

The 2nd 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.

1999 MAD Fall Auction Rules

Friday, September 24 (6 pm to 2 am CST) for items #1-100
Saturday, September 25 (6pm to 2am CST) for items #101-201

Terms and Conditions

- Mail bids are encouraged and will be accepted on or before Friday, September 24. A bid form has been included for your convenience.
- E-mail bids will be accepted on or before 5pm CST on Friday, September 24. Please direct you e-mail bids to: cheeka@execpc.com
- Telephone bids will be taken on the closing days only.....on Friday, September 24 from 6pm to 2am CST for items #1-100, and Saturday, September 25 from 6pm to 2am for items #101-200. To place a telephone bid, please call (414)321-6004. If lines are busy, please 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.
- When placing a bid, please indicate your account number and the lot or item number. If at all possible, please bid on items in numerical order.
- All items have a minimum bid (MB).
- On the day of the auction, all bids on items at or under \$50 will be increased by \$5. All bids on items over \$50 will be increased by 10% and will be rounded up to the nearest whole dollar.
- I can execute bids for you. Tell me your maximum bid and I will bid in appropriate increments until your limit is reached. At no time will I increase your bid if you are currently the high bidder.
- There are a few duplicate items, which have been noted in the catalog with a (2). After the auction, the second highest bidder for that particular item will be contacted and will have the option of either matching the highest bid or passing to the next bidder in line.
- Gross error in description is the only cause for a return. You must notify me 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 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 US 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. Make all payments payable to: Tim Johnson.
- The placing of a bid is an Agreement to Purchase, indicating that you adree 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 12 noon and 4 pm CST on Saturday, September 25 to find out if your made in the Friday session were successful. You may call anytime after 3 pm CST on Monday, September 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 mailed to all winning bidders. I 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!

Terms and Conditions

- Mail bids are encouraged and will be accepted on or before Friday, September 24. A bid form has been included for your convenience.

- Mail bids will be accepted on or before 7pm CST on Friday, September 24. Please direct you e-mail bids to: ebids@wpa.gov

- Telephone bids will be taken on the following days only: on Friday, September 24 from 9am to 3pm CST the hours 81-100 and Saturday, September 25 from 9am to 3pm for items 8101-900. To place a telephone bid, please call (914) 31-0004. If lines are busy, please keep trying.

- The most generous bidder will win. In the event of a tie, the bid with the lowest number will win.

- When placing a bid, please include your account number, the item number, the bid amount, and the name of the bidder.

- All items have a minimum bid (\$40).

- On the day of the auction, the bids on items 81 or more will be increased by 10% and will be rounded up to the next dollar.

- I can receive bids for you. Tell me your maximum bid and I will bid in increments of \$100 until your bid is reached. At no time will I increase your bid if you are currently the high bidder.

- There are a few high bid items which have been noted in the catalog with a (H). After the auction, the second highest bidder for that particular item will be contacted and will have the option of either matching the highest bid or passing to the next bidder in line.

- Great error in description is the only cause for a return. You must notify me within four days of receipt of your order if you intend to make any return. 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.

- Returns will be notified by email, and payment is due upon receipt of invoice. Returns are not allowed. A minimum shipping fee of \$5 will be added to all winning bids. Some items will require additional charges due to weight and/or value. All items will be shipped via US 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. Make all payments payable 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, the earliest bid received is the winner.

- You may call anytime between 11 noon and 4 pm CST on Saturday, September 25 to find out if your bids in the Friday session were successful. If on any call number after 4 pm CST on Saturday, September 25 to find out if your bids in other sessions were successful. Please limit your inquiries to those items in which you were an active bidder.

SESSION ONE

Friday, September 24 1999 (6pm to 2am)

1. **BILL GAINES' OFFICE CALCULATOR** MB \$35
This is the actual desktop calculator used by Bill Gaines in his MAD office. Bill started using this calculator in 1985, and used it for seven years, until his death in 1992.
2. **1991 FINNISH MAD CALENDAR** MB \$10
This item is unused and in mint condition.
3. **MAD BACK-ISSUE AVAILABILITY POSTCARD** MB \$10
This postcard was sent out in the 1970s and 1980s to people requesting back issues of MAD. The card features artwork by Don Martin, and was actually mailed, with a postmark of 1979. In VF/NM condition.
4. **THE NOSEBLEEDS SIGNED PORTRAIT** MB \$20
This is a signed portrait of The Nosebleeds; Jerry DeFuccio, Nick Meglin, Al Feldstein, and Len Brenner. Why they called themselves The Nosebleeds is beyond me, but they did. Each signature is authentic, as it was mailed to each person the Fall of 1996. It has been tri-folded; otherwise condition is mint.
5. **"PLAN AHEAD-THINK" PLASTICHROME POSTCARD** MB \$5
This postcard was used in the 1950s to early 1960s, and features our beloved Alfred E. Neuman on the front. The card is made of brown plastic, with a paper backing. Mint.
6. **SHEET OF MAD STAMPS (2)** MB \$5
This is a sheet of MAD stamps that were used as a promotional item. It looks like they could have been bound into a MAD Special as a bonus, but never were. In mint cond.
7. **MAD HALLOWEEN BOOKLETS** MB \$5
These items are part of a packaged set of 10 booklets that were sold during Halloween in 1987. The packaged set contained 5 of each of the booklets, and each booklet was 16 pages each. In mint condition.
8. **MARK COHEN BLOOMINGTON, ILLINOIS MAD ART SHOW FLYER** MB \$5
This is the flyer for Mark Cohens' MAD Art Show for Bloomington, Illinois. It is pink with black printing, and is in mint condition.
9. **ALFRED E. NEUMAN "WHAT-ME WORRY" T-SHIRT** MB \$20
Produced in 1994 by UBI, this is a seldom seen "early 1990s" MAD t-shirt. In mint cond.
10. **ALFRED E. NEUMAN PRE-MAD CHRISTMAS CARD** MB \$20
This is a rare pre-MAD appearance by Alfred E. Neuman. Dating from the 1930s, this item features a "steel engraved" picture of Alfred. It is used and has been written on and in, but is in VF/NM condition. Even the actual string tie is still attached.
11. **MARK COHEN ROCHESTER, NEW YORK MAD ART SHOW POSTCARD** MB \$10
This is the postcard for Mark Cohens' MAD Art Show held at the Strong Museum in Rochester, New York. It is very colorful and in mint condition.
12. **THE ART OF HUMOROUS ILLUSTRATION HARDCOVER BOOK** MB \$35
This book was written by MAD's own Nick Meglin, and features the work of several MAD artists, including Sergio Aragones, Al Jaffee, Mort Drucker, Bob Jones, Paul Coker, Jack Davis, and Gerry Gersten. The book shows the different styles of each artist, and

how each artist uses their style to get the result they want. A second printing in VF cond.

13. MAD REJECTION LETTERS MB \$50
This lot contains seven rejection notes/letters from Nick Meglin to MAD writer Mike Snider. Three of the letters are on MAD stationery and one of those has the envelope with it. The other four notes/letters are written on Nick Meglin's personal stationery, although one of these could be a never-before-seen piece of MAD stationery, as it has the address of MAD Magazine at the top. Condition varies, although most are in Fine.
14. MAD READERS' "HATE MAIL" MB \$50
This lot contains four letters sent to the MAD offices from readers upset with articles that appeared in the magazine. The articles were written by Mike Snider, and the letters were forwarded on to him, one of them with margin comments by John Ficarra. Condition varies, average is VG.
15. MARK COHEN OXNARD, CALIFORNIA MAD ART SHOW POSTCARD MB \$5
This is the postcard for Mark Cohen's MAD Art Show held at the Carnegie Art Museum in Oxnard, California. The front features Alfred E. Neuman and artwork by late MAD artist Basil Wolverton. In mint condition.
16. THE MAD CRUISE T-SHIRT MB \$100
This t-shirt was given to the MAD staffers who attended the MAD cruise trip to Bermuda. One of 45 ever made, this t-shirt is quite rare. This shirt has been worn and washed, but is in a solid Fine condition.
17. MAD CRUISE TRIP ITINERARY MB \$30
This lot contains various paper items from the MAD cruise trip to Bermuda. Included are postcards, a map, the ships' deck plan, the ships' daily newsletter and a room assignment sheet for the MAD staff. Condition varies, average is VG/F.
18. DAVE BERG ORIGINAL "PIN-UP" ARTWORK MB \$25
This artwork was drawn by Dave Berg before he ever drew for MAD Magazine. It depicts a rather buxom beauty in a dress shop, hoping to be undressed by a surprised gentleman. It is signed "Davy", the name Mr. Berg used before MAD. In VF condition.
19. MAD OFFICE CURTAIN PIECES (2) MB \$10
This lot consists five pieces of the curtain that hung in Bill Gaines' Madison Avenue MAD office. The pattern is striped, with black, orange, gold, brown and olive green serving as the colors.
20. MAD VARSITY LEATHER JACKET (BLACK) MB \$150
This beautiful MAD varsity jacket was made in the early 1990s for members of the MAD staff. It is a heavy wool jacket with black leather sleeves and a red with gold trim MAD logo sewn on the back. It is a size 46 and is in mint condition.
21. BILL GAINES' LUGGAGE TAG - LOT 1 MB \$10
This luggage tag was issued to Bill Gaines by Royal Viking. It is white with red engraving, and has "Mr. William M. Gaines" engraved on the back. In NM condition.
22. BILL GAINES' LUGGAGE TAG - LOT 2 MB \$10
This luggage tag was issued by TWA. For identification purposes, the plastic sleeve on the back contains Bill's MAD business card. In VF condition.
23. BILL GAINES' LUGGAGE TAG - LOT 3 (2) MB \$10
This luggage tag was issued by PAN AM. It is silver with blue engraving, and has "William M. Gaines" engraved on the back. In NM condition.

