



10¢

DEC.
NO. 48



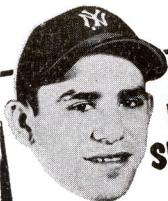
BIG TOWN

Featuring
**MYSTERY
OF THE
MOON MAN!**

THIS LIGHTER
WILL SHOW WHETHER
YOU REALLY ARE A
**MAN FROM THE
MOON!**

I BETTER
STOP WILSON
BEFORE HE
FINDS OUT THE
TRUTH!





**YOGI
BERRA
SPEAKING**

(STAR CATCHER—
WORLD CHAMPION YANKS)

"HERE'S THE EASIEST WAY OF
ALL TO GET SWELL PREMIUMS OR
CASH! SEND FOR FREE CATALOG!"

BOYS! GIRLS! LADIES! MEN!

GIVEN! GIVEN!
YES, WE GIVE YOU
PREMIUMS
or **CASH**

EXTRA! EXTRA!

If you mail coupon at once—
we'll send you exciting new
"PUZZLES" free of charge.
MAIL COUPON BELOW

**BE
THE
FIRST!**



PEN AND
PENCIL SETS
JEWEL BOXES
BIBLES LUNCH BOXES
SKATES STEAK SETS



CAMERAS
WATCHES
RADIOS
BLANKETS



WAGONS

**WE TRUST
YOU!**

CLOCKS
PEN AND
PENCIL SETS
UKULELES



FOOTBALLS

**DON'T
DELAY!**



TYPEWRITERS



CLOCKS
ALUMINUM WARE



YESSIRREE, A REAL
LIVE PONY FOR
YOUR VERY OWN!

**THIS IS AN AMAZING OFFER
NOTHING TO BUY—ALL GIVEN
MAIL COUPON BELOW...**

Candid Cameras with Carrying Case, Telescopes,
Watches (sent ppd.) SIMPLY GIVE pictures with White
CLOVERINE Brand SALVE easily sold to friends,
neighbors, relatives at 35¢ a box (with picture).
Alarm Clocks, Aluminum Ware, Billfolds, Record
Players, Dresser Sets, etc. **GET BIG FREE CATALOG**

EXTRA FREE GIFT FOR MAILING COUPON NOW

You'll receive "PUZZLES" — a thrilling collection of
15 puzzles—18 riddles. All real stumpers but easy when
you know how—and we give you all the answers.
Work 'em on your friends—they'll think you're a real
smarty! Great fun for everybody! **MAIL COUPON!**



BOW &
ARROW
SETS

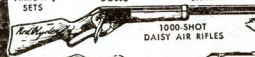
MAIL
CARD



ELECTRIC
DEEP FRYERS
WRIST WATCHES
DOLLS



PENCIL
SHARPENERS



1000-SHOT
DAIST AIR RIFLES



DOLLS



BICYCLES



22-CALIBRE RIFLES

SOLD BY AGENTS
AND DRUG STORES
EVERYWHERE

Guaranteed by
Good Housekeeping
Co. and all authorized trading



MAIL COUPON ("Puzzles" will be sent
to you absolutely FREE)

Wilson Chemical Co., Dept. 115-10 Tyrone, Pa. Date.....
Gentlemen: Please send me an trial 14 colorful art pic-
tures with 14 boxes of White CLOVERINE Brand SALVE to
sell at 35¢ a box (with picture). I will remit amount asked
within 30 days, select a Premium or keep Cash Commis-
sion as explained under Premium wanted in catalog sent
with order, postage paid to start. Be sure to send my
FREE "PUZZLES:"

NAME _____ AGE _____
ST. _____ R. D. _____ BOX _____
TOWN _____ ZONE NO. _____ STATE _____
PRINT LAST NAME HERE

Paste coupon on postal card or mail in envelope today

WILSON CHEMICAL COMPANY

Dept. 115-10 Tyrone, Pa.

BIG TOWN



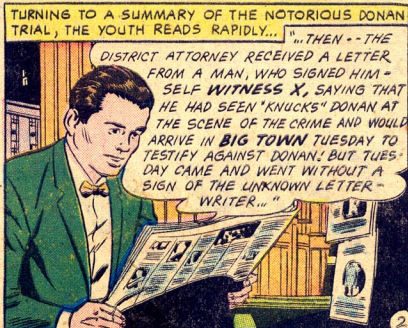
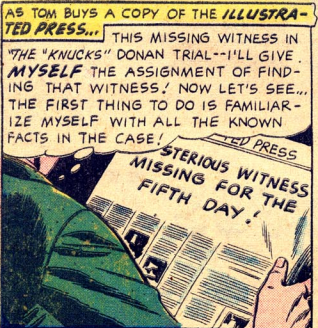
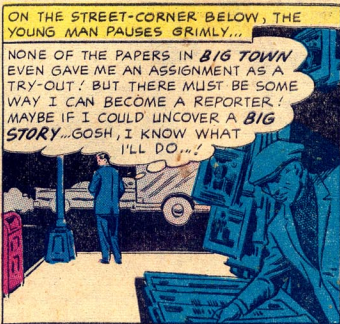
IN THE TRIAL FOR ROBBERY OF NOTORIOUS CROOK "KNUCKS" DONAN, THE MYSTERY EYE-WITNESS THE STATE WAS DEPENDING ON HAD VANISHED INTO THE BLUE. IT WAS A SITUATION MADE TO ORDER FOR ANY REPORTER--BUT ESPECIALLY FOR YOUNG TOM JONES WHO, SINCE NONE OF **BIG TOWN'S** NEWSPAPERS WOULD HIRE HIM, **GAVE HIMSELF** THE ASSIGNMENT TO--

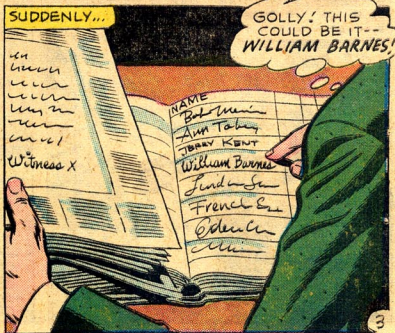
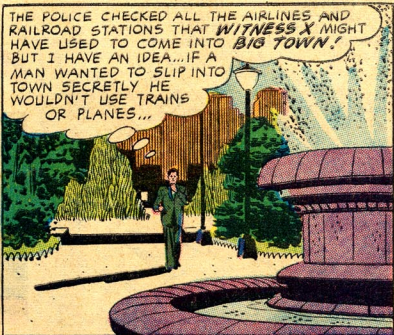
Find Witness X!

BIG TOWN, No. 48, Nov.-Dec., 1957. Published bi-monthly by NATIONAL COMICS PUBLICATIONS, INC., 2nd & Dickey Sts., Sparta, Ill. Editorial, Executive offices and Subscriptions, 480 LEXINGTON AVE., NEW YORK 17, N. Y. Whitney Ellsworth, Editor. Yearly subscription in the U. S., 75c. Including postage. Foreign, \$1.50 in American funds. For advertising rates address Richard A. Faldon & Co., 205 East 42nd Street, New York 17, N. Y. ©1957 by National

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Printed in U.S.A.





THE HANDWRITING IN THIS REGISTER SURE SEEMS TO MATCH THE WRITING IN THIS LETTER **WITNESS X** WROTE TO THE DISTRICT ATTORNEY...

Important
MURDER!

Witness X

NAME
Bob Merwin
Ann Tobey
JERRY KENT
William Barnes
Linda
Tom
Edw

WILLIAM BARNES? YES, HE HAD CABIN 21, BUT IT'S UNOCCUPIED NOW...

