

SPIDER-MAN

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MARVEL
COMICS
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the AMAZING SPIDER-MAN

APPROVED
BY THE
COMICS
CODE
AUTHORITY

THE
SPIDER
OR THE
MAN?



AT LAST! THE GREAT, LONG-AWAITED
100TH ANNIVERSARY ISSUE!
WITH THE WILDEST SHOCK-ENDING OF ALL TIME!

THE AMAZING SPIDER-MAN!

THIS IS IT! SPIDEY'S
ONE HUNDREDTH
ANNIVERSARY ISSUE!

THE
SPIDER
OR THE
MAN?

I'VE BEEN
COMBING THE CITY
FOR
HOURS

LOOKS
LIKE NO
WORK FOR
SPIDER-MAN
TONIGHT

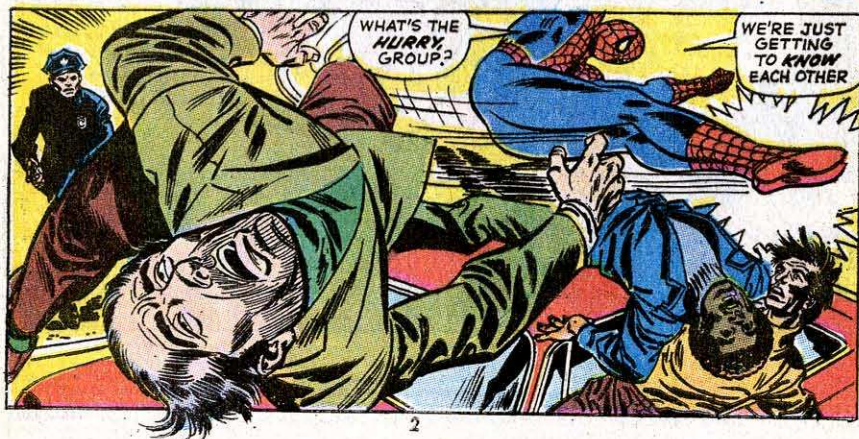
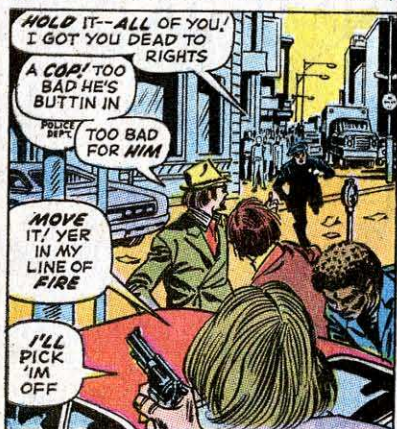
SILENTLY, A
MYSTERIOUS
FIGURE STREAKS
ALONG THE
TOWERING
CITY ROOF-
TOPS... HIS
IDENTITY
HIDDEN
BENEATH
THE MASK OF
SPIDER-
MAN!

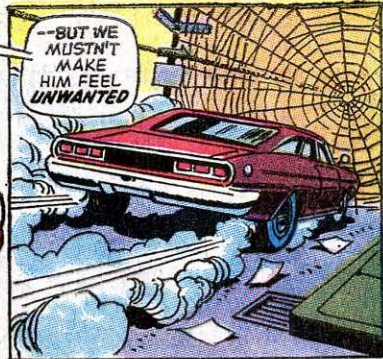
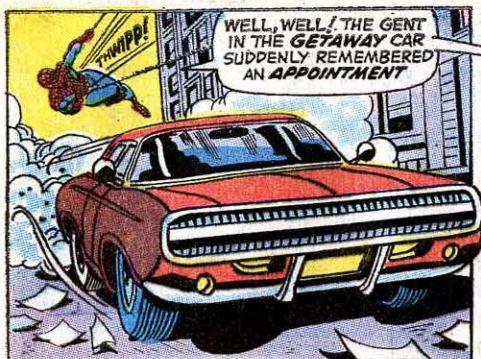
AND, SO
BEGINS
OUR
TALE--

CREATED & WRITTEN BY:
STAN LEE
ILLUSTRATED BY:
GIL KANE
EMBELLISHED BY:
F. GIACONA

ARTIE
SIMEK,
LETTERER

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 December, semi-monthly. Copyright (C) 1971 by Magazine Management Co., Inc., Marvel Comics Group, all rights reserved 625 Madison Avenue, New York, N.Y. 10022, Vol. 1, No. 100, September, 1971 issue. Price 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.





