

The 1st Annual Incredibly **MAD** Auction



MAD Fall Auction

Session One: Friday, September 24 6 pm-2 am C.S.T.

Session Two: Saturday, September 25 6 pm-2 am C.S.T.

MAD FALL AUCTION RULES

FRIDAY SEPT. 25 (6PM - 2AM CST) FOR ITEMS #1-102
SATURDAY SEPT. 26 (6PM - 2AM CST) FOR ITEMS #103-205

TERMS AND CONDITIONS

- Mail bids are encouraged and will be accepted on or before Friday Sept. 25. A bid form has been included for your convenience.
- E-mail bids will be accepted on or before 5pm CST on Friday, Sept 25. Please direct your e-mail bid(s) to: pjkmpr@execpc.com
- Telephone bids will be taken on the closing days only...on Friday Sept. 25 from 6pm to 2am CST for items #1-102, and Saturday, Sept 26 from 6pm to 2am for items #103-205. To place a telephone bid, call (414) 321-6004. If the lines are busy....keep trying.
- The auction will end at exactly 2am CST. If you call and get the answering machine, the auction is over for that day.
- An estimated value has been assigned to all items. There are no minimum bids, however we do reserve the right to reject any bid that is below the estimated value.
- When placing a bid, please indicate your account number and the item or lot number. If at all possible, please bid on items in numerical order.
- On the day of the auction, all bids on items over \$50 will be increased by 10%, and rounded up to the nearest whole dollar. All bids on items at or under \$50 will be increased by \$5.
- We can execute bids for you. Tell us your maximum and we will bid in appropriate increments until your limit is reached. At no time will we increase your bid if you are currently the high bidder.
- Gross error in description is the only cause for a return. You must notify us within four days of receipt of your order if you intend to make any returns. As buyer, you are responsible for all shipping costs on returned items, while making sure the items are in the same condition as they were received.
- Winners will be notified by mail, and payment is due upon receipt of invoice. Layaways are not allowed. A minimum shipping fee of \$3.00 will be added to all winning bids. Some items will require additional postage due to weight and/or value. All items will be shipped via U.S. Priority Mail, unless otherwise specified on the bidding form.

- A Certified Check or Money Order is the preferred form of payment however a personal check is acceptable. Sorry, no credit cards. Please allow 2-3 weeks for shipping.
- The placing of a bid is an Agreement to Purchase, indicating that you agree to our 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 12 noon and 4pm CST on Saturday, Sept. 26 to find out if your bids made in the Friday session were successful. You may call anytime after 12 noon CST on Sunday, Sept. 27 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 sent to all winning bidders. We will be glad to provide this list to anyone providing a self-addressed stamped envelope.
- Thank You to all participants and Good Luck to all!

SESSION ONE

FRIDAY, SEPT. 25 1998 (6PM-2AM CST)

1. ALFRED E. NEUMAN FOR PRESIDENT POSTER (1980) EST. \$150 367
The only item produced for the 1980 Alfred E. Neuman for President campaign, this poster is extremely difficult to find. The poster is very colorful and is in mint condition. It is also professionally framed and is ready to hang.
2. ALFRED E. NEUMAN PSCHEDLIC POSTER EST. \$150 500
This late '60s poster features Alfred with the "What-Me Worry" caption. It is very colorful and is in FINE condition. Three small pieces of the paper border are missing, probably due to being hung on the wall and then torn down. Otherwise poster is in mint condition. It is also framed and ready to hang.
3. MAD TV / ALFRED CARDBOARD STANDUP EST. \$100 215
A neat promotional item for MAD TV. When unfolded, it measures approximately 5 feet high. It is in VF condition, the only flaw being that a set of fingers is bent.
4. MAD FOLKART RUG EST. \$100 —
Made in 1996, this unlicensed item is in mint condition. Framed and ready to hang.
5. SNAPPY ANSWER TO STUPID QUESTIONS COCKTAIL NAPKINS EST. \$50 50
Produced in 1968, each napkin features one S.A.T.S.Q. gag. This is not a full box (only 24 of 36 are there), but the box is in excellent shape, and the napkins are in mint condition. Mr. Al Jaffee doesn't even have a box of these (I asked him).
6. 1ST PRINTING BALLANTINE PAPERBACKS EST. \$75 55
This lot contains the first five MAD paperback books, ALL of them 1st printings. Condition varies, but they average FINE.
7. AUSTRALIAN MAD BASEBALL CAP EST. \$75 100
One of the coolest pieces of clothing from Australia, this cap is in mint condition.
8. MAD TV CREW BASEBALL CAP EST. \$50 75
This cap was made for the cast and crew of MAD TV. I am not sure if these are still being made, but the crew member I got this from was on the shows crew during the first season. The cap is complete with no rips or tears, but it is dirty and could use a good washing (I'll leave that up to you).
9. AUSTRALIAN MAD COFFEE MUGS EST. \$75 75
Produced in Australia in 1994, these four coffee mugs are in mint condition. Two mugs feature SPY vs SPY, another has the MAD logo, and the last features Alfred as a biker.

10. AMERICAN MARKETING WORKS T-SHIRT EST. \$50
This t-shirt was made in 1987, and is probably the rarest of all the late '80s t-shirts. The reason is that Bill Gaines despised the style and look of these shirts and ordered them discontinued, right after they were released. In mint condition.
11. COMICS W/ALFRED APPEARANCES EST. \$50
This lot contains 5 comic books that have an appearance by Alfred either on the cover or in an interior story. The comics are: Superman Annual #3 (cover and story), Swing with Scooter #9 (story), Not Brand Ecch #3 (story), Wimmins Comix #17 (cover), and Katy Keene Pin-up Parade #8 (story). Conditions vary; the average is FINE.
12. READ MAGAZINE 4-1-66 EST. \$20
Produced by Scholastic, this magazine features Alfred on the cover, with an Al Feldstein interview and pictures of the MAD office inside. Condition is VG, with edge browning.
13. MAD NASH SKATEBOARD EST. \$100
This skateboard is in great condition with bright colors and no fading. It has, however, been used and suffers from minor scraping along the edges and bottom. The front edge guard is missing. The low estimate reflects the condition.
14. MAD MINI SKATEBOARD EST. \$100
Produced in 1995, this skateboard is an unlicensed item that was on the market for only a few weeks, before MAD stopped production. It is in mint condition and is still factory shrink-wrapped. Board only.
15. MAD BI-RITE BUTTON ARTWORK EST. \$100
This is the pre-production artwork for eight of the MAD Bi-Rite pinback buttons. Each button cel measures approximately 4 in. in diameter, and each one has a proposed caption for the button. For instance, the proposed button with Alfred in the tire swing has a caption that reads "Swing into Summer". The finished buttons caption is "Hang Loose". There is an onion skin overleaf attached to the artwork with the final captions written in. In excellent condition.
16. ALFRED E. NEUMAN BUST - SMALL EST. \$300
It is rare to find a small bust in this condition. The head and shoulders of Alfred are snow-white, and the base is shiny, with no cracks or nicks. The felt is dark green and the sticker is still attached. Mint condition
17. MAD ART SHOW PINBACK BUTTON - COOS BAY EST. \$25
Pinback button produced for the Mark Cohen MAD Art Exhibit held in Coos Bay, Oregon. Features Alfred as the Grim Reaper. In mint condition.
18. AUSTRALIAN MAD PINBACK BUTTON - 1994 EST. \$10
Plastic pinback button is orange with a red MAD logo. Mint cond.

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19. SERGIO ARAGONES MAGNET EST. \$20
Produced as a giveaway item, this magnet features a color self-portrait of Sergio posing with his drawing pen. In mint cond.
20. MAD ART SHOW MAGNET EST. \$10
Magnet produced for Mark Cohen MAD Art Exhibit in Raleigh, N.C. It is black and white and features Alfred in Victorian clothing. In mint condition.
21. ALFRED E. NEUMAN SILVER AND BRONZE COIN SET EST. \$50
These unlicensed coins were produced in the late '80s, and are in mint condition. Sold as a set.
22. COMPLETELY MAD PINBACK BUTTON EST. \$100
Produced as a giveaway item in 1991, this button is getting harder and harder to find. It is in full color, and is in mint condition.
23. ALFRED E. NEUMAN REFRIGERATOR MAGNET EST. \$50
Produced in the early '90s by a company in Washington state, this was another unlicensed item where only a few were made. It is approximately 3 in. in diameter and features the typical Mingo Alfred face. It is covered thick with clear plastic or acrylic. In mint condition.
24. ALFRED E. NEUMAN DRIVERS LICENSE EST. \$10
Unknown of origin, this drivers license is a recent item. I am not sure if it licensed or unlicensed (probably the latter) but it is a really cool item. In mint condition.
25. MAD TV CREW BADGE EST. \$50
Worn by the crew of MAD TV, this badge allowed access to all parts of the set and staging area of the MAD TV show. Features Alfred on the front with the MAD TV logo, and the "What-Me Worry" caption on the back. In excellent condition.
26. THE "NEW" MAD STORE DISPLAY KIT EST. \$125
This lot consists of a complete promotional kit for the "NEW" MAD promotion. Consists of: counter top display unit, 2 posters, mobile (unpunched) w/ string, instructions for counter display assembly, cover letter, and envelope. Condition of kit is mint.
27. ALFRED E. NEUMAN RUBBER STAMP EST. \$20
Stamp features a computer generated image of Alfred. The stamp has been used. Includes a black ink pad.
28. ALFRED E. NEUMAN MONEY CLIP EST. \$50
Sold in the Warner Bros. Studio Stores, this money clip is one of the harder Warner Bros. items to find. With its original box this monry clip is in mint condition.
29. UP THE ACADEMY PRINTERS PROOF SHEET EST. \$25
This item was sent to all of the city newspapers showing the UP THE ACADEMY movie. In mint condition.

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- 30. MAD MANILA MAILING ENVELOPE W/PICTURE EST. \$50
 This an original mailing envelope from the MAD office at 485 Madison Ave. It was used to mail the full color portraits of Alfred E. Neuman that were advertised in the front pages of MAD. There is one picture included in this lot. Condition of the envelope is VG, with no rips or tears. The picture is mint.
- 31. PETLEY POSTCARD LOT EST. \$20
 This lot contains 2 Bob Petley postcards featuring the likeness of Alfred E. Neuman. The first is the more common "DA-A-H...ME WORRY" cowboy postcard, and the other is the "HECK NO, I WORK FOR THE GUV'MINT" postcard. Both are in mint condition, and are in full color.
- 32. FRECKLES POSTCARD EST. \$20
 This postcard is from the 1910's and features the likeness of Alfred E. Neuman with the caption, "All angels have freckles". It is in VG/F condtion, and is color.
- 33. HOE-BEAU CLASS POSTCARD EST. \$20
 This postcard features Alfred dressed as a farmer, admiring a farm maiden. The caption reads, "An admirer of the Hoe-Beau class". In VF condition, and is in full color.
- 34. G.I. POSTCARD EST. \$20
 This postcard is exactly like the common "ME WORRY" postcards that you see all the time, with one exception: Alfred is dressed in a G.I. uniform. A very rare variation. In F/VF condition, and is in color.
- 35. FEMALE ALFRED POSTCARD EST. \$20
 This postcard features a female Alfred E. Neuman in a dress with a ribbon in her hair. It has the caption, "Greetings, What-Me Worry". It is in F condition, and is sepia-toned.
- 36. OVERSIZE POSTCARD EST. \$20
 This postcard is exactly like the common "ME WORRY" postcards, except that it is an oversize jumbo postcard. In full color, and condition is mint.
- 37. SYQUEST POSTCARD EST. \$10
 This oversize postcard was produced for the Syquest computer company in 1994. It features the classic Mingo Alfred with the caption "Backup? What-Me Worry". In mint condition. Color.
- 38. "HARP ON THIS" COMPACT DISC EST. \$30
 Offered for sale only in Australia, this compact disc is a rarity in the U.S. The lot contains the compact disc with a cardboard disc sleeve (no plastic case). The cover of the sleeve shows Alfred playing a harmonica. In mint condition.

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39. MAD TRIP SOUVENIR EST. \$100 100
This is a souvenir given to the MADmen after their trip to Africa in 1969. It is a picture of the MADmen in the airport before boarding for their flight. It is printed on heavy stock, and is able to be folded and mailed. The top of the card is thank you note from Pan American Airlines and Central Travel. Gaines' travel agency. The back of the card has a color map of Africa on one half, and blank addressee lines on the other. This lot also contains an I.D. sheet for the MADmen in the picture. Both items are in mint condition.
40. PRE-MAD PICTURE #1 EST. \$40
This picture is a 9x12 glossy? of Alfred. No copyright date is given, but I would guess it might be from the 1940's. It is not printed on heavy card stock, rather it is printed on a lighter, glossier stock. In VG condition, it has some handling wear, but is complete with no rips or tears.
41. NORWEGIAN MAD STICKER SHEET EST. \$20
This was a giveaway item from Norwegian MAD. Features Don Martin art and Spy vs. Spy characters. In mint condition.
42. AUSTRALIAN MAD PAPERBACK BOOKS EST. \$50
This lot consists of 3 Australian MAD paperback books; MAD Sucks, Hypocrite MAD and The Amateur MAD. All are in mint condition.
43. MAD VALUE PACK EST. \$5
This is a unique way of merchandising the MAD Limerock trading cards. There are 3 foil packs of MAD trading cards plus a Griffey baseball hologram card in each pack. I would imagine these were produced to get rid of their overstock of MAD cards. In Fine condition, this item is a little dirty.
44. JAKE AND THE STIFFS 45 R.P.M. RECORD EST. \$25 25
This 45 record uses an unauthorized picture of Alfred E. Neuman on its picture sleeve. It is a pretty rough photocopy, but it is surely recognizable. Record is mint, sleeve is VF.
45. THE MAD SHOW SCRIPT AND SLIDES EST. \$30 61
This lot contains the script for the MAD SHOW, along with a set of color slides. These items would be used by anyone interested in staging the MAD SHOW play. Everything is in mint condition.
46. MAD TOTE BAG #1 EST. \$50 45
This the blue MAD tote bag that was produced in limited numbers for the MAD staff in 1992. In mint condition.
47. MAD TV PROP - JUDGE BAKULKA NAMEPLATE EST. \$50
This item is a prop used in an episode of MAD TV. The episode starred Scott Bakula (of Quantum Leap fame), and in one of the skits has him playing the part of Judge Bakula. An interesting and unique collectible. In mint condition.

