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FROM NAME

POSTAGE

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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 MALLING OFFICES, Published monthly. Copyright © 1972 by Magazine Management Co., Inc., Marvel Comics Group, all rights reserved 625 Madison Avenue, New York, N.Y. 10022. Vol. 1-No. 108, May, 1972 Issue. Price 204 per copy. No similarity between any of the names, characters, persons and/or institutions in this measurine 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 \$3.00 for 13 issues including King Size Special. Canada \$3.50. Foreign 34.75.







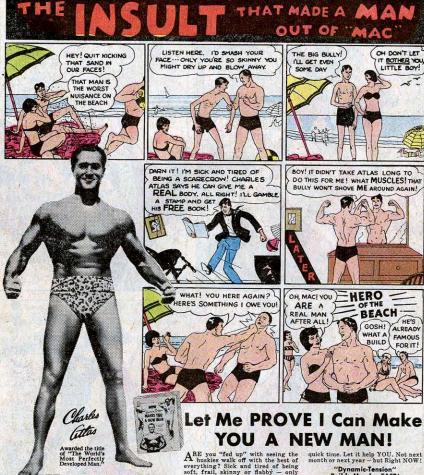












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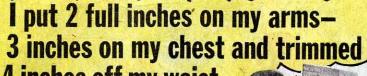












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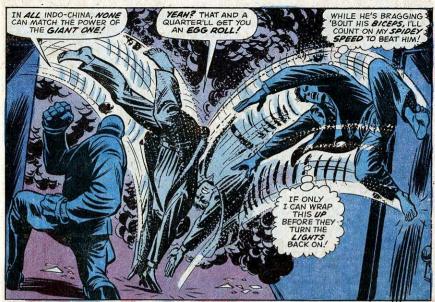
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# NIFTY NOTES, NOSTALGIC NUANCES, AND NARCISSISTIC NAME-DROPPING, FEATURING NON-TOXIC NEWS OF THE NATION'S MOST NOTORIOUS NON-ENTITIES!

ITEM! 'Twould appear that comic-mags in general - and mixed-up Marvel in particular - are on the map at last! The famous NEW YORK CULTURAL CENTER recently held a critically-acclaimed exhibition of comic art - and guess which company's recent masterworks held down a strategic spot therein! We'll give you a hint: it wasn't Abercrombie and Fitch! Meanwhile, for those of you who missed the intellectual goings-on, Boston Book & Art Publishers has just issued a beautiful hardcover tome entitled 75 Years of the Comics as a companion volume to the exhibit. And, just in case you wanna have some fun while you're waiting to see a copy, why not try guessing which pulsating pages of F.F. and X-MEN were chosen for repro in the tract! Have fun. pilgrim!

ITEM! Hello to Stalwart STEVE ENGLE-HART, who's just joined our harried little staff, where he'll be doing proofreading, penciling, inking, scripting and probably lettering, if somebody will lend him a spelling-book! Welcome aboard, Steve — may your inkwell never run dry!

MARVELOUS MINI-ITEMS! We give up! Due to a mountain (no lie!) of wildly favorable mail, we're unleashing the Indian avenger RED WOLF this month in his own many-splendored mag - with art once more by SYD (The Kid) SHORES! And if you think that special issue of MARVEL SPOTLIGHT was something wait'll you see how Syd moves out in this one! . Jumbo JOHN VERPOORTEN. our jet-set production chief, just got back in harness after a well-earned rest in old California. (Some rest! From the postcards we got, he must've hit every tourist spa in the whole sun-splashed state!) Oh yes, and here's an aside to all you Marvel old-timers: Fabulous FLO STEIN-BERG says hil . Hey, classic-counter, didia notice that our newest fulltime scripter, GERRY CONWAY, authored six full comicmags this go-round? Welcome aboard. Ger - you're now as inundated with work and wonderment as even STAN and ROY! · Our peerless publisher, Merry MARTY GOODMAN, has been so happy about the reception you frantic ones have given our latest issues that he tossed an impromptu party for the whole blamed Bullpen at one of NYC's swingin'est eateries! Best part of the whole evening was that everybody had such a great time - nobody made a speech! . Remember our telling you about the annual Halloween Parade held in Rutland, Vermont? Well, this year there were so many Marvel heroes in attendance that they took up two floats, no less! Biggest kick for Rascally ROY THOMAS, who was garbed as our friendly neighborhood wall-crawler, was seeing one excited fan dressed up as a certain red-and-blue-clad superstar published by our Distinguished Competition - but jumping up and down ecstatically, yelling "SPIDER-MAN! SPIDER-MAN!" . That's it, people!