OUT COLD!



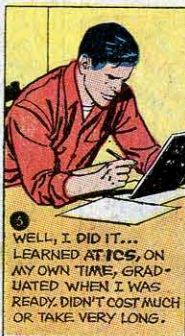
2 BUT WHEN I WOKE UP IN THE INFIRMARY... I BEGAN TO SEE THE LIGHT... FOR THE FIRST TIME IN MY LIFE.



3 THERE'S NO FUTURE FOR ME IN THAT JOB... AND THERE WON'T BE ANY FUTURE UNTIL I GET MY HIGH SCHOOL DIPLOMA! I'M STILL OUT COLD!



4 NANCY, I'M GOING TO FILL OUT THE COUPON IN THIS MAGAZINE AND FIND OUT ABOUT GETTING MY DIPLOMA AT ICS!



6 AND I GOT THE DIPLOMA BUSINESS-MEN RESPECT... ONE FROM ICS!



7 THAT ICS DIPLOMA GOT ME THIS JOB IN THE OFFICE... THE PAY'S TWICE AS GOOD AND THE FUTURE TEN TIMES AS BRIGHT!



8 YOU KNOW THEY SAY A HIGH SCHOOL DIPLOMA IS WORTH \$80,000 OVER A LIFETIME. AND IT'S GREAT TO HAVE EVERYBODY'S RESPECT! ICS OPENED MY EYES!



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SO, I CAN'T
PUT IT OFF
ANY LONGER

I'VE GOT TO GIVE
UP BEING
SPIDER-MAN--
FOREVER

AND THERE'S
ONLY
ONE WAY
TO DO IT

IN A
WAY, IT'S
LUCKY
HARRY'S
STILL AT THE
HOSPITAL*

*HE WAS ILL LAST
ISH, REMEMBER?
--STAN.

I'LL NEED
TIME TO
CONCENTRATE
--IN COMPLETE
PRIVACY



I
ALWAYS
FELT
THIS
MOMENT
WOULD
COME

IT WAS AN
ACCIDENT
THAT
CREATED
SPIDER-
MAN--



BUT, WHAT I DO NOW
MUST BE DELIBERATE--
IT MUST BE PERFECTLY
PLANNED

IN ORDER FOR
PETER PARKER
TO REALLY
LIVE--



SPIDER-MAN
MUST DIE!



I'VE BEEN WORKING
ON THIS PROJECT FOR
YEARS--EVER SINCE
I FIRST GOT MY
SPIDER POWERS

--CAUSE I COULD
NEVER BE SURE THAT
MY RADIOACTIVE
BLOOD WOULDN'T
BECOME DANGEROUS--

I NEVER
KNEW WHEN
I MIGHT NEED
A POTION--
TO MAKE ME
NORMAL
ONCE AGAIN

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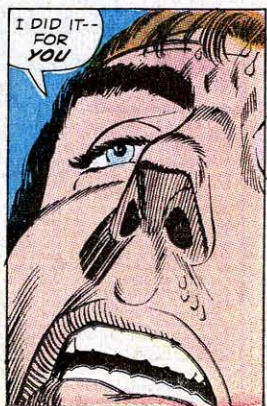
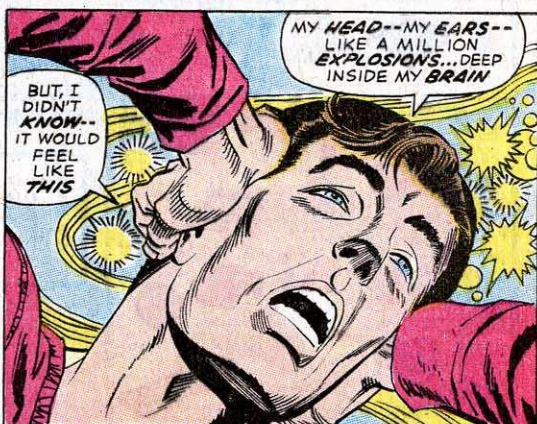
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FROM NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____