48. MAD/DC COMICS AUTOGRAPH SHEET EST. \$25
This is a sheet of paper used by MAD artists at national comic conventions in 1992-3. They would sit at the DC Comics booth, and use these sheets of paper for signing autographs, doodling, or drawing anything a fan of theirs might request. In mint condition.
49. SPY VS. SPY VIDEO GAME EST. \$35
This video game, entitled ARCTIC ANTICS, is one of the earliest Spy vs. Spy video games released. It is designed for use in the Commodore 64 computer system. The floppy disk and instructions are in mint condition, while the box is a F/VF.
50. SERGIO ARAGONES SIGNED FOREIGN PAPERBACKS EST. \$100
This lot contains 17 different foreign MAD paperbacks by artist Sergio Aragonés, all signed. They are not only signed, but each one has a drawing with the signature. They are all signed on the inside front cover, and are in NM condition.
51. THE MAD SHOW PROMO ALBUM EST. \$50
This is a promotional copy of the MAD SHOW record album. It is a promo copy because it has a white label on the vinyl itself, and says "For promotional purposes only" on the label. It is in NM condition.
52. MAD RECORD ALBUM CASSETTE TAPES EST. \$25
These tapes are copies of the early MAD record albums, Musically MAD, MAD Twists Rock 'N Roll, Fink Along With MAD, and the MAD SHOW. The covers of the record albums were copied and reduced to fit the size of a cassette case. These are a must have for any MAD collector who wants to listen to the original albums but doesn't want to risk ruining them. The tapes are sealed. All are mint.
53. GREASY KID STUFF LOTION BOTTLE EST. \$40
This is a bottle of lotion? that has a paper label with Alfred on it. Produced in the 1960's, the bottle is in NM condition, while the label shows some wear.
54. SPY VS. SPY GLASS TUMBLER EST. \$35
Produced in Australia in 1994, this glass is in mint condition. It features both the Black Spy and White Spy shooting at each other with the Spy vs. Spy logo in between them. The glass has a frosted appearance.
55. HARDEES MAD BOOKLETS EST. \$100
These were produced as a giveaway item by the Hardees restaurant chain back in the late 1980's. They are 8 pages in length, and contain reprints from MAD, with color covers. A set of six different, all in mint condition.
56. ROSS PEROT COFFEE MUG EST. \$15
This is a white coffee mug with the picture of Ross Perot as Alfred E. Neuman. In mint condition.

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57. AUSTRALIAN MAD HANGER EST. \$50 ✓
 This hanger was sold with Australian MAD clothing in 1994-5. It is black plastic with a metal hanger and has the words MAD WEAR printed in gold on each side. In NM condition.
58. UP THE ACADEMY LOBBY CARDS EST. \$50 30
 This is a complete set of 8 lobby cards from the 1980 MAD movie Up The Academy. They measure approx. 11x14, and are in full color. They all show some wear, average condition being VG/F.
59. NEW YORK TIMES JUNE 10, 1992 EST. \$20 35
 This newspaper has a full page tribute to Bill Gaines on the back page of the first section. As we all know, Gaines died June 3, 1992. This page is a tribute to him from "the usual gang of idiots". It shows a picture of Alfred faintly smiling with a teardrop falling down his cheek. This newspaper is complete with all of its sections intact. Condition is NM.
60. ROGER KAPUTNIK AND GOD PAPERBACK EST. \$10 10
 This paperback book was written and drawn by MAD's Dave Berg. It is a 1st printing and is in NM condition.
61. AUSTRALIAN MAD PAPERBACK BOOKS EST. \$30 ✓
 This is a numbered set of four Australian MAD paperback books. They are digest size and contain reprints from MAD. The titles are, Eggs-Rated MAD, Steaming MAD, MAD Horses Around, and MAD For Better or Verse. They are in NM shape, the only flaw being some price sticker residue on the front cover of each book.
62. DON MARTIN PAPERBACK BOXED SET EST. \$60 235
 This paperback boxed set entitled "The Whole Don Set", contains five Don Martin paperback books. The overall condition of the box is VF, with slight surface wear and light fading on one side. All of the books are VF/NM.
63. CLASSICALLY MAD PAPERBACK BOXED SET EST. \$50 50
 This five book boxed set contain reprints of the first five MAD paperback books, but with Norman Mingo cover art. The outside of the box is green and has the Marx Brothers on it. The books average VG/F. The box is in O.K. shape, with surface and edge wear. The corners are rough. Condition is G/VG.
64. MAD BOOKENDS SET EST. \$60 60
 This lot contains both sets of the MAD bookends. The gold/blue pair are in VF condition with no visible defects, and the red/gold pair are also in VF condition, again with no defects.
65. 1964 ALFRED E. NEUMAN FOR PRESIDENT CAMPAIGN KIT EST. \$300 300
 This is a COMPLETE 1964 campaign kit, including the original mailing envelope. The contents with conditions are as follows: Bumper Sticker (folded) VF, Pinback Button VF, Lapel Tab Pins NM, Posters NM. The envelope itself is in G/VG condition, with surface wear. The mailing label has partially been torn off, and there are pencil notations near the postage meter stamp.

66. MAD LOGO MAGNET EST. \$10
This magnet is white with a red MAD logo. I believe it was an office promotion or giveaway item from the late 1980's. Condition is FINE.
67. ALFRED E. NEUMAN LATEX BUST EST. \$200
This is an unlicensed item from the late 1980's; One of only twelve ever made. It stands approx. 8 in. tall and is made from latex rubber. It is hand painted, and is an excellent display piece. Condition is mint.
68. MAD FAX COVER SHEET EST. \$10
This is a fax machine cover sheet that MAD uses when sending faxes. It measures 8 1/2 X 11 and is in mint condition. Noteworthy are caricatures of the MAD staff by artist Dave Berg.
69. MAD TRAFFIC SHEET EST. \$10
This item is what MAD uses to track stories for publication, from the time they are received to the time they go to press. This item measures 8 1/2 X 11 and is in mint condition.
70. RUSS COCHRAN MAD ART AUCTION CATALOGS EST. \$50
This is a complete set of 16 auction catalogs from the Russ Cochran MAD original art auctions. These auctions took place from 1986 to 1992, and through these auctions the original artwork from MAD #1 to MAD #100 were sold. Catalogs 1,2 and 6 are photocopies, all the rest are originals. They are folded in the middle (for mailing purposes), and are in VF/NM cond.
71. THE MAD SHOW SHOWCARD EST. \$35
This item is from the New York City showing of the MAD SHOW. It is a program given out to the audience, and features bios of the shows' cast. Condition is VG/F with light browning.
72. MAD CANDY SELL SHEETS W/PICTURES EST. \$50
This lot contains sell sheets for the MAD Candy from 1993. These were sent from Berzerk Candy Werks, the makers of MAD Candy, to candy wholesalers and retailers. These sheets gave descriptions of the candy: what it looked like, how it was packed, pricing, etc. Also included in this lot are color photographs of kids eating MAD Candy and pictures of the candy itself. Everything is in mint condition.
73. MAD CHECKLIST #1 EST. \$75
This item was produced in 1961 by Mr. Fred von Bernewitz, an early E.C. Comics and MAD fan. It is an index of articles, writers, artists, etc. of MAD from issue #24 to #66. It is printed on heavy stock paper. This checklist is not an original #1, rather it is a special reprint produced in 1985 by Mr. von Bernewitz himself. It is in mint condition.
74. MAD CHECKLIST #2 EST. \$75
The description for the MAD Checklist #1 would be an accurate description for MAD Checklist #2, with the following exceptions:

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The year of production is 1964, and the issues indexed are 67-88.

75. MAD TV STATIONERY EST. \$25 ✓
This lot consists of four pieces of MAD TV stationery. Included are: legal size mailing envelope, letterhead, note card, and business card. Printed on each item is the MAD TV logo (the word MAD is in red) and the studios' business address. All items are in mint condition.
76. MAD OFFICE NOTEPAD EST. \$25 35
This is a 9 X 9 notepad of stationery with a pink silhouette of Alfred E. Neuman on it. It was probably produced for in-house use only. I haven't counted how many sheets there are, but there are alot. In mint condition.
77. MADZINE FANZINE LOT EST. \$100 ✓
This lot consists of a complete run of MADzine, a mid-80's MAD fanzine produced by Don Cook. The contents of each issue vary, but mostly are reprints from other magazine articles about MAD. There are some original articles and reader contributions range from photocopies of their MAD collectibles to classified advertising. #1-#8 are photocopies from the original master copy, #9-#13 are originals. All are signed on the back page, "To Tim Johnson, From Don Cook". All are in mint condition.
78. MAD OFFICE MAILING ENVELOPES EST. \$75 ✓
This lot consists of three letter size mailing envelopes from MAD. The first is from 225 LaFayette St., and has the MAD logo positioned vertically on the left side of the envelope with a red band behind it. The second one is from 850 Third Ave., and has a red MAD logo positioned vertically on the left side of the envelope. The third one is from 485 Madison Ave., and has red MAD logo in the upper left corner of the envelope. Condition of all three envelopes is mint.
79. CHEAP, CRUMMY ANSWER TO YOUR LETTER EST. \$20 10
This item was sent to people who sent a letter to MAD. It measures 8 X 10, and features MAD artist self-portraits. A real unique item. This item has been tri-folded, otherwise condition is VF/NM.
80. SUBSCRIPTION THANK YOU CARD EST. \$10 10
This is what you get in the mail when you subscribe to MAD. It is postcard size, and features artwork by Paul Coker Jr. on the front. In NM condition.
81. MARLBORO SMOKE SHOP FAKE \$20 BILL EST. \$10 40
This was made in the late 1970's for the Marlboro Smoke Shop in Marlboro, Mass. The front features the face of Alfred E. Neuman with the words "We Hope We Made You Smile", and the back looks like the left and right quarters on the back of a \$20 bill. Condition is mint.

- 82. FIRST CLASS MAIL LABEL EST. \$20
This label was used for various mailings out of the MAD offices for a number of years. In mint condition.
- 83. GOOD DAYS AND MAD BOOKSIGNING POSTCARD EST. \$20
This is an oversize postcard promoting a booksigning by Dick DeBartolo for his book, Good Days and MAD. The event was held at a Barnes and Noble bookstore in New York City on February 4, 1994. It is in mint condition.
- 84. AUSTRALIAN MAD GIVEAWAY DISPLAY SIGN EST. \$20
This sign was attached to the magazine racks in bookstores in Australia promoting an Australian MAD giveaway. It is in full color. This example is unused and in mint condition.
- 85. COMPLETELY MAD POSTCARD EST. \$20
This is an oversize postcard promoting the Completely MAD book. It is in full color and features a quote by Candice Bergen. It is in mint condition.
- 86. MAD BUSINESS CARDS LOT #1 EST. \$30
This lot features business cards from Bill Gaines, Annie Gaines, and Al Feldstein. Bill Gaines' card is from 485 Madison Ave., Annie's card is from 1700 Broadway, and Mr. Feldsteins card is from 485 Madison Ave. Mr. Feldsteins card is also signed and reads, "For Tim-Madly Yours, Al Feldstein". All are mint.
- 87. AUSTRALIAN MAD SURVEY CARD EST. \$15
This card was inserted in an issue of Australian MAD a few years ago. It is a survey of MAD readers' likes and dislikes about Australian MAD, and about the readers buying frequency of MAD and MAD Specials. The first 200 respondents received a MAD limited edition button (see auction item #18). The card is in mint condition.
- 88. MAD COLLECTORS BUSINESS CARDS EST. \$35
This lot consists of seven business cards from both current and former MAD Collectors: Barrett Amiss II, Grant Geissman, Chris Harne, Tim Johnson, Richard Landivar, Jim McClane, and Robert Solomon. All cards are printed on a heavy stock paper, except Robert Solomon, whose card is on a thinner stock paper. Most cards have some sort of Alfred E. Neuman graphic on them, and one is in color - Jim McClane's. All are in VF/NM condition.
- 89. MAD OFFICE GIFT CERTIFICATE EST. \$30
This promotional item is yellow with black print, and is printed on thin stock paper. It measures approx. 6 X 9, and is in mint condition.
- 90. WHAT ME WORRY LICENSE PLATE EST. \$25
This an actual New Jersey state license plate that reads WTMEWRY (What! Me Worry). It was used on a car owned by Robert Solomon, and has since been retired from active duty. It is in remarkably good shape, with no dents or dings to speak of. Cond. is VF/NM.

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91. SWEDISH MAD TV BANNER EST. \$30 30
This item is something you place on your TV screen to simulate a "theater effect". It has silhouettes of people and also a reverse silhouette of Alfred to make it seem like Alfred is sitting in front of you at the movie theater. In mint cond.
92. FULL BOX OF MAD STICKER ALBUMS EST. \$30 ✓
This is a full display box of sticker albums from the 1983 Fleeer MAD trading card set. The albums are all in mint condition, and the box is in F/VF condition with minor corner wear.
93. MAD #1 HOMAGE LOT EST. \$40 ✓
This lot consists of the MOD #1 comic book in F/VF condition, Donald Duck Adventures #11 in Mint condition, and a Tales From Spring Break t-shirt. All three items feature parodies of the cover of MAD #1.
94. UP THE ACADEMY MOVIE STILLs EST. \$30 25
This lot consists of three black and white movie stills from the 1980 MAD movie, Up The Academy. Each picture has the Alfred E. Neuman character in action. All three photos are framed and ready to hang.
95. PRE-MAD PHOTOS LOT EST. \$30 ✓
This lot consists of two pre-MAD photos of Alfred E. Neuman, one with the caption "What-Me Worry?", and the other caption "Just Learned About The Birds And The Bees". Each photo measures 8 X 10, and are framed. Each is in mint condition. 10
96. AUSTRALIAN MAD POSTERS LOT EST. \$20 ✓
This lot contains two promotional posters from Australian MAD. One poster is the Aussie MAD Batman Forever cover, and the other is from the Aussie MAD, The Mask cover. Both posters measure approx. 11 X 14 and are in full color. Both are folded and in mint condition.
97. CRAZY COVERS CHECKLIST PUZZLE EST. \$10 ✓
This lot is from the 1973 Fleeer Crazy Covers sticker set, a series of stickers which parodied popular magazines. There were nine different series checklist cards, each one having a different back. These nine different cards, when put together correctly, formed the Crazy Covers parody of MAD, called BAD. Each card in this set is in mint condition.
98. MAD TV BUS TOUR PROMO ITEMS EST. \$25 25
This lot consists of five items from the MAD TV bus tour stop in Milwaukee. These items are; MAD TV sticker, MAD TV tattoo, MAD TV contest registration form, MAD TV contest registration form stub, and a placemat from the bar in Milwaukee where the MAD TV tour bus stopped. Each item is in full color and is in mint condition.
99. GERMAN MAD CARD GAME EST. \$25 40
This is a factory sealed German MAD card game. In mint cond.

100. MAD WINDOW STICKER

EST. 20

30

This was produced as an office giveaway, probably from the 1980's. It measures approx. 4 X 4, and is red on color with black outlining. There is slight shadowing on each side of the sticker; It appears that these stickers were placed one on top of another after printing, which might explain the shadowy appearance of the sticker. Otherwise, condition is VF.

