

# MAD AUCTION

*"From the Vault of Annie Gaines"*

February 23 & 24, 2001



## The 2001(Annie) Gaines Vault Auction

Friday, February 23 (6pm to Midnight CST) for lots #1-150  
Saturday, February 24 (6pm to Midnight CST) for lots #151-300

### Terms and Conditions

- Mail bids are encouraged and will be accepted on or before Friday, February 23. A bid form has been included for your convenience.
- E-mail bids will be accepted on or before 5pm CST on Friday, February 23. Please direct your e-mail bids or inquiries to: [tjohnson2@wi.rr.com](mailto:tjohnson2@wi.rr.com)
- Telephone bids will be taken on the closing days only.....on Friday, February 23 from 6pm to Midnight CST for lots #1-150, and Saturday, February 24 from 6pm to Midnight CST for lots #151-300. To place a telephone bid, please call (414)321-6004. If the phone lines are busy, please keep trying. Normally, the phone lines are busiest the last hour or two of the auction, so call early to avoid the rush.
- The auction is scheduled to end at exactly Midnight on each night. The auction may continue after Midnight, but only if there is continual bidding. In this scenario, the auction will end when ten minutes pass without a bid. If you call and get the answering machine, the auction is over for that night.
- All items have a minimum bid (MB).
- When placing a bid, please indicate your bidder number and the lot or item number. If at all possible, please bid on items in numerical order.
- The bidding increments will be as follows:
  - \$1-19: \$1 increment (example: current bid is \$16. Next bid is \$17)
  - \$20-48: \$2 increment (example: current bid is \$44. Next bid is \$46)
  - \$50-95: \$5 increment (example: current bid is \$60. Next bid is \$65)
  - \$100-190: \$10 increment (example: current bid is \$160. Next bid is \$170)
  - \$200-480: \$20 increment (example: current bid is \$440. Next bid is \$460)
  - \$500-950: \$50 increment (example: current bid is \$600. Next bid is \$650)
  - \$1000 and over: \$100 increment (example: current bid is \$1600. Next bid is \$1700)
- I can execute bids for you. Tell me your maximum bid and I will bid in appropriate increments until your limit is reached. Please rest assured that at no time will I increase your bid if you are currently the high bidder.
- Gross error in description is the only cause for return. You must notify me within four days of receipt of your item(s) if you intend to make any returns. As the buyer, you are responsible for all shipping costs on returned items, while making sure the item(s) are in the same condition as when they were received.
- Winners will be notified by mail, and payment is due upon receipt of invoice. Layaways are not allowed. A minimum shipping/handling fee of \$3 will be charged to each lot. Additional postage may be required due to the weight and/or value of certain items. Insurance is optional. All items will be shipped via US Priority Mail, unless otherwise specified on the bidding form.
- A bank certified check or money order is the preferred form of payment, however a personal check is acceptable. Please make all payments to: TIM JOHNSON
- The placing of a bid is an Agreement to Purchase, indicating that you agree to the Terms and Conditions. All items will be sold to the highest bidder. In case of a tie bid, the earliest bid received is the winner.

- You may call anytime between Noon and 4pm CST on Saturday, February 24 to find out if your bids made in the Friday session were successful. You may call anytime after 5pm CST on Sunday, February 25 to find out if your bids in either session were successful. Please limit your inquiries to those lots in which you were an active bidder.

- A prices realized list will be mailed to all winning bidders. I will be happy to provide this list to anyone providing a self-addressed stamped envelope.

- Thank You to all participants and Good Luck to all!

I would like to thank Annie Gaines for her gigantic contribution to this auction. As some of you already know, Annie and her family will be moving to Ireland some time this summer. She will be dearly missed by those who have had the opportunity to know her. Her incredible generosity has helped many MAD collectors build their collections. Thank you again for all of your generosity and kindness, and good luck in the land of "Wura-Wura".

MADly,  
Tim Johnson

SESSION ONE

Friday, February 23, 2001 (6pm to Midnight CST)

1. **SIGNED CLOD'S LETTERS TO MAD DIGEST SIZED PAPERBACK BOOK** MB \$100  
This is a digest-sized copy of the "Clod's Letters To MAD" paperback book. It has been signed on the inside front cover and first page by eighteen current or former members of the "Usual Gang of Idiots". They include: Bob Clarke, William Gaines, Lou Silverstone, George Woodbridge, Joe Orlando, "Duck" Edwing, Jack Davis, Al Feldstein, John Putnam, Al Jaffee, Jerry DeFuccio, Dave Frazier, Nick Meglin, Mort Drucker, Dave Berg, John Ficarra and Paul Coker Jr. Len Brenner did not sign the book, rather he gave his "stamp" of approval. Condition of the book is VF.
2. **ALFRED E. NEUMAN BIKINI UNDERWEAR** MB \$100  
This is a pair of red and blue bikini underwear given to Bill Gaines by the editorial staff of the German MAD during the MAD trip to Germany in 1980. They feature Alfred E. Neuman on the front with his tongue sticking out. "C. 1980 E.C. Publications". In NM condition.
3. **SPY VS SPY BOOKEND SET** MB \$150  
This lot consists of a set of Spy vs. Spy bookends that were sold for a limited time in the Warner Bros. Studio Stores in 1999. They are an incredibly well-made licensed item and are in Mint condition. Also includes a NM/M condition original box, which is full of color graphics.
4. **MAD TOILET PAPER** MB \$1  
This is a Mint condition box of MAD Toilet Paper, which was originally sold in the Spencer Gift stores in the late 1990's and then packaged into the Totally MAD CD-ROM set in 1999. The box is full of color graphics and is still factory sealed.
5. **RIDICULOUSLY EXPENSIVE MAD HARDCOVER BOOK** MB \$200  
**WOW! WOW! WOW!** This lot contains an immaculate copy of the Ridiculously Expensive MAD hardcover book. The reason this book is so good is that it is still "factory-sealed"; a true rarity for this particular MAD title. The plastic outer wrap has sustained virtually no damage, thus insuring the Mint condition of the book. This is the best you'll ever see.....**GUARANTEED!**
6. **SEALED SPY VS. SPY BOARD GAME** MB \$20  
This is a factory sealed, Mint condition edition of the Spy vs. Spy board game. Beautiful!!
7. **MAD DRY-ERASE BOARD** MB \$3  
This item was a subscription premium from 1998. It is a dry-erase board and features a full color Alfred E. Neuman on the front. It is factory sealed and is in Mint condition.
8. **MAD CHECKS W/ CHECKBOOK COVER** MB \$20  
This lot contains one book of MAD checks and one MAD checkbook cover. The book of checks is in Mint condition, and features six different check designs. The checkbook cover is in NM condition and features a full color Alfred on the front with a bright MAD logo. There are also black and white cartoons from MAD printed on both sides of the cover. The checking account has been closed for some time, so don't even think about using these!
9. **BILL GAINES' HAIR COMBS** MB \$5  
This lot contains one packaged pair of hair combs. This brand and style of hair comb was Bill's personal favorite, and once he found something he liked, he bought lots of them. In sealed Mint condition.
10. **BILL GAINES' PAJAMA TOPS** MB \$15  
This lot consists of three different tops from Bill Gaines' pajamas. Although he wore pajamas to bed, he only wore the bottoms. The tops of the pajamas were saved but never worn. All are Mint

11. JACK DAVIS / RED SUSPENDERS LOT MB \$100  
 This lot contains one pair of red suspenders, which were bought by Jack Davis as a gift for Bill Gaines. Mr. Davis drew a cartoon of Bill wearing his new red suspenders and enclosed it in a manila envelope which has a Jack Davis address label affixed to it. The envelope is in VG condition, the artwork has tape residue on the four corners of the cardboard (but does not affect the artwork in any way), and the suspenders are in Mint, sealed condition.
12. MAD BEACH TOWEL MB \$100  
 This lot contains a hard-to-find MAD beach towel, produced in 1989 by AlaCarte/Sayde. It very colorful and contains rich, vibrant shades of red, purple and blue. In NM condition.
13. BILL GAINE'S HOMEMADE APRON MB \$20  
 This item is an apron made especially for Bill Gaines by his wife, Annie. One side is gold and white, while the other is green and white. The print on the fabric is the real clincher, though. It features naked ladies in various poses and stages of undress. Apparently Bill was a lover of naked women (his bathroom wallpaper was a testament to that), and Annie figured that she would surround him with them. A very interesting piece of Bill Gaines memorabilia!
14. ALFRED E. NEUMAN "DJ" TIES LOT MB \$30  
 This lot contains two green Alfred E. Neuman "DJ" ties. One is the licensed real McCoy while the other is a bootleg copy. The differences between the two are: the real one has "Alfred E. Neuman" printed on the front of the tie (the fake doesn't), the real one has a MAD logo label affixed to the back of the tie (the fake doesn't), and the real one has "C. 1992 E. C. Publications" printed on the back of the tie (the other doesn't). Both are in Mint condition.
15. SPY VS. SPY TIE MB \$20  
 This tie was produced for sale in the Sears stores in the early 1990's. It features both the White and Black spies on the front, along with Alfred E. Neuman. Comes with a MAD tie hanger. Mint.
16. SPENCER GIFTS ALFRED E. NEUMAN DOLL MB \$ 10  
 This doll was produced for sale in the Spencer Gifts stores. The doll is in Mint condition, while the box, although never opened, is in VG condition, with creases on the plastic and edge wear.
17. GERMAN MAD LOT MB \$300  
 This lot contains a decent run of German MAD. Although not a complete run, this lot covers a good portion of the late 1960's to the early 1980's. Here are the issue numbers: 25,27,28,29,30,31, 32,33,36,37,38,39,40,41,42,43,44,46,47,48,49,51,52,54,55,56,57,59,60,62,63,64,65,66,67,69,70,71,72, 73,74,75,76,77,78,79,80,81,82,83,84,88,89,90,91,92,93,95,96,97,99,101,102,103,104,105,106,107,108, 110,111,112,143,145,146,147,148,149,150,151,152,153,154,155,156,181,182,183,184,185,186,187, 192,193,194,195,196,209, and 231. 99 issues total, and all are in VF/NMcondition.
18. MAD/ DAVE BERG PAPERBACK BOOK MISPRINT MB \$5  
 This lot contains a NM copy of "MAD's Dave Berg Looks at our Planet". The only reason this book is special is that it was printed with a blank cover. It is rare, as printing errors such as this were supposed to be destroyed. Somehow, this managed to wind up in the MAD office.
19. THREE RING MAD PAPERBACK BOOK MISPRINT MB \$20  
 This book is special, not only because of the misprint cover, but that it has been signed by Bill Gaines. It is signed, "This edition limited to 24 copies, of which this is number 00012. William M. Gaines". Obviously, there were 24 copies of this misprint, but the reasons why this misprint ever existed remains a mystery. In NM condition.
20. ITALIAN MAD PAPERBACK BOOKS MB \$15  
 This lot consists of six different Italian MAD paperback books. Numbered 1-6, they are digest-sized and in NM/M condition. Published in the early 1990's.

21. FRENCH EC COMIC HARDCOVERS LOT MB \$90  
 This lot consists of six EC Comic reprint hardcover books, published in France in 1984 by Xanadu. The titles are: Les Meilleures Histories de TERREUR,.....de SCIENCE FICTION,.....de SUSPENSE,.....de AVENTURES,.....de HORREUR, and .....de GUERRE. Overall condition of the books is VF/NM, and the de AVENTURES title is still shrink-wrapped.
22. RAY BRADBURY/ EC COMIC HARDCOVER REPRINT MB \$15  
 This book was published in France by Albin Michel in 1984. In NM condition.
23. SWEDISH MAD BELT MB \$50  
 Produced as a giveaway item, this is one of the hardest to find Swedish MAD premiums. This particular example was a gift to Bill Gaines from the Swedish MAD editors. The belt has an oversized strap, to accomodate the large girth of Mr. Gaines. It was given as a joke, and I don't believe it has ever been worn. In Mint condition.
24. WARNER PUBLISHING SERVICES CLOCK MB \$20  
 This item was a gift to Bill Gaines from Warner Publishing Services. The nameplate is inscribed, "William M. Gaines". Unused and in Mint condition.
25. SEALED DANISH MAD CARD GAME MB \$20  
 This is a factory sealed version of the MAD card game from Denmark. In NM condition.
26. BILL GAINES' PERSONAL FAN MB \$10  
 This fan was used by Bill Gaines in his office at MAD. This example is unused and in Mint condition.
27. BILL AND ANNIE GAINES PHOTO PAPERWEIGHT MB \$20  
 This plastic/acrylic paperweight has a picture of Bill Gaines seated in his chair with Annie at his side. In VF condition, with light surface wear.
28. "WHO'S WHO IN THE WORLD" DESK CLOCK MB \$30  
 This clock was given to Bill Gaines after his inclusion in the "Who's Who in the World" book. The embossed plate on the front of the clock gives a very brief recap on the life of Bill Gaines (education, marriages, family, occupation, etc.). In Mint condition.
29. MAD ABOUT THE MOVIES/WARNER BROS. STORE INVITATION MB \$2  
 This is an invitation postcard to the premiere of Mort Drucker's "MAD About the Movies" print at the Warner Bros. Studio Store in Manhattan in 1999. It is in full color and in Mint condition.
30. ALFRED E. NEUMAN CHRISTMAS ORNAMENT MB \$2  
 This Alfred E. Neuman Christmas ornament was sold in the Spencer Gifts stores in 1998-9. It is in Mint condition and in the original box.
31. ICELANDIC MAD ISSUE MB \$15  
 This is one of three issues of Icelandic MAD. The Icelandic version of MAD Magazine ran just three issues back in the late 1980s. They were all poly-bagged, so I cannot tell you which issue number this is. Annie was unsure of the year of publication, but remembered that it only lasted three issues. If you want to find out, you'll have to open it yourself. In Mint condition.
32. PAPERBACK EC COMIC REPRINTS MB \$50  
 This lot contains seven different paperback books featuring reprints from the old EC Comics. Five are from the 1960's, and were published by Ballantine Books. The titles are: Tales of the Incredible, Tales from the Crypt, The Vault of Horror, Tomorrow Midnight and Autumn People, the last two of which are adaptations of old Ray Bradbury stories. The average condition of these five books is NM/M. They are all first printings.  
 The other two books were published by Bantam Books in the early 1970s. The titles are: The Vault of Horror and Tales from the Crypt. The are both first printings are in NM/M condition.

33. GERMAN MAD PAPERBACKS LOT MB \$40  
This lot consists of twelve different German MAD paperbacks. The are in NM/M condition.
34. MAD ABOUT THE SEVENTIES BLAD AND POSTCARD LOT MB \$5  
This lot contains a promotional blad and postcard from the MAD About the Seventies trade paperback book. They are both in full color and in Mint condition.
35. DC COMICS CHRISTMAS CARD MB \$5  
This is the 1996 DC Comics Christmas card. It features Alfred E. Neuman as Superman on the front, and was drawn by MAD artist Mort Drucker. It is full color and in Mint condition. Envelope incl.
36. AUSTRALIAN MAD STICKER SHEET MB \$10  
This lot is an uncut sheet of Australian MAD stickers. In Mint condition.
37. MAD ARTICLES LOT #1 MB \$10  
This lot contains four different articles from various publications. The first is an interview with Bill Gaines which appeared in the Eastside TV Shopper in the 1980s. The second is a picture of Bill with Brooke Shields for a Statue of Liberty special, which appeared in an issue of TV Week in the 1980's. The third is an article about the 1992 MAD Art Auction at Christies, which appeared in Maine Antiques Digest. The last article is from a Seattle newspaper which tells about the Mark Cohen MAD Art Exhibit. All items are in various stages of browning, but there are no rips or tears on any piece. Overall condition of the four pieces is VF.
38. BILL GAINES OBITUARY ARTICLES LOT #1 MB \$15  
This lot contains several single sheet obituaries for Bill Gaines. Publications these obituaries are taken from include Variety and the Wall Street Journal. All are in NM condition.
39. 1996 MAD PROMO CALENDAR POSTER MB \$3  
This item was a subscription premium back in 1995. Featuring Dave Berg and the Black and White Spies, it is in full color and in Mint condition.
40. AUSTRALIAN MAD PROMO POSTER MB \$5  
This poster was a "pull-out" poster in an early issue of Australian MAD. It has been folded, but was never bound. It is in full color, and in NM condition.
41. ALFRED'S MEMO PAD SHEET (BLUE) MB \$5  
This is one sheet from a blue Alfred E. Neuman memo pad. The memo pads came in different colors and paper stock (weight) and were the brainchild of MAD writer Dick DeBartolo. This blue sheet is printed on heavy stock paper and is in NM condition.
42. MAD STAMPS SHEET MB \$1  
This is a sheet of MAD stamps that were used as a promotional item. It appears that they could have been bound into a MAD Special, but were not. In Mint condition.
43. MAD BOOKSELLERS PROMOTIONAL FOLDER MB \$10  
This promotional folder was a giveaway at booksellers conventions. Items inside the folder include: complimentary issues of MAD, information on print runs, information on particular issues of MAD, and a signed Alfred E. Neuman portrait. The portrait was signed by Nick Meglin, John Ficarra, and Annie Gaines and stamped by Len Brenner. The folder and its contents are in Mint condition.
44. NATIONAL SCREW #1 MB \$15  
This is the first issue of Screw, an adult magazine edited and founded by Al Goldstein, a longtime friend of Bill Gaines. This particular issue has an article about Bill Gaines entitled, "The Mad Mad Mad World of Bill Gaines". The magazine is in NM condition.

45. BILL GAINES OBITUARY ARTICLES LOT #2 MB \$10  
This lot contains the "Best of 1992" issue of Entertainment Weekly and an issue of Time/Warner FYI. Each magazine has an obituary for Bill Gaines. Both magazines are in NM condition.
46. SPY VS SPY POSTER MB \$5  
This poster was a premium in an issue of German MAD. It is in full color and in Mint condition.
47. MAD PRINTERS PROOF ISSUES MB \$5  
This lot consists of five printers proof issues of MAD. They are unbound and untrimmed. All five are in Mint condition.
48. SEATTLE MAD ART SHOW PRESS KIT MB \$10  
This is a press kit from the Mark Cohen MAD Art Show, held in Seattle in 1993. The press kit includes a flyer, information on the show, a brief history of Mark Cohen, a brief history of MAD, and the original mailing envelope. All items are in NM condition.
49. HARDEE'S "SPECIAL EDITION" MAD'S MB \$100  
This is the complete set of six special edition MAD booklets that were sold in Hardee's fast food restaurants in 1989. They are mini issues of MAD, and each are eight pages long. Each of these hard-to-find MAD collectibles are in Mint condition.
50. SCREW JUNE, 1992 MB \$10  
This is the June, 1992 issue of Screw, the adult newspaper edited by Al Goldstein. Included in this issue is an obituary for Bill Gaines. In NM condition.
51. COMICS BUYERS GUIDE JULY, 1992 MB \$10  
This is the July, 1992 issue of the Comics Buyers Guide. It includes an obituary for Bill Gaines. In NM condition.
52. NEW YORK TIMES FRONT/BACK PAGE MB \$10  
This is the front/back page wrap-around for the June 10, 1992 edition of the New York Times. The back page was a memorial to Bill Gaines, who died on June 3, 1992. In NM condition.
53. BILL GAINES OBITUARY ARTICLES LOT #3 MB \$10  
This lot contains the August 6, 1992 edition of Rolling Stone and the June 15, 1992 issue of Time. Each magazine has a Bill Gaines obituary. Both are in NM condition.
54. JAPANESE MAD CARD GAME MB \$20  
This is the Japanese version of the MAD card game. It is still sealed and in Mint condition.
55. CHEAP, CRUMMY SOUVENIR POSTER #1 MB \$10  
This souvenir poster was given away at the MAD offices in the 1970's. It measures approx. 11x15 and is printed on heavy card stock. It is in NM condition.
56. CHEAP, CRUMMY SOUVENIR POSTER #2 MB \$20  
This is the 1960's version of the MAD office poster. It is printed on thin stock paper and is mustard yellow in color. The color of this poster is a rare color variation. In NM condition.
57. JAPANESE MAD BOARD GAME MB \$20  
This is the Japanese version of the MAD board game. It is in NM condition.
58. MAD SERIES ONE AND TWO WAX BOXES MB \$20  
This lot contains a sealed wax box of MAD Series One and MAD Series Two trading cards from Limerock. They are both in Mint condition.



59. ALFRED E. NEUMAN BOBBING HEAD DOLL MB \$10  
This doll was sold in the Spencer Gift stores in 1999. It is in Mint condition.
60. TOTALLY MAD CD-ROM SET MB \$20  
This is an absolute must to have for any MAD collector with a computer. This CD-ROM set reprints every issue of MAD, MAD Specials, Worst of MAD, More Trash from MAD and MAD Follies (up to December, 1998). You can fold the Fold-Ins, play music from the MAD records, and search for artist and writer credits. For me, it's nice because if I want to look for something in an older issue, I don't have to physically page through the magazine and possibly damage it. This set is factory sealed and in Mint condition.
61. SWEDISH MAD TOWEL MB \$200  
This is an ultra rare foreign MAD collectible. Direct from Sweden comes this Swedish MAD bath/beach towel. Measuring approx. 26"x 53", this towel features a red MAD logo with the word, "LAKAN" printed underneath. Black handprints are also printed on the towel. I'm not sure of the significance of the handprints or the word "LAKAN", but I think "LAKAN" might have been the name of the publisher of the Swedish MAD when this towel was produced. Outside of the obvious folds, this item is in Mint condition.
62. 1996 MAD COFFEE MUGS SET MB \$20  
This is a complete set of four MAD coffee mugs that were produced in 1996 by the XPRESS company. All four are in full color and in Mint condition.
63. NORWEGIAN MAD BINDER MB \$30  
This binder was produced for the Norwegian (Norsk) MAD magazine. I was only able to take a one-dimensional photograph of this item because it is still sealed in its original packaging. Shown in the photograph is the spine and front cover. The back cover also has color graphics. As I indicated before, this item is still factory sealed. Condition is Mint.
64. THE ORIGINAL "DUPLICATE" E.C. FAN ADDICT KIT MB \$150  
This kit is a near exact reproduction of the 1950's era EC Fan Addict kit. Like the original kit, this kit includes a certificate, patch, membership card, and bulletins. Also included is a sticker, which replaced the pin in the original kit. The contents and envelope of this kit is NM/M.
65. FIRST MAD ART SHOW INVITATION MB \$25  
This is an invitation to the first ever MAD Art Show, held in the lobby of 75 Rockefeller Plaza in New York City on September 18, 1984. MAD artists appearing at the show included Jack Davis, Mort Drucker, and Bob Clarke. It was a brief, informal affair, lasting only a couple of hours. This rare postcard invitation is in NM condition.
66. SEALED GERMAN MAD BOARD GAME MB \$20  
This lot consists of the old version of the German MAD board game. It is still factory sealed and in Mint condition. The difference between the old and new version of the German MAD game is simply the box art. The pieces and game board are identical. The American MAD games are also like this.
67. AUSTRALIAN MAD PAPERBACK BOOK W/ "COMPLIMENTS" CARD MB \$15  
This is a copy of the Australian MAD paperback book, "The Amateur MAD". Included with this book is a "with compliments" card that was sent to Bill Gaines. The card indicates that this book is the third in the series of Aussie MAD paperbacks (there were around 20 or more different books published). Both items are in NM condition.
68. MAD PROMO CALENDAR POSTER MB \$3  
This calendar poster was a promotional item back in 1996. Folded. In NM condition.

69. **FRAMED JERRY TOLIVER SIGNED PHOTO** MB \$20  
 This lot contains a photograph of the first MAD Funny Car. The photo has been signed by Jerry Toliver, the first driver for the MAD Funny Cars. It has been framed and is in Mint condition.
70. **BILL GAINES COMICON NAMETAG #1** MB \$20  
 This lot consists of the nametag Bill Gaines wore during an early 1980's Chicago Comicon. It is a standard paper and plastic pin, and Bill neatly printed his name on the paper. In VF condition.
71. **AUTOGRAPED MUSEUM OF MODERN ART TICKET** MB \$25  
 This is a ticket stub to the Museum of Modern Art in New York City. It has been signed by Annie Griffiths (Gaines), and Bill both printed and signed his name. In Fine condition.
72. **BILL GAINES BUSINESS CARD/ LUGGAGE TAG** MB \$10  
 This is a business card of Bill Gaines that has been laminated in heavy plastic for use as a luggage tag. In Mint condition.
73. **BILL GAINES SIGNED LETTER** MB \$15  
 This is a letter from Bill Gaines to Bob Craig, an employee at World Color, whose company printed the complete EC Comics Library bound volumes for Russ Cochran. In actuality, it is a fax machine cover letter. The text of the letter was written by Annie Gaines and was signed by Bill. Folded.
74. **BILL GAINES' FLIGHT TICKET FOR 1985 MAD TRIP** MB \$15  
 This is the flight ticket for Bill Gaines for the 1985 MAD trip to Rome. It is signed on the front of the envelope by Mr. Gaines. In VF condition.
75. **BILL GAINES' FLIGHT TICKET AND CURRENCY EXCHANGE SLIP** MB \$20  
 This lot includes Bill Gaines flight ticket for a flight to Cuba, and a Cuban currency exchange slip. Both are signed by Mr. Gaines. Condition of both are VF.
76. **ALFRED E. NEUMAN FRANKLIN MINT COLLECTOR'S PLATE** MB \$25  
 This ceramic plate features a full color reproduction of MAD #218. Measuring approx. 7"x 9", this plate was offered for sale by the Franklin Mint in 1996. Comes with a Certificate of Authenticity and the original shipping container. In Mint condition.
77. **"BEFORE I FORGET" BOOK** MB \$15  
 This book, written by George Toomer, is a personal reflection of the 1950's. There is a chapter in this book devoted to MAD Magazine. Entitled "What - Me Worry", this chapter tells how MAD influenced the authors' childhood, both positively and negatively. In NM condition.
78. **BILL GAINES' SUBSCRIPTION RENEWAL LETTER** MB \$10  
 This a subscription renewal letter for Bill and Annie's MAD subscription. They subscribed to MAD under two aliases, Games and Gaynes. The reason was to find out if MAD was selling their subscription lists. This envelope is addressed to Bill Games. Unopened. In NM condition.
79. **MARK COHEN MAD ART SHOW POSTCARD** MB \$15  
 This is a postcard from the Mark Cohen MAD Art Show held at the University of Minnesota in April of 1993. Of the MAD collectibles made for this show, this item is the rarest. The t-shirt, pinback button, and poster are commonly found, but do you ever see a postcard? In Mint condition.
80. **MAD SUBSCRIPTION POSTCARDS** MB \$10  
 This is a set of two postcards that were either mailed to subscribers or included with one of their last subscription issues. The third item is a postcard that was included with the MAD Mouse Pad subscription premium. All three postcards are unused and in Mint condition.
81. **MAD PROMOTIONAL POSTCARD** MB \$1  
 This postcard, with Mort Drucker artwork, features Gaines, Meglin and Ficarra. In Mint condition.

