

SPIDER-MAN

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APR

the AMAZING SPIDER-MAN

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MARVEL
COMICS
GROUP

SPIDEY TANGLES WITH A STRANGE
NEW SUPER-VILLAIN...
AND A DEADLY OLD-TIME ENEMY!



THE COMING OF..
THE SCHEMER!

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THE AMAZING SPIDER-MAN!

EVER SINCE SPIDER-MAN DROVE THE **KINGPIN** INTO HIDING LAST YEAR, NO ONE HAS BEEN **POWERFUL** ENOUGH TO TAKE HIS PLACE AS **KING OF CRIME**... UNTIL NOW!... UNTIL THE COMING OF---

THE SCHEMER!



AMAZING SPIDER-MAN is published by MAGAZINE MANAGEMENT CO., INC. OFFICE OF PUBLICATION: 625 MADISON AVENUE, NEW YORK, N. Y. 10022. SECOND CLASS POSTAGE PAID AT NEW YORK, N. Y. AND AT ADDITIONAL MAILING OFFICES. Published monthly except November, semi-monthly. Copyright ©1970 by Magazine Management Co., Inc., Marvel Comics Group, all rights reserved, 625 Madison Avenue, New York, N. Y. 10022. Vol. 1, No. 83, April, 1970 issue, 15¢ per copy. No similarity between any of the names, characters, persons and/or institutions in this magazine with those of any living or dead person or institution is intended, and any such similarity which may exist is purely coincidental. Printed in the U.S.A. by World Color Press, Inc., Sparta, Illinois 62286. Subscription rate \$2.35 for 13 issues including 25¢ King Size Special. Canada \$2.75. Foreign subscriptions \$4.00.









WELL, THIS IS **ONE** TIME I REALLY PLAYED IT **SAFE**.

I GOT MY **PICTURES** ... AND TOOK **OFF** WHILE I'M STILL **AHEAD** OF THE **GAME**.



BUT I CAN'T GET THE **SCHEMER** OUT OF MY **MIND**.

I DIDN'T THINK ANY **MOB-LEADER** WOULD HAVE THE **NERVE** TO STEP ON THE **KING-PIN'S** **TOES**.



WITH HIS **CUNNING**... HIS **WEALTH**... AND HIS **SUPER-STRENGTH**, HE'S THE MOST **DANGEROUS** CRIME **LORD** **ALIVE**.

EVEN **SPIDER-MAN** ALMOST BECAME HIS **VICTIM**.



I STILL REMEMBER THE **LAST** TIME I SAW HIM.

JUST WHEN HE SEEMED TO BE **TRAPPED**, HE ESCAPED IN A **SPEEDING** **GET-AWAY** **CAR**...



AND I CAN'T FORGET THAT THE **DRIVER** SEEMED TO BE... A **WOMAN**.

BOY! IF OLD **FATSO** EVER HAD A **GIRL** **FRIEND**...OR A **WIFE**...I WONDER WHAT **SHE'D** BE LIKE?

WELL, THAT'S **ONE** THING **SPIDEY** DOESN'T HAVE TO WORRY ABOUT.



BUT, **PETER PARKER** HAS BEEN **WRONG** **BEFORE**. AND NOW, WE **WONDER**, AS WE **CHANGE** OUR **SCENE**... CAN HE BE **WRONG** **AGAIN**..?

COME **IN**. I HAVE BEEN **WAITING** FOR YOU.



CONTINUED AFTER NEXT PAGE

THE MIGHTY MARVEL CHECKLIST

Marvelous Mag's On Sale Right Now!

FANTASTIC FOUR #96: The Mad Thinker is back—more powerful than ever, and aided by his Androids of Death! 'Nuff said!

SPIDER-MAN #82: This is a special ish, in more ways than one! Starring the eerie menace of—Electro! And wait till you see the art!

SILVER SURFER #13: A doomsday bomb, about to destroy the earth! The Surfer, alone on an isle of death! It's drama beyond compare!

AVENGERS #73: The Black Panther battles alone—against the sinister Sons of the Serpent! An instant classic!

THOR #173: All of you could ask for—and more! Ulik unleashed! The Ringmaster and his Circus of Crime! And action! Action! Action!

CAPTAIN AMERICA #123: Can a female defeat Cap? Don't answer till you meet Suprema, deadliest of the species!

X-MEN #65: The return of the most unexpected mutant of all!

Plus—a battle royal against—the Star Spawn!

DAREDEVIL #61: The leering, lethal Jester—the cunning Cobra—the unstoppable Mr. Hyde! And all they want is—DD's death!

