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a true story by John B. Haikey

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"To pyramid this investment into retirement in less than ten years seems like magic, but in my opinion any man in good health who has the same ambition and drive that motivated me, could achieve such a goal. Let me give you a little history.

"I finished high school at the age of 18 and got a job as a shipping clerk. My next job was butchering at a plant that processed boneless beef. Couldn't see much future there. Next, I got a job as a Greyhound Bus Driver. The money was good. The work was pleasant, but I couldn't see it as leading to retirement. Finally I took the plunge and went into business for myself.

"I managed to raise enough money with my savings to invest in a combination motel, restaurant, grocery, and service station. It didn't take long to get my eyes opened. In order to keep that business going my wife and I worked from dawn to dusk, 20 hours a day, seven days a week. Putting in all those hours didn't match my idea of independence and it gave me no time for my favorite sport—golf! Finally we both agreed that I should look for something else.

"I found it. Not right away. I investigated a lot of businesses offered as franchises. I felt that I wanted the guidance of an experienced company—wanted to have the benefit of the plans that had brought success to others, plus the benefit of running my own business under an established name that had national recognition.

"Most of the franchises offered were too costly for me. Temporarily all my capital was frozen in the motel. But I found that the Duraclean franchise offered me exactly what I had been looking for.

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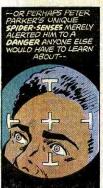
















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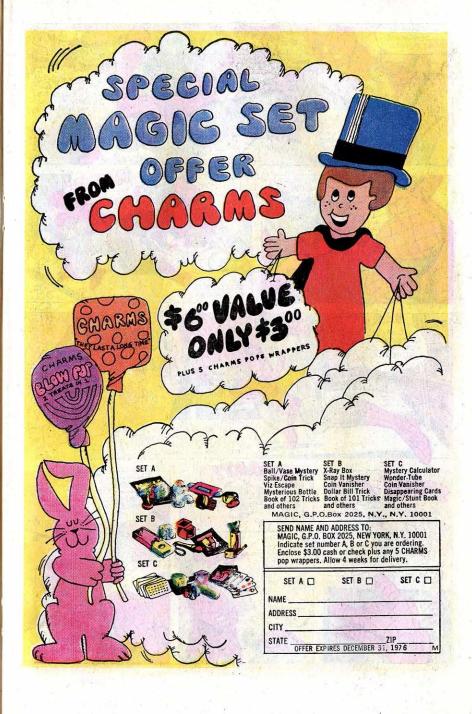




















































NON MEA CULPA DEPT .:

It seems your batty Bullpen has been completely deluged with letters from True Believers, all requesting no-prizes for catching everybody's favorite Web-Slinger with his pants down on page 17, panel 4, of SPIDER-MAN #157.

Well, much though we hate to disappoint such a mindboggling multitude of Marveldom Assembled, we're afraid you're all out of luck. Y'see, for once, your much-beleaguered Bullpen is not guilty as charged. (Gee, kinda chokes you up, don't it?)

Spider-Man's seeming lack of decorum was actually an error on the part of our peerless printers—and for those of you who are concerned about such things, we'll now explain the whys-and-wherefores.

Basically, it's like this: all the mighty multitude of colors in our magnificent mags are achieved by printing only four colors (black, blue, red, and yellow) in various value and tone combinations. The blue of Spidey's uniform is produced by printing a red dot pattern over a solid blue plate. (Look close at the page and you can see the dots.) In the particular instance you've all pointed out to us, the printer accidentally omitted the blue plate, printing only the red, and thus making it appear your friendly neighborhood Spider-Man had become the first Comics Code-approved streaker.

We really hate to crow like this, but it's so rare that your loyal armadillos are really innocent of a blatant boo-boo such as this that we just can't help ourselves.

Now, if we can wake up those of you in the audience who've fallen asleep during our little impromptu lecture, we'll get down to your letters on SPIDER-MAN #157.

And away we go....

Dear Len, Ross, and Mike.

"The Ghost that Haunted Octopus!" in SPIDER-MAN #157 was one of the most surprising issues I've read in quite some time...and for a number of reasons.

I honestly didn't think you'd ever come up with a plausible explanation of how Dr. Octopus survived that nuclear blast, but you did it! That was surprise number one! Really, I had forgotten all about that fact that Ock's arms were radiation resistant!

Surprise number two was the beginning of a new friendship between Liz Allen and Harry Osborne...and the renewing (?) of the old one between Aunt May and the Doctor. You know, that almost sounds like a romance comic, but it really worked, Len. All of these little encounters and sub-plots and such are so reminiscent of the early SPIDER-MAN stories by Stan, Steve, and Johnny. And it was reading those yellowing issues of my brothers that first got me started reading your Marvelous stories.

