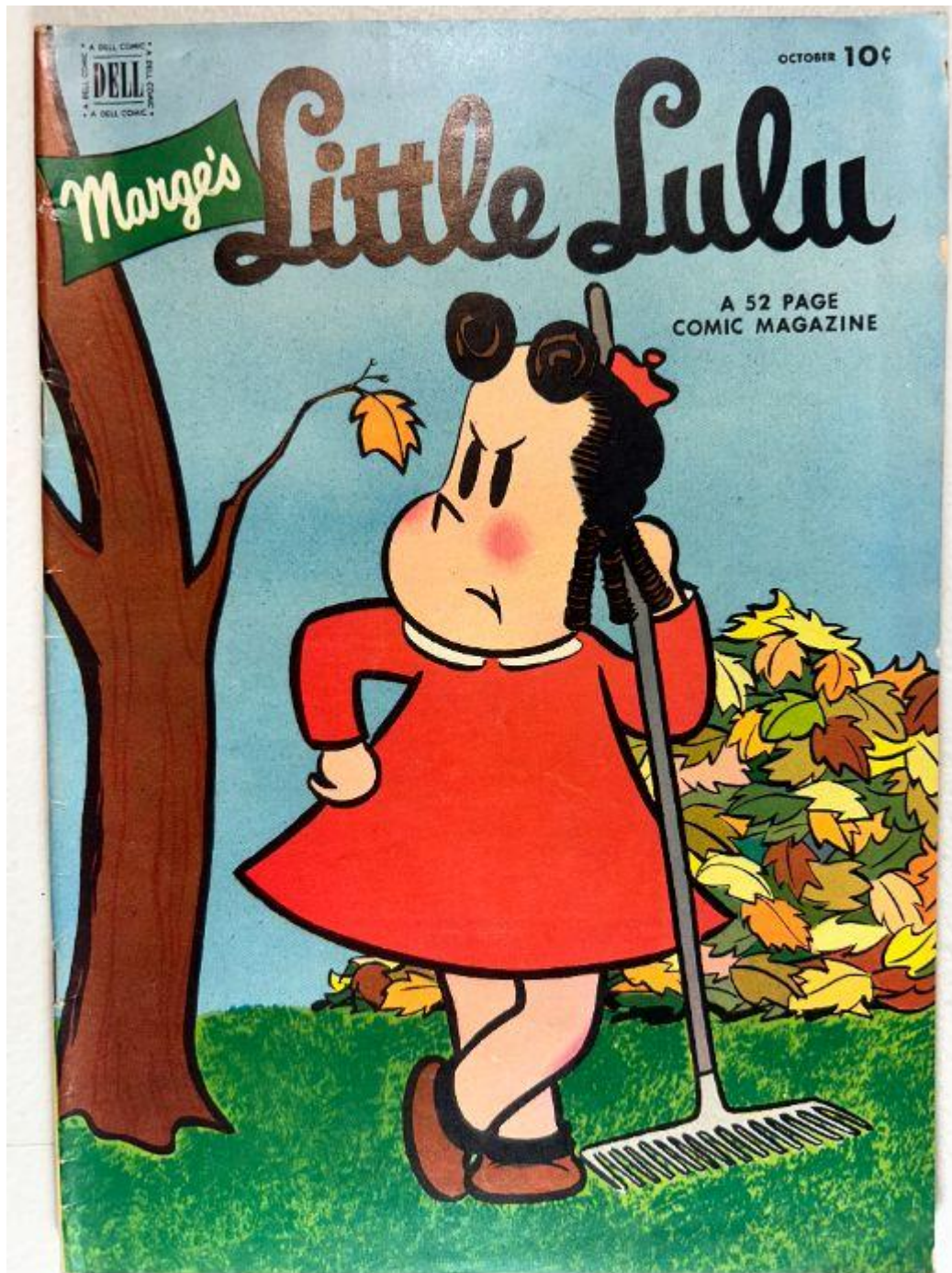


Marge's Little Lulu Vol. 1 No. 52 – November 1952

Front Cover Observations

Marge's Little Lulu Vol. 1 No. 52 – October 1952



Overall Composition & Scene

The cover features an illustrated figure in a red dress holding a rake while standing on green grass. The figure's head is turned left toward an autumn leaf falling from a bare tree branch. A large pile of multicolored fallen leaves (yellow, orange, green) rests behind the figure. The background is a flat light-blue sky. The scene suggests an outdoor autumn yard-cleaning setting.