82. BILL GAINES' INTERNATIONAL DRIVERS PERMIT MB \$20  
 This is Bill Gaines' international drivers permit. Dated April 20, 1983, it features a black and white photo of Mr. Gaines. It is also signed by Mr. Gaines. In VF condition.
83. BILL GAINES' METAL TELEPHONE DIRECTORY MB \$10  
 This item was used by Bill Gaines for many years. It is a metal telephone directory, and it sat upon Bill's desk for a number of years. In VG condition, but is still in working order.
84. GERMAN ALFRED E. NEUMAN BUST MB \$300  
 This is a super-rare foreign MAD premium. According to Collectibly MAD, this item was given away to "politicians and public figures for particularly idiotic acts". Attached to the stand is an engravable name plate, with the name "William Gaines" engraved on it. The statue is made of plastic, but is weighted at the bottom. This incredibly rare piece is in VF/NM condition.
85. THE WIZARD OF MAD JACK-IN-THE-BOX MB \$75  
 This item was made by Laurie Curran, a former licensing representative for MAD. Made especially for Bill Gaines, this jack-in-the-box features a wizard that pops up out of the box. On the wizard's hat are the initials "W.M.G.". The lid of the box has a picture of Alfred E. Neuman glued to the top. This handcrafted beauty sat on Bill's desk for quite a few years. In VF condition.
86. ITALIAN EC COMIC/ RAY BRADBURY REPRINT MB \$10  
 This item, entitled "IL Popolo Dell'Autunno / Domani A Mezzanotte" is the Italian version of the two Ray Bradbury/ EC Comic paperbacks published by Ballantine in the 1960's (lot #32). Published in 1972, this book is still sealed and in Mint condition.
87. UP THE ACADEMY MOVIE PREMIUMS MB \$15  
 This lot consists of one small Up The Academy pinback button and one Up The Academy balloon. The pinback button is relatively easy to find, but the balloon is rarely seen. Both are in Mint condition.
88. FRENCH MAD BOARD GAME MB \$20  
 This is a sealed Mint condition French MAD board game. Need I say more?
89. CERTIFIED MAD HAT MB \$10  
 This hat was sold in the Spencer Gifts stores in 1998-9. It is in Mint condition, with the original tag.
90. MAD/ STANLEY DESANTIS HAT MB \$25  
 This hat was offered through MAD magazine back in 1992-3. It was also sold in discount stores a few years later. In any case, this hat features a silk-screened image of Alfred E. Neuman on the front with the words "What - Me Worry" printed above his head. Black. In Mint condition.
91. MAD LOGO HAT MB \$20  
 This is a rarely seen MAD hat was made in limited quantities in the early 1990's. It has an embroidered red MAD logo with gold trim. Black. In Mint condition.
92. ALFRED E. NEUMAN / MAD LOGO HAT MB \$10  
 This hat is a promotional item from the MAD office. It is black, with a white Alfred E. Neuman face on the front and a red MAD logo and "What, Me Worry?" on the back. In Mint condition.
93. GET "MAD" IN CHARLOTTE T-SHIRT MB \$25  
 This t-shirt, with artwork by Bob Clarke, was made for the 1996 National Cartoonists Society Southeast Chapter meeting in Charlotte, North Carolina. Mr. Clarke drew himself as Alfred E. Neuman with the caption, "Bob Clarke - After 40 Years With MAD Magazine". The shirt is white with black printing and is in Mint condition.

94. MARK COHEN SEATTLE ART SHOW T-SHIRT MB \$10  
This t-shirt was produced for the Mark Cohen MAD Art Show in Seattle in the Fall of 1993. It is white with black and red printing and is in Mint condition.
95. LITTLE CHARLIES T-SHIRT AND HAT LOT MB \$20  
This lot consists of a t-shirt and hat from Little Charlies Clam Bar, a very popular dining establishment among Bill Gaines and the MADmen. The t-shirt is yellow with the little Charlies logo on the left breast, and the hat is red and white with a yellow Little Charlies logo on the front. Both items are in NM condition.
96. SEALED TALES FROM THE CRYPT CALENDAR MB \$20  
This calendar was released in the Fall of 1991. It is a 16 month calendar and features scenes from the HBO series Tales From The Crypt. It is still factory sealed and in Mint condition.
97. MAD / ALFRED E. NEUMAN STEIN MB \$15  
This stein was manufactured and sold in 1996 by Xpress. It features a positive image of a red and white Alfred E. Neuman, with the negative image next to it. The stein is in Mint condition.
98. BILL GAINES' PRIVATE OFFICE TELEPHONE MB \$50  
This telephone was used by Bill Gaines in his MAD office for private, personal calls only. In VG cond.
99. MAD WORLD OF WILLIAM M. GAINES HARDCOVER BOOK MB \$15  
Published in 1972 by Lyle Stuart, this book is an interesting account of the life of MAD's founder. This book is in absolute Mint condition, with white pages and a tight spine. The dustjacket is bright and colorful and is in perfect condition. You may have seen this book before, but NEVER in this condition!
100. OVERSTREET COMIC BOOK PRICE GUIDE #9 MB \$50  
This is the Overstreet Comic Book Price Guide #9. Published in 1979, this book pays tribute to the EC Comics. The cover artwork was drawn by longtime EC and MAD artist, Wally Wood. This softcover book is in absolute Mint condition.
101. ALFRED E. NEUMAN MAQUETTE MB \$100  
This maquette statue of Alfred E. Neuman was sold in the Warner Bros. Studio Stores in 1999. Featuring Alfred E. Neuman dressed as Humphrey Bogart, this limited edition statue is in Mint condition. Comes with original display box.
102. MAD PAPERBACK BOOKS LOT MB \$15  
This lot consists of seven different MAD paperback books, all from the late 1980's and early 1990's. The titles are: MAD Duds, 'Til MAD Do Us Part, MAD Cooler, MAD Blasts, Porpoiseful MAD, MAD Takes The Cake, and Unstoppable MAD. These books were chosen for this lot due to their scarcity and poor distribution. Most of these are hard to find in any condition. The remaining 150 or so books that Annie sent me will be sold as part of a set sale, described in the back of this catalog. The specific titles in this lot are the only ones available. All are first printings and are in NM condition.
103. SPY VS. SPY #7 PAPERBACK BOOK MB \$10  
This is arguably the hardest MAD paperback book to find. Like the other MAD paperback books in the previous lot, this book was poorly distributed and is quite scarce. On a personal level, this was the hardest MAD paperback for me to find. I would bet my MAD Straightjacket that this book appears on everyones MAD paperback want list. In NM condition.
104. MAD "DIGEST SIZED" PAPERBACKS LOT MB \$20  
This lot contains three digest-sized MAD paperback books; the MAD Turned On Zoo, Clod's Letters To MAD and MAD Marginals. These were the only MAD paperback titles to be printed in this way. All three are first printings and are in Mint condition.

105. MAD / WARNER BROS. SWEATSHIRT MB \$50  
 This is the MAD sweatshirt that was sold in the Warner Bros. Studio Stores in the early 1990's. It is in Mint condition.
106. DON "DUCK" EDWING T-SHIRT MB \$10  
 This novelty t-shirt was produced in 1996, in celebration of the Olympic Games in Atlanta. Featuring artwork by MAD artist "Duck" Edwing, this shirt shows an athlete in the process of tossing a cat, with the words, "Official Member of the Olympic Cat Tossing Team". In Mint condition.
107. AUSTRALIAN MAD 15TH ANNIVERSARY T-SHIRT MB \$10  
 This shirt has the cover to the Australian MAD 15th anniversary issue silkscreened on the front. In Mint condition.
108. MAD RACING T-SHIRT MB \$10  
 This shirt was one of the items first licensed by MAD for Toliver Motorsports. The back of the shirt features Alfred E. Neuman standing next to the MAD Funny Car. The shirt is in full color and is in Mint condition.
109. UP THE ACADEMY T-SHIRT MB \$25  
 Produced as a promotional item for the Up the Academy movie, this is probably the hardest to find of all of the Up the Academy collectibles. In NM condition, the shirt needs a good ironing.
110. SWEDISH MAD V-NECK SWEATER MB \$50  
 This item was made in very limited quantities in the 1980's. Although it does not say "Svenska" by the MAD logo, Annie indicated that it was given to Bill as a gift from the Swedish MAD publisher. This item has hardly been worn at all and is in VF/NM condition.
111. NORWEGIAN MAD T-SHIRT MB \$10  
 This t-shirt is a sample shirt from the publisher of the Norwegian MAD. The silk screening process was not done very well and was rejected. The image comes from the cover of a 1980's MAD Special (Alfred w/ the opened parachute). It is in NM condition.
112. BILL GAINE'S "PUBLISHER AND CHIEF BIGOT" T-SHIRT MB \$100  
 This t-shirt was made in 1976 for Bill Gaines. Featuring Alfred E. Neuman as the MAD cover boy on the front, the words, "Publisher and Chief Bigot" are printed on the back. Annie recalls that this might be the only t-shirt of its kind. In VF condition.
113. MAD "COLLECTOR'S SERIES #6" T-SHIRT MB \$10  
 This t-shirt features a silk-screened image of the cover to MAD Collectors Series #6 on the front of the shirt. The screened image is bright and colorful and the shirt itself is in Mint condition.
114. WOMEN'S 3/4 LENGTH SPY VS. SPY SHIRTS MB \$20  
 This lot is for two different Spy vs. Spy shirts. What makes them different is that they are cut to fit a woman. They are 3/4 length and are known as Baby Doll shirts. Before seeing these, I assumed that I had at least one example of every licensed MAD t-shirt from the 1990's. One of the shirts is white with the Black Spy on the front and the other shirt is black with the White Spy on the front. Both shirts are in Mint condition.
115. ALFRED E. NEUMAN / SANTA CLAUS T-SHIRT MB \$10  
 Besides the women's Spy vs. Spy shirts in the previous lot, this t-shirt is another hard to find item. It features Alfred E. Neuman as Santa Claus, and says, "Have You Been Good Or MAD? It is in full color and in Mint condition.

116. MAD TOTE BAGS LOT MB \$20  
 This lot contains a pair of MAD tote bags that were made for the MAD staff in the early 1990's. One of the bags is a rare style. They are both identical in size and shape, but one of them is blue and the other is black. Other examples of the blue tote bag that have previously been sold in auction have been longer and not as tall. Both are in Mint condition.
117. SPY VS. SPY BOXER SHORTS MB \$20  
 This lot consists of one pair of Spy vs. Spy boxer shorts. Sold in Canada at Watson Bros., these shorts are unused and still have the original tags attached. In Mint condition.
118. SPY VS. SPY SOCKS MB \$20  
 These socks were also sold in Canada at the Watson Bros. clothing stores. Although the picture does not define it, the socks show the Black and White Spies dropping bombs on each other. In Mint cond.
119. MARK COHEN MAD ART SHOW T-SHIRT MB \$10  
 This shirt was made for the Mark Cohen MAD Art Show exhibit at the University of Minnesota in 1993. It is a size large and in Mint condition.
120. CERTIFIED MAD SWEATSHIRT MB \$5  
 This lot features a white sweatshirt with Alfred E. Neuman and the Certified MAD logo across the chest. In Mint condition with original tags.
121. DON MARTIN "CAPTAIN KLUTZ" T-SHIRT MB \$10  
 This shirt features the popular Don Martin character, Captain Klutz. The graphics on this shirt are in full color and the shirt is in NM condition.
122. SEALED MAD BOARD GAME MB \$10  
 This lot contains the MAD board game from Parker Bros. These games are very easy to find, but not in this condition. This example is still factory sealed. The condition is Mint.
123. MAD FOREIGN EDITIONS LOT MB \$25  
 This lot consists of ten different foreign editions of MAD. The winner will receive six randomly selected issues from a group of ten countries: Great Britain, Australia, Germany, Norway, Sweden, Denmark, Mexico, Brazil, France, and Finland. The condition of each magazine is VF or better.
124. MAD SHOW SCRIPT MB \$10  
 This lot contains the script for the musical, The MAD Show. It is in NM condition.
125. GERMAN MAD STICKER MB \$5  
 This is a German MAD sticker. Used for promotional purposes, the sticker is in full color and features Alfred E. Neuman with the words, "Ich Bin Verruckt, Ich Lese MAD". In Mint condition.
126. MAD MAGAZINE DETACHABLE KEYRING MB \$25  
 This keyring was a gift for Annie Gaines. Engraved with the words, "MAD Magazine", this detachable keyring is in Mint condition. Comes with the letter that was sent with the keyring. Please note: the word "MAD" is in plain lettering, not the MAD logo. One of three produced.
127. SPY VS. SPY NECKTIE #1 MB \$15  
 This necktie was sold in the early 1990's, at Watson Bros. stores in Canada and Sears stores in the USA. Features both the Black Spy and White Spy doing what they do best. In Mint condition.
128. ALFRED E. NEUMAN BUST - SMALL MB \$100  
 This lot contains the small Alfred E. Neuman bust which was sold in the early 1960's through MAD. The condition of this is excellent, with no cracking or chipping. The green felt is on the bottom, but there is no sticker. Condition is VF.

129. SWEDISH MAD PEN MB \$25  
 This is one of many wonderful promotional items produced by the Swedish MAD. The pen is half silver and half black, and features the "Svenska MAD" logo on the side. Comes with its own plastic case, which also has the "Svenska MAD" logo on it. Both are in Mint condition.
130. MARK COHEN MAD ART SHOW T-SHIRT MB \$10  
 This t-shirt was made for the Mark Cohen MAD Art Show in Stamford, Conn. in 1994. It features Alfred E. Neuman as ten different people, from a guy with a beer gut to a toddler in a diaper. The shirt is white with black printing and a red MAD logo. The condition of this shirt is NM.
131. SPY VS. SPY T-SHIRTS - SHORT SLEEVE MB \$10  
 Manufactured by Andazia, these shirts were among a large group of licensed MAD apparel that was sold in the mid to late 1990's. The shirts have the exact same design on them, except one shirt is black with white printing and the other is white with black printing. Both shirts have their original Certified MAD tags attached to them and are both in Mint condition.
132. CERTIFIED MAD T-SHIRT MB \$10  
 This is another one of the large group of t-shirts that were sold in the late 1990's. This one is white with black printing and features the Certified MAD logo across the chest. In Mint condition.
133. MAD #321 T-SHIRT MB \$10  
 This shirt features a silk-screened image of the cover of MAD #321 on the front of the shirt. The screened image is bright and colorful and the shirt is in Mint condition.
134. MAD COFFEE MUGS SET MB \$100  
 This lot consists of the complete set of six MAD coffee mugs made by Applause in the late 1980's. The mugs come with their original boxes, and each box has a full color picture of what mug is inside. Both the boxes and mugs are in NM condition.
135. TALES FROM THE CRYPT XEROXED PROOF SHEETS MB \$50  
 This lot contains proof sheets from two Tales From The Crypt paperback books. These are Xeroxed copies of the proof sheets sent to Bill Gaines for his approval. His job was to look at each sheet and make any changes he deemed necessary. The books that these sheets are for are Tales From The Crypt IV and Jokes From The Crypt. Folded. In NM condition.
136. MAD SELL SHEETS LOT MB \$10  
 This lot contains sell sheets for various issues of MAD and MAD Specials. Each sheet contains specific information about each issue, from the current movie or t.v. satire to the latest "Lighter Side.." installment. Each sheet is in Mint condition.
137. SEALED DUTCH MAD BOARD GAME MB \$20  
 This lot contains the Dutch edition of the MAD board game. It is factory sealed and in Mint condition.
138. ALFRED E. NEUMAN "MINGO" T-SHIRT MB \$10  
 This shirt features a full color Norman Mingo-style Alfred E. Neuman with the quote, "The nicest thing about success is that you don't have to listen to good advice anymore" printed underneath. In Mint condition, with the Certified MAD tag still attached.
139. WARNER WORLD FRAMED ARTICLE MB \$75  
 This item hung on the wall in Bill Gaines office for many years. It is a framed article from Warner World, a TimeWarner in-house publication. Although the article is more than a page, the page that is framed is page one. Above all of the text at the top of the page is a picture of Gaines and Alfred E. Neuman, drawn by Jack Davis. In Mint condition.

140. FRAMED PAUL COKER PANEL ROUGHS MB \$50  
 This lot consists of two framed panel roughs by Paul Coker. They are from a late 1970's back cover piece entitled, "Morality.....Then and Now". They appear to drawn with either color pencil or crayon. They are the top left and bottom left of the piece. The whereabouts of the other two pieces is unknown.
141. BILL GAINES SUBSCRIPTION COPIES MB \$35  
 This lot consists of seven issues of MAD, all of which were mailed to Bill and Annies apartment. Even though they got MAD free at the office, they subscribed to MAD using two aliases, Bill Games and Bill Gaynes. By doing this, they wanted to see if MAD was selling its subscriber lists. Each of these issues are in NM condition.
142. MEXICAN MAD #1 MB \$20  
 This is the first issue of the third edition of Mexican MAD. Started in 1993, this edition is still going strong. The magazine is in VF condition.
143. SWEDISH MAD #1 - 1985 W/ MAD ZEPPELIN INSERT MB \$10  
 This is the first issue of the year 1985 of the Swedish MAD magazine. The thing about this issue is that it has the MAD Zeppelin bonus insert attached. This particular bonus is exactly like the one in the Worst of MAD #8. This issue is in NM condition.
144. AUSTRALIAN MAD PAPERBACKS LOT MB \$20  
 This lot consist of four Australian MAD paperback books. The winner will receive four different titles from a group of nineteen different titles. The books are quite colorful and are in NM condition.
145. ITALIAN DON MARTIN PAPERBACK BOOK MB \$5  
 This lot contains an Italian Don Martin paperback book. This particular book is an early 1970's edition and is in VF condition.
146. CERAMIC SIX-FINGERED HAND MB \$15  
 This lot consists of a ceramic, six-fingered hand sculpture. It has been glazed a shiny red and is in Mint condition. This item sat on the bookshelf in Bill Gaines office for many years.
147. SWEDISH MAD STICKERS LOT MB \$10  
 This lot contains three different sizes of the Swedish Alfred E. Neuman sticker. All are in full color and are in Mint condition.
148. ALFRED E. NEUMAN FOR PRESIDENT BUMPER STICKER MB \$5  
 This lot contains an unbound Alfred E. Neuman for President sticker from the More Trash from MAD #11 annual. It is in full color and in NM condition.
149. JAPANESE MAD/DAVE BERG PAPERBACK BOOK MB \$30  
 This book was published in 1986 in Japan, and was used as a teaching tool rather read as a humor book. It is completely translated and it uses material from "The Lighter Side....." features of MAD. The photo shows a wraparound type of sleeve used for displaying the book. In NM condition.
150. ALFRED E. NEUMAN MOUSE PAD MB \$5  
 This mouse pad was a subscription premium for MAD in the late 1990's. It is in Mint condition.

END OF SESSION ONE



SESSION TWO

Saturday, February 24, 2001 (6pm to Midnight CST)

151. SPY VS. SPY T-SHIRTS LOT - SHORT SLEEVE MB \$10  
These shirts are from the same group as the other late 1990's MAD t-shirts. These two each have the same design, but differ in the color variation. Both are in Mint condition, and have the Certified MAD tags still attached.
152. SPY VS. SPY T-SHIRTS LOT - LONG SLEEVE MB \$10  
These shirts are exactly like the ones offered in the previous lot, except that they are long sleeved.
153. ALFRED E. NEUMAN DJ NECKTIE - SILVER MB \$20  
This is one of the early 1990's MAD neckties. It features Alfred E. Neuman on the front tossing records in the air. The tie is silver in color, one of many color variations these ties had. This tie is in Mint condition and even comes with the official MAD Tie Hanger.
154. ALFRED E. NEUMAN DJ NECKTIE - RED MB \$10  
This tie is exactly like the one in the above described lot except it is red, not silver.
155. ALFRED E. NEUMAN MEMO PAD SHEET - YELLOW MB \$5  
This memo pad sheet is exactly like the one described in lot #41, except that it is yellow and is printed on lighter stock paper.
156. BILL GAINES COMICON NAMETAG #2 MB \$20  
This nametag was used by Bill Gaines for his appearance at the Dallas Fantasy Fair, the weekend of June 10-13, 1982. The name "Bill Gaines" is written neatly on the tag. This nametag is in VF cond.
157. THE DAY THEY STOLE THE MONA LISA MB \$15  
This book was written by MAD freelance writer, Seymour (Sy) Reit. The story is about the actual theft of the Mona Lisa back in 1911. The book is signed by Mr. Reit, and a dedication to Bill Gaines appears on the third page. Published in 1981, this book is in NM condition.
158. JOURNAL OF COMMUNICATION MB \$10  
This issue of the Journal of Communication has an article about "MAD Economics", a look at the the way MAD continues to make money without the benefit of paid advertising. Perhaps D.C. Comics Vice President Paul Levitz should have read this article. He might have learned something before going and doing something stupid. You read it here first!!
159. ALFRED E NEUMAN MOUSE PAD MB \$5  
This mouse pad is a sample that was sent to MAD from a mouse pad production company. I would guess that it is one-of-a-kind, unless the company made more than one. In any case, this item is in full color and in Mint condition.
160. MAD STICKER ALBUM W/ THREE PACKS MB \$10  
This lot consists of one MAD sticker album and three wax packs of MAD stickers. These items were produced in 1983 by Fleer and all are in Mint condition.
161. SEALED SPY VS. SPY COMPUTER GAME MB \$20  
This is the Spy vs. Spy computer game for the Apple II system. Released in 1984, this item is factory sealed and in Mint condition.
162. ICELANDIC MAD MAGAZINE #2 MB \$15  
This is the other Icelandic issue of MAD offered for sale in this auction. The first was Lot #31. This issue is different from the other issue in that, besides the obvious cover variation, a condom has been wrapped in with the magazine. In Mint condition.

163. MAD / ALFRED E. NEUMAN COASTERS SET MB \$10  
This lot consists of four coasters from the set of MAD coasters produced in 1996 by Xpress. There is not a complete set of four different, rather there are two of one and two of another. All four coasters are in Mint condition. Also includes a generic plastic storage box.
164. 1960 ALFRED E. NEUMAN FOR PRESIDENT CAMPAIGN KIT BUTTON MB \$30  
This lot contains one Alfred E. Neuman for President pinback button from the 1960 Alfred E. Neuman for President campaign kit. This button is in full color and in NMcondition.
165. MARK COHEN MAD ART SHOW PINBACK BUTTON MB \$20  
This is the pinback button from the Mark Cohen MAD Art Show at the University of Minnesota. It is white, with black and red printing and is in Mint condition.
166. MAD REFRIGERATOR MAGNETS LOT MB \$5  
This is a set of four different refrigerator magnets, with images of either Alfred E. Neuman or the Black and White Spies on each one. Released in 1996, these magnets are still sealed and are in Mint condition.
167. MAD FOOTBALL HELMET PIN MB \$10  
This item was produced for MAD as a giveaway office premium. It was made in the mid 1990's and is sealed and in Mint condition.
168. MAD LOGO PIN MB \$15  
This pin was a subscription premium in 1991. It features a red MAD logo on a white background and gold trim. It is still sealed and in Mint condition.
169. BILL GAINES PERSONALIZED PEN MB \$15  
This pen was given out to friends and family of Bill Gaines. A card that is in the plastic case reads, "Hugs and Kisses Bill Gaines" This item is in NM condition.
170. MAD WORLD OF WILLIAM M. GAINES PAPERBACK BOOK MB \$10  
This is the paperback version of the MAD World of William M. Gaines book. The difference between the paperback and hardcover versions of this book is that the paperback version has a full color section of artwork from the MAD trips while the hardcover does not. The color artwork replaces the black and white photos that the hardcover version does have. In VF/NM condition.
171. SPY VS SPY SOCKS MB \$20  
This pair of socks differs from Lot #118 for only one reason, they are tan instead of navy blue. In Mint condition.
172. SPY VS SPY T-SHIRT MB \$10  
This shirt was one of the late 1990's releases from the company, Scene Not Herd. These shirts did not have the good distribution like the other 1990's shirts had, and were sold mainly through comic shops. As I've found out ( and some of you might have discovered), most comic retailers are interested in things like superhero stuff, not MAD. Needless to say, it was difficult for me to get any of these shirts locally. Thank goodness for Jared Johnson (no relation). Anyway, this shirt is in Mint condition.
173. TIME WARNER/ TEAM DC T-SHIRT - SERGIO ARAGONES ART MB \$40  
This shirt is a very limited edition shirt, produced only for members of the Team DC staff. The front of the shirt features artwork by Sergio Aragones, and our buddy Alfred E. Neuman is in the mix of DC Comic Superheroes. The shirt is day-glo orange and in Mint condition.
174. BILL GAINES' HAITI TOURIST CARD MB \$25  
Here is something from the very first MAD Trip. It is Bill Gaines' tourist card from the country of Haiti. It is signed by Gaines and is in VG condition.

