

Marge's Little Lulu Vol. 1 No. 60 – May 1953



Front Cover Observations

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- The cover features a bright red background with a cartoon scene depicting two illustrated characters interacting indoors beside a small appliance.
- The character on the left is standing and leaning forward, wearing a bright yellow outfit and footwear, with a rounded hairstyle featuring two symmetrical side buns.
- The character on the right is seated on the floor, holding a piece of toast, with another piece of toast suspended mid-air between the two characters.
- A toaster sits on the ground with a cord trailing to the right, and a dark irregular shape is depicted beneath it, suggesting a cartoonish spill or burn mark.
- A window with four panes appears in the upper right portion of the cover.
- Printed text includes **"Marge's Little Lulu"**, **"A 52 Page Comic Magazine"**, **"10¢"**, and **"Dell Comic"**.
- The colors are bold and clean, with strong saturation throughout the yellow, red, and blue elements.
- Light corner rounding is visible at the lower corners.
- Minor spine stress lines and small color breaks are visible along the left edge.
- Light surface wear is present across the red background, consistent with moderate handling.
- No visible stains, pen marks, tears, or other major defects appear on the cover surface.
- Edges appear generally clean with only minimal age wear.

Overall Impression:

A bright and well-preserved front cover with strong color and moderate age-typical wear. No severe defects are present.

☑ Back Cover Observations

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HURRY! Send for this big Wheaties Offer!

MINIATURE AUTO
LICENSE PLATES
 FROM ALL 48 STATES

ACTUAL SIZE

★ Put Them on Your Bicycle!
 ★ Bolt 'em to soap-box racers!
 ★ Collect 'em! Trade 'em!

- **SOLID STEEL!**
- Raised numbers, letters, designs!
- Bright, long-lasting colors!
- Official State slogans and emblems!
- Approximately 1/2 official size!

Buy 'em by the Set!
 (12 DIFFERENT PLATES)

only **25¢** and one Wheaties Boxtop

SPECIAL BONUS OFFER
 District of Columbia Plate Included if you order all 4 sets at once!
 Only \$1.00 and 4 Wheaties Boxtops!

WHEATIES
 "Breakfast of Champions"

1. North Dakota	5. Minnesota	9. Illinois
2. South Dakota	6. Iowa	10. Michigan
3. Nebraska	7. Missouri	11. Indiana
4. Kansas	8. Wisconsin	12. Ohio
1. Maine	5. Connecticut	9. New Jersey
2. New Hampshire	6. Rhode Island	10. Delaware
3. Vermont	7. New York	11. Maryland
4. Massachusetts	8. Pennsylvania	12. West Virginia
1. Virginia	5. Georgia	9. Tennessee
2. Louisiana	6. Florida	10. Arkansas
3. Mississippi	7. South Carolina	11. Oklahoma
4. Alabama	8. North Carolina	12. Kentucky
1. Washington	5. Idaho	9. New Mexico
2. Oregon	6. Nevada	10. Colorado
3. California	7. Arizona	11. Wyoming
4. Montana	8. Utah	12. Texas

Mail To **GENERAL MILLS, Box 577, Minneapolis, Minnesota**

Check out or sets desired, enclose 25¢ (no stamps please) and Wheaties box top for each set checked, except Bonus Set for which enclose \$1.00 and FOUR (4) Wheaties box tops.

MIDWEST EASTERN SOUTHERN WESTERN BONUS SET

NAME (print) _____

ADDRESS (print) _____

CITY (print) _____ STATE _____

- The back cover displays a full-page advertisement promoting **miniature auto license plates from all 48 states**, dominated by bright yellow, red, and green color fields.
- A large green sample plate reading **"3B 957 – LOUISIANA • 1953"** is printed prominently in the top half of the page, shown at "actual size" per the text.
- A red plate labeled **"NEW MEXICO 54-75"** appears partially underneath the main plate, printed at an angle for visual emphasis.
- The headline **"HURRY! Send for this big Wheaties Offer!"** spans the top with heavy black-and-yellow stylization.
- Promotional text highlights features such as "solid steel," "raised numbers," "bright long-lasting colors," and "official state shapes and emblems."
- A price callout advertises **12 different plates for 25¢ plus one Wheaties boxtop.**
- A list of states appears in grouped columns (Midwest, Eastern, Southern, Western), printed in small black text.
- A mail-in coupon occupies the lower right corner, including fields for **Name, Address, City, State**, and region selection.
- A small illustration of a **Wheaties cereal box** appears near the lower left.
- Overall paper tone shows **mild age tanning**, more noticeable along the upper and left margins.
- Very light edge wear is present, including small abrasions near the top and right edges.
- No tears, stains, writing, or heavy creases are visible.
- Print registration is sharp, and all advertisement elements are intact and clear.

Overall Impression:

A bright, clean back cover with strong advertisement graphics and only minor age-related wear. No significant defects present.