101. MAD DECALS/POSTCARD LOT

EST. \$50

50

This lot consists of five different water decals with the image of Alfred E. Neuman on them, and one postcard that is similar to one of the decals. The decals are: Two circles w/sunrays (in original plastic wrap), Neon with black background, solid blue background (in original wax sleeve), color striped background, and the "Like Man, Me Worry" decal (in original wax sleeve). All decals are in full color and in mint condition. The postcard has the "Like Man, Me Worry" caption, and it is white with blue printing. It, too, is in mint condition.

102. DC COMICS MAD CHRISTMAS CARD

EST. \$25

40

This card was sent out by DC Comics during the 1994 Christmas season. It features Alfred E. Neuman as Superman flying through a window at the Daily Planet. It is in full color, and the artist is MADs own Mort Drucker. Comes with a red envelope. Both items are in mint condition.

END OF SESSION ONE

SESSION TWO

SATURDAY, SEPT. 26 1998 (6PM-2AM CST)

103. MAD MONEY PRESS KIT EST. \$50 ✓
 Made and distributed by DC Comics, these press kits were sent out to potential licensees of MAD products. The cover features Alfred E. Neuman with the MAD logo, and inside there is a MAD Money insert which, unfolded, shows the names and addresses of current (1994-5) licensees. Full color, and in mint cond.
104. SNAPPY ANSWERS TO STUPID QUESTIONS MAD BIG BOOK EST. \$15 30
 One of the two most toughest (in my opinion) MAD Big Books to find, this book is filled with Al Jaffee's popular Snappy Answer to Stupid Questions. The book is a 1st printing, and is in VG/F condition, due to some spine stress and edge wear.
105. MORE SNAPPY ANSWERS TO STUPID QUESTIONS MAD BIG BOOK EST. \$15 30
 The other one of my two most toughest MAD Big Books to find. This book is another new collection of Al Jaffee's S.A.T.S.Q., and is a 1st printing. Condition is VG/F with spine stress.
106. 1993 SAN DIEGO COMIC CON MAD GIVEAWAY EST. \$50 ✓
 This folder full of stuff was given out at the MAD booth at the 1993 San Diego Comic Con. It contains a foil pack of MAD trading cards, a MAD logo sticker, MAD #317, A MAD Super Special and several promotional flyers for MAD merchandise from Lime Rock Int'l, Stanley DeSantis, And Character Imprints. Also includes ordering information for MAD magazines and paperback books. Everything is in mint condition except folder, which is F/VF.
107. MAD ETERNAL CALENDAR EST. \$25 40
 A MAD office promotion, and the brainchild of Dick DeBartolo, this item is certainly one of the most bizarre MAD items ever created. I won't tell you how it works, but to help you out, an instruction sheet is included. In mint condition.
108. NORWEGIAN MAD DON MARTIN STICKER EST. \$20 ✓
 Produced by the folks at Norwegian MAD, this was probably a free bonus of some sort, either in the magazine or at the office. In any event, it is a large sticker (approx. 3 X 9), is in full color, and is in VF condition.
109. PRE-MAD CHRISTMAS POSTCARD EST. \$25 60
 This postcard is the first pre-MAD Christmas postcard that I have seen. It features the Stuff portrait of Alfred on one side and the "Seasons Greetings" saying on the other. It is in VF/NM condition.

110. PAUL COKER JR. LIMITED EDITION PRINT EST. \$40
This print was sold by Stabur Graphics in the late 1980's. The artwork was taken from Mr. Coker's popular feature in MAD entitled "Horrrifying Cliches". The title of this print is "Dropping a Hint", and shows a man dropping a monster from a window in the castle. This item is in mint condition, and is also signed and numbered by Mr. Coker. 25
111. MARK COHEN MAD ART SHOW POSTER #1 EST. \$25
This is a poster from one of the first stops of the Mark Cohen MAD Art Show tour. It is from the Sonoma County Museum in Santa Rosa, California. It measures approx. 12 X 19 and is printed on heavier stock paper. It is rolled and is in VF/NM condition.
112. MAD SHOW POSTER EST. \$100
Produced for the 1966 New York City showing of the MAD SHOW, this item is a tough item to find. It measures 14 X 22, and is in VF condition, the only flaw being a little discoloration on the left side of the poster. 185
113. MARK COHEN MAD ART SHOW POSTER #2 EST. \$25
This poster is from the MAD Art Show at Raleigh, North Carolina. It is full color, and features Alfred dressed in Elizabethan period clothing. It measures approx. 12 X 18, and is in mint condition. 25
114. ALFRED E. NEUMAN CHOKING POSTER EST. \$25
This poster was made in the early 1980's as a parody of the Heimlich maneuver poster, which was popular around that time. It measures approx. 11 X 14, is in full color, and is printed on heavy stock paper. In mint condition.
115. SIGNED CHEAP CRUMMY SOUVENIR POSTER #1 EST. \$30
This is a poster that MAD used to give to people on their visit to the MAD offices. This one has been signed (stamped) by two MAD staffers, Antonio Prohias and Lenny Brenner. The Prohias autograph includes drawings of the Black and White Spies, and is signed "To Ken - Madly, A. Prohias - Spy vs. Spy". The Brenner offering is not a signature, rather a self-portrait stamp. The poster is folded, and is in F/VF condition. 20
116. SIGNED CHEAP CRUMMY SOUVENIR POSTER #2 EST. \$50
This poster is identical to the previous described poster as far as age and condition are concerned. The difference is that this poster is signed by Sergio Aragones and Don Martin. The Sergio offering is a drawing of a witch taking off a mask, revealing the same face underneath. It is signed "Madly - Aragones '77", '77 being the year in which the poster was signed (1977). The Martin offering is a drawing of a Martin character, and is signed "To Ken - Don Martin". 53
117. GERMAN MAD BOARD GAME EST. \$35
This is a late 1980's release of the German MAD board game entitled "Das MAD Spiel". It is factory sealed, and it is mint. 45

118. UNLICENSED SPY VS SPY SKATEBOARD EST. \$75 ⁸³
Released in 1995, this skateboard was not on the market for very long. It is in full color, and features the Black and White spies on the bottom of the board. This lot consists of just the board only; I don't believe there were wheels produced for this board. This board is loosely shrink wrapped and is in mint condition.

NOTE : YOU MUST BE AT LEAST 18 YEARS OF AGE TO BID ON THE FOLLOWING FIVE LOTS.

119. PLAYBOY - THE FOURTH ANNIVERSARY ISSUE EST. \$25 ²⁵
This magazine contains an eleven page interview with Harvey Kurtzman, the first editor of MAD. It is quite a lengthy interview, and it has plenty of examples of Kurtzmans artistic talent, including many MAD pieces. In F/VF condition.

120. OUI MAGAZINE FEBRUARY 1979 EST. \$10 ¹⁰
This magazine features an interview with Bill Gaines. On the page opposite the first page of the interview, there is a picture of Alfred E. Neuman blacking out two teeth on a poster of a smiling Bill Gaines. The artist is Norman Mingo. This magazine is in F/VF condition. By the way, I bought this magazine for the article!

121. HUSTLER FEBRUARY 1981 EST. \$10 ¹⁰
This magazine features an interview with Bill Gaines, written by MAD writer Frank Jacobs. It is in VF condition. Once again, I bought this magazine for the article.

122. HUSTLER JULY 1985 EST. \$5 ¹⁰
This magazine features a parody of MAD on the cover. This is the only reference to MAD or Alfred E. Neuman in the entire magazine. It is in FA/G condition, with the low estimate reflecting the condition. In case you were wondering, I bought this magazine for the cover.

123. CLUB INTERNATIONAL NOVEMBER 1977 EST. \$10
This magazine features a pictorial of British MAD covers. The magazine is in VG/F condition with some spine stress, and it has a price sticker in the upper right corner of the front cover. I bought this one for the pictures - of the MAD covers, idiot!

NOTE: END OF THE "MATURE READING" SECTION

124. NOSTALGIA WORLD #20 EST. \$10 ¹⁵
This is a British collectors magazine that has an article on collecting MAD. It is printed on newsprint, and has very light edge browning. In VF condition.

125. SCHOLASTIC SCOPE APRIL 2, 1973 EST. \$15
This magazine features an article/interview of MAD. Alfred E. Neuman adorns the cover. In full color, condition is F/VF. 15
126. DYNAMITES 3, 26 AND 47 EST. \$30
This lot contains three Dynamite magazines. The two Dynamites with the Alfred covers (#3 and #47) are the most common of the three. The third Dynamite (#26) is rarely seen. It contains an article on the origins of Alfred E. Neuman, and shows a couple of pre-MAD portraits. Conditions are as follows:
#3 - VG/F #26 - NM #47 - VF ✓
127. CARTOONIST PROFILES #28 DECEMBER 1975 EST. \$25
This issue features an article on how MAD artists would design their own t-shirts. Each artist drew one example. Most of the MAD artists are represented. To name a few: Dave Berg, Don Martin, and Paul Coker Jr. This magazine is MINT. 25
128. CARTOONIST PROFILES #32 DECEMBER 1976 EST. \$25
This issue features an article on MAD artist Christmas Cards. MAD artists represented include: Al Jaffee, Dave Berg, Sergio Aragones, and Jack Davis, to name a few. A couple of artists have more than one example shown. This magazine, too, is MINT. 25
129. LOUDER THAN WORDS 1-6 SIGNED EST. \$30
This lot consists of a complete run of Louder Than Words, a comic book drawn by Sergio Aragones. This comic is very similar to the work he does for MAD. Each comic is in mint condition, and is signed by Sergio on the front cover. #'s 1 and 2 also have a small sketch drawn on the cover. ✓
130. 1995 SAN DIEGO COMIC CON YEARBOOK EST. \$15
This book is of importance to MAD collectors because around ten pages are devoted to celebrating Alfred E. Neuman and his 40th year as MAD's cover boy. Comic book artists who normally draw superheroes try their hand at drawing Alfred in various poses and situations. Kelly Freas even has his own self-portrait, Freas as Alfred, included. This book is in MINT condition. 50
131. AUSTRALIAN MAD SOCKS EST. \$30
This pair of socks feature Alfred E. Neuman with the MAD logo and the "What-Me Worry" slogan. They are grey, with full color graphics. In mint condition, with the original sticker tag. 88
132. CANADIAN SPY VS SPY SOCKS EST. \$30
Sold exclusively in Canada, these socks feature our favorite spies. One spy is wearing black and white stripes, and the other is wearing black polka dots. In mint condition, with the store sticker. 94
133. MAD TOTE BAG #2 EST. \$50
This is the black tote bag that was produced in limited numbers for the MAD staff in 1992. In mint condition. 60

134. ALFRED E. NEUMAN BELT BUCKLE EST. \$25 ✓
 This belt buckle was created using an Alfred E. Neuman bronze coin. The coin is centered perfectly in the middle of the buckle. I am not sure what type of metal was cast to make the buckle, but it is an ornate piece and is very displayable or wearable. In mint condition.
135. PRE-MAD COLOR PICTURE EST. \$35 35
 This is an interesting variation of the pre-MAD collectibles. This lot consists of an 8 X 10 color picture of Alfred with the "Me-Worry" caption. It has some sort of copyright printed on it, so I am assuming it was mass produced. On the cardboard back of the picture frame, it shows the name and address of the place that framed the picture, and with the city having a city code rather than a zip code, it is pre-1960; my guess is that it is probably from the 1940's. In FINE condition.
136. RUNE GLIFBERG SKATEBOARD EST. \$125 275
 Manufactured by FLIP, this board is the big brother of the MAD Mini board (Lot #14). It is a larger board, and is more colorful with red, blue, and orange as the main colors. It is not shrinkwrapped, and suffers from a tiny paint rub on the bottom of the board. I would imagine that there are less of these boards in existence than the MAD Mini, as the MAD Mini was pictured in the California Skate Express catalog. Just the board in this lot. Condition is Near Mint.
137. MAD CHECKLIST #3 EST. \$50 ✓
 The last installment of the hard to find MAD Checklists, this one comes in two sections. This volume covers MADs #89-#136, and it also breaks down the Ridiculously Expensive MAD hardcover book. Section One has a yellow cover and Section Two has a pink cover. Both are in Near Mint condition.
138. NORWEGIAN MAD UN CUT POSTCARD SHEET EST. \$30 ✓
 This lot contains an uncut sheet of Norwegian MAD postcards. I believe these may have been a bonus in a Norwegian MAD special or annual. They are very colorful, and are from the late 70's or early 80's. Condition is mint.
139. SWEDISH MAD STICKERS EST. \$15 10
 This lot consists of a sheet of Swedish MAD stickers. Every sticker is identical and features the typical Mingo Alfred. in mint condition.
140. AURORA MODEL KIT IDEA PAMPHLET EST. \$20 20
 This is a tri-fold pamphlet which asks the buyers of Aurora models to come up with an idea for a new model. The Alfred E. Neuman kit is pictured on the inside front cover. I am not sure if these were already included in the kit boxes, or if they were part of a counter top display (my guess is that they were part of a counter display). Do me a favor and open up a sealed Alfred Kit and let me know if one of these is in there. I am just dying to know! This item is in mint condition.

141. PRE-MAD "X-RATED" MATCHBOOK EST. \$25 30
The inside of this matchbook features a pre-MAD Alfred with a surprise added feature. The cover of the matchbook reads "How's Your Business - Mine's Still Growing". When you open the cover, VOILA - out pops Alfreds' "manhood". The face and body part are located in the match area. The matchbook appears complete, with some edge wear. Condition is VG/F.
142. SPY VS SPY SUBSCRIPTION PREMIUM SET EST. \$50 50
This set of pins was offered in 1991 as a subscription bonus for those who ordered a 40 issue subscription. The three pins are: Black Spy with a bomb, White Spy in a tank, and the MAD logo. The White Spy pin is the unreleased version with the lower skyline. Condition of all three is MINT.
143. AL JAFFEE CLOISONNE' PIN EST. \$25 25
Produced in 1990, this pin was the brainchild of Chris Gaines (Bills' son), and was met with hearty approval by Al Jaffee. The pin features a self-portrait of Al Jaffee in a beautiful cloisonne' enamel finish. In mint condition.
144. LITTLE JACK HORNER MATCHBOOK EST. \$15
This matchbook comes from the Little Jack Horner Joke and Magic Shop in Boston. The cover features Alfred E. Neuman with the "What-Me Worry" caption, and is blue and red on a white back. It probably dates from the 60's or 70's, so it not pre-MAD. Condition is F/VF with some surface wear.
145. ALFRED E. NEUMAN MONEY CLIP AND RING EST. \$30 30
Both of these items feature a pre-MAD image of Alfred E. Neuman on a red background. Although the image is pre-MAD, the items were probably produced in the last 10 years or so. Condition of both items are mint.
146. MAD BUSINESS CARDS LOT #2 EST. \$50
This lot features business cards from one current and two former employees of MAD. The first is the card of Lou Silverstone, a longtime writer for MAD, who is the now the editor of MAD's chief competitor, CRACKED. The second is from John Putnam, MAD's first art director, and the third is from Sergio Aragones whom we all know still works for MAD. Of special note are the cards of Putnam and Aragones. Putnam's card has a different layout and typeset than the other cards, and the MAD logo is more of a reddish-orange. Aragones' card has a self-portrait and is signed. Condition of all three are NM/M.
147. UNIVERSITY OF MINNESOTA MAD ART SHOW PINBACK EST. \$25 25
This pinback is from the Mark Cohen MAD Art Show at the Univ. of Minnesota's Northrop Auditorium. It features Alfred E. Neuman wearing a mortar board and has the caption "What-U Worry". It is in mint condition.