24. JACK RICKARD ORIGINAL ARTWORK MB \$300
 This is the original artwork for the newsstand advertisement for the MAD paperback book, Politically MAD. The artwork is black and white and shows Alfred E. Neuman at his newsstand selling his stacks of the Politically MAD book. There is a paste-up of the cover of the PM book attached to the artwork. Artwork measures 20"X 24" and is in Fine condition. Included in this lot is a mint copy of the Politically MAD paperback book.
25. NORMAN MINGO COVER ROUGH MB \$350
 This is a color cover rough for MAD #79 with the Mothers Day cover. Drawn with colored pencil, the artwork measures 8"X 10". It is not signed. A teensy-weensy piece of the right hand corner is missing, and this flaw is noticeable only when you hold it six inches from your face. Overall condition is F/VF.
26. PROOF SHEET FOR MAD #193 MB \$35
 This is an uncut printers proof sheet for MAD #193, the Charlies Angels cover. Unfolded, it measures 18"X 24". It is very colorful and is in VG/F condition.
27. MAD TRIP POSTCARD MB \$25
 This postcard was sent to Lou Silverstone from Jack Davis while Mr. Davis and the MAD gang were in Paris, France. There is a signed self-portrait of Jack Davis on the message side of the postcard, with the caption, "Lou - Wish U Wuz Here". In Fine condition.
28. LOU SILVERSTONES' "ROUMANIAN ARMY" COMMISSION CERTIFICATE MB \$25
 Obviously an inside joke between Lou Silverstone and his MAD buddies, this official "Certificate" has been filled out and signed by the late MAD art director, John Putnam. I am not sure of the history of this item, but it is a truly unique MAD collectible. Cond. is G/VG
29. ORIGINAL SCRIPT FOR THE "PEANUTS" STORY IN MAD #138 MB \$150
 This is the original typewritten script for the "Peanuts Weekly Series" story from MAD #138, written by Lou Silverstone. This lot also includes MAD #138 in VG condition.
30. ORIGINAL SCRIPT FOR THE SKIT FOR THE MAD TRIP TO GERMANY MB \$50
 This lot consists of the original typewritten script for the skit of the MAD trip to Germany. After the MAD trips, the MAD artists and writers who went on the trip gave a scrapbook to Bill Gaines, filled with the fond memories of their vacation. After presenting the scrapbook to Gaines, the MADmen played out a few scenes of their favorite events during the trip. This script is for the German MAD Trip and the visit to the Frankfurt Book Fair. In VG cond.
31. ORIGINAL SCRIPT FOR THE "BRANDXD" STORY IN MAD #102 MB \$225
 This is the original typewritten script for the "BRANDXD" story from MAD #102, written by Lou Silverstone. This lot also contains MAD #102 in VG condition.
32. ORIGINAL SCRIPT FOR THE "RATPAKTROL" STORY IN MAD #114 MB \$225
 This is the original typewritten script for the "Ratpaktrol" story from MAD #114. witten by Lou Silverstone. This lot also contains MAD #114 in VG/F condition.
33. HOTEL LIST FROM THE MAD TRIP TO SPAIN MB \$25
 This is a listing of all of the hotels the MADmen stayed at during their tour of Spain. It is in black and white and features a red Alfred E. Neuman with red hands. Also features black and white artwork by Jack Davis and Dave Berg. In VF/NM condition.
34. 8" X 10" B/W GLOSSY PHOTO OF ALFRED E. NEUMAN MB \$25
 This is an 8" X 10" glossy B/W photo of Alfred E. Neuman. This was a convention giveaway in the 1960s. In mint condition.

35. HARRY NORTH ORIGINAL ARTWORK MB \$100
This lot consists of five panels of the artwork for "MADS' Childrens Movie Producer of the Year" story, which appeared in MAD #212. The artwork is in F/VF condition and still has the text attached to the word balloons.
36. MORT DRUCKER ORIGINAL ARTWORK MB \$400
This lot consists of two pages of original artwork for the Tarzan story in the MAD paperback book, "A MAD Look at Old Movies". The artwork is in F/VF condition and of the pages is signed by Mr. Drucker.
37. SOUVENIR PRINT FROM THE MAD TRIP TO JAPAN MB \$450
This is a print made from the souvenir poster drawn for the Japanese hosts of the MAD Trip to Japan. The poster included self-portraits and signatures of all of the MAD trip attendees, most of whom are depicted in Oriental clothing. After the poster was made, it was decided that a print would be made from the poster, and each print was to be given to each MAD trip attendee. Less than five of these prints still survive. In F/VF condition, this print measures 14" X 20".
38. MAD SHOW POSTER MB \$50
This item was produced for the New York City showing of the MAD Show, an off-Broadway musical. It measures 14" X 22", the colors are bright, and is in mint condition.
39. HUMBUG #8 MB \$15
This is the eight issue of Humbug, a comic book started by former MAD editor Harvey Kurtzman. This issue features contributions by many familiar names from MAD; Jack Davis, Al Jaffee, Will Elder, Arnold Roth, and Larry Siegel. In VG condition, with minor edge chipping and light brown pages.
40. HELP #1 MB \$15
After publishing HUMBUG, Kurtzman published a magazine called "HELP". This is the first issue. In it are contributions from Jack Davis, Will Elder, and Arnold Roth. In F/G condition.
41. THE AL FELDSTEIN MAD PAD MB \$20
This item was used by former MAD editor Al Feldstein to set up the layout of the new issues of MAD. It measures approx. 12" X 18" and is black and white. Noteworthy is an Al Jaffee self-portrait in the lower right hand corner, wondering if he will ever be able to do anything for MAD besides the Fold-In. Folded in the center, otherwise in NM condition.
42. MAD OFFICE STATIONERY MB \$15
This lot consists of a piece of MAD office stationery with matching legal-size envelope. Unused and in NM condition.
43. T-SHIRT WITH JACK RICKARD ARTWORK MB \$20
This t-shirt was produced in the 1970s by a company called Simply Terrific Designs, and used artwork from MAD artist Jack Rickard. This is one of many different t-shirts with the Rickard artwork that were produced. This t-shirt is brown and an adult size medium. The artwork depicts a person playing racquetball. The transfer image is bright and colorful with no fading. Condition is F/VF.
44. JACK RICKARD ORIGINAL T-SHIRT SKETCHES MB \$300
This lot consists of twelve preliminary sketches of the artwork for the above mentioned Jack Rickard t-shirts. A proposed sign with the caption "Everybody's MAD about these Simply Terrific Designs" was never produced, although the rough artwork is included in this lot. Ironically, these sketches were drawn on sheets of MAD artists' board. In NM cond.

45. ALFRED E. NEUMAN FUNNY MONEY MB \$5
This lot consists of two different pieces of funny money with the face of Alfred E. Neuman. The first features a pre-MAD image of Alfred, while the second was used in an old magicians trick. Both are in NM condition.
46. GERMAN MAD POSTERBUCH (POSTER BOOK) MB \$20
Produced by German MAD, this book is full of color posters, presumably used as bonuses in German MAD annuals. I have also seen some of these posters used as inside and outside back covers for German MAD. In Near Mint condition.
47. BILL GAINES' FAKE HOT DOG MB \$25
This item was in full view on a shelf in Bill Gaines' MAD office. As some of you know, Bills favorite food was a Nathans Famous Coney Island Hot Dog. This item pays tribute to that. In mint condition.
48. MAD OFFICE BASEBALL HAT MB \$10
This hat is a promotional item from the MAD office. It is black, with a white Alfred face on the front and a red MAD logo and "What - Me Worry" on the back. In mint condition.
49. MAD ABOUT THE MOVIES INVITATION POSTCARD MB \$15
This item was sent out to MAD subscribers in the Spring of 1999. It is an invitation to attend an artwork signing by Mort Drucker at the Warner Bros. Studio Store Gallery in Manhattan. Mort appeared there to sign his latest print, "MAD About The Movies." Also present at this event were MAD editors John Ficarra and Nick Meglin. The postcard is in mint condition.
50. MARK COHEN UNIVERSITY OF DELAWARE MAD ART SHOW POSTCARD MB \$10
This postcard was produced for Mark Cohens' MAD Art Show at the University Gallery in the University of Delaware. The postcard is black and white and features Alfred E. Neuman on the front. In mint condition/
51. MAD TV "POOL BOY FOR A DAY" CONTEST RULES AND WINNER SHEET MB \$10
This lot consists of the official rules for the MAD TV "Pool Boy for a Day" contest, and the letter announcing the winner. This contest was held in late 1997. The judging agency was Marden-Kane, from whom these letters were sent. Both in NM condition (tri-folded).
52. MAD MANILA MAILING ENVELOPE - 485 MADISON AVENUE MB \$10
This is a manila mailing envelope from the 485 Madison Ave. offices of MAD. It measures approx 10"X14" and is in VG/F condition. This envelope was used to store back issues of MAD, two issues of #203 to be exact. Next to the return address in the upper left-hand corner, it says "MAD #203 (2)". This is written in pencil.
53. "HOW TO GET A JOB AND KEEP IT" COMIC BOOK MB \$10
Published in 1993 for the Sonoma County Business Education Roundtable, this comic book features the work of three MAD artists: Rick Tulka, Sam Viviano and Al Jaffee. The front cover was drawn by Mr. Tulka, an interior story was drawn by Mr. Viviano, and there is a back cover Fold-In by Al Jaffee. This book is in mint condition.
54. ALFRED E. NEUMAN LATEX MASK MB \$25
Made by Don Post, this latex mask is the newest version of the Alfred head mask. It has never been worn and is in mint condition.
55. GERMAN MAD POSTER MB \$10
This is a promotional poster for the new version of German MAD, which began publication about a year ago. It features a full color face of Alfred E. Neuman and says "MAD IST TOT MAD #1 - AB 7 OKTOBER 1998"; a rough translation would read "MAD IS BACK MAD #1 AVAILABLE OCTOBER 7, 1998. The poster is in Near Mint condition.

