabin structures.
- Wooden dock beams and pilings depicted in perspective.

Condition – Paper

- Oxidation consistent with prior pages.
- Page edges intact.
- Black inks remain sharp in nighttime scenes.

Overall Impression

Good visual clarity despite darker nighttime palette. No structural damage; oxidation prominent.

☑ Inside Page Set 3 – “Stone Age Kid” Ending Sequence

WHEN THE BRICKTHROWERUSES FINALLY RAN OUT OF BRICKS, EACH FAMILY FOUND ITSELF IN A HOUSE ALL BY THEMSELVES...



MEANWHILE THE STEAMSHOVELUSES AND STEAMROLLERUSES WERE SO ANGRY BECAUSE THEY DIDN'T CATCH ANY PEOPLE THAT THEY BEGAN TO FIGHT AMONG THEMSELVES...



WHEN IT WAS OVER, ALL THAT WAS LEFT WAS A HEAP OF STEAMSHOVELUS AND STEAMROLLERUS PARTS...



THEN THE PEOPLE CAME OUT OF THEIR HOUSES AND CHASED THE TIRED BRICK-LESS BRICKTHROWERUSES AWAY...



AFTER THAT **EVERYTHING** WAS DIFFERENT... THE LADIES EVEN WENT SHOPPING FOR THEIR OWN CLOTHES...



AND THEN YOU WERE BORN ALVIN.



WHY... WHAT'S THE MATTER, ALVIN?



SOME PEOPLE HAVE ALL THE FUN / WHY WASN'T I LIVIN' BEFORE I WAS BORN?

The End

Scene & Panel Content

- Panels depict a town with boxy buildings and smoke clouds.
- Several sequences show illustrated figures operating machinery resembling steam shovels and mechanical equipment.
- Piles of machinery parts shown after a breakdown.
- Later panels depict domestic interior scenes with two illustrated figures conversing.
- Final panel marked **"The End."**

Background Elements

- Urban rooftops, chimneys, and street layouts.
- Machinery piles rendered in gray, brown, and blue tones.
- Interior scenes show furniture, windows, and wall textures.

Condition – Paper

- Heavy edge darkening.
- A few tiny age spots on right margin.
- Colors remain strong.

Overall Impression

Page shows heavy toning but strong printing quality. A complete and crisp end-of-story page.

Inside Page Set 4 – Hollow Tree & Chase Sequence (Alternate Copy of Centerfold Page)

Scene & Panel Content

- Illustrated figures run through a forested area, returning to the hollow-tree sequence seen earlier.
- Includes chase motion, hiding inside the tree, and expressive dialogue.
- Includes loud sound effect **"BzzzzzZAZ!"** indicating a sudden event.

Background Elements

- Trees, grass, shrubs rendered with consistent style.
- The hollow tree trunk is the central environmental element.

Condition – Paper

- Significant toning; slightly darker than previous pages.
 - No tears or creases visible.
-

Overall Impression

Duplicate story segment but in clean condition. Artwork vivid with no structural defects.

Inside Page Set 5 – “The Stone Age Kid” Opening Page

Scene & Panel Content

- Title panel: **“Marge’s Little Lulu – The Stone Age Kid.”**
- Indoor scenes depict tubs, tiled walls, towels, doorway frames, and a living room setting.
- Illustrated figures engage in dialogue about the past and the “Stone Age.”
- Final panels show storytelling scenes with characters seated together.

Background Elements

- Interior environments with detailed tile textures, flooring lines, room dividers.
- Furniture (chairs, sofa) and household items visible.

Condition – Paper

- Heavy oxidation, especially at outer edges.
 - Clean surface; no tears or stains.
-

Overall Impression

Strong color and structure. Heavy aging but no physical defects. Page remains fully readable and intact.

☑ Spine Observations

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Overall Setting & Angle

The comic rests on a white wire rack viewed from a low side angle. The camera perspective shows the **entire spine edge in profile**, allowing clear assessment of curvature, alignment, and wear.

Spine Shape

- The spine lies **mostly straight** across the rack with only a slight natural curve from age.
- No visible spine roll to either side.

Spine Surface Condition

- Moderate **color loss** along the spine fold.
- Abrasion areas visible, especially around the mid-spine region.
- Light rubbing and surface thinning present along the length of the fold.

Cover Alignment

- The front cover rests evenly across the rack, suggesting the cover remains **properly aligned** with the interior block.
- No visible lifting or separation along the spine edge.

Corners

- **Bottom spine corner:** slightly rounded with minor rubbing.
- **Top spine corner:** rounded but intact, with small color breaks.

Structural Indicators

- The angle does not show individual staples, but no outward bulging or distortion appears at staple locations.
- The spine fold shows natural stress lines but no visible splitting.

Overall Impression

A structurally sound spine with expected Golden Age wear: color loss, light abrasion, and minor corner rounding. No roll, splitting, or visible detachment.

☑ Staples Observations

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Upper Staple Area (First Close-Up Image)



- The image shows a close, horizontal view of the spine section where the staple is located.
 - The staple itself is **not visible**, indicating it is recessed deeply beneath the spine fold or fully obscured by paper fibers.
 - Multiple **horizontal spine splits** are present—three distinct breaks in the cover paper run across the fold line.
 - The splits reveal underlying paper layers, showing fraying and fiber separation.
 - The spine color has lightened around the damage zones, indicating **abrasion and structural stress**.
 - Surrounding printed areas show no ink loss beyond the cracks themselves.
-

Lower Staple Area (Second Close-Up Image)



- The staple area is again not directly visible; instead, the spine fold shows **mid-spine cracking**.
- Horizontal crease lines break the color layer and expose lighter paper beneath.
- Some cracking aligns directly over the staple location, suggesting interior stress from staple insertion pressure or aging.
- The surrounding artwork remains intact, with no lifted ink or tearing into interior panels.
- The spine area shows **surface compression**, typical of prolonged handling or shelf contact.

Overall Impression

Both staple zones show **notable structural stress**, including multiple spine splits, color breaks, and exposed fibers. Although the staples themselves are not visible in these angles, the surrounding spine paper shows clear signs of aging fatigue and moderate deterioration typical of a 1952 saddle-stitched comic.

Brittleness Test Observations

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Page Flex & Structure

- The lifted corner shows a **smooth, even bend** with no sharp angular folding.
- The page maintains a **single continuous curve**, suggesting the fibers still have cohesion.
- No cracking, flaking, or powdering is visible along the fold edge.

Paper Surface & Tone

- The exposed inner and outer paper surfaces have **heavy Golden Age oxidation**, presenting a tan-brown color typical of 1950s newsprint.
- Toning is uniform without isolated dark spots that would indicate moisture damage.
- Surface texture appears dry but intact—with no visible fiber separation.

Edge Behavior

- The lower outer corner lifts cleanly without splintering.
- No micro-tears form along the edge during flex.
- The edge contour remains smooth despite age.

Mechanical Response

- The page returns toward its resting position naturally, indicating **stiffness but not brittleness**.
- Resistance is present when flexed, consistent with oxidized but not fully degraded fibers.

Overall Impression

The page exhibits **advanced oxidation** and **noticeable dryness**, but it remains **structurally flexible enough** to withstand careful handling. It does **not** display brittle behavior. The page qualifies as **stiff but not brittle**, acceptable for continued evaluation.