



### "WORK CAN BE FUN!"



"FIRST THING I SAW WAS SUSIE PLAYING WITH THE LITTLE KIDS AT THE SWINGS ... AND HAVING A GOOD TIME DOING IT ...



"THEN I WATCHED BUZZY TEACHING KIDS TO SWIM. WHILE I WAS THERE, ONE LITTLE KID SWAM HIS FIRST FEW STROKES ALONE. BOY, WAS BUZZY PROUD!"



"AFTER A WHILE, SUSIE STARTED HER CLASS IN TENNIS. SHE SAYS MOST OF THE KIDS THAT COME TO THE DAY CAMP LOVE TO LEARN NEW SPORTS AND GAMES."



"LATER ON, A CLUB OF BOYS GOT TOGETHER FOR A MEETING. BUZZY'S THEIR 'ADVISER'. YOU COULD SEE THEY FELT HE WAS ALMOST LIKE A BIG BROTHER."



BUT WHAT'S IN IT FOR THEM? THEY WORK FOR NOTHING!

1 SEE WHAT'S IN IT FOR THEM. THEY HAVE A SWELL TIME AND LEARN THINGS THAT MIGHT COME IN HANDY LATER WHEN THEY START LOOKING FOR JOBS. I THINK I'LL LOOK FOR SOME VOLUNTEER WORK MYSELF!



NO FOOLING, IT'S EUN TO SPEND PART OF YOUR TIME IN SUM, ER DOING VOLUNTEER WORK, UNDER

ADULT SUPERVISION. YOU GIVE

PUBLISHED AS A PUBLIC SERVICE IN COOPERATION WITH THE NATIONAL SOCIAL WELFARE ASSEMBLY

COORDINATING ORGANIZATION FOR NATIONAL HEALTH, WELFARE AND RECREATION AGENCIES OF THE U.S.



TO RESCUE A KIDNAP VICTIM HELD IN THE DEATH-GRIP OF RUTHLESS KILLERS...

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WITH YOUR EXPERIENCE IN JOURNALISM, ALL YOU HAVE TO DO IS JUST TALK -- ABOUT ANYTHING --AND YOU'LL HAVE THEM WRAPPED AROUND YOUR LITTLE FINGER!

OH, SURE -- BUT

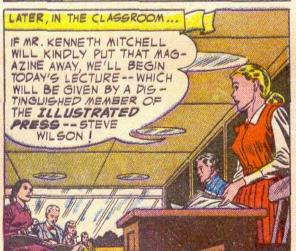
IF I'M THAT

GOOD A SPELL
BINDER; WHY

COULDN'T I

TALK MYSELF
OUT OF THIS?

































































































LATER, AFTER STEVE HAS FREED KENNETH AND SUMMONED THE POLICE. THANKS, IN-YOU TOOK A TERRIFIC SPECTOR! AND CHANCE COMING HERE, NOW IF YOU'LL STEVE -- BUT YOUR EXCUSE ME I'VE RISK PAID OFF ! CONGRATULATIONS GOT A HEAD-LINE STORY TO WRITE!



MAND YOU WANT ME TO PRESENT THIS CITATION TO THE BEST STUDENT IN YOUR JOURNALISM CLASS, LORELEI ? BUT WHO IS IT?

























## NEWSPAPER BUSINESS!

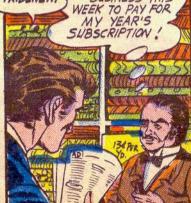
SO EAGER WERE COLONIAL
AMERICANS TO READ THE FIRST
ISSUED NEWSPAPERS, THAT WHEN
THEY COULDN'T AFFORD TO PAY
CASH FOR THEM, THEY TRADED
BUTTER, WHEAT, CORN, AND
EVEN WOOD IN EXCHANGE FOR
SUBSCRIPTIONS...

I'M SHORT OF CASH NOW.
I'LL GIVE YOU THIS WHEAT
FOR NEXT MONTH'S



TO BOOST NEWSPAPER CIRCULATION
IN THE 1800'S, PUBLISHERS OFFERED
BUSINESS MEN A DAILY SQUARE OF
FREE ADVERTISING SPACE IF THEY
WOULD TAKE A YEARLY SUBSCRIPTION FOR \$\$ 30...