56. SPY VS SPY PEN SET WITH DISPLAY STAND MB \$50
 Produced in 1988 by Applause, this Spy vs. Spy pen set comes with 18 pens (9 white and 9 black) and a colorful display sign with a plastic base for the pens. About half of the pens still have fluid in the middle, while the fluid in the others evaporated. The pens themselves are in mint condition. The display sign is in VG/NM condition, the only flaw being a small bend on the top of the sign.
57. MAD GROOVES CASSETTE AND COMPACT DISC MB \$15
 Produced in 1996 by Rhino Records, MAD Grooves is a compilation of some of the classic songs from MAD. Among the favorites included are, "She Got a Nose Job", "Makin Out", "It's a Gas", and "Meet the Staff of MAD". Both the cassette and CD are still factory sealed and are in mint condition.
58. 1978 GERMAN MAD CALENDAR MB \$20
 Produced by German MAD, this calendar is similar to the American MAD calendars of the 1970s and 1980s. The calendar uses a couple of American MAD covers for some months, but uses some classic German MAD covers for the rest. The calendar has never been used, although it suffers form cover wear and handling wear. Condition is F/VF.
59. MAD KEYCHAINS MB \$10
 Produced in 1995, these keychains were sold in engraving shops. They are plastic and are day-glo yellow and orange. The yellow keychain has the "Certified MAD" logo on it, and the orange one has Alfred with "What - Me Worry" on it. Condition of both are mint.
60. MAD PROMOTIONAL POSTCARD MB \$5
 The artwork on this postcard first appeared in the June 15, 1991 issue of Folios Publishing News. The artwork features Bill Gaines, Nick Meglin and, John Ficarra in full color. The artist was Mort Drucker. This is one of 3000 that were distributed.
61. BOB CLARKE SELF-PORTRAIT MB \$30
 This self-portrait, drawn in 1994, depicts Mr. Clarke as Alfred E. Neuman, or the other way around. It is drawn in pen and ink on 9"X 12" white board and is framed and ready to hang. Condition is mint.
62. MAD METAL CARRYING CASE MB \$5
 This is a newly produced item. The box features a full color Alfred E. Neuman on both sides with a yellow MAD logo. For some strange reason, the box is filled with Corn-Nuts, probably because Alfred is both corny and nutty! This item is sealed and in mint condition.
63. MAKIN' OUT FLEXI-DISC RECORD (5) MB \$5
 Included as a bonus in MAD Super Special #26, this is an unbound copy in mint condition.
64. AUSTRALIAN MAD PINBACK BUTTON MB \$5
 Produced in 1994, this plastic pinback button is orange with a red MAD logo. In mint cond.
65. FRANK JACOBS MAD BOOK COVER ROUGH MB \$100
 This is a proposed cover rough for the MAD Big Book, "Frank Jacobs Zaps the Human Race". It is drawn by Jack Davis and is unsigned, but the artist is obvious, since he also drew the final cover for the book. It is drawn with magic marker on onion skin paper. Condition is VF, with a couple of tiny corner bends.
66. FOREIGN MAD PAPERBACK MB \$15
 This is a foreign edition of "MAD Around the World". I cannot tell you what country it is from, but I am sure it is a Scandinavian country like Norway or Denmark. It is in mint condition and is also signed by the writer, Frank Jacobs.

67. DON MARTIN T-SHIRT MB \$ 15
 This t-shirt was made in the late 1970s by the same company who made the Jack Rickard shirt in lot #43. It shows a runner running by a dog with the "Clop-Clop-Splitch" sound effect. A size large, this shirt is in F/VF condition.
68. JOHN PUTNAM T-SHIRT MB \$100
 This t-shirt was the brainchild of Jerry DeFuccio and Bob Clarke. It was made exclusively for the attendees of a 1975 party the MADmen threw in honor of late art director, John Putnam. A notoriously sloppy eater, this shirt pokes fun at Putnams' messy eating habits. A size medium, this shirt has been washed and worn a few times. The color printing is still quite vivid with no fading. Overall condition is Fine. This is a rare one, folks!
69. MAD TRIP SOUVENIR MB \$35
 This postcard was given to the MADmen after the MAD trip to Africa in 1969. The top half of the postcard is a thank you from Pan American and Central Travel, and the bottom half is a copy of a photo of the group before leaving for their vacation. Condition of this postcard is G/VG with thumbtack holes and edge browning.
70. MAD DRAWING SHEET MB \$ 20
 This item was used for drawing rough sketches by the MAD artists. The sheet features Alfred E. Neuman with the MAD logo and the 485 Madison Avenue address. Folded in the center and some corner creases. Overall condition is Fine.
71. ORIGINAL INTERIOR ARTWORK FOR MAD FOR BETTER OR VERSE MB \$6000
 This lot consists of 90 two-page boards of artwork for the MAD For Better or Verse paperback book. This is not the COMPLETE interior artwork, as pages 72-73, 102-103, and 124-125 are missing. Condition of the artwork is VF/NM and the text is still attached to the artwork. Drawn by Paul Coker and written by Frank Jacobs, MAD For Better or Verse has gone through multiple printings.
72. MAD TURNED ON ZOO PAPERBACK BOOK MB \$15
 Of the three digest-sized MAD paperbacks printed, this one is probably the toughest one to find. It is in mint condition and is signed by writer Frank Jacobs.
73. FRANK JACOBS HUMOR BOOKS LOT MB \$15
 Entitled "Pitiless Parodies and other Outrageous Verse" and "Fun with Hand Shadows", these two books magnify the enormous talent of MAD writer Frank Jacobs. The books are in Mint condition and are signed by Mr. Jacobs.
74. AL FELDSTEIN PROOF MB \$125
 Entitled "William M. Gaines and Friends", this proof was created by former MAD editor Al Feldstein. Commissioned by Bill's daughter Wendy, the print features Bill Gaines surrounded by the Three Ghoulunatics. Projected to be part of an Iris/Giclee' Limited Edition print series, the print was never produced. This is an artist proof and is signed by Mr. Feldstein. The image size is 16" X 20".
75. ORIGINAL FILM SCRIPT FOR "THE MAD MOVIE" MB \$500
 This is the original film script for a Warner Brothers project entitled "The MAD Movie". Co-written by MAD writers Larry Siegel and Arnie Kogen, with help from Neal Israel and Pat Proft (of Naked Gun fame), this movie was never produced. At 117 pages, it is not the predecessor to "Up The Academy", as one might think. Condition of the script is NM.
76. MAD SHOW VHS TAPE MB \$200
 This VHS tape contains a copy of the January 23, 1966 airing of the Ed Sullivan Show. This particular show featured two sketches and one song from the off-Broadway musical,

- The MAD Show. All of the original cast members are present, with the exception of Linda Lavin, who was replaced by Marcia Rodd. This is a copy of a copy, and is Mint.
77. MAD PROMOTIONAL FOLDER MB \$25
Made for promotional purposes, this folder was used in MAD sales meetings. The folder contains the following items: two MAD magazines with office stamp, a yellow MAD pinback button, an Alfred E. Neuman portrait signed by Annie Gaines and John Ficarra and stamped by Len Brenner, and pages of information about back issue availability, printing schedules, and upcoming issue highlights. Overall condition is NM.
78. MAD STAFF PHOTOS MB \$20
This lot consists of two B/W photos of a few of the MADmen. The first is a photo of Larry Siegel with Nick Meglin, and the second is a photo of Larry Siegel and Len Brenner. Circa 1970s, both photos are NM.
79. MAD SIGNED CONTRACT MB \$200
This item is a one page agreement between Bill Gaines and Larry Siegel, making Mr. Siegel harmless from any liability as a result of any action taken against Mr. Siegel for anything he writes for MAD (WHEW!). It is dated 9/28/64 and has been signed twice by Bill Gaines in red ink (Mr. Siegel recalls that it might have been his blood!). In NM condition.
80. MAD SHOW SHOWCARD MB \$50
This is the showcard from the Pittsburgh Playhouse production of the MAD Show. It is in Fine condition, with a small piece of tape on the spine. It is also signed by Larry Siegel.
81. SIGNED MAD SHOW CONTRACT MB \$500
This is the original contract authorizing Samuel French Inc. to reprint the script for the MAD Show to be sold in book stores. Not only is it signed by MAD publisher Bill Gaines and MAD writers Larry Siegel and Stan Hart, but it is also signed by the famous American composer/lyricist Stephen Sondheim, and by Mary Rodgers, daughter of American composer Richard Rodgers and an accomplished writer in her own right. This is a truly rare piece of American pop culture. Condition is VF/NM.
82. SPY VS SPY COMPUTER GAME MB \$20
Produced in 1984 by FirstStar Software, this is the Commodore 64 version of this game. The plastic box is Mint and all of the contents are complete and in mint condition as well.
83. MAD LETTER AGREEMENT MB \$10
This is a one page letter sent to both George Woodbridge and Larry Siegel regarding the reprinting of MADs Cradle to Grave Primer in a MAD Super Special. In mint condition.
84. FOREIGN MAD PAPERBACK BOOK CONTRACT MB \$150
This contract is for the rights to reprint the MAD paperback book "How To Be A Successful Dog" in The Netherlands. It is signed by both Bill Gaines and Larry Siegel. In VF/NM condition.
85. "MAD" CHARM MB \$5
Discovered in a collectibles shop, this charm does not even look remotely close to the MAD logo. For those of you who like "what could have been" MAD collectibles, this one's for you. In Mint condition.
86. BILL GAINES ACCORDION STYLE FOLDER MB \$30
This folder was used by Bill Gaines for the first and only worldwide MAD publishers meeting held in Munich, Germany in the Fall of 1980. Countries represented were: Argentina, Australia, Brazil, England, Denmark, The Netherlands, Germany, Greece, Japan, Mexico and Sweden. There are label stickers on the first eleven file slots, indicating both the country represented and who the representative was. In Fine condition.