175. SPY VS. SPY NECKTIE MB \$20  
This tie is a rare offering from the Watson Bros./Sears line of MAD neckties. This Spy vs. Spy necktie features the Spy characters helping each other (?) break out of jail. This tie is in Mint condition and comes with the MAD Tie Hanger.
176. DON "DUCK" EDWING T-SHIRT MB \$10  
Like lot #106, this shirt was made in celebration of the 1996 Atlanta Summer Olympics. Featuring artwork by MAD artist "Duck" Edwing, this shirt commemorates the "Non-Stop Beer Guzzling Marathon champion". The shirt is in Mint condition.
177. ALFRED E. NEUMAN "ORIGINAL" SHIRTS LOT MB \$30  
These shirts were the first of a long line of licensed MAD clothing. Produced in 1981 by Kedsco, these shirts feature a full color Alfred E. Neuman with the famous. "What - Me Worry" slogan underneath. There are three shirts in this lot. Two of them are short sleeve t-shirts, one is blue and the other is yellow. The third shirt is a white, longsleeved version. All are in NM condition.
178. 1984 ALFRED E. NEUMAN FOR PRESIDENT CAMPAIGN T-SHIRT MB \$30  
This shirt is from the 1984 Alfred E. Neuman for President campaign. It features a full color Alfred in the middle of the shirt. The shirt is white with red trim. Another variation of this shirt is white with blue trim. This shirt is in NM condition and even as the Alfred E. Neuman for President ballot card still attached.
179. CHATHAM HILL T-SHIRT MB \$20  
This shirt was made for the Chatham Hill Walkers, a group of people who walk along Cape Cod. The reason this shirt is in a MAD auction is because the art on this shirt was designed by MAD artist, George Woodbridge. This shirt is in NM condition..
180. MAD IN INDIA SHIRT MB \$40  
This shirt was produced to celebrate the newest foreign MAD edition from India. The shirt features a silver Alfred E. Neuman on the front, and the back reads, "Now Get MAD In India". The shirt in Mint condition.
181. MAD CRUISE T-SHIRT MB \$100  
This item comes from the 1991 MAD Cruise. This t-shirt is Bill Gaines from this trip and it has hardly ever been worn. In NM condition.
182. MAD SUBSCRIPTIONS LIST MB \$20  
This is a handwritten list of magazine subscriptions that MAD ordered for use in their lobby. The list was written by Bill Gaines, and details when the magazine started, when the subscription expires and what particular magazine it is. In VG condition.
183. ALFRED E. NEUMAN "BUZZCUT" T-SHIRT MB \$10  
This t-shirt was sold along with a host of others in the mid-1990's. This example features Alfred E. Neuman with the sides of his head shaved, and on the back of his head the words, "What - Me Worry" shaved. The shirt comes with its' original Certified MAD tag and is in NM condition.
184. BILL AND ANNIE GAINES CHAMPAGNE CRUISE TO BERMUDA T-SHIRT MB \$150  
This shirt was made to commemorate Bill and Annie Gaines' champagne cruise to Bermuda, which was scheduled to take place the week of October 17-24, 1992. Unfortunately, Bill died in June of 1992, so the cruise was put on the backburner. The cruise was eventually taken, but with some of the staff of MAD. The artist of this t-shirt is Sergio Aragonés, and he depicts Bill and Annie flying through the air on their cork. One of only a few made. In Mint condition.
185. SPY VS. SPY ATF PIN MB \$5  
This Tactical Operations Officers pin features an unlicensed use of the Black Spy by the Bureau of Alcohol, Tobacco and Firearms. This cloisonné pin is in Mint condition.

186. FRANK JACOBS STATIONERY SHEET MB \$2  
This lot contains one sheet of Frank Jacobs personal stationery. A caricature of Frank Jacobs drawn by Jack Davis adorns the top right corner of the stationery. In Mint condition.
187. SONS OF CHAMPLIN POSTCARD MB \$2  
This postcard/handbill is for the Sons of Champlin concert in Denver in 1967. It features a pre-MAD image of Alfred E. Neuman, and is in NM condition.
188. ALFRED E. NEUMAN FUNNY MONEY MB \$2  
This lot consists of one piece of magician's trick money. Each side of the money is exactly the same, except one side is black and the other is green. In VF condition.
189. AUSTRALIAN MAD STATIONERY MB \$5  
This lot consists of one sheet of Australian mad stationery, three business cards and three "with compliments" sheets. All are in Mint condition.
190. MAD FUNNY CAR HANDOUT MB \$1  
This handout was given to fans attending NHRA sponsored events. This particular handout has a coupon for membership in the Jerry Toliver MAD Fan Club. This item is in Mint condition.
191. COMPLETELY MAD PAPERBACK BOOK - SOFTCOVER MB \$5  
This book gives a complete overview and history of MAD Magazine. In NM condition.
192. MARK COHEN MAD ART SHOW ITEMS MB \$5  
This lot consists of photocopied newspaper articles, a 1991-6 show itinerary, and a list of MAD collectibles generated from the early Mark Cohen MAD Art Shows. Mr. Cohen sent these to me back in 1994, right after I attended his MAD Art Show in Fort Dodge, Iowa. The itinerary has telephone numbers written next to each place where his MAD art show was held. I used this sheet to track down items that I was missing from my collection. Back in 1994, I was still able to get at least one item from each place. I know that some venues have rather large archives, which makes it easy for MAD collectors to fill in their gaps. This lot includes the original mailing envelope. Condition of the lot in VG/F.
193. DAVE BERG HANDWRITTEN LETTER MB \$5  
This letter was included with some artwork that Dave Berg sent to MAD. The letter reads, "Hey! Anybody! If you are going to use these fershlugin envelopes, then reinforce it with cardboard, like I did. Otherwise the drawing paper comes wrinkled. I had to use a hot iron to flatten it out. Love, David" There is a piece of masking tape at the top of the letter, otherwise it is in NM condition.
194. AL JAFFEE SIGNED LETTER W/ MAILING ENVELOPE MB \$10  
This lot contains a signed letter from Al Jaffee with its' original envelope. The letter was enclosed with artwork that was purchased directly from Mr. Jaffee. The stationery it is written on has a self-portrait of Mr. Jaffee along with a huge word balloon, where Mr. Jaffee would write his message. The letter is in VF condition with a corner bend. The envelope has a sticker with an Al Jaffee character on it saying, "Please, No Bend!!!". The envelope is in VF condition.
195. MAD FREELANCERS LETTER MB \$5  
This letter was mailed to all of the MAD freelancers after the death of Bill Gaines. The letter is from the head honchos at DC Comics telling them that the transition from the Gaines era to the post-Gaines era would be done as smooth as possible. In Mint condition.
196. MAD FOREIGN EDITION PUBLISHERS LETTER MB \$5  
This letter was mailed to all of the foreign MAD publishers in the Fall of 1991. The letter asks the publishers whether or not they would like a contract for the coming year. If so, did they want a contract for regular editions, specials, or both. This letter is signed at the bottom by Bill Gaines. It is unused and in Mint condition.

197. THINGS YOU NEVER KNEW EXISTED CATALOGS LOT MB \$2  
 This lot consists of two different Things You Never Knew Existed catalogs. The first has the softcover MAD comics 1-6 for sale in its inner pages, while the other has the Alfred E. Neuman hologram pictured on its front cover. Both are in NM condition.
198. SOTHEBYS "MAD ABOUT MAD" AUCTION ITEMS MB \$5  
 This lot contains a Sothebys magazine that has an article on the MAD About MAD auction and a letter containing information about the auction that was sent out to all of the Sothebys catalog subscribers. All items are in VF condition.
199. BIKINI MAGAZINE MB \$3  
 This issue of Bikini has a feature interview with Al Jaffee. Mr. Jaffee also contributed a small illustration for the article. In Mint condition.
200. MAD OFFICE COPIES MB \$2  
 This lot contains two MAD office issues. These were regular MAD magazines that were put in the waiting area at the MAD office. The only difference is that these have an Alfred E. Neuman stamp on the UPC symbol. Both of these particular issues were never put out and are in Mint condition.
201. "FREE" MAD PROMOTIONAL KIT MB \$5  
 These items were sent to you when you filled out one of the Certified MAD tags from the mid-1990's MAD t-shirts. If you filled out the card and mailed it in, you received a free issue of MAD. Also included in this "kit" is a subscription form, a reply envelope and a thank you letter. Also included is the original mailing envelope. All items are in NM condition.
202. MAD ART SHOW B/W PHOTOS LOT MB \$5  
 This lot contains two 8"x 10" sheets of miniature black and white photos of the first MAD Art Show in NYC (see lot #65). These photos were taken by Ron Labbe, who later used a few of these in his MAD fanzine, MAD Freaks USA. These sheets are in VF condition. The photos used in the MAD Freaks USA issue are circled in red ink.
203. MAD / WHAT ME WORRY? AUTOGRAPH SHEET MB \$3  
 This sheet was used by MAD artists at comic conventions for autographs, self portraits, etc. This sheet is unused and in Mint condition.
204. MAD MASS MAILING W/LETTER MB \$5  
 This lot contains a MAD "junk mail" packet that was sent out to subscribers of Time/Warner publications. These are hard to find for MAD collectors, as they were only sent out to a select group of people. This lot also includes a letter from Dan Brown, Director of Mass Market Sales for MAD. In this letter, Mr. Brown indicates that there were no extra copies of this "junk" mailing produced. Both items are in NM condition.
205. SERGIO ARAGONES TRADING CARD MB \$2  
 This lot consists of an uncut, two card sheet of the Famous Comic Book Creators card set from Eclipse. The top card is that of George Perez, while the bottom card is our beloved Sergio Aragonés. The card is in NM condition and has a Sergio Aragonés address label on the back. Mr. Aragonés also wrote his fax number on the back.
206. SERGIO ARAGONES BUSINESS CARD MB \$3  
 This is a personal (as opposed to a MAD) business card for Sergio Aragonés. The card features a self-portrait of Mr. Aragonés, and he has written his fax number at the top of the card. Mint.
207. MIND SNACK / MADLOG COMPLETE SET MB \$10  
 This lot consists of a complete set of the MADLOG, a fan newsletter produced by Jerry Moore. Starting in March of 1997 and ending in January of 1999, this fanzine lasted 13 issues. Nine of the issues are one page newsletters and each has its original mailing envelope. The other four were

"magazine size" publications, and two of them have their respective mailing envelopes. Overall, the condition is VF/NM.

208. "BLUEPRINT" FOR THE ALFRED E. NEUMAN CLOCK MB \$2  
This "blueprint" is for the Alfred E. Neuman clock, an unlicensed item produced in the mid-1990's. Made by Bob Draeger, a woodsmith from Wisconsin, these clocks were modeled after the Alfred E. Neuman Warner Bros. statue. A recent call to Mr. Draeger revealed that he has made and sold over 60 of these clocks. He even has a few more available. In NM condition.
209. MAD ISSUES LOT MB \$2  
This lot contains MAD issue #'s 136, 139, 171, 183, 279, and 308. Overall condition is VF.
210. DYNAMITE #47 MB \$2  
This lot consists of Dynamite #47. Alfred E. Neuman is featured on the front cover, and there is a MAD article on the inner pages. In NM condition.
211. CRACKED / CRAZY MAGAZINES LOT MB \$5  
This lot contains two Cracked mags and two Crazy mags. The Cracked issues are #43 and the first Cracked annual, King-Sized Cracked #1. The Crazy issues are #1 and #30. Issue #30 has an article illustrated by Kent Gamble, the artist who has drawn the last three covers for my auction catalogs. Overall condition of the four magazines is VF.
212. MAD PANICS LOT MB \$10  
This lot contains a small run of the MAD Panic, from #41 (Jan. 1997) to #61 (Jan. 2001). All of the issues comes with their own mailing envelopes. In NM condition.
213. JOURNAL OF MADNESS LOT MB \$5  
This lot contains four Journal of MADness items: a sticker, a subscription letter, a postcard and the Journal of MADness #8 1/2. The overall condition of these items is VF/NM.
214. "APRIL FOOLS" MAD AUCTION CATALOG ORIGINAL ARTWORK MB \$75  
This lot contains the original cover artwork for the 2000 April Fool's MAD auction. Drawn by Kent Gamble, the image size is the same size as the catalog (8 1/2"x 11"). In Mint condition.
215. MAD "SURFS UP" POSTER MB \$1  
This poster was released in the 1980's by BiRite. It measures 16"x 20" and is in Mint condition.
216. JAFFEE, DRUCKER AND TULKA LETTERS LOT MB \$15  
This lot contains letters from Al Jaffee, Barbara (Mort) Drucker, and Rick Tulka, and each letter is accompanied by its own envelope. The letterhead on Mr. Jaffee stationery includes a small self-portrait, while the Drucker stationery simply has Mort's handwritten name across the top. Overall condition of these items is VF/NM.
217. MAD SUBSCRIPTION MASS MAILERS MB \$1  
This lot consists of two mass mailing subscription envelopes for MAD. They have been postally mailed, but are unopened and in NM condition.
218. MIKE LERNERS MAD SALE ANNOUNCEMENT POSTCARD MB \$1  
This announcement postcard is for Mike Lerner's 7th Annual MAD collectibles sale. In NM cond.
219. MAD LETTERS PAGE ORIGINAL PRINTED PHOTO MB \$10  
This lot contains an original photograph used in the letters page of MAD #43. The photograph is of four people wearing their original 1958 MAD T-shirts in their hometown parade. Also included in this lot is another unused photograph, and two notarized letters stating that this was the original printed photograph. All items are in Fine condition.

220. THE FELDSTEIN MAD PAD MB \$3  
 This item was used by former MAD editor Al Feldstein to set up the layout of the new issues of MAD. It measures 12"x 18" and is black and white. There is some writing in the upper panels, otherwise this item is in VF condition.
221. MAD STATIONERY MB \$1  
 This lot contains eight sheets of MAD border stationery. Unused and in Mint condition.
222. MAD MAILING LABELS LOT MB \$2  
 This lot consists of a strip of MAD mailing labels. These labels are from the 485 Madison Avenue offices and were used for sending 4th class rate material, paperback books I would assume. There is a strip of at least ten labels. In Mint condition.
223. MAD STICKERS LOT MB \$2  
 This lot consists of a strip of MAD logo stickers. The strip has been rolled, so some of the stickers appear bent. Otherwise in NM condition.
224. ALFRED E. NEUMAN CHOKING POSTER MB \$5  
 This item is a MAD office premium from the 1980's, which parodies the Heimlich manuever poster which was popular around that time. Measuring 11"x 14", it is on heavy stock paper and is Mint.
225. UW-M MOVIE POSTER MB \$1  
 This poster was hung around the University of Wisconsin - Milwaukee campus in the Spring of 1996. The poster is of different movies playing throughout the semester at the campus union theater. One of the films was Comic Book Confidential, who's movie poster features an image of Alfred E. Neuman. UWM borrowed this image for their poster. The poster is printed on thinner stock paper, and is in NM condition.
226. PAUL COKER "DROPPING A HINT" PRINT MB \$5  
 This print was released in the late 1980's by Stabur Graphics. Measuring approx. 11"x 14", this numbered print is in Mint condition.
227. TABLE W/ ALFRED E. NEUMAN HEAD TABLE TOP MB \$10  
 This table was produced in 1999 by Amish craftsmen from Ohio. Featuring a table top in the shape of Alfred E. Neuman's head, this item is in Mint condition. This item will be shipped in two pieces.
228. SUPERMAD T-SHIRT MB \$10  
 This unlicensed t-shirt features Alfred E. Neuman as Superman. Produced in a very limited edition in 1999, this full color t-shirt is in Mint condition.
229. WACKY PACKAGES T-SHIRT MB \$5  
 This t-shirt features the Caged Wacky Package sticker on the front. Wacky Packages were inspired by MAD; more specifically, if you take a look at the MAD Labels bonus in More Trash from MAD #2, you will see the ancestors to Wacky Packages. You could even say that the creators of Wacky Packages stole the idea from MAD. In any case, this Wacky Package t-shirt is in full color and in Mint condition.
230. CARTONAGGIO MAGAZINE MB \$5  
 This is the October 1979 issue of Cartonaggio, a "scholarly journal devoted to the study of all relationships between art and fiction.....". There is a five page article which focuses on the literary and artistic similarities between Picaro, a 16th century anti-hero, and Alfred E. Neuman. This issue is in Mint condition.
231. ALFRED E. NEUMAN BUST W/ ORIGINAL BOX MB \$50  
 This Japanese bust was made in the 1960's, and features Alfred E. Neuman with orange fuzzy hair. The tag is included with the bust, but has become detached from the string around the neck.

The box is in VG/F condition, with a small rub on the box label and a seam split on one corner of the lid. The bust itself is in VF/NM condition.

232. ALFRED E. NEUMAN CALENDAR MB \$3  
This lot contains the 2001 Alfred E. Neuman page-a-day calendar. It is still sealed and is Mint.
233. TOTALLY MAD PRE-RELEASE CD'S MB \$15  
This lot consists of the pre-release set of the Totally MAD CD-ROM. These were sent to the testers of the Totally MAD CD-ROM project for them to try out before the nationwide release. Each of these CD's has a sticker on it which reads, "Totally MAD - Release Candidate 2 - July 6, 1999". Each sticker also has an Alfred face on it. This set of seven CD's is in NM condition.
234. ALFRED E. NEUMAN SWITCHPLATE MB \$1  
This is a clear light switchplate which has an Alfred E. Neuman face behind it. The face was cut out from the cover of a MAD annual. The face has not been permanently attached, so you could replace it if you wanted to. The plate is in NM condition.
235. MAD "BYTES IT" CD-ROM MB \$1  
This CD-ROM was a freebie in MAD #350. This CD-ROM takes each issue of MAD and breaks it down into artist and writer credits, release dates and other information. In NM condition.
236. MAD YO-YO MB \$5  
This MAD yo-yo was a premium for the Australian MAD in 1999. It is black and white and in Mint condition.
237. MAD HANGER MB \$1  
This hanger was used and sold with selected pieces of Australian MAD clothing. It has been repaired, and a small piece is still missing. Hard to find in Australia; impossible to find here.
238. BRAZILIAN MAD STICKERS MB \$3  
This lot contains two stickers and a wrapper from a pack of Brazilian MAD stickers. All are Mint.
239. MAD OFFICE ENVELOPE MB \$1  
This letter size envelope comes from the 485 Madison Ave. office. It is unused and in Mint condition.
240. MAD GUYS'S COMICS AND COLLECTIBLES POSTCARD MB \$1  
This postcard comes from Jared Johnson, the operator of MAD Guys Comics. This card was sent out to announce the availability of new licensed MAD merchandise. This new merchandise included coffee mugs, steins, t-shirts and lifesize stand-ups of Alfred E. Neuman. The card is in NM condition.
241. MAD STATIONERY LOT MB \$5  
This lot consists of four different sheets of MAD stationery, two MAD mailing envelopes, a sheet of MAD note paper, and a MAD checklist card. The sheets of stationery and the envelopes are in Mint condition, while the MAD notes sheet and checklist card have been used. They are in VF cond.
242. EC PUBLICATION ENVELOPES AND STATIONERY MB \$5  
This lot consists of six different EC Publications envelopes and a single sheet of stationery. A couple of the envelopes are rare; one is from the 225 LaFayette St. office while the other is from the 850 Third St. office. All are in NM condition.
243. MAD POSTCARDS LOT MB \$2  
This lot consists of seven different postcards from MAD. The average condition is VF/NM.
244. ALFRED E. NEUMAN / SYQUEST POSTCARD MB \$2  
This postcard is from Syquest, a computer products company. The postcard features Alfred E. Neuman in full color and is in Mint condition.



245. BILL AND ANNIE GAINES WINE LABEL MB \$5  
This sticker label was produced in celebration of the marriage of Bill and Annie Gaines. The top of the label reads, "From The Chateau of A. and B. Gaines". In Mint condition.
246. MAD COLLECTORS BUSINESS CARDS LOT MB \$3  
This lot contains business cards from eight current or former MAD collectors, and the business card for Alfie's Beefstro, which features the outline of Alfred's head in the logo. Every card is in VF condition or better.
247. "DUCK" EDWING COLORED SELF-PORTRAIT MB \$5  
This is a color self-portrait of MAD artist "Duck" Edwing. It was drawn on a section of comic backer board, and is signed by the artist. In Mint condition.
248. ALFRED E. NEUMAN CLOISONNE' PIN MB \$2  
This pin was given away to the people who responded to the MAD readers survey back in 1994. The pin is still sealed in its plastic bag and is in Mint condition.
249. MAD SHOW TAB PIN MB \$5  
This lot contains the tab pin for the MAD Show revue, shown at the Happy Medium theater in Chicago. The tab has been folded, but the pin itself is in VF condition.
250. ALFRED E. NEUMAN PINBACK BUTTON MB \$1  
This pinback button features Alfred E. Neuman with a yellow background. In Mint condition.
251. ALFRED E. NEUMAN "RAP MAD" PINBACK BUTTON MB \$3  
This pinback button was a subscription premium in the 1980's. Manufactured by Bi-Rite, this button was part of a set of twenty-four different MAD buttons. This one is the hardest to find; some say it was because Alfred looked too much like Run DMC. Who knows? Who cares? This one's a Mint condition beauty.
252. NEW YORK OBSERVER LOT MB \$4  
This lot consists of two issues of the New York Observer. One has an illustration of David Letterman as Alfred E. Neuman on the cover, while the other one has an article about the 1995 MAD About MAD original art auction at Sothebys. Both are folded in the center and are in NM condition.
253. CALIFORNIA SKATE EXPRESS CATALOG MB \$1  
This lot contains the Winter 95/96 catalog for California Skate Express (CSE). Within the pages of the catalog, you will find a picture of the MAD Mini skateboard, an unlicensed item. There were two versions made, the MAD Mini and the Rune Glibberg. Both boards had Alfred on them. The catalog is in NM condition.
254. RHINO DIRECT CATALOG MB \$1  
This catalog is for Rhino Direct, the merchandising division of Rhino Records. This catalog has about a half-page worth of MAD collectibles pictured for sale; the Completely MAD book, the Mad About the Sixties book, a MAD t-shirt and the MAD Grooves CD. The catalog is in full color and in NM condition.
255. SPENCER GIFTS / TIME WARNER CATALOGS LOT MB \$2  
This lot contains the Time/Warner Music catalog and the Spencer Gifts catalog supplement. The Time/Warner catalog has an advertisement for the MAD Grooves CD, while the Spencer Gifts catalog has an advertisement for the Alfred E. Neuman statue. Both catalogs are in VF/NM cond.
256. TOTALLY MAD SELL SHEET W/ LICENSING LETTER MB \$4  
This lot contains the full color sell sheet for the Totally MAD CD-Rom set. The letter is a general information letter about MAD licensing. Both items are in Mint condition.

257. ALFRED E. NEUMAN 1ST EDITION COLOR PICTURE W/ ENVELOPE MB \$5  
This lot consists of a first printing Alfred E. Neuman color photo w/ its original mailing envelope. Two of the more recent Alfred pictures will be included in this lot. They are there for comparison only. Overall condition of this lot is VG/F.
258. MAD MAILING ENVELOPES LOT MB \$2  
This lot contains two MAD manila mailing envelopes. These were the envelopes that MAD used in order to send back issues or paperback books. Apparently, they were also used to store file copies as evidenced by the handwritten numbers in the corner of each envelope. In VF condition.
259. MAD COLLECTIBLES EXHIBIT FLYER MB \$2  
This is the flyer that was used to promote my MAD collectibles exhibit at the Milwaukee Public Library from February 22 to April 15, 1997. The exhibit was a rousing success, which made the library very happy. This flyer is pink with black writing and is in Mint condition.
260. NEWSPAPERS W/ MAD ARTICLES LOT #1 MB \$3  
This lot contains three sections of the Milwaukee Journal, each with a MAD article in them. The fourth newspaper, the Stevens Point Journal, has a front page photo and center spread about my MAD collection. Overall condition is VF.
261. NEWSPAPERS W/ MAD ARTICLES LOT #2 MB \$3  
This lot contains three "collectors" type newspapers. The first is Maine Antiques digest, which has an article about the 1995 MAD About MAD auction at Sothebys. The second is Toy Shop, which has an article about my MAD collection, and the third is The Old Times, a Midwest antiques newspaper which also has an article about my MAD collection. Average condition is VF/F.
262. 1960'S MAGAZINES W/ MAD ARTICLES MB \$5  
This lot consists of the December 12, 1963 issue of the Saturday Evening Post, and the March 19, 1968 issue of Look. Each magazine has a significant article about MAD in its pages. The S.E.P. magazine is in Poor/Fair condition while the Look Magazine is in G/VG condition.
263. UP THE ACADEMY MOVIE POSTER MB \$5  
This is the one sheet poster for the 1980 Warner Brothers movie, Up The Academy. It is in full color and in NM condition, the only flaw being that it is folded.
264. FEINGOLD/NEUMAN PINBACK BUTTON MB \$5  
Produced in 1998 for the Wisconsin Democratic Party meeting in Madison. One of 200 made, this button features a pre-MAD Alfred E. Neuman. It is in full color and in Mint condition.
265. "WHO NEEDS YOU" POSTER MB \$2  
This poster was a promotional item for the 1994 San Diego Comicon. It is in full color and in NM condition. Folded.
266. DON MARTIN CATALOG MB \$2  
This is the catalog for the Don Martin studio in Miami. Before he died, Mr. Martin sold the roughs of his artwork. This catalog is full of these roughs. Comes with the original mailing envelope. Overall condition is VF.
267. MAD UNBOUND BONUS INSERTS LOT MB \$5  
This lot contains several different unbound bonus inserts from MAD Specials and Annuals. Most notably is the "Meet The Staff Of MAD" record from the Worst of MAD #2. Overall condition of this lot is NM.
268. FRANK JACOBS SIGNED LETTER AND SCRIPT MB \$10  
This lot contains a signed letter from Frank Jacobs and his script for the MAD parody of the movie "Waterworld". Both items are in NM condition.

