



the AMAZING SPIDER-MAN™

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GROUP
12¢ 51
IND. AUG



"IN THE CLUTCHES OF..
The KINGPIN!"

THROW YOUR VOICE



Throw your voice into trunks, behind doors, everywhere. Instrument fits in your mouth and out of sight. Fool teacher, friends and family. Free book on "How to Become a Ventriloquist." No. 137 25c

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Deck is marked and stripped. Can be read from the back but looks like ordinary deck. With instructions for 10 terrific tricks. No. 183 \$1.98

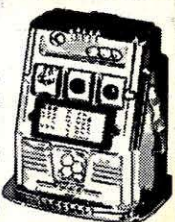
SURPRISE PACKAGE



Are you willing to take a chance? We won't tell you what you get, but because you're willing to gamble, we'll give you more than your money's worth. No. 678 Only 50c

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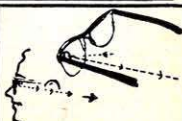


Boomerang

Here's something new in target throwing. In case you miss, it comes right back to you, and bingo! you're all set to "fire" again. More fun than a "barrel of monkeys." No. 141 75c

ATOMIC SMOKE BOMB

Just light one and watch the column of thick, white smoke rise to the ceiling, mushrooming into a dense cloud, just like an A Bomb. No. 971 20c



SEE BEHIND GLASSES

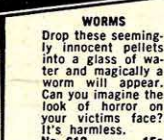
A specially treated pair of sunglasses with secret mirrors that enable you to see behind you without anyone knowing you're watching. Really comes in handy at times. No. 30 75c

TREASURE CHEST OF FUN



EXHAUST WHISTLE

Just slip it into the exhaust pipe of your friend's car... then watch him when he starts the engine! The howls and noises will make him think the motor's about to blow up or fall apart... while you roar with laughter. No. F193 50c



WORMS

Drop these seemingly innocent pellets into a glass of water and magically a worm will appear. Can you imagine the look of horror on your victims face? It's harmless. No. 612 15c



ONION GUM

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THE AMAZING SPIDER-MAN!

"IN THE CLUTCHES OF... THE KINGPIN!"

AT LAST!!

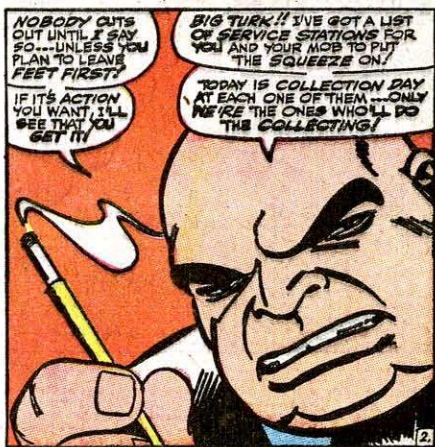
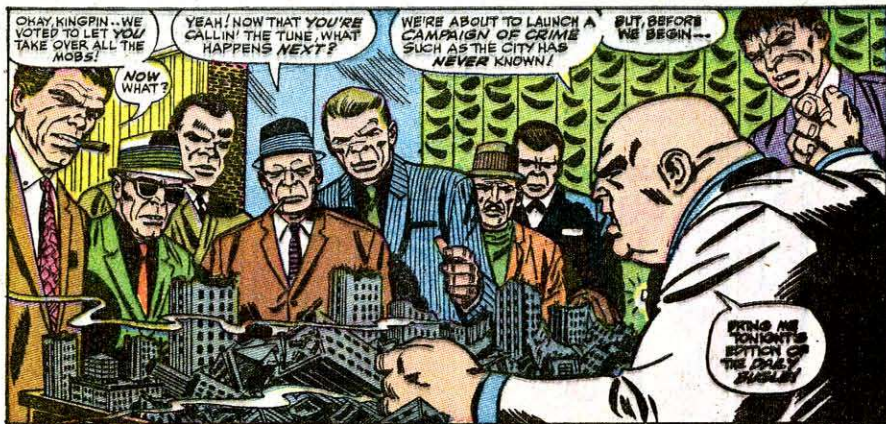
WITH
SPIDER-MAN
GONE, THE
CITY IS MINE!

