

SPIDER-MAN

MARVEL COMICS GROUP™

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# the AMAZING SPIDER-MAN®

ADMIT IT,  
WEB-HEAD...YOU'RE  
**FINISHED!**

EVEN YOU  
CAN'T SURVIVE  
AN ATTACK BY  
**ALL OF US!**

**MYSTERIO IS BACK...**  
AND *THIS* TIME HE'S  
**NOT ALONE!**



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G. Aschkar, Black Belt, 1st Dan

**Demaru Instructor  
Toyotaro Miyazaki,  
Black Belt,  
5th Dan**



## YOUR PHYSICAL SIZE AND AGE ARE UNIMPORTANT

It doesn't make any difference whether you are short, tall, skinny, fat or just plain average. We don't care if you've lost every fight you ever fought. We'll teach you how to defend yourself and those you love against one, two, or even three attackers with our revolutionary new audiovisual home study course in dynamic KUNG FU & KARATE you'll be able to face ANY MAN, ANYWHERE without the fear of being physically hurt or embarrassed.

## WE'LL PROGRAM YOUR MIND TO MASTER ALMOST ANY SELF DEFENSE SITUATION

No rigorous or boring exercises are necessary. You learn in the comfort and privacy of your own home, either alone or with a friend, by looking and listening with our simple, effective audiovisual technique. You merely follow the pictures in our lesson book as you listen to each lesson on our SPECIAL LONG PLAYING 12" RECORD. What could be easier?

By playing this record over and over, the lessons become buried deep in your subconscious. Your mind is conditioned in the ancient Oriental disciplines of KUNG FU & KARATE—it develops a memory bank of specialized fighting knowledge. If you are attacked, you'll find yourself springing to action almost automatically, using this knowledge to defend yourself and those you love.

## YOUR BODY BECOMES A POWERFUL WEAPON OF DEFENSE

We'll teach you how to use your hands, feet, arms, legs, elbows and knees as powerful weapons against any attacker. You'll learn the KUNG FU & KARATE techniques of the thrust punch, hammerfist, X & U punch, knife hand, spear hand, palm heel strike, snap kick, thrust kick, stamping kick, knee kick, elbow strike, backfist, X block, sweeping block, high and low blocks, and much, much more. You'll learn nerve centers and pressure points—where, when and how to hit effectively and avoid being hit yourself. You'll learn all the essential secrets of these two Oriental fighting arts—ancient secrets that have allowed smaller, weaker men to defeat larger, more powerful men with ease.

## A NEW, CONFIDENT YOU

Take this course and feel like a new person. Never be afraid to go anywhere ever again—ball game, beach, school yard, bar, dance, tough neighborhood, back alley or parking lot at night. Gain self confidence and win the respect and admiration of those you love. Your cool, confident steel-like gaze will show others you are no person to fool around with. Feel a new power come over you—the power to master almost any self defense situation!

## HERE'S WHAT YOU GET:



Our long playing 12" 33 1/3 RPM instruction record which contains 35 complete, separate and distinct lessons.

It was specially produced to make the learning of the essential self defense techniques of KUNG FU & KARATE as inexpensive and easy as possible.



Complete picture lesson book containing over 135 photos and illustrations. While you are coached by the lesson record, each defensive movement is shown to you step-by-step by our instructor, TOYOTARO MIYAZAKI, BLACK BELT, 5TH DAN from the world famous KENKOJUKU DOJO in TOKYO, JAPAN.



Complete nerve center and pressure point chart showing all vital areas of defense.

## ALL THIS FOR LESS THAN 16¢ A LESSON

It's hard to believe, but it's true! People across this country pay up to \$10.00 for a single lesson in KUNG FU or KARATE—more than the cost of this entire home study course. Only today's modern technological advances in audiovisual learning, and mass production techniques make it possible for us to bring you this complete course at such a ridiculously low price! Yes it's absolutely true—you get 35 complete lessons for only \$4.98 & 50¢ for postage and handling—that's less than 16¢ a lesson!

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667 Madison Avenue., New York, N.Y. 10021

## 10 DAY NO RISK MONEY BACK GUARANTEE

If after ten days of examining this home study course, you are not completely satisfied that this is the easiest, most effective way possible to learn self defense, KUNG FU and KARATE at home, you may return it for a full refund of your purchase price.

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## USE THIS RUSH COUPON TO ORDER:

Yes, this is for me. Rush me your complete audiovisual home study course in dynamic KUNG FU & KARATE. I enclose \$4.98 plus 50¢ for postage and handling (totaling \$5.48) as payment in full. I understand that this course was designed to teach me how to use KUNG FU & KARATE to defend myself. I promise never to use these techniques as an aggressor. Send cash, check or money order to:

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State..... Zip.....