269. DON MARTIN FLYER MB \$10  
Produced in the 1970's, this flyer gives a brief history in the life of Don Martin. In NM condition.
270. MIKE SNIDER SIGNED LETTER AND SCRIPT MB \$5  
This lot contains a signed letter from MAD writer Mike Snider and a copy of a finished script. Both items are in NM condition.
271. AL FELDSTEIN SIGNED LETTER MB \$5  
This is a signed letter from former MAD editor, Al Feldstein. It is written on his personal stationery and is in NM condition.
272. BOB CLARKE SIGNED LETTER MB \$3  
This is a signed letter from MAD artist, Bob Clarke. It is written on his personal stationery, which has an excellent line of graphics at the top. In NM condition.
273. DAVE BERG ART "FOR SALE" LIST MB \$3  
This is a list of prices for Dave Berg original artwork and sketches. This list comes from Mitch Berg and Associates. Mitch Berg is Dave Berg's son, and he sells his fathers artwork for him. The list is in NM condition.
274. READERS DIGEST COMEDY BOOK MB \$5  
This book is used for educational purposes in junior high schools. This particular book has reprints of "The Lighter Side....." in it, and also reprints the "TREE" poem by Frank Jacobs. This lot also comes with the answer key. Overall condition is VF.
275. COLLECTOR MAGAZINE MB \$3  
This is the September 1995 issue of Collector. This issue has an article about the 1995 MAD About MAD auction at Sothebys and a preview showing of the artwork at Sothebys in Los Angeles. This issue also has an illustration of Alfred E. Neuman on the cover. In Mint cond.
276. TV GUIDE MAGAZINE MB \$3  
This is the October 26, 1968 issue of TV Guide. This issue has an article entitled "MAD About Television". Condition is VG.
277. DRAG RACING MONTHLY MB \$3  
This is the May 1998 issue of Drag Racing Monthly. An article about the premiere of the MAD funny car appears in this issue. Also, the centerfold of this issue is a pull-out poster of the MAD funny car in action. In Mint condition.
278. TENNIS MAGAZINE MB \$3  
This is the July 1979 issue of Tennis. An article written by Nick Meglin appears in this issue. Entitled, "Around the world with the tennis zanies of MAD", the article talks about playing tennis on the MAD trips. This issue is in VG condition.
279. CARTOONIST PROFILES #72 MB \$3  
This lot contains Cartoonist Profiles #72. This issue features an article on MAD artist Bob Clarke. In NM condition.
280. CERTIFIED MAD TAG MB \$1  
These tags were attached to most of the MAD clothing sold in the 1990's. In Mint condition.
281. USA TODAY MB \$1  
This is the Life section of the August 13, 1999 edition of USA Today. There is a half page article about the new Totally MAD CD-ROM, along with a small insert interview with Sergio Aragones. Sergio even provides a nice illustration with the interview. In VF condition. Folded.

282. GERMAN KINO NEWS MB \$1  
 This lot contains the November 1988 issue of the Kino News, a German entertainment paper. This issue features a full color article about the German MAD board game. Folded. In VF cond.
283. CRACKED MAILING ENVELOPE MB \$1  
 This lot contains a mailing envelope from the Cracked offices. In used, VG/F condition.
284. AUSTRALIAN MAD CHRISTMAS CARD MB \$1  
 This is the official Australian MAD Christmas Card sent out by the publisher of Australian MAD. In Mint condition. No Envelope.
285. ALFRED E. NEUMAN MOUSE PAD MB \$2  
 This unlicensed item was produced in a small quantity in 1999. It is slightly used and in VF cond.
286. "THE BIG ONE" MAD AUCTION CATALOG ORIGINAL ARTWORK MB \$75  
 This lot contains the original cover artwork for the "Big One" MAD Auction conducted late September 22 and 23, 2000. Drawn by artist Kent Gamble, the image measures 8 1/2"x 11. In Mint condition.
287. JUDGE BAKULA NAMEPLATE MB \$1  
 This item was a prop used on MAD TV. The prop was used in a scene featuring Scott Bakula. In NM condition.
288. MAD "COVER TO COVER" POSTER MB \$10  
 This is a brand new item, but a very rare item. These posters were made to promote the new MAD Cover To Cover book., and were given away at a booksellers convention in Chicago. Measuring approx. 24"x 36", this poster is in beautiful full color and is in Mint condition.
289. MAD / SYQUEST POSTER MB \$1  
 This poster was a promotional item for Syquest, a computer software unit in California. It is in full color, but there is a piece missing on the top of the poster. The missing piece leads to a tear, which runs all the way down the right side of the "K" in the word backup. Overall condition is VG/F.
290. ALFRED E. NEUMAN PORTRAIT ARTWORK MB \$5  
 This is an artist interpretation of Alfred E. Neuman. Drawn at the 1996 Chicago Comicon, this portrait was drawn with a black magic marker on newsprint. The artists' name is signed on the lower right hand corner. In Mint condition.
291. MAD / BI-RITE FIRST PROOF POSTERS MB \$10  
 This lot consists of three different posters from the Bi-Rite company in Chicago. Produced in the late 1980's, these four posters are first proofs, which are the ones that are inspected and corrected before the mass production can begin. Overall condition of these posters is VG.
292. ALFRED E. NEUMAN ABSTRACT PAINTING MB \$300  
 This item was bought in a New York City art gallery in 1998. This unusual piece has been mounted into two seperate halves. The painting features Alfred E. Neuman and has a rectangular design painted over his face. The piece can be seperated into two halves, with each piece displayed in different parts of the room. The consignor said that when he found it hanging in the gallery, he only found the side of the face with the missing tooth. It took him about another half hour to find the matching half. It was hanging on the opposite end of the room. A truly unique conversation piece! In Mint condition.

END OF SESSION TWO

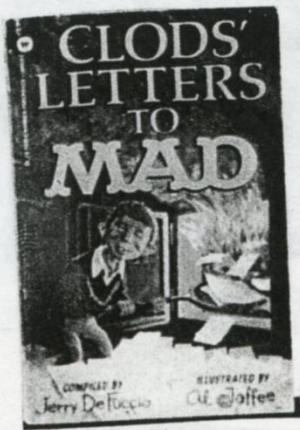
MAD PAPERBACKS AND FOREIGN ISSUES

SET SALE

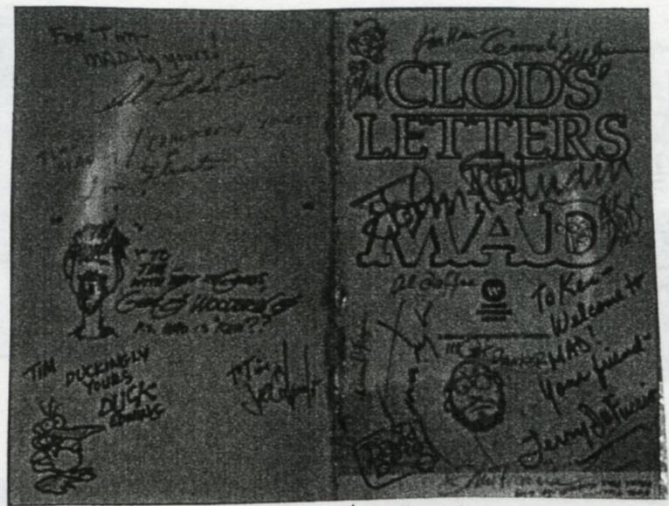
I have over 150 MAD paperback books and over 200 MAD foreign issues. I will gladly accept want lists for either of these items, or both. Each book or magazine will be \$3.00 each, less with a large volume order.

Thank You!

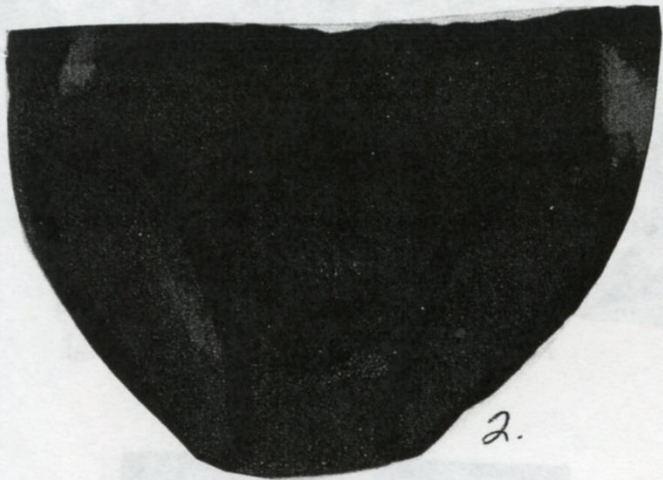
Tim Johnson



1.



1. Inside cover



2.



3.



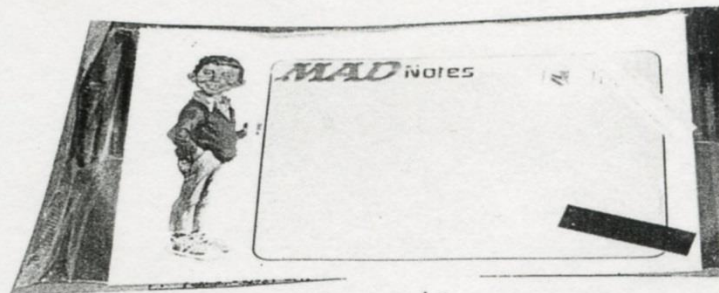
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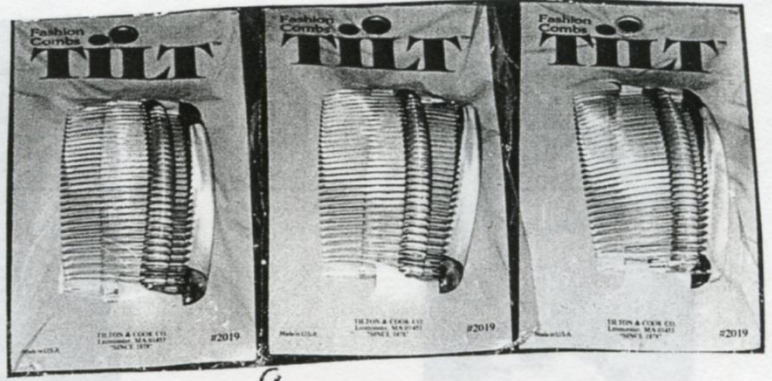
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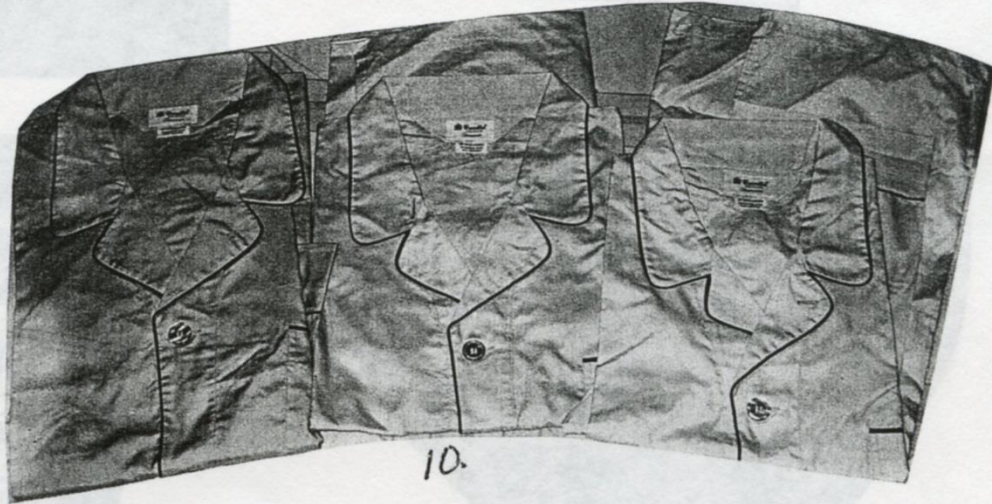
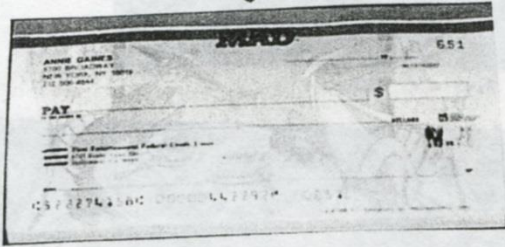
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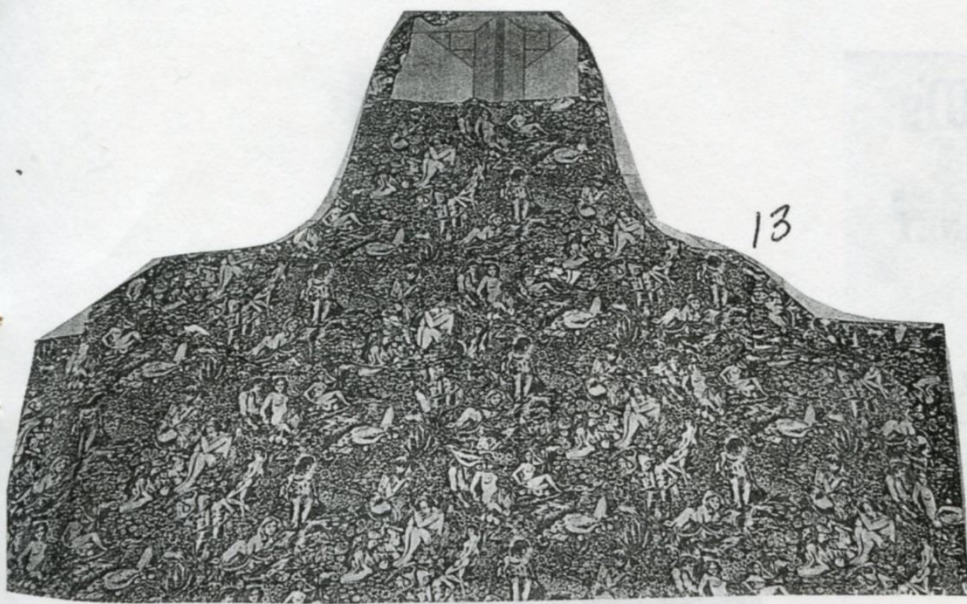
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11.



12.



13



15

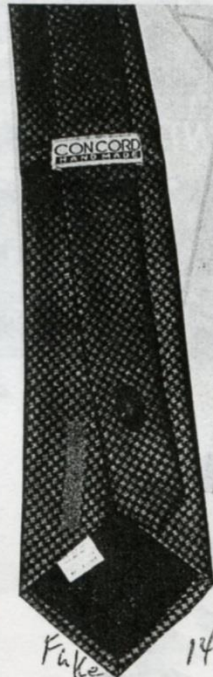


TAKE



14

REAL

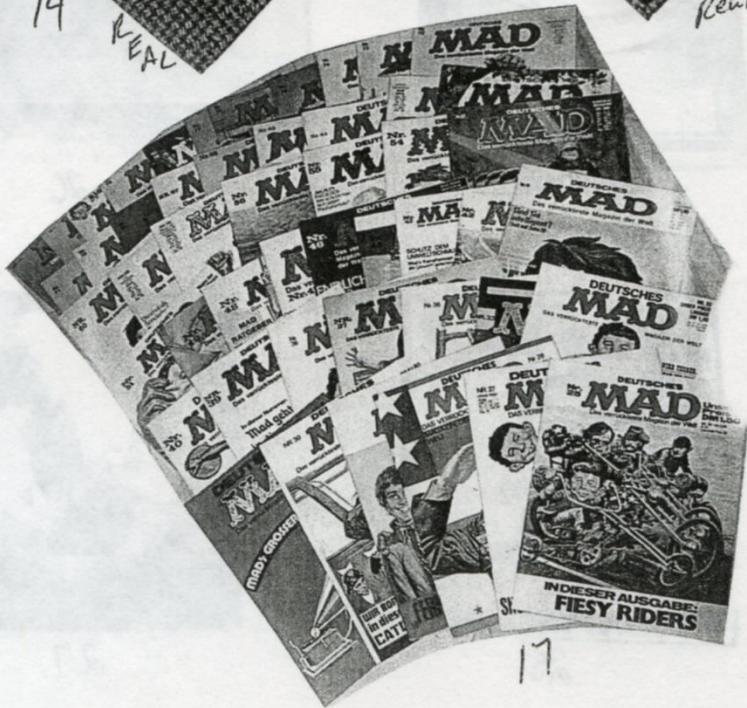


Fake



14 Back

Real

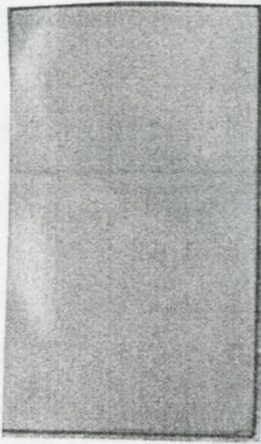


17

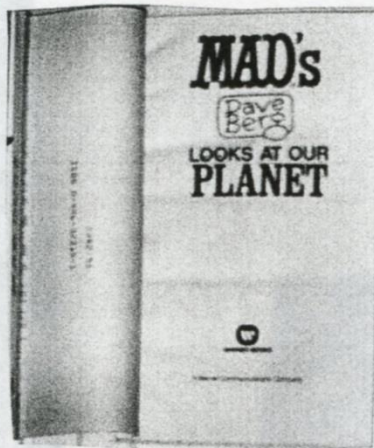


16





18. Cover



18. First Page



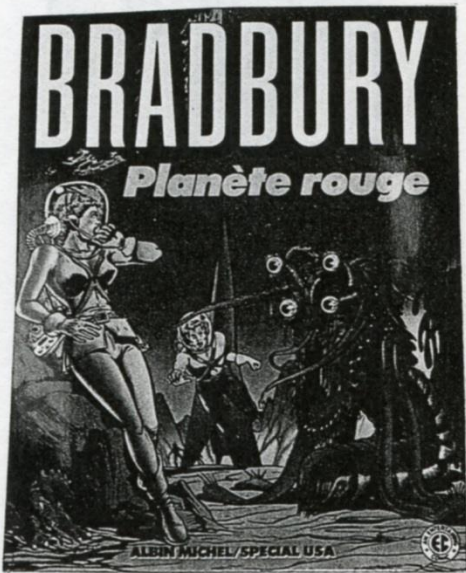
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21.



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24



26



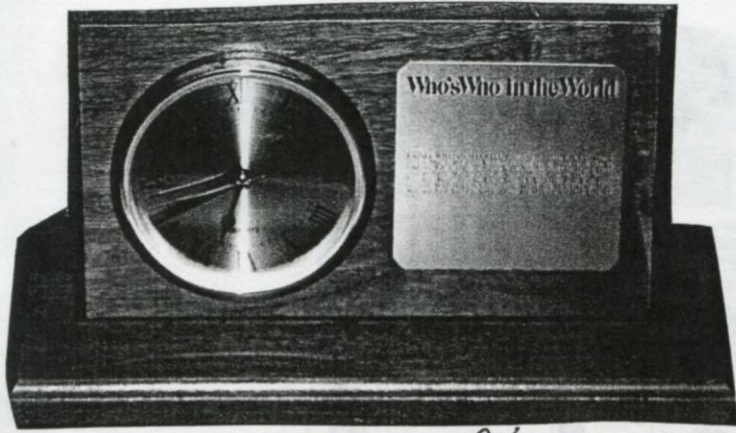
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25



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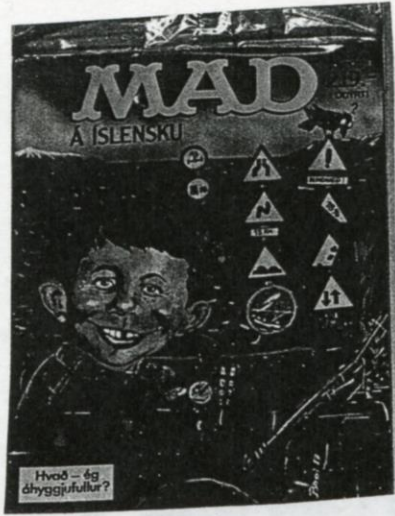
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30.



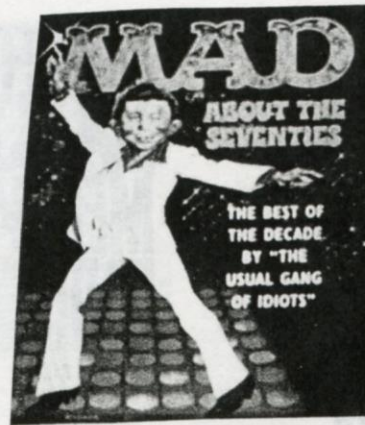
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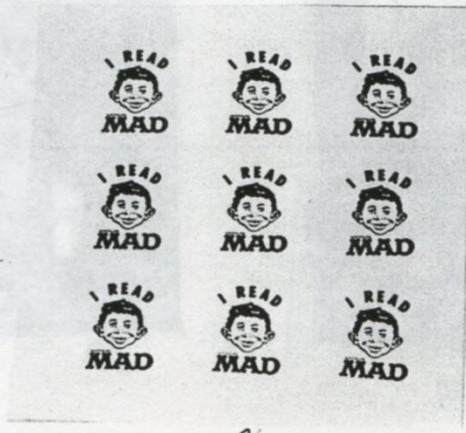
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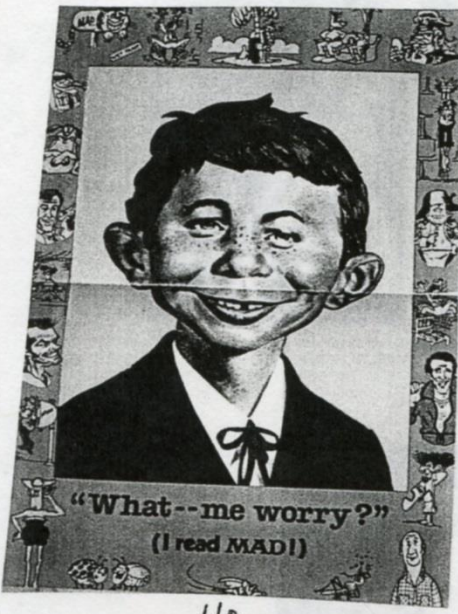
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38.



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40.



41



42.



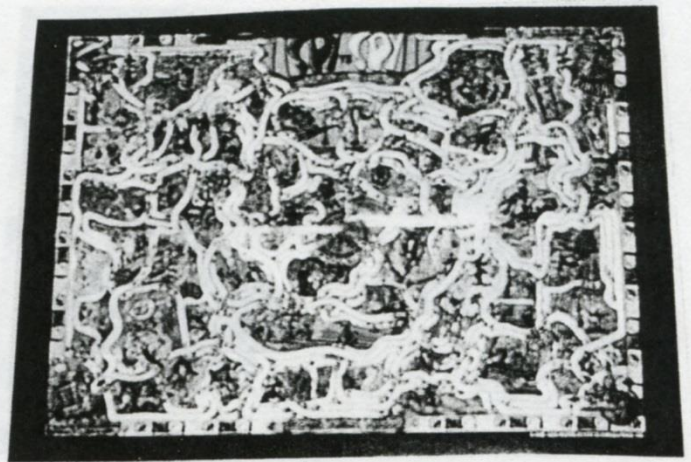
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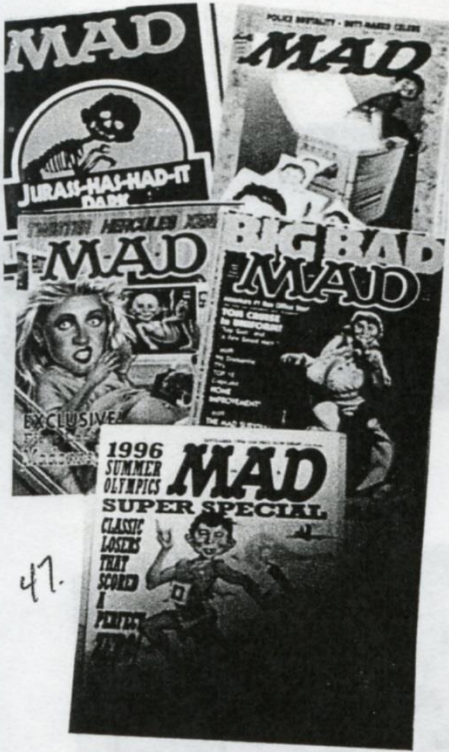
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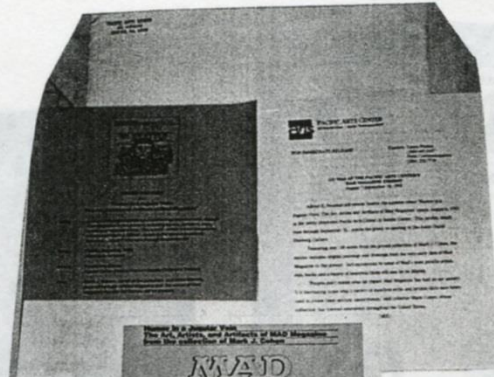
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46



47



48



49



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51



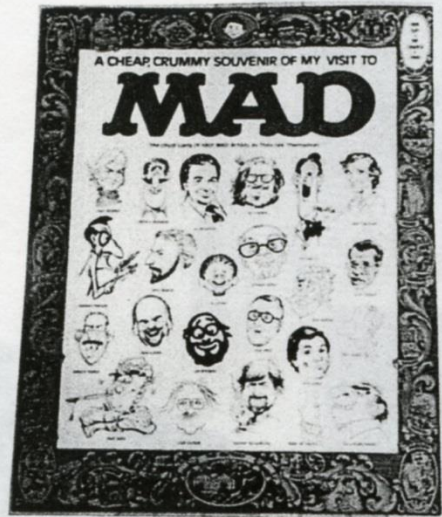
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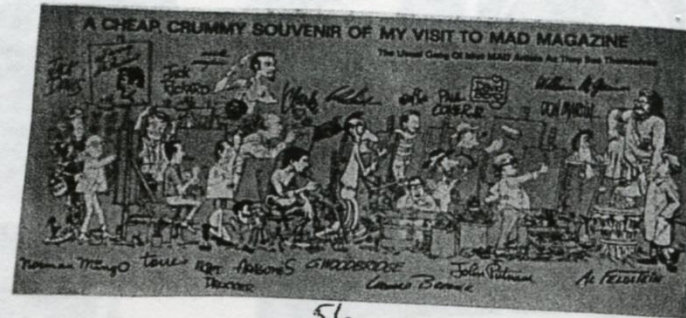
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55



56



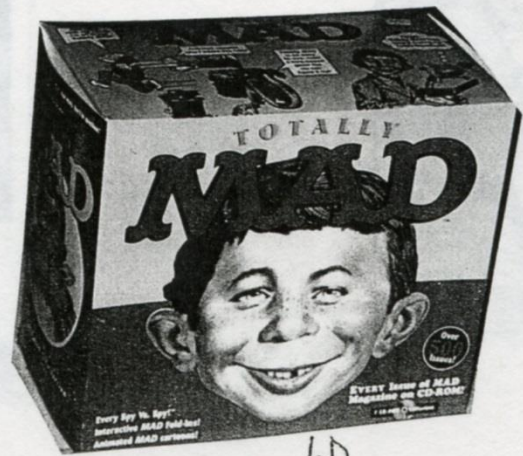
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58



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61.