87. MAD OFFICE T-SHIRT (5) MB \$10
 This t-shirt is the latest version of the MAD office t-shirt. It is gray and has the MAD logo and Alfred's face on the left breast. In Mint condition.
88. BILL GAINES KNIT VEST MB \$30
 Given as a gift to Bill Gaines, this gray knit vest was handmade by his Aunt Esther. In NM cond.
89. HEROBOY KNIFE (2) MB \$10
 This is a knife from Heroboy, Bill Gaines' favorite place for sub sandwiches. This knife was used at the 485 Madison Avenue offices during one of their many MAD luncheons. Mint.
90. MAD SHOW TILE POTHOLDER MB \$400
 Made only for members of the cast and staff of the MAD Show, this one is a real toughie. It was made by Designed Tiles of New York City and features Alfred with the words "The MAD Show" above him. It also has a word balloon with the word "ECCH" inside. This example is in pristine MINT condition, and even comes with the original box. WOW!!
91. PLAYBOY - JUNE 1980 MB \$10
 This issue includes an article of the "25 Best Restaurants in America", judged by a group of guest panelists that included MADs own Bill Gaines. As a guest panelist, Mr. Gaines lists his opinion of the top five restaurants in America. Other highlights of this issue include a Dorothy Stratten pictorial and the Ola Ray (of Michael Jacksons' Thriller video fame) centerfold. Also includes Gaines invitation to the Critics Choice buffet lunch. Mint.
92. SPY VS SPY PAPERBACK BOXED SET MB \$35
 This boxed set contains the first five Spy vs Spy paperback books. The books are in mint condition, while the box is in F/VF condition with slight surface and corner wear. The color of the box is a dark blue. Here is a chance to pick up a seldom seen MAD boxed set.
93. BILL GAINES HUMOROUS DESK SIGN MB \$20
 This clear plastic sign sat on Bill Gaines desk for a number of years. The message on the sign reads, "What A Beautiful Day...Now Watch Some Bastard LOUSE IT UP". In NM cond.
94. PATRISSY'S CERAMIC PLATE MB \$20
 This is a cermaic plate from Patrissy's, one of Bill Gaines favorite restaurants. Bill owned this plate for a number of years. In Mint condition.
95. MAD MAILING ENVELOPE MB \$10
 This legal-size mailing envelope from the 485 Madison Avenue offices is in mint condition, and features a gray silhouette of Alfred E. Neuman on the front.
96. MAD MAILING ENVELOPE WITH PAPERBACK LIST MB \$15
 This lot consists of a legal-size mailing envelope from the 485 Madison Avenue offices along with a handwritten list of MAD paperback books from Bill Gaines. The books on the list are the ones MAD had extras of at the time. Circa 1980s. Both are in NM condition.
97. BILL GAINES SPAGHETTI BIB MB \$25
 This bib was used by Bill Gaines while dining in his 485 Madison Avenue office. This item was used primarily for eating spaghetti, and there are spaghetti sauce stains on the bib to prove it. In unwashed condition, this item is Mint.
98. DAVE BERG SELF-PORTRAIT #1 MB \$75
 Drawn exclusively for this auction, this full color self-portrait features the smiling mug of Dave Berg with trademark pipe. The interesting part of this self-portrait is that the head of Mr. Berg is attached to a seven-toed left foot. A unique self-portrait. Signed, and in Mint cond.

99. MAD SCRIPTS LOT

MB \$100

This lot contains the original submissions by MAD writer Frank Jacobs for three MAD articles. The first is a 17 page (includes revisions) article entitled "Christmas Carols for Sports Fans", the second is a 5 page article entitled "Tales and Fables as told by Famous People", and the third is a 3 page article entitled "MAD Salutes the Stones' 1997 Tour". Most of the pages are in mint condition with a few owning pencil notations by the MAD editors.

100. MAD PERSONALIZED PEN

MB \$50

This is one of the pens given to the MAD staff and contributors for Christmas 1992. It is engraved with the message "Mike Snider What, Me Worry?", and features a small color image of Alfred E. Neuman at the top. It is unused, and in Mint condition. This lot also includes the box the pen came in, along with the original mailing package.

END OF SESSION ONE

SESSION TWO

SATURDAY, SEPTEMBER 25, 1999

101. PRE-MAD POSTCARD LOT #1 MB \$10
This lot features a pre-MAD likeness of Alfred E. Neuman with the "Me Worry" caption. In VF condition.
102. PRE-MAD POSTCARD LOT #2 MB \$10
This is a postcard from the Quick Printing Company in Richmond, Virginia, and features the pre-MAD image of Alfred E. Neuman with the caption, "Service With A Smile". In Fine cond.
103. ALFRED E. NEUMAN CERAMIC MUG MB \$20
This is a unlicensed ceramic mug featuring the face of Alfred E. Neuman. It has been glazed and fired, and is one of six that were made.
104. MAD SHOW PAPERWEIGHT MB \$200
This is a 1" X 2" die/paperweight given to members of the cast and crew of the MAD Show. The paperweight features Alfred E. Neuman with the "MAD Show", and includes a critical rave from Cue Magazine ("The wackiest, brightest revue in years"). In Fine condition, this is a never-before-seen MAD Show collectible.
105. ANNIE FANNY BLUES ORIGINAL SCRIPT MB \$500
This is the original film script for a proposed Playboy TV movie entitled "Annie Fanny Blues". Co-written by Harvey Kurtzman and Larry Siegel, this script is based on Kurtzmann's long running feature in Playboy, "Little Annie Fanny". The script is 113 pages long and is dated 1/3/84. It is in NM condition and is signed by Larry Siegel.
106. LARRY SIEGEL PHOTOS LOT MB \$20
This lot consists of two B/W photos of MAD writer Larry Siegel in the MAD offices. The first shows Larry lounging around the MAD Art Department, and the other shows him reading an old issue of MAD. Both photos are in NM condition.
107. MAD SHOW PROGRAM MB \$50
This is the program for the Toronto, Ontario showing of the MAD Show. It is in VF condition with a small piece of tape on the spine, and is signed on the cover by Larry Siegel.
108. SIGNED MAD SHOW CONTRACT MB \$500
This is a 3 page contract dated 11/4/83, renewing the Samuel French Inc. agreement signed on 1/17/73 (see lot #81). As with lot #81, this lot contains the signatures of MAD publisher Bill Gaines, MAD writers Larry Siegel and Stan Hart, and American composers Stephen Sondheim and Mary Rodgers. In NM condition.
109. ONE PAGE LETTER FROM PAUL LEVITZ MB \$50
This is a one page letter from Paul Levitz, the Executive VP and Publisher of MAD, to Larry Siegel, revealing that the writers of MAD will now share with the artists the proceeds of some of the MAD artwork being auctioned off. Dated 12/18/95, and signed by both Paul Levitz and Larry Siegel, this letter is in NM condition. Larry sent me a note with this letter, saying, "I'm eternally grateful to him for finally arriving at the momentous revelation that without the writers' ideas and scripts, the artists would all have blank canvasses to auction". Touche!
110. I WENT MAD AT MOONDOG'S PLASTIC BAG MB \$5
This was a promotional item produced for the 1994 Chicago Comicon. These were given away at the Moondog's table in the dealers room. The bag features Alfred E. Neuman with the caption, "I Went MAD At Moondog's". Moondog's was a Chicago area comics dealer at the time, and has since closed. The bag has been folded, and is in NM condition.

111. ALFRED E. NEUMAN LOOKALIKE DOLL MB \$40
 This doll is an early 1900's German lookalike of Alfred E. Neuman. The doll has a painted ceramic head, and the clothes are all hand sewn. I am not sure of its EXACT date of manufacture, but the dealer whom I got it from said it was from the early 1900's. In Fine cond.
112. 1993 DAVE BERG DESK PLAQUES MB \$30
 This lot consists of the three Dave Berg desk plaques produced for sale in the Warner Bros. Studio Stores in the early 1990's. Each plaque features a one panel strip from the popular "Lighter Side of.." feature in MAD. The first plaque has a strip from the "Lighter Side of Smokers", the second from the "Lighter Side of Lawyers", and the third from the "Lighter Side of Taxpayers". All three plaques are in Mint condition, and each one has its own display box.
113. THE BOOK OF SEX LISTS MB \$15
 This lot consists of a hardcover copy of the Book of Sex Lists. The special significance of this lot to MAD collectors is that there are submissions by both Bill Gaines and Nick Meglin printed in the book. Bill's submission is his "10 Foods That Are Better Than Sex", while Nick's is "10 Sexy Tennis Shots". This book was published in 1981 by Lyle Stuart, the same publisher who published the book "MAD World Of William M. Gaines". A first printing, this book is in Mint condition.
114. BILL GAINES' OVERCOAT LINER MB \$50
 This lot features the overcoat liner Annie Gaines used to wear around the 485 Madison Ave. offices to keep warm. Bill kept the air-conditioner in his office running continuously, so, during the cold New York winters, Annie used this to keep herself warm. In Fine condition.
115. BILL GAINES' BATHROBE MB \$75
 This bathrobe was handmade by Annie Gaines a few years before Bill died. It is made out of yellow bath towels and is so thick and heavy, that upon seeing it and trying it on, Bill Gaines declared, "If the sun ever burnt out, I would know what to wear (to keep warm)". In Mint cond.
116. SPENCER GIFTS STORE DISPLAY MOBILE MB \$10
 Produced in 1999 for Spencer Gifts, this promotional store display mobile was found in the larger Spencer Gifts store across the country. It is a three-piece mobile; one piece featuring a full color Alfred E. Neuman face, and the other two saying, "Be an April Fool - Go MAD at Spencers". The mobile is in Mint condition, and includes the instructions for hanging.
117. MAD SQUIRT TOYS LOT MB \$100
 This lot consists of the complete eight-piece set of MAD Squirt Toys that were produced in 1987 by Imagineering. The set includes the following MAD Squirt Toys: camera, lighter, pen and rubber pencil, calculator, fire extinguisher, stapler, chewing gum, and headset. All of the toys are in Mint condition, and are still factory sealed.
118. BILL GAINES' CHECK PRINTER MB \$75
 This is the check printer Bill Gaines used in his MAD office from 1985 to 1992, and was used after his death until 1994. It is in NM condition and still works.
119. CHECK PRINTING GLOVE MB \$10
 This leather glove was used by Bill Gaines while using his check printer. The need to wear the glove is apparent; it is quite stained by red ink. In VG condition.
120. MAD DRY-ERASE BOARD MB \$10
 This is a subscription premium from 1998. It is a dry-erase board, and features a full color Alfred E. Neuman on the front. It is in Mint condition and is still factory sealed.