Foreground Elements

- The rake is positioned upright with the handle resting near the figure's shoulder.
- The figure's posture shows one arm bent, hand at the hip, and one foot overlapping the other.
- Fallen leaves are piled to nearly hip height behind the figure.
- A single leaf on a branch extends from the left edge toward the center.

Printed Text & Branding

- Title: **"Marge's Little Lulu"** in large black lettering with the green "Marge's" banner.
- Top-right: **"OCTOBER 10¢"**
- Top-left: **DELL** logo in a vertical rectangular frame.
- Lower-right: **"A 52 PAGE COMIC MAGAZINE."**

Condition – Surface

- Clean surface with strong color stability.
- Light handling wear visible in the sky field—tiny specks and faint marks.
- Minor discoloration near the right edge.

Condition – Edges & Corners

- Upper-right corner slightly rounded.
- Bottom-left corner mildly blunted.
- Bottom edge shows small signs of friction wear.

Condition – Spine

- Spine fold exhibits moderate color loss and visible stress marks.
- Small abrasions that expose lighter paper underneath.
- Staples appear seated but are not visible in this image.

Overall Impression

A bright, appealing front cover with strong color and intact artwork. Moderate spine wear, light edge abrasion, and minor surface marks are present but typical for a 1952 issue. Suitable for evaluation.

Back Cover Observations

Marge's Little Lulu Vol. 1 No. 52 – October 1952

THE SAME KIND OF FOOTBALL USED IN VARSITY GAMES WITH NEW, LONG-WEARING RUBBER LACING!

10,000 Voit FOOTBALLS TO WIN!

JUST FINISH THIS SENTENCE IN 25 WORDS OR LESS...

"I like Wheaties because _____"

Here's one of the easiest opportunities you've ever had to get a genuine Voit football... the same kind of top quality football used in colleges. (Retail Value--\$14.95!)

Look How Easy! Just tell in your own words why you like Wheaties. For example: "I like Wheaties because they taste great and give me energy to play sports and do my school work, too." The first idea that pops into your head may win you one of America's Finest Footballs. Use handy entry blank below.

Hurry! Contest Ends Midnight, Sunday, Oct. 19. Send in as many entries as you want. Be sure each entry is accompanied by a Wheaties box-top. Hurry! Contest closes midnight, Sunday, October 19!

Easy Contest Rules!

1. On entry blank or sheet of paper complete the following in 25 additional words or less: "I like Wheaties because..." Add your name and address, enclose a Wheaties box-top and mail to WHEATIES, Box 81, Minneapolis, Minn.
2. Send as many entries as you wish, but each must be accompanied by a Wheaties box-top.
3. Entries must be postmarked not later than midnight October 19 and received by November 1.
4. Entries judged on basis of uniqueness, original thought, originality and cleanness. Final judging by a group of University of Minnesota faculty members. All judging under their supervision.
5. Judges' decisions final. Duplicate prizes in case of tie. All prizes become property of General Mills, Inc.
6. Contest open in all counties of continental United States and Territory of Hawaii, except employees and families of employees of GENERAL MILLS, INC., the W. VOIT RUBBER CORPORATION, and their advertising agencies.

For winners that need self-addressed, stamped envelope (if postage is WHEATIES, Box 100, Minneapolis, Minn., or, P.O. No. 1, 1952.

PLAY BETTER WITH THE VOIT W9F FOOTBALL

Built to 100 percent performance in size, shape and weight with Official Rule Book specifications.

PASSING: New pebble-grained rubber cover gives better grip wet or dry for passing and handling.

KICKING: Official 13 pounds playing pressure gives top kicking performance.

SEEING: Actual white rubber stripes make ball easier to see day and night. Will not rub off!

WEARING: Heavy natural rubber cover over multiple ply fabric. Retains official size, weight, and shape in roughest play.

10,000 FIRST PRIZE WINNERS!

Mail Entry Blank Now!

PLEASE PRINT

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

MAIL TO: WHEATIES, BOX 81, MINNEAPOLIS, MINNESOTA

Entry must be postmarked not later than midnight Oct. 19, 1952.

Overall Layout & Scene

The back cover is a full-page advertisement built around a football giveaway promotion. The design is arranged in bright, bold elements with a large central football illustration, contest instructions, product descriptions, and a detachable entry blank at the bottom.

Primary Visual Elements

- A large brown football with white laces dominates the left-center area. A price tag graphic hangs from it showing **"RETAIL VALUE \$14.95."**
- Behind the football is a repeating pattern of football images arranged in stacked rows.
- The right side contains bright red and yellow headline text promoting the contest.
- A Wheaties cereal box appears in the lower right quadrant as part of the sponsor promotion.