Oh! Of course, the biggest surprise had to be the panel in which Spidey came crashing through that window minus his pants. What a cut-up! At least he had the presence of mind to pull them back on and dive out of the panel before that Doberman could strike. (All kidding aside, I take it the printers made an error...right?)

All in all, it was a surprising issue. And the surprises were all good ones. Now if Spidey can just web up a parachute before he smacks down, maybe you can come up with a surprising way to explain Hammerhead's ghost.

Alice Downes (no address given)

Truth to tell, Alice, we didn't think we'd ever be able to come up with a plausible explanation of how Dr. Octopus survived that nuclear explosion either. We were on the verge of chalking it up to Divine Intervention, when we remembered Doc Ock's radiation-resistant arms and voila... Doctor Octopus

lived again! Your batty Bullpen is nothing if not creative under pressure!

Who says this isn't the Marvel Age of Impossible Explanations?

Dear Len and Ross.

It's often been said that clever variations on an old theme can be successful, and in the case of "The Ghost that Haunted Octopus!" said aphorism was most definitely lent a sufficient deal of credence. If I remember correctly, Aunt May has been romanced by the insidious Dr. Octopus at least twice in the past, but never did I expect the bizarre circumstances that arose with this third such meeting. But, somehow, I can't help-getting the feeling that the characters in this series are in stasis. Rehashings of old situations seem to abound—not just here, but in more and more Marvel titles of late—and while this was one of the most inventive variations on a theme, it would really be nice if you could somehow advance the situation of Aunt May, of Peter (still in college!) and so forth.

This issue also planted the seeds of the return of the Spidey-mobile, I note (with vague apprehensions). Hopefully, you'll be as widdly inventive with the thing as possible; you must certainly have something creative in mind, knowing you.

And now, on to the art! Ah, the art! While Ross Andru did not send me into cartwheels when his art first appeared in these web-smeared pages, I've got to 'fess up that he's certainly brought me around over the long run. In the beginning, his cartoon-type renderings of all our favorite characters turned me off. But, for someone who's been in the business for as long as Ross, I've gotta hand it to him—he's still experimenting with layouts, storytelling, style, and technique. This issue was a highwater mark—Andru's virtually gone berserk with renewed creativity and freshness after his return from the art outing on the SUPERMAN/SPIDER-MAN treasury team-up. Wow! Keep it up, Ross! (Any outside chance of your possibly doing at least another title, p rhaps a bi-monthly?)

I'm happy to note the supporting cast hasn't been stagnating, and I eagerly look forward to the continued evolution of the still nascent relationship between Liz Allen and Harry Osborne. However, I really don't look forward to any future reversals of Harry's personality a la the Green Goblin. If Gobby is going to return, please, let someone else besides the just-recovering Mr. Osborne don that emerald garb. And, hopefully, Mary Jane and Peter will not endlessly go on with their on-and-off love affair. Maybe it's time for a new female to seriously enter the life of our harried Spider-Man.

I'm looking forward to the return of an old favorite, Hammerhead (how you're going to do it is beyond me).

Ed Norton 328 Chauncey Street Brooklyn, NY 11215

You're not alone in your praise of Ross Andru's artwork, Ed—not by a long shot! His fans amongst the Bullpen alone are Legion—and Lively Len Wein is at the head of the pack. Ross's work may be a touch more offbeat than most, but as we see it, that's just perfect for the most offbeat super-hero of them all. Ross is a diligent, hard-working artist who labors over every panel he puts to paper, and we think all that effort and dedication shows.

As for whether or not Ross will be able to take on any more work at this time, he's been doing a little talking along those lines of late, but we'll all just have to wait and see.

NEXT ISSUE: The ol' Wall-Crawler meets that Marvelous Mutant...NIGHTCRAWLER! (And if you don't know who he is...where've you been? Run right out and pick up a copy of the all-new X-MEN, already!) And it all takes place in a rather nice little yarn we call "Let the Punisher Fit the Crime!" And if that title gives you any ideas as to the identity of our other guest-star, consider yourself no-prized! It's action like you've never seen before—and Coney Island ain't never gonna be the same! So bemf right out to your favorite store in just thirty days for SPIDER-MAN #162! 'Nuff said!