MOMENTS LATER...

THE MOTEL OWNER REMEMBERS WILLIAM BARNES BUT ALL HE COULD TELL ME WAS THAT BARNES LEFT HERE WITH A COUPLE OF MEN WHO CAME TO PAY HIM A VISIT--**FIVE DAYS AGO!**

21

IT ALL FITS--BARNES MUST HAVE BEEN THE MYSTERIOUS **WITNESS X**! BUT WHO WERE THE MEN WHO VISITED HIM? WHERE DID THEY TAKE HIM? I'VE GOT TO FIND SOME LEAD-- SOME CLUE--

AS THE YOUNG WOULD-BE-REPORTER SCOURS THE MOTEL ROOM...

MAYBE BARNES LEFT SOMETHING BEHIND--SOME INDICATION WHO HE REALLY WAS--OR WHO HIS VISITORS WERE! I CAN'T GET STUCK LIKE THIS--**WAIT--**

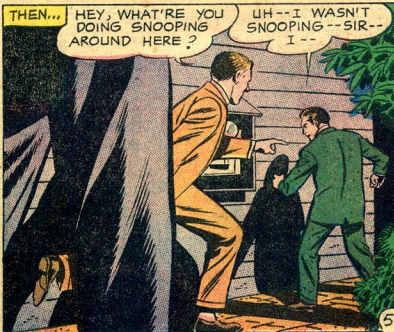
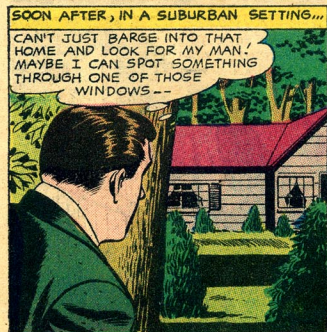
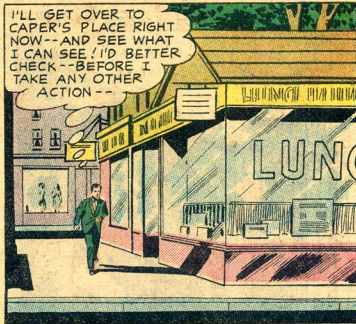
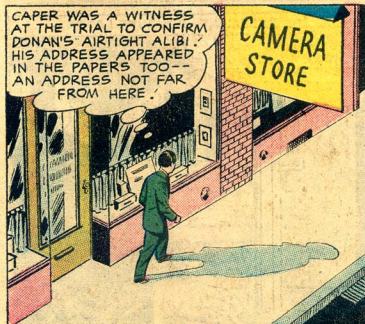
SUDDENLY, TOM'S HAND DARTS TO THE REAR OF THE DRESSER-DRAWER AND EMERGES WITH...

--A ROLL OF EXPOSED FILM! THIS COULD HAVE BEEN UNINTENTIONALLY LEFT HERE BY SOMEONE ELSE--BUT IT ALSO COULD BE THE **CLUE I'M LOOKING FOR!** I MUST GET IT DEVELOPED AT ONCE!

NOT LONG AFTERWARD AT A PHOTOGRAPHIC SHOP NEARBY...

I FINISHED YOUR ROLL AS FAST AS I COULD, MR. JONES, BUT THERE WAS ONLY **ONE EXPOSED NEGATIVE** IN IT!

LET ME SEE IT, PLEASE!



THINKING FAST, THE YOUTH WHIPS OUT A NOTE-BOOK AND PENCIL FROM HIS POCKET...

I'M HERE TO READ YOUR GAS METER! I'M NEW ON THE JOB AND I HAD TO FIND IT FIRST...

OH! WELL, READ IT-- AND BEAT IT!

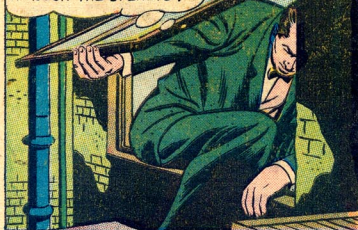


SOON... THEY'VE GONE BACK TO THE HOUSE! THEY WERE THE ONES IN THE PHOTO, ALL RIGHT! BUT HOW CAN I FIND OUT IF THEY HAVE WILLIAM BARNES CAPTIVE HERE?



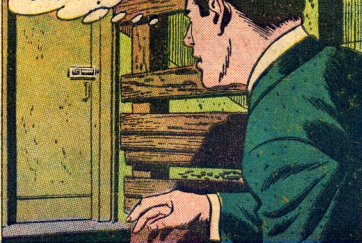
THEN, AS THE ALERT, SELF-ASSIGNED REPORTER KNEELS...

I NOTICED THIS BASEMENT WINDOW SEEMED LOOSE-- THERE-- IT WASN'T HOOKED PROPERLY! I'LL JUST BARELY GET THROUGH THE OPENING!



INSIDE THE BASEMENT, MOMENTS LATER...

NO ONE DOWN HERE! WONDER WHAT'S IN THAT STORAGE CLOSET?



AS TOM THROWS BACK THE BOLT OF THE STORAGE ROOM...

YOU-- YOU'RE WILLIAM BARNES, RIGHT?

Y-YES! THAT WAS THE NAME I USED AT THE MOTEL! M-MY REAL NAME IS WALLACE-- HARVEY WALLACE! BUT--



SHH-- YOU'RE WITNESS X! I'VE COME TO RESCUE YOU! FOLLOW ME-- QUIETLY AS YOU CAN!



SUDDENLY, AS THE DUO NEARS THE ESCAPE WINDOW, THE BASEMENT LIGHT FLASHES ON...

I TOLD YOU I HEARD A NOISE DOWN HERE!

IT'S THAT FELLOW WE SAW OUTSIDE--HE'S FREED OUR PRISONER!



AS THEY DART BEHIND THE FURNACE TO MOMENTARY SAFETY--

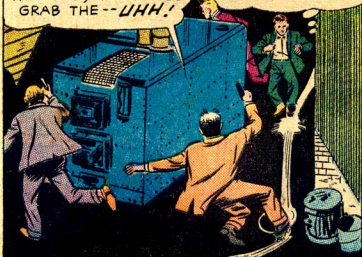
I'VE GOT NO WEAPON TO USE AGAINST THOSE THUGS... WHAT'S THIS? AN OLD ROLLER SKATE SOMEONE LEFT HERE-- MAYBE I CAN USE IT--



WITH HIS FOOT, THE WOULD-BE-NEWSMAN PUSHES THE SKATE OUT TOWARD HIS ONCOMING FOE, AND...

I'LL TAKE THIS ONE, HARRY--YOU GRAB THE-- UHH!

STEPPED ON THE SKATE-- JUST AS I HOPED!



BEFORE THE STARTLED THUG CAN RECOVER--

TACKLE THE OTHER ONE, MR. WALLACE!



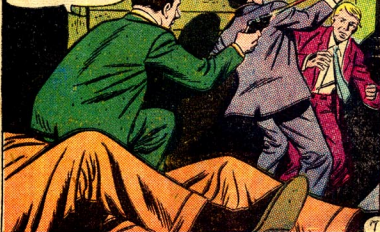
AS WALLACE AND THE SECOND CROOK COME TO GRIPS...

ANOTHER MOMENT AND I'LL HAVE MY GUN IN POSITION TO--



BUT THEN...

OKAY, MR. WALLACE! NOW THAT THESE TWO THUGS ARE DISARMED WE'LL MAKE THEM OUR PRISONERS!