HULK #125: The Absorbing Man is back—and ol' Green-Skin's got him! Or—is it the other way around? The answer'll rock ya!

IRON MAN #23: There's never been a hired assassin like—the Mercenary! If you like duel—to-the-death thrills, this one's for you!

SUB-MARINER #23: At last! The warlord Krang strikes back! Plus—the menace of Orka, the Human Killer Whale!

SGR. FURY #75: We call it 'The Deserter!'—and you'll call it one of the greatest war-mags of all time! We kid you not!

TOWER OF SHADOWS #4: Marvel at its most macabre—with three of the most far-out fantasies of all! Watch out for falling bats!

MARVEL TALES #25: The web-spinner—the thunder god—and the battling, blazing fireball! Together again in one mag—and terrific!

MARVEL SUPER-HEROES #25: The Man Without Fear—and the Mutants Without Fear—in other words, DD and the X-Men... and a green-skinned surprise!

AND, OF COURSE—

MY LOVE #4—WHERE MONSTERS DWELL #2—RINGO KID #2—KID COLT OUTLAW #143—MILLIE THE MODEL #180—CHILI #11—MAD ABOUT MILLIE #9—HOMER THE HAPPY GHOST #3—and PETER THE LITTLE PEST #3!

and, STILL ON SALE—

CHAMBER OF DARKNESS #3: The night is dark—the moon is full—and mysterious Marvel's back with three of its spookiest tales yet!

CAPT. SAVAGE #18: It's action time—as Simon Savage blasts his way out of a death camp in the war-torn Pacific!

MARVEL'S GREATEST COMICS #25: The F.F.—fighting side by side with the Sub-Mariner! Not to mention Iron Man and Doc Strange!

PLUS OUR LOVE STORY #3—RAW-HIDE KID #74—and maybe another mag or two even we can't remember!

Whew!

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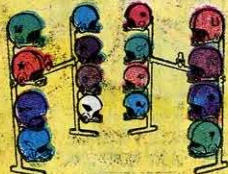


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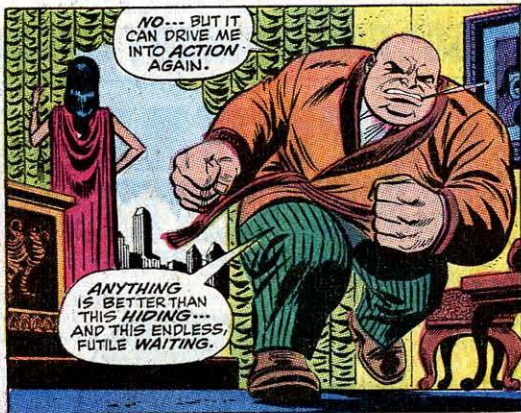
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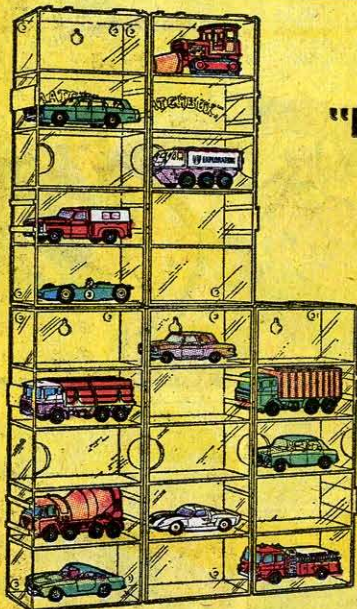


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I TOOK THE BRUNT
OF IT... WITH MY BODY!
I CAN HOLD THE TRUCK
OFF US TILL... TILL...

I... MUST HAVE PUSHED HER...
HARDER THAN I THOUGHT!
...SHE'S UNCONSCIOUS!

**GWEN!
SHE'S BEEN
HURT!**



HAVE TO GET
HELP... GET HER
TO A DOCTOR.

BUT... IF ANYONE SEES ME LIFTING A
TRUCK WITH MY BARE HANDS... IT'LL
MEAN THE END OF... MY SECRET
IDENTITY!

THAT BROKEN
PARKING METER.
F... I CAN
MANAGE TO
REACH IT...

STILL, I
CAN'T LEAVE
HER HERE... ANY
LONGER.



NOW... IF IT'LL
JUST BEAR THE
WEIGHT...
WITHOUT
SNAPPING...

IT... IT'S
WORKING.

THERE'S THE CAR...
THE ONE THAT DID THE
SIDESWIPING.

HE'S BACKING
UP... STARTING
TO LEAVE!