WHAT'S THAT? THE CITY MINE? NOT IF
STAN LEE and JOHN ROMITA
CAN DO ANYTHING ABOUT IT!

AND THAT GOES FOR HICKEY DEMEO, INKER,
AND SAM ROSEN, LETTERER, AS WELL!

HAVE YOU EVER
ATTENDED AN UNDER-
WORLD SUMMIT MEET-
ING? NOT THE CHIN
TIGER... WE'RE JUST
IN TIME...

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CONTINUED AFTER NEXT PAGE

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WHO SAYS A COMIC BOOK HAS TO BE GOOD??

NOT BRAND ECHH

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MARVEL
UNLEASHED
IT AT
LAST!

WOTTA
REVOLTIN'
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IT'S
ABSURD!

IT'S
INSANE!

IT'S...

FORBUSH
MAN!

THE
COMIC
MAGAZINE
FOR
NON-BELIEVERS
WHO HATE
COMIC
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MOST SATIRICAL HUMORS I
EVER READ OR WROTE!"
- STAN LEE

"FUNNY, THAT'S JUST WHAT
I WAS GONNA SAY!"
- ROY THOMAS

"IT'S A RIP-ROARIN' RIOT... I
ALMOST SMILED ONCE OR TWICE!"
- GARY FRIEDRICH

"THEY SAID IT COULDN'T BE DONE!
...SO WE DIDN'T DO IT!"
- SOL BRODSKY

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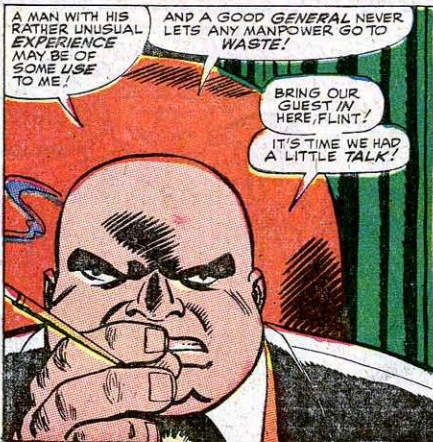
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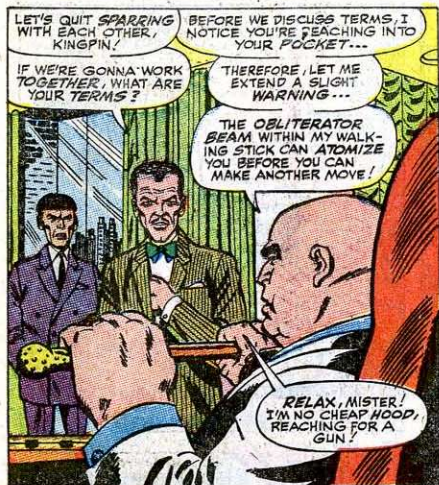