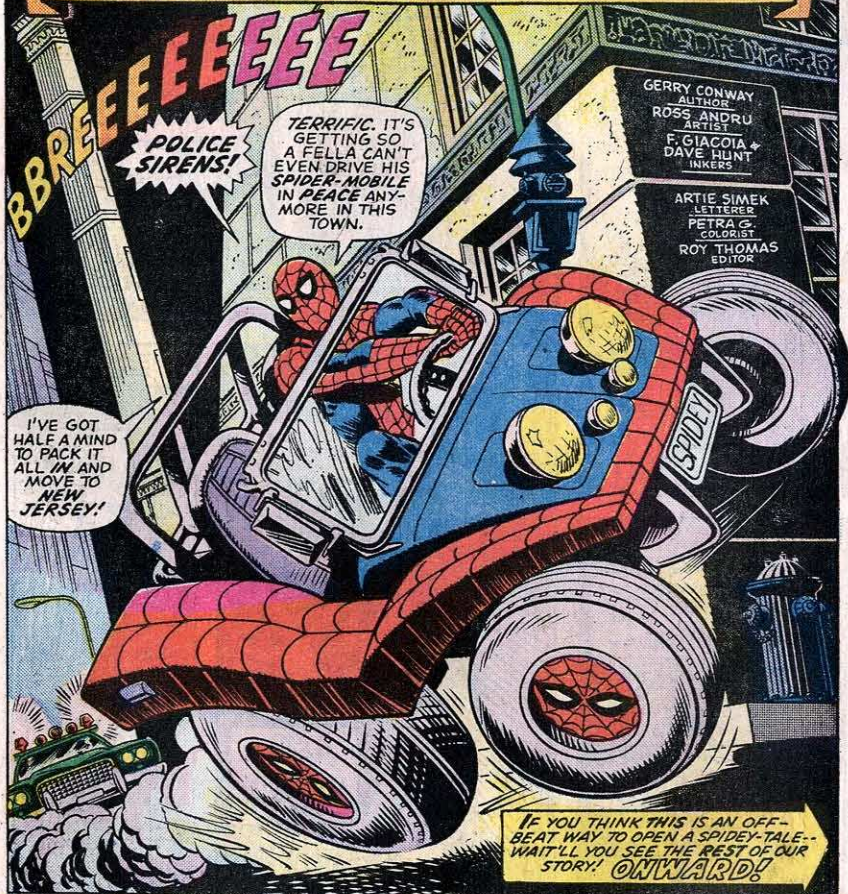
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Stan Lee  
PRESENTS: **THE AMAZING SPIDER-MAN™**

# THE MAN'S NAME APPEARS TO BE... **MYSTERIO!**



GERRY CONWAY  
AUTHOR  
ROSS ANDRU  
ARTIST  
F. GIACOLA  
DAVE HUNT  
INKERS

ARTIE SIMK  
LETTERER  
PETRA G.  
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EDITOR

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WE'VE GOT HIM NOW,  
SARGE. THAT WEB-  
SLINGING MENACE MADE  
A REAL MISTAKE WHEN  
HE CAME DOWN TO  
THE GROUND.

HE MAY BE  
TOUGH STUFF  
SWINGING  
AROUND  
SKYSCRAPERS--

--BUT  
HERE ON  
ANOTHER  
EARTH--

--HE'S JUST  
ANOTHER  
BAD NEW  
YORK  
DRIVER!

POLICE

5716

AH, BUT THOSE OF US WHO'VE  
READ SPIDER-MAN #126...WE  
KNOW.

THE REST OF YOU  
--YOU'LL JUST  
HAVE TO BLISS  
ALONG  
IGNORANTLY.

OH,  
NO!

ANOTHER POLICE CAR  
AHEAD OF ME! I'M  
BOXED IN!

THEY'RE RIGHT--  
I SHOULD NEVER  
HAVE DRAGGED THIS  
MONSTROSITY OUT  
OF RETIREMENT.

I THOUGHT IT MIGHT  
PROVE USEFUL  
SOMEHOW--HELP ME  
GET AROUND THE  
BOROUGH, TRACKING  
DOWN THE JACKAL--

\*WHO'S BEEN HASSLING  
OUR HERO THESE PAST  
FEW MONTHS.--ROY.

--BUT BOY, WAS  
I WRONG!

WHY I EVER  
LET MYSELF  
GET TALKED  
INTO BUILD-  
ING THIS  
CRAZY THING--  
NEVER MIND  
USING IT--I'LL  
NEVER KNOW!

SPIDEY

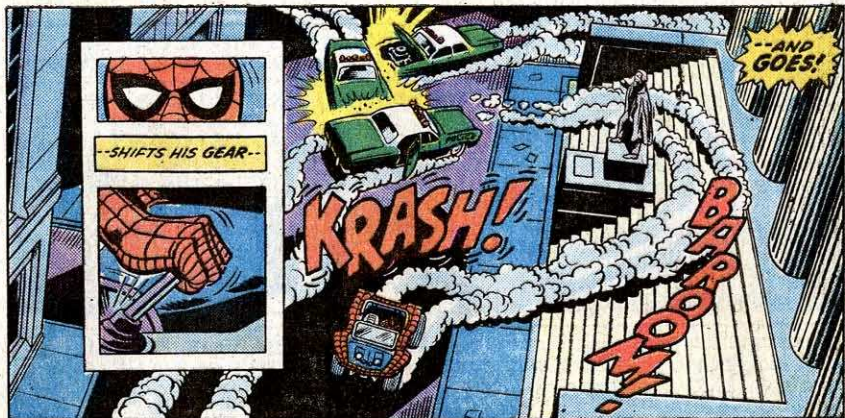
DESPERATELY,  
OUR HERO  
CASTS ABOUT FOR  
A WAY OUT--

--AND  
BECAUSE  
HE'S  
DESPERATE,  
HE SEES A  
WAY--

--AND PREPARES TO  
TAKE IT!

"THIS IS GOING  
TO GET ME  
KILLED."  
HE TELLS HIM-  
SELF. SIGHING,  
HE GRITS HIS  
TEETH--







Read this story if  
you want to...

# "GET IT ALL TOGETHER"

...when you get out  
of the service

ONE DAY, A FEW MONTHS AFTER WE BOTH GOT  
OUT OF THE SERVICE, I RAN INTO MY OLD BUDDY, PETE.

PETE! HOW YOU  
MAKING OUT?

NOT TOO GOOD, JOE. I  
CAN'T SEEM TO HACK IT...  
NO JOB I CAN GET  
PAYS ANY  
MONEY.



LOOKS LIKE YOU'RE  
DOING ALL RIGHT,  
THOUGH.