148. 1997 COMIC-CON INTERNATIONAL (SAN DIEGO) T-SHIRT EST. \$35 55
This t-shirt comes from the 1997 Comic-Con International San Diego show (more popularly known as the San Diego Comic Con). This shirt is in full color and features the artwork of Sergio Aragones. The back of the shirt has a smiling Alfred E. Neuman waving his hand with a crowd of people running away from him. The front of the shirt shows Alfred waving to Superman, Batman and Wonder Woman. The shirt is in mint condition.
149. AN INSANELY MAD COLLECTION PAPERBACK BOXED SET EST. \$20 20
This boxed set contains four books and the box features a cigar-smoking Alfred E. Neuman on the cover. Condition of the books average VG/F, while the condition of the box is not as good. The box suffers from surface, corner, and edge wear, and there is light to medium fading over 50% of the box. Water damage is apparent, and there is a tiny piece missing from the lower part of the back of the box. Overall condition of the box is FAIR. The low estimate reflects the overall condition of the box. Pick up this hard to find collectible at a low price.
150. THE WORLD IS GOING MAD PAPERBACK BOXED SET EST. \$65 252
This boxed set is the first one released by Warner Paperback Library. Entitled "The World Is Going MAD", this boxed set contains five books, and the box features Alfred E. Neuman's head in a globe stand. Condition of the books average F/VF, while the condition of the box is FINE, with some surface and edge wear and a couple of rough corners. The box is solid, with no rips, holes or tape. Here's a chance to get one of the rarer paperback boxed sets.
151. FULL BOX OF MAD STICKER WAX PACKS EST. \$50
This lot consists of a complete 36 count box of 1983 Fleece MAD sticker packs. The condition of the packs are mint, while the box is a VG/F. The box has surface and edge wear and one corner of the box has become unglued. Otherwise, the colors are bright and the box is solid.
152. SHABBY ROAD COMPACT DISC EST. \$25
Released in Australia in 1995, this compact disc features music by the two former co-editors of Australian MAD, Steve Lopes and Jason Davis. The cover of the compact disc is a parody of the Beatles' album cover for "Abbey Road". In mint condition.
153. 1997 DC COMICS CHRISTMAS CARD EST. \$25 40
This card was sent out by DC Comics for the 1997 Christmas season. It is a Fold-In card, written and drawn by Al Jaffee. It features Alfred E. Neuman handing out cloth for new costumes to the DC Comics Superheroes (Superman, Batman, Wonder Woman, The Flash, etc.). It is unfolded, in mint condition, and comes with its own envelope, also in mint condition.
154. BUTTON EXCHANGE PINBACK BUTTONS EST. \$35
This is a complete set of six pinback buttons from the Button Exchange. They feature Alfred and Spy vs Spy. In mint cond.

155. COMPLETE SET OF MAD CALENDARS EST. \$75 75
 This lot contains a COMPLETE set of MAD Calendars, from the years 1976,77,78,79,80,81,89,90,and 93. The average condition of the calendars is F/VF and three of the calendars are worthy of note. Two calendars, 1989 and 1990, are still factory sealed but the 1989 does have a small seal tear in the lower left corner. The 1978 comes with its original mailing envelope.
156. MAD/CRACKED LABEL STICKER EST. \$10 10
 This label sticker was used on magazine racks in bookstores that displayed MAD and CRACKED together. It is a clear sticker with black printing, and measures approximately 1" X 10". It is in VF condition with some surface wear. A very unique item.
157. EC PUBLICATIONS MAILING ENVELOPES EST. \$45 —
 This lot consists of three letter size mailing envelopes, one from every address MAD has had. The 225 LaFayette St. envelope has the slightest of browning along the edges and has a lighter blue printing than the other two envelopes. Condition of this envelope is NM. The other two envelopes from 850 Third Ave., and 485 Madison Ave. are MINT/
158. OVAL PRE-MAD PICTURE EST. \$75 102
 This picture features a pre-MAD image of Alfred E. Neuman with the "Me - Worry" caption. This picture bears a copyright date of 1914, and says "Copyright 1914 Stuff & Wilson" above the caption. It is framed in an oval frame and is ready to hang. Condition is FINE.
159. SIGNED SERGIO ARAGONES 3-D BOOK EST. \$25 25
 This 3-D book features all new artwork by Sergio Aragones. The contents of the book is similar to the work he does for MAD and his comic book "Louder Than Words". Produced in the late 1980s, this book is in mint condition, and is signed in red and blue pencil on the inside front cover. The 3-D glasses are still attached inside.
160. MAD FOR KEEPS HARDCOVER BOOK EST. \$125 —
 This is a first printing of the first hardcover book produced by MAD. The condition of the book is FINE, while the dustjacket is G/VG. The dustjacket suffers from light surface wear, rough corners and edge tears. There is also a 1 inch tear at the top of the dustjacket spine. The colors are bright with no fading.
161. MAD FOREVER HARDCOVER BOOK EST. \$75 —
 This is a first printing of the second hardcover book produced by MAD. Released in 1959, the condition of the book is VF, with white pages and a tight spine. The condition of the dustjacket is FA/G, with surface wear and water staining. There are some edge tears, and there is a 2" X 2" hole starting from the mid lower left spine. The colors are bright with no fading.

162. A GOLDEN TRASHERY OF MAD HARDCOVER BOOK EST. \$125 152
 Released in 1960, this is a first printing of the third MAD hardcover book. The condition of the book is VF, with a tight spine and white pages. The dustjacket is in G/VG condition, with surface wear and rough edges. There are small pieces out of three corners on the front of the dustjacket. The colors are bright with the slightest of fading. This is probably the hardest to find of all of the MAD hardcovers, even without the dustjacket.
163. THE RIDICULOUSLY EXPENSIVE MAD HARDCOVER BOOK EST. \$200 220
 Released in 1969, this book is the most fun to read of the first four of the MAD hardcovers. The reprints are a good read, but it is the bonuses that make this book special. The bonuses are borrowed from the MAD Annuals (Worst, Trash, and Follies), with the most difficult bonus to find; the "Meet The Staff Of MAD" record. Also difficult is the unbound sheet of instructions for assembling the MAD Mobile. The condition of the book in this lot is F/VF with white pages and a tight spine. The bonuses are all included and they are also attached, with the exception of the record. The dustjacket is in VF/NM condition, due in part to a "library book" type of plastic covering. With the exception of the Gaines copies, this is one of the finest examples of this book to come to auction.
164. PRE-MAD BUSINESS CARD EST. \$35 55
 This lot consists of a pre-MAD business card given out by a Philadelphia tailor shop. The front of the card features a pre-MAD Alfred E. Neuman (the picture is exactly like one in lot #158), and the back of the card reads "Let Us Worry About Your Appearance - A Complete Tailoring Service". The condition of the card is VG/F, with edge wear and slight browning.
165. 1984 ALFRED E. NEUMAN FOR PRESIDENT MAILING LABEL EST. \$30
 This mailing label comes from the 1984 Alfred E. Neuman for President "campaign headquarters" in Clearwater, Florida. These are the folks who produced the 1984 A.E.N. for President campaign kit. The kit included the following items: T-shirt, bumper sticker, write-in ballot card, order form, and cover letter. The t-shirts were sold nationally in retail stores like Sears and J.C. Penney, and there was a full page ad for the shirts in the National Enquirer. The condition of the mailing label is VF/NM, with slight surface wear, and has a typewritten name and address on the front.
166. 1989 MAD BEACH TOWEL EST. \$150 475
 Produced in 1989, this beach towel was sold in discount stores like K-Mart and Wal-Mart. Measuring 30" X 60", this beach towel features Alfred E. Neuman as Uncle Sam with the caption "Who Needs You". Above Alfred's head it says "American As MAD Magazine". The towel is rich and vibrant in color with dark hues of red, blue, and purple. The towel is unused, unwashed, and is in MINT condition.

167. BRITISH MAD PINBACK BUTTON EST. \$35 35
This button was part of a set of subscription premium buttons offered to the subscribers of British MAD. The condition of the button is F/VF, with tiny rust spots on the back of the button. It is in full color with no fading.
168. PRE-MAD PINBACK BUTTON EST. \$25 35
This is a small 1" button with a pre-MAD portrait of Alfred. It is black and white with no fading. The condition of the button is F/VF, with dirt build-up on the back. I am unsure of the button's age, but I would guess it is from the 40's or 50's.
169. COLLECTIBLY MAD PINBACK BUTTON EST. \$10 10
Produced as a promotional item for the book Collectibly MAD, this pinback was given away by the book's publisher, Kitchen Sink Press. The button features the cover of Collectibly MAD on the front. It is in mint condition.
170. SMALL UP THE ACADEMY PINBACK BUTTON EST. \$10 10
Produced in 1980, this button was a promotional item for the MAD movie, Up The Academy. It features Alfred E. Neuman wearing a combat soldier's helmet, with a pigeon on top. The caption reads "MAD Magazine Presents - Up The Academy". In mint cond.
171. THE MAD MORALITY / WHAT ME MORAL PINBACK BUTTON EST. \$200 1454
Produced in 1971, this pinback was an extremely short-lived promotional item for the book, The MAD Morality. The pinback features Alfred E. Neuman with the caption "What-Me Moral". It is black and white with a red background, and is in MINT condition. This is definitely the RAREST of all the modern MAD pinback buttons.
172. ALFRED'S MAD MEMO PAD EST. \$100 100
Produced as a promotional item, the memo pad was another brain-child of MAD's maddest writer, Dick DeBartolo. This is a FULL memo pad, and the sheets are yellow with black print. It is also the only memo pad I've seen with yellow paper. The other memo pad sheets I've seen are black on blue and red on white. This memo pad is in VF/NM condition, with slight wear to the top sheet.
173. I WENT MAD AT MOONDOG'S PLASTIC BAG EST. \$10
This was a promotional item produced for the 1994 Chicago Comic Con. These were given away at the Moondog's kiosk in the lobby of the convention center. The bag features Alfred E. Neuman and has the caption "I Went MAD At Moondog's". Moondog's, by the way, was a Chicago area comics dealer (It has since closed). The condition of the bag is NM. The bag has been folded.
174. MAD / CHICAGO COMICS PLASTIC BAG EST. \$10 10
This was a promotional item produced for the 1995 Chicago Comic Con. These were given away at the Chicago Comics booth in the dealers alley. The bag features Alfred E. Neuman and says "MAD What-Me Worry". The condition of the bag is NM, and is folded.

175. SYQUEST COMPUTER PLASTIC BAG EST. \$10 10
Produced in 1994, this plastic bag was a promotional item for Syquest Technology. It features Alfred E. Neuman on both sides, and is in NM condition. The bag has been folded.
176. AUSTRALIAN MAD TANK TOP AND SHORTS SET EST. \$50
This lot features one of the better clothing ideas from MAD Wear International, the Australian maker of licensed MAD clothing. The tank top features an embroidered MAD logo on the back neck area, while the shorts have Alfred's face embroidered on the left thigh. The clothing is black with color embroidery, and the material is a poly/cotton blend. This set is in mint condition.
177. CANADIAN MAD BOXER SHORTS SET EST. \$50 50
Produced by Watson Brothers in 1992, these boxer shorts were sold exclusively in Canada. The first pair of boxers feature Alfred E. Neuman holding a video camera. The second pair has the Black and White Spies going about their usual antics. Both pairs of shorts are in mint condition, and each has the MAD tag still attached.
178. FLIP T-SHIRT EST. \$50 50
This t-shirt was produced in 1995, by the same company who made the unlicensed MAD Mini and Rune Glibberg skateboards. The front of the t-shirt features Alfred E. Neuman with glasses wearing a beanie, with the caption "Like...FLIP". The idea for the t-shirt design was taken from the early MAD paperback book, "Like... MAD". The t-shirt is dark blue and is in mint cond.
179. FLIP HOODED SWEATSHIRT EST. \$75 75
For an accurate history of this item, please read the previous lot's description. The only difference between these two lots is that this is a gray hooded sweatshirt, and it is probably rarer than the t-shirt.
180. MAD SWEATSHIRT #1 EST. \$50 50
Produced in the late 1980's by Sun Sportswear, this sweatshirt features the cover artwork to MAD #74. This sweatshirt is light blue/green in color and is in VG/F condition, with noticeable wear and washing.
181. MAD SWEATSHIRT LOT #2 EST. \$75 75
This lot features the hard-to-find sweatshirt from the Warner Brothers Studio Store. It features beautifully embroidered graphics of Alfred and the MAD logo, and is medium gray in color. A nice, heavy duty sweatshirt, it is unwashed, unused, and is in MINT condition.
182. AUSTRALIAN MAD SILK BOXER SHORTS EST. \$35 40
Produced in 1994 by MAD Wear International, these silk boxer shorts feature Alfred E. Neuman in various styles of ethnic dress, very similar to the Stanley DeSantis "United Colors of MAD" t-shirt from 1992. They are unused, unwashed (I would hope so), and in MINT condition.

183. CANADIAN MAD NECKTIE #1 EST. \$35 50
Produced in 1992 by Watson Brothers, this tie features Alfred E. Neuman looking like he's going to BARF. He's got his hand over his mouth, with a queasy look on his face. This tie is in full color, and is in mint condition. Also comes with a MAD tie hanger.
184. CANADIAN MAD NECKTIE #2 EST. \$35 40
This tie features Alfred E. Neuman sailing through the uprights while still holding on to the football. Sold exclusively in Canada, this tie is in full color and is in mint condition. Also comes with a MAD tie hanger.
185. CANADIAN MAD NECKTIE #3 EST. \$35 35
Another Canadian exclusive from 1992, this tie features the popular Spy vs. Spy characters doing what they do best. This tie also features the third female Spy; one of the few, if not the only, piece of MAD clothing that has the third Spy included. In full color and in mint condition, this tie also comes with a MAD tie hanger.
186. AUSTRALIAN MAD T-SHIRT EST. \$35 35
This t-shirt features Alfred E. Neuman on the front, and a black silhouette with the MAD logo on the back. Produced in 1994, this t-shirt is in mint condition. NOTE: The picture makes Alfred look like he has no eyes. His eyes are actually colored light blue.
187. ALFRED E. NEUMAN LIGHTER EST. \$100 100
Produced by the same folks who brought you the fake Alfred ceramic bust, this lighter features Alfred E. Neuman literally using his head. This item is a fake bust glazed a golden brown, with a butane lighter set in the top of Alfred's head. The lighter pops out easily for refilling, although this one has not been filled. The lighter is unused and in mint condition.
188. ALFRED E. NEUMAN CLOCK EST. \$125 259
This clock was also produced by the fake bust people, and is a terrific display item. This clock was made using a fake bust, attaching it to a pedestal, then glazing it dark gray. The battery operated clock mechanism is set into the pedestal and removes easily for changing time. The face of the clock has Roman numerals on it, giving the piece a more authentic Roman look. In mint condition. NOTE: The clock is currently set to Central Standard Time. I will change it to your time if you like, free of charge.
189. MAD MAGAZINES #140-174 WITH ORIGINAL MAILING SLEEVES EST. \$100
This lot consists of 35 Mad Magazines numbered 140-174, all with their original mailing sleeves. The overall grade of these magazines averages F/VF. The manila mailing sleeves are NM, and still have the address label attached. This lot also contains a subscription expiration notice postcard which was included in #174. It is in NM condition.