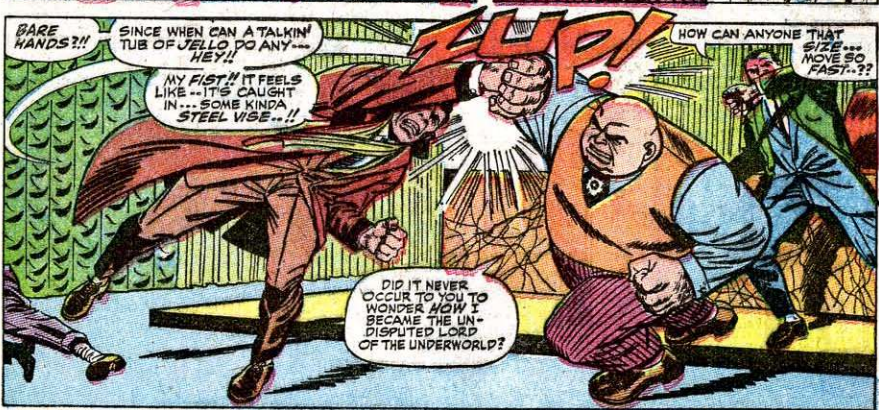
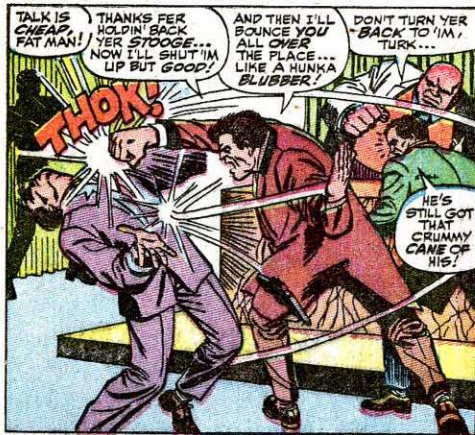
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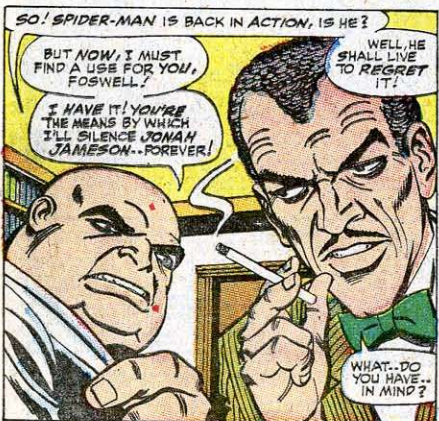
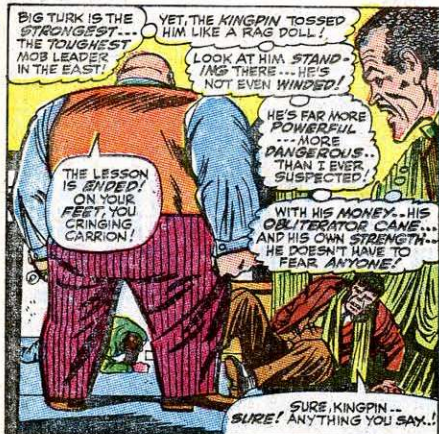








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AND, IT'S TIME WE WERE BRACING FOR NEW ACTION...!

WHY IS MY SPIDEY SENSE TINGLING? ALL I SEE ARE FOUR MEN ENTERING THAT SWANKY PRIVATE CLUB...

BUT, I BETTER PARK MY BIKE AND GET INTO COSBINE... JUST IN CASE!



NOTHING SEEMS TO BE WRONG... AND YET...

I CAN'T AFFORD TO TAKE ANY CHANCES! MY LITTLE BUILT-IN BUZZER HASN'T EVER FAILED ME YET!



UH OH! I WAS RIGHT!

WHILE NOBODY ELSE IS NOTICING, THOSE FOUR GOONS HAVE THE MANAGER OFF IN A CORNER...

AND I CAN TELL... EVEN FROM HERE... THAT THEY'RE ABOUT TO LEAN ON HIM!

ONE OF 'EM IS PULLING A GUN!

NO TIME TO FIND AN OPEN WINDOW-- I'VE GOTTA MOVE...!!



THE KINGPIN DON'T LIKE JOES WHO GIVE US ANY TROUBLE, SEE??

THEN THE KINGPIN IS GONNA BE REAL ANNOYED AT YOUR FRIENDLY NEIGHBORHOOD SPIDER-MAN, GENTS!

HEADS UP, YOU GUYS! IT'S THE WALL-CRAWLER AGAIN!!



YOU OUGHTTA BE ASHAMED OF YOURSELVES!

NOT ONLY DO YOU TRY TO HUNACK ONE OF THE CLASSIEST PLACES IN TOWN...