Printed Headline Text

Large bold lettering across the top reads:

"10,000 VOIT FOOTBALLS TO WIN!"

Additional supporting text:

"THE SAME KIND OF FOOTBALL USED IN VARSITY GAMES"

and a contest prompt:

"Just Finish This Sentence in 25 Words or Less... 'I like Wheaties because...'"

Promotional & Contest Content

- Contest instructions outline how to enter, what to write, and where to mail.
- Rules are printed beneath the headline, explaining judging criteria, deadlines, eligibility, and prize details.
- A callout box highlights the featured model:
"VOIT WF9 FOOTBALL — Built to top gridiron performance standards."
- The lower-right section includes the official **Mail Entry Blank**, with fields for name, address, zone, and state.

Color & Printing

- Colors remain bright: reds, yellows, dark browns, and blues.
- Strong contrast between the white speech-bubble fields and colored headline blocks.
- No significant color misregistration visible.

Condition – Surface

- Light surface wear and small specks throughout the cream and white areas.
- Mild overall age toning, especially along the margins.
- No major stains or disruptions to readability.

Condition – Edges & Corners

- Top-left and top-right corners show moderate rounding and slight abrasion.
- Lower corners are more mildly rounded.
- Right edge shows small areas of handling wear, with tiny nicks present.

Condition – Spine Side

- Spine-side margin exhibits rubbing and mild color loss.
 - Paper remains intact with no splits or tears visible from this angle.
-

Overall Impression

A bright, fully intact promotional back cover with strong color presentation. Typical Golden Age toning, corner rounding, and minor scuffing are present but do not affect clarity. The page remains highly readable and structurally sound.

☑ Inside Front Cover Observations

Marge's Little Lulu Vol. 1 No. 52 – October 1952

POSTMASTER: Please send notice on Form 3578 and copies returned under Label Form 3579 to 10 West 33rd Street, New York 1, N. Y.

MARGE'S LITTLE LULU, Vol. 1, No. 52, October, 1952. Published monthly by Dell Publishing Co., Inc., 361 Fifth Ave., New York 16, N. Y.; George T. Delacorte, Jr., President; Melvin 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, \$1.00 per year; Canadian subscriptions \$1.20 per year. Dell Subscription Service 10 West 33rd Street, New York 1, N. Y. Copyright, 1952, by Marjorie H. Bush. All rights reserved. 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.

We're SO Proud of this

"PIN-UP"...

WE'LL SEND IT RIGHT TO YOUR DOOR...

FREE IF YOU ACT FAST!

HELP YOURSELF TO A BARREL OF LAUGHS!...

★ That's right, boys and girls, LITTLE LULU, Tubby and the entire gang will show you the best time you ever had in your whole life. The pranks LULU plays on the boys in the new issues of MARGE'S LITTLE LULU are screamingly funny. Every page will just bubble with laughter. All the stories are brand-new — completely different. Here's perfect reading for every day in the year. 12 Big Issues—Only \$1.00!... With your subscription LULU will also send you this lovely, full-color Pin-Up of all your little pals. Subscribe now!

EXTRA! EXTRA! FREE!... DELL MEMBERSHIP

"Read below how YOU can become a member."

LITTLE LULU will also send you this lovely membership certificate to the DELL COMICS CLUB. Pictures—signatures of entire group!

FEATURES!...

Huge Pin-Up, Colorful, Handsome, Sturdy, Ideal for Framing and makes a Grand Gift. This photo is worth a million. Take a tip from me and get yours today!...

WE BOTH AGREE...

"You'll be thrilled with your Pin-Up. Every boy and girl in America should have at least one!"

— JAKE & BETTY PINTO
— Wink Island

ACT FAST... MAIL THIS COUPON TODAY! YOU'LL ALWAYS BE GLAD YOU DID!...

DELL PUBLISHING CO., Inc. • Dept. 10 LL
10 W. 33rd St., New York 1, N. Y.

(Please use this side for YOUR OWN SUBSCRIPTION)

Please enter Subscription to MARGE'S LITTLE LULU Comics. Include FREE Full-Color PIN-UP and Membership Certificate to the Dell Comics Club.

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

DELL PUBLISHING CO., Inc. • Dept. 10 LL
10 W. 33rd St., New York 1, N. Y.

(Please use this side for GIFT SUBSCRIPTION)

Please enter Subscription to MARGE'S LITTLE LULU Comics. Include FREE Full-Color PIN-UP and Membership Certificate to the Dell Comics Club.

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
 ENCLOSE GIFT CARD TO READ FROM!

Donor's Name.....
 Address.....
 Relationship.....