I'LL SAY! I'M IN  
**ELECTRONICS** AND  
HAVE MY FCC LICENSE



**ELECTRONICS!**  
HOW'D YOU WORK  
THAT, JOE?

**CIE, PETE! CIE**  
HELPED ME LEARN  
**ELECTRONICS** ON MY  
OFF DUTY HOURS--BY MAIL!  
IT'S THE SCIENCE OF  
THE SEVENTIES, MAN.



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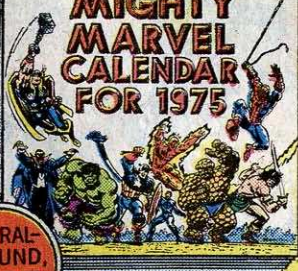
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--SO LET THE  
HARBOR PATROL  
HANDLE IT--  
TOMORROW.

TERRIFIC.



I'M SO **POPULAR**  
THESE DAYS, THE  
COPS DON'T EVEN  
WANT TO DREDGE  
FOR MY **BODY**.

IF I WEREN'T  
**ALREADY** ONE OF  
THE MOST  
**DEPRESSED**  
PEOPLE ALIVE--

--THAT'D BE  
ENOUGH TO  
MAKE ME WANT  
TO SLIT MY  
**THROAT**.



STILL--I WISH I KNEW WHAT  
**HAPPENED**  
HERE.

I COULDN'T  
HAVE  
**IMAGINED**  
AN ALLEY,  
COULD  
I?

AND IF  
I DID--

--DOES THAT  
MEAN I'M  
**CRACKING UP?**



WELL, I WON'T GET  
**ANYWHERE** BROODING  
ABOUT IT.

I'D BETTER  
**GO HOME**  
AND--



**FOIT!**

**SWELL.**  
**WONDERFUL.**

MY WEB-  
SHOOTER'S  
WATER-  
LOGGED.



SOME DAYS  
IT JUST  
DOESN'T PAY  
TO SPIN YOUR  
FIRST **WEB**...



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THING can frighten you—that you  
can deal with any man, any  
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WHEN WE NEXT PICK UP OUR HARRIED HERO, IT'S SEVERAL HOURS AFTER THE ABORTIVE SPIDER-MOBILE CAPER--



--AS AN EXHAUSTED PETER PARKER TRIES TO STAY AWAKE DURING A CLASS IN BIO-CHEMISTRY--

--WITH FEW--



--POSITIVE--

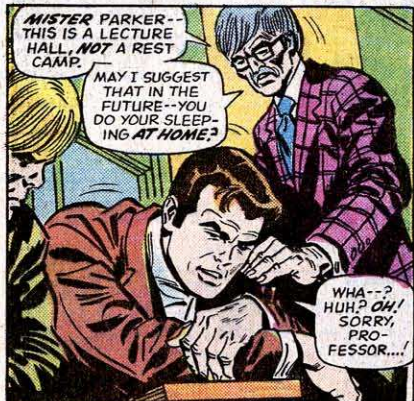


--RESULTS.



MISTER PARKER-- THIS IS A LECTURE HALL, NOT A REST CAMP.

MAY I SUGGEST THAT IN THE FUTURE--YOU DO YOUR SLEEPING AT HOME?



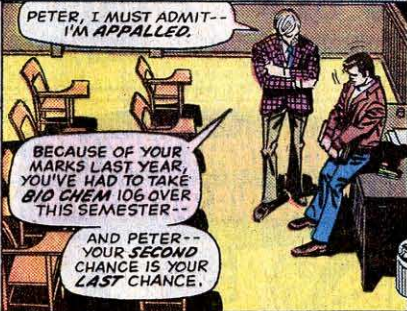
WHA--? HUH? OH! SORRY, PROFESSOR....!

THE CLASS ENDS. IN GROUPS OR SINGLY, THE STUDENTS LEAVE... ALL BUT ONE, A CERTAIN SOMNOLENT SCHOLAR WHO IS ASKED TO REMAIN AFTER THE OTHERS ARE GONE, FOR A FRIENDLY "CHAT"...

PETER, I MUST ADMIT-- I'M APPALLED.

BECAUSE OF YOUR MARKS LAST YEAR, YOU'VE HAD TO TAKE BIO CHEM 106 OVER THIS SEMESTER--

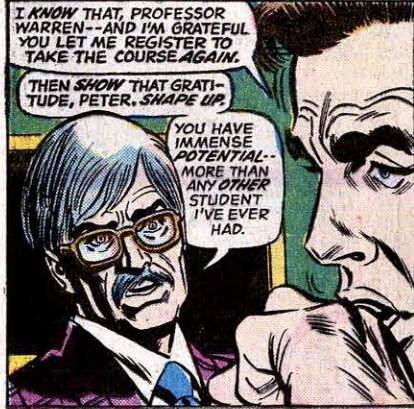
AND PETER-- YOUR SECOND CHANCE IS YOUR LAST CHANCE.



I KNOW THAT, PROFESSOR WARREN--AND I'M GRATEFUL YOU LET ME REGISTER TO TAKE THE COURSE AGAIN.

THEN SHOW THAT GRATITUDE, PETER. SHAPE UP.

YOU HAVE IMMENSE POTENTIAL-- MORE THAN ANY OTHER STUDENT I'VE EVER HAD.



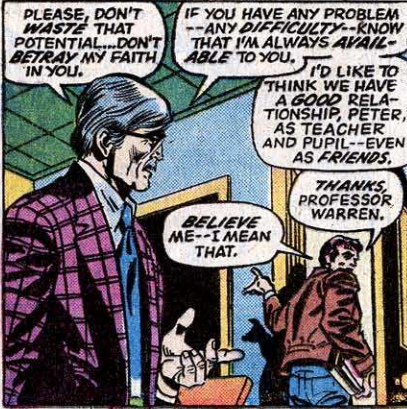
PLEASE, DON'T WASTE THAT POTENTIAL...DON'T BETRAY MY FAITH IN YOU.