LATER, AFTER THE GUNMEN HAVE BEEN TURNED OVER TO THE POLICE, **WITNESS X** TALKS TO THE DISTRICT ATTORNEY...

I'M A TRAVELING SALESMAN, MR. DISTRICT ATTORNEY. I SAW DONAN AT THE SCENE OF THE ROBBERY--BUT I DIDN'T THINK ANYTHING MORE ABOUT IT--UNTIL I SAW HIS PICTURE IN THE PAPERS AND LEARNED HE WAS ON TRIAL. THEN I WROTE YOU THAT LETTER...



THAT WAS A CLEVER STUNT, MR. WALLACE. IT TURNED OUT TO BE THE CLUE THAT LED ME TO YOU.

IT SURE WAS A LIFE-SAVER-- THANKS TO YOU.



AS TOM AND THE MAN HE SAVED GET A MOMENT TOGETHER...

I DON'T KNOW HOW THOSE THUGS FOUND ME AT THE MOTEL, BUT WHEN I SAW THEM OUTSIDE MY WINDOW I GUESSED WHAT THEY WERE UP TO. SO I SNAPPED A PICTURE OF THEM AND MANAGED TO GET THE FILM OUT OF THE CAMERA BEFORE THEY CAME INTO MY CABIN--



LATER, AT THE **ILLUSTRATED PRESS**, IN THE OFFICE OF PUBLISHER MCGRATH...

SO YOU'RE NOT TOM JONES-- YOU'RE **TOM MCGRATH**, THE SON OF OUR PUBLISHER!?

YES, SIR, MR. WILSON! I WANTED TO MAKE GOOD ON MY OWN, THAT'S WHY I DIDN'T USE MY RIGHT NAME.



I WANTED TOM TO GO INTO GOVERNMENT DIPLOMATIC SERVICE, STEVE! THAT'S WHY I KEPT HIM FROM THE OFFICE. BUT I GUESS HE'S A BORN REPORTER!

HE IS, MR. MCGRATH!

NOW I KNOW WHY THERE WAS SOMETHING FAMILIAR ABOUT TOM-- THE RESEMBLANCE TO HIS FATHER!



THAT AFTERNOON, AS STEVE AND HIS NEWEST REPORTER GO TO LUNCH...

TOM, ONE OF THE HARDSHIPS OF CUB REPORTERS IS THAT I LECTURE THEM AT LUNCH!

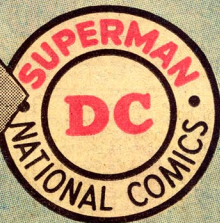
THAT'S ONE HARDSHIP I'M LOOKING FORWARD TO, MR. WILSON!



SEE THE ILLUSTRATED PRESS DONAN GUILTY! WITNESS X HELPS CONVICT THIEF!

The End 8

The **OLDEST SYMBOL**
in **COMICS...** and
of the **BEST** in
COMICS READING!



LOOK FOR IT ON THE
COVER BEFORE YOU BUY
ANY COMICS MAGAZINE!

For
EXAMPLE
ON THE
COVERS
...of...



JUST
TWO
OF THE
GREAT
MAGAZINES
BEARING
THIS GREAT
SYMBOL!

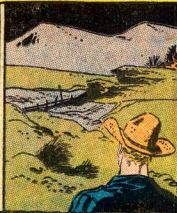
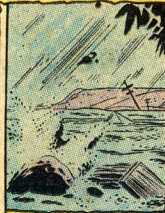
On Sale
AT ALL NEWSSTANDS!

TEDDY ROOSEVELT *Guardian of Nature*

ALL NATURE IS IN DELICATE BALANCE--BACTERIA AND PLANTS, INSECTS AND BIRDS AND ANIMALS DEPENDING ON EACH OTHER TO KEEP LIFE GOING ON OUR PLANET. BUT MAN'S WASTEFUL DESTRUCTION UPSETS THIS BALANCE AND THEREBY THREATENS HIS OWN SURVIVAL.



A RUINED FOREST, FOR EXAMPLE, RESULTS IN A LOSS OF LUMBER, ANIMAL AND BIRD LIFE, AND CAUSES A CHAIN REACTION OF FLOODS, WASHED-AWAY SOIL AND IMPOVERISHED LAND...



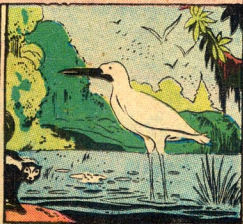
... AND WHERE SOIL IS GONE, MEN MUST GO.

A MAN WHO UNDERSTOOD THIS AND BECAME A PIONEER IN CONSERVATION WAS OUR 26th PRESIDENT, THEODORE ROOSEVELT...

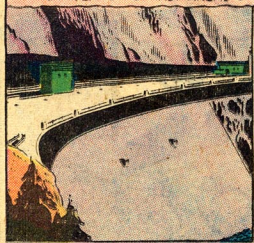


... WHOSE CENTENNIAL WILL BE CELEBRATED THIS COMING YEAR.

THROUGH HIS EFFORTS, MILLIONS OF ACRES WERE ADDED TO OUR FOREST RESERVES FOR CONTROLLED USE, NATIONAL PARKS WERE CREATED, AND WILDLIFE SANCTUARIES ESTABLISHED.

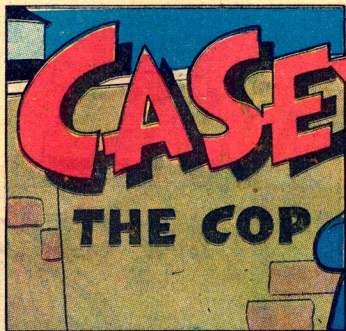


RECLAMATION PROJECTS, LIKE THE ROOSEVELT DAM, RESULTED IN THE IRRIGATION OF VAST AREAS OF ARID, STERILE LAND...

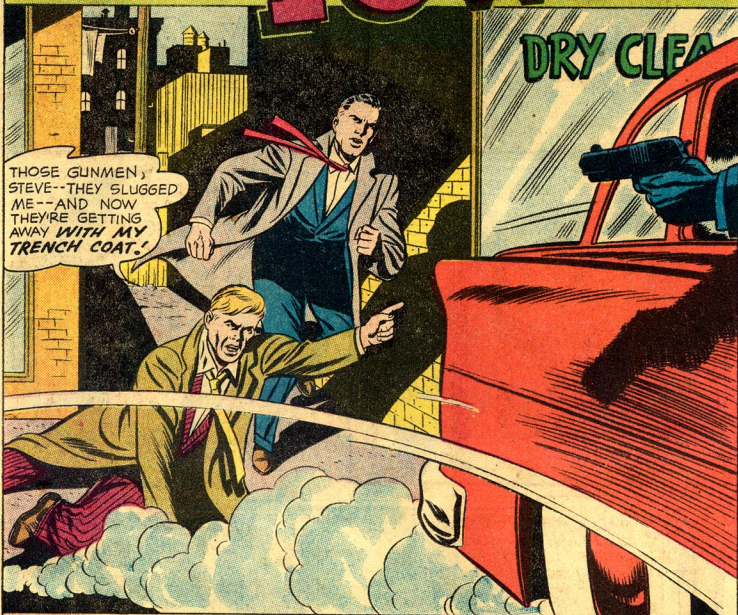


TEDDY ROOSEVELT LED THE WAY IN SHOWING US HOW TO MAINTAIN NATURE'S BALANCE--AND OUR GREATEST TESTIMONIAL TO HIM WOULD BE THE CONTINUED WISE USE AND PRESERVATION OF OUR FORESTS AND WILDLIFE, OUR SOIL AND WATER, FOR MANKIND'S ENRICHMENT.