SLOWLY, STEADILY, REALITY STARTS TO SLIP AWAY, AS THE POTION TAKES ITS STRANGE EFFECT--



IN HIS MEMORY, PETER PARKER SEEMS TO RE-LIVE PORTIONS OF THE LONG-DEAD PAST--

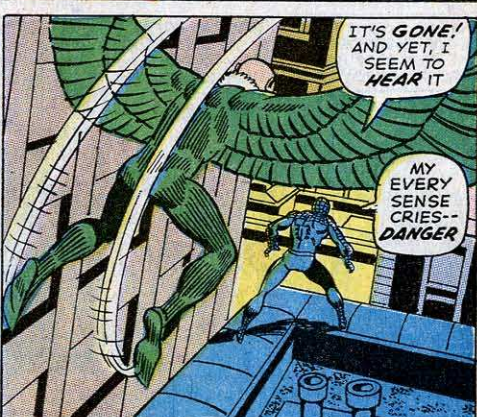


ACCCEPTING AN ASSIGNMENT AS FREE-LANCE PHOTOGRAPHER FOR THE BUGLE, THE TEENAGER WAS A THORN IN THE SIDE OF PUBLISHER J. JONAH JAMESON--

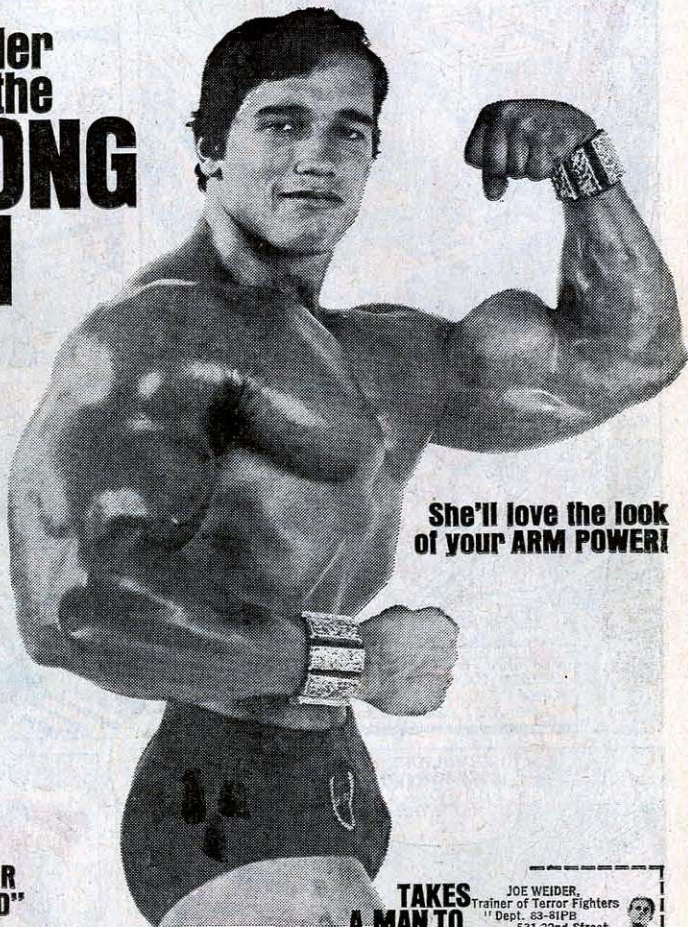


LIKE A MAD KALEIDOSCOPE, IMAGE FOLLOWS IMAGE AS PETER SEES HIS LONG-LOST BETTY BRANT--





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TAKES A MAN TO WEAR THEM!

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Trainer of Terror Fighters
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Dear Joe: Okay—Shoot the Works!—I'm man enough. I'll slip on your "Hell-Bent for LEATHER N' LEAD" bracelets and if only one second my arms do not "ooze" 100% more power—if they do not look ferocious—I'll return them for a full refund, I'm enclosing \$_____ for the following order which you'll send postage-paid.