#### STAN LEE'S SOAPBOX

Let's try something different this month. Instead of me laying it on you with the usual panoply of punctilious phrases, we'll follow the old adage of a single picture being worth a thousand words—and if this picture doesn't fill the bill, may Forbush



His name is LUKE CAGE — and being a HERO FOR HIRE is his thing! We've put it all together for you in the first sensational ish of our newest superhero mag, on sale right about now. I don't want you to think: I'm hitting you with a lot of hard-sell, but as one Believer to another, even if it means foregoing Millie the Model this month, don't dare miss LUKE CAGE, HERO FOR HIRE! He's really somethin' else!

Excelsior!





THE MIGHTY MARVEL CHECKLIST
Now on Sale!

FANTASTIC FOUR #122: The wondrous wind-up! The Silver Surfer teams up with the F.F.! But how long can even they survive against the combined power of Gabriel — and Galactus?

SPIDER-MAN #108: Spidey fights his greatest battle — to save Flash Thompson from a sinister Death-Cult! And then

- but see for yourself, pilgrim!

THOR #199: The legions of Pluto battle the hordes of Hela — for the soul of allfather Odin! And Thor must choose between them! Suspense without equal!

AVENGERS #99: Hawkeye returns to the fold! Hercules in torment! This one paves the way for perhaps the greatest hundredth issue of all!

HULK #151: They call it — the Crawling Unknown! And it's the one thing so loathsome — so mind-shattering — that even of Greenskin can't stop it!

CAPTAIN AMERICA and THE FALCON #149: Cap's long-awaited rematch with the blockbusting Batroc! And wait'll you learn the Leaper's new secret identity! DAREDEVIL #87: DD and the Widow hit San Francisco! And nobody's minding the welcome wagon but — Electro! A titanic turning-point ish!

SUB-MARINER #49: This is it! The fearful finale to the three-way war between Namor, Modok, and a desperate Dr. Doom! More we gotta tell ya?

IRON MAN #46: The golden Avenger—
implicated in murder The attack of the
superhero called the Guardsman! And
then—death deals a hand! Don't miss it!
AMAZING ADVENTURES #12: The Beast
is back—and Iron Man's after him!
Plus—more secrets behind the mutant
that walks like a man—and looks like
a monster!

CONAN THE BARBARIAN #15: Conan and Elric — alone against the slashing swords of Chaos! Barry's artwork alone is worth the bread — and oh, that Moorcock/Thomas story!

MARVEL TEAM-UP #2: Spidey and the ever-torrid Human Torch mix it up again, when our way-out web-spinner joins the Frightful Four! Shock city!

TOMB OF DRACULA #2: London! Midnight! Count Dracula stalks the city, in search of his purloined coffin — and death waits for any who stand in his way!

MARVEL PREMIERE #2: The man-god called Warlock — in cataclysmic combat with Rhodan and the Hounds of Helios! Names grab ya? So will the story, believer!

CREATURES ON THE LOOSE #17: Gullivar Jones, Warrior of Mars — facing the Spider-Swarm at the end of the River of Death! Far-out fantasy at its finest!

SGT. FURY #98: You asked for it — you demanded it — and now you've got it! Nick Fury's battlin' buddy leads his own attack squad — "Dum Dum's Deadly Dozen!"

RED WOLF #1: The masked avenger of the plains is back — with a vengeance! Whether you crave western action — or superhero thrills — you can dig it!

HERO FOR HIRE #1: This month's Soapbox says it all! But you'll say even more, after you step up and shake hands with — Luke Cage!



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

Dear Stan, Roy, and Gil.

I don't know how you ever got it past the Comics Code Authority, but, however it was done, it was a mistake. You ask yourself to what am I referring. What else could it be but the senseless murder of Gog, the alien in SPIDEY #104? How could you let Spidey do it? It's like Kraven said, "He is merely a lost and lonely child..." Surely there could have been some way to save Gog, to help him survive on our world in peace.

Make Mine Marvel.

Bruce Roland, 27465 Berenda Way Hayward, Calif, 94544

The way it looked from here, Bruce, Spidey scarcely had time to save himself (and, in a sense, Gwen Stacy), let alone worry about the space-born behemoth which was chasing him all over the Savage Land! Some might indeed call it murder-but we've got a hunch that most juries would term it the most basic kind of self-defense, however regrettable. Still, we'd be interested in hearing from the rest of Marveldom En Masse on the subject. What say you, people? Should the wall-crawler have let Gog trample him into the ground, then go back and help Krayen defeat Ka-Zar and force Gwen to become his reluctant queen? Sorry if we seem to be stacking the deck by wording things that way-but as we see it, that's pretty much what would've happened!