Title & Issue Information (from indicia – top paragraph)

The indicia is printed in a dense paragraph along the **top margin**. Text visible includes:

- **“MARGE’S LITTLE LULU, Vol. 1, No. 52, Oct. 1952.”**
- **Dell Publishing Co., Inc., 261 Fifth Ave., New York 16, N.Y.**
- Subscription rates for U.S., Canada, and foreign addresses
- “Change of address” instructions
- Copyright notice
- Postal regulations statement

(This issue places the full indicia block at the top, not at the bottom.)

Overall Layout & Structure

- Full-page, monochrome promotional layout for a **Dell “PIN-UP” offer**.
 - Central starburst headline:
“We’re SO Proud of this ‘PIN-UP’ ... We’ll send it right to your door... FREE if you act fast!”
 - Multiple illustrated figures appear around the page, including heads, speech-balloons, and decorative stars.
-

Primary Promotional Content

- Left side features a large framed drawing labeled **“Features!”** showing a group illustration.
 - Mid-page text offers a “barrel of laughs” as part of the subscription incentive.
 - Right side displays the **Dell Membership** badge and card, with a circular callout:
“EXTRA! EXTRA! FREE! DELL MEMBERSHIP”
 - Additional speech panels show two illustrated heads agreeing about the benefit of joining.
-

Subscription Forms (Bottom Section)

Two subscription blocks appear along the bottom:

1. **FOR YOUR OWN SUBSCRIPTION**
2. **FOR GIFT SUBSCRIPTION**

Each block includes:

- Fields for name, address, zone, city, and state
 - Pricing:
 - U.S. 1 yr / 2 yrs
 - Canada 1 yr / 2 yrs
 - Foreign 1 yr / 2 yrs
 - A dotted line marking where the coupon can be cut.
-

Condition – Paper & Surface

- Heavy Golden Age oxidation across entire page, deepening to brown at outer margins.
 - Slight wave across the sheet from natural aging.
 - Print remains sharp with strong contrast in black-ink areas.
 - No tears, missing sections, stains, or writing.
-

Condition – Edges & Corners

- Upper-left corner moderately rounded with slight darkening.
 - Right margin shows age-darkening and minor friability but remains intact.
 - Lower edge (subscription area) flat and clean.
-

Overall Impression

A complete and well-preserved inside front cover with the full 1952 Dell indicia at the top. The Dell "PIN-UP" advertisement is fully readable with intact linework and sharp printing. Age toning is heavy but uniform, and the page remains structurally sound with no tears or losses.

☑ Centerfold Observations

Marge's Little Lulu Vol. 1 No. 52 – October 1952



Overall Layout & Structure

- Two full interior pages forming a continuous centerfold.
 - Printed in full color with standard Dell 1950s four-color process.
 - The left page begins an action scene involving a rescue near a river.
 - The right page opens the story **“Marge’s Little Lulu – The Case of the Missing Perfume.”**
-

Left Page Details

Scene & Panel Content

- Top row shows an illustrated figure hanging from a rope swing above a steep drop or cliff, calling for help.
- A small rescue boat appears under the figure, catching the fall.
- Group of illustrated figures lifts the rescued figure from the boat onto the bank.
- Final panel includes a figure in uniform praising the helpful child and promising a medal or newspaper recognition.

Background Elements

- Trees, grassy slopes, rocks, and water currents are illustrated throughout.
- A cascading drop of water appears behind the boat, indicating movement downstream.

Condition – Paper & Printing

- Heavy toning (tan to brown), especially at outer edges.
 - Gutter shows discoloration from staple region.
 - Colors remain stable with clear black outlines.
-

Right Page Details

Scene & Panel Content

- Title banner: **“The Case of the Missing Perfume.”**
- A domestic interior with furniture (armchair, side table, small flower vase).
- Illustrated figure answers a ringing doorbell; repeated panels show difficulty opening a stuck door.
- “Rattle!” sound effects printed near the doorknob area.
- Another illustrated figure arrives from outside, entering through the stuck doorway.
- Multiple sequential frames show movement toward and away from the doorway.

Background Elements

- Interior rooms with solid-colored walls, decorative plant table, flooring, and simple furniture.
- Doorframe, trim, and wall corners present in several panels.