(CHECK ONE.)

☐ \$14.95 for 2 (one pair)

☐ \$7.95 for only one (fits either right or left wrist)

Name _____

Address _____

City _____

State _____

Zip _____



AND NOW, BEFORE
THE VULTURE GETS
AWAY--

BUT, YOU
MUSTN'T
TELL!
YOU
MUSTN'T



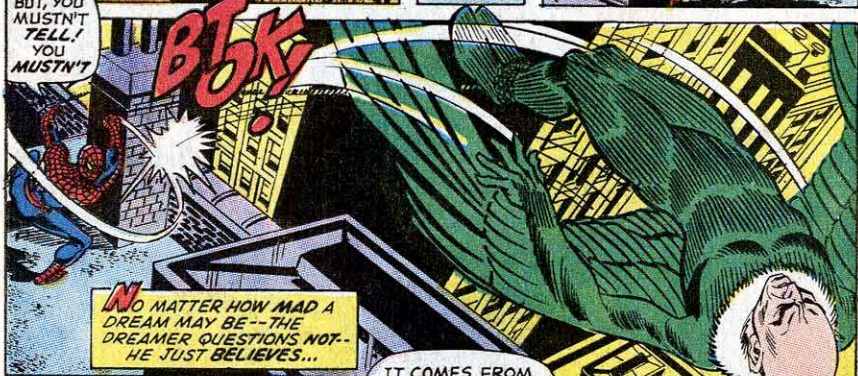
GOT
HIM!



NO! YOU'VE
NO RIGHT
TO DO THIS!
YOU CAN'T

YOU MUSTN'T
HARM ME!
YOU ONLY HARM
YOUR LOVED
ONES

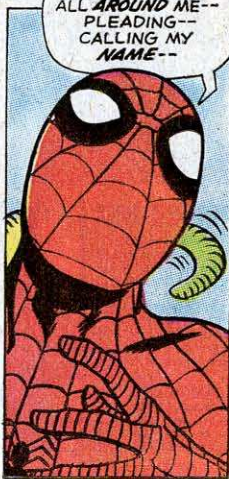
THEN--
EVEN
YOU
KNOW



NO MATTER HOW MAD A
DREAM MAY BE--THE
DREAMER QUESTIONS NOT--
HE JUST BELIEVES...