☑ Inside Pages Observations

Marge's Little Lulu Vol. 1 No. 60 – May 1953

Page Set 1



(IMG_1048.jpeg)

- Paper exhibits uniform age tanning consistent with 1950s Dell stock.
 - No tears, chips, folds, or margin loss present.
 - Color saturation remains strong across all panels, with clean printing in reds, yellows, and blues.
 - Linework is crisp; no registration shifts or ink distortions visible.
 - No stains, foxing, moisture rippling, or smudges detected.
 - No writing, pencil marks, or foreign marks present.
 - Panel borders and speech balloons remain fully legible with no broken lines.
-

Page Set 2



(IMG_1049.jpeg)

- Toning is even and consistent with Page Set 1.
 - Colors remain bright, particularly greens and reds, with stable ink application.
 - No frayed edges, corner folds, or material loss observed.
 - No staining, spotting, or moisture damage.
 - Text remains sharp throughout all balloons and caption boxes.
 - No indentations, handling impressions, or page-surface abrasions visible.
 - Gutter margin appears stable, with no pulling or weakening.
-

Page Set 3

(IMG_1050.jpeg)

- Paper shows even tanning, with no brittle-looking areas.
 - Colors remain vibrant in scenes and figures across all panels.
 - No surface creasing, wrinkling, or dents visible.
 - Ink outlines remain clear, with no misregistration or color drift.
 - Page edges show mild darkening but no structural wear.
 - No writing, stains, or foreign markings detected.
 - Page alignment is stable, with no gutter stress evident.
-

Page Set 4

(IMG_1051.jpeg)

- Tanning is uniform, matching the prior page sets.
 - Colors remain strong across all artwork, with no fading or uneven saturation.
 - No tears, chips, folds, or missing pieces observed.
 - No moisture ripples, warping, or discoloration patches.
 - Text and linework remain crisp and cleanly printed.
 - No signs of brittleness, cracking, or edge fragmentation.
 - Surface remains smooth without abrasions or handling marks.
-

Overall Impression – Inside Pages

The interior pages are **clean, stable, and well-preserved**, showing strong printing, consistent color saturation, and even age tanning. No structural defects, stains, tears, or brittleness were observed across any page set. Condition is solid and fully consistent throughout.

Centerfold Observations

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- The centerfold consists of two full facing story pages, printed in multi-panel format.
- Both pages show **uniform tanning** consistent with the rest of the interior, with no areas of dark spotting or uneven discoloration.
- The gutter fold is intact, with **no split, no tearing, and no separation** visible along the center seam.
- Staples (not directly visible in this image) appear to be holding the centerfold securely, as there is no shifting, misalignment, or lifting of the page edges.
- Panel artwork across both pages shows stable color saturation—greens, reds, yellows, and blues print cleanly with no fading or mottling.
- Ink outlines remain sharp, and no print registration issues (color misalignment) are visible in characters or backgrounds.
- No stains, foxing, moisture ripples, or surface abrasions appear on either page.
- Edges and corners show **light natural age rounding** but no chips or fold-over creases.
- No wrinkles, dents, or stress impressions are present across the page surfaces.
- Text in speech balloons is sharp, clean, and fully legible, with no smearing or ink breaks.

Overall Impression:

A clean, stable centerfold with strong printing and intact structural alignment. Aging is even and typical for the era, with no defects that materially impact grade.

☑ Spine Observations

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- The spine shows a **mild but noticeable spine roll**, with the cover curving downward toward the right side.
- The curvature is consistent along the full visible length, with no abrupt bends or sharp distortions.
- The spine edge displays **light color break** in the lower half where the cover wraps around the fold.
- No spine splits are visible along the fold from this angle.
- No tearing or paper separation appears where the cover meets the spine.
- The cover lies relatively flat beyond the roll, showing no rippling or buckling.
- Paper near the spine looks stable with no signs of brittleness or cracking.

Overall Impression:

The spine exhibits a moderate but structurally stable spine roll. No major structural defects are visible, though the roll will carry some grading impact.

Staples Observations

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- Upper staple area shows **heavy oxidation**, with dark brown rust visible across the exposed metal.
- Rust migration into the surrounding cover paper is evident, creating a darkened stain extending beyond the staple slot.
- Cover fibers around the staple hole show **minor breakage**, though no tearing or detachment is present.
- Lower staple exhibits similar oxidation, with **medium to heavy rusting** along the exposed metal surface.
- Rust migration into the paper is again visible, though slightly less pronounced than the upper staple.
- Light abrasions and small color breaks appear around the staple entry point, but **no staple pull-through** or structural tearing is visible.
- Both staples remain firmly seated, maintaining full attachment of the cover.

Overall Impression:

Both staples show significant oxidation with clear rust migration into the paper. Despite the oxidation, structural integrity remains intact, with no detachment or tearing at either staple location.

☑ Brittleness Test Observations

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- The interior page corner is being gently flexed upward, showing **clean, even bending** with no signs of cracking along the fold.
- No flakes, chips, or fiber fragmentation appear along the page edge while flexed.
- Paper surface remains smooth with **no powdering** or shedding visible.
- The page returns to its natural position cleanly, indicating **flexible paper** rather than brittle or hardened stock.
- Toning is uniform and does not deepen or fracture at the flex point.

Overall Impression:

The page displays **healthy flexibility** with no indicators of brittleness.