Condition – Paper & Printing

- Oxidation consistent with left page—heavier at margins.
 - No tears, chips, stains, or writing visible.
 - No misregistration of color.
-

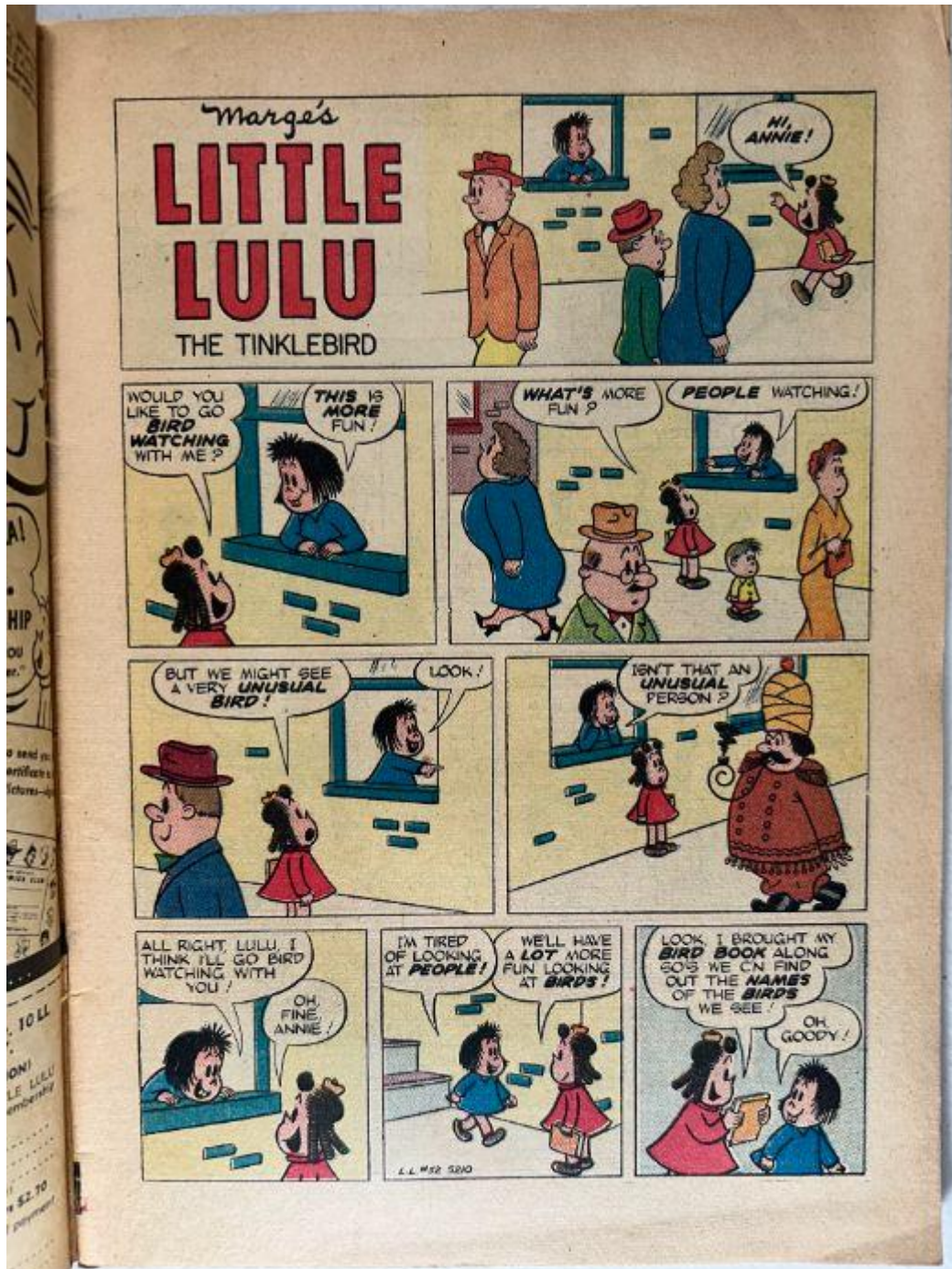
Overall Impression

A clean, complete centerfold with stable color, sharp linework, and intact structure. Heavy Golden Age oxidation is present but uniform. No tears, splits, or stains appear. Story content and artwork are fully preserved.

☑ Inside Pages Observations

Marge's Little Lulu Vol. 1 No. 52 – October 1952

☑ Inside Page Set 1 — "The Tinklebird"



Scene & Panel Content

- Title banner: **“Marge’s Little Lulu – THE TINKLEBIRD.”**
- Illustrated figures appear in a town or street setting with brick walls and simple storefront-style backgrounds.
- Repeated panels show interactions between multiple figures, including watching passersby, pointing out unusual individuals, and discussing bird-watching vs. “people watching.”
- Lower row shows the illustrated figures climbing stairs and discussing being tired of “looking at people,” followed by a reference to having brought a book on birds.

Background Elements

- Brick wall patterns, storefront windows, interior stairwell with railing, smooth ground plane.
- Clothing and props drawn in consistent Dell 1950s style.