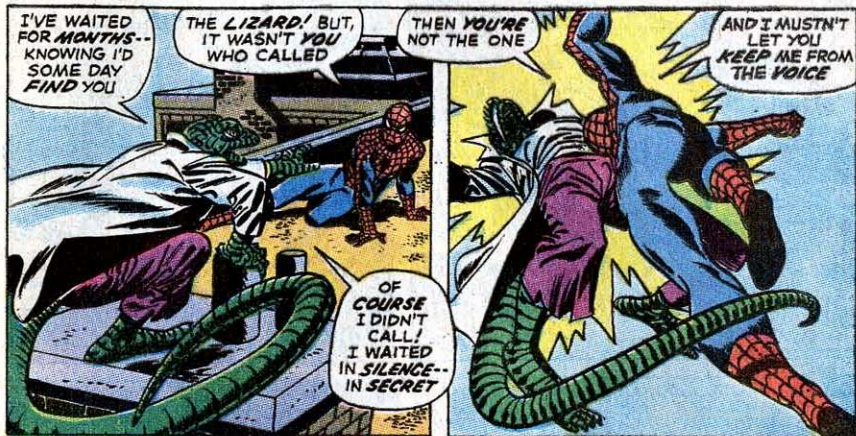


THE VULTURE
IS FINISHED--
BUT, STILL I
HEAR THE
CRY



IT COMES FROM
ALL AROUND ME--
PLEADING--
CALLING MY
NAME--







WITHOUT A PAUSE, THE DREAM GOES ON--AND THE CRY GETS LOUDER--LOUDER--

I HEAR IT AGAIN! IT'S MEANT JUST FOR ME



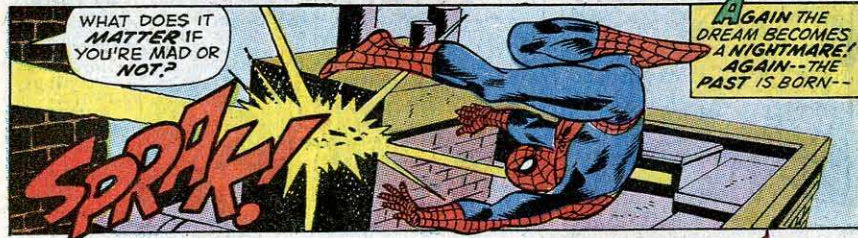
I HAVE TO GO--HAVE TO FOLLOW IT! I MUST KNOW WHO'S CALLING

AS IN ANY DREAM, SPIDER-MAN DOESN'T THINK TO WONDER, TO QUESTION WHERE HIS OLD FOES CAME FROM--OR WHY! HE ONLY KNOWS--HE MUST FIND THE HAUNTING VOICE--

IT SEEMS TO FOLLOW ME, WHEREVER I GO

IT'S COMING FROM-- EVERYWHERE AT ONCE

WAS THE LIZARD RIGHT? AM I REALLY MAD?



WHAT DOES IT MATTER IF YOU'RE MAD OR NOT?

AGIN THE DREAM BECOMES A NIGHTMARE! AGAIN--THE PAST IS BORN--

SPRAK!



THAT MOCKING VOICE CAN ONLY BE--



THE GREEN GOBLIN!

THIS TIME YOU MUST BE THE VANQUISHED

HE'S HURLING STUN BOMBS! BUT STILL I HEAR THE CRY

IT COMES FROM ALL AROUND ME

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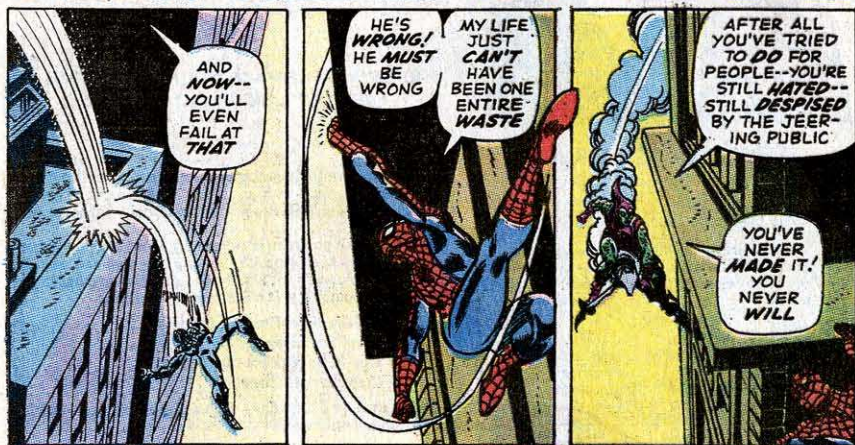
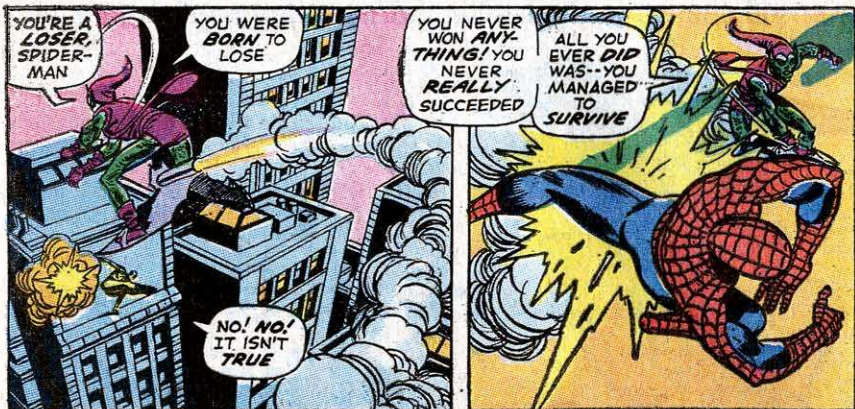
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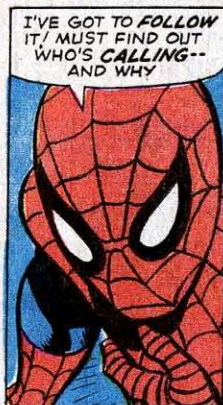
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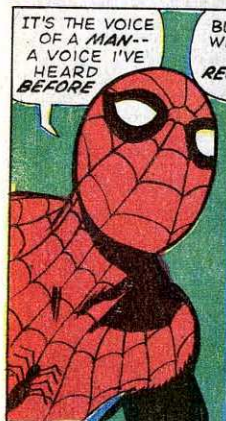
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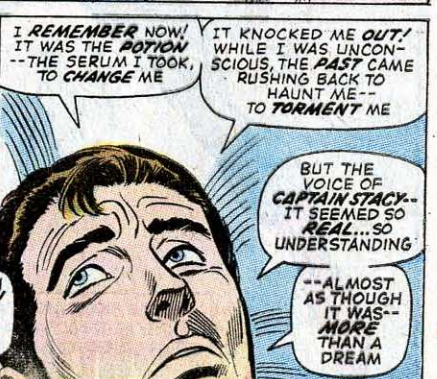
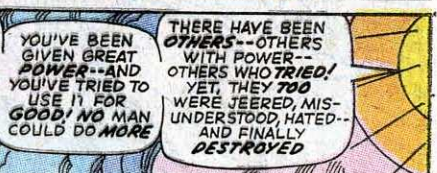
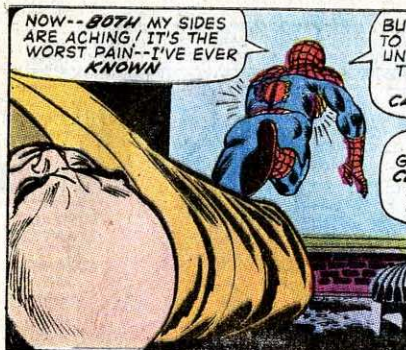
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BE? WHAT COULD
HAVE HAPPENED
TO ME?