-- BUT YOU DIDN'T EVEN PHONE AHEAD TO MAKE A RESERVATION!

UHH!!

OOOFF!

TSK TSK! HOW GAUCHE CAN YOU BE?

LOOK OUT!!





CONTINUED AFTER NEXT PAGE

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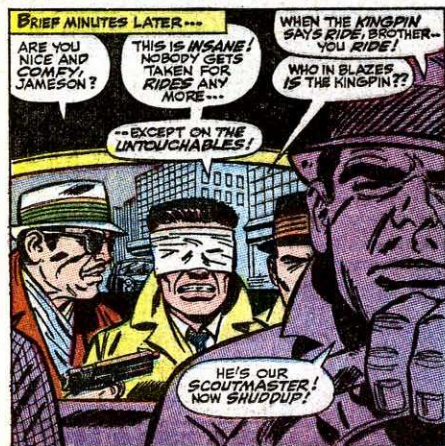
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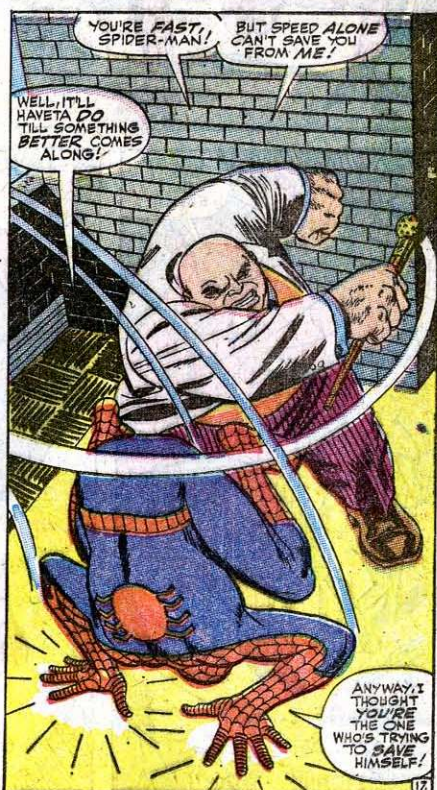
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NEXT:

TO DIE A HERO!

NOTE: OUR LETTERS SECTION APPEARS AFTER NEXT PAGE...

**FABULOUS FACTS AND FRIVOLOUS FABLES FOR FRANTIC FANS,
FAITHFUL FRIENDS, AND FIENDISH FOES!**

BOMBERSH! This is it! The new you've been waiting for! The best-kept secret since D-Day! The newest, most exciting, most daring mag that mighty Marvel has ever attempted is now on sale! (At least, by this morning. By now, judging by the ad and current buzz, it's probably already tipped its hat among Marveldom, it's probably nearly sold out!) The name? **BRAND ECHH!** The purpose? If everyone else is determined to imitate Marvel, we figure that your ol' Bullpen can do a better, nuttier, funnier, more exciting job than anyone else. We guarantee you'll like it. Why call it **BRAND ECHH?** Because we've been steadily making those two words the most famous title in comicdom—so we figured we might as well cash in on the publicity ourselves! Besides, think how I'll rock the competition! We guarantee you'll love it. It's like a creative corker packed with Marvel's mightiest super-heroes, written and drawn by Marvel's top talent, and loaded with block-busting bellylaughs in every incredible panel! It's the mag you never expected to see—created by the only writer/critic/creative corker who could have done it! It'll be a priceless collectors' item before you're one week older, and we did this not! So, take a tip from your bluslin' Bullpen—if you haven't yet latched onto our first unforgettable, unforgivable issue, don't get left behind! Get yours today! To your nearest newsstand and lassoed a copy! Otherwise, how'll you know what all the excitement's about? And, to make sure you don't forget, here's a subtle little reminder: Don't be a wreck—buy **BRAND ECHH! BRAND ECHH! BRAND ECHH!** Buy **BRAND ECHH! BRAND ECHH! BRAND ECHH!**, and before we forget—the name of the mag is **BRAND ECHH!**