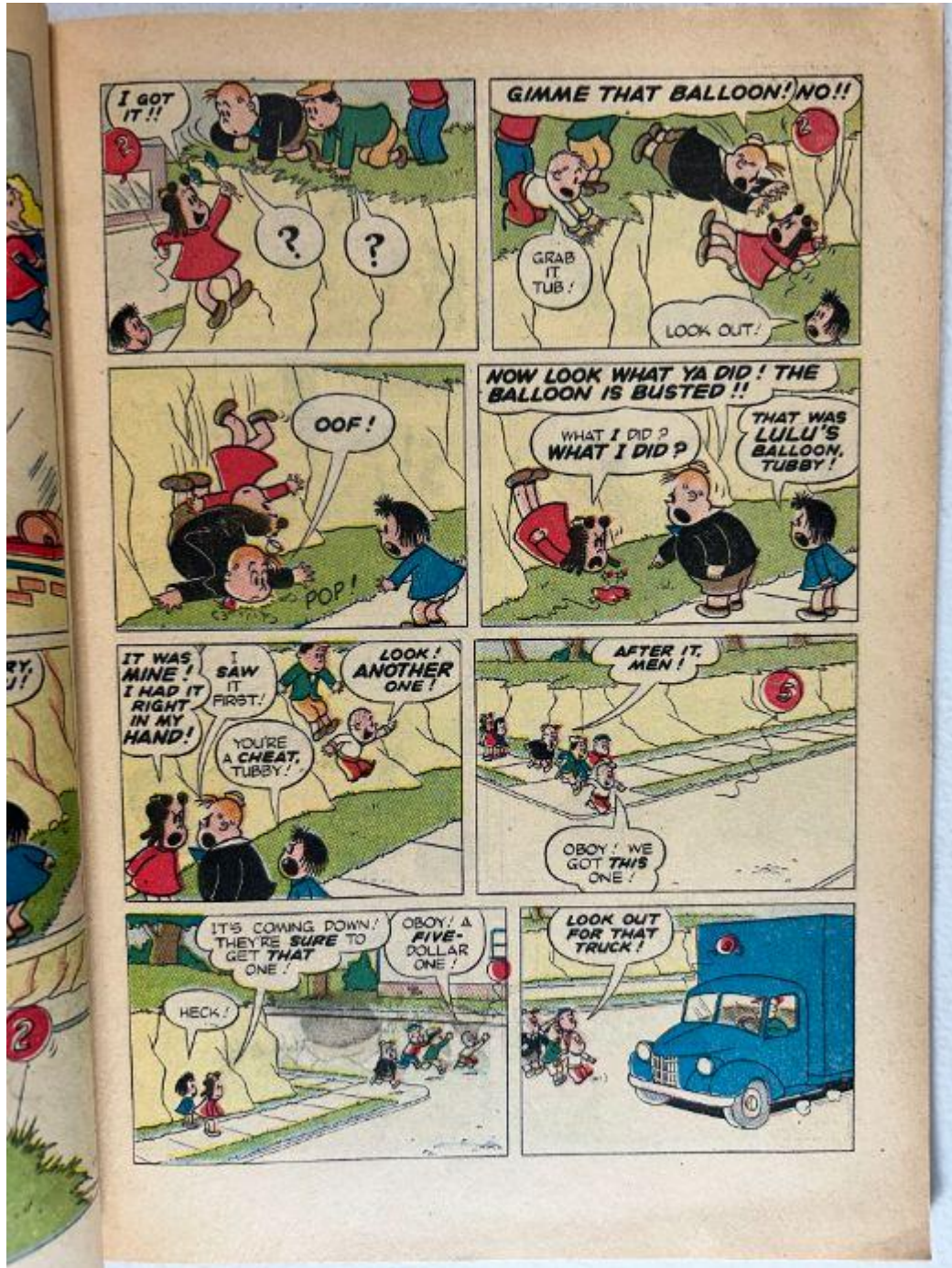
Condition – Paper

- Heavy even oxidation (tan to brown).
- Minor edge darkening along the right margin.
- No tears, stains, or writing.

Overall Impression

A clean, fully intact story page with stable color and heavy but typical toning. Artwork and text remain crisp.

☑ Inside Page Set 2 — Balloon Chase Sequence



Scene & Panel Content

- A sequence involving illustrated figures chasing and scrambling for balloons across a grassy hillside.
- Top row shows multiple characters diving on the ground reaching for a balloon.
- Middle panels include a fall shown with **“OOF”** and a balloon bursting with **“POP.”**
- Lower panels depict characters running along a road or path chasing another balloon and encountering a blue truck approaching.