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IT MUST
HAVE SOME-
THING TO DO
WITH THE
POTION I
DRANK

SLOWLY, UNCOMPREHENDINGLY, THE
HORRIFIED YOUTH BEGINS TO REMOVE HIS
OUTER SHIRT--AS THE SENSES-SHATTERING
TRUTH BEGINS TO DAWN

I DRANK THE
POTION--EVEN
THOUGH IT WAS
UNTRIED--IT
WAS UNTESTED--

--BECAUSE
I WANTED
IT TO
CHANGE
ME

BUT--NOT
LIKE THIS!

NOT
LIKE
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INDISPUTABLY IRRELEVANT ITEMS OF INCONTESTABLY LASTING INCONSEQUENCE!

ITEM! Did you know that we're presently working on a mildly magnificent Marvel art exhibit? It's being prepared for display at Emerson College in Boston, under the guiding hand of Shel Feldner, Emerson's talented assistant professor of drama, and Marvel fan extraordinaire. If it proves to be as successful as we expect it to be, we're planning to convert it into a permanent exhibit which will travel around the country for showings at countless campuses and galleries. Who knows — we may become the Barnum and Bailey of the comic-book biz!

ITEM! By the time this momentous mention appears in print (we're writing this page on March 1st, months before you'll get to read it), BARRY SMITH should be back in the USA, having returned from his two-year sojourn in merrie old England, land of his birth. While he was there, whipping out his cataclysmic CONAN strips, he also found time to do an illustration for the Beatles' song "Come Together," which will appear in *The Second Illustrated Beatles Lyrics*. Not bad for a country lad!

ITEM! Speaking of England, the gang in the Bullpen recently commissioned a most glamorous messenger when STAN LEE's beauteous British wife JOANIE made a flying visit to London. Due to the mail strike which was then in effect, our leader's better half volunteered to bring back some much-needed artwork from Barry, as well as a large selection of musical material from ICARUS, the brilliant British group which is just completing a far-out Marvel album. All in all, it looks like mighty Marvel has accounted for more than its share of transatlantic travel lately.