IF YOU HAVE ANY PROBLEM--ANY DIFFICULTY--KNOW THAT I'M ALWAYS AVAILABLE TO YOU.

I'D LIKE TO THINK WE HAVE A GOOD RELATIONSHIP, PETER, AS TEACHER AND PUPIL--EVEN AS FRIENDS.

THANKS, PROFESSOR WARREN.

BELIEVE ME--I MEAN THAT.









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THAT GIRL IS DEAD.

AND HE WONDERS...

CAN ANYONE REPLACE GWEN STACY, THE WOMAN HE LOVED?

PETER DOESN'T KNOW.

HE JUST...

DOESN'T KNOW.

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IF WE FOLLOW THEM ACROSS TOWN, THEY TAKE US HERE--TO A CERTAIN PRIVATE CLUB--

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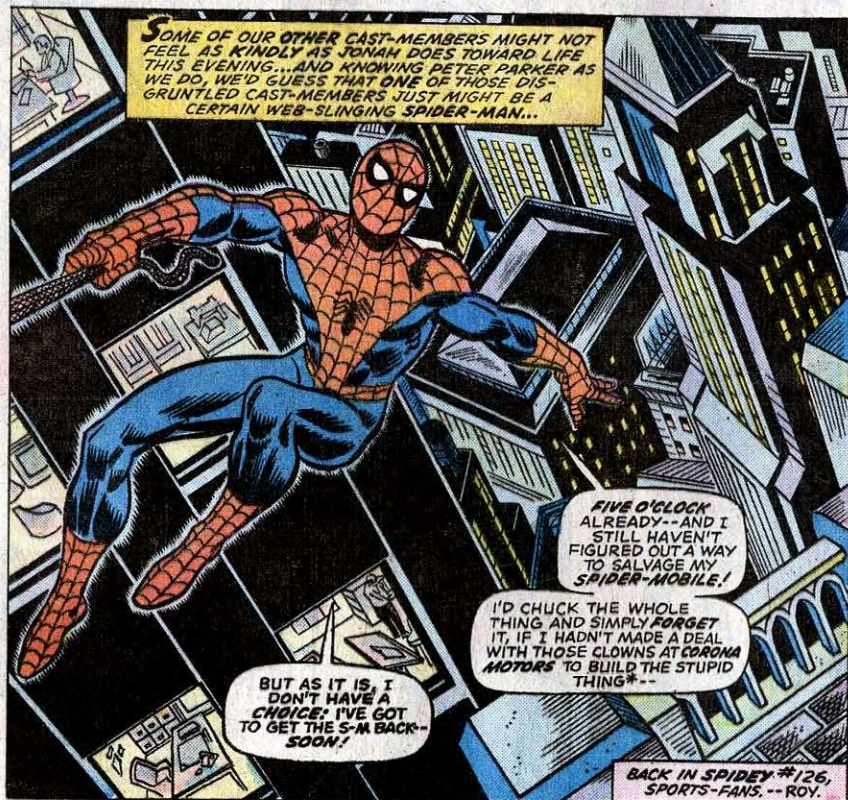
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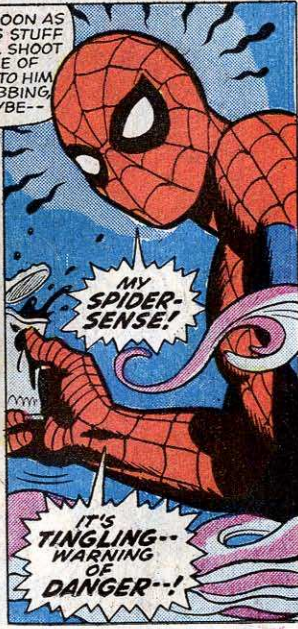
MR. JAMESON...YOUR PHONE CALL, SIR.

PHONE CALL, JONAH?

















# THE SPIDER'S WEB

SEND YOUR LETTERS TO:

THE MARVEL COMICS GROUP, SIXTH FLOOR 575 MADISON AV., NEW YORK, N.Y. 10022

Dear Gerry and Ross:

"Madness Means...the Mindworm!" was a very strange kind of Spidey story, indeed; my feelings on it are kind of mixed, but I think it suffered from being a one-issue tale, possibly more could have been done, not only plotwise, but in developing the Mindworm's character, motives and ability somewhat, had you taken a couple issues. Still, Gerry's smooth writing abilities made it flow nicely, and I must confess that, while I've never really cared all that much for Ross Andru, as the artist, he seems to be developing a "look" for Spider-Man that is as distinctive in its own way as Ditko's and Romita's were.

Perhaps it's his penchant for crowding so many small panels on a page that bothers me—or is that Gerry's fault? Anyway, the comic has been picking up ever since that ridiculous issue when Parker had six arms; please don't ever do anything like that again to ruin the careful credibility of the series. As for the question of whether or not Petey should graduate, I say certainly, of course, naturally; is there one valid reason why not? No, there isn't.

And the next issue blurb: "See Peter's new apartment..." do you realize the absurdity of that, or was it intentional?

T. Gortel  
Tyger, GA

Dear Stan and all concerned:

First off, I want you to stand back and take a long hard look at your recent comics. Your artist and writers jump from book to book. Many of your newer artists are terrible. Your scripts are just plain sloppy. Why, I remember when Stan and Jack created masterpiece after masterpiece, month after month. I also remember when the Thing wasn't beaten by every creep who came along; I remember when Mr. Fantastic had supreme confidence, and not a million hang-ups like Peter Parker. Your comics seemed to have a personal touch, they were a labor of love—the stories were twenty pages long and there weren't ads every other page. But don't think I'd criticize without offering any explanation.

I know exactly why your comics aren't up to par. The simple reason is your constant expansion. You've gotten too big for your proverbial britches. You just can't keep coming out with new magazines, one after the other. You must draw a line sometime and somewhere.