I SAW YOUR WORTH IT! THE ADVERTISEMENT AD'S BROUGHT IN TODAYS IN ENOUGH EXTRA BUSINESS THIS WEEK TO PAY FOR



A CONSIDERABLE INCREASE IN
THE NUMBER OF NEWSPAPER
PAGES OCCURRED IN THE 1880'S
WHEN SMALL STORES CONSOLIDATED
INTO LARGE DEPARTMENT STORES
AND TOOK BIG DISPLAY ADVER—
TISEMENTS IN THE PAPERS TO
ANNOUNCE THEIR SALES

THE MERCURY HAS 8 EXTRA
PAGES IN THIS EDITION -- MOSTLY FILLED WITH
ADVERTISEMENTS! ARE THERE







## PUBLICITY NEWS STUNTS

IN 1835, THE NEW YORK
SUN FRONT-PAGED
A DRAMATIC
ILLUSTRATED REPORT
OF ASTRONOMER
HERSCHEL'S DISCOVERY
OF LIFE ON THE
MOON! THE STORY
WAS SOON BRANDED
A HOAX, BUT NOT
BEFORE THE SUN
HAD SOLD OUT
SEVERAL
EDITIONS...



THE NEW YORK TIMES ADVANCED ADMIRAL ROBERT E. PEARY \$4000 IN 1909 FOR THE EXCLUSIVE EYE-WITNESS REPORT OF HIS ATTEMPT TO REACH THE NORTH POLE ...



IN AN EFFORT TO BOOST READER CIRCULATION, THE NEW YORK HERALD IN 1892 OFFERED A FREE TRIP AROUND THE WORLD TO THE CONTESTANT WHO MADE THE BEST FORECAST OF THE PRESIDENTIAL ELECTION



FOR A NUMBER OF DAYS IN 1903 THE BOSTON POST PRINTED CLUES IN EACH EDITION INFORMING ITS READERS WHERE ONE OF ITS REPORTERS WOULD ROAM IN THE CITY, AND OPFERED \$100 TO, THE FIRST PERSON WHO CORRECTLY IDENTIFIED HIM...

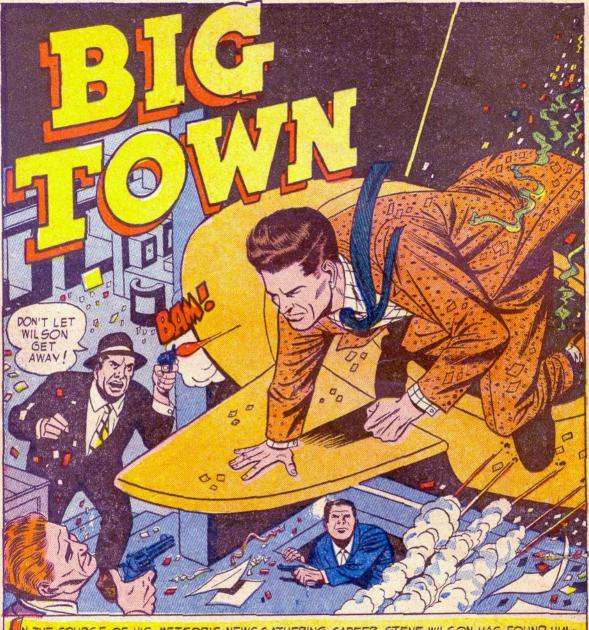


ON AUGUST 20, 1911, THE ATTENTION OF THE WHOLE COUNTRY WAS RIVETED ON THE NEW YORK TIMES AS IT ATTEMPTED THE SPECTAC-ULAR STUNT OF SENDING A CABLE MESSAGE AROUND THE WORLD TO ITSELF.









IN THE COURGE OF HIS METEORIC NEWSGATHERING CAREER, STEVE WILSON HAS FOUND HIMSELF IN MANY A TIGHT SPOT! BUT NEVER BEFORE HAVE THE ODDS BEEN SO STACKED AGAINST HIM AS THE TIME HE STRAYED INTO AN AMAZING UNDERWORLD ENTERPRISE AND FOUND HIMSELF THE SHOOTING TARGET OF THE MOST DEADLY WEAPONS EVER CONTRIVED BY SINISTER, CRIMINAL MINDS...IN ...