ITEM! Just thought you'd like to know that SYD SHORES' long-awaited RED WOLF is gonna be inked by none other than WALLY WOOD! Now if that's not the most titanic team-up of the year, what is?

ITEM! Say hello to Marvel's newest staffer, SAL AMENDOLA. Sagacious Sal's our pundit of proofreading, and the latest addition to our prolific production department. One of these days, when we get the time, we'll tell you exactly what the production dept. does—as soon as six-foot-six JOHN VERPOORTEN gets around to explaining it to us. But, till then—

ITEM! GERRY CONWAY just returned from the West Coast where he was huddled with HARLAN ELLISON over some sort of a secret project for a few weeks. We can't clue you in just yet, but chances are if you don't stray too far from our mixed-up mags, you'll be bumping into it sooner or later.

ITEM! Everybody's being extra nice to JOHNNY ROMITA lately, hoping for a ride in the nifty new Mercedes he just latched onto. But, if you ask us, the guy simply has no sentiment. You'd think that anyone who's been drawing CAPTAIN AMERICA these days would buy a motorcycle if he wanted some wheels! Oh well...



ITEM! Did you happen to see SCHOLASTIC's recent NewsTime edition which had an interesting article about SPIDER-MAN's latest issues? We always enjoy poring thru the SCHOLASTIC magazines, to learn what's new and exciting in the youth-education field, and it was a real kick to bump into a feature dealing with ourselves!

ITEM! And of course you must have seen STAN LEE's interview on ABC-TV's EYEWITNESS NEWS recently. To no one's surprise, he spent the time yacking it up about Marvel—and we loved every minute of it. Then there was that great mention that LOOK MAGAZINE gave us a few issues back. In their IN THE KNOW section, they said (in part) that the public should latch onto our Marvel mags because they're packed with today's steamy issues! And, as if that's not enough to swell our pointy little heads, the prestigious NEW YORK TIMES devoted a major portion of the first page of its second section not long ago to a penetrating article about Marvel's wondrous web-spinner! Now, all that remains is for the White House to declare a National Bullpen Day, and we'll have it made!

STAN LEE'S SOAPBOX

This is it — the one soapbox I've really been looking forward to writing. This month, as all of comicdom must surely know, marks Spider-Man's 100th anniversary! Yep, it was just one hundred issues ago that the wall-crawling wonder made his first appearance as the star of his own magazine, although he was actually "born" one issue earlier in the final issue of AMAZING FANTASY #15 in 1962. Today, Spidey is undeniably the most popular single superhero character in all the world, and his fanatical fan following seems to grow stronger each day. Therefore, I want to publicly thank all those who've had a hand in Spidey's success — my publisher, Martin Goodman, who first gave me the go-ahead... Steve Ditko, Spidey's initial artist, who breathed life and lustre into the strip... Johnny Romita, who later took over the artistic reins and carried the web-spinner to greater peaks of popularity than ever before... John Buscema, who continued our hero's exploits when we needed him the most... Larry Lieber, who skillfully pencilled some of our never-to-be-forgotten Spider-Man annuals... Gil Kane, who is presently doing such a brilliant job of illustration and interpretation in one of Marvel's most truly difficult assignments... and, of course, to all the illustrious inkers who have never let ol' web-head down: Jim Mooney, Mike Esposito, Frank Giacoia, and Sal Buscema... as well as to Artie Simek and Sam Rosen, who've lettered so many of Spidey's epics that they've got web-fluid pouring from their pen points! And now that we've reached our 100th ish, I doff my hat to you, without whose support and enthusiasm it would all have been for naught. I thank you, Spidey thanks you. And Aunt May is baking a cake.

Excelsior!

Stan





THE SPIDER'S WEB

SEND YOUR LETTERS TO:

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

Due to the tremendous response to SPIDER-MAN #96 and our limited amount of space, we decided to print excerpts of the many wonderful letters we received. So hang on and dig in...

"I have to commend you for bucking one of the less reasonable aspects of the Code and doing a story on drugs."