62



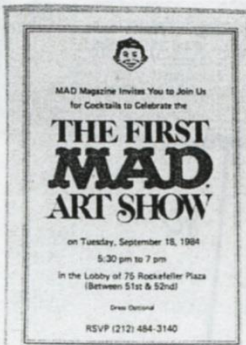
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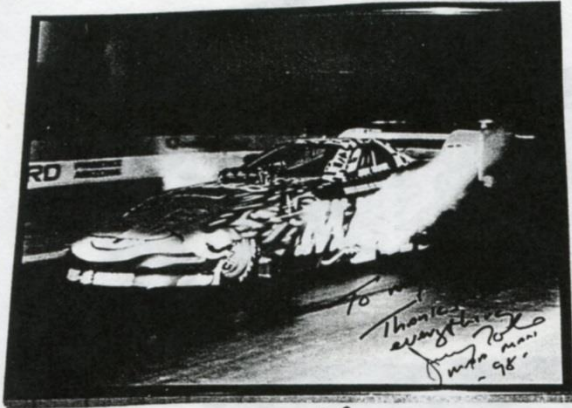


With Compliments

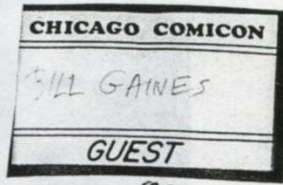
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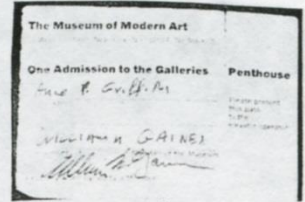
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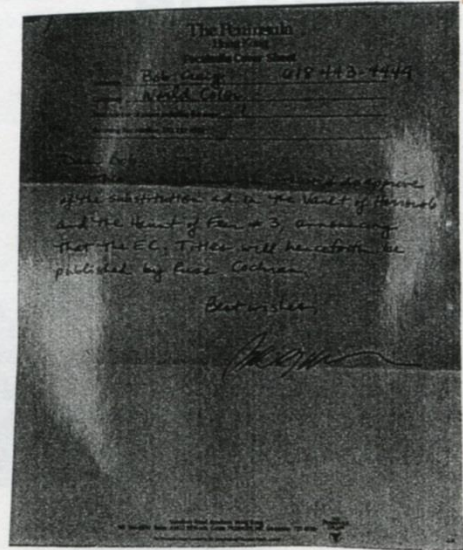
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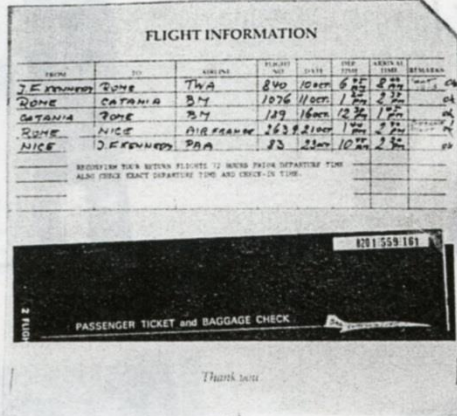
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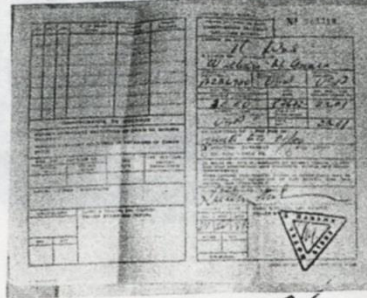
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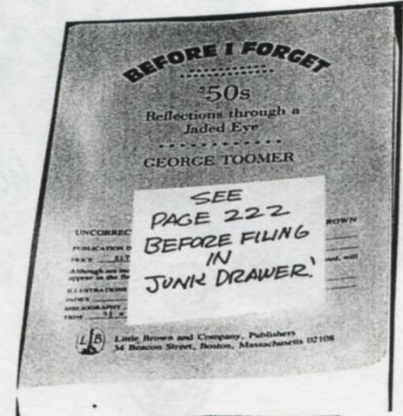
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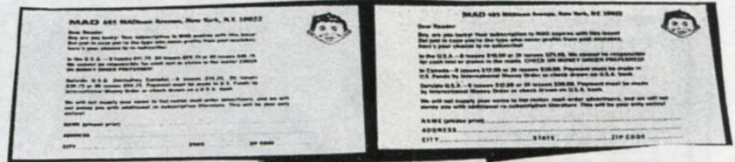
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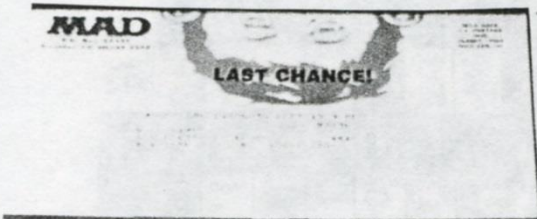
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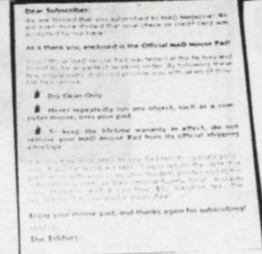
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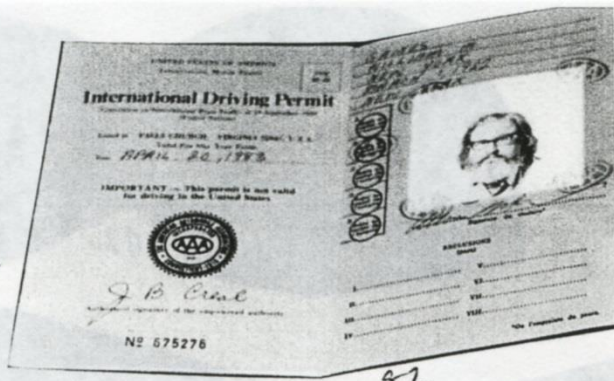
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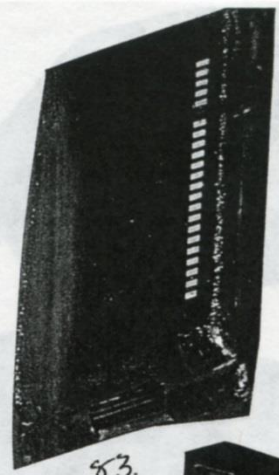
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82



83.



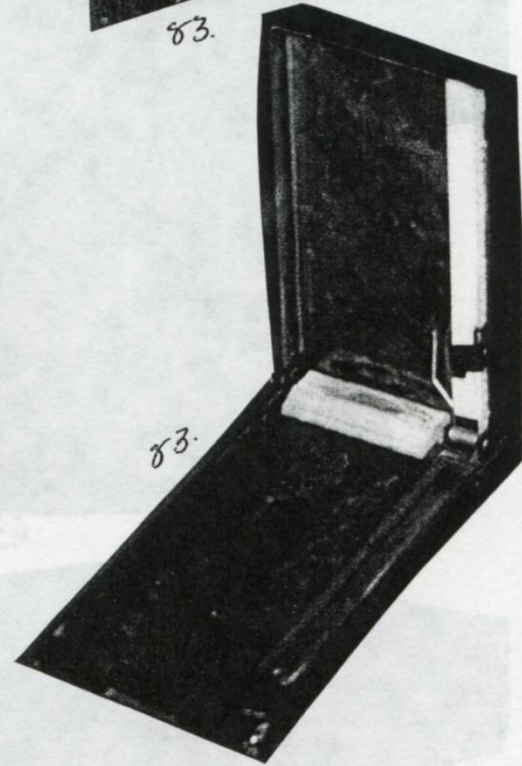
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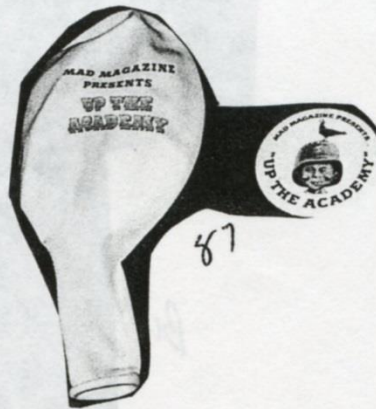
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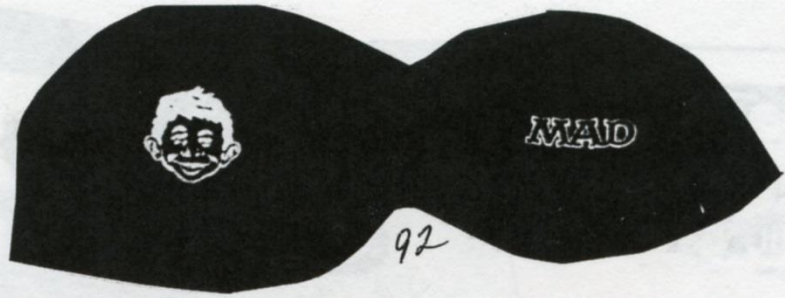


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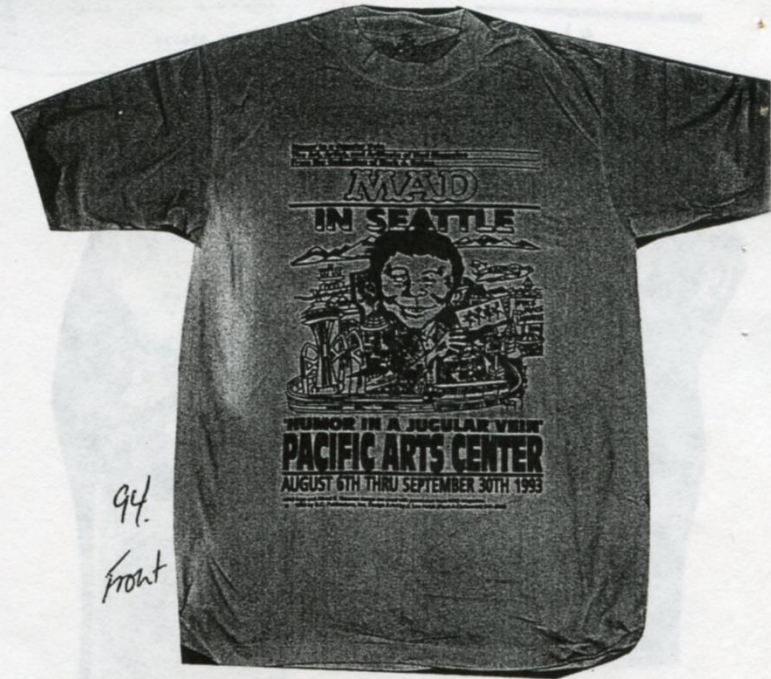
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92



93



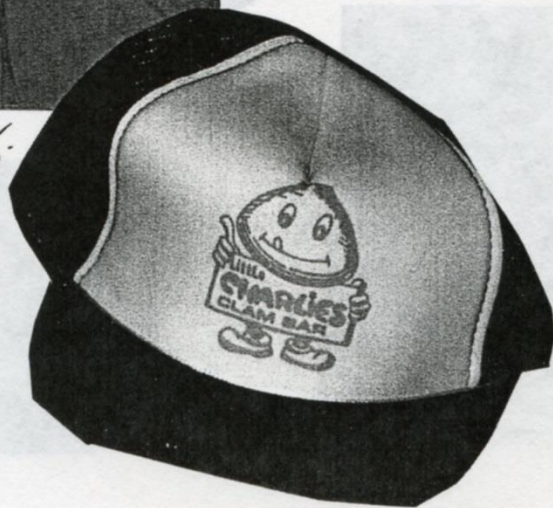
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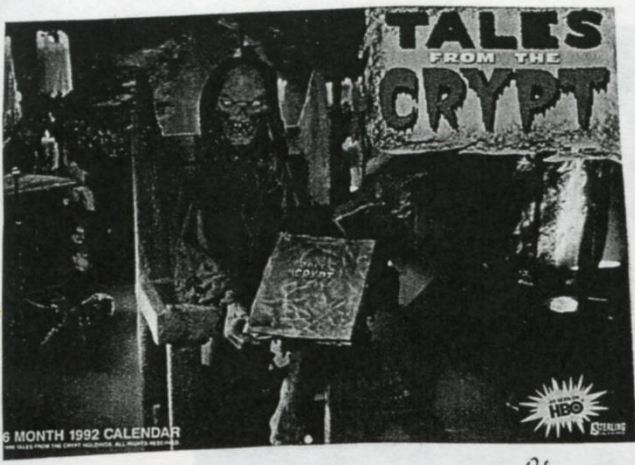


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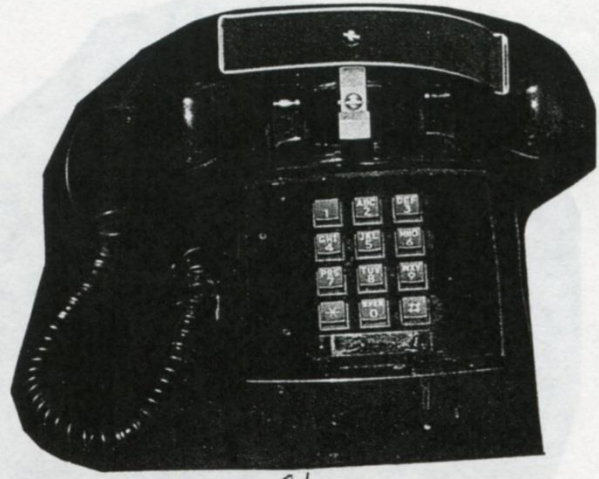




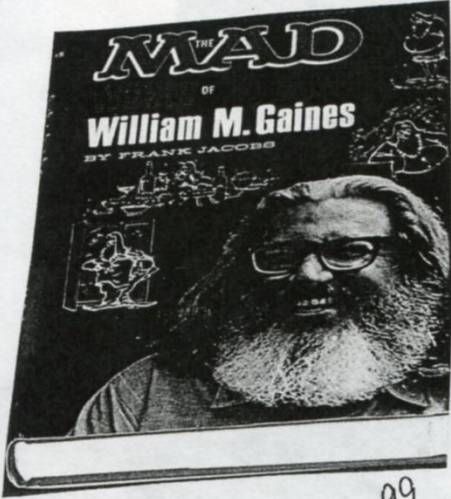
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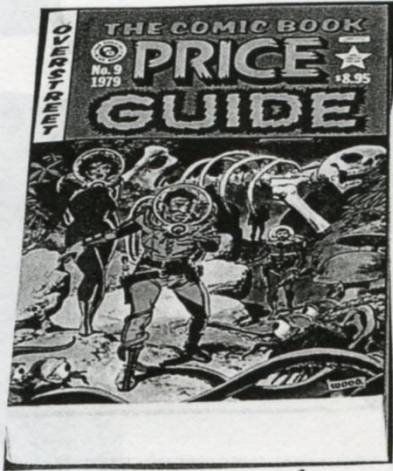
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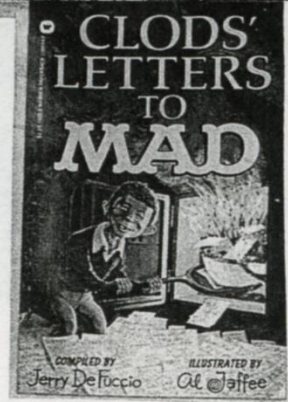
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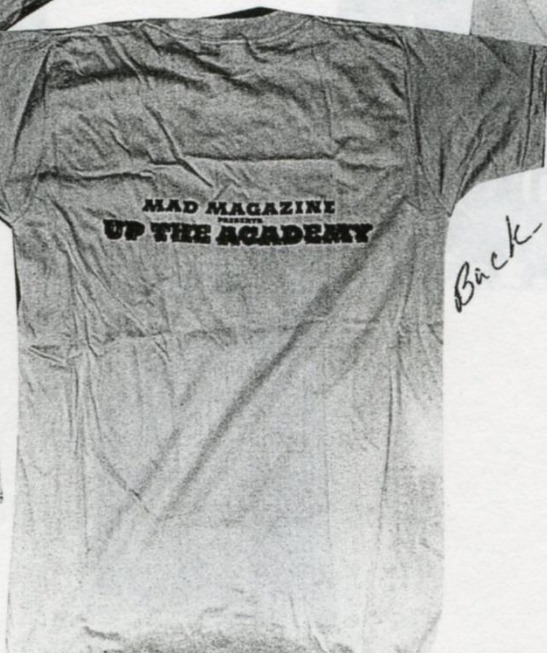
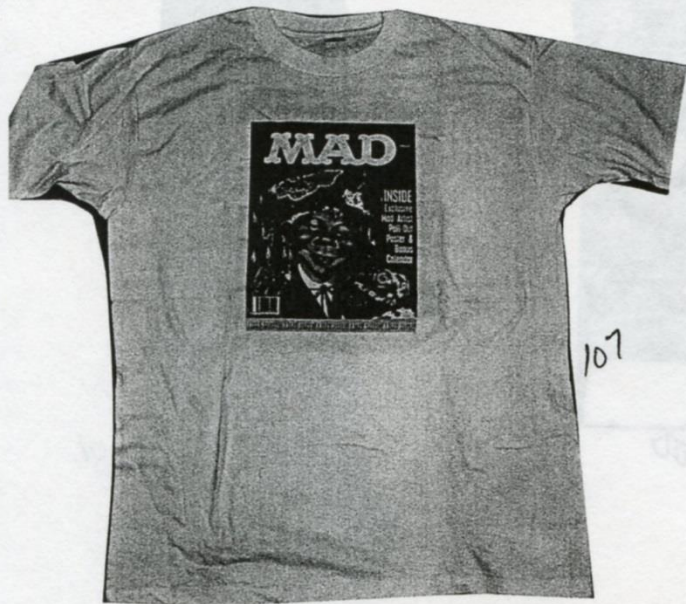
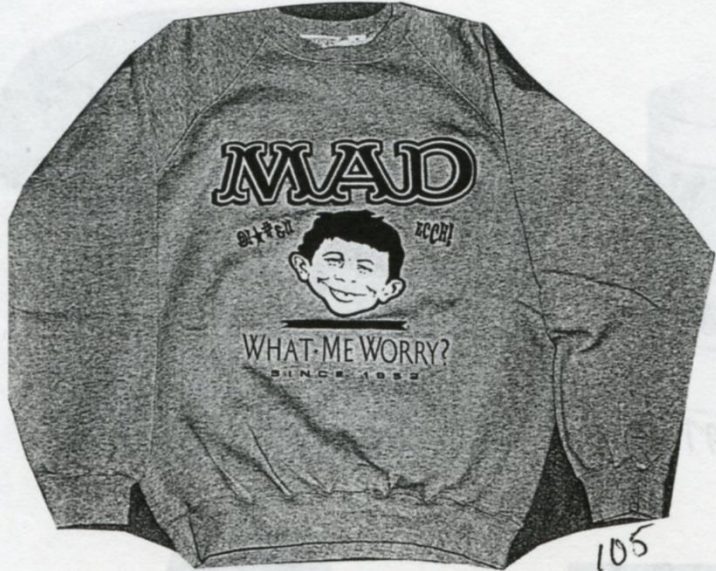
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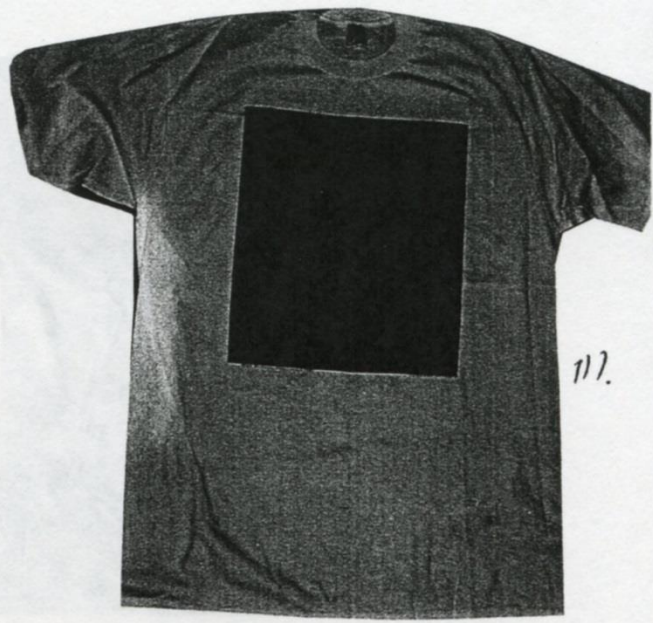


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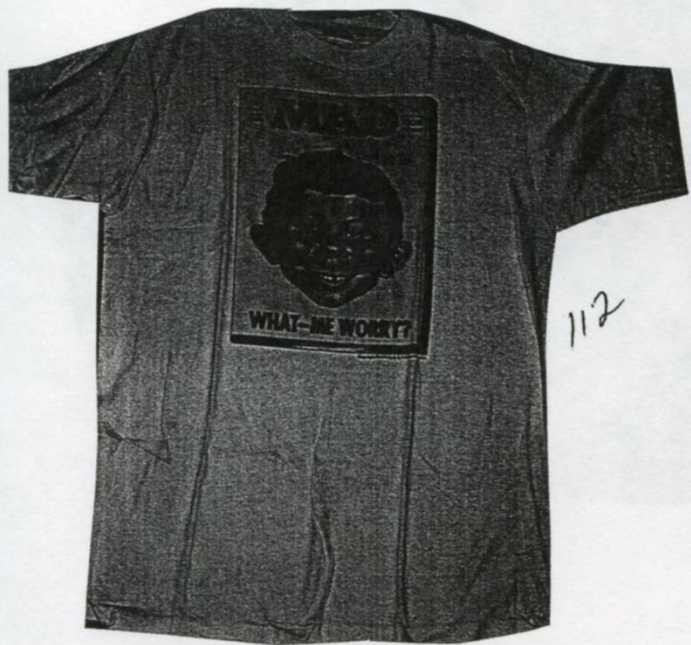




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117.