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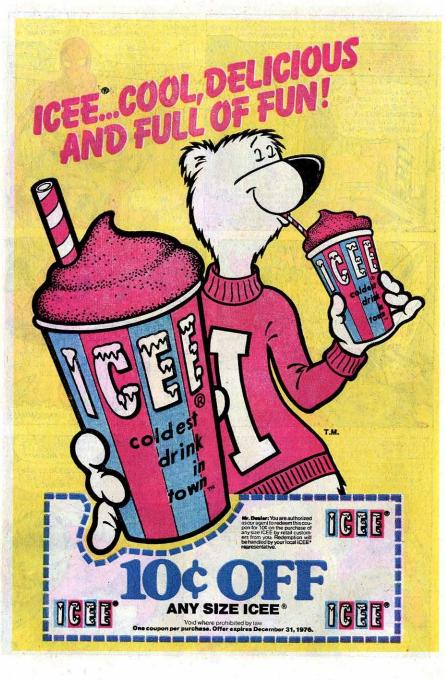


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STAN LEE'S SOAPBOX

Here it is-the big news we've been promising you. I'm proud and delighted to announce that one of the most skillful and popular writer/editors in comicdom has just been named editor-in-chief of Marvel Comics. I'm referring, of course, to my good friend and fellow bullpenner. none other than amiable Archie Goodwin! I know that our illustrious list of former editors-in-chief, Roy Thomas, Len Wein, Mary Wolfman, and Gerry Conway, who are now busily engaged as senior writer/ editors for mixed-up Marvel, join me in wishing Archie fame, fortune, fun, and fortitude as he tackles one of the most demanding jobs in all of comicdom. Of course, ol' Arch has a couple of things goin' for him-he can always count on help from our artful armadillo, not to mention Howard the Duck. Speaking of Hyperbolic Howard, he's sorry he had to miss the magnificent Marvel Con which was held in New York a short time ago. (See how sneakily we manage to change the subject?) But he was probably the only one in Gotham who did miss it. The crowds were unbelievable, the fun indescribable, and the excitement unimaginable. One important note: All of you who saw John Buscema's amazing art lesson at the Con, and want to join his Manhattan comic book art classplease write to him directly at Box 394, East Setauket, NY 11733. He'll personally send you his info-packed brochure. telling you what, where, when, and how much. Something else you might want to know about is the new, exciting Museum of Cartoon Art at 384 Fieldpoint Road, Greenwich, CT 06830. It's the first museum I know of devoted exclusively to comic books, comic strips, panels, etc. If you'd like to join, write them a note and request informationand if you're in the neighborhood, drop in and tell 'em you're a maniacal Marvelite-they'll treat you like a long-lost buddy! And speaking of treatment, I've gotta thank the wonderful guys and gals at West Virginia University, the University of Notre Dame, and Virginia Commonwealth U. for the really sensational treatment I recently received when I brought the "message of Marveldom" to their celebrated campuses. If the world's politicians and heads of state were as friendly, frank, and forwardthinking as the kids I meet at colleges throughout the country, we might really be able to call ourselves a civilization! Anyway, if you're in the Chicago area August 7th and 8th, drop in to the Towers Hotel where I'll be sounding off at the Chicago Comicon on that weekend. If you think these Soapboxes are the pits, wait'll you see how much worse it can be when you have to hear me in person! But, till next time, never handwrestle with the Hulk-if you beat 'im, he'll probably sulk! Okay, Archie, take it awaaaaay-

Excelsior!

ston

ITEM! By now, you must have glanced at the lower right-hand corner of the page and glimpsed what's already had the Bullpen bubbling for months. Right! It's time for the most terrific Treasury Edition of them all -2001: A SPACE ODYSSEY. An all-new. all-original adaptation of the MGM-Stanley Kubrick movie classic written, drawn, and edited by JACK "King" KIRBY, inked by "Fearless FRANK" GIACOIA, and lettered by JOHN COSTANZA, with mind-boggling color by "Mirthful MARIE" SEVERIN and the King himself. From the Dawn of Man sequence to the birth of the Star-Child, this bonus-length blockbuster comes to life with the special kind of wonderment that only the artist who brings you CAPT. AMERICA and a thousand and one other comics milestones (including our latest smash, THE ETERNALS) could conceive. If we seem to be thumping the tub a little hard on this one, people, it's only because we're so blasted excited about it. But underneath all the heady hyberbole, our message is still basically simple: DON'T MISS IT!

TEMI With ARCHIE GOOWIN moving to our color line, you might well ask who is taking over editing the black and white magazines he used to handle (and if you don'task, it blows this whole item). Answer: "Joyful JOHN" WARNER. Assisting John will be a newcomer to the Bullpen," "Reliable RALPH" MACCHIO. Our best wishes to you both, guys. Now about that issue of DOC SAVAGE that's running late...