Background Elements

- Grassy slopes, simple path/road, minimal trees, soft ground shading.
- A blue vehicle at the end of the sequence.

Condition – Paper

- Oxidation consistent with prior page.
- Slightly darker top and right margins.
- No chips, tears, or stains.

Overall Impression

Strong print clarity. Oxidation is pronounced, but structure and readability remain excellent.

☑ Inside Page Set 3 — Ship & Sailor Rescue Sequence



Scene & Panel Content

- Panels show a large ship with deck structures, lifeboats, sailors, and ocean waves.
- A lifeboat is lowered and rowed toward shore; waves block progress.
- A illustrated figure appears “flying” toward the boat, surprising the sailors.
- Final panels show the figure aboard the ship, interacting with additional characters, and discussing a dress admired by others.

Background Elements

- Ocean water texture, large ship hulls in red, deck railings, ropes, ladders, and sky gradients.
- Consistent maritime setting across all panels.

Condition – Paper

- Heavy oxidation; especially dark upper-left margin.
 - Slight waviness.
 - No tears, chips, or stains visible.
-

Overall Impression

Page is well-preserved with strong colors and no structural defects apart from age toning.

Inside Page Set 4 — (Second, separate multi-page sequence)

Scene & Panel Content

- Additional sequences show illustrated figures transitioning between outdoor and indoor settings.
- Elements include rocky backgrounds, staircases, and small household rooms.
- Several panels depict dialogue interactions between characters in different settings.
- Environmental backgrounds include grass, pathways, household walls, and furniture.

Condition – Paper

- Consistent heavy oxidation.

- Clean surface with no tears or stains.
- Slight corner rounding at bottom margin.

Overall Impression

Another structurally sound interior page—aged, but clean, clear, and fully readable.

Spine Observations

Marge's Little Lulu Vol. 1 No. 52 – October 1952



Overall Setting & Angle

The comic rests on a white wire rack, photographed from a low side angle. The entire length of the spine is visible in profile, allowing assessment of straightness, curvature, edge wear, and cover alignment.

Spine Shape & Alignment

- The spine lies **remarkably straight**, with no forward or backward roll.
- The cover aligns cleanly with the page block, indicating no warping or twisting.
- The comic rests evenly across the rack's top surface.

Spine Surface Condition

- Light-to-moderate color loss along the fold line, showing pale areas where the ink layer has worn thin.
- Minor abrasion marks scattered along the spine length.
- No visible paper splits or open cracks from this angle.

Spine Corners

- **Top spine corner:** slightly rounded with small edge wear.
- **Bottom spine corner:** mildly rounded but retains its structural shape.
- No material loss at either end.

Staple Regions

- The staples themselves are not visible from this angle, but the fold remains tight with no outward bulging or separation that would suggest staple tearing.
- Spine compression appears even, indicating stable inner attachment.

Overall Impression

A straight, well-aligned spine with mild wear consistent with age. Color loss and small abrasions are present, but there are **no visible splits or detachments**. The spine remains structurally sound for a 1952 issue.

