LOOK

what it means to be neutral by Dorothy Thompson



SUPERMAN

NEW COMIC STRIP HERO PROVES

THERE'S BIG MONEY IN FANTASY



AN IMAGINARY MAN popped out of an imaginary planet less than two years ago. Today he is one of the most popular of all comic strip characters. He is Superman, a character who combines the best talents of a Robin Hood and a god, and every day his feats of strength, speed and benevolence bring thrills to millions of newspaper and comic magazine readers.

Co-fathers of this amazing character are Jerry Siegel and Joe Shuster, both under 30. As boyhood friends in Cleveland, Siegel and Shuster dreamed of what they would do if they were the world's strongest men. Superman is the extension of their dream, and proof that Americans still like their fantasy raw.



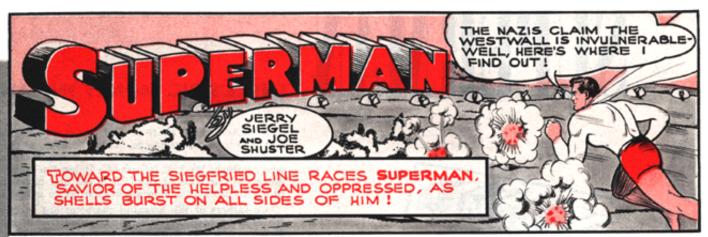


ACTION COMICS, with regular installments of Superman, leads the field of comic magazines (latest publishing sensation) with 600,000 copies a month, and Superman Quarterly sells a million. Newspaper syndication reaches 4,500,000 readers daily.

JERRY SIEGEL WRITES a detailed script for Superman, with dialogue and action, after the sequences have been discussed and plotted in a six-man conference, composed of Siegel, Shuster, two editors, the publisher and the circulation manager.

SHUSTER FOLLOWS Siegel's script for his drawings. One of the team's brighter ideas was to give Superman a double identity; as a timid, bespectacled reporter, Clark Kent, he scores scoops on his own amazing deeds. CONTINUED ON NEXT PAGE

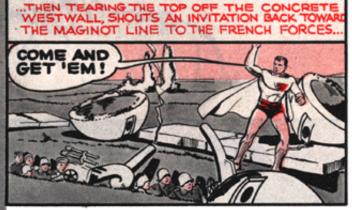
* * * HOW SUPERMAN WOULD END THE WAR drawn especially for LOOK * * *





DOWN
ALONG
THE
SIEGFRIED
LINE RACES
THE MAN
OF STEEL,
TWISTING
THE
CANNON
OUT OF
SHAPE!





ATERRIFIC LEAP CARRIES SUPERMAN FAR INTO GERMANY... BUT AS HE HURTLES THRU THE AIR, A FIGHTING PLANE SWOOPS TOWARD HIM, GUNS BLAZING...

LOOKING FOR TROUBLE, EH?











SIEGEL AND SHUSTER GAVE SUPERMAN A BIG JOB in this episode, when they assigned him to solve the international situation just for Look, but such tasks are nothing new for him. He once stopped a war "somewhere in South America" by dumping a munitions profiteer into the trenches for a dose of his own medicine. On another occasion he plucked two opposing generals from their tents and told them to settle their differences with bare fists. They knew no "differences," shook hands and made peace.