112



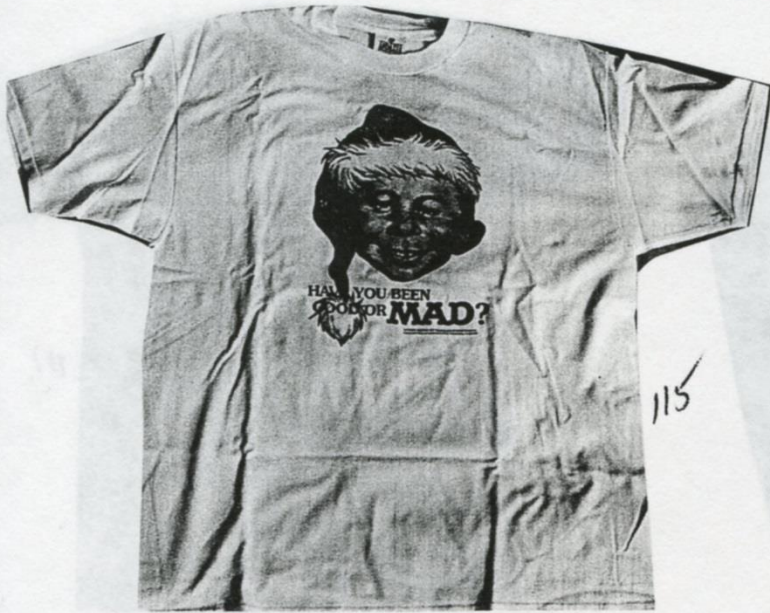
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113



114



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116



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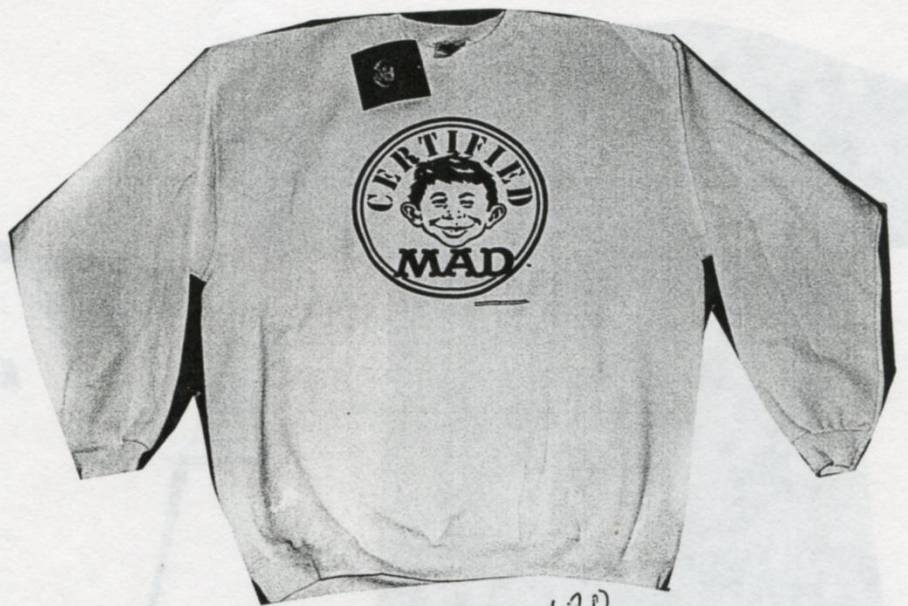


Remember to a regular visit  
THE ART, ARTISTS, AND  
ARTIFACTS OF **MAD**  
MAGAZINE  
April 1, 1988

119



118



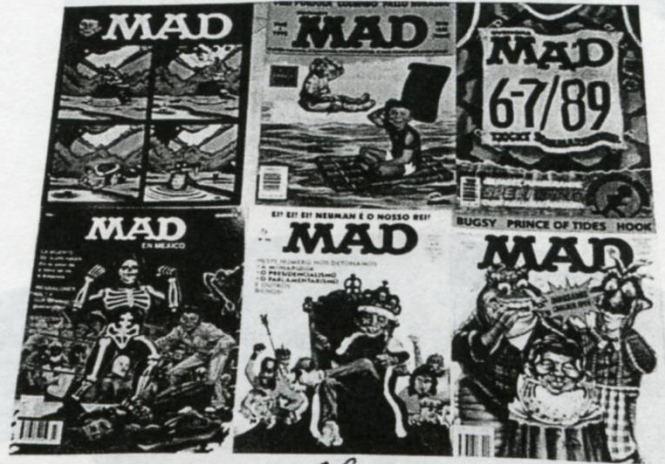
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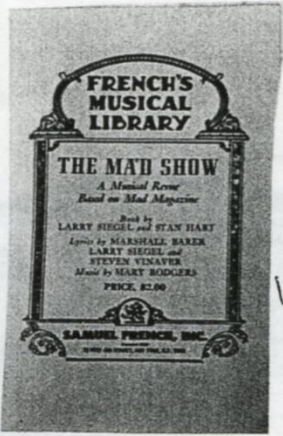
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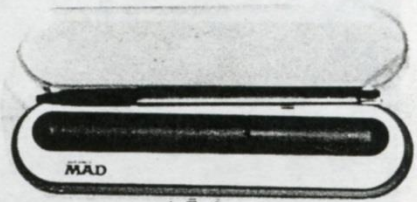
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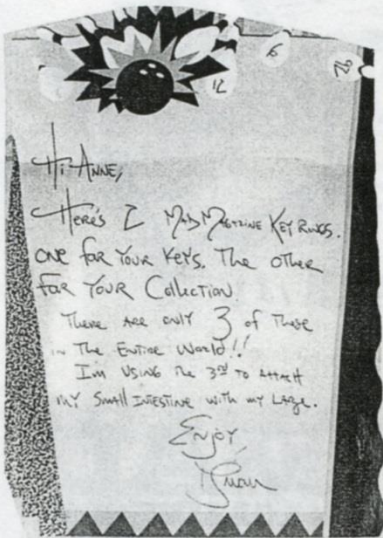
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126



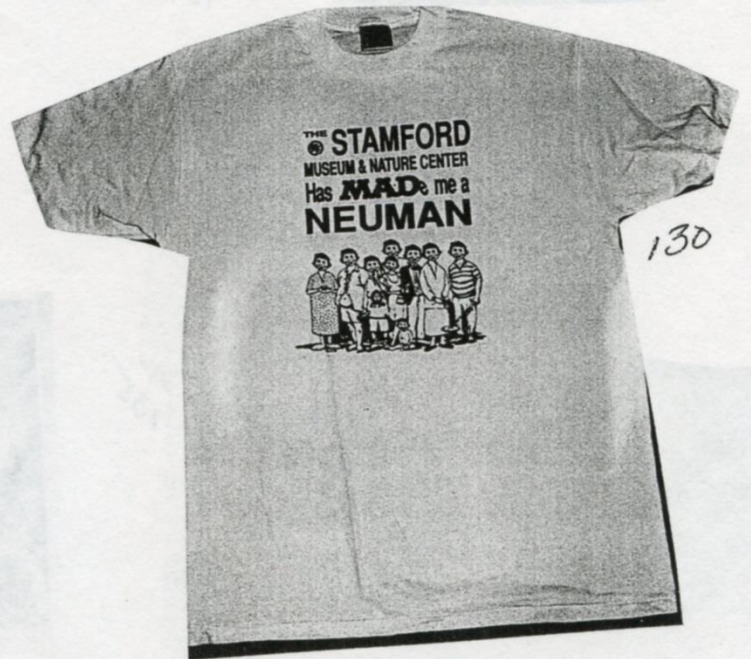
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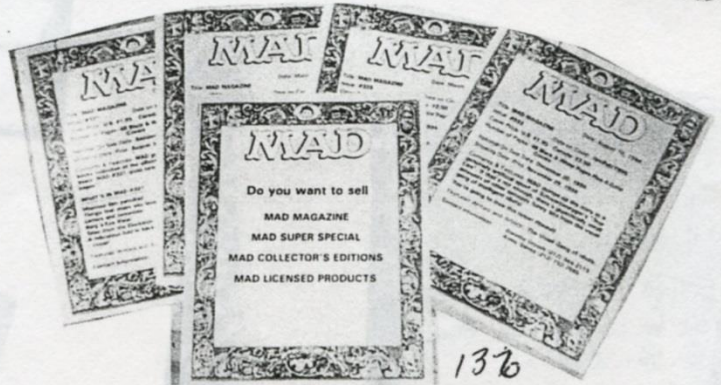
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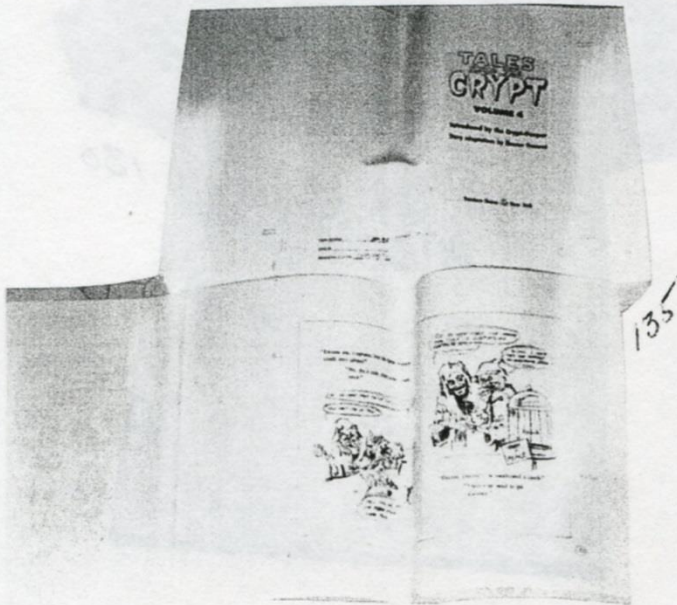
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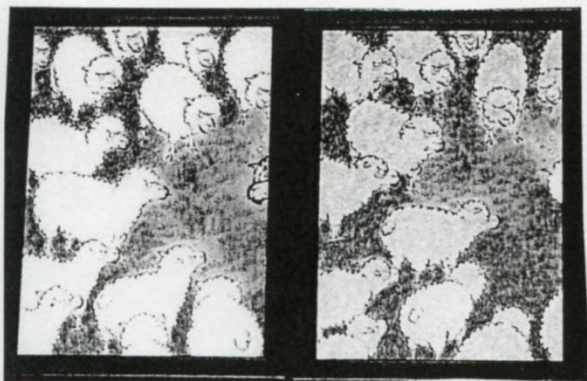
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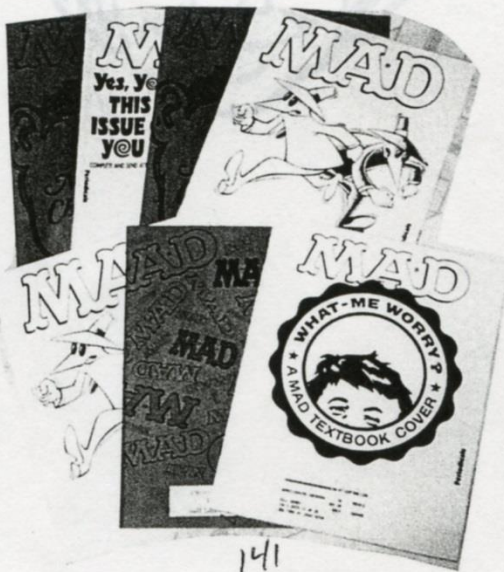
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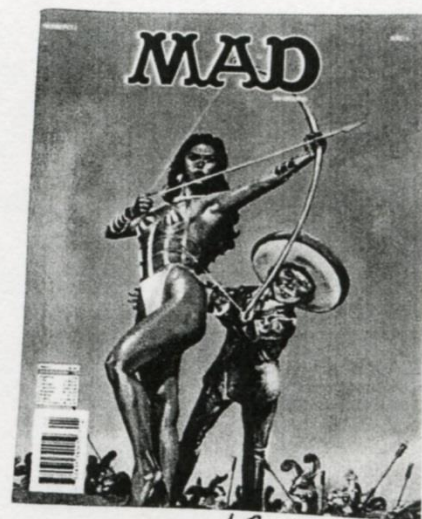
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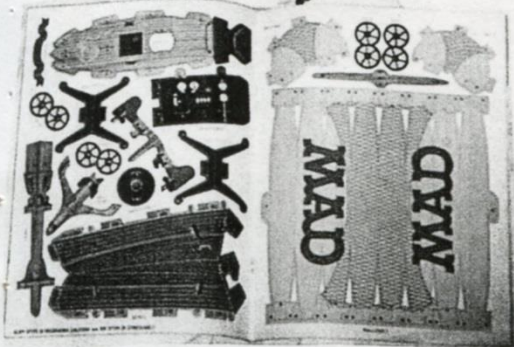
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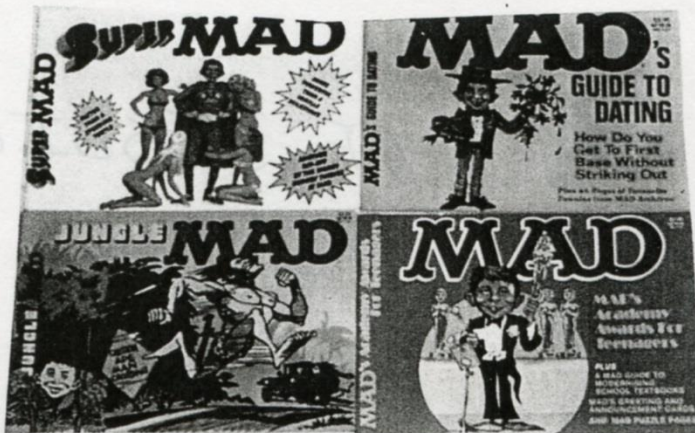
141



142



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146





147

**ALFRED E. NEUMAN FOR PRESIDENT**



148



149



150

END OF SESSION ONE!



151



151



152



152



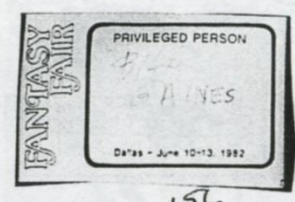
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154



155



156



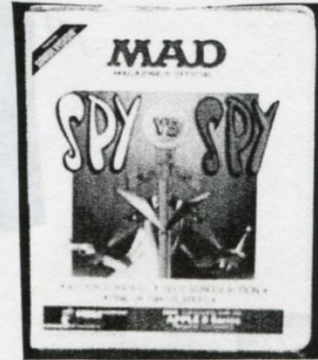
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158



159



161



164



160



165



162



163



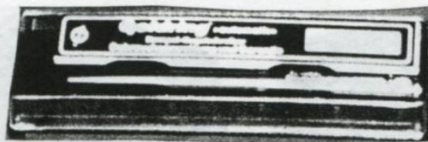
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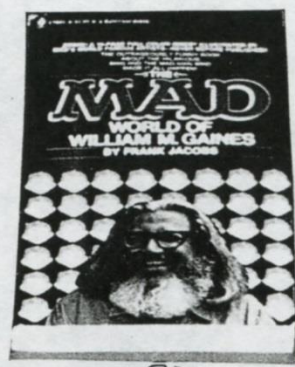
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167



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170



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172

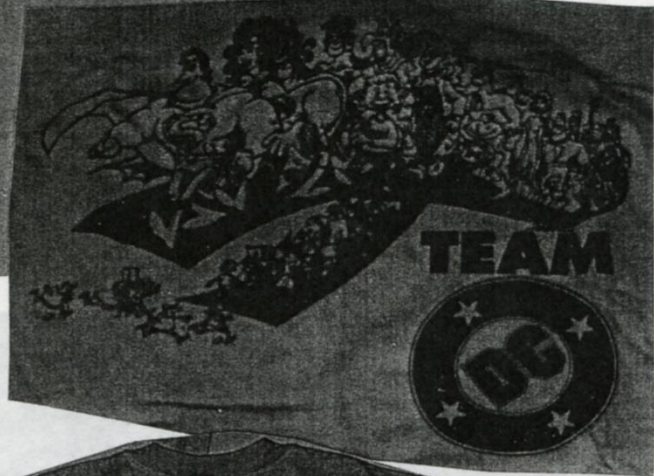


173

closeup



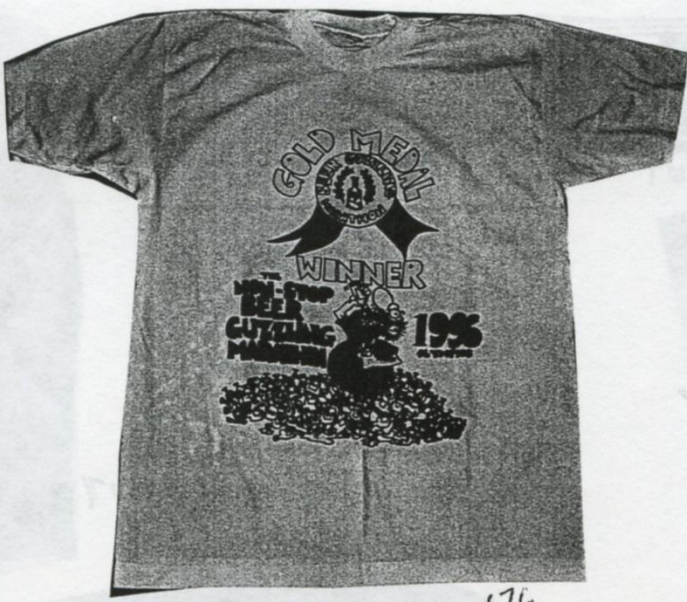
172 Back



Back



115



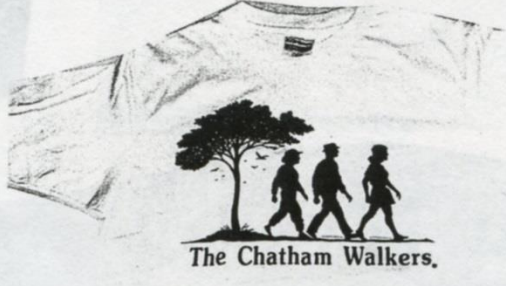
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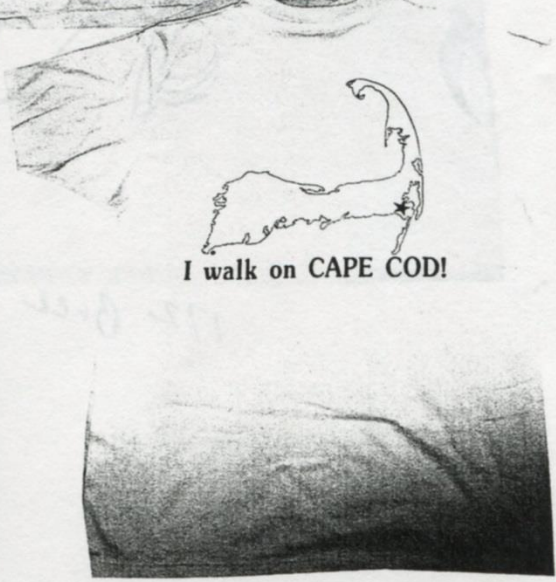
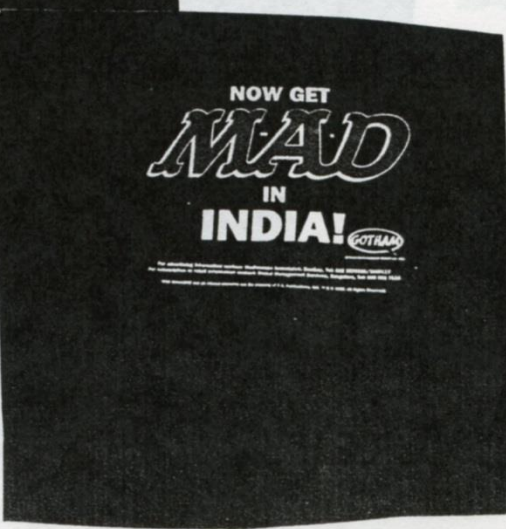
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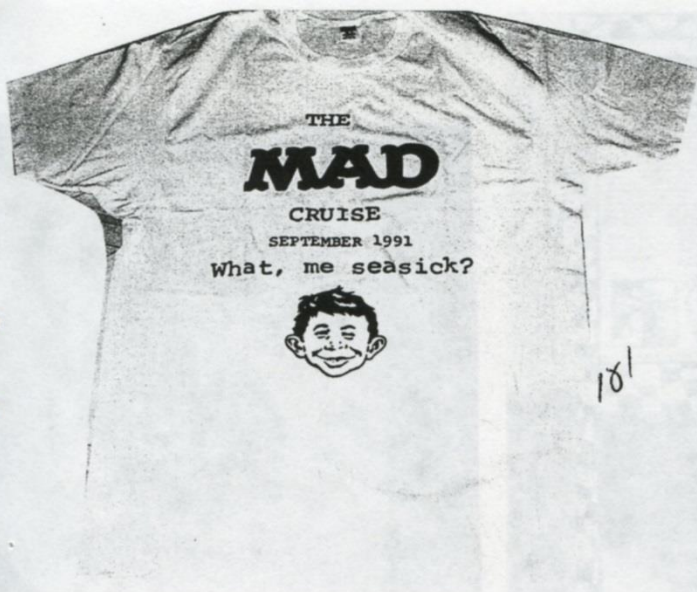


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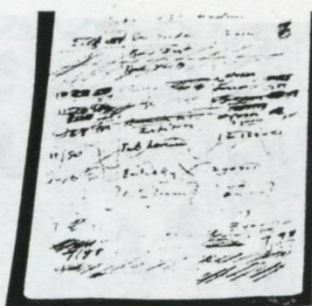


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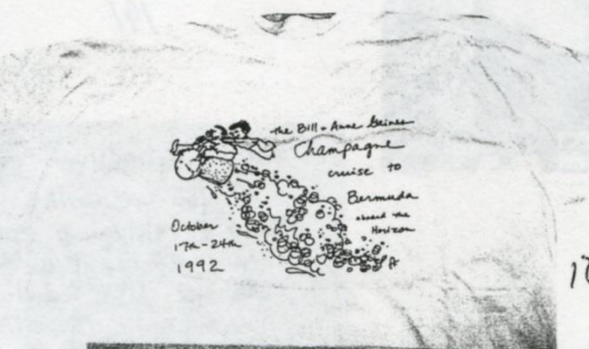
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182

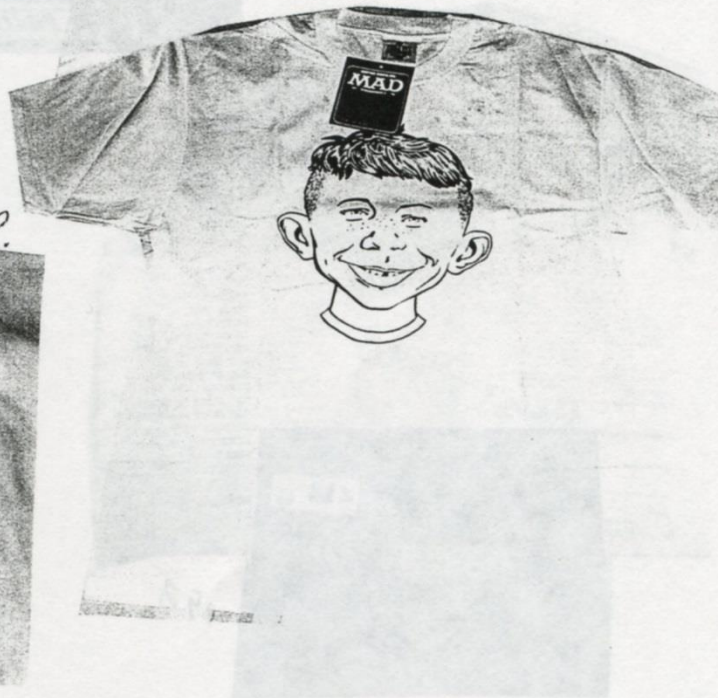
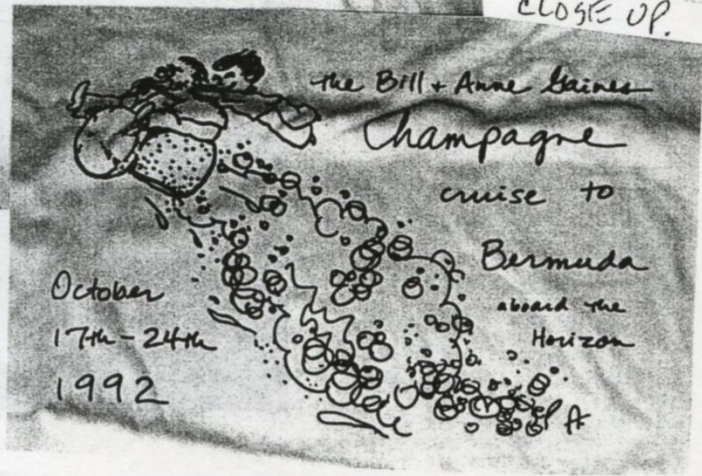


183



184

CLOSE UP.



185



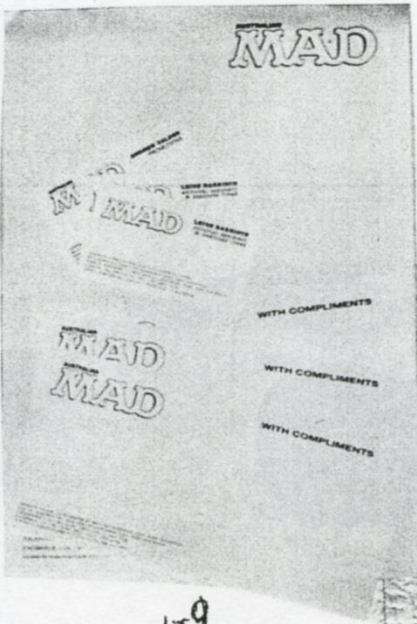
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187



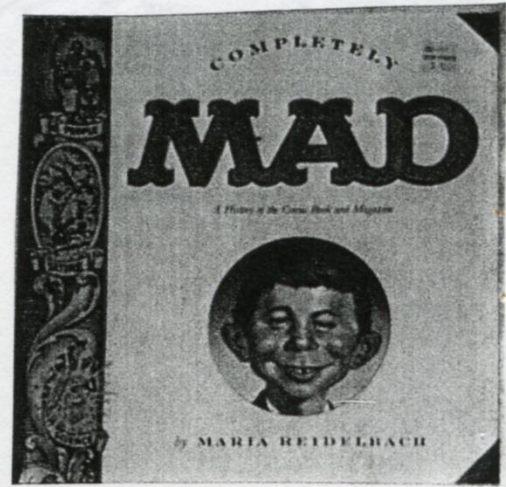
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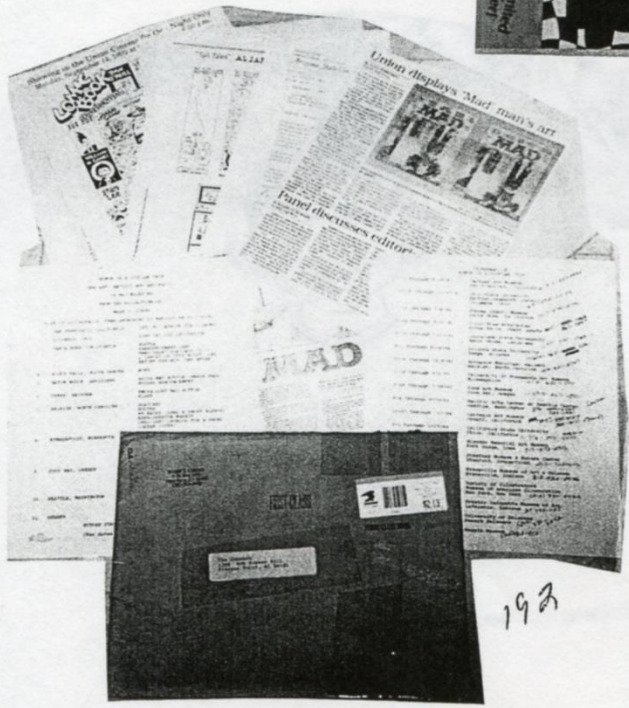
189



190



191

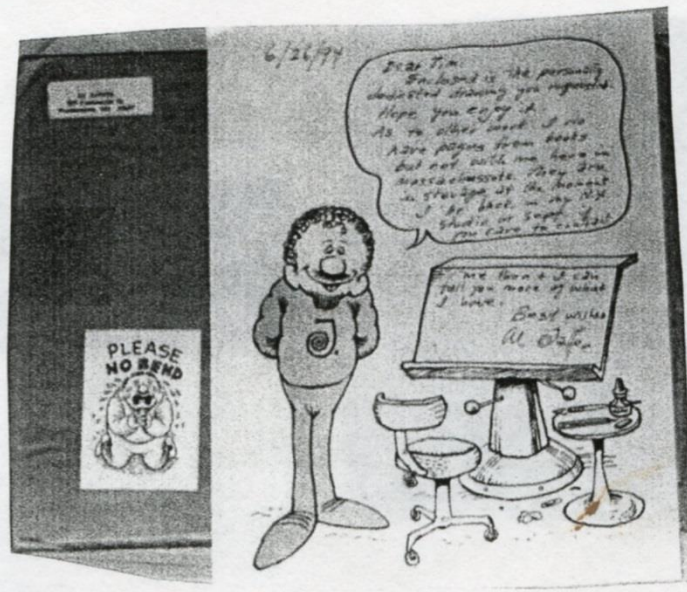


192

Hey! Anybody—  
 If you are going to use these fershlygins envelopes. Then reinforce it with cardboard—like I did. Otherwise the drawing paper comes wrinkled. I had to use a hot Iron to flatten it out.