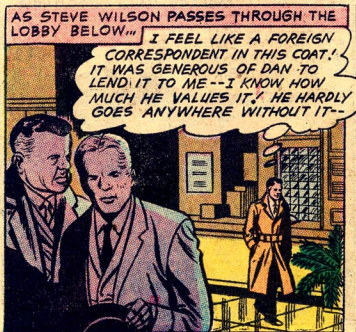
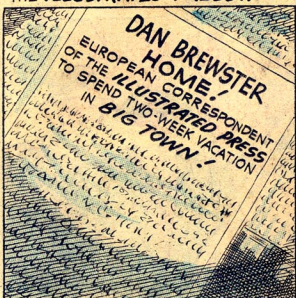
BIG TOWN

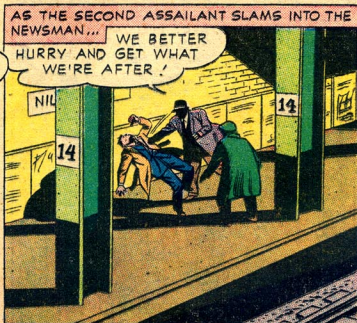
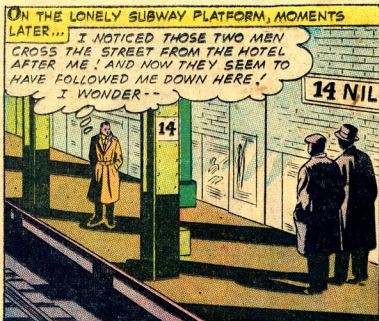


DAN BREWSTER, ONE OF THE BEST EUROPEAN CORRESPONDENTS ON THE STAFF OF THE *ILLUSTRATED PRESS*, HAD HARDLY SET FOOT BACK IN **BIG TOWN** WHEN STRANGE EVENTS BEGAN TO HAPPEN--WHICH PUT DAN AND HIS EDITOR STEVE WILSON HOT ON THE MYSTERIOUS TRAIL OF--

The **DANGEROUS COAT**
of **DAN BREWSTER!**

ON ONE OF THE INNER PAGES OF THE **ILLUSTRATED PRESS**...





LATER, AFTER STEVE HAS REACHED HOME AND PHONED IN A DESCRIPTION OF HIS ASSAILANTS TO THE POLICE...

I MUST REMEMBER TO SEND THIS COAT BACK TO DAN IN THE MORNING--NOW THAT I LOOK AT IT, I WONDER...IS IT POSSIBLE THOSE THUGS WEREN'T AFTER ME AT ALL?



SINCE I WAS WEARING DAN'S TRENCH-COAT--MAYBE THEY MISTOOK ME FOR DAN BREWSTER! PERHAPS THEY WERE AFTER SOMETHING SPECIAL THAT DAN WAS CARRYING AROUND. HMM!



THE FOLLOWING MORNING...

GLAD YOU GOT BACK YOUR COAT, DAN. SAY, HOW ABOUT HAVING LUNCH WITH ME TODAY--

SWELL, STEVE!



AT NOON IN THE VETERAN NEWSMAN'S FAVORITE RESTAURANT...

--AND AFTER THE MEN GOT AWAY, DAN, IT OCCURRED TO ME THAT MAYBE THEY HAD MISTAKEN ME FOR YOU-- SINCE I WAS WEARING YOUR COAT!

GOSH, STEVE! THAT TIES IN WITH SOMETHING THAT I NOTICED YESTERDAY!



FROM YOUR DESCRIPTION OF THOSE TWO THIEVES, THEY WERE THE SAME MEN THAT I SPOTTED FOLLOWING ME FROM THE AIRPORT TO MY HOTEL. I THINK THEY WERE PASSENGERS ON THE SAME AIR-FLIGHT I WAS ON!



IT SEEMS ODD THAT THEY MISTOOK ME FOR YOU, DAN. THERE WAS ENOUGH LIGHT ON THAT PLATFORM --AND WE DON'T LOOK ALIKE. YOU KNOW, THERE'S ANOTHER POSSIBILITY!

WHAT'S THAT, STEVE?



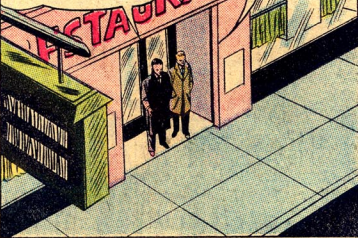
YOUR COAT! IT'S THE ONE THING WE HAD IN COMMON BETWEEN US YESTERDAY! THEY FOLLOWED YOU--AND THEY ATTACKED ME! AND EACH TIME YOUR COAT WAS INVOLVED!

I THINK YOU'VE HIT IT, STEVE!



WE'D BETTER HAVE A LOOK AT THAT COAT OF YOURS! I NOTICE YOU'RE NOT WEARING IT! DID YOU LEAVE IT AT THE HOTEL?

NO, I TOOK IT TO THE CLEANERS THIS MORNING-- AFTER I GOT IT BACK FROM YOU!



WE'LL EXAMINE THE COAT AT THE CLEANERS, DAN! IT MUST HOLD THE ANSWER TO THIS MYSTERY!



MEANWHILE, IN THE CLEANING STORE...

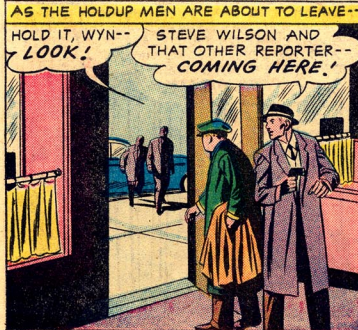
HERE'S THE COAT, WYN!

OKAY! LISTEN, MISTER-- STAY PUT HERE AND DON'T CALL THE POLICE-- AND YOU'LL STAY HEALTHY!



AS THE HOLDUP MEN ARE ABOUT TO LEAVE-- HOLD IT, WYN-- LOOK!

STEVE WILSON AND THAT OTHER REPORTER-- COMING HERE!



YOU--GET TO THE DOOR--TELL THOSE TWO THIS STORE IS CLOSED! TALK STRAIGHT-- WE'LL BE LISTENING, GET ME?

A-ALL RIGHT!



AT THE DOOR A MOMENT LATER...

SORRY, THE STORE IS CLOSED NOW.

TOO BAD--GUESS WE'LL HAVE TO COME BACK LATER, STEVE.

THAT'S ODD--

BIG TOWN
DRY CLEAN

S.O.S.

AS STEVE'S KEEN EYE NOTICES SOMETHING WHICH HIS COMPANION FAILS TO SEE...

WHAT'S HE DOING WITH HIS HANDS!?

S.O.S.

AFTER THE OWNER HAS LOCKED THE DOOR--

GOOD GOSH! THAT MAN WAS GIVING US A **DISTRESS SIGNAL--S.O.S.**--BY COVERING THE LAST FOUR LETTERS IN THAT NAME!

LISTEN, DAN, PRETEND NOTHING'S HAPPENED.

BIG TOWN
DRY CLEAN
S. OSTMAN

NO TIME TO EXPLAIN! I'VE GOT TO GET A LOOK IN THAT STORE. SOMETHING FISHY IS GOING ON IN THERE. STAY HERE AND COVER THE FRONT--

OKAY!