☑ Staples Observations

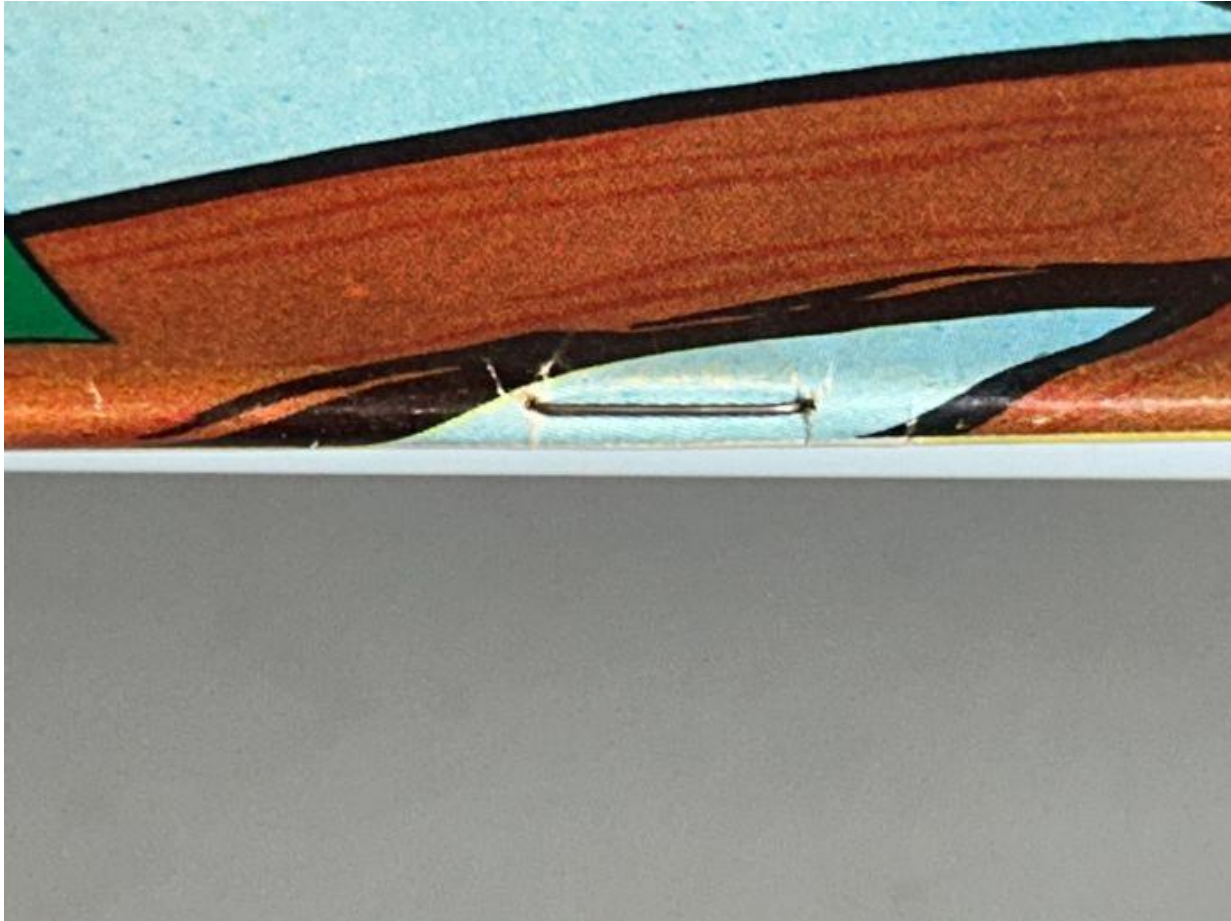
Marge's Little Lulu Vol. 1 No. 52 – October 1952

Upper Staple Area (First Close-Up Image)



- The staple is mostly obscured beneath the spine fold but the **paper around it is split**, exposing an opening along the fold line.
 - A **horizontal tear** extends outward from the staple seat toward the right, revealing lighter interior paper fibers.
 - The spine color layer shows **abrasion and cracking**, with printed ink broken along the tear.
 - Slight lifting of the cover layer appears where the tear has widened.
 - No rust staining is visible in this view, but the structural paper damage is significant.
-

Lower Staple Area (Second Close-Up Image)



- The staple is fully visible and lies **flat and properly seated**.
- The metal shows **bright reflection** and appears free of rust in this angle.
- Two small **stress cracks** extend diagonally outward from the staple ends, breaking the ink layer.
- The surrounding spine area shows **moderate color loss** and light abrasion.
- No tearing into the cover material beyond the small cracks is visible.

Overall Impression

The upper staple area exhibits **meaningful structural damage** with an open tear and exposed paper fibers. The lower staple is intact but surrounded by **stress cracking and abrasion**. Together these defects contribute to moderate spine weakness typical of mid-grade 1950s saddle-stitched books.

Brittleness Test Observations

Marge's Little Lulu Vol. 1 No. 52 – October 1952



Page Flex & Structure

- The lifted lower-outer corner bends in a **smooth curved arc**, not a sharp angle.
- The page shows **no cracking, no flaking**, and **no fiber breakage** along the bend line.
- The lifted edge maintains continuity, indicating the fibers still retain cohesive strength.

Paper Surface & Tone

- Heavy **Golden Age oxidation**, appearing as a deep tan-to-brown color across both the top sheet and the page beneath it.
- Oxidation is **uniform**, which is consistent with natural aging rather than localized damage.
- Surface texture appears dry but intact, with no brittleness powder or shedding.

Edge Behavior

- The corner lifts cleanly with **no splintering** or micro-tears.
- The lower margin remains smooth with no visible cracks forming during flex.

Mechanical Response

- The sheet shows **resistance appropriate for age**, but **no signs of imminent fracture**.
- The page settles back naturally when released, indicating stiffness but preserved flexibility.

Overall Impression

The page shows **advanced oxidation** but remains **structurally flexible**. It qualifies as **stiff but not brittle**, with safe handling margin and no evidence of fiber breakage.