Steven L. Thompson  
812 Concord Street  
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While your letter doesn't have a lot to do with Spider-Man in particular, it does bring up several points that we believe deserve honest discussion. First and foremost, we do not

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Dept: ALG





deny that our expansion has caused various problems here and there, which we regret as much—or quite possibly more—than you do. Yet our concern is no longer with producing more titles, per se, but rather with improving and upgrading those we already have—although we never want to get so locked into things that there isn't room to try something new.

We further suggest that, as Marvel has evolved over the years, so too have our readers' tastes matured, to the extent that were we suddenly to attempt doing our books in the style of an early-sixties comic, the reaction would very likely be severely critical. After all, look what happened to IT, THE LIVING COLOSSUS.

As for the number of story-pages, the ever-increasing price, etc., we have no more control over inflation than the grocer, the motorcycle salesman, or the paperback publisher—paper and other costs have gone outta sight in recent years, and it scares us as much as you. Really.

Finally, Steven, had Peter Parker, Mr. Fantastic, and others not continued to evolve as characters, we think you'd like it far less; after all, Marvel's strong point has always

been the fact that our characters have lives of their own And human life is a continually-changing process, which is what we attempt to reflect in our stories.

Okay, we've done our best—we've leveled with you. Nuff said.

Dear Bullpen,

Hoo boy! Hoo boy! Have you ever made a mistake. In Spidey #130, page 23, panel 3, you have a footnote reading "back in #213, natch." Now, to my knowledge, there never has been, and will not be for some time, a Spidey #213. As I live in Australia this letter will take time to reach you, but I hope no one else claims my no-prize.

Until Spidey and Smokey the Bear team up to fight a wild horde of marauding kangaroos with machine guns, Make Mine Marvel!

Bryan Grivell  
13/T Hearn Place  
Carnarvon, WA, Australia

You mean to tell us it takes so long for our mags to reach Australia that you haven't gotten #213 yet? (Aw heck, we're only kidding—what if we told you that we did it on purpose, just to see if anyone was looking?) Anyway, your No Prize is on the way, Bryan, and in the meantime, Gerry wants you to watch for our next issue, in which Spidey and Smokey the Bear team up to fight a wild horde of marauding kangaroos with machine guns.

Wild, huh?



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--BUT IF THIS GOP GETS ANY DENSER, I WON'T BE ABLE TO SEE WHAT MY SENSE IS WARNING ME--



--THERE!

HE'S JUST A SHADOW NOW--

--I CAN'T SEE HIM CLEARLY--



--BUT I'M WILLING TO BET MY BOTTOM DOLLAR--

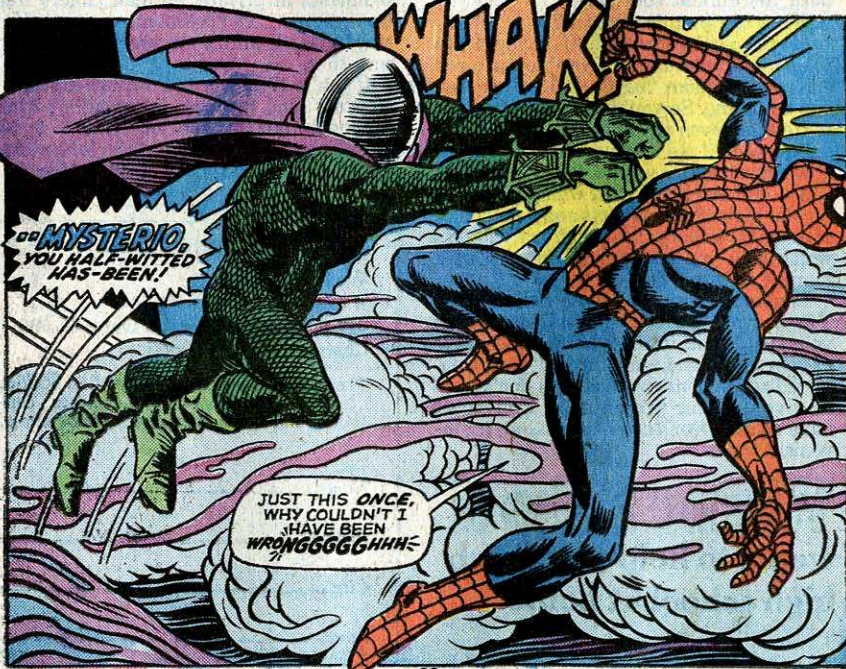


--THAT THE MAN COMING TOWARD ME IS--



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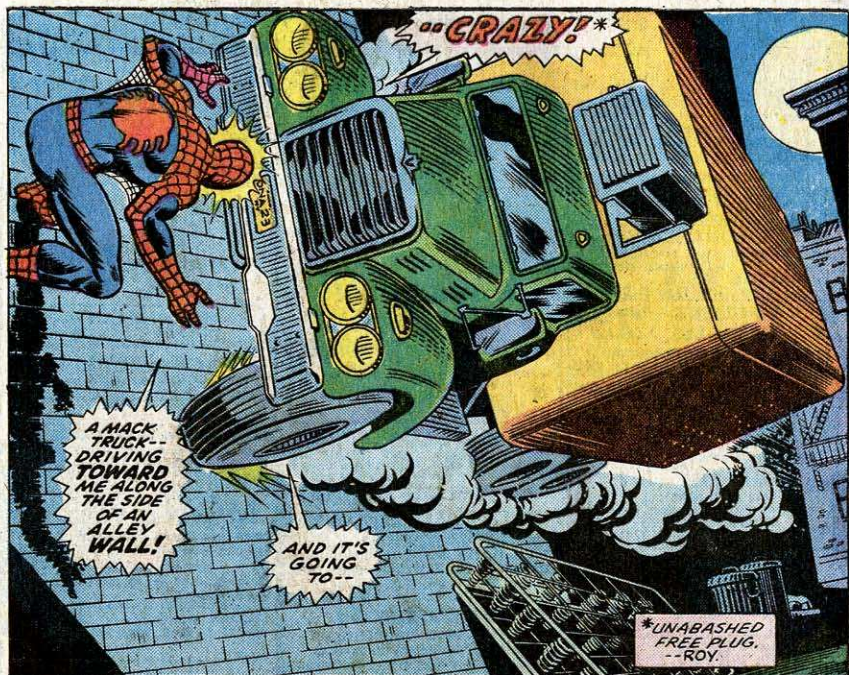


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## PRAISES AND SELF-PLAUDITS FROM THE PUNDITS OF PANDEMONIUM!