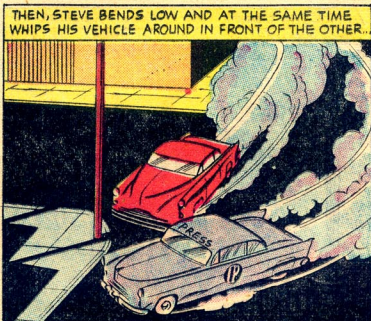
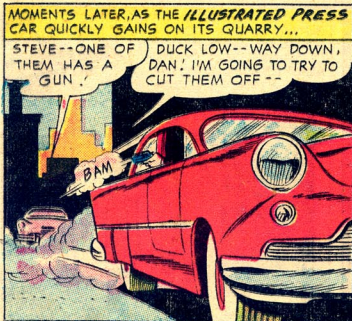
SWIFTLY, THE VETERAN NEWSMAN MOVES TOWARD THE REAR OF THE STORE...

THERE MUST BE A WINDOW OR DOOR IN BACK I CAN OPEN--OR SOME WAY I CAN LOOK IN THERE! I'M CONVINCED THAT MAN IS IN DANGER!

SUDDENLY, A SHOUT RENDS THE AIR...

STEVE!
HELP!

DAN'S VOICE--!



BEFORE THE SECOND THUG CAN LEVEL HIS GUN, STEVE'S FIST CONNECTS...

NICE TEAMWORK, STEVE! YOU'VE TAKEN CARE OF ONE-- AND I'VE GOT THE OTHER!



AT POLICE HEADQUARTERS SOON AFTER...

...AND THOSE TWO ARE MUCH-WANTED INTERNATIONAL JEWEL THIEVES, STEVE! THE ONLY THING I CAN'T SEE IS WHY THEY SHOULD HAVE GONE TO SO MUCH TROUBLE TO GET DAN BREWSTER'S COAT...



THEN, AS THE COAT IS PLACED ON A TABLE...

DAN--LT. GREGGORY-- RUN YOUR FINGERS THROUGH THE COAT.

DON'T FEEL ANYTHING YET!



SUDDENLY, STEVE RIPS A SEAM IN THE COAT'S HEM AND--

HERE THEY ARE! DIAMONDS-- BEAUTIES!

IT'S ALL CLEAR NOW! BREWSTER ACCIDENTALLY EXCHANGED COATS WITH ONE OF THOSE THIEVES OVER IN EUROPE! BUT THEY HAD HIDDEN THEIR STOLEN DIAMONDS IN THIS ONE!



--SO THEY DECIDED TO LET YOU SMUGGLE THE JEWELS INTO THIS COUNTRY FOR THEM--FIGURING TO GET THE COAT BACK AGAIN ONCE THEY WERE SAFELY PAST CUSTOMS.

SO THAT'S IT! THESE COATS ARE COMMON IN EUROPE, STEVE-- NO WONDER WE GOT THEM MIXED UP!



LATER, AFTER DAN BREWSTER'S OWN COAT IS RETURNED, HE GETS A VISITOR...

DAN, YOUR COAT BROUGHT US ONE OF THE BEST STORIES OF THE YEAR--SO I WENT OUT AND GOT ONE JUST LIKE IT!

HA-HA! LOOKS LIKE I'M STARTING A FAD, STEVE!



THE END

ODD NEWS ITEMS!

A UNIQUE PUBLISHING EXPERIMENT WAS INITIATED IN CHICAGO IN DECEMBER, 1911, WHEN A NEWS-PAPER APPEARED WITHOUT A SINGLE ADVERTISEMENT. PRICED AT 1¢, **THE DAY BOOK** HOPED "TO SECURE ALL ITS REVENUE FROM ITS READERS IN ORDER THAT THE PAPER MIGHT BE UNDER NO OBLIGATION TO ANYBODY SAVE TO US!"

BUY YOUR **DAY BOOK** FOR A PENNY! ALL NEWS--NO ADS!

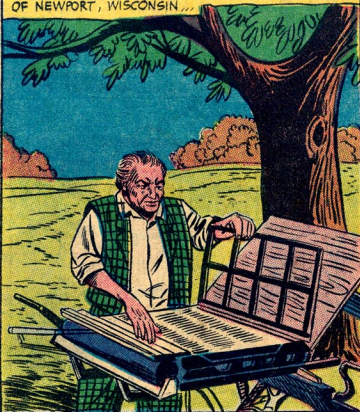


PRIOR TO OUR ENTRANCE IN WORLD WAR I, CERTAIN AMERICAN NEWSPAPERS WENT TO EXTRAORDINARY EFFORTS TO SHOW THEIR STRICT NEUTRALITY. A RATHER AMUSING EXAMPLE OF THIS WAS DEMONSTRATED IN THE STREAMER HEADLINES PRINTED IN THE 8TH AND 9TH EDITIONS OF A METROPOLITAN DAILY...

GERMANS FALL LIKE LEAVES
AT THE BATTLE OF YPRES!

ALLIES FALL LIKE LEAVES
AT THE BATTLE OF YPRES!

WESTERN FRONTIER PRINTERS OCCASIONALLY STARTED A NEWSPAPER BEFORE THE ARRIVAL OF SETTLERS. TYPICAL OF THESE PAPERS WAS THE WISCONSIN **MIRROR**, IN WHICH EDITOR-PUBLISHER ALANSON HOLLY PRINTED HIS PAPER IN THE WOODS OF NEWPORT, WISCONSIN...



IN AN ATTEMPT TO BOOST CIRCULATION DURING 1904, THE **UNITED STATES DAILY** PRINTED A SMALL TRI-CORNERED RED COUPON IN EACH OF ITS EDITIONS. THE COUPONS COULD BE EXCHANGED FOR PREMIUMS RANGING FROM MARBLE CLOCKS TO BICYCLES TO AUTOMOBILES...

I'VE SAVED ENOUGH COUPONS
TO GET A BICYCLE!



BE MY GUEST AT
PALISADES AMUSEMENT
PARK, NEW JERSEY.

THIS COUPON ENTITLES
YOU TO

FREE Admission--
FREE Acts--
FREE PARKING!



**WORTH
25¢**

THIS COUPON
APPEARS IN

**ALL NOV. and
DEC. ISSUES**

**ADMIT ONE (1) To
PALISADES
AMUSEMENT PARK
NEW JERSEY**

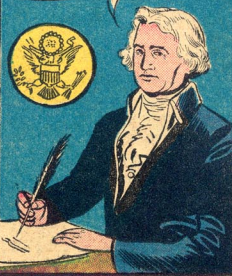
**GOOD MONDAYS and FRIDAYS
(EXCEPT HOLIDAYS) UNTIL 9 P.M.**

**Direct Buses from N.Y. 167th St. & B'way
41st St. & 8th Ave.**

FAMOUS NEWSPAPER QUOTES!

PRESIDENT THOMAS JEFFERSON
HELD NEWSPAPERS IN SUCH HIGH
ESTEEM THAT HE ONCE COM-
MENTED...

"WERE IT LEFT FOR ME
TO DECIDE WHETHER WE SHOULD
HAVE A GOVERNMENT WITHOUT
NEWSPAPERS OR NEWSPAPERS
WITHOUT GOVERNMENT, I SHOULD
NOT HESITATE A MOMENT TO
PREFER THE LATTER..."



THE 19TH CENTURY SCOTTISH
ESSAYIST THOMAS CARLYLE
IS CREDITED WITH FIRST APPLY-
ING THE TERM "FOURTH ESTATE"
TO THE WORLD OF JOURNALISM...