Love,  
 David

193



194

**MAD**  
 485 MADison Avenue, N.Y., N.Y. 10022-5852 (212) 752-7885

Dear MADmen,

No one should... could... replace Bill Gaines. Nonetheless, we've been given the exciting challenge of working with Nick, John, Len, Anne and you to keep MAD the most successful national humor magazine whose role it is to point out the cracks in every other institution. We love MAD, as everyone who has grown up reading it does. We regret the MAD staff, and hope to earn a place among the United Gang of Idiots by being MAD now. And although there will probably be some changes as we write in working together, we hope they will be changes for the better you can be enthusiastic about.

With apologies to Al Jaffe, then, here are our first set of non-see snappy answers to see-very simple questions:

- MAD's office will remain at 485 MADison Avenue.
- MAD will not become a comic book, or start paying its contributors typical comic book rates.
- MAD trips will continue. Anne hasn't told us where the next one is going.
- MAD will continue to joke fun at anything and everything, including many of our close friends and employees.

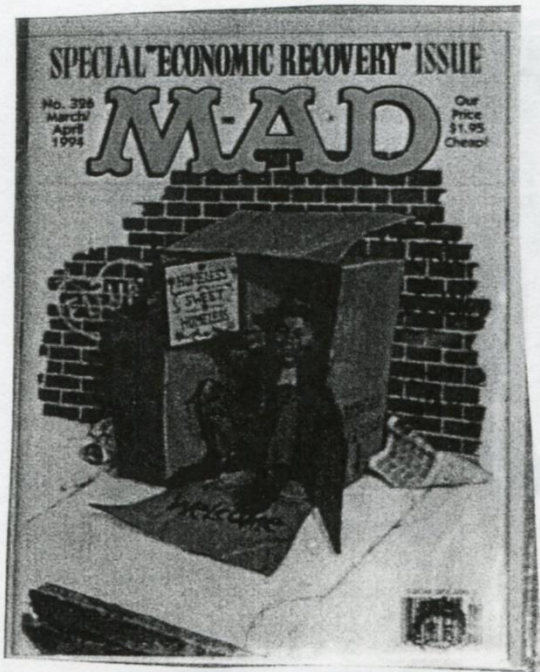
We hope to see many of you both at the MAD and DC Christmas parties, and we're counting on your help and patience as we move from one era into the other.

With best regards,  
 Just the Kuhn  
 President & Editor-in-Chief  
 Paul Levitz  
 Executive Vice President & Publisher  
 Joe Orlando  
 Vice President

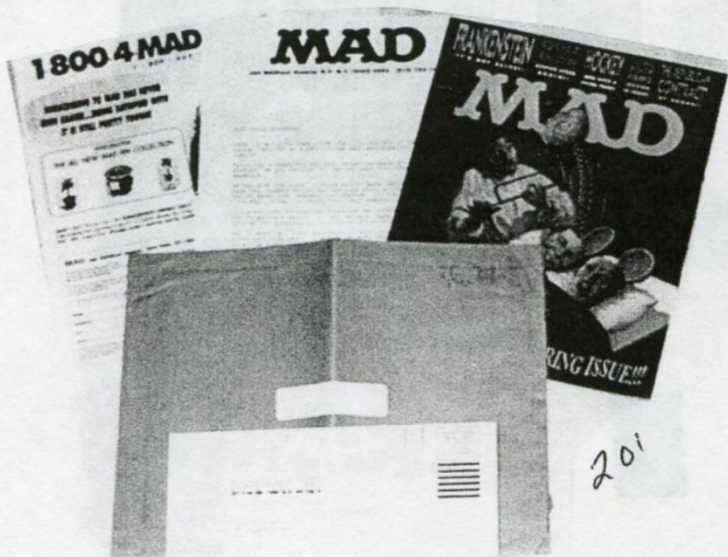
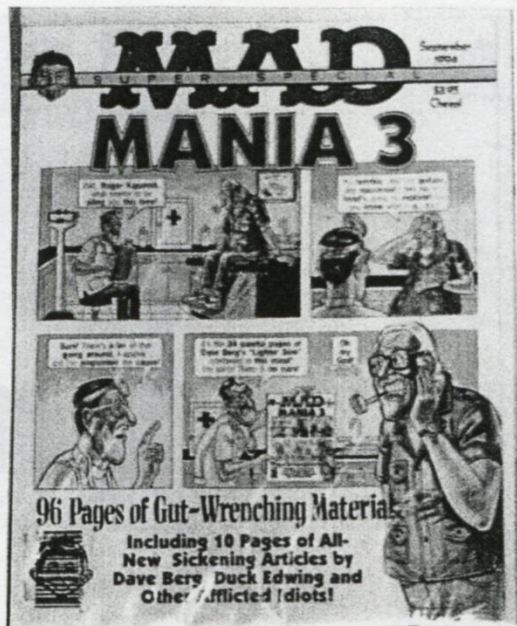
195







200.

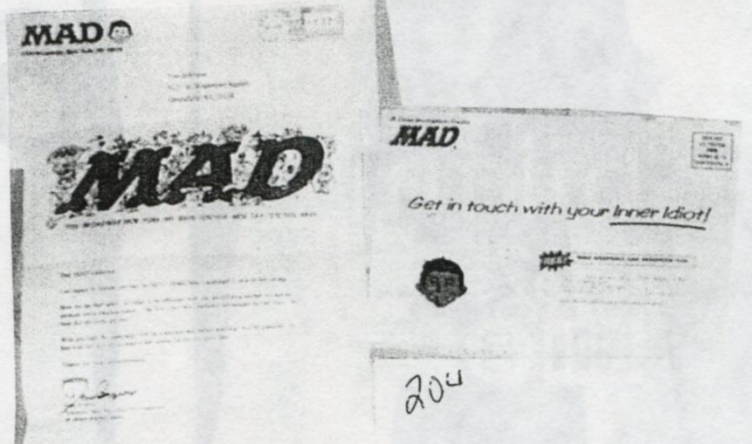


201

202



203



204



GEORGE PEREZ  
Star, Archie, etc.



SERGIO ARAGONES  
Star, Archie, etc.

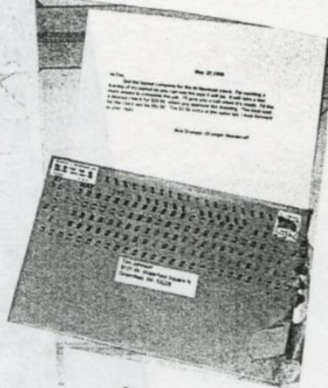


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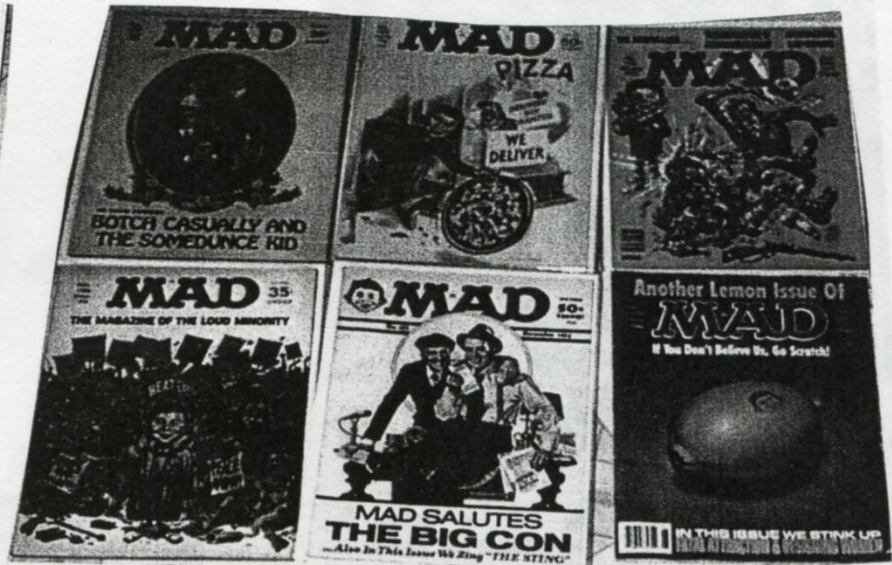
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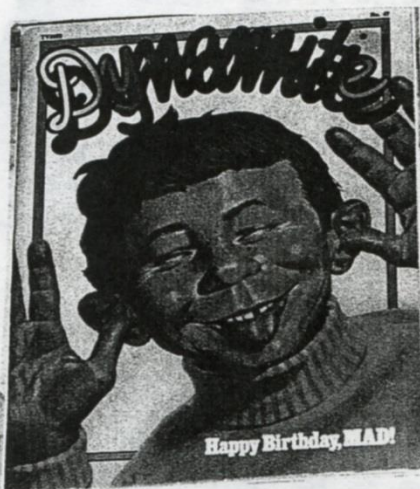
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208



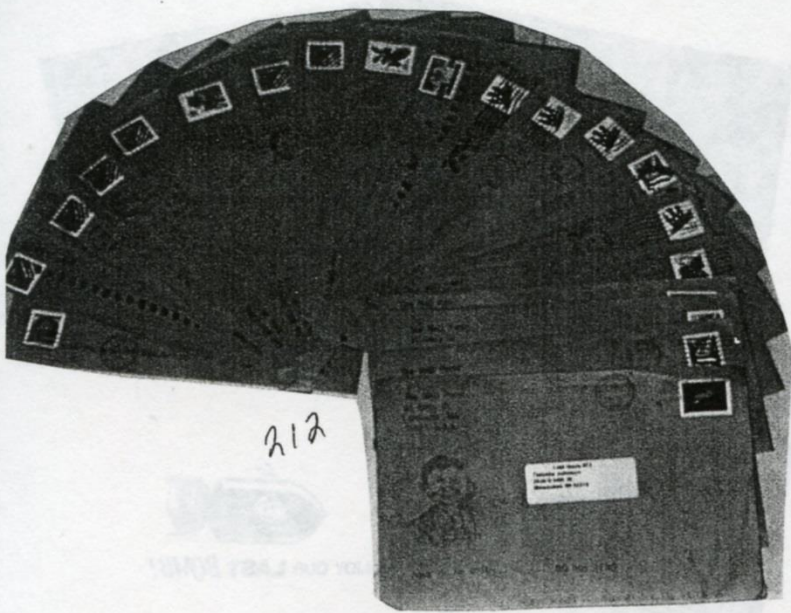
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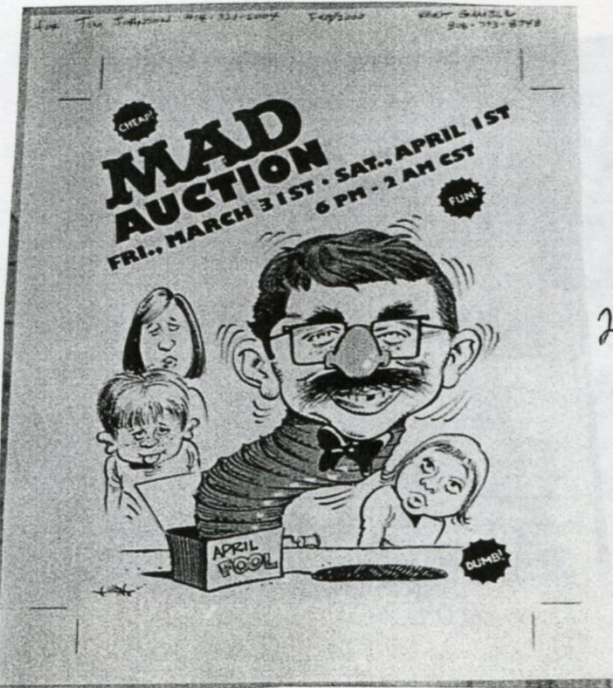
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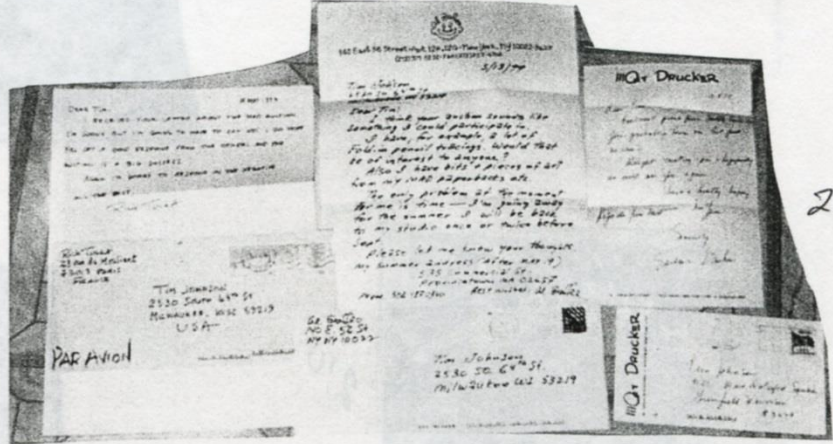
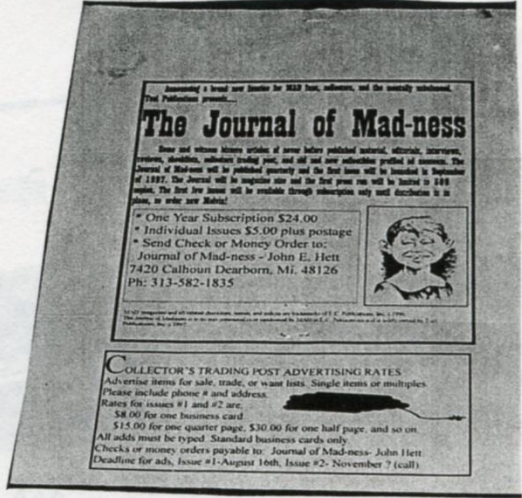
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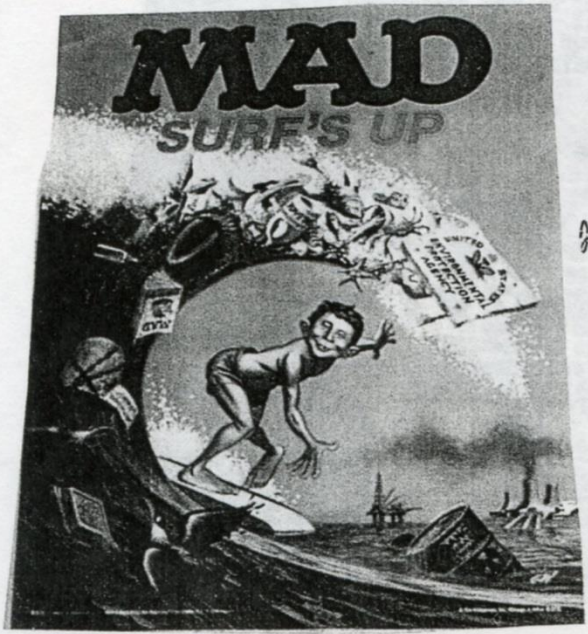
213.



214.



216



215



216



# Object (ionable) Imag (ination)es

a festival of animation

Thursday April 27  
Friday April 28  
Saturday April 29  
7:00 & 9:00 pm  
DOUBLE FEATURE

54 - Students  
10 - General Public

LWM  
LWM Union Theatre - 2200 E. Kenwood Blvd. Phone 229-4075

# Object (ionable) Imag (ination)es

a festival of animation

Thursday-Saturday, April 27, 28, and 29

WILLIAM M. CRINE'S  
COMPREHENSIBLE  
IMAGINATIONES  
A Festival of Animation  
Presented by  
Cleveland  
Cleveland  
Cleveland

1:00pm Comic Book  
Conventions  
1:00pm The World of  
Animation  
1:00pm The World of  
Animation  
1:00pm The World of  
Animation

JACK KIRBY  
ROBERT CRUME  
NIPKE HERNANDEZ

Friday April 28  
7:00pm The World  
of Animation  
9:00pm The World  
of Animation

1:00pm Mike Onda on Trial  
1:00pm Mike Onda on Trial  
1:00pm Mike Onda on Trial

Close up

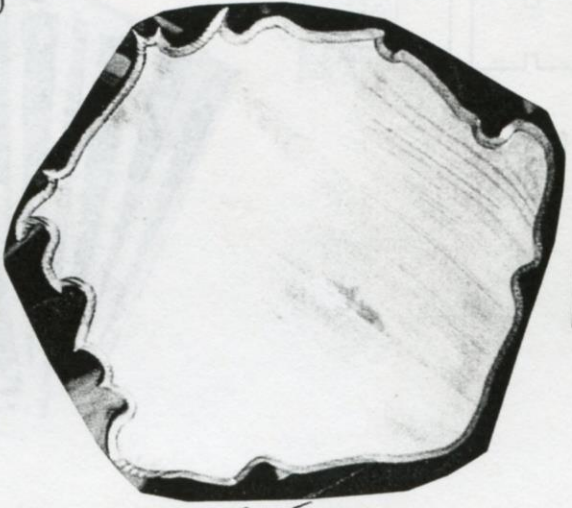
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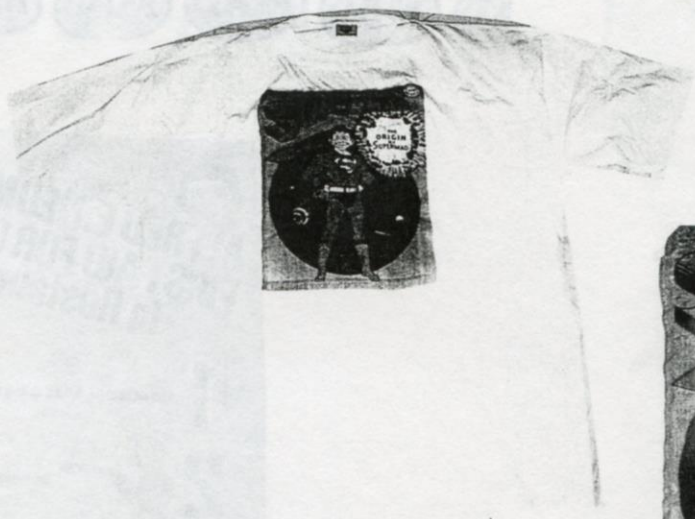
226



227



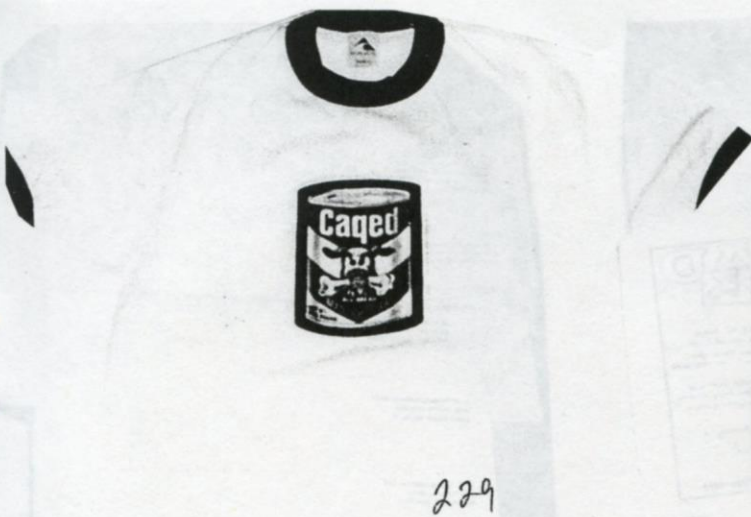
227 Top



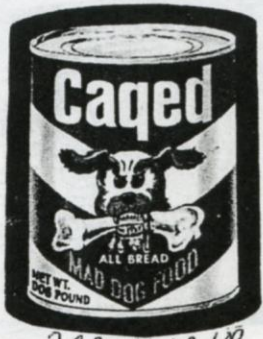
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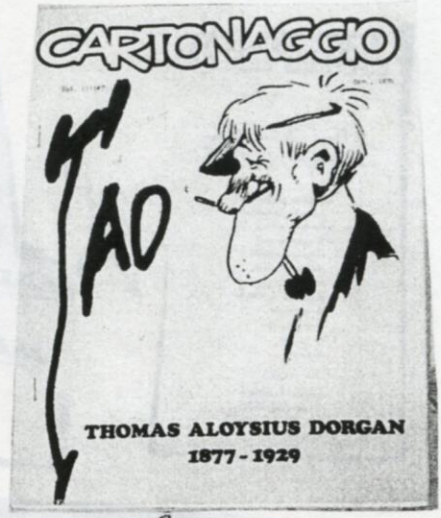
Close up



229



229 close up



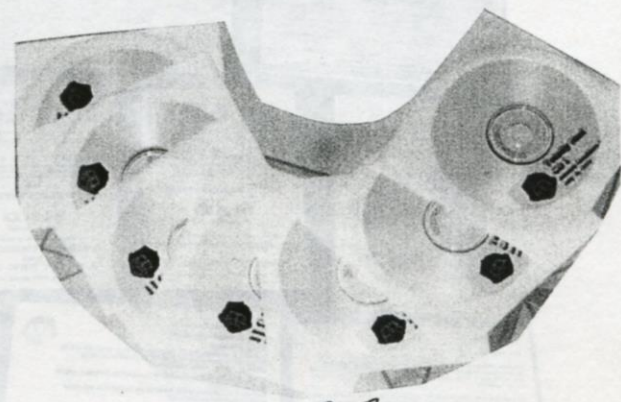
230



231



232



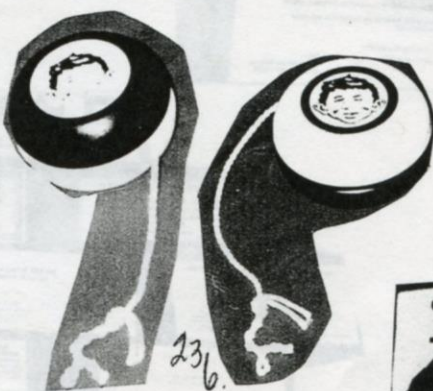
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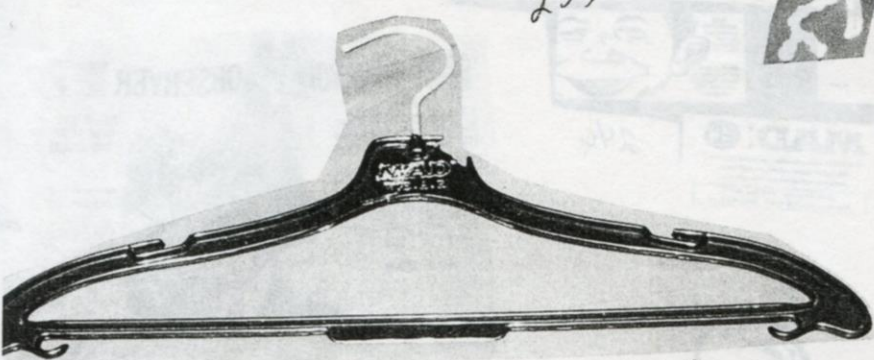
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235



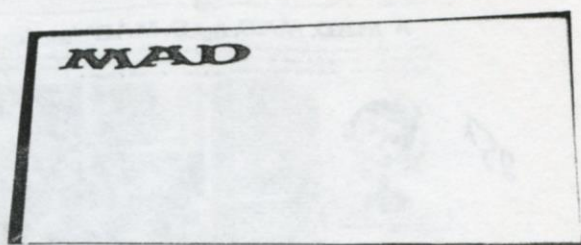
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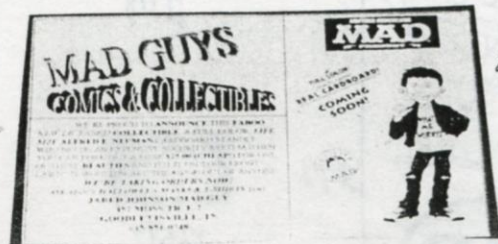
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240

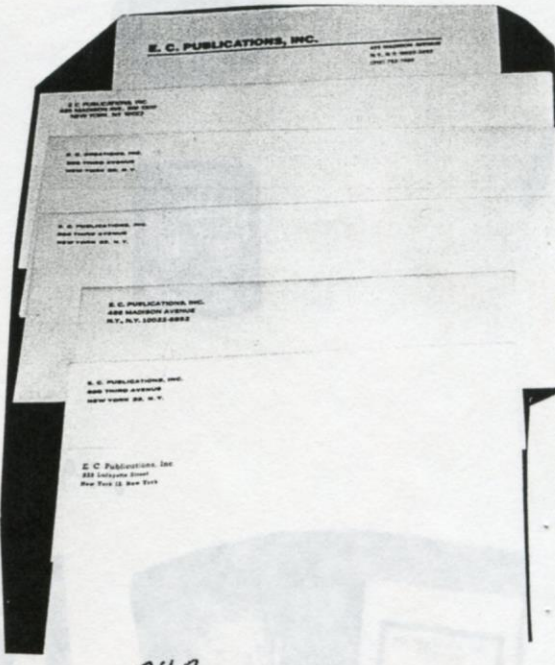
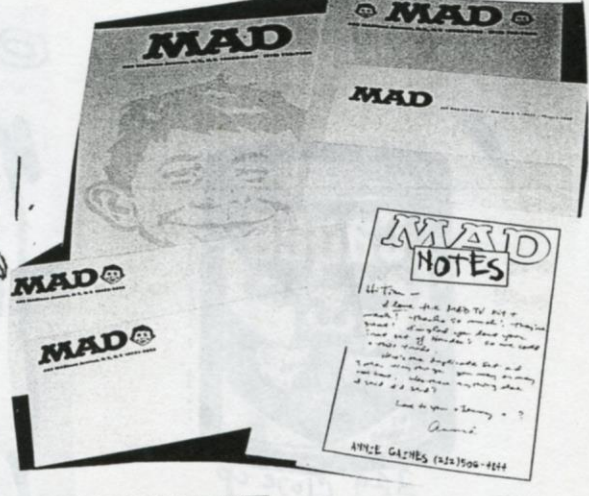
**MAD**

To: Tim Johnson  
 Date: August 14, 1995

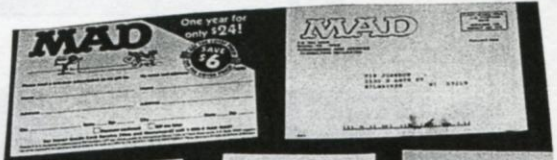
As with our compliments  
 for your information  
 for your attention  
 for your regard  
 for your comment  
 for your approval  
 for your opinion  
 Please take up with me  
 the usual  
 Note and return  
 Please call  
 Please write

Amie Gaines  
 (212) 752-2645

241



242



243

244

Thank you for your recent letter. Please be advised we do not...  
 MAD is published eight times a year.