IT WAS NO ACCIDENT. HE
WANTED TO WRECK THE
TRUCK.

AND ONCE GWEN IS
SAFE... I'M LEARNING
WHY!

MY SPIDEY
TRACER IS
ALL I'LL NEED.





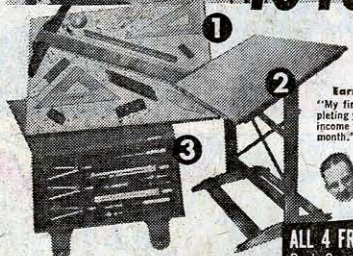




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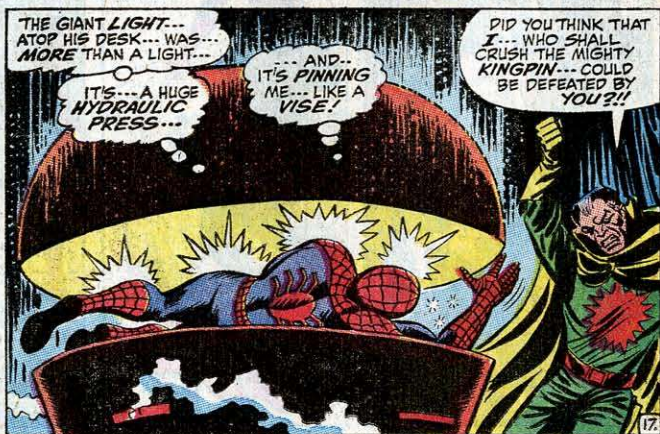
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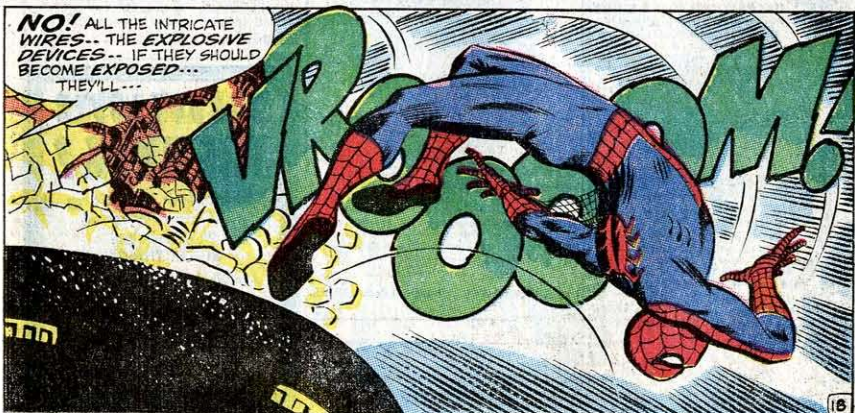
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GWEN! I'VE GOT TO GET BACK TO HER.

SHE'LL BE WONDERING WHERE I AM.



IT'S STARTING TO SNOW.

ANOTHER FEW MINUTES AND MY CLOTHES WOULD BE SOAKED WHERE I LEFT THEM!



BETTER HURRY... BEFORE VISITING HOURS ARE OVER.



I'VE STILL GOT ANOTHER FEW MIN... OH--- THERE'S GWEN'S DAD.

HI, CAPTAIN STACY. HOW'S GWENDY?

SHE WAS ASKING ABOUT YOU, PETER.





NEXT THE KINGPIN TAKES OVER!

AWESOME ANNOUNCEMENTS CALCULATED TO ROUSE YOU INTO A SEETHING SEA OF LETHARGY!

Let's find out what has been happening to our batty Bullpen gang since we saw you last—

Our own STAN LEE and his old friend CARMINE INFANTINO (our leader's counterpart at National Periodical Publications) shared a lively lunch together recently. They got all misty-eyed talking over old times and speculating about what might have been—what could have been—and what new excitement is still in store for all of comicdom. And, in this dog-eat-dog world of ours, it's kind'a nice to know that a couple of all-out competitors can still retain their longtime respect and affection for each other. And now, while we pause to dry our eyes... ONWARD—

How many of you know that the cover depicting Joe Namath in a King Kong pose on a recent issue of ESQUIRE MAGAZINE, as well as the illustrations for the accompanying article within the mag, were drawn by our own MARVELOUS MARIE SEVERIN? (If that doesn't get her some free ducaats to the Jets' next big bash, nothing will!)