CHIEFAIR!













MOMENTS LATER, STEVE AND LORELEI SE















-- OF TURNING MYGELF INTO A DENIZEN OF THE UNDER WORLD IN ORDER TO PRY LOOSE ITS SECRET? YES, I AM, LORELEI! TAKE OVER MY DESK, WILL YOU -- WHILE I GET TO WORK!











WHAT'S DON'T ACT SURPRISED. GOING JOE! KEEP RELAXED. ON IN THIS IS STEVE WILSON THIS



FALMLY, WHADDYAKNOW JOE THE BELL HOP -- STEVE'S UNDER WORLD TIP-OFF MAN--STIFLES HIS ASTONISHMENT ...

I HEARD SOMETHING BIG IS GOING ON BE-LOW DANEY'S BASE-MENT WAREHOUSE! GO THERE AND TAKE THE ELEVATOR --DOWN ...

POWN FROM THE BASE-MENTZ

SHORTLY, A FEW BLOCKS AWAY AT AN OLD FURNITURE WAREHOUSE ...

YEAH -- AN' T YUH GOT DON'T MEAN FUR-BUSINESS NITURE BUSI-HERE, PALZ







































THE NEXT MOMENT, AS THE BARREL SUD-















LIKE STEEL TALONS, STEVE'S













SOON AFTER, WITH ALL OF THE CROOKS IN CUSTODY,...

HOW DID WE GET HERE?...IT
WAS SIMPLE, STEVE!LORELEI
WAS SO WORRIED ABOUT YOU
THAT SHE CALLED ME AND GAVE
ME A COMPLETE DESCRIPTION
OF CARL FENTON! ONE OF
OUR UNDERCOVER MEN SPOTTED
"CARL FENTON" COMING DOWN





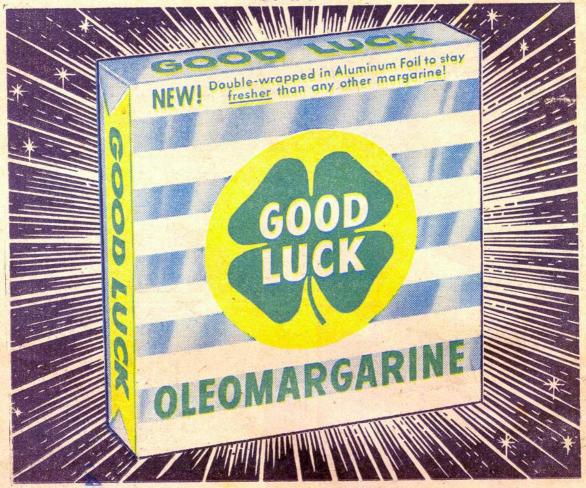
LATER, AN ILLUSTRATED PRESS "EXTRA"
HITS THE STREETS...

THANKS TO THE
EXTRA! READ ALL
ABOUT IT! "CRIME
GOES TO THE FAIR",
BY STEVE WILSON!

WAVE PETERED OUT
IN BIG TOWN!

The End





# NEW ALUMINUM PACKAGE keeps GOOD LUCK Fresher and Better Tasting

### than any other margarine!

BUY IT—we know you'll agree! GOOD LUCK margarine stays fresher and tastes better than any other margarine—because GOOD LUCK is the only margarine double wrapped and sealed in Reynolds Wrap Aluminum foil.

First we wrap each quarter pound of GOOD LUCK in pure aluminum. Next we place the four quarters in a waxed carton. Then we wrap the carton in an outer wrap of shiny aluminum foil and seal it tight.

This keeps GOOD LUCK fresher and better tasting than any other margarine.

We guarantee that you'll like GOOD LUCK in its new aluminum package better than any other spread you've ever tasted—or we'll refund your money.

If you don't agree, just drop a line to Lever Brothers Company, 390 Park Avenue, New York 22, N.Y., enclosing the guarantee panel from the GOOD LUCK package. We'll send you every penny you paid.