ITEM! As this is being written, it's Springand a young Bullpen's fancy lightly turns to thoughts of softball. Led by Co-Captains "Diamond JIM" NOVAK and "Impish IRENE" WARTANOFF, the Marvel Ten took to the field for the first time this season in an exhibition game with the good folks of Home Box Office, fighting them to a 17-17 draw (No pitchers' duels in this league, fans). Can the team that placed 13th out of 16 last year build this auspicious start into a solid first division spot—or are our only superheroes in the books we create? Watch this page for further developments, sports freaks.

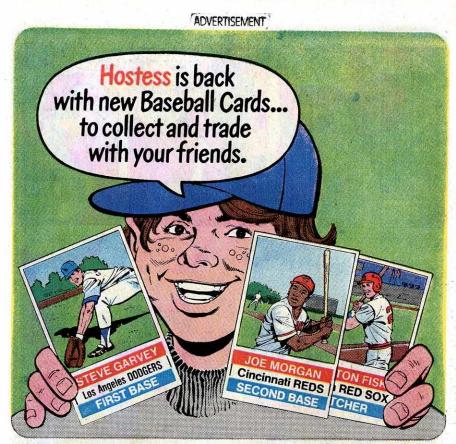
ITEM! With space at a premium this edition. we'd better ring in our Unabashed Plug Department to group together some items of special interest. Like: two more awesome Annuals coming your way, the GIANT-SIZE DAREDEVIL and the equally GIANT-SIZE HULK, both with all-new, novel-length stories. And (as long as you're reaching for your wallet) there's MARVEL PREMIERE which features "Wholesome HOWIE" CHAYKIN's decidedly different MONARK, STAR-STALKER; plus MARVEL SPOT-LIGHT, which this month illuminates WARRIORS THREE. Since said warriors happen to be Fandral the Dashing, Hogun the Grim, and Volstagg the Voluminous of MIGHTY THOR fame, you know that has to mean swashbuckling adventure at its best. And if all that is still not enough, MARY WOLFMAN and "Big JOHN" BUS-CEMA have a sizzling second issue of NOVA, our newest superstar, all set for your perusal. We may not be doing everything you want, Marvelite, but you can't say we aren't trying.

Finally, we're closing on a considerably less light note than we normally try to bring to these proceedings. By now, you're aware (perhaps painfully so) that the price of our regular color titles has risen to thirty cents. We didn't want the matter to pass without some explanation. Chiefly, it's due to reasons already much too familiar: inflation and spiraling costs. We held the line as long as possible, even after our competitors raised their prices, but printing, engraving, and paper costs- which we can't control- eventually made the hike inevitable. We're sorry. We don't like it any better than you do, but we have no real choice. One thing we can pledge, however, is that we will work even harder to make Marvel books the most entertaining comics available today...at any price. Being number one doesn't mean we take anything for granted, faithful one... least of all, you.

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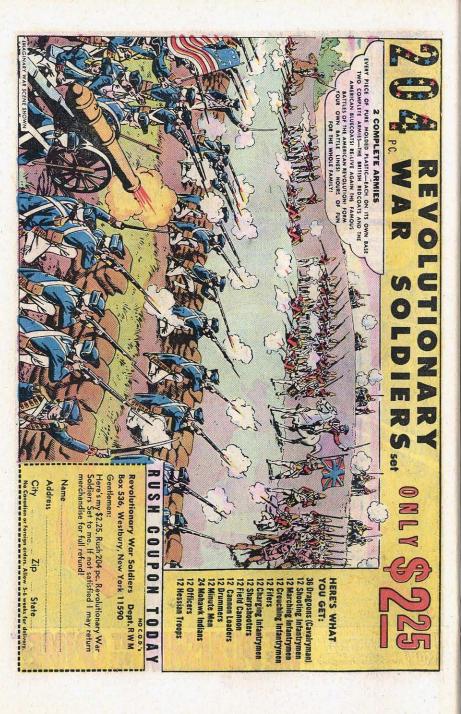






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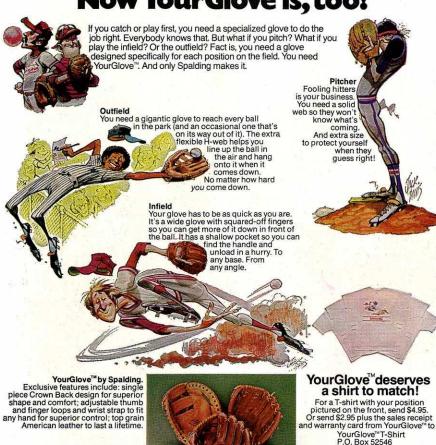
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