190. ALFRED E. NEUMAN HALLOWEEN COSTUME EST. \$150
Produced in 1960 by Collegeville Costumes, this Halloween costume was not a terrific seller when it was introduced. The costume in this lot is in overall G/VG condition with a couple of small seam tears by the neck, and some staining on the orange pants. The mask is mint. This lot contains the costume and mask only. NO BOX. 150
191. UN CUT COVER SHEET WORST OF MAD #11 EST. \$60
This lot consists of an uncut cover sheet from the Worst of MAD #11. About the size of a movie poster, this would be a beautiful piece of art when framed. This item is in VF/NM condition, with some handling wear. This item is rolled. 60
192. FOUR COLOR SEPERATION SHEET POSTER EST. \$60
This is a color seperation sheet used while printing MAD #174. Usually part of production waste, this sheet somehow survived the aftermath and landed in the lap of a collector from the East Coast. It is not very colorful (pink/red), but is a truly unique MAD collectible. Condition is VG/F, with handling wear. 60
193. ALFRED E. NEUMAN BUST - LARGE EST. \$300
This is an excellent specimen of the more difficult to find large Alfred E. Neuman bust. The head and shoulders are white, and the base is not cracked or chipped. The felt is a light green, but there is no sticker. Overall condition is VF. 300
194. MEET THE STAFF OF MAD CARDBOARD RECORD EST. \$25
Introduced as a pull-out bonus in the Worst Of MAD #2 annual, this record is in terrific shape with no scratches or creases. This record will instantly double the value of your Worst of MAD #2 or your Ridiculously Expensive MAD hardcover book, provided neither of those books contain this record. I am not sure if it has been played (I haven't played it), but it is in F/VF condition with some edge and corner wear. 20
195. THE OFFICIAL MAD QUARTZ ANALOG WRISTWATCH EST. \$50
Produced in 1987, this watch features Alfred E. Neuman in a straightjacket on the watch face. Alfred's legs are the hour and minute hands. The watchband is red and is one of many different color variations the watchband has. The watch is in mint condition, and the package is F/VF, with surface wear. 40
196. MAD ABOUT THE SIXTIES POST-IT CUBE EST. \$25
This Post-It cube was a promotional item for the MAD About The Sixties book, which was released in 1995. The sides of the cube feature Alfred E. Neuman as a hippie with the words "MAD About The Sixties". It is green and purple in color, with the colors alternating on each side. It is still shrink-wrapped and in mint condition. 40

197. MAD ART SHOW T-SHIRT EST. \$30 30
 This t-shirt is from the Mark Cohen MAD Art Show at the 3rd Floor Gallery in Chico, California. It is printed in black and green, and depicts Alfred E. Neuman as Robin Hood. It is unwashed, unused, and in mint condition.
198. THE "ORIGINAL" ALFRED E. NEUMAN SHIRT EST. \$35 35
 Produced in 1981 by Kedsco, this shirt features Alfred E. Neuman in his classic pose. The shirt is long sleeve, and has Alfred's name printed on each sleeve. The shirt is gray and the imaging is in full color. The shirt has been worn and washed; condition is a solid VG+.
199. AUSTRALIAN MAD DENIM GRANDFATHERS SHIRT EST. \$100
 This is arguably the nicest shirt that MAD Wear International produced for Australian MAD. The front of the shirt has the MAD logo embroidered on the breast pocket, while the back of the shirt features Alfred with the "What-Me Worry" caption and the word MAD up above. It is unwashed, unused and in MINT condition
200. AUSTRALIAN MAD POLO SHIRT. EST. \$75
 Another fine piece of clothing from the land "Down Under". This polo shirt features Alfred with the "What-Me Worry" caption on the front, and the MAD logo embroidered on the back. The shirt is in mint condition, and even includes the description and price tags.
201. MAD CHECKS WITH CHECKBOOK COVER EST. \$20
 Produced in 1996 by Liberty Check Printers, these checks were sold only through credit unions who had Liberty as their check printers. There are six different check designs; a Spy vs Spy, an Al Jaffee, and four covers (Alfred eating corn, A.E.N. for President, Alfred with the King of Diamonds, and Evolution (What Me Furry)). The checkbook cover is very cool. It has a full color Alfred E. Neuman on the cover, with various E,W reprints on the front and back. This lot contains one of each check and one checkbook cover. For security reasons, the account number on the bottom left corner of the check has been single hole punched about 5 or 6 times. This does not detract from the artwork on the checks. The checkbook cover is mint.
202. FEINGOLD/NEUMANN PINBACK BUTTON EST. \$20 25
 Produced in 1998 for the Wisconsin Democratic Party meeting in Madison, this is a very limited edition collectible, with a print run of only 200. The front of the button features Senator Russ Feingold, a democrat, and our own Alfred E. Neuman. The real Neumann, Republican challenger Mark, would normally occupy Alfred's space. Mr. Feingold and Alfred appear on the button with the caption, "Who Do You Want? Feingold Or Neumann", with Alfred's last name spelled Neumann, in obvious reference to Mr. Mark Neumann. It appears that the Alfred that was used is from the "Sure- I'm For Roosevelt" postcard from the 1940's. This button is colored red, white and blue, and is in MINT condition.

203. ABEL SANTOS POSTCARD

EST. \$25

25

Produced in the 1970's, this postcard was used to promote Abel Santos, a ham radio operator from New Bedford, Massachusetts. Mr. Santos promoted his station, KKA 7921, as the "MAD Mobile Station". The postcard features an unfamiliar artist's portrait of Alfred E. Neuman, and is printed in red and black ink on a white postcard. It is in mint condition.

204. LIMELIGHT POSTER INVITATION

EST. \$35

30

Made in 1985, this poster was used as an invitation to a party that MAD was holding to celebrate their 33rd year of publishing. The event was held at the Limelight, a restaurant in N.Y.C. The poster measures approx. 12" X 16", and features Alfred in his classic "What-Me Worry" pose. The poster is identical to the color portraits MAD was selling at the time, except that it has the word "Limelight" printed underneath the W.M.W. The poster also comes with its original mailing envelope, both of which are unused and in mint condition.

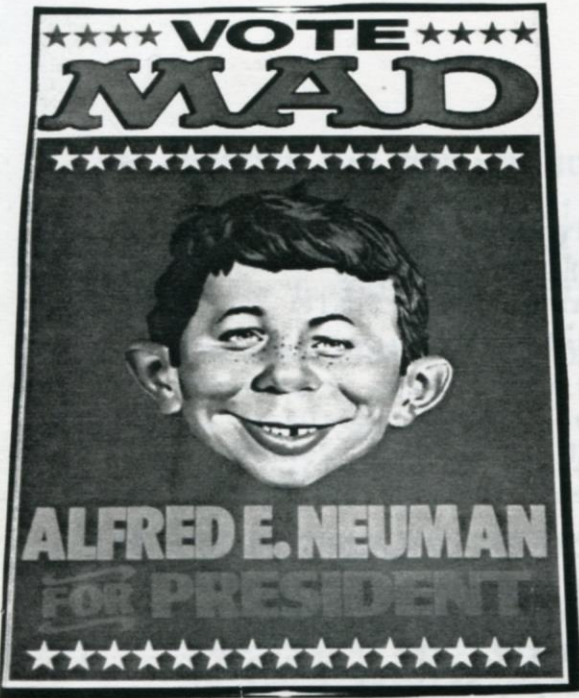
205. MAD PANIC ORIGINAL COVER ARTWORK

EST. \$50

50

This lot contains the original cover artwork to MAD/PANIC #40. The cover features Alfred E. Neuman sitting at his computer, attempting to correct his mistakes by applying White-Out to the computer screen. The artwork measures approx. 11"x17", and is done in pen and ink.....and White-Out! It is signed in the lower left corner by the artist, Cecil Sutton. In excellent condition.

END OF SESSION TWO



1.



2.



3.



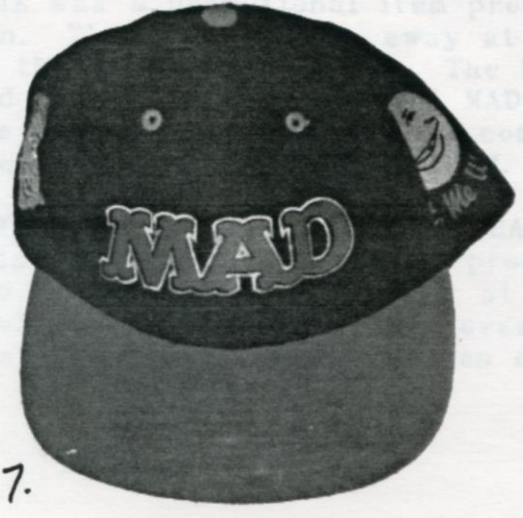
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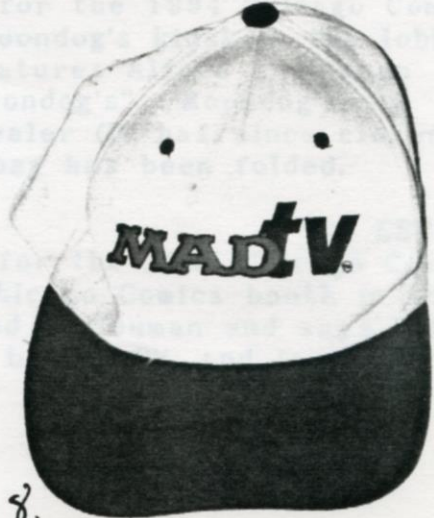
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Front 25.



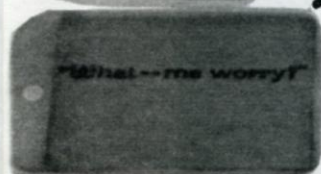
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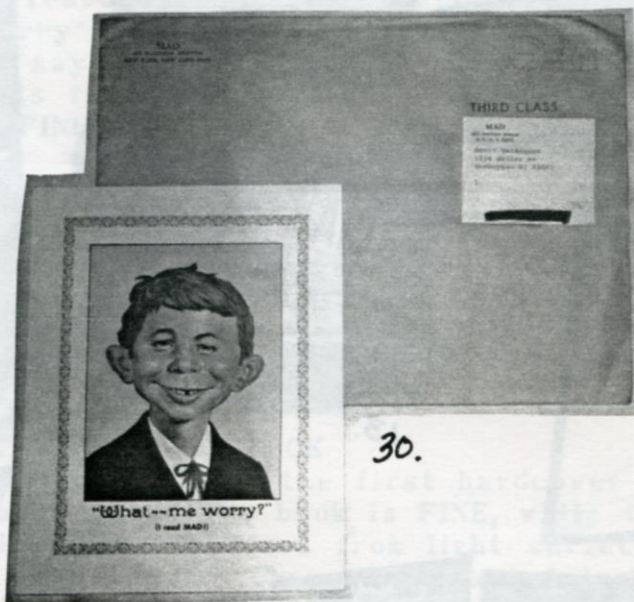
28.



Back



29.



30.



34.



35.



31.



32.



33.

BACKUP?

BUY A 503270 DRIVE THROUGH MERSEL AND AT NO ADDITIONAL COST RECEIVE A COPY OF MICROSOFT PUBLISHER. A \$99 VALUE.

The Microsoft MS-DOS 3.31 Backup Drive Drive is the most powerful backup drive available. It's the only backup drive that can backup 3.5-inch floppy disks, hard disks, and other removable storage devices. It's the only backup drive that can backup 3.5-inch floppy disks, hard disks, and other removable storage devices.

SyQuest

Microsoft

37.

100-004270

Please accept this certificate of our first class air service. Please let us know if you have any questions.

PAN AMERICAN

We have over 100 cities in 170 air lanes connecting them to each other and the world.

INTERNATIONAL

WORLD'S MOST... (faded text)

Top Pan Am... (faded text)

Let's... (faded text)

... (faded text)

39.

WHAT ME WORRY?

The Microsoft Backup... (faded text)

harp on this

38.

36.

WELCOME MAD MAGAZINE CENTRAL TRAVEL

MAD

SWAMP

CYR

41.

ME WORRY?

MAD SUCKS

So start coffin up the dough! Buy this magazine! There's a lot at stake! Mainly YOU!

HYPOCRITE MAD

HOW TO BE TWO-FACED AND THE PERFECT HYPOCRITE IN TEN EASY LESSONS

THE MAD

42.

VALUE PACK !!

Collectible Trading Cards #

Only \$2.97

Includes:

- 3 MAD PACKS
- 1 GREGGY BASKBALL HOLOGRAM

A \$6.00 Value

43.

MAD SHOW

FRENCH'S MUSICAL LIBRARY

THE MAD SHOW

A Musical Show Based on Mad Magazine

Part of the... (faded text)

SAMUEL FRENCH, INC.

45.

JAKE/SIT-STIFFS

44.

MAD

46.

JUDGE BAKULA

47.

MAD

What, Me Worry?



49.



51.



53.



50.



52.



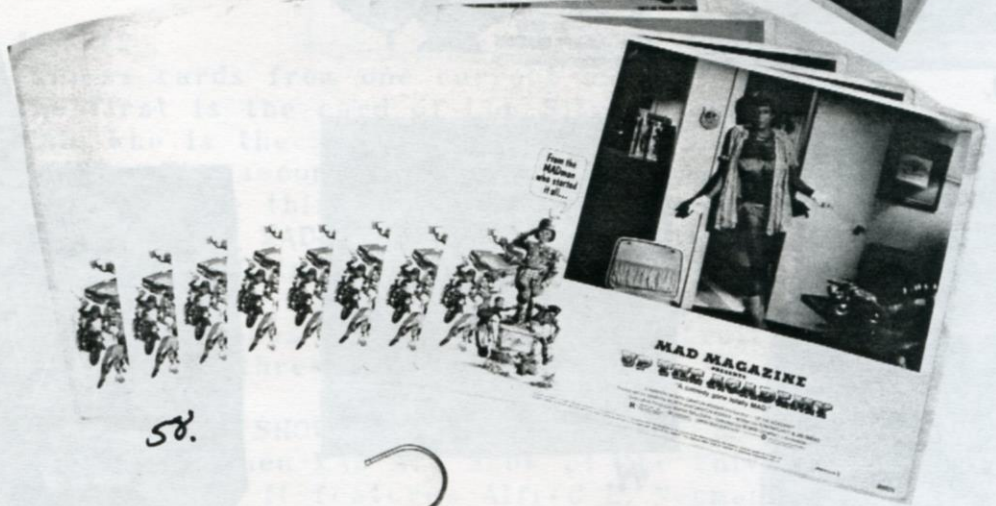
54.