BURKE SAID THERE WERE THREE
ESTATES IN PARLIAMENT; BUT,
IN THE REPORTERS' GALLERY
YONDER, THERE SAT A **FOURTH**
ESTATE MORE IMPORTANT BY
FAR THAN THEY ALL!



WHENEVER THE LATE HUMORIST
WILL ROGERS REPEATED HIS
FAMOUS NEWSPAPER STATEMENT,
HE DIDN'T KNOW THAT A SIMILAR
REMARK HAD BEEN MADE BY JOHN
BRIGHT IN 1861: "I KNOW NOTHING
BUT WHAT IS IN THE PAPERS."

**ALL I KNOW IS WHAT I
SEE IN THE PAPERS!**





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.



BIG TOWN



BIG TOWN

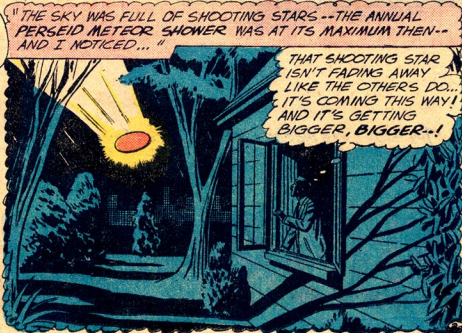
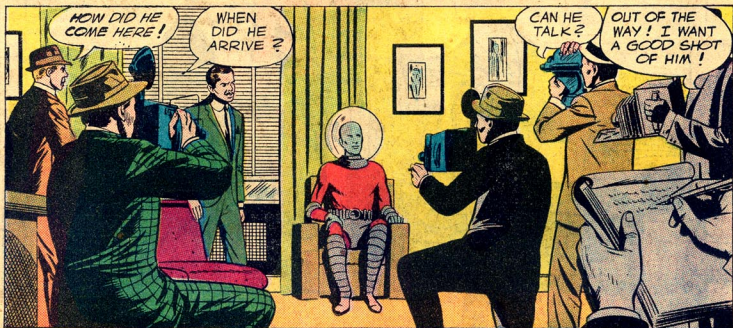
I'LL BELIEVE MARO IS A MOON MAN IF HE PASSES THIS TEST, ANSON!

WH-WHAT DO YOU HOPE TO PROVE WITH A CIGARETTE LIGHTER, WILSON?



THE STORY WAS INCREDIBLE, BUT NO ONE COULD PROVE IT WASN'T TRUE, AND OVERNIGHT THE PUBLIC THRILLED TO THE AMAZING TALE OF MARO--THE MOON MAN--AND EASILY SPENT A FORTUNE TO SEE "THE MAN FROM THE MOON" ON EXHIBITION! BUT IN ALL THE TURMOIL ACE NEWSMAN STEVE WILSON KEPT HIS HEAD, AND FINALLY TURNED UP WITH THE STARTLING SOLUTION TO THE ...

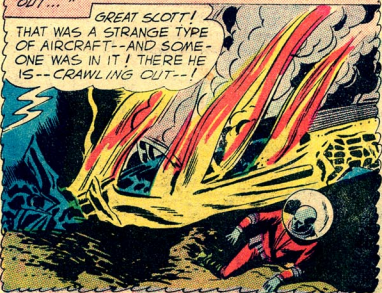
MYSTERY of the MOON MAN!



"THE NEXT MOMENT THERE WAS A TREMENDOUS CRASH OUTSIDE MY WINDOW, AND WHEN I RAN OUT..."

GREAT SCOTT!

THAT WAS A STRANGE TYPE OF AIRCRAFT--AND SOMEONE WAS IN IT! THERE HE IS--CRAWLING OUT--!



"I FINALLY GOT THE IDEA, INCREDIBLE AS IT SOUNDED..."

YOU MEAN YOU'RE FROM--THE MOON!?

YESS-- MARO FROM ... MOON!



"MARO AGREED TO LET ME BE HIS MANAGER, IN RETURN FOR MY SAVING HIS LIFE! AND SO..."

I CALLED THIS PRESS CONFERENCE AS THE FIRST STEP IN BRINGING MARO TO THE ATTENTION OF THE PUBLIC! IF THE GOVERNMENT WANTS TO QUESTION HIM, IT CAN--BUT I'M HIS MANAGER AND HE DOES NOTHING WITHOUT MY OKAY!



"THE FLYER WAS SERIOUSLY HURT AND NEEDED HELP! I TOOK CARE OF HIM, AND TAUGHT HIM OUR LANGUAGE..."

YOU SAY YOUR NAME IS MARO... BUT YOU HAVEN'T MADE IT CLEAR TO ME WHERE YOU'RE FROM...

MARO--FROM--



"IT TURNED OUT HE WAS FROM THE DARK SIDE OF THE MOON, THE SIDE WE HERE ON EARTH NEVER SEE!"

YESSS... MARO'S PEOPLE... HAVE CITY... ON... DARK SIDE!

WHAT A BREAK THIS IS FOR ME! NO ONE KNOWS ABOUT MARO YET! I CAN MAKE A FORTUNE, BECOME FAMOUS--AS HIS PROMOTER!



NOW I'LL HAVE MARO GIVE YOU A BRIEF DEMONSTRATION OF HIS EXTRAORDINARY POWERS! READY, MARO?

YESSSS--I AM READY...



AS THE MOON MAN GOES TO A SCREEN...

MARO... DRAW
PICTURE OF
MOON CITY...

WHAT'S HE DOING WITH
THAT FLASHLIGHT GIZMO?



THE NEXT MOMENT, AS THE STRANGE OBJECT IS
FLASHED AT THE SCREEN...

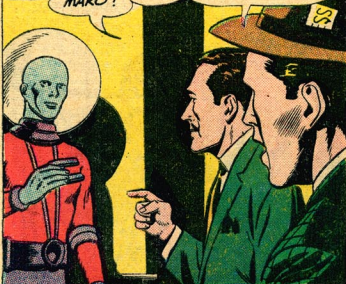
W--WHAT DID
HE DO?

THAT'S THE WAY HE
DRAWS PICTURES--
WITH THAT "DRAW-GUN",
AS HE CALLS IT!



NOW SHOW THEM THE
"WATER-MAGNETIZER,"
MARO!

WATER-
MAGNETIZER!?



WATCH! HE CAN PULL
WATER TO HIM--
LIKE A MAGNET
ATTRACTS IRON!

HOLY SMOKE!
TH--THAT'S
FANTASTIC!



I'VE SEEN
ENOUGH!

WHERE'S THE
NEAREST
TELEPHONE?

I GUESS
THEY'RE
CONVINCED
NOW, MARO--

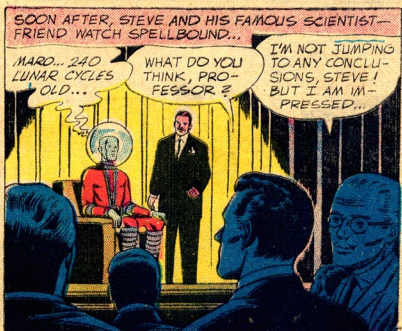
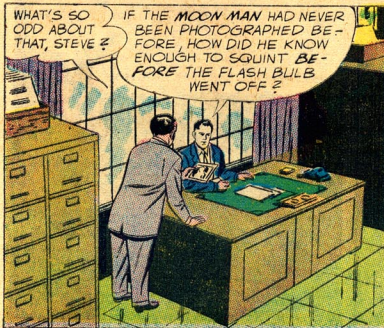


IN STEVE WILSON'S ILLUSTRATED PRESS OFFICE
NOT LONG AFTER...