121. MAD WORLD OF WILLIAM M. GAINES BOOKS LOT MB \$50
This lot consists of the hardcover and paperback versions of the "MAD World Of William M. Gaines" books. The hardcover is in NM condition with a NM dustjacket and the paperback is also in NM condition. They are both first printings.
122. BILL GAINES' BELT MB \$15
This black leather belt was used and worn by Bill Gaines. In Fine condition.
123. MAD MAILING ENVELOPE MB \$10
This is yet another version of a MAD mailing envelope. It is legal-size and is from the 485 Madison Avenue offices. In Mint condition.
124. MAD TEDDY BEAR MB \$50
This teddy bear, wearing a shirt with a silk-screened MAD logo, was a gift from a visitor to the MAD offices. Bill cherished this item so much, he had it on display in his office for many years. In NM condition.
125. BRITISH MAD BINDER MB \$10
This binder was offered through British MAD in the 1980s as a way to store back issues. It is not a three-ring binder, rather it has moveable wires going from the top to the bottom of the spine where you would put the centerfold of the issues. In NM condition.
126. MAD VALENTINES DAY COFFEE MUG MB \$50
This coffee mug was produced in 1994 for a Valentines Day party given to the employees of DC Comics who were not invited to the 1993 MAD Christmas Party. This mug is one of about a hundred made and is in Mint condition.
127. 1997 DC COMICS CHRISTMAS CARD MB \$10
This card was sent out by DC Comics for the 1997 Christmas holiday. The card is a full color Fold-In by Al Jaffee and features Alfred E. Neuman with a few of the DC Comics Superheroes. The card is unfolded and in Mint condition, and comes with its original mailing envelope.
128. ANNIE GAINES/ ALFRED PORTRAIT MB \$5
Produced in 1998 by artist/MAD collector Kent Gamble, this is a copy of the original art of a Thank You poster for Annie Gaines. In June of 1998, a few MAD collectors met in New York City for the MAD Art auction at Sothebys. After the auction, and a few days afterward, Annie treated us to a tour of the MAD offices, a dinner with some of the MAD staff, and a look at her incredible MAD collection. This Thank You poster was made in appreciation of her incredible generosity. In Mint condition.
129. MAD HOLIDAY GIFT SUBSCRIPTION LETTER MB \$5
This letter was sent out to all of the subscribers to MAD in the Fall of 1997. This lot consists of the mailing envelope, the return envelope, and the MAD Holiday Gift Subscription Form. The form features the Black and White Spies and a grinning Alfred E. Neuman, while the mailing envelope features the Certified MAD logo on the front. All three pieces are in Mint cond.
130. MAD GIBSON GREETING CARDS LOT MB \$50
This lot consists of 27 different MAD Greeting Cards, a package of MAD wrapping paper, a package of MAD stickers and a MAD Gift Bag, all produced by Gibson Greetings between 1994 and 1996. All of the items are in Mint condition.
131. MAD/STAR WARS POSTCARD MB \$20
This postcard was sent out to the distributors of MAD Magazine, informing them of the release of the MAD Magazine featuring the parody of Star Wars-The Phantom Menace. In NM cond.

132. DON MARTIN CHICAGO COMICON POSTER MB \$75
 This poster was made for the 1980 Chicago Comicon Benefit Auction of Comic Art. The auction took place on July 19, 1980 at the Chicago Comicon. There were three lots of original Don Martin pieces for MAD included in this auction. The poster is framed and in NM condition.
133. ALFRED E. NEUMAN CAR WINDOW DECAL MB \$10
 This car window decal is a newer item, appearing alongside of the popular "Calvin & Hobbes" decals at car shows and flea markets. The image size is approximately 6" x 6" and is navy blue in color. The condition of the decal is NM, although the waxed paper covering the decal has been pulled away from each corner.
134. MARK COHEN SIOUX FALLS MAD ART SHOW POSTCARD MB \$10
 This is the postcard for Mark Cohens' MAD Art Show at the Civic Fine Arts Center in Sioux Fall, S. Dakota. It is red in color and features Alfred E. Neuman holding back his lunch. In Mint condition.
135. GERMAN MAD FAN-CLUB STICKER MB \$10
 This sticker was a promotional item for the German MAD, and was also given out to members of the German MAD Fan-Club. The sticker is in full color and features a Mort Drucker rendition of Alfred E. Neuman. In Mint condition.
136. MAD CHRISTMAS T-SHIRT MB \$15
 This t-shirt was produced in 1996 by Andazia Int'l. It is in full color and features Alfred E. Neuman as Santa Claus. The shirt is in Mint condition, and has the Certified MAD label attached.
137. MAD ORIGINAL SCRIPTS MB \$100
 This lot includes nine different scripts submitted by Mike Snider to MAD in the early 1990s. All of them are signed by Mr. Snider, and most of them contain margin notes by the MAD Editors. Overall condition is F/VF.
138. GERMAN MAD TRIP ITINERARY MB \$50
 This lot includes the itinerary for the 1989 MAD trip to Germany and Switzerland, printed on MAD letterhead, two color brochures of places the MAD staff visited, and room assignments for the MAD staff. Overall condition for all pieces is VF/NM.
139. MAD IN MONTE CARLO T-SHIRT MB \$200
 This t-shirt was produced for the MAD trip to Monte Carlo, the final MAD trip ever taken. The shirt is black and white and features a red MAD logo. The artwork used on the shirt is identical to the artwork used for the MAD Slot Machine greeting card from 1996. This t-shirt is in NM condition, and has been worn once.
140. MAD SHOW RECORD ALBUM MB \$40
 This is a copy of the MAD Show record album. It is in Mint condition, and is still factory sealed.
141. MAD VARSITY JACKET (RED) MB \$150
 This beautiful MAD varsity jacket was made in the early 1990s for members of the MAD staff. It is a heavy wool jacket, with red leather sleeves and a red with gold trim MAD logo sewn on the back of the jacket. It is a size 44 and is in Mint condition.
142. JACK RICKARD ORIGINAL ARTWORK MB \$300
 This lot consists of three two-page spreads from the MAD paperback book, Politically MAD. The artwork measures 20" X 24" and is VF condition.
143. DON MARTIN T-SHIRT MB \$50
 This t-shirt was made in celebration of Don Martin joining the staff of Cracked. One of 100 t-shirts made, this black and white t-shirt features a Don Martin character holding an

- issue of Cracked Magazine. It is unused, unwashed, and is in Mint condition.
144. PRINTERS PROOF SHEET FOR MAD #154 MB \$35
This is a printers proof sheet for MAD #154. Unfolded, it measures 18" X 24". It is very colorful and is in F/VF condition.
145. MAD TRIP SOUVENIR MB \$20
This souvenir poem was given to the members of the MAD staff after their African Safari excursion. It is gold, orange, and brown, and is in VG condition, with thumbtack holes on each side.
146. JACK RICKARD ORIGINAL ARTWORK MB \$200
This is the original artwork for an in-house ad for the MAD Look At The Future paperback book. The artwork features an assortment of Star Wars characters looking up to the sky at a copy of the book. The artwork measures 14" X 18" and is in VF condition.
147. ORIGINAL SCRIPT FOR SKIT FOR THE MAD TRIP TO RUSSIA MB \$50
This is the original script for the skit of the MAD trip to Russia. Every year, Gaines took his MADmen on an all expenses paid trip to a foreign country. After they returned, they gave Gaines a scrapbook filled with their fond memories of the trip. After the book was presented to Gaines, the guys did a few skits based on their experiences of the trip. This particular script is for the MAD trip to Russia. In VG condition.
148. ORIGINAL COVER PROOF FOR POLITICALLY MAD MB \$40
This is an original color cover proof for the MAD paperback book, Politically MAD. Note: the artists and writers names are omitted from the proof. In VF/NM condition.
149. JACK RICKARD ORIGINAL ARTWORK MB \$200
This an original four page submission for the MAD paperback book, the "MAD Book Of Mysteries". The four pages are roughs, and the first page is a proposed cover rough that was never used. Overall condition of the four pages is VF.
150. ORIGINAL SCRIPT OF THE SKIT FOR THE MAD TRIP TO MEXICO MB \$50
This is the original script for the skit for the MAD trip to Mexico, which was acted out by the MADmen after giving Gaines the scrapbook for the trip. In VG condition.
151. ORIGINAL INTERIOR ARTWORK TO MAD FOR BETTER OR VERSE NOTE: THIS LOT IS AVAILABLE ONLY IF IT DOES NOT SELL IN SESSION ONE.
This lot contains the original interior artwork for the MAD paperback book, "MAD For Better or Verse". This lot will be broken down and sold by chapters. Following is a list of chapters, with the number of boards in each. One board equals two pages of artwork.
- | | |
|--|-----------|
| A. The Village Hippie - 7 boards | MB \$700 |
| B. Baseball Types - 9 boards | MB \$700 |
| C. The Night Before Christmas, 1999 - 13 boards | MB \$1200 |
| D. Poetry in Everyday Life - 7 boards | MB \$700 |
| E. The Phone - 7 boards | MB \$700 |
| F. The MAD Zoo - 13 boards | MB \$1200 |
| G. If Famous Poets Had Different Occupations - 14 boards | MB \$1200 |
| H. The MAD Zodiac - 13 boards | MB \$1200 |
| I. IF - 6 boards | MB \$700 |
152. ORIGINAL SCRIPT FOR DR. KILDARE PARODY MB \$200
This is the original script for the MAD parody of the TV show Dr. Kildare entitled, "Dr. Kiljoy". This parody appeared in MAD Special Number One, of which a copy is included. This MAD Special issue also includes the bonus MAD Voodoo Doll. Both the magazine and the script are in VG condition.