Effective this month, BIG JOHN BUSCEMA is back at the artistic helm of the mighty AVENGERS once again. He claims to have missed all the favortin' characters, as well as the fun of juggling eight or nine superheroes in one mixed-up mag. And we're celebrating his return with a tale about—but why tell you now? Read the Checklist and see for yourself!

And how's this for an eye-opener? JACK (KING) KIRBY has done both the script and the penciling for a dynamite thriller in the current ish of CHAMBER OF DARKNESS! For those of you who never knew that the Jolly One is as gifted a writer as he is an artist, this'll be a real serendipity. And, speaking of J.K., he and his radiant Roz are now building their own home in sunny California. He should worry how much we have to spend on postage stamps!

Speaking of California, how about RASCALLY ROY THOMAS finally seeing his life-long idol, Elvis Presley, during a recent West Coast vacation where he also visited GROOVY GARY FRIEDRICH—who's now complete with a new moustache and a beautiful brand-new bride! Roy and his lovely wife Jean still haven't told us how they made out at the gaming tables of Las Vegas, but since the Rascally One hasn't borrowed anything more than the key to the washroom lately, we figure he did okay for himself!

And now, a final message to GENIAL GENE COLAN. We know we've been keeping you so busy you haven't had time to come to the Bullpen in weeks. But honest to Aunt Petunia,

STAN'S SOAPBOX

From time to time we receive letters from readers who wonder why there's so much moralizing in our mags. They take great pains to point out that comics are supposed to be escapist reading, and nothing more. But somehow, I can't see it that way. It seems to me that a story without a message, however subliminal, is like a man without a soul. In fact, even the most escapist literature of all—old-time fairy tales and heroic legends—contained moral and philosophical points of view. At every college campus where I may speak, there's as much discussion of war and peace, civil rights, and the so-called youth rebellion as there is of our Marvel mags per se. None of us lives in a vacuum—none of us is untouched by the everyday events about us—events which shape our stories just as they shape our lives. Sure our tales can be called escapist—but just because something's for fun, doesn't mean we have to blanket our brains while we read it!

Excelsior!

Stan Lee

pal, you don't have to keep introducing yourself every time you phone. We still remember you, Charlie!

THE MIGHTY MARVEL CHECKLIST

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THE SPIDER'S WEB

SEND YOUR LETTERS TO:

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

Dear Stan, John, and Jim,

SPIDER-MAN #77 was too fabulous for immortal words to describe! (I asked Odin for an immortal dictionary but they were all checked out.) Jazzy Johnny's cover really socked it to me. In fact, Mr. Mooney and Mr. Romita drew the Torch as well as the King ever did.

I was really glad to see the Lizard back. I hope you bring back the Rhino and Kraven soon, too.

Having been a Spidophile for five years now, and having this thing bug me for three years, it's time I told my complaint.

How come Spider-Man has trouble with every bad guy who comes along? Certainly they all aren't equal in power.

For example: In X-Men #35 Spidey fought Cyclops, Beast, Angel, and Iceman to a standstill. Surely you don't consider the Kingpin or Vulture equal to these four mutants.

In SPIDER-MAN #4, he beats Sandman, yet he as a hard time with a young Silvermane (#75).

I can think of other examples such as when he beats the Rhino (#41) or fights the Torch to a standstill (#21 and King Size Special #4) yet he has trouble against someone like Man Mountain Marko.

So till Spider-Man beats Thor and loses to Aunt May, MAKE MINE MARVEL.

Paul Boring, 942 New Hampshire
Lawrence, Kansas

We plead guilty as charged, Paul, to occasionally pitting Spidey against a villain who would have a tough time against him on a purely physical plane. Just the same, these villains usually (though not always) have other gimmicks going for them, like the Kingpin's extraordinary fighting ability. By the way, don't give up on of Spidey as a wheelchair case yet—because some of the sinister super-baddies he's gonna tackle in the months to come will make the Vulture look like an anemic hummingbird.

Dear Stan and John,

In the past I have never had the urge to write to you because I've found that everything I wanted to say had already been said for me. It seems to me that you want to keep Spidey's secret. Well if you want to, you have just made a big mistake.

In issue #79, "To Prowl No More," you had a conversation with the Prowler and Spidey after the battle. It goes like this, "Don't feel bad, buddy—this won't be a total loss! If you're lucky you'll get a few photos out of this."

Well, Stan, if that isn't a dead give-away, all the Prowler had to do was to read the morning paper to find out who had his picture.

Keep smilin', Stan.

Bob Asbrand, 204 Bauer Road
Waterloo, New York

We'll try, Bob... though when somebody tosses us a curve the way your letter just did, it's sometimes a bit hard to keep a grin on the ol' chin.