56.



55.



58.



59.

WE'LL CARRY ON WITH THE LAUGHTER, THE IRREVERENCE, THE MISCHIEF AND, OH YEAH, THE MAGAZINE, TOO. WE'LL MISS YOU, BILL.

LOVE,
"THE USUAL GANG OF IDIOTS"



57.



60.



61.



62.



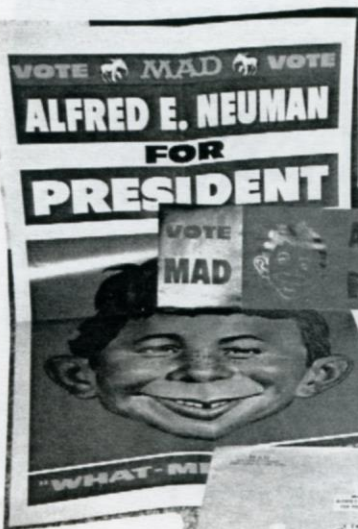
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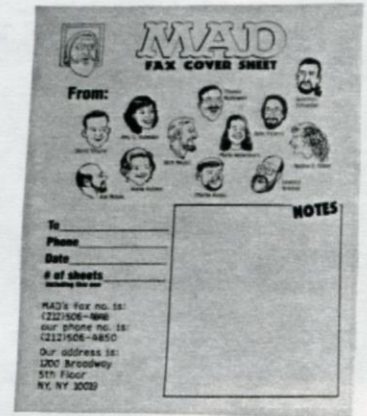
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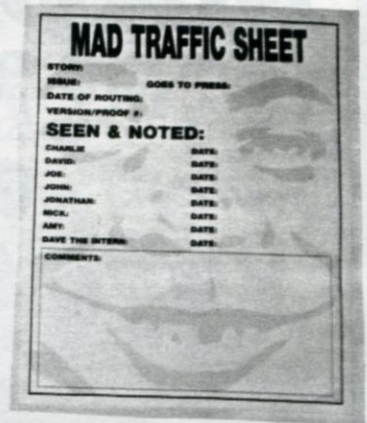


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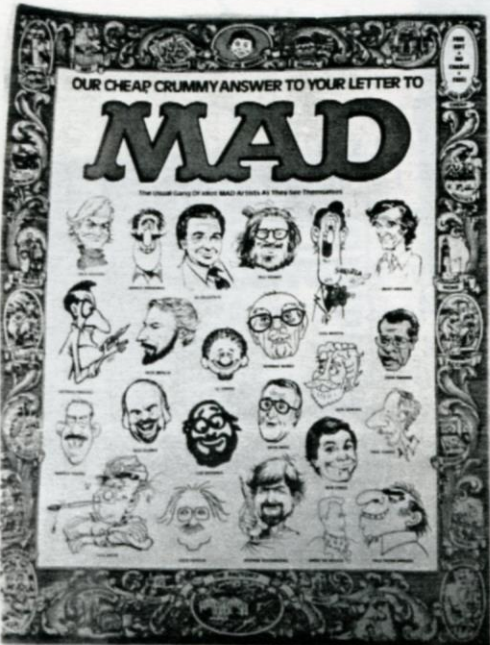
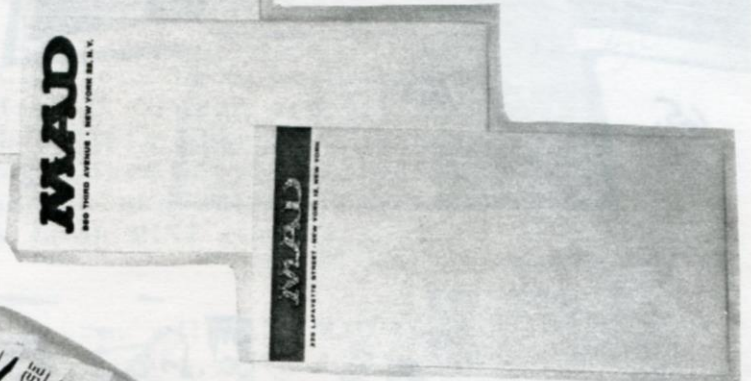
73.



74.



78.



79.



77.



80.

WE HOPE WE MADE YOU SMILE



The Marlboro Smoke Shop

Front



FIRST CLASS MAIL

82.

MAD LAUGHING MATTER



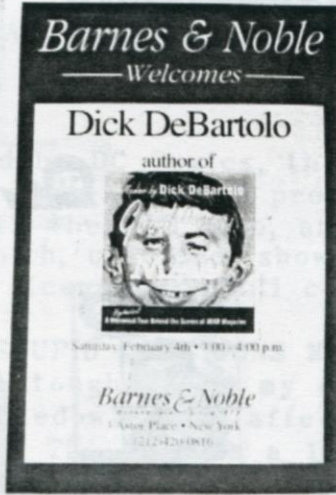
"Without Mad, it would have been harder to survive a Republican upbringing."

-- Candice Bergen



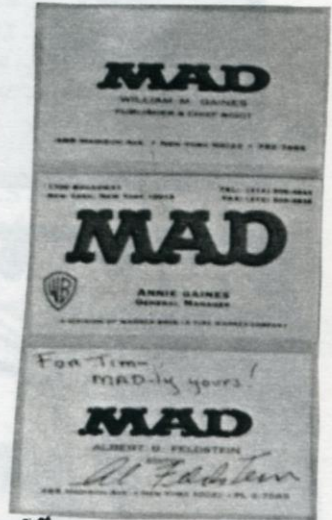
Back

81.



83.

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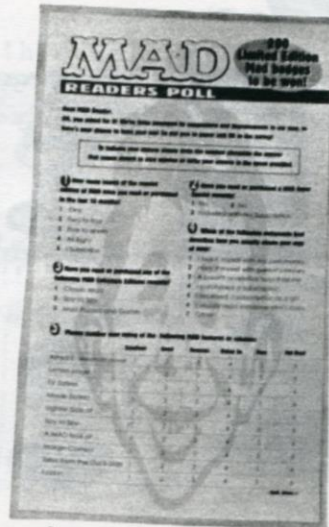
90.



89.



93.



87.



92.



94.



Don't Get Even. Get Mad!
The MADtv Miller Lite Bus Is Coming!

This bus is sponsored by Miller Lite.

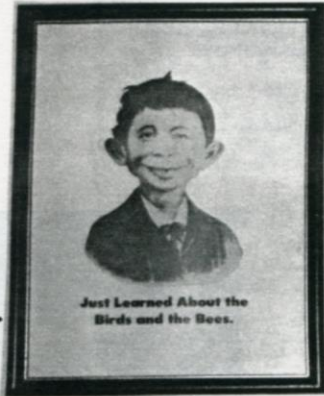
- Try out for the Miller Lite Cheerleaders and you may end up at Super Bowl XXXIII!
- Enter to win a part in a sketch on MADtv!
- Be festive... you may be videotaped!

* **FUNDAY OCTOBER 5TH**

* **PACHERS VS. TAMPA BAY**

* **WIN PACHER TICKETS & LODG OF OTHER PACHER PRIZES!**

* **PITCHER OF LIT AND MAD ONLY \$5.00**



95.



99.



98.



97.



100.

MAD

THE MASK

MAD

FREE CD OFFER

INSIDE: Batman Forever, Football Cards, Gladiators

WSAGENT NOW

96.



102.



101.



103.



104.



105.



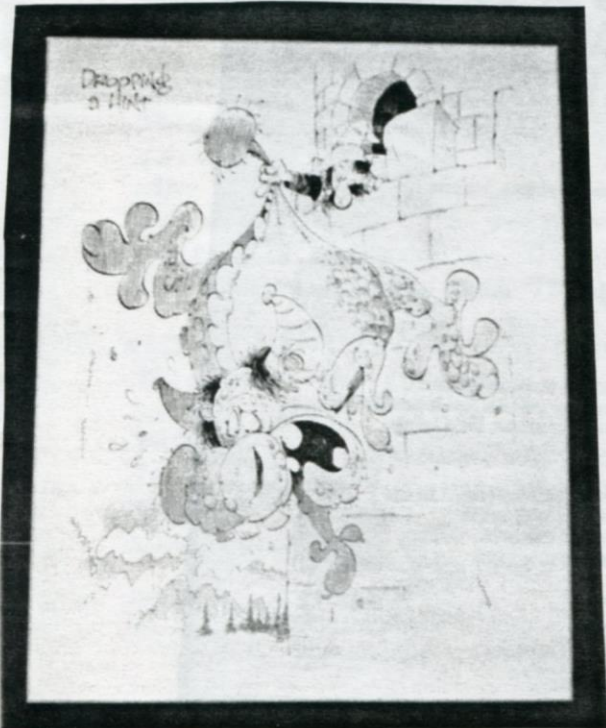
107.



108.



106.



110.



109.

Humor in a
Jugular Vein

THE
ART, ARTISTS
AND ARTIFACTS OF

MAD

MAGAZINE, from the collection of Mark J. Cohen





JANUARY 24 THROUGH MARCH 8, 1992




Sonoma County Museum
425 Seventh Street
Santa Rosa, California

Meet These MAD Artists in person

MORT DRUCKER • January 25 - 1 to 4 pm 

AL JAFFEE • February 22 - 1 to 4 pm 

SERGIO ARAGONES • February 22 - 1 to 4 pm 

Head of Alfred E. Neuman by C.C. Beal © 1986, E. C. Publications, Inc. MAD logo is a Registered Trade Mark. Used by permission.

111.

THE
MAD
SHOW



THE NEW THEATRE 154 E. 54th ST.
PL 2-0440

112.

ARTSPACE AND THE NEWS & OBSERVER PRESENT AN EXHIBIT OF ORIGINAL ARTWORK
HUMOR
IN A JUGULAR VEIN

THE ART, ARTISTS, AND ARTIFACTS OF
MAD MAGAZINE

FROM THE COLLECTION
OF MARK J. COHEN




NOVEMBER 6
THROUGH
DECEMBER 6
1992


OPENING RECEPTION
FRIDAY, NOVEMBER 6, 1992
8 TO 10 P.M.


ARTSPACE • 201 E. DAVIE STREET • RALEIGH, N.C. 27601 • (919) 821-2787

RECIPE: 1/2 cup salt, 1/2 cup pepper, 1/2 cup sugar, 1/2 cup oil, 1/2 cup vinegar, 1/2 cup ketchup, 1/2 cup mustard, 1/2 cup mayonnaise, 1/2 cup relish, 1/2 cup pickles, 1/2 cup onions, 1/2 cup tomatoes, 1/2 cup lettuce, 1/2 cup cheese, 1/2 cup ham, 1/2 cup chicken, 1/2 cup beef, 1/2 cup pork, 1/2 cup lamb, 1/2 cup fish, 1/2 cup seafood, 1/2 cup fruit, 1/2 cup vegetables, 1/2 cup nuts, 1/2 cup seeds, 1/2 cup grains, 1/2 cup legumes, 1/2 cup dairy, 1/2 cup eggs, 1/2 cup alcohol, 1/2 cup tobacco, 1/2 cup drugs, 1/2 cup weapons, 1/2 cup explosives, 1/2 cup fire, 1/2 cup water, 1/2 cup air, 1/2 cup earth, 1/2 cup space, 1/2 cup time, 1/2 cup infinity, 1/2 cup everything.


113.

 **ALFRED E. NEUMAN'S
FIRST AID FOR CHOKING**
In Restaurants

1 Find out what the victim is choking on 

2  Don't order that Dish for yourself

3 Force Liquid down the victim's throat.
If victim is choking on fish or fowl, use a chilled white wine.
If victim is choking on meat, use a red wine.

4 Administer four abdominal or chest thrusts
(it is more helpful to administer
this to the victim than to the
victim's beautiful companion). 

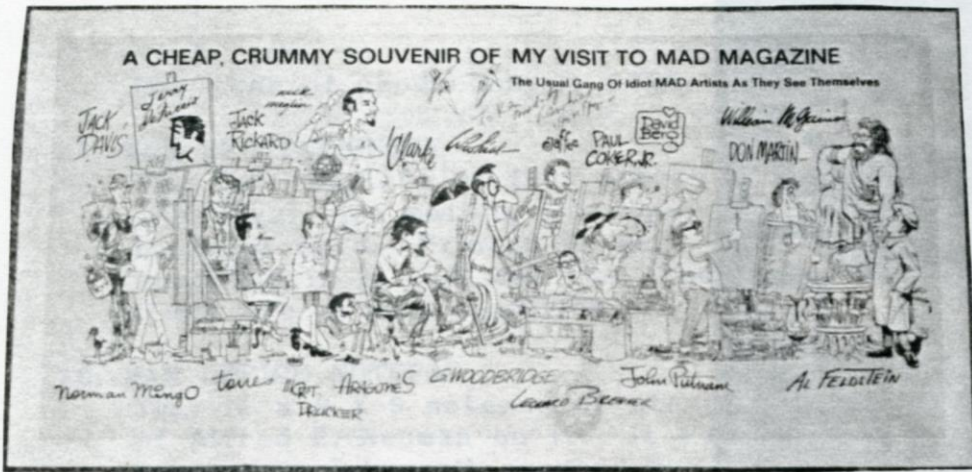
Repeat above sequence.
Be persistent.
Continue uninterrupted.

MAD

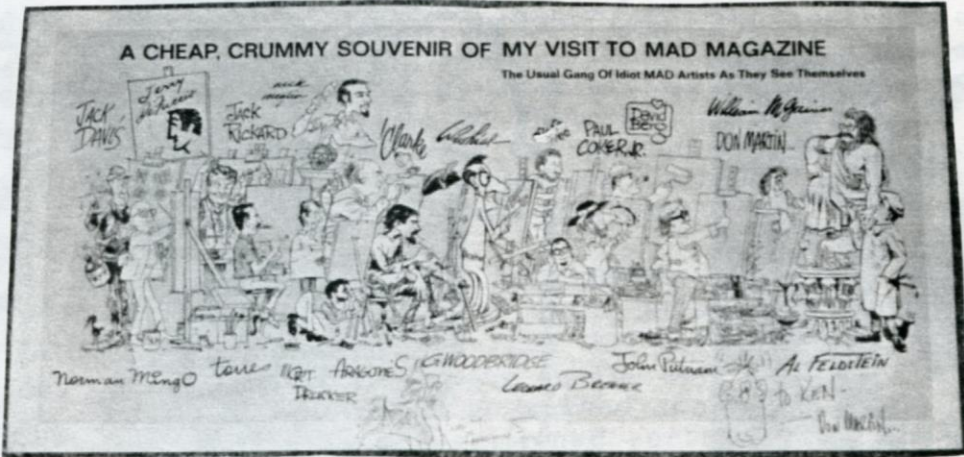
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SPONSOR: E.C. Publications, Inc. For More Emergency Agents Alfred's Advice

114.