153. ORIGINAL SCRIPT FOR THE TRIBUTE TO AL FELDSTEINS BOOK MB \$50
 Written by Lou Silverstone, this is the original script for the tribute Mr. Silverstone for a book about Al Feldstein. The script recalls Mr. Silverstone first meeting with the former MAD Editor. In VG/F condition.
154. ORIGINAL SCRIPT FOR THE BATMAN PARODY FROM MAD #105 MB \$300
 This lot contains the original script for the Batman parody, "BattyMan", which appeared in MAD #105. Also included in this lot is a copy of MAD #105. Both items are in VG/F cond.
155. DAVE BERG SELF-PORTRAIT #2 MB \$75
 Drawn exclusively for this auction, this full color self-portrait features the smiling mug of MAD artist Dave Berg, complete with his trademark pipe. The interesting thing about this self-portrait is that his head is attached to a six-fingered left hand. In Mint condition.
156. ORIGINAL SCRIPT FOR THE BONANZA PARODY MB \$200
 This is the original script for the MAD parody of the TV show Bonanza, entitled "Bananaz". Written by Lou Silverstone, this script is in F/VF condition.
157. MAD PAPERBACK COLOR COVER PROOF MB \$25
 This lot contains a color cover proof for the MAD paperback book, "The MAD Book Of Horror Stories, Yecchy Creatures, and Other Neat Stuff". It is signed by Lou Silverstone.
158. MAD TRIP GROUP PHOTO MB \$50
 This is a B/W group photo of the MADmen before boarding their plane to France. Taken in the early 1960s, this is the first photograph from the MAD trip to France. In VG condition.
159. JACK DAVIS ORIGINAL ARTWORK MB \$100
 This artwork is a 7" X 9" panel from MAD #42. It is drawn by Jack Davis and features a scuba diver finding buried treasure aboard a sunken ship. In VF condition.
160. GEORGE WOODBRIDGE ORIGINAL ARTWORK MB \$75
 Appearing on the Letters Page of MAD #208, this piece of artwork, featuring First Lady Rosalyn Carter, was drawn by artist George Woodbridge. It is in NM condition.
161. BOB JONES ORIGINAL ARTWORK MB \$100
 This is a piece of original artwork from the MAD paperback book, the "MAD Tell It Like It Is Book". Drawn by Bob Jones, it is in VF condition, and includes an inscription that reads, "Lou, Best Wishes Always Bob Jones".
162. PAUL COKER ORIGINAL ARTWORK MB \$1200
 This is the first original color version of Paul Cokers' famous "Mermaid" back cover. The version that was printed was his second version. The reason that there were two versions of this artwork is that Mr. Coker was asked to redraw one panel of the back cover. Rather than redraw the one panel, he redrew and painted a complete second back cover. The first cover was sold to Jerry DeFuccio by Mr. Coker for the tidy sum of 37 cents. Also included in this lot are two letters from Mr. DeFuccio to Mr. Coker, with one letter being returned to Mr. DeFuccio with a handwritten receipt of the "37 cent check". The artwork is in VF/NM condition, while the letters are in F/VF condition.
163. ORIGINAL ARTWORK FOR THE JOHN PUTNAM T-SHIRT (LOT #68) MB \$250
 This lot contains the original artwork for the John Putnam t-shirt (Lot #68). It was drawn by Bob Clarke, and is in NM condition. Amazingly, the t-shirt and the artwork were consigned by two different people.
164. BILL GAINES TALES FROM THE CRYPT VARSITY JACKET MB \$200
 This Tales From The Crypt varsity jacket was made especially for Bill Gaines. It is a black

- heavy wool jacket with purple leather sleeves, with a green and purple Tales From The Crypt patch sewn on the back. The name "Bill Gaines" is embroidered on the front left breast, along with a depiction of The Cryptkeeper. A size XXL, this jacket is in Mint condition.
165. MAD TRIP TO MEXICO SIGNED SOUVENIR PHOTO MB \$100
This is a photo of the MADmen seated around their dinner table at the bullfight arena. The photograph is part of a souvenir book and it is enclosed in a bordered sleeve. It has been signed on the border surrounding the photo by eight of the ten men pictured: Lou Siverstone, Jerry DeFuccio, Jack Rickard, Bob Clarke, Paul Coker, Stan Hart, Frank Jacobs, and Peter Porges. The other two MADmen pictured are Jack Davis and someone I can't recognize. The condition of the photo and souvenir book is VF/NM.
166. ORIGINAL LYRICS FOR THE "SUPER SPECTACULAR DAY" RECORD MB \$50
This lot consists of the original lyrics for the "Super Spectacular Day" record, which was the bonus in MAD Super Special #31. The record itself is quite a marvel, as it plays eight different endings, depending on which groove of the record the needle of the record player is resting. The lyrics are in VF condition.
167. JACK RICKARD T-SHIRT MB \$20
Produced in the 1970s by Simply Terrific Designs, this t-shirt features artwork by Jack Rickard. The design on the shirt depicts a person playing Ping Pong. The shirt is a size large, and is in NM condition.
168. DON MARTIN T-SHIRT MB \$15
Made in the 1970s, this t-shirt features a Don Martin character belching, with the caption "Belch - If You Dig Beer". The t-shirt is a size medium and is in Mint condition.
169. LBJ "WHAT ME WORRY" PINBACK BUTTON MB \$20
This pinback button, featuring the face of Lyndon Baines Johnson with the caption "What Me Worry" was produced in the 1960s. It is in Mint condition.
170. AURORA "WHOOZIS" MODEL KIT MB \$10
Produced in 1966 by Aurora, this model kit is a take off of the Alfred E. Neuman kit produced a year earlier. Entitled "Whoozis?" (who is this?), the model bears a strong resemblance to Alfred. The condition of the kit is NM, with most of the parts still attached to the trees.
171. BILL AND ANNIE GAINES TOASTER MB \$25
This toaster was owned and used by Bill Gaines and his wife, Annie. It still has crumbs inside and out, and hasn't been cleaned in a couple of years (No offense, Annie!). Of course, it hasn't been used in a couple of years, either! Condition is.....well, used!
172. BILL GAINES SAFARI HAT MB \$50
This safari hat is the exact style of hat that Bill Gaines wore on his MAD trips. Although never used or worn by Gaines, he bought this hat a few years before his death in case the hat he was wearing wore out. In Mint condition.
173. GERMAN MAD STICKER (2) MB \$10
A promotional item for the German MAD magazine in the 1970s, this sticker is in Mint condition. It is full color, and reads, "Ich bin verrückt - Ich lese MAD".
174. BILL AND ANNIE GAINES STATIONERY (2) MB \$10
This is a personalized notecard from Bill and Annie Gaines. At the top, it reads, "From The Chateau Of A. & B. Gaines". There is a great amount of detail in the artwork on this card, and included in the artwork is our hero, Alfred E. Neuman. In Mint condition.