SPECIAL! Here's your fill-in on Marvel's line-up of Special spectaculars for this summer. They're 25¢ apiece—king-sized and contain almost all ORIGINAL stories and features, just as you've been requesting! The first two to go on sale, in June, will be SGT. FURY AND HIS HOWLING COMMANDOS SPECIAL, featuring the series' first comic, Col. Fury, the head of Shield, reunites his Howlers for a deadly mission in Viet Nam! It's probably the most genuinely explosive battle saga of the year! Also, we blushinglly admit that our MILLIE THE MODEL SPECIAL (for your sisters and gal friends) will feature an earth-shattering yarn dealing with the long-awaited marriage of the two beauties. How does THAT grab ya, tiger? Then, while you're still reeling, we'll toss two more sensations at you in July—the DAREDEVIL SPECIAL, in which the Man Without Fear faces five (count 'em, five) of his most deadly enemies in one of the greatest original action-epics of the century! You'll also see a whole lotta' action in the JUNGLE JAMMER SPECIAL, as Stan and Gene could create them! But, hang loose, Halloween One—there's more! Our second king-size title will be the AVENGERS SPECIAL, jam-packed with the new Avengers—the old Avengers—guest stars such as Hercules, Nick Fury, and the startling Sub-Mariner—all fussin' and fightin' their way through a long, long, long yarn which'll knock you outta your tree! Yum, does majestic Marvel stop there! Uh

uh! We're only beginning! In August, we'll present the fabulous FANTASTIC FOUR SPECIAL, together with the senses-shattering SPIDER-MAN SPECIAL! But, let's wait till next ish before we tell you what they'll be featuring—we don't wanna drive you into a state of shock too soon!

TV TIME! Only another few months till *Marvel* makes the network! Starting in September, the F.F. and Spidey will be presented border-to-border and coast-to-coast by the American Broadcasting Company! Our fascinatin' foursome will be produced by Hanna-Barbera, while your favorite web-slinger will be filmed at the Universal City studios of Grannay-Lawrence—with both half-hour shows being in full animation and airing each Wednesday night at 8:00 a.m. (and real soon, but while you're waiting, be sure your TV set is in perfect condition—we wouldn't want you to miss a minute of em!)

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STAN'S SOAPBOX!

This is as good a place as any to thank you once more for being the most wonderful fans any publishing company ever had! If Marvel is on top of its heap, it's your support that's put us there! If Marvel gives you the type of mags you want, it's your letters that have told us how! And, if Marvel occasionally comes up with a clinker, go hang your head, hero! Whatever we are, you've made us! We've had a lot of laughs together, and a lot of excitement—and the best is still ahead! So face the front, frantic one! We're on the march, and we're not taking a step without you! On behalf of the entire batty Bulpin, to True Believers everywhere—we'll never let you down, 'cause you're the ever-loving, greatest!

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AVENGERS #42: Hercules dukes it out with the ever-delightful Dragon Man—as Goliath tears into his fightin' fellow Avengers! Talk about smasheroos—this one beats 'em all!

X-MEN #34: Our marvelous mutants get mixed up in one of the strangest wars of all—as Tyrannus and the macabre Mole Man struggle for supremacy far beneath the earth! Hoo boy!

DAREDEVIL #30: We're still not sure how we did it! This one features Thor, the Cobra, Mr. Hyde, and the most dreadful defeat that DD's suffered yet! Don't miss it!

THOR #142: Remember the sensational Super Skrull? Well, he's back again, pitting all the powers of the Fantastic Four against Goldilocks! This one's a real shocker!

STRANGE TALES #159: Nick Fury goes to spy school—and wait'll you see who's playing teacher! Also, Dr. Strange faces an awesome new threat—and a menacing old foe!

SUSPENSE #92: Iron Man battles Half-Face, deep in the vastness of Viet Nam! And, Captain America meets Nick Fury once more, for the start of his most spell-binding adventure!