Warren Bluhm, D-57 Brook Dr.
Chester, NJ 07930

"... Never before have your characters been so real—your sub-plots so realistic."

Dion Berliowitz, 25 Oakbrook 'E'
Williamsburg, NY 14221

"I find it gratifying to read that hero of the campuses, Spider-Man, voicing thoughts which are uppermost in the minds of concerned citizens."

Felice Abraham, 1442-50 Street
Brooklyn, NY 11219

"YOU TOOK A STAND."

Barry Pearl, 88-04 63rd Dr.
Forest Hills, NY 11375

"I want to commend you and publisher Goodman for your boldness and just plain guts."

Michael Resnick, 25 Knolls Crescent
Riverdale, NY 10463

"Drug abuse has to be fought. It is terrible that the Comics Code Authority wants you to close your eyes and pretend it's not there."

Frank Kobola, 6 Horizon Road
Ft. Lee, NJ 07024

"This was the first time I had seen any company put their magazine in jeopardy rather than cut out something which they felt was right, and was needed."

Robert Konior, 20-07 149th St.
Whitestone, NY 11357

"Can't comics help their readers if possible, besides entertaining them?"

Bruce Berman, 79-28 211th St.
Flushing, NY 11364



"Stan thought that the topic was too important to wait until the Comics Code approves of it."

Jeff Strell & Robert Greenberger
70 Orange Dr., Jericho, NY 11753

"As I see it, if your message reaches at least one person in need, all the effort you must have put in it was well worth it."

Paul Zabrocki, 610-23rd St. North
Great Falls, Montana

"It would seem that a publishing company the size of your outfit should be permitted to speak about social problems the way you did in such a commendable manner, with good taste..."

Bill & Dennis O'Brien, 1461 Sierra Vista Dr.
La Habra, Cal. 90631

"As the father of two young sons, I most earnestly hope that your policy may be helpful and preventative."

Theodore Tolces, 145 Combs Ave.
Woodmere, NY 11598

"For what some people consider one of the more immature forms of literature, you seem to be doing more 'getting down to it' than a lot of the pompous, stuffed shirted old conservatives who cut you down for it."

Rodney L. Bloom II, 528 Shrewsbury Ave.
New Shrewsbury, NJ

"Face Front, everybody, Marvel Comics has!"

Matthew Krepas, 40 Catherine Ct.
Cedar Grove, NJ 07009

"The sub-plot about drugs is what has been lacking for a long time in the comic world. I can see the Comics Code Authority's point in refusing to approve this issue, but the superheroes are supposed to live in our world with our problems."

Becky Clover, 1116 28th Street NE
Canton, Ohio 44714

"Spider is a different superhero, so one must not hold back a new and different idea."

James Conner, 1025 E. Miller
Kingsville, Texas 78363



We'd like to test your art talent before somebody messes it up.

The more you like to draw, the more problems you have.

Sometimes people encourage you to draw for the wrong reasons, like keeping you out of mischief. Or they tell you to stop drawing and pay attention to algebra. Or insist the only way to draw a flower pot or a motorcycle or a bathing beauty is their way of drawing a flower pot or a motorcycle or a bathing beauty.

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Your instructor doesn't knock your doodles. He helps you build on them, and free your pencils, pens, paints, charcoal sticks, and pastels to say exactly what you want them to.

He encourages you to get as much imagination as possible into your flower pots and bathing beauties.

And he won't let you get away with so-so work when you could be doing better.

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ATOMIC ENERGY LAB

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Analysis spectra of glowing gases. See and identify the Fraunhofer Lines. A quality instrument featuring an easy-to-build built-in scale and a powerful condensing system for a bright spectrum. Equipment includes **Alcohol Burner** and a **2 Watt Neon Spectral Lamp**. Full instructions cover theory and use.



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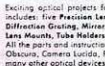
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Photographs subjects mounted on microscopic slides. Enlarges up to 100X. Takes clear, sharp pictures of specimens too small to be seen with the naked eye. No microscope required. Uses standard roll film, either 120 or 35mm, black and white or color. Make a photographic record of your projects with microscopic subjects.



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