## STAN LEE'S SOAPBOX

Hang in there, hero! We've got a couple of mind-blowin' items for you this month, so let's zero right in. First, how lucky can you be? You'll be seeing more sensational stories than ever from ol' ROY THOMAS from now on. Yep, the Rascally One has been itching to devote more of his time to writing, and he's finally decided to take the plunge. Hence, from this day forth, our award-winning editor becomes Editor Emeritus, a title he so richly deserves, as I hereby announce (and not without a twinge of envy), that he'll be scripting more Marvel masterworks than ever before. So here's to the youngest titleholder in all of Emeritusdom—long may he reign! Next ish, we'll describe our new editorial lineup in detail, but for now—onward!

It hadda happen! There's another Comics Con a'coming! But not just any other comics-book convention—nope, this time it's a MARVEL CON! That's right—during Easter vacation time your batty Bullpen is putting together one of the most exciting projects of the year for Marvelom Assembly. At a major New York hotel we'll be holding the biggest, brassiest, brain-blastingest Marvel convention of all time! It'll be three full days of fun, fantasy, and fan-heaven as you mingle with the greatest names in the Marvel galaxy! So, if you're planning a go-away vacation during Easter, we just wanna alert you—New York's where it'll all be happening! More info next month!

One last word, gang. I'm really overwhelmed by all the college lecture offers you've been tossing this way. I wish there was time to accept each one, but I want you to know I'm frantically trying to juggle my schedule so I can do as many as possible. I don't know whether all of academia wants to hear about Marvel, or if you're just trying to keep me on the move so I won't have time to write any more Soapboxes! But whatever it is, keep those cards and letters comin'. And remember, it's time to take a toad to lunch!

Excelsior!

Stan

Now, after cutting his incisors on a Morbius tale or two in the pages of ADVENTURES INTO FEAR, Frank has stepped in to give our pal SAL BUSCEMA a well-earned rest from the pages of CAPTAIN AMERICA—and to team up with Roy the Boy on a brand new 50¢ title due to debut early in '75. Its title? THE INVADERS! (Who's going to be in this newest, most exciting super-group? We'll leave you guessing for a month or so, pilgrim. Suffice it to say that we think the lineup of this liltin' legion is going to catch nearly everybody off guard, and that Free-wheelin' Frank will definitely have his hands full!)

ITEM! Speaking of artist switches, it's nostalgia time, as Genial GENE COLAN once more takes over the reins of our DR. STRANGE strip. Remember those cabalistic classics of yesteryear? Well, get set to have 'em all eclipsed by the new team of COLAN, JANSON, and ENGELHART! As for Doc's previous artist, Far-out FRANK BRUNNER, he's keeping busy on one of the most-requested back-up features of all time. Yep, we're talking about none other than HOWARD THE DUCK, who's now appearing regularly in the pages of our quarterly GIANT-SIZE MAN-THING mag (where else?). When you ask for things long enough and loud enough round Marvelom you get 'em! (Okay, okay, we know, we know—so where's the Silver Surfer?)

ITEM! In case you haven't noticed, we've added a new 50-cent or two as well. Still on sale, hopefully, is our new GIANT-SIZE KID COLT title, which spotlights the wildest new western team-ups ever. And this month sees GIANT-SIZE CHILLERS #1, with art by ALCALA, ALCAZAR, and right on thru the alphabet with Marvel's greatest mystery artists. What's more, December will herald the way-outest new mag of all—

GIANT-SIZE SUPER-VILLAIN TEAM-UP, co-starring (just for starters, mind you) Dr. Doom and the savage Sub-Mariner! How's that for an off-the-wall blockbuster announcement! (Well, if that doesn't hold you, how about this? THE X-MEN are coming back, in brand new tales, in a giant-size mag due to debut just a couple of short months from now! We could've held back on that one, but we wanted to give all you mutant-boosters a chance to start saving your radioactive shekels.)

ITEM! Oh, and just so you don't think you've gone completely bananas, we thought we'd best clue you in that, due to circumstances beyond our control, the first issue of our new \$1 magazine MARVEL PREVIEW (introducing the long-awaited new feature "Man-Gods From Beyond The Stars") was delayed at the last possible moment, and will be on sale in the next few weeks instead of right now, as we announced last issue. Sorry about that, friends, but we wanted to polish that gem up just right for you. Meanwhile, though, the premiere ish of our new \$1 title, UNKNOWN WORLDS OF SCIENCE FICTION, is on sale—complete with comic-strip versions of stories like Wyndham's Day of the Triffids masterpiece, Bob Shaw's stunning "Slow Glass" tales, plus art and story by the likes of COLAN, CONWAY, FREAS, ADAMS, WILLIAMSON, ISABELLA, KALUTA, and that illustrious ilk. Plus an exclusive, photo-filled interview with the one and only RAY BRADBURY! Face it, effendil!—if science fiction's ever gonna make it in the comics medium, this is the one! Only a buck for 84 big pages, and worth every hoarded penny—at your newsstands now!