And, when all is said and done, we wonder how we can be sure that gargantuan Gog is truly dead beneath that primeval bog.

Dear Stan, Roy and Gil,

I noticed in SPIDER-MAN #104, p. 14, panel 3... our friend Kraven the Hunter said, and I quote, "I do not believe in honor, Ka-Zar—only in expediency." Well, later that night I zipped through my ever-growing collection of SPIDEY and noticed in SPIDER-MAN #34, p. 19, panel 4, Kraven said, and once again I quote, "Whatever else I may be—I am a man of Honor! I have given my word!" (He is explaining to a cop why he confessed to impersonating Spider-Man and threatening J. Jonah Jameson.) OK, so I think I've made my point. How can Kraven be a man of honor when he doesn't even believe in it? Well, don't you think that's worth a nice No-Prize?

George Davis, 4173 Datcho Drive San Diego, Calif. 92117

You know it, George. You caught a man (a super-villain, no less) in the time-honored act of-changing his mind! (Which even costumed crazies are wont to do, when suddenly confronted by a foe they can't defeat by going by the book!)

By the way, we don't generally capitalize the term "no-prize" around here, lad—but we won't hold it against you. That bountiful bonus of oblivion will be delivered to your doorstep-the very next time Honest Irv Forbush happens to be passing thru San Diego. (Only thing is, since he just got back from there the other day, it'll probably be a decade or two. Oh well....)

Dear Stan and Friends.

I have just read your issue of THE AMAZING SPIDER-MAN (no. 103), an issue in many ways different from its predecessors.

An issue of differences I feel are deserving of a few moments of my time to let you know the opinions of at least one segment of your readership.

First, of course, is the most recent change in your prices. It seems that we are now getting the same number of pages (32) that we were getting a couple of months ago at a price increase of one third, I realize that printing costs have risen, but this much? When you stop to consider that your major competitor is giving the public half again as many pages for a mere nickel more one has to wonder at your economic policies. True, most of these extra pages are reprints, but the price-to-story ratio remains. You may counter that the amount of original material you print has been increased (from 19 pages to 24 or so), but 4 pages for 5 cents? And what happens when your letters column, checklist, and Bullpen Bulletins return-back to 19 pages? I think you had the best idea in your November issue when you gave us 34-35 page stories for 25 cents. I suppose this practice was non-lucrative, however, since it has been discontinued. But please, people, if you're going to charge us more, at least give us a little something more in return. (And don't cop out by saying you're giving us more quality-your quality is quite good, but no better than before the recent price fluctuations.)

So much for the complaints-on to number 103. I must say that I was thoroughly impressed with this issue. Aside from the interjection of a few too many "now" phrases, the story was very well executed. The characterization of J. Jonah Jameson was especially well-handled and much more three-dimensional than before. Also, the setting of the Savage Land is a pleasant change from our hero's usual big-city escapdaes. I rather wish Kraven hadn't been introduced at the end, though. The story had a very nice flavor up to this point and I fear that it will now fall into the familiar super-hero vs. super-villain rut. Oh, well, I guess I shouldn't judge that until next ish. Maybe Roy has some more surprises up his six sleeves. Art-wise, #103 was quite good. I particularly like Mr. Kane's rendering of J.J.J. and the maturity he has added to Peter Parker.

That's it for now.

David B. Michelinie, 3113 Klonway Dr.

Louisville, Ky. 40220 But we've got a hunch we'll be hearing from you as soon as you've leafed thru SPIDEY #104, D.B.! 'Cause a sizable section of that action-packed ish was devoted to a knock-down, drag-out battle 'twixt Ka-Zar and Kraven, even if the web-spinner himself never quite piled into our hostile Hunter. Still, we feel you're still gonna admit that issues #103-104 together formed one of the most offbeat Spider-Man sagas of all—and that, after all, is what Roy and Gil had in mind for their mutual swan-song on perhaps the most popular Marvel comic-mag of all!



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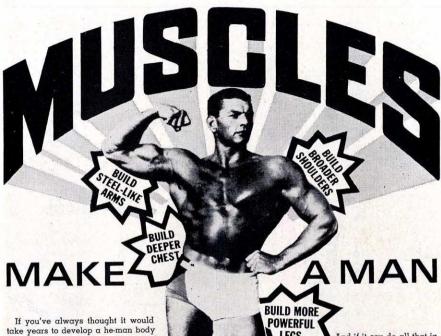




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