

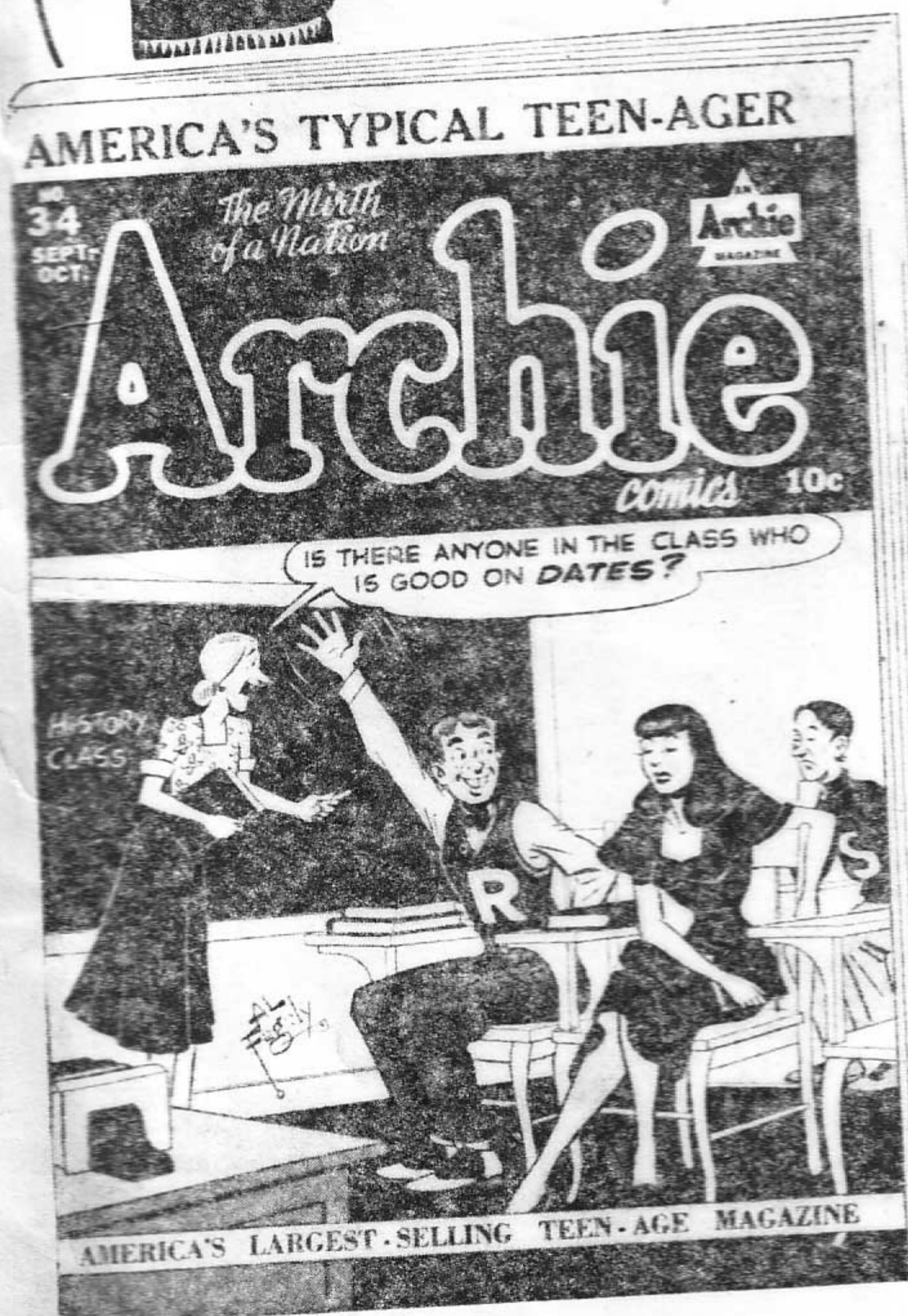




# Archie comics

**READ BY MORE—MANY MORE  
TEEN-AGERS THAN ANY  
MAGAZINE PUBLISHED!**

Here's why it pays to feature ARCHIE  
for QUICK Sales—EXTRA Profits



## ARCHIE is Real!

"Archie" heroes and heroines are like flesh and blood teen-agers — they date, dance, tumble in and out of scraps — no wonder they've been taken to the hearts of girls and boys everywhere!



## ARCHIE is Heard!

"Archie's" ups and downs, gay times, adventures, are broadcast to teen-agers every Saturday morning over the coast-to-coast NBC network — top the airplanes with the highest rating of any Saturday or Sunday daytime show!



## ARCHIE is Seen!

"Archie" is syndicated in many of the largest newspapers throughout the country — adding daily to the ever-increasing ranks of "Archie" fans!