# FAMOUS NEWSPAPER FURSTS

THE AUCTION ADVERTISER WAS THE FIRST NEWSPAPER TO DEPEND SOLELY ON ADVERTISING FOR REVENUE, PUBLISHED IN BOSTON, 1816, IT WAS GIVEN AWAY FREE TO ITS READERS...



THE INVENTION OF THE LINOTYPE REVO-LUTIONIZED THE NEWSPAPER INDUSTRY BY IMMEDIATELY INCREASING THE PRINTING OUTPUT THREE TIMES. FIRST PAPER TO BE PRINTED ON THIS AMAZING PRINTING 'DEVICE WAS THE NEW YORK TRIBUNE, ON JULY 3, 1886...



LATE IN THE AFTERNOON ON JANUARY 24,1777, THE PENNSYL VANIA EVENING POST WAS PUBLISHED -- MARKING THE APPEARANCE OF THE FIRST NON-MORNING NEWSPAPER...



EMPLOYING A NEW DEVICE CALLED THE TELE -AUTOGRAPH, THE CHICAGO TIMES -HERALD WAS THE FIRST PAPER TO SEND A LINE DRAWING BY TELEPHONE WIRE ... JUNE 21, 1895...



CONCEIVING THE NOVEL IDEA OF BLILDING CIRCU-LATION BY RADIO, THE DETROIT NEWS BOUGHT AND OPERATED THE FIRST NEWSPAPER-OWNED RADIO STATION WWJ--AUGUST 20, 1920. IT INTRODUCED A HOUSEHOLD FEATURE, "TONIGHT'S DINNER"--TO INTEREST WOMEN IN ARTICLES AND ADVERTISEMENTS IN THE NEWS ...







# ODD NEWS [TEMS!

DURING THE NEWSPAPER WARS IN CHICAGO AT THE BEGINNING OF THE 20 CENTURY, PRIZE FIGHTERS, WRESTLERS, AND OTHER RUGGED INDIVIDUALS WERE HIRED TO PROTECT AND PUSH STREET SALES.



NEWSPAPER-INK COMSUMPTION HAS INCREASED FROM A FEW HUNDRED POUNDS OF INK A YEAR FOR A LEADING NEWSPAPER IN 1800, TO MORE THAN TWO MILLION POUNDS ANNUALLY FOR SUCH PAPERS AS THE NEW YORK TIMES!



THE POSTAL ACT OF FEBRUARY 20,1792, PROVIDED THAT "EVERY PRINTER OF NEWS-PAPERS MAY SEND ONE PAPER TO EVERY OTHER PRINTER OF NEWSPAPERS WITHIN THE UNITED STATES FREE OF POSTAGE." NEWS-PAPER MAIL RATES WERE 1¢ WITHIN A 100-MILE RADIUS, AND 1/2¢ FOR DISTANCES BEYOND THAT...

PAPER TO PHILADELPHIA!

NEW YORK TO PHILADELPHIA!

NEW YORK TO PHILADELPHIA:

NEW YORK TO PHILADELPHIA:

POSTAGE:

POSTAGE:

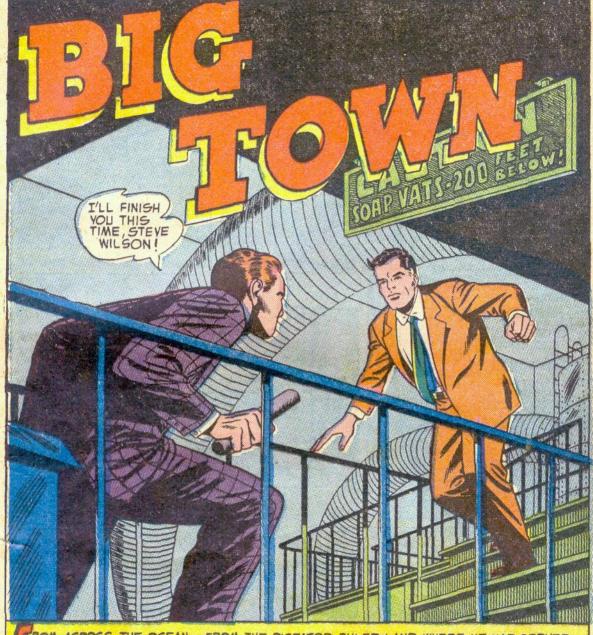
IN THE 1820'S , THE FIRST NEWSPAPERS
THAT APPEARED IN LARGER SIZE THAN
THE REGULAR TABLOIDS (WHICH MEASURED
114 BY 184 INCHES) WERE CALLED" BL ANKET
SHEETS"-- 174 BY 24 INCHES IN SIZE...