ASTONISH #94: Sub-Mariner faces a dire double peril, in the wily Gnome . . . and the mountainous Dragorr—while the incredible Hulk smashes his way towards a world of mystery!

SGT. FURY #44: You demanded it—so we did it! Learn how the hard-hitting Howling Commandos earned their glory-drenched nickname—on their very first mission under enemy fire! Wah-hooo!

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THE SPIDER'S WEB

SEND YOUR LETTERS TO:

THE MARVEL COMICS GROUP, SECOND FLOOR, 625 MADISON AVE., NEW YORK, N.Y. 10022

Dear Stan and John,

We enjoy Spider-Man immensely. We think you could make him more easily understood if you made a few minor changes. First, Stan shouldn't have so many words as in the recent issues. You have Spidey saying trillions of words while he is taking one step. The villain could have leveled his gun and polished him off before Spidey would stop talking! In issue #47 on pages 14 and 16, Spidey and Kraven are saying thousands of words in a micro-second while they knock each other's brains out! John, could you try to put expressions on Spidey's face when he's hit even though his mask is on? How can Spidey climb walls and use his suction power when he has gloves and boots on? Although we have our petty complaints we think Spidey's plots and artwork are the greatest!

Richard Gramlich & Bill Granata, 251 Poplar Ave.
Hackensack, N. J.

Petty complaints? That's like calling the atom bomb a firecracker! Anyway, we're glad you're still talking to us, fellas! As for Spidey climbing walls with his gloves and boots on, we'd guess they're made of a special porous material which permits his own natural power to be effective, even thru the material. And, if enough other Spideephiles don't like his little talk-a-ions whilst fighting, just let us know—and we'll give 'im a case of laryngitis next time. (Who says this isn't the Marvel Age of Reader Accommodation!)

Dear Stan and John,

You people brought about the second Golden Age of Comics with the Marvel Age, but please don't let progress spoil you. Let me use my favorite, Spider-Man, as an example. Spidey started out well as Peter Parker. He got better and better until he began to get hip and cool. This all started when he didn't have any problems as Spider-Man or Peter Parker. Now he has Mary Jane Watson, an apartment, a cycle, and numerous other pleasure-makers. I wouldn't object so if you would cut out the following type of words—tiger, pussycat, pad, and a few zillion others. Please let Peter become the good old hard-working, accident-prone, problem-covered square he used to be, and not some cool cat—as the phrase goes. Please consider all my thoughts because it is only you who can do such a good job on your mags as to make people everywhere say—
"Make Mine Marvel!"

Joey Williams, 302 S. Washington St.
Ypsilanti, Mich.

You bet we'll consider your thoughts, tiger—oops, we mean Joey! Y'know, frantic one, the only reason we use the phrases you mentioned is because they're pretty

much in common usage today—and we strive mightily (albeit not always successfully) to relate to the contemporary scene. However, if enough other Marvelites vote "thumbs down" on Spidey being so hip, chances are he'll revert to the same old 'lovable square' he's always been. As usual, it's you who make the decisions—we Bullpeners are nothing more than glorified vote tabulators! (Glorified—? Haw!)

Dear Stan and John,

SPIDER-MAN #48 was, as usual, up to the usual Marvel standards. John Romita's art is terrific! No more blurred faces, squares on people's feet instead of shoes, panels showing Spidey's costume without the weblines, or the eyelets on Spidey's mask out of proportion. This has all been corrected since Johnny has taken over. Only Stan could have thought of replacing the old Vulture with the new baddie, Blackie Drago. I never thought I'd see Spider-Man doing what he was doing on page 1. The battle on the George Washington Bridge was marvelous! I must mention something, however, about the reprint of Spidey #13 in MARVEL TALES #8. The arrow on page 1 said, "Originally presented in Spider-Man #13, March, 1964"—well, it was June, 1964! This sometimes happens in the fantasy stories you reprint. Please try to keep your years and months straight. One more thing: I got the Spidey and Hulk models—fab! Well, so long for now because I don't want to miss Marvel Super-Heroes on t.v.