115.



116.



118.



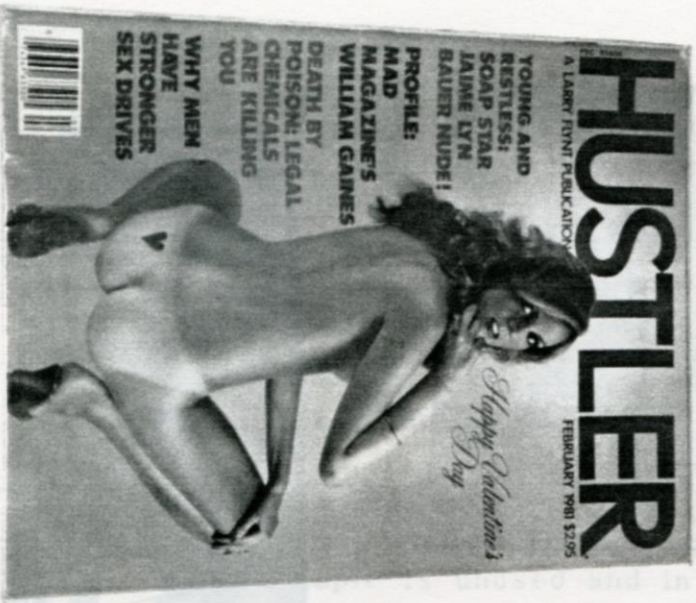
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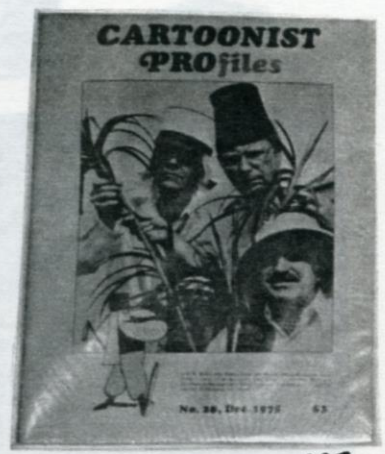
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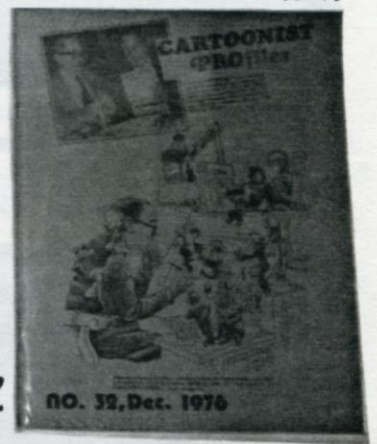
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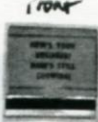
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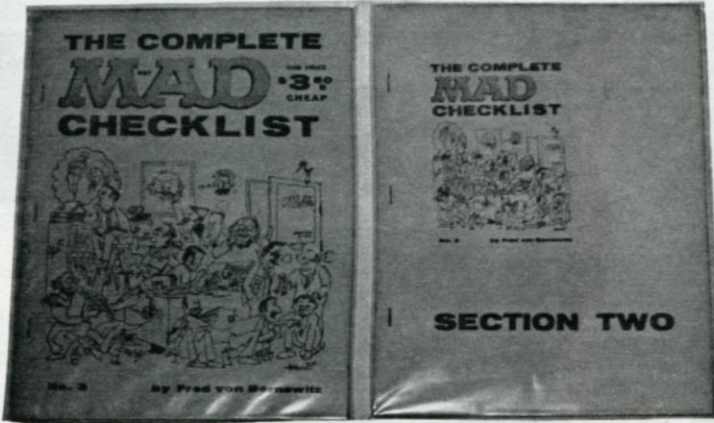
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153.

MAD/CRACKED

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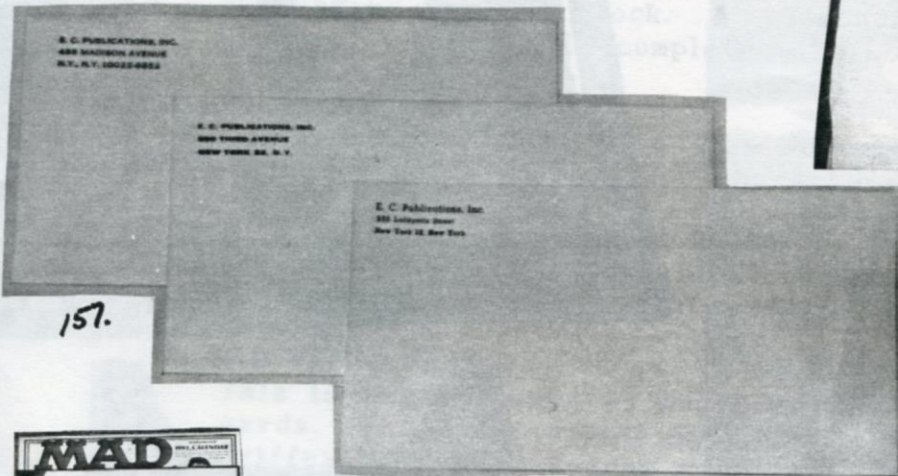


Front

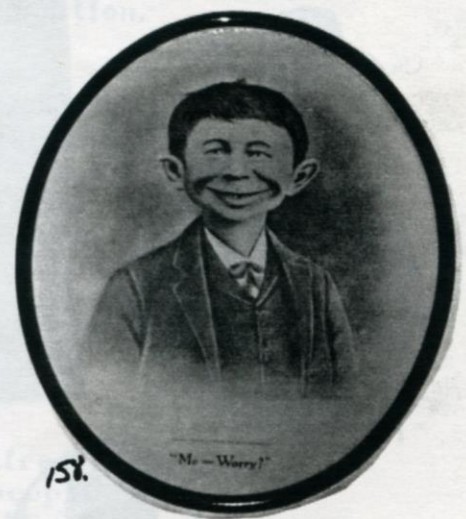


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Back



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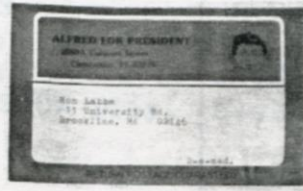
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Front

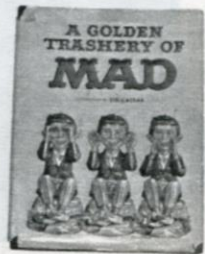
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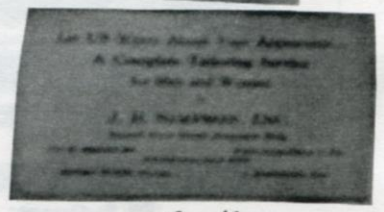
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163.



Back

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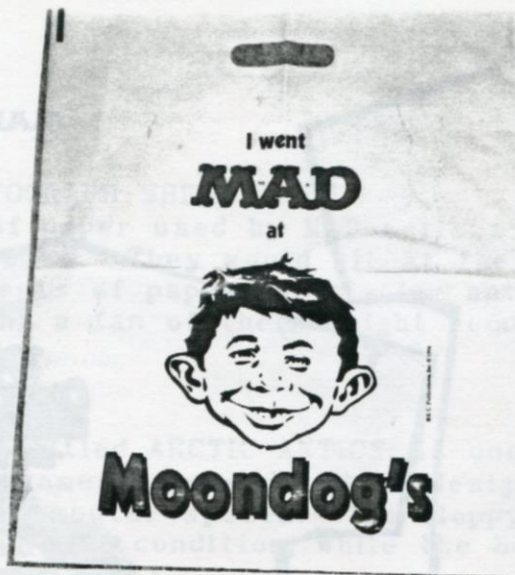
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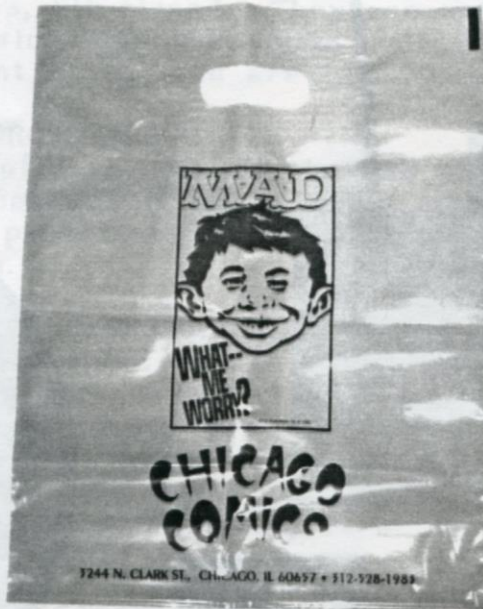
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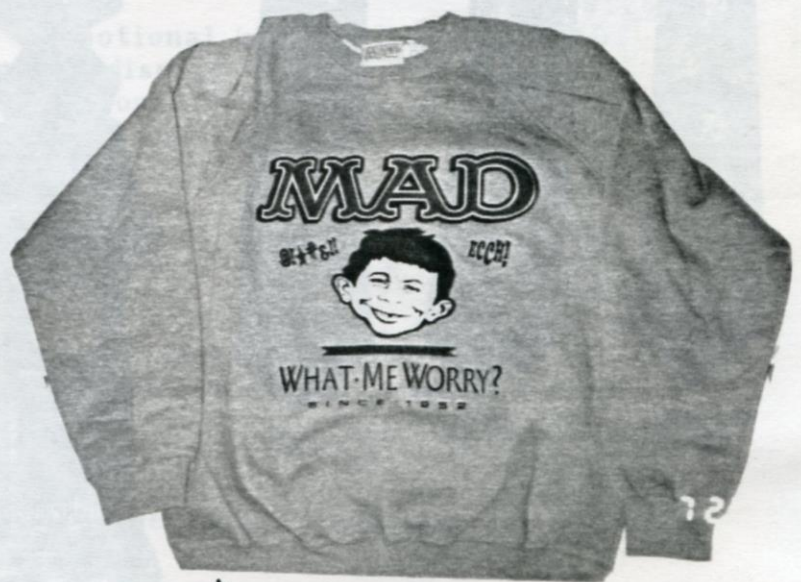
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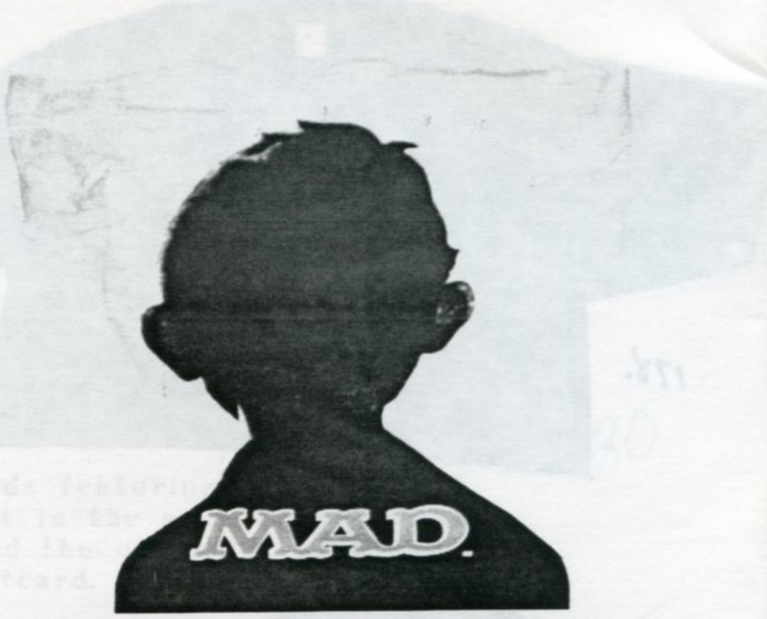


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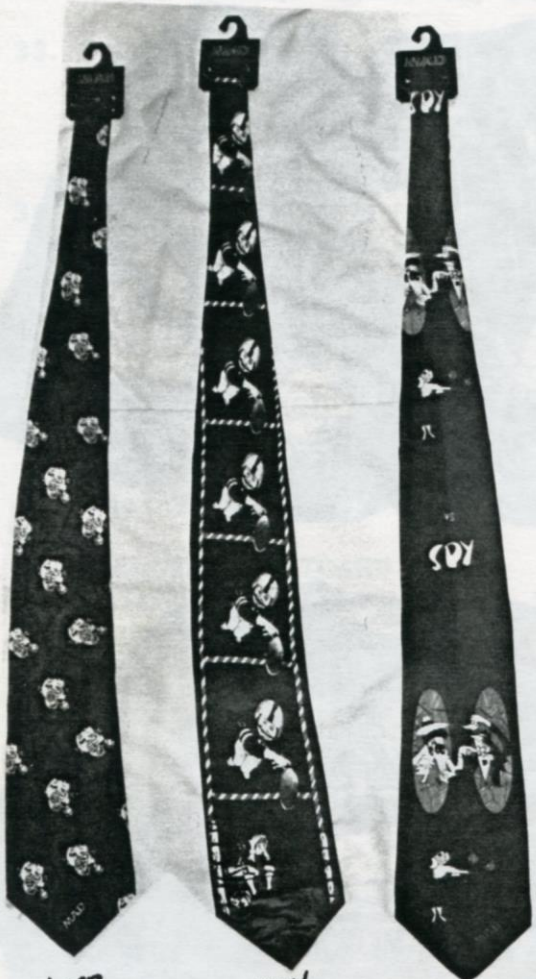


Front

186.