EVERYBODY IN THE
COUNTRY IS TALKING
ABOUT THE MOON
MAN, STEVE!
IT'S A SEN-
SATIONAL
STORY!

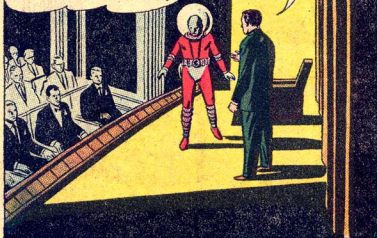
I KNOW--WE'RE GIVING
IT FULL COVERAGE,
CHARLEY! BUT, SOME-
HOW I DON'T LIKE
THE LOOKS OF IT...





AS THE AMAZING EXHIBITION CONTINUES...

NATURALLY IT IS VERY HARD FOR MARO TO WALK HERE ON EARTH! GRAVITY ON THE MOON IS ONLY ONE-SIXTH WHAT IT IS HERE... AND SO HE FEELS SIX TIMES HEAVIER!

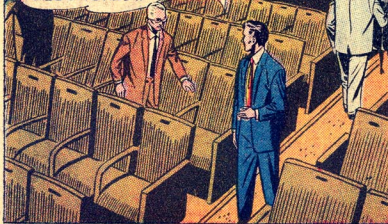


AND HE MUST WEAR THAT AIR-TIGHT HELMET AT ALL TIMES! SINCE THERE IS NO ATMOSPHERE ON THE MOON, MARO DARES NOT BREATHE OUR AIR-- IT WOULD SUFFOCATE HIM! INSIDE THAT HELMET IS A PERFECT VACUUM!



LATER, AFTER THE LUNAR SHOW HAS CONCLUDED...

THIS WAY, PROFESSOR! ANSON, THE "MOON-MAN'S" MANAGER, HAS AGREED TO GRANT US A PRIVATE INTERVIEW! SEEMS HE'S RATHER ANXIOUS TO HAVE MARO QUESTIONED...



...BUT I HAD TO PROMISE HIM THAT IF YOU FAIL TO EXPOSE MARO AS A FAKE, I'D BECOME THEIR PRESS REPRESENTATIVE! SO IT LOOKS LIKE THIS IS THE SHOWDOWN!

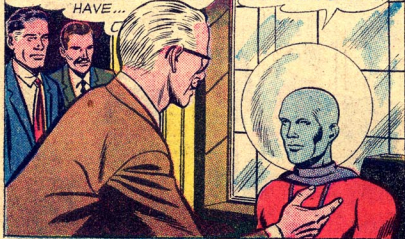
I'M READY, STEVE!



SOON AFTER, IN THE "MOON-MAN'S" SPECIAL LIVING QUARTERS BACKSTAGE...

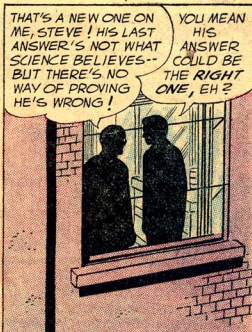
TELL ME, MARO-- IN YOUR CITY ON THE MOON, WHAT COLOR SUNSETS DO YOU HAVE...

ON AIRLESS MOON... NO SUNSETS! SUN GO DOWN... BUT NO SUNSET... SKY ALWAYS BLACK!



THAT'S TRUE! WITHOUT AN ATMOSPHERE THERE WOULDN'T BE ANY SUNSETS ON THE MOON, SINCE SUNSETS COME FROM THE DUST PARTICLES IN THE AIR! I'LL TRY ANOTHER ANGLE...







EXACTLY! DUST PARTICLES! * BUT THERE'S SUPPOSED TO BE A VACUUM IN THAT HELMET-- AND DUST PARTICLES ONLY FLOAT IN AIR! MARO IS AN OXYGEN-BREATHING EARTH-MAN!

*EDITOR'S NOTE: A SIMILAR EFFECT IS OBSERVED WHEN A BEAM OF LIGHT IS PROJECTED INSIDE A DARK MOVIE THEATER!



THE NEXT MOMENT...

THIS GUY IS TOO SMART, MARO! GRAB HIM--WE CAN'T LET HIM GET OUT OF HERE AND EXPOSE US!



SINKING MOMENTARILY TO HIS KNEES, THE ACE NEWS-MAN RECOILS WITH A BURST OF MUSCULAR FURY...



AT POLICE HEADQUARTERS, SOON AFTER...

I'M CHARGING THESE TWO WITH FRAUD, AND WITH ASSAULT ON YOU, STEVE ...

NEVER MIND THE LAST, LT. GREGGORY--SINCE THEY SUFFERED ALL THE DAMAGE! FRAUD'S ENOUGH...



LATER, AFTER THE HOAXERS HAVE CONFESSED...

MARO STAINED HIS SKIN WITH PRUSSIAN BLUE--A DYE OFTEN USED IN WOOL! HE'S AN EX-MAGICIAN--AND THOSE STUNTS HE PULLED WERE JUST CLEVER MAGIC TRICKS! HE AND ANSON SPENT YEARS IN PREPARATION FOR THIS FRAUD!



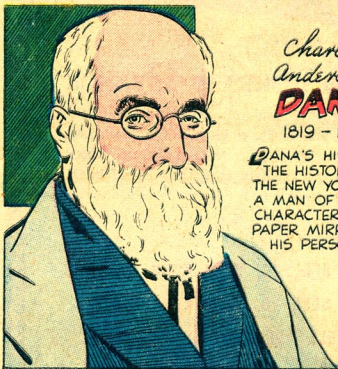
BACK AT THE OFFICE...

SO MARO TURNED OUT TO BE A PHONY, STEVE?

RIGHT, CHARLEY! THERE'S THE ONLY "MAN IN THE MOON"! EVERYTHING ELSE WAS JUST THE DREAMS IN A SWINDLER'S IMAGINATION!



HEADLINE HEROES



*Charles
Anderson*
DANA
1819 - 1897

DANA'S HISTORY IS THE HISTORY OF THE NEW YORK SUN. A MAN OF FORCIBLE CHARACTER, HIS PAPER MIRRORED HIS PERSONALITY.

IN 1847, HORACE GREELY BROUGHT DANA TO NEW YORK AS CITY EDITOR OF THE **TRIBUNE**, A POSITION HE CAPABLY FILLED FOR THE NEXT FIFTEEN YEARS.

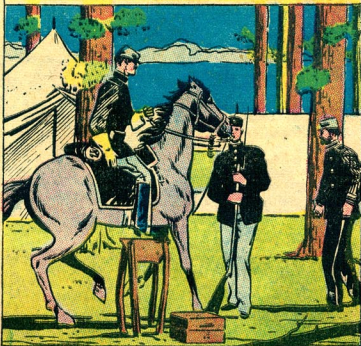


BECAUSE OF STRONG DIFFERENCES OF OPINION WITH GREELY, DANA RESIGNED AND SOON AFTER ACCEPTED A POST IN THE WAR DEPARTMENT. IN 1863, HE WAS APPOINTED ASSISTANT SECRETARY OF WAR IN PRESIDENT LINCOLN'S CABINET.

HERE ARE THE LATEST SECRET WAR REPORTS, MR. SECRETARY!



DANA SERVED AS A SPECIAL COMMISSIONER AT GENERAL GRANT'S HEAD-QUARTERS, WHERE HE REPORTED DAILY ON MILITARY OPERATIONS. HE PLAYED A MAJOR ROLE IN ENABLING THE ADMINISTRATION TO MEASURE ACCURATELY GRANT'S CAPACITIES.