Dennis King, 383 Crowley Ave.
Buffalo, N. Y. 14207

How about that! OF Dem is Marvel all the way! We're sorry about the error in pinpointing the Spidey mag you mentioned in Marvel Tales #8, pal. Although for us, it's still some kinda moral victory—at least we had the year right!

Dear Stan and John,

Please get that red-haired maniac, Mary Jane, away from our hero. She must be a cool cat from Nowhereville or some such. She seems to thrive on excitement and danger. I know, I know, you're saying that she's just the type poor Pete needs to end all his girl worries. But I get the shivers when I think of the way she gets all fired up when there's a dangerous menace at hand. Besides, how can our Mr. Parker ever be sure of her feelings toward him—she's too good an actress! Let the fair princess Gwendolyn come to the side of our gallant wall crawler—she's just his type! Why doesn't Spidey swing in on the Connors family movie often? I think that he should stay in closer contact with them. Maybe he could even reveal his identity to Mrs. C.

That way, if an emergency came up, she could call him. I believe that she could keep his secret. Spidey should definitely not tell Dr. Connors or his son. Billy is too young to keep such a confidence, and the Doc might remember Spidey's ID when he is the Lizard, and that could lead to all sorts of fatal consequences.

S. Alyne Weidler, 2122 Ross Rd.
Silver Spring, Md. 20910

But why must Spidey tell anyone at all, Al? Personally, we're kinda happy with the way things are going now. However, we're sorry you're less than ecstatic about merry M. J.—though we sure can't blame you for being partial to gorgeous Gwen! In other words, you win some, and you lose some—but Forbush goes on forever!



Dear Stan and John,

I have paused in the middle of a report due tomorrow to send you this important note—keep Pete away from Gwen! Mary Jane is 100% better in a whole mess of ways. I shall attempt to explain this to you. For one thing, Mary Jane is only interested in having fun while Gwen's sole interest is showing off. Check those two pics of each girl in issue #47 on page 9, panels 2 and 4. Gwen is posing like she's a model, showing herself off. Mary Jane is running into the car. She can hardly wait to get to the party because it's going to be fun, not because she wants to say, "Look at me—aren't I great?" My case of Gwen being a showoff is borne out on page 10, panel 4. And look at that creep—see cut between Pete and M. J. on page 11, panel 11 Tsk, tsk! (Incidentally, the thing about "There's liable to be an explosion soon" was your best joke in a long time, Stan!) I'm sure Pete subconsciously goes for M. J. more, though. I mean, look who Pete's protecting from Kraven on page 12, panel 1. I think you're trying to direct dislike toward good old Mary Jane. I mean the way you wrote the story, Stan, Mary Jane was real scared until Spidey came, and after that, didn't care if Harry Osborne was hurt. Now look, Stan, nobody loves to have fun that much! 'Nuff said!

Warren Bluhm, D-57 Brook Dr.
Chester, N. J.

It's a funny thing, Warry—we seem to get as much mail concerning Gwen and M. J. as we do about any other subject! As of this moment, we haven't any idea which of those two knockouts will win lucky Pete's heart (assuming that one of them does!), but we do know this—we'd be glad to settle for the loser!

Dear Stan and John,

My parents are making a terrific effort to get me off the Marvel kick, but you are giving me a reason, almost an inspiration, to stay on! To get to the essence, Issue #47 was great. I've never gotten so much enjoyment from Spidey since issue #31. M. J. never looked better or Kraven so brutal. Your art is constantly improving—it's almost life-like! JJJ has become my favorite supporting character because none of the others, M. J., Harry, or Flash, has maintained such a vivid, lucid portrayal. I read somewhere that the reason Jameson hates Spidey so much is because Spidey is the personification of everything Jonah is not. But his reason for this hatred seems to have become a part of him, as much a part as his mind or soul.