Still, we don't think that the quoted above was quite as dead a give-away as you do—since obviously Spidey could be talking to the mug shots which the police would have been taking later if he'd been turned in. (Okay, okay, so that's a wee bit feeble—but at least it's an excuse!)

Dear Stan and John,

What a masterstroke! Just about all of your letters recently have been "Why doesn't he tell Aunt May on the condition she keeps it a strict secret from her nervous system?" "Why doesn't Spidey tell Robbie? Why doesn't he tell Gwen? Why doesn't Spidey tell..." And you, you sneaky geniuses, decide to tell J.J.J. Brilliant!

In case, by the time this reaches you, the world at large has not been let in on Spidey's secret (Is Jonah going to admit he'd employed Spider-Man for years?) I have a simply dandy plot idea. Some evil person—not necessarily a super-villain, they can be used too often you know—has engineered an explosion which has trapped Peter and Gwen and one or two others in one building. Gwen has been injured and is losing blood but luckily one of the other people trapped with them is a doctor. He is able to perform the blood transfusion she needs. Making do with what he has in his little bag and what he can scrounge up from his surroundings, he is able to test blood types but doesn't notice the peculiarities which typify Peter Parker's. You guessed it. He's the only one with the same blood type. The transfusion is performed.

Meanwhile, Peter realizes that he can't do anything while sitting around, so he goes out to beat the foe. Well, it is very sad but the whole building collapses and the only one who gets out alive is Gwen. Peter feels the subject will not bear discussion and just "forgets" to tell her about the transfusion. So there she is with mild symptoms of spider-powers and no idea where she got 'em or what to do with 'em. It could always be a temporary condition. You say the idea doesn't even show that "certain low cunning that passes for intelligence among women and Americans"? Sorry.

A quick request. Would it be possible to label your reprints in MARVEL TALES, etc., as to the numbers of the issues they originally appeared in? If one shells out over a dollar for a back issue and then discovers one already had it, I can imagine temperatures and roofs raising.

Jean Laidig, R.F.O., T.T.B., Q.N.S., 784 Holmdel Road
Holmdel, New Jersey 07733

We used to label our reprints and cut them out for reasons which now escape us, Jean, except possibly for the fact that the arrows we used to identify the stories sometimes got in the way of the artwork. Still, we'll take the matter under advisement—and maybe one of these days we'll come up with some super-complicated plan to accomplish such a simple task.

Meanwhile, we promise also to consider at least the rough outlines of your idea for Gwen as a Spider-Lady—although, frankly, we've gotta admit that our own reasoning argues against it. (Besides, it just occurred to us that, now that we've printed your letter, it wouldn't exactly come as a starry-eyed surprise to the Spidophiles of the world.)

One thing about your letter really shook us up, though. We didn't already have Spidey tell his secret identity to J.J.J. during one of our sleep-walking sessions, did we? 'Cause if we did—that could just be the biggest goof since maxi-skirts!

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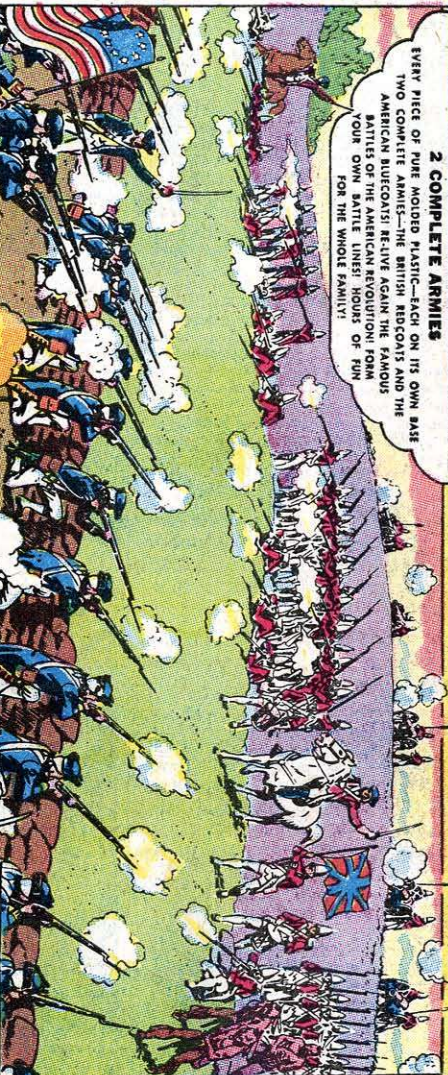
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