PROM ACROSS THE OCEAN -- FROM THE DICTATOR-RULED LAND WHERE HE HAD SERVED BIG TOWN'S ILLUSTRATED PRESS FOR FIVE LONG YEARS -- CAME COURTNEY KANE, THE PAPER'S TOP FOREIGN CORRESPONDENT! BUT WHEN HE ARRIVED, A MYSTERIOUS, MENACING SHADOW BEGAN TO STALK HIS BEST FRIEND, STEVE WILSON -- UNTIL IN A SPINE-TINGLING CLIMAX, THE ACE REPORTER DISCOVERED THE AMAZING

THE RIDDLE OF THE ROVING REPORTER!

























TIMING HIS MOVE, THE ACE NEWSMAN WAITS FOR THE LAST SPLIT- SECOND AND THEN...





POLICE! JUST AS I WAS ABOUT TO GIVE YOU A L HELPING HAND, STEVE ... THE WAY THOSE THUGS ARE BEATING IT, THEY PROBABLY ALL HAVE RECORDS!



SOON AFTER AT STEVE'S APARTMENT HOTEL WHERE A ROOM HAS BEEN RESERVED FOR KANE ...

SOME

OTHER

TIME,

STEVE ...

YOUR ROOM'S AT THE END OF THE CORRIDOR! YOU CAN RELAX AND WE CAN HAVE A GOOD LONG TALK JUST LIKE IN THE OLD DAYS!





AT LUNCH WITH LORELEI, AFTER STEVE HAS TOLD HER ABOUT THE SURPRISE MEETING WITH KANE...

NOTHING YOU'VE SAID YET EXPLAINS THOSE BRUISED KNUCKLES, STEVE WILSON ...

OH, THESE... THAT WAS STRANGE TOO, LORELEI I BRUSHED FENDERS WITH ANOTHER AUTO...









FEELS BETTER WELL, WHEN HE WAKES UP! HE'S GOING ACROSS TO REST IN HIS ROOM ALL DAY.





SUDDENLY THE CRACK NEWS-HAWK LEAPS TO HIS FEET AND HEADS FOR THE DOOR ...

EXCUSE ME, LORELEI!
I'M GOING TO FOLLOW A
HIM! I'VE GOT AN IDEA-BUT NO TIME TO

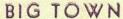


### OUTSIDE, MOMENTS LATER ..

THERE HE GOES INTO THAT
OFFICE BUILDING! SOMETHING'S WRONG WITH POOR
COURT! IT COULD BE THAT
THOSE DICTATOR PEOPLE
IN ROGRAVIA HAVE HIM IN
THEIR POWER! HE MAY
NEED HELP-BUT IS
AFRAID TO ASK FOR IT!

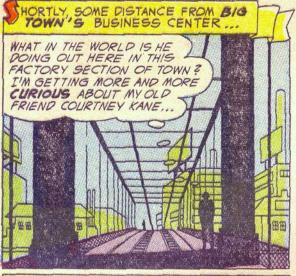


HE KEEPS LOOKING BACK...
BUT I DON'T THINK HE'S
SEEN ME! FUNNY--HE
GOES IN THE MAIN ENTRANCE OF THIS BUILDING
AND LEAVES THROUGH THE
REAR...

























OOF! OKAY, YOU GUYS, GET HIM! I COULD USE 2 SOME AMMUNITION --BUT THE ONLY THING HANDY IS THIS SOAP!



LEAPING TO HIS FEET AND GRABBING UP AN ARMFUL OF SOAP BARS THE ACE NEWSHAWK LETS THEM FLY WITH STUNNING EFFECT...

















ON A NARROW CATWALK HIGH ABOVE THE
FACTORY FLOOR, A PERILOUS EXCHANGE
OF BLOWS TAKES PLACE...

PON'T BE
FUNNY,
WAL", WOULD YOU, KANE?