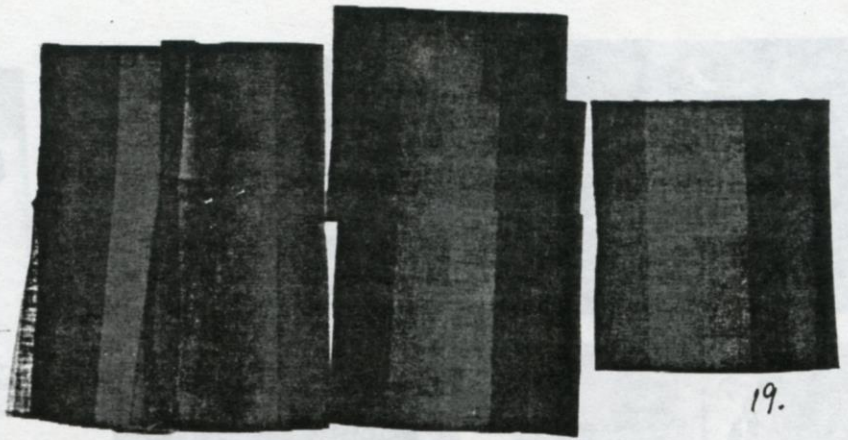
175. MAD ABOUT THE FIFTIES TRADE PAPERBACK MB \$15
 This copy of the "MAD About The Fifties" book is the harder to find version. This version was sold only through the Quality Paperback Book Club. The only difference between the two books is the cover. The cover of the Q.P.B.C. edition features the classic "Mount Rushmore" cover from MAD #31. The cover of the retail edition shows Alfred E. Neuman with a buzzcut. This book is in Mint condition.
176. SWEDISH CASTING OF ALFRED E. NEUMAN MB \$50
 This lot features an imitation bronze casting of Alfred E. Neuman. Produced by the Swedish MAD in the 1970s, this item is made of plastic and is painted with bronze paint. Measuring 11" X 17", it is in Mint condition.
177. MAD TV "COMEDY SKETCH SWEEPSTAKES" RULES AND WINNERS SHEET MB \$10
 This lot consists of the official rules for the MAD TV "Comedy Sketch Sweepstakes" contest, and the letter announcing the winners. The contest was held in the Fall of 1997. The judging agency was Marden-Kane, from whom these letters were sent. In NM cond.
178. MAD SCRIPTS LOT MB \$150
 This lot consists of fifteen different scripts of stories written by Mike Snider for MAD from the late 1980s to early 1991. They are all complete and are in VF condition.
179. MAD COMIC #13 MAILING ENVELOPE MB \$50
 This mailing envelope was used to mail MAD #13 to a subscriber. All of the E.C. comic books at the time were mailed in identical envelopes to this one. Beneath the return address, the words, "MAD No.13" are written in pencil, indicating that MAD #13 was mailed in this envelope. The envelope is VG condition.
180. MARK COHEN MAD ART SHOW BOOKLET MB \$10
 This booklet is from the Mark Cohen MAD Art Show exhibit at the Haggin Museum. For each of the other Cohen MAD Art Shows, a postcard would be printed. There was no postcard printed for this show, and this is the only piece made just for this show. Besides the MAD Art Show, this booklet gives descriptions of all of the other shows appearing at the Haggin Museum. In Mint condition.
181. MARK COHEN MAD ART SHOW CATALOG MB \$15
 This catalog was produced only for the Mark Cohen MAD Art Show exhibit at the Columbus College of Art and Design Canzani Center in Columbus, Ohio. This catalog is different from the earlier MAD Art Show catalogs, as this show had nearly double the works of MAD art than the previous shows. This catalog is in Mint condition.
182. FRENCH MAD HARCOVER BOOK MB \$30
 This hardcover reprints selected stories from the MAD comic books 9-23. Printed entirely in French, this book is from 1984. The interior pages are all black and white, while the cover is in full color. The cover reads, "MAD Se Paie Une Toile", and since I don't know the French language, is untranslatable. It is in NM condition, with a price and store sticker on the cover.
183. ALFRED E. NEUMAN BELT BUCKLE MB \$50
 This is an unlicensed item and was probably produced in the-mid 1970s, given the red, white and blue colors the belt buckle has. The belt buckle features Alfred E. Neuman and reads, "What Me Worry" on the front. The belt buckle has been used and suffers from some minor surface scratches on the front. In VF condition.
184. ALFRED E. NEUMAN CERAMIC MAGNET MB \$10
 This unlicensed item was produced starting in 1997. It is a painted ceramic magnet and looks very much like the face of the Alfred E. Neuman bendable figure from 1988. In Mint cond.

185. MAD TV EMMY CONSIDERATION VIDEOTAPE MB \$10
 This is an Emmy consideration videotape for the MAD TV show. These videos were sent out to judges for the Emmy Awards, and contains one episode for nomination. The slipcase is in color and features Alfred E. Neuman on the front. The back has a color photo of the cast. This item is sealed and in Mint condition.
186. AUSTRALIAN MAD SHORTS AND TANK TOP SET MB \$40
 This shorts and tank top set were made in 1994 by MAD Wear International, and were sold in Australia. The tank top features an embroidered Alfred E. Neuman on the front, and reads "MAD What Me Worry". The shorts have an embroidered Alfred face on the left thigh and a MAD logo on the back pocket. This set of clothing is blue, and the embroidery is in full color. Both pieces are in Mint condition.
187. SPY VS SPY VIDEO GAME MB \$10
 This is the Sega version of the Spy vs. Spy video game. The game is complete and in Mint cond.
188. FEINGOLD/NEUMAN PINBACK BUTTON MB \$10
 This pinback button was produced in 1998 for the Wisconsin Democratic Party convention. The pinback features a pre-MAD Alfred E. Neuman on the front. In Mint condition.
189. 1967 CONCERT HANDBILL WITH ALFRED MB \$10
 This concert handbill is from a Sons of Champlin concert in Denver in 1967. The handbill features a pre-MAD Alfred E. Neuman and is in full color. In Mint condition.
190. MARK COHEN MAD ART SHOW POSTCARD MB \$5
 This postcard is from the Mark Cohen MAD Art Show exhibit at the Pacific Arts Center in Seattle. It is black and white and features Alfred E. Neuman on the front. In Mint cond.
191. BEATNIK COOL SCHOOL BUMPER STICKER MB \$10
 This bumper sticker is from the 1960s and features Alfred E. Neuman wearing a beanie. It is an unlicensed item, and was part of a series of stickers and decals made by Impko. The bumper sticker is in full color and is in Mint condition.
192. STORIES AND SCRIPTS BY LARRY SIEGEL MB \$600
 This lot contains pages and pages of scripts and stories written by Larry Siegel, including the first one story he ever wrote for MAD. All told, there are four stories that were bought and used by MAD, and eleven submissions that were never sold or ever appeared in MAD, but are certainly worthy of being printed, in my opinion. Overall condition for all pages is Fine.
193. MAD WORLD OF WILLIAM M. GAINES BOOK DUSTJACKETS MB \$20
 This lot consists of two dustjackets for the "MAD World of William M. Gaines" hardcover book. They are in full color with no fading, but suffer from spine and edge chipping. G/VG
194. FRANK JACOBS MAD BOOK COVER ROUGH MB \$100
 This is a proposed cover rough for the MAD Big Book, "Frank Jacobs Zaps the Human Race". It was drawn by Jack Davis, and although it is not signed, it is obvious that it is the work of Mr. Davis, since he drew the finished cover for the book. It was drawn with magic marker on onion skin paper, and is in VF condition, with a couple of tiny corner bends.
195. FRANK JACOBS SIGNED PAPERBACKS LOT MB \$40
 This lot consists of eight MAD paperback books written by Frank Jacobs. There are some first printings in this lot, and the average condition of each book is VF/NM. They are all signed by Mr. Jacobs.
196. FRANK JACOBS SCRIPTS LOT MB \$50
 This lot consists of four original scripts written by Frank Jacobs. Overall condition is Fine.

197. ALFRED E. NEUMAN FOR PRESIDENT T-SHIRT MB \$20
Produced by Stanley DeSantis in the late 1980s, this full color t-shirt features Alfred E. Neuman with a campaign sign over his head. It has been worn and washed and is in VF condition.
198. MAD STATIONERY WITH ALFRED E. NEUMAN WATERMARK MB \$20
This is a piece of MAD stationery with an Alfred E. Neuman watermark. The watermark is visible only when you hold it up to the light, which makes photographing this item a little difficult. Rest assured that the image is there. In Mint condition.
199. MAD PAPERBACK BOOK CONTRACT LETTER MB \$25
This is a letter from MAD indicating that material from the MAD paperback book, "MAD'S Believe It Or Nuts" was going to be reprinted in a MAD Super Special. The letter is in VF condition, and is signed by Jay Kogan, the Director of Legal Affairs for MAD.
200. FRANK JACOBS SCRIPTS LOT MB \$50
This lot consists of four original scripts written by Frank Jacobs. Overall condition is Fine.
201. ORIGINAL SCULPTURE FOR THE MAD BUST MB \$250,000
This item could quite possibly be the rarest MAD collectible ever. This is the original sculpture of the Alfred E. Neuman bust. This is the sculpture from which the molds were cast for the Alfred E. Neuman busts that were made for sale through MAD in the early 1960s. This sculpture was the first definitive 3-dimensional rendering of Alfred E. Neuman. Until this sculpture was made, no one had any idea what Alfred E. Neuman looked like from the side or back. Modeled in Duron plastic, this sculpture is virtually indestructible. The sculpture measures 5 1/2 inches high and 3 3/4 inches wide, and rests on a 2 inch base. This item was sculpted by MAD cover artist and respected science fiction illustrator, Frank Kelly Freas.



18.



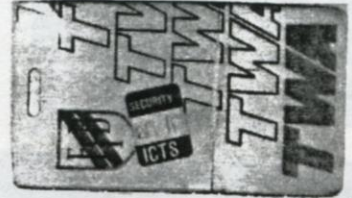
19.



21.

Front

Back



Front

22.



Back



20.



Front

Back

23.



25.



26.



24.



27. Front



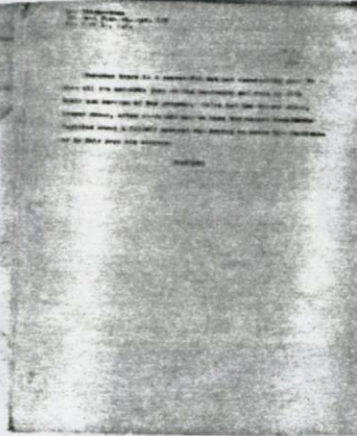
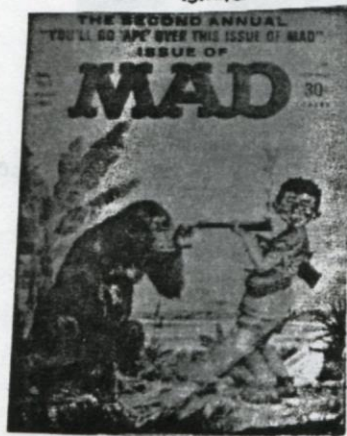
Back



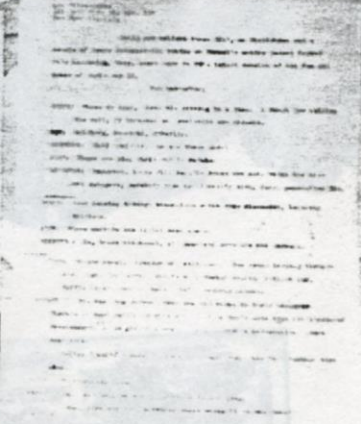
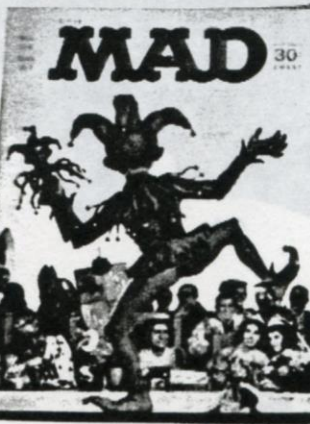
28.