Put it all together and you have the reasons why

More girls and boys ask for—buy—and read Archie Comics than any other magazine in the world!

"Archie" can—and will be—a top moneymaker among the comic magazines you sell—so get your share of the steady stream of Archie profits—by featuring ARCHIE, month after month!

**FOR ADDED SALES  
AND PROFITS—**

THE BEST-SELLING ARCHIE COMICS ARE  
NATIONALLY DISTRIBUTED BY THE...

# KABLE NEWS COMPANY

# I LIKE GOOD COMICS

by Whitney Eilsworth

Editorial Director, Superman-DC Publications

LAST year retail newsdealers sold 101,722,107 comics magazines bearing the familiar Superman-DC symbol, a multi-million sales situation which has proved over a period of more than ten years that carefully-produced, conscientiously-edited comics can stay at the top of the sales heap in spite of whatever sort of competition may come along.

And some of the competition, in my opinion, has grown pretty bad lately. I don't mean "bad" in the sense that it's tough to compete with—though admittedly every sale lost to a fly-by-night publisher hurts the legitimate publisher—but just plain bad. Horror for the sake of horror, gore for the sake of gore, sex for the sake of sex—anything, in fact, that may catch the eye and the dime of the unwary purchaser by appealing to the baser instincts that presumably lie within us all.

Comics can be interesting and exciting without going to such extremes of poor taste. The responsibility for giving decent, acceptable comics to the public lies directly with the publishers, and most publishers are willing to accept that responsibility. It is only a narrow fringe of opportunists, eager to make the fast dollar instead of being willing to compete legitimately for a fair share of a respectable business, which is irresponsibly hurling the entire comics industry into disrepute.

At a recent convention of 1000 Independent wholesalers, the publishers of the Superman-DC line went definitely on record as being unalterably opposed to the influx of trash into the comics market, and renewed our pledge to publish only comics which will continue to live up to ordinary standards of good taste.

The almost 102 million copies of Superman-DC comics sold in 1947 earned \$2,543,052.06 for retail newsdealers. The comics lines of other responsible publishers added more millions to this jackpot. From a standpoint of profits alone, this is far too great a market to risk through carelessness or the greed of a few isolated publishers.

That's why I say I like *good* comics. That's why I like our comics and those of many of our respected—and respectable—competitors. But I *hate* the comics that harm *all* of us.

**FLASH** — As we go to press we are informed that real progress is being made by the Association of Comics Magazine Publishers. A program of action is being adopted which promises to guide wholesalers and retailers as well as the reading public.



This is a comics publisher . . . but, for reasons which are obvious in the photo above, Ray Hermann could hardly be described as a typical comics publisher. Despite her "different" appearance, the head of Orbit Publications is as canny and successful as many of her necktie bearing competitors. She's been in the field now for seven years and there's no denying that she knows the score. Wanted Comics, for example, has enjoyed an average sale of better than 93% and the brand new The WESTERNER is closing its first issue above 90%. Sales records, such as these are considered near sellouts in the comics field and it's the sales that count. Publisher Hermann promises continued best-selling efforts.

## Are Comics Good or Bad for Kids?

(Continued from page 5)

ica's Town Meeting of the Air. Miss Marya Mannes. (Applause.)

### Miss Mannes:

Certainly, Mr. Hecht, the comics are here to stay. If they weren't, Mr. Brown and I wouldn't be so angry. But I'll open my talk with a kind word. I'm all in favor of adults looking at comic strips in the newspapers — it keeps them from reading the editorials. (Laughter.) And since, by some curious coincidence, the most popular strips are neighbors of the most irresponsible press, this is an excellent thing. The strips save people from contamination and also from thought — a maturing process which is definitely unAmerican. (Laughter.)

My fight is against the power of comic books over children, because I consider them first and foremost a colossal waste of time—the infinitely precious time of growth. A child grows by learning, by playing, and by dreaming. Comics supply none of these needs. They do not teach, Mr. Hecht, unless you consider education a series of facts coated with the laxative of fiction. They're not play,

## Your Bull's-Eye for July



### JULY SALES FEATURES

Fiction: P. G. Wodehouse

Fact: Air Power, Or Else

Photos: Hot-Rod Racers

# ARGOSY

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FOR EVERY AGE GROUP

# CLASSICS

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because the child is passive reading them. And they kill dreams.

Comic books are not only a waste of time, but a waste of eyesight. With few exceptions, comics are very ugly—bad in drawing, bad in color, bad in print. The human beings in them are ugly even when they're meant to be handsome. Stalwart young men with coat-hanger shoulders and nutcracker jaws are travesties of the male. (Laughter.) The bosomy, over-painted and abysmally vulgar women are travesties of the female. The so-called funny characters are merely repulsive.

(Continued on page 25)