End of unabashed plug—end of Bullpen Page! We return you now to our regularly-scheduled comic-mag!

## MIGHTY MARVEL STRIKES AGAIN!

FIRST, THE SPECTACULAR SPIDER-MAN—NEXT THE FABULOUS FANTASTIC FOUR—NOW, THE POWER-PACKED PRINCE OF ASGARD LASHES OUT IN HIS OWN KING-SIZED SPECIAL! WITH PARDONABLE PRIDE, YOUR BATTY BULLPEN PRESENTS THE LATEST—POSSIBLY THE GREATEST—OF ITS DOUBLE-SIZED TREASURY EDITIONS!



ON SALE SOON!

THOR

ITEM! Let's roll out the red carpet for Free-wheelin' FRANK ROBBINS, Marvel's newest artist and bon vivant! As many of you know, Frank's the artist and writer of the newspaper comic-strip "Johnny Hazard," and is considered by his peers to be one of the finest craftsmen in the business.



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You're ruled by a tyrant king who wishes to stop powerful Baron RUSH from attacking his castle. He wants you to unite your forces for the difficult attack on his castle of lowering stone. Each of you will independently attack, to breach different walls of the castle with boulder hurling catapults, gate splintering rams and the bravest men on the scaling ladders.

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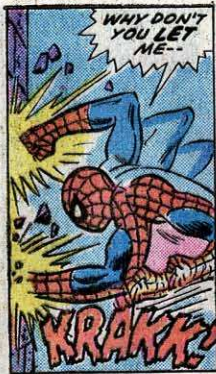
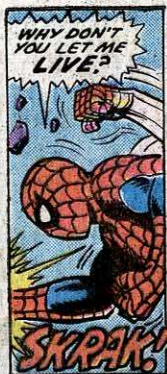
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NAH. WE DON'T BELIEVE IT FOR A MINUTE, COMPADRES... AND NEITHER SHOULD YOU, FOR THE FULL STORY BEHIND THE STORY, TUNE IN NEXT ISSUE, WHEN WE'LL PRESENT:

**THE MAN WHO HATED SPIDER-MAN!**



GUESS WHO'S COMING TO  
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**MERRY MARVEL,** THAT'S WHO!

THAT'S RIGHT! YOUR  
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WHAT  
A WAY  
TO FILL YOUR  
**CHRISTMAS STOCKING**  
(OR MAYBE SOMEBODY ELSE'S!)  
**GRAB A HOLIDAY**  
**HANDFUL OF 'EM--**  
**ON SALE IN NOV.!**





# I'll guide you step by step into your own thriving business

● While keeping your present job, would  
you like to gross \$14 or \$21 profit per hour?

*a true story by Bob Ferrel*

SOME YEARS AGO I was a printer in a small Michigan town. I drew a pretty fair pay check but it wouldn't stretch far enough to provide the kind of living I wanted for my wife and five children.

Then one day I was reading a magazine just as you now are and I saw an ad. It intrigued me. It offered me the steadily growing income I had always hoped for. It said I would have greater security and personal independence... and that's what I had been wanting.

I was a little skeptical, but I said to myself, "for a postage stamp I can find out." So I mailed the coupon. In a few days, I got a letter with a booklet that gave the whole story. It opened my eyes. I could see why owning my own business was so much easier than I had always thought... why the day to day guidance of a successful worldwide organization could assure my own success.

I read the booklet several times. It just seemed too good to be true. I talked it over with my wife. We decided that now was the time to make the forward step... there was no reason for keep postponing an income increase.

So, I applied for a Duraclean dealership and I was accepted. I stayed with my job... ran a few ads... sent some mailings... contacted a few stores and told my friends about the superior services I was now equipped to give them. Evenings and Saturdays, I rendered the service. As the business grew, I added servicemen.

I found that I didn't have to develop a single idea myself. Every step had been prepared for me and pre-tested. Hundreds of other men had already proven my methods successful.

It didn't take long to see that I was making three to four times (yes, 3 to 4 times) as much per hour in my own business as in my printing job. So, after only seven months with a good following of customers, I quit my job to go full time on my own. In the meantime, I had enjoyed all this extra income on top of my salary.

Each day, we realized what a serious mistake not mailing that coupon would have been... and how that little act that seemed so trivial at the time actually changed our lives. The steadily growing income brought us

many things we could not afford before. My efforts were so much more productive. I scheduled my time to my own liking. When we wanted a day or two off, we took it. I worked hard but, if I wanted to be home early or quit at noon, I did.

This is not a business for a lazy man. But if a man is ambitious and will work to deserve those nice things in life we all want, this business is made to order for such a man.

I became so enthusiastic about this business and so appreciative of what it had brought my family that, whenever a man opened a dealership near me, I helped him get a quick start.

The company learned about this and had each new dealer in my section of Michigan spend a day with me. One day the president of Duraclean Company asked me how I would like to move to Headquarters and spend my entire time helping dealers to increase their sales and profits.

That was good news to my ears. Since then I have worked with hundreds of our dealers in their own towns and at regional meetings, conventions and dealer group meetings. But much of the time I am right here at my desk in touch with our dealers by letter and telephone.

Incidentally I sold my dealership at a good profit. Dealers sell their Duraclean businesses for up to ten times their cost. After 30 months, Leo Lubel sold for \$7,116 above his cost. If for any reason a dealer wants to sell, we maintain a service to locate buyers and help him sell.

Our job here at headquarters is to show each individual Duraclean dealer how to use his own abilities to bring him greatest success. I know hundreds of our dealers on a first name basis. We work together as one happy family. If you become a Duraclean dealer, I'll be as close to you as your telephone or mail box.

## It's Easier than You Think To Build Your Own Business

If you've wanted to BE YOUR OWN BOSS... to become financially independent and have a fast growing income, now YOU CAN. And you can do it on a Nationally Advertised business.