WILSON! I'M
PLAYING FOR
BIG STAKES!











SATER AFTER THE F. B. I. HAS TAKEN CHARGE OF THE ENTIRE CASE, AND HAS CONFIRMED STEVE'S CHARGES...

THE MASQUERADING "KANE" WAS COULD PICKED BECAUSE OF HIS REMARKABLE RESEMBLANCE TO THE PIERCED HIS DISWOULD HAVE GIVEN HIM AWAY!
THAT'S WHY HE HAD TO PRETEND COULD,
HE HAD A BAD THROAT...



-- BECAUSE YOU'RE KANE'S BEST FRIEND! AND THAT EXPLAINS THE ATTACK ON YOU EARLIER TODAY! RIGHT! AND ANOTHER THING -- THE GOVERN --MENT HAS LEARNED THAT THE REAL COURTNEY KANE IS ALIVE IN ROGRAVIA...



MEGOTIATIONS WERE UNDER WAY
TO EXCHANGE THE PHONY KANE
WE CAPTURED FOR THE REAL
ONE THE ROGRAVIANS ARE HOLDING!



THUS IT HAPPENS THAT A WEEK LATER, A REUNION TAKES PLACE AT BIG TOWN AIRPORT...





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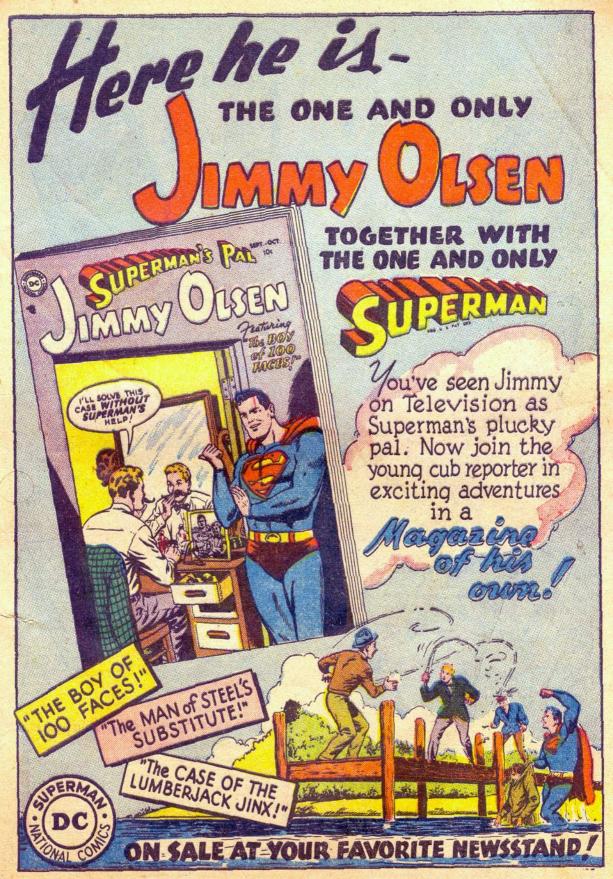
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# The Insult "CHUMP" Into

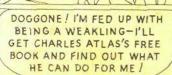


HEY, SUGAR. WHY DON'T YOU QUIT THAT HUMAN SKELETON AND GET A REAL MANLE

SEE HERE, YOU BETTER SHUT UP OR I'LL \_\_



OH, JOE, WHEN ARE YOU GOING TO GROW UP AND BEAMAN!







ONE HAND IS AS GOOD AS TWO WHEN YOU'RE AN ATLAS CHAMP

THERE GOES THE BELL -JOE, YOU'RE WONDERFUL



(O-OH, JOE, YOU'RE HE-MAN NOW



I Can Make YOU a New Man, Too in Only 15 Minutes a Day!

HAVE YOU ever felt like Joe-abso-lutely fed up with having bigger, hus-kier fellows "push you around"? If you have, then give me just 15 minutes a day! I'LL PROVE you can have a body you'll be proud of, packed with red-blooded vitality!

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Send NOW for my famous book, "Everlasting Health and Strength." 32 pages, packed with photographs, valuable advice. Shows what Dynamic Tension can do; answers vital questions. Book is a real prize for any fellow who wants a better build. Yet I'll

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