The vocabulary of some panels constantly broadens my own vocabulary to boot! Jim Woods, 1615 King Drive.
New Orleans, La. 70132

Now what more can we add to such an admirable appraisal in this, the best of all possible worlds, Jimmy boy? And, we suggest that the best method of proselytizing your parents is the simplest one—see if you can get them to read one of your Spidey mags! They may or may not like it, but it's less nerve-wracking than reading the headlines lately!



Dear Stan and John,

This letter will finally express the feeling which I possess for your magazine. There are many things which I could focus upon, but these are known and already respected facts. What I would like to bring to your attention is a quality seldom, if ever before, mentioned. It is the human element of your sagas. Your mags actually possess emotion, and this is the life force of your work. It adds a whole new dimension to your industry. I am pleased to be a fan of yours and wish to inform you that yours is a magazine (to call it a comic would be blasphemous) which is well worth reading. I believe that man's imagination and his creative ability are his greatest gifts; each man to use his to its best capacity. I am glad that you have succeeded in your field. Your works give others that rare opportunity to let their imaginations flow. And an even greater achievement is your mags' ability to reflect on life in reality and still roam the inconceivable, but not by any means impossible. You know what? There are a lot of sailors reading Marvel mags now that were unbelievers before. They are convinced that the likes of a character such as Spider-Man cannot be written by men of meager intelligence or creative inability. I would also thank you for the Negro characters which enhance your mags only, because any idiot knows that New York City contains every kind of person you can hope to find on this earth. So hang loose, guys, and—don't run out of web fluid! R.A. "Swift" Turner, SKSN USN 7741695

USS James E. Kyes, DD 787

c/o FPO, San Francisco, Cal. 96601

As a matter of fact, we were just about to order a fresh supply, Swift!—Your letter was a real kick, sailor, and we enjoyed every word of it. And, since we heard that Uncle Sammy's post office is operating at a deficit, we'll do what we can to put it back in the black by sending you and your shipmates a complimentary subscription to SPIDER-MAN—to help you bring some extra culture to the finest fleet afloat! Smooth sailing, mate, and Face Front—there's a snug harbor waiting ahead!

NEXT ISH: Boy, are we in a quandry! We don't know how to tell you how great our next ish will be without sounding as though we're boasting! You're gonna see action scenes which will make you feel as though you're swinging right along with Spidey—and surprises that'll knock you right out of your web! Naturally, the biggest surprise of all is the fact that an actual death occurs in this issue—and the sheer, stark drama of it will leave you breathless! So, do yourself a favor—promise not to miss one of the truly great adventure yarns of this, the Marvel Age of Comics—SPIDER-MAN #52! It's the latest masterwork from the Marvel Bullpen—which has become a legend in its own time! So, till we meet again, keep your webs untangled—remember, neatness counts! 'Nuff said!

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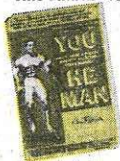
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says Felipe Mendano
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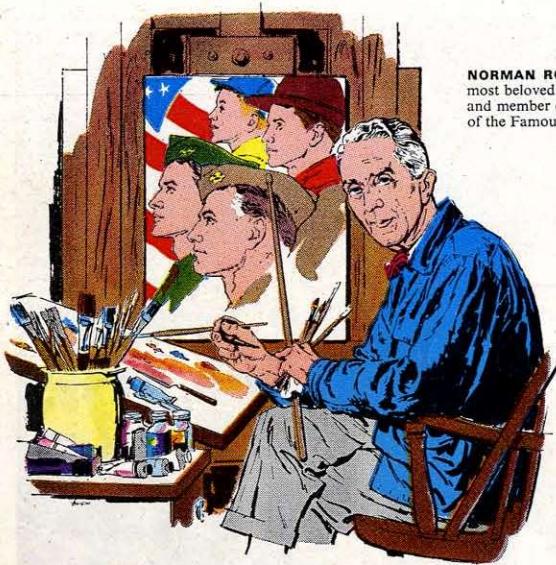
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