AFTER THE CIVIL WAR, DANA PURCHASED THE NEW YORK SUN AND UNDER HIS SUPERVISION IT BECAME SUCH A LIVE, WITTY AND SPARKLING PAPER, THAT IT WAS REFERRED TO AS "THE NEWSPAPER MAN'S NEWSPAPER."

DO YOU WANT SPENDING MONEY?

Sell these popular Patriotic and Religious Mottoes

SEND US NO MONEY IN ADVANCE

Just write and ask us to send you 40 of these beautiful glittering mottoes which the public likes so well. Sell them easily and quickly to your friends and neighbors for only 35¢ each. At the end of 14 days send back, if you wish, all mottoes you have not sold, and send us only 25¢ for each you have sold. You keep all the rest of the money.

IF YOU SELL 25, YOU KEEP \$2.50

IF YOU SELL 30, YOU KEEP \$3.00

IF YOU SELL ALL 40 YOU KEEP \$4.00

REMEMBER: No money is needed in advance. You take no risks. You can return all the mottoes you do not sell. You do not pay shipping costs or split your commission. You keep all the profit on each sale.



WRITE
FOR COMPLETE
DETAILS
TO ➡

STEPHENS CREDIT SALES

Dept. N-9 P. O. Box 1004
Nashville, Tennessee

Check the Kind of Body YOU Want:

*Charles
Atlas*

holder of the Title
"The World's
Most Perfectly
Developed Man."

- ☐ Slimmer Waistline and Hips
- ☐ Broader Chest and Shoulders
- ☐ More Weight, Solid in All The RIGHT PLACES
- ☐ More Powerful Arms and Grip
- ☐ More Powerful Leg Muscles
- ☐ More Energy, Vigor and Vitality, Sleep More Restfully

...Prove to Yourself I Can Make You Over—from Head to Foot!

IN ONLY 15 MINUTES A DAY

YES, it's yours for the asking—the kind of body **YOU** want! Just tell me **WHERE** you need it—and I'll add **SOLID INCHES** of powerful new muscle—make your entire body over into the kind of power house that women admire and respect.

Do you want broader shoulders — pounds off your waist and hips — more powerful arms — handsome legs — a mid-section with solid-steel muscle? Just check what you want right in the coupon below. You can get it in just 15 minutes a day—right in the privacy of your room.

I don't care if you are 15 or 50—skinny or fat. My methods are famous for working **FAST**—getting **RESULTS** on skinny run-down bodies—turning flabby skin and bones into **SOLID MUSCLE!**

WHAT'S MY SECRET?

"**DYNAMIC TENSION!**" That's the ticket! The identical natural method that I myself developed to change my body from the scrawny weakling I was at 17 to my present superman physique! Thousands of fellows are becoming marvelous physical specimens—my way. I give you no gadgets

or contraptions. You simply use the *dormant* muscle-power in your own God-given body—watch it increase and multiply double-quick into real solid **LIVE MUSCLE.**

My method—"Dynamic Tension" is so easy! Spend only 15 minutes a day in your own home. From the very start you'll be using my method of "*Dynamic Tension*" almost unconsciously every minute of the day—to **BUILD MUSCLE** and **VITALITY.** And you'll be using the method which many great athletes use for keeping in condition for boxing, wrestling, baseball, football, tennis and every other sport.

FREE My Valuable Illustrated 32-Page Book. NOT \$1.00 —NOT 10c—but **FREE!**

Send now for my 32-page book, describing my famous method—packed with photographs and valuable advice. Tells how **YOU** can develop big powerful muscles; excel in athletics; develop a magnetic personality—and more. Shows what "*Dynamic Tension*" has done for thousands of other fellows, young and old.

This book is a real prize, yet I'll send you a copy absolutely **FREE.** Rush coupon to me personally: **CHARLES ATLAS, Dept. 354-L 115 E. 23rd Street, New York 10, N.Y.**



Valuable Trophy Given Away

Be the envy of friends! Win this strikingly handsome "Atlas Champion" Trophy. Over 1½ ft. high! All pupils eligible.

LOOK At These RESULTS:

"Have put 3½" on chest (normal), 2½ expanded." — F. S. N. Y.



"When I started your course I weighed only 141. Now weigh 170." — T. K. N. Y.



"My arms increased 1½" chest 2½" forearm 1½" — C. W. N. Y.



CHARLES ATLAS, Dept. 354-L 115 East 23rd Street, New York 10, N.Y.

Dear Charles Atlas: Here's the kind of Body I Want:

(Check as many as you like)

- ☐ More Weight—Solid—in The Right Places
- ☐ Broader Chest, Shoulders
- ☐ Powerful Arms, Legs, Grip
- ☐ Slimmer Waist, Hips
- ☐ Better Sleep. More Energy

☐ If under 14 years of age check for Booklet A.

Send me absolutely **FREE** a copy of your famous book showing how "*Dynamic Tension*" can make me a new man—32 pages, crammed with photographs, answers to vital questions, and valuable advice. No obligation.

Name _____ Age _____

(Please Print Plainly)

Address _____

City _____ State _____

ARCHERY SET
LEMONWOOD BOW

MOONSCOPE

ELECTRONIC
TRANSISTOR
RADIO KIT



CUCKOO-
STYLE
CLOCK



WATERPROOFED PUP TENT



ENGINE POWERED
TURBOJET



DAISY "EAGLE"
AIR RIFLE & SCOPE



3-SPEED ELECTRIC
PHONOGRAPH



WYATT EARP
SET WITH
BUNTLINE
GUN



GIRLS'
TRAVEL CASE



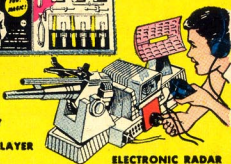
RANGER
AXE & KNIFE
KIT



ELVIS PRESLEY
GUITAR WITH
AUTOMATIC PLAYER



CHEMISTRY
SET



ELECTRONIC RADAR
ROCKET CANNON



FLASHMASTER
CAMERA OUTFIT



WRIST
WATCH
FOR BOYS
AND GIRLS

BOYS
GIRLS

Get these PRIZES

It's Quick and Easy

Take your choice of these wonderful prizes. They can be yours—quickly, easily. Many prizes shown here and 50 more in our Big Prize Book are given without a cent of cost for selling just one order of 36 Christmas Packs at 25c each. Many boys and girls sell their packs in one day. You can, too.

BE FIRST IN YOUR NEIGHBORHOOD

It's fun and easy to sell these pretty Christmas Packs. Each pack contains 5 large Christmas Cards in full color, and 5 Envelopes—a big value for 25c. You'll sell them quickly to your family, friends and neighbors and get your prize at once. Or, if you want money instead of a prize, keep \$3.00 in cash for every 36 pack order you sell.

SEND NO MONEY, WE TRUST YOU

Mail coupon today and you'll receive a Jewel-tone Pencil as a FREE GIFT with your Christmas Packs.

Extra Awards—Win a Portable TV

We're giving away 5 General Electric Portable Television Sets plus 5 English Bikes or Cocker Puppies as extra awards. You have a chance to win. Full information sent with your prize book and Christmas Packs.

AMERICAN SPECIALTY COMPANY
Dept. 12, Lancaster, Penna. Our 39th Year

Mail This—Send No Money

AMERICAN SPECIALTY COMPANY
Dept. 12, Lancaster, Pennsylvania

Please send me your Big Prize Book and one order of 36 Christmas Packs. I will resell them at 25c a pack, send you the money and choose my prize.

Name _____

Address _____

Town _____ State _____