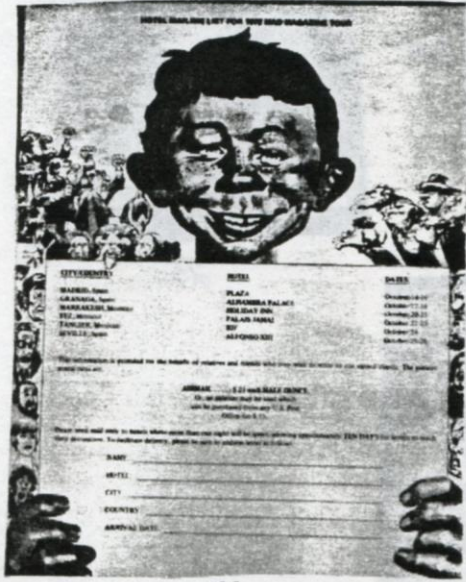
29.



31.



32.



33.



34.



35.



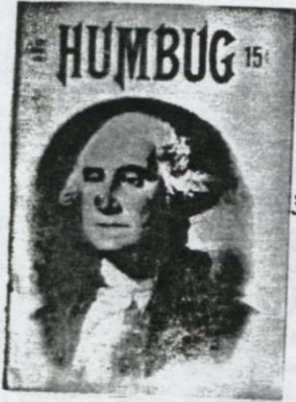
36.



37.



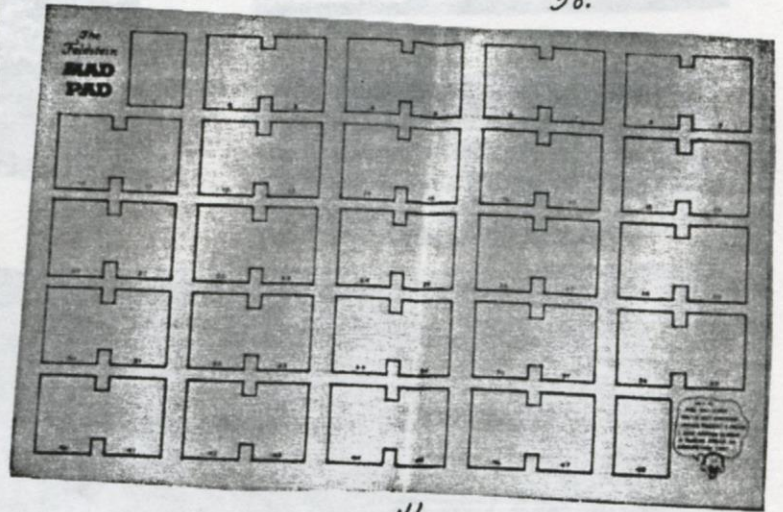
38.



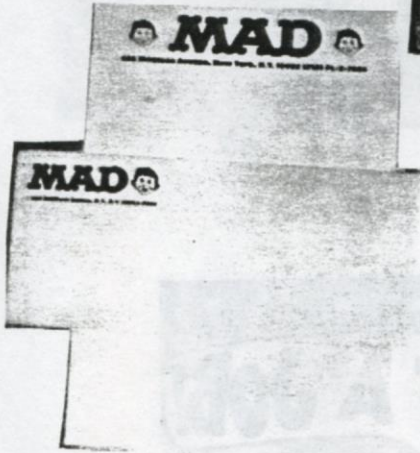
39.



40.



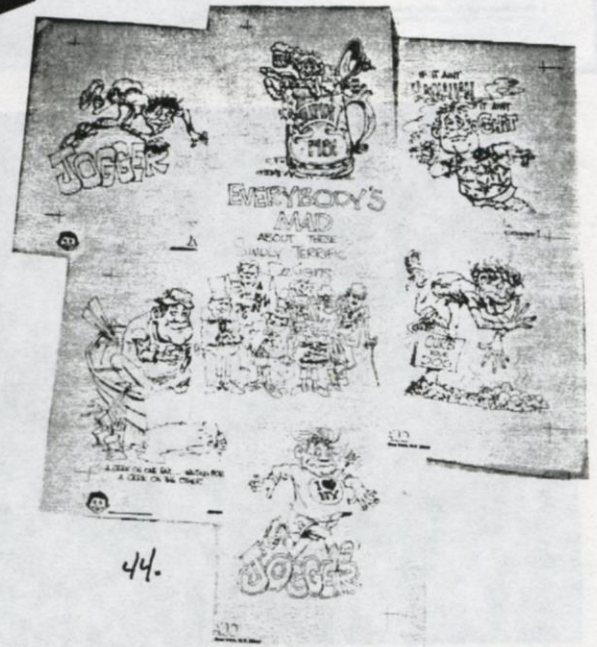
41.



42.



43.



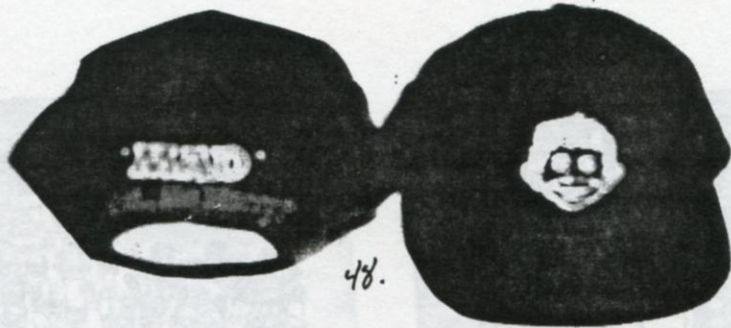
44.



45.



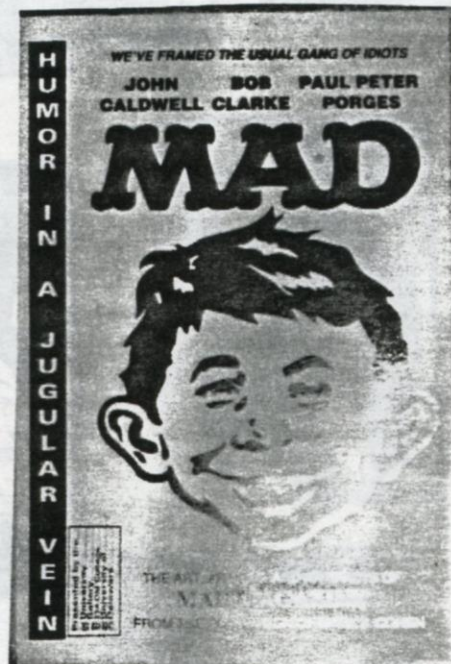
46.



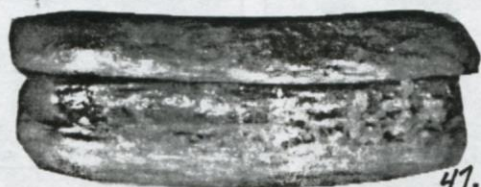
48.



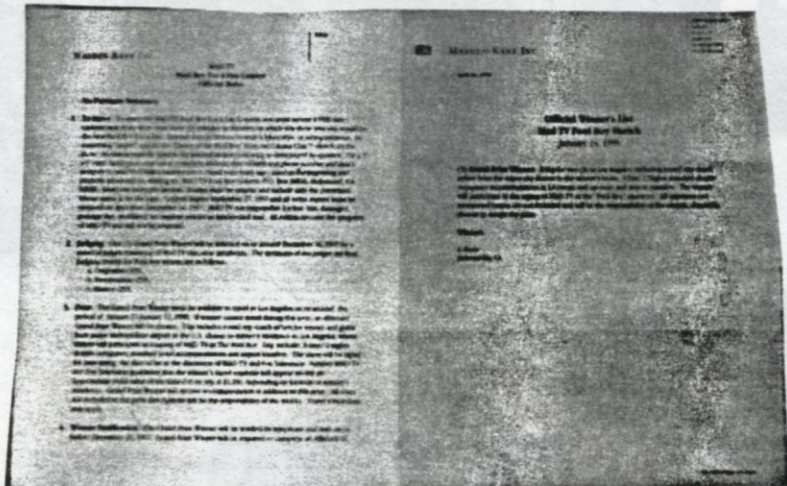
49.



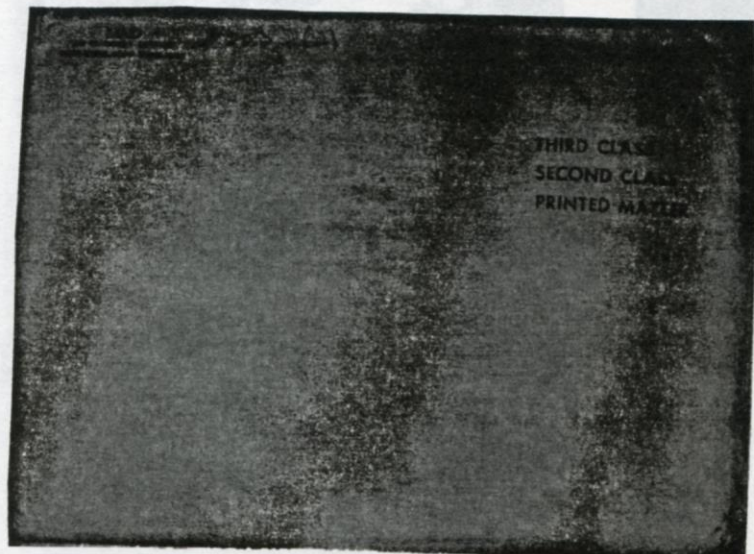
50.