You can stay at your present job while your customer list grows... then switch to full time, lining up jobs for your servicemen to do. One job a day brings a good starting income.

If you hire two servicemen (full or part time) while you keep your job, the national price guide provides you a gross profit of \$14 an hour on their work and this is much easier to do than you think. We show you how... step by step. That's \$40 for a 35 hour week.

Your gross profit on three servicemen is \$21 per hour. Duraclean dealers find it easy to gross \$7 per hour on EACH serviceman plus \$12 an hour on any service they themselves render. The 24 page illustrated booklet we'll send you (with no obligation) explains how most of your gross profit becomes clear net profit. Your income is limited only by the number of servicemen you employ.

You can operate from a shop, office, or your home. Equipment is light and portable.

At the start, you may want to render service yourself... or you can start with full or part time servicemen. This business is easy to start... no easy to service that... no dealers do it. We prefer you have no experience... not have to "unlearn" old ways.

We are NOW enlarging this worldwide system of individually-owned service businesses. If you are reliable, honest and willing to work to become financially independent, we invite you to mail the coupon.

When you receive our illustrated booklet, you will see the way we show you step by step how to quickly get customers... and still more customers from their recommendations.

You have 7 superior services that are rendered "on location" in homes, offices, hotels, theaters, clubs, motels and institutions.

These are not ordinary services. You have

the prestige and endorsement of leading furniture makers and carpet mills, of Parents' Magazine and McCall's, of Research and Testing Laboratories.

National magazine advertising explains superior merits of your services, builds your customer confidence and brings job leads to you.

We and a Duraclean dealer will train you and assist you. He'll reveal his successful, proven methods. You have pre-tested newspaper and yellow-page ads, commercials, and a full mailing program.

Stores, upholsterers, insurance adjusters, and decorators refer jobs to our dealers. These year 'round services are in constant demand.

## Start Small, Grow Big in This Booming Business

Many men have said to us, "I can't afford to give up my job till I know I have a sure thing... a sound business that will provide both security and a better living for my family."

That made sense to us so we worked out such a plan... and those same men are now enjoying a Duraclean dealership in many communities. You don't experiment. You use tested, proven methods. You have our backing and "know how."

Does this appeal to you? Don't decide now. Mail the coupon so you'll have the facts to decide wisely. There is no obligation. You'll then know whether this is what you want.

You can start small and grow big. A third century ago Duraclean was an idea... but it caught fire and spread to a world wide service. Why did it spread? (1) superior processes. (2) proven customer-getting methods (3) Day to day guidance from Headquarters.

Our first service, the care of upholstery and carpets not only cleans, it enlivens the fibers... revives dull colors. Pile rises with new life. There's no harsh machine scrubbing. No soaking. Mild aerated foam lightly applied lifts out dirt, grease, many unsightly spots like magic. Furnishings are used again in a few hours.

Government figures show service businesses are growing faster than industries and stores.

\$750 million yearly potential just in rug and furniture cleaning. Your 6 other services are explained in the free booklet we'll mail you.

Less than \$1500 establishes YOUR OWN business. A day's profit more than pays the monthly payments we finance for you.

Men frequently take in partners.

We furnish electric equipment and, with first shipment, enough materials to return your TOTAL investment. If you have good habits and know the importance of customer satisfaction, you can likely qualify for a Duraclean dealership.

TODAY is the time to reserve a Duraclean dealership, before someone takes your location. It's been said, "Opportunity knocks but once at every man's door." This could be that one rare opportunity in your life.

It is surprisingly easy to learn this business. You can decide from the information we will send you whether to apply for a dealership. So, with no obligation whatever, mail the coupon TODAY. Cut it out NOW so you won't forget to mail it.

**Mail this coupon TODAY**  
It may put you in business

Duraclean International  
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With no obligation, mail 24 page illustrated booklet telling how and why I can quickly increase my income and family while still employed, how you'll help finance me. No salesman will call.

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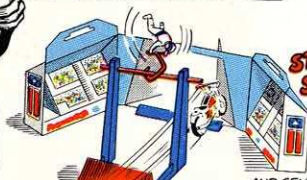
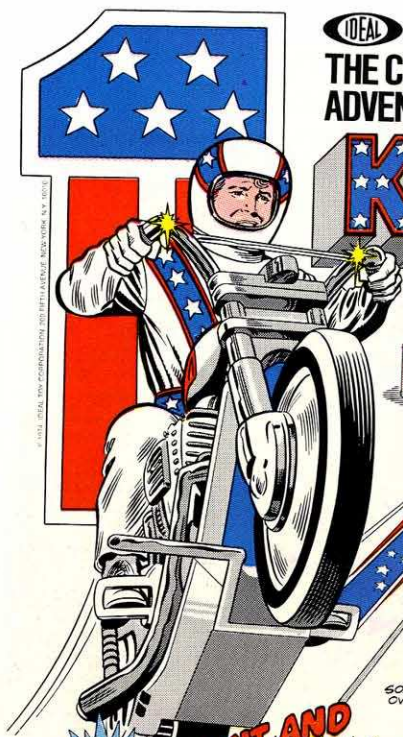
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USING THE INCREDIBLE  
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**GYRO-POWERED**  
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STARTING POINT FOR ALL  
THE EXCITING EVEL KNIEVEL  
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**CANYON SKY CYCLE**

**SCREEE**

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JET SIREN SOUND!  
THIS IS THE VEHICLE FOR  
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LIKE THE LEAP OVER SNAKE  
RIVER CANYON!

AVAILABLE  
WHERE  
IDEAL TOYS  
ARE SOLD



STUNT STADIUM, SCRAMBLE VAN, STUNT AND CRASH CAR, FIGURE,  
STUNT CYCLE AND CANYON SKY CYCLE SOLD SEPARATELY.