246



245



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247



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251

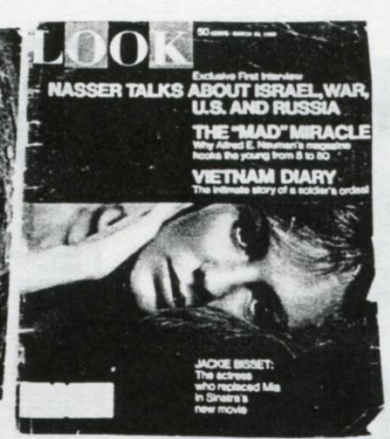
252



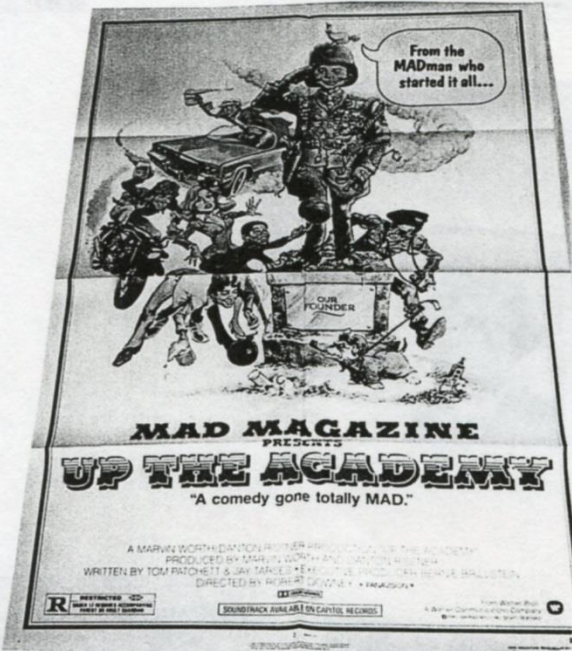




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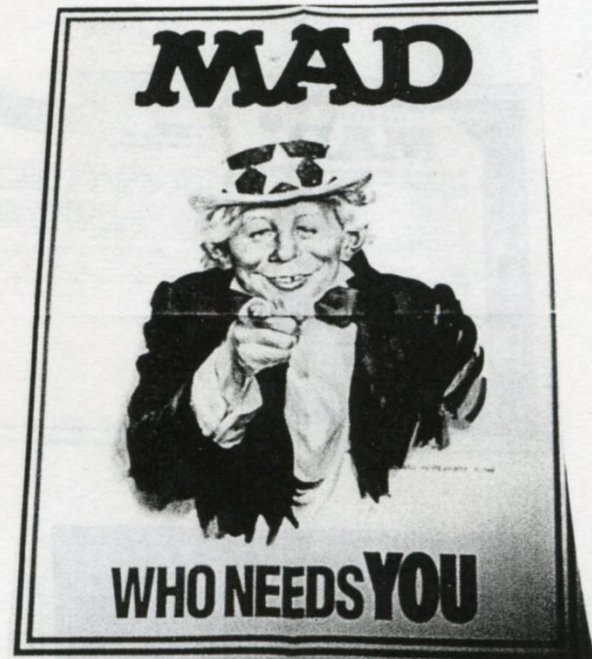
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264



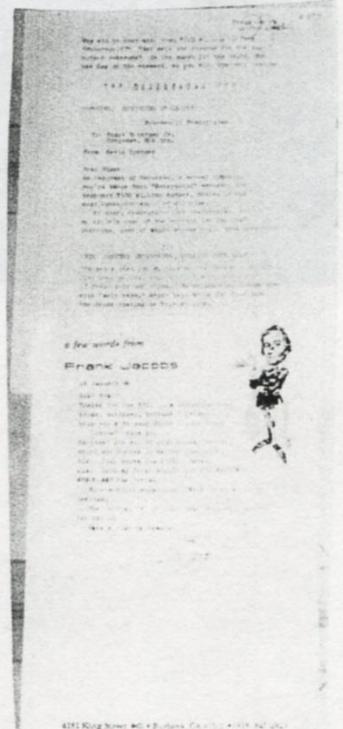
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266

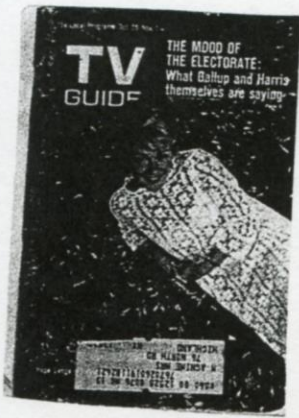


267



268

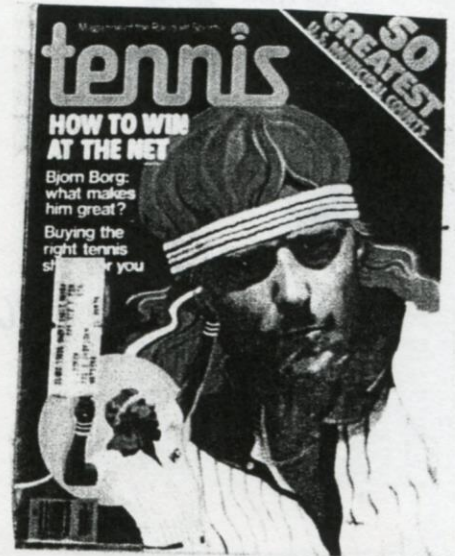




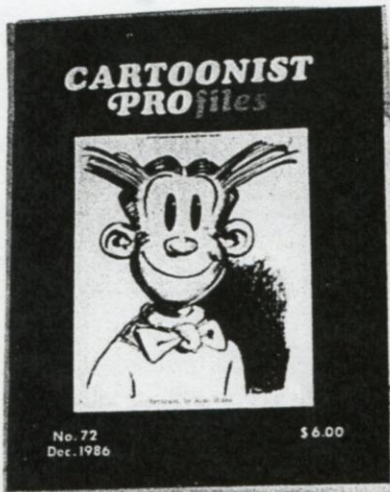
276



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278



279



280



281 278 Interior

TECH TOYS

## On 7 CDs, 47 years of being driven delightfully 'Mad'

Sergio Aragones, the magazine's marginalized artist

For Sergio Aragones, the artist who has spent 47 years of his life in the service of MAD magazine, the car is not just a mode of transport. It's a symbol of freedom, a place where he can be as wild and as weird as he wants to be. In a recent issue of the magazine, Aragones shares his thoughts on the car, and how it has helped him to escape the constraints of a conventional life.

Aragones, who is now in his late 60s, has a long and illustrious career in the world of MAD. He has been a writer, an editor, and an artist, and his work has been a central part of the magazine's success. His car, a classic Volkswagen Beetle, is a reflection of his personality: simple, reliable, and a little bit offbeat.

In the cartoon, Aragones is shown driving his car, looking out the window with a look of contentment. The word 'MAD' is written in a speech bubble, suggesting that the car is a source of his inspiration and creativity. The illustration is done in a simple, clean style, characteristic of Aragones's work.

The article continues to explore Aragones's relationship with his car, and how it has helped him to find a sense of purpose and joy in his life. It's a story of a man who has found a way to live on his own terms, and who has shared that way of life with millions of readers through the pages of MAD magazine.

Now in Theaters

# ONE

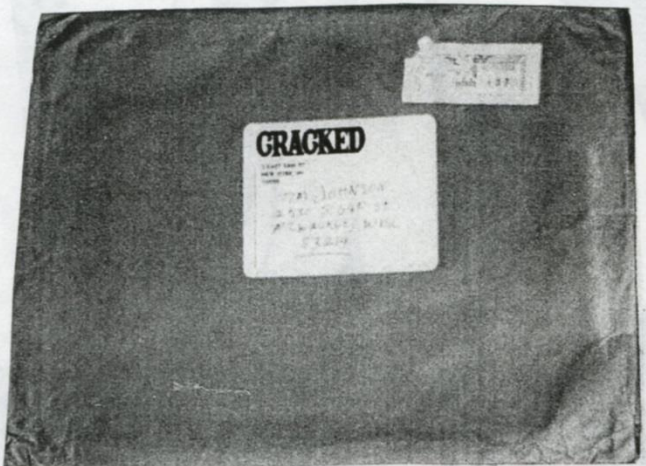
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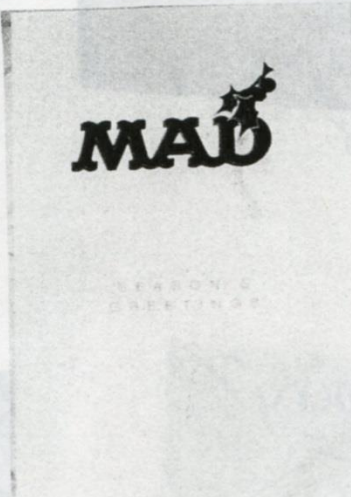
282



202  
Interiors  
~~Schiller~~  
Schiller



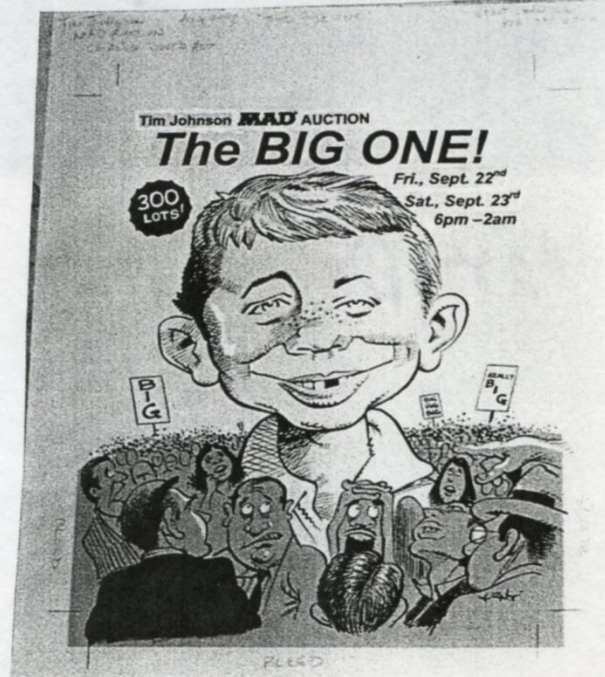
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284



285

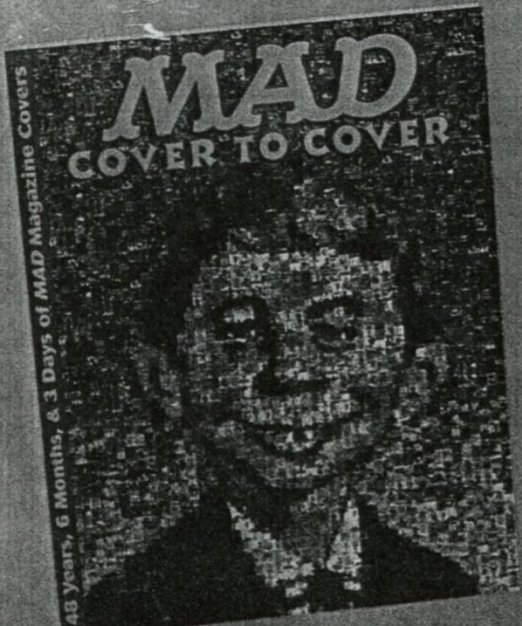


286



287

Never judge a book by its cover—



48 Years, 6 Months, & 3 Days of MAD Magazine Covers

with the exception of this one!



Watson-Govill Publications  
770 Southern Blvd., New York, NY 10019

288

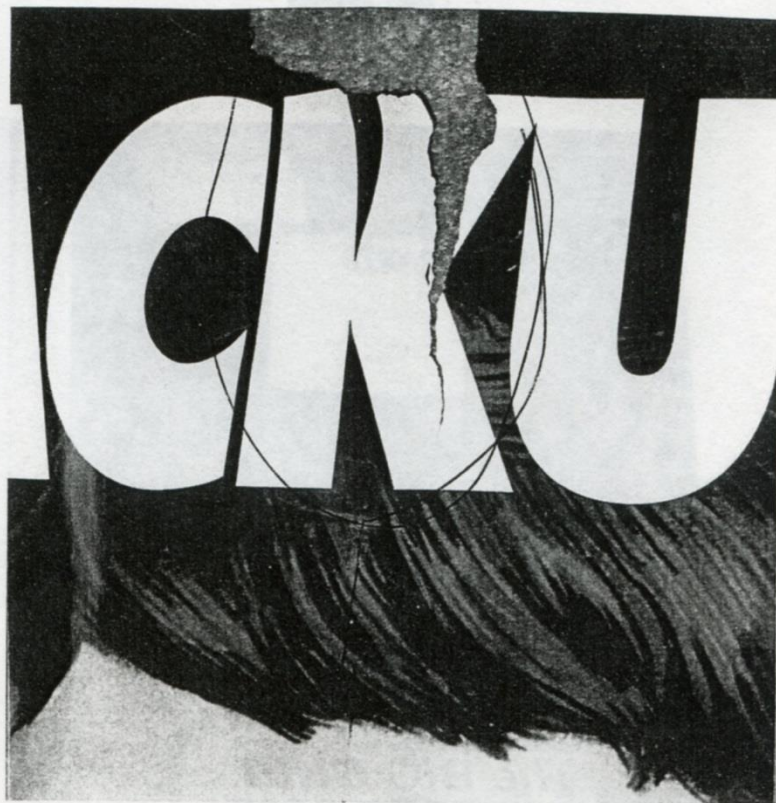
# BACKUP?



## WHAT--ME WORRY?

The SyQuest 270MB Removable Cartridge Hard Drive  
Is The Fastest, Most Reliable Way To Backup Your Data.

SyQuest 289



#289 Damage

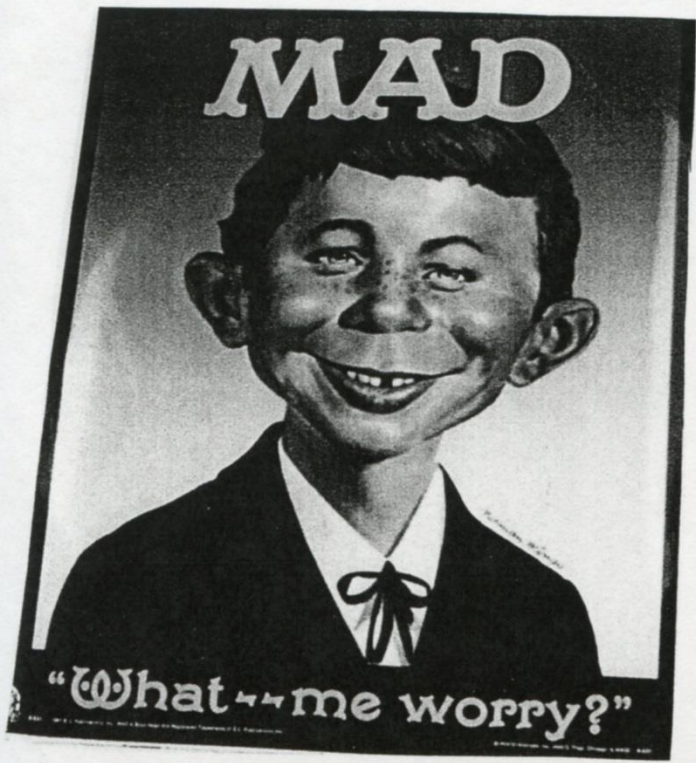
"What... me worry?"



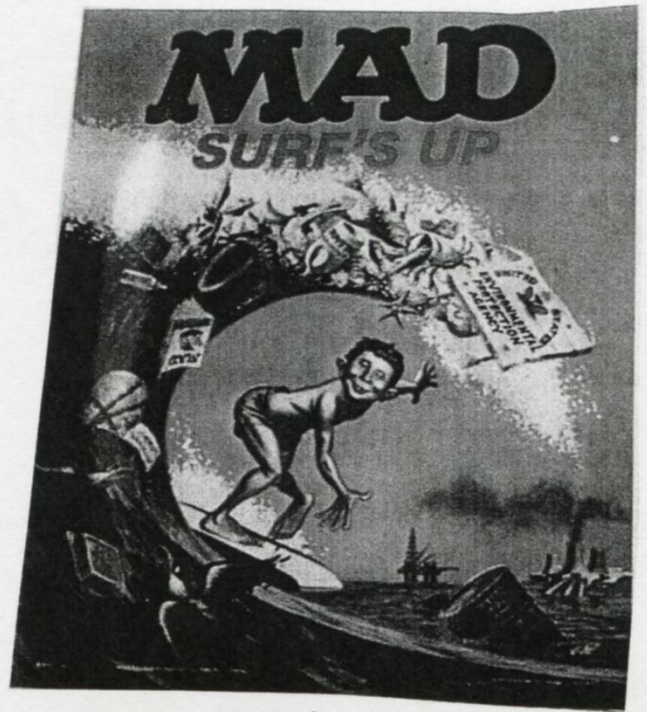
Alfred  
© MAD  
96

Challenger  
1996

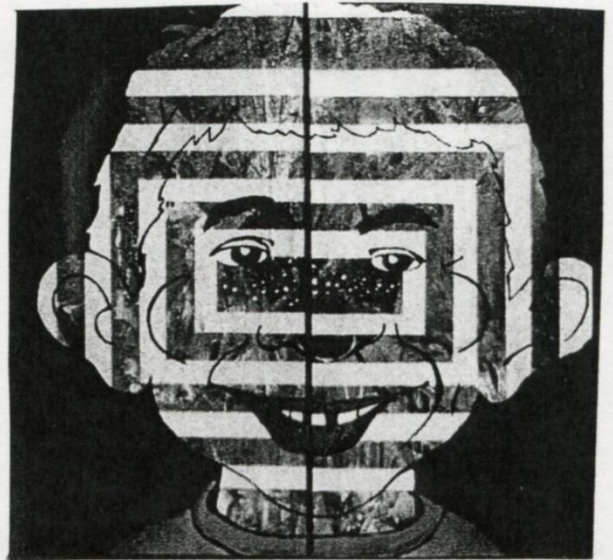
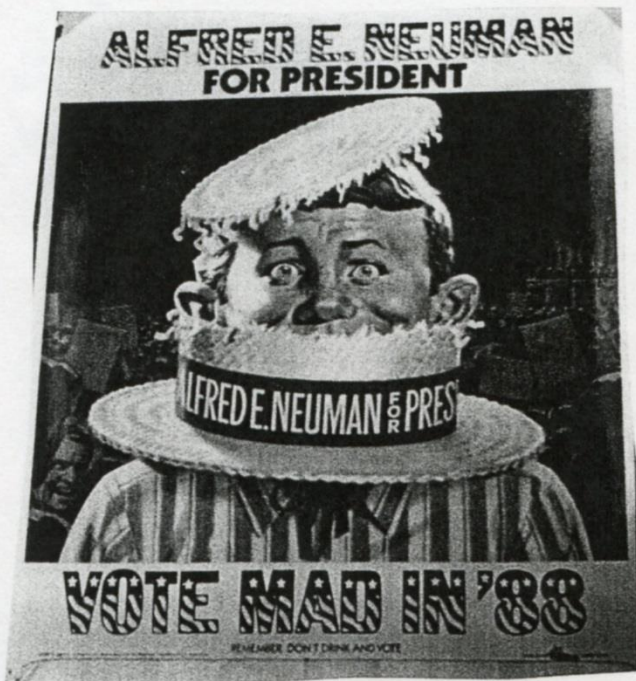
290



↗ 291



291



292

2001 (Annie) Gaines Vault Auction

Prices Realized Session One

Note: All items marked with a \* were not sold and are available at their minimum bid.

LOT #	\$	LOT #	\$	LOT #	\$
1.	*(100)	51.	10	101.	160
2.	370	52.	10	102.	65
3.	*(150)	53.	22	103.	55
4.	1	54.	47	104.	20
5.	500	55.	32	105.	50
6.	20	56.	80	106.	*(10)
7.	8	57.	47	107.	10
8.	80	58.	20	108.	10
9.	5	59.	10	109.	245
10.	15	60.	20	110.	220
11.	135	61.	*(200)	111.	10
12.	160	62.	42	112.	370
13.	20	63.	55	113.	22
14.	245	64.	*(150)	114.	64
15.	70	65.	110	115.	24
16.	12	66.	20	116.	50
17.	550	67.	15	117.	55
18.	16	68.	10	118.	80
19.	65	69.	20	119.	10
20.	42	70.	20	120.	24
21.	120	71.	20	121.	22
22.	22	72.	10	122.	18
23.	220	73.	15	123.	27
24.	110	74.	15	124.	16
25.	20	75.	20	125.	5
26.	10	76.	37	126.	25
27.	42	77.	*(15)	127.	75
28.	160	78.	13	128.	135
29.	5	79.	55	129.	25
30.	9	80.	11	130.	10
31.	68	81.	1	131.	10
32.	160	82.	200	132.	10
33.	40	83.	10	133.	22
34.	11	84.	1150	134.	185
35.	8	85.	220	135.	*(50)
36.	10	86.	47	136.	11
37.	10	87.	15	137.	24
38.	22	88.	20	138.	22
39.	3	89.	10	139.	75
40.	5	90.	80	140.	*(50)
41.	5	91.	80	141.	75
42.	3	92.	15	142.	42
43.	41	93.	160	143.	10
44.	15	94.	10	144.	20
45.	10	95.	*(20)	145.	11
46.	5	96.	*(20)	146.	26
47.	12	97.	22	147.	11
48.	10	98.	55	148.	7
49.	200	99.	15	149.	60
50.	10	100.	50	150.	15

## 2001 (Annie) Gaines Vault Auction

## Prices Realized Session Two

Note: All items marked with a \* were not sold and are available at their minimum bid

LOT #	\$	LOT #	\$	LOT #	\$
151.	42	201.	42	251.	9
152.	42	202.	27	252.	4
153.	20	203.	17	253.	1
154.	47	204.	22	254.	1
155.	5	205.	4	255.	2
156.	*(20)	206.	22	256.	6
157.	15	207.	37	257.	80
158.	22	208.	2	258.	2
159.	65	209.	2	259.	42
160.	*(10)	210.	2	260.	3
161.	20	211.	5	261.	3
162.	76	212.	42	262.	*(5)
163.	12	213.	16	263.	5
164.	55	214.	85	264.	4
165.	*(20)	215.	*(1)	265.	*(2)
166.	16	216.	*(15)	266.	42
167.	11	217.	*(1)	267.	32
168.	16	218.	*(1)	268.	27
169.	75	219.	65	269.	32
170.	32	220.	13	270.	6
171.	155	221.	31	271.	55
172.	27	222.	2	272.	3
173.	185	223.	2	273.	3
174.	26	224.	80	274.	6
175.	155	225.	*(1)	275.	3
176.	10	226.	5	276.	7
177.	30	227.	35	277.	16
178.	80	228.	220	278.	4
179.	*(20)	229.	*(5)	279.	3
180.	270	230.	*(5)	280.	1
181.	100	231.	135	281.	2
182.	*(20)	232.	3	282.	1
183.	10	233.	55	283.	*(1)
184.	295	234.	6	284.	22
185.	33	235.	1	285.	42
186.	5	236.	51	286.	85
187.	2	237.	1	287.	1
188.	7	238.	*(3)	288.	330
189.	*(5)	239.	1	289.	*(1)
190.	4	240.	3	290.	*(5)
191.	*(5)	241.	5	291.	10
192.	37	242.	160	292.	*(300)
193.	*(5)	243.	6		
194.	11	244.	2		
195.	55	245.	14		
196.	23	246.	16		
197.	2	247.	27		
198.	5	248.	6		
199.	4	249.	5		
200.	27	250.	3		



**Announcing...**  
**The (Annie) Gaines Vault **MAD** Auction**

A two day auction featuring an incredible assortment of **MAD** /Alfred E. Newman collectibles.

Featured **MAD** collectibles include:

- **MAD** Beach Towel
- **MAD** Office Premiums
- **MAD** Clothing
- Alfred E. Newman Bikini Underwear
- Foreign E.C. Comic reprints
- Foreign **MAD** Items
- German **MAD** Alfred Bust
- Bill Gaines personal items

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