Back



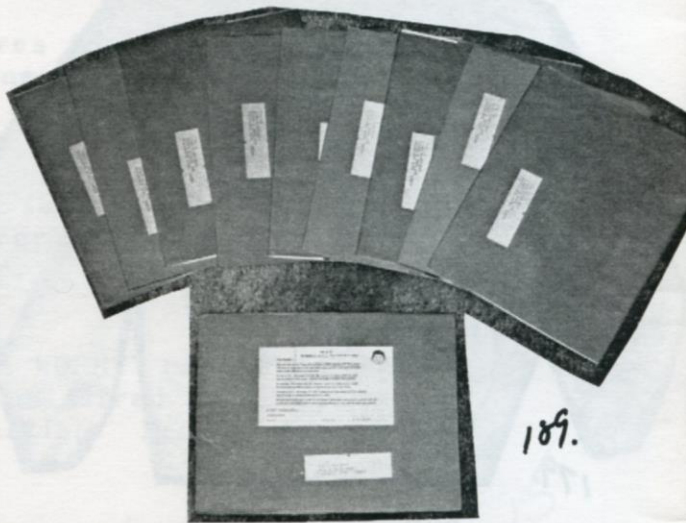
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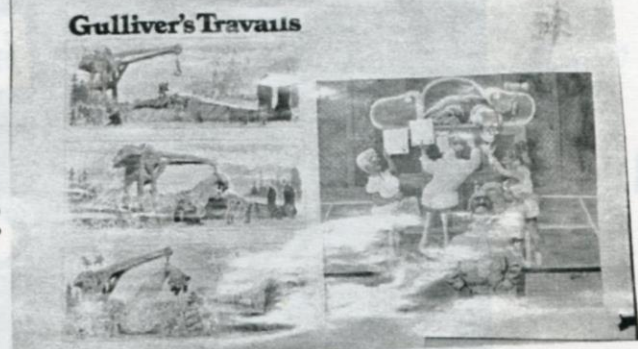
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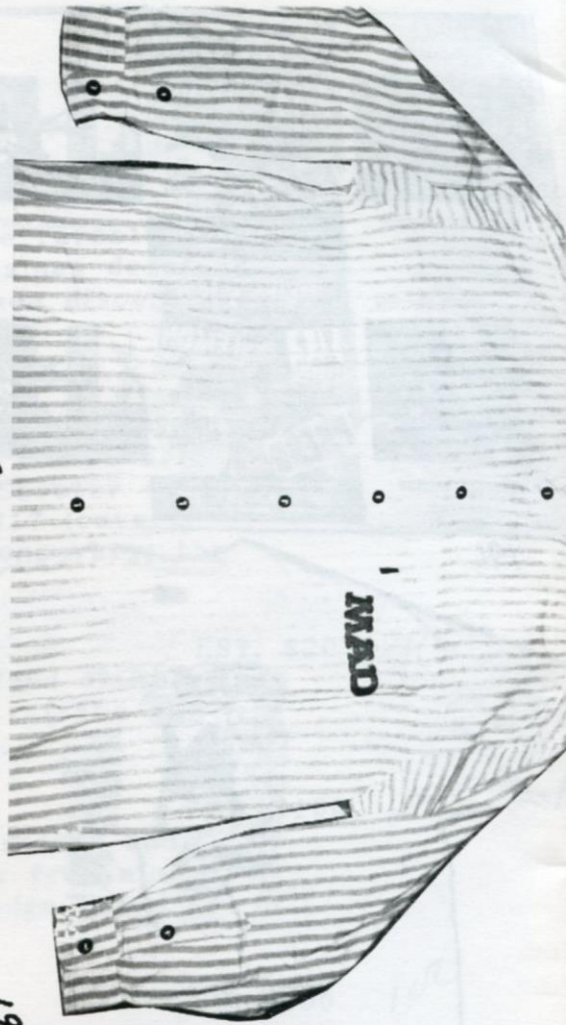


Front

198.



Back

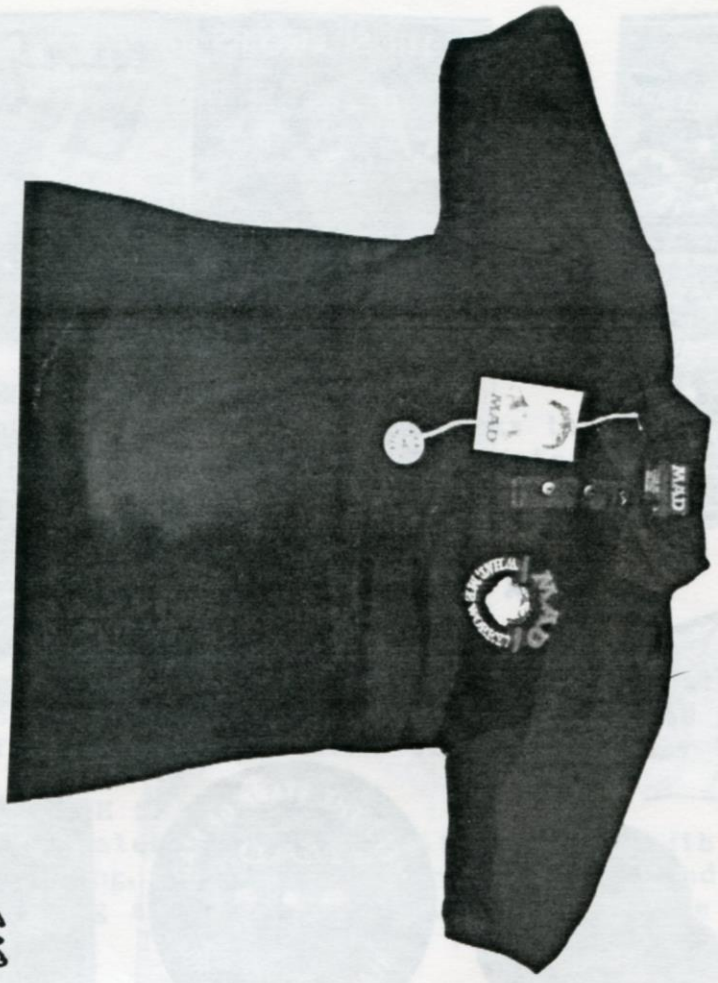


Front

199.



Back



Front

200.



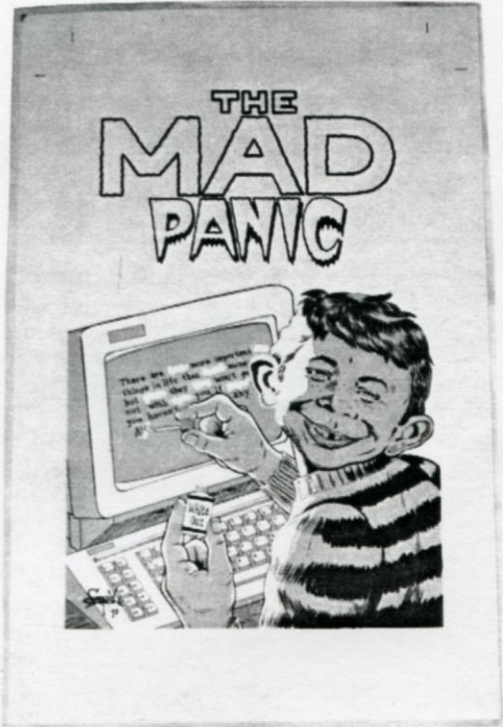
Back



201.

202.

203.



205.



204.

1998 MAD Fall Auction Prices Realized

Note: All items marked with a * indicate that the item was not sold and is available immediately
 All items marked with a ** indicate that there is more than one item available

1. 1980 A.E.N. for Prez poster	367	50. Sergio Aragones signed paperbacks	85
2. A.E.N. Psychedelic poster	586	51. The MAD Show promo album	55
3. MAD TV Standup	215	52. MAD record album cassette tapes	45
4. MAD Folkart Rug	100 *	53. Greasy Kid Stuff lotion bottle	30
5. Snappy Answers cocktail napkins	50	54. Spy vs. Spy glass tumbler	35
6. 1st printing Ballantine paperbacks	55	55. Hardees MAD booklets	125
7. Australian MAD Baseball Cap	100	56. Ross Perot coffee mug	15
8. MAD TV crew baseball cap	75	57. Australian MAD hanger	50 *
9. Australian MAD coffee mugs	75	58. Up The Academy lobby cards	30
10. Am. Mktg. Works T-Shirt	165	59. New York Times 6-10-92	35
11. Comics with Alfred appearances	50 *	60. Roger Kaputnik and God paperback	10
12. Read Magazine 4-1-66	105	61. Australian MAD paperback books	30 *
13. MAD Nash Skateboard	100 *	62. Don Martin paperback boxed set	235
14. MAD Mini Skateboard	100	63. Classically MAD paperback boxed set	50
15. MAD Bi-Rite button artwork	100 **	64. MAD bookends set	60
16. A.E.N. Bust - small	286	65. 1964 A.E.N. for Prez campaign kit	300
17. MAD Art Show pinback - Coos Bay	25	66. MAD logo magnet	35
18. Australian MAD pinback	10 **	67. A.E.N. latex bust	200
19. Sergio Aragones magnet	30	68. MAD fax cover sheet	20
20. MAD Art Show magnet - Raleigh	15	69. MAD traffic sheet	10
21. A.E.N. Silver/Bronze coin set	35	70. Cochran MAD Art auction catalogs	50
22. Completely MAD pinback button	100	71. MAD Show showcard	35
23. A.E.N. refrigerator magnet	222	72. MAD Candy sell sheets w/pictures	80
24. A.E.N. drivers license	20	73. MAD Checklist #1	75
25. MAD TV Crew Badge	50	74. MAD Checklist #2	138
26. The "NEW" MAD store display	125 *	75. MAD TV stationery	25 *
27. A.E.N. rubber stamp	94	76. MAD office notepad	35
28. Warner Bros. Money Clip	50	77. MADZINE fanzine lot	100 *
29. Up The Academy proof sheet	25 *	78. MAD office mailing envelopes	75 *
30. MAD Mailing envelope w/picture	50 *	79. Cheap, crummy answer to your letter	10
31. Petley postcard lot	20	80. Subscription thank you card	10
32. Freckles postcard	40	81. Marlboro fake \$20 bill	40
34. G.I. postcard	68	82. First class mail label	20
35. Female Alfred postcard	15	83. Good days and MAD postcard	20
36. Oversize postcard	20 *	84. Australian MAD display sign	20
37. Syquest postcard	10 *	85. Completely MAD postcard	20 *
38. Harp on This C.D.	30 *	86. MAD business cards lot #1	30
39. MAD Trip Souvenir	100	87. Australian MAD survey card	15 *
40. Pre-MAD photo #1	40 *	88. MAD collectors business cards	35 *
41. Norwegian MAD sticker sheet	20 *	89. MAD office gift certificate	25
42. Australian MAD paperbacks	50 *	90. What Me Worry license plate	25
43. MAD value pack	5 *	91. Swedish MAD tv banner	30
44. Jake and the Stiffs 45 record	25	92. Box of MAD sticker albums	30 *
45. The MAD Show Script and Slides	61	93. MAD #1 homage	40 *
46. MAD tote bag - Blue	45	94. Up The Academy movie stills	25
47. MAD TV prop	50 *	95. Pre-MAD photos	30 *
48. MAD/DC autograph sheet	25	96. Australian MAD posters	10
49. Spy vs. Spy video game	69	97. Crazy Covers checklist puzzle	

98. MAD TV tour bus items	25	152. Shabby Road C.D.	25 *
99. German MAD card game	40	153. 1997 DC Comics X-mas card	40
100. MAD window sticker	30	154. Button Exchange buttons	35 *
101. MAD decals/postcard lot	50	155. MAD calendars set	75
102. 1994 DC Comics X-mas card	40	156. MAD/CRACKED label sticker	10
103. MAD money press kit	50 *	157. EC mailing envelopes	45 *
104. Snappy Answers big book #1	30	158. Oval pre-MAD picture	102
105. Snappy Answers big book #2	30	159. Signed Sergio 3-D book	25
106. 1993 San Diego Con giveaway	50 *	160. MAD for Keeps H-Cover	125 *
107. MAD Eternal Calendar	40	161. MAD Forever H-Cover	75 *
108. Norwegian Don Martin Sticker	20 *	162. Golden Trashery H-Cover	152
109. Pre-MAD X-mas postcard	60	163. Rid. Exp. Mad H-Cover	220
110. Paul Coker Jr. print	40 *	164. Pre-MAD business card	55
111. Mark Cohen art show poster #1	25	165. 1984 Campaign Kit label	30 *
112. MAD SHOW poster	185	166. MAD Beach Towel	475
113. Mark Cohen art shoe poster #2	25	167. British MAD pinback	35
114. A.E.N. choking poster	25 *	168. Pre-MAD pinback button	35
115. Signed poster #1	20	169. Collectibly MAD pinback	10
116. Signed poster #2	55	170. Small U.T.A. pinback	10
117. German MAD board game	45	171. MAD Morality pinback	1454
118. Spy vs. Spy skateboard	83	172. MAD Memo Pad	100
119. Playboy	25	173. Moondogs plastic bag	10 *
120. Oui	10	174. Chicago comics plastic bag	10
121. Husler 2/81	10	175. Syquest plastic bag	10
122. Hustler 7/85	10	176. Australian tank top and shorts	50 *
123. Club International	10 *	177. Canadian MAD boxers	50
124. Nostalgia World #20	15	178. Flip T-shirt	50
125. Scholastic Scope	15	179. Flip sweatshirt	75
126. Dynamites	30 *	180. MAD sweatshirt	50
127. Cartoonist Profiles #28	25	181. Warner Bros. sweatshirt	75
128. Cartoonist Profiles #32	25	182. Australian boxer shorts	40
129. Louder than Words signed	30 *	183. Canadian necktie #1	50
130. 1995 San Diego Con Yearbook	50	184. Canadian necktie #2	40
131. Australian MAD socks	88	185. Canadian necktie #3	35
132. Canadian Spy vs. Spy socks	94	186. Australian MAD T-shirt	35
133. MAD Tote Bag - Black	60	187. Alfred Lighter	100
134. A.E.N. coin belt buckle	25 *	188. Alfred Clock	259
135. Pre-MAD color picture	35	189. MAD Mags w/ mailing sleeves	100*
136. Rune Glibberg skateboard	275	190. Alfred Halloween costume	150
137. MAD Checklist #3	50 *	191. Uncut cover sheet Worst #11	60
138. Norwegian MAD uncut sheet	30 *	192. Four color seperation	60
139. Swedish MAD stickers	10	193. A.E.N. Bust-Large	300
140. Aurora model idea pamphlet	20	194. Meet The Staff record	20
141. Pre-MAD matchbook	30	195. MAD quartz watch	40
142. Spy vs. Spy premium pins	50	196. MAD about 60's post-it	40
143. Al Jaffee cloisonne' pin	25	197. MAD Art Show T-Shirt	30
144. Little Jack Horner matchbook	15 *	198. "Original" Alfred T-Shirt	35
145. A.E.N. money clip and ring	30	199. Aussie Grandfathers shirt	*100**
146. MAD business cards lot #2	50 *	200. Aussie Polo Shirt	*75**
147. U of Minn. MAD art show pinback	25	201. Mad Checks w/cover	20 *
148. 1997 San Diego Con t-shirt	55	202. Feingold/Neumann button	25 **
149. Insanely MAD collection Boxed set	20	203. Abel Santos postcard	25
150. The World is going MAD boxed set	252	204. Limelight invitation	30
151. Box of MAD wax packs	50 *	205. MAD PANIC art	50

Announcing . . .
The 1998 MAD Fall Auction

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

- Clothing
- Pre-MAD pictures
- Foreign Items
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- What, Me Moral pinback button
- Alfred Psychedelic Poster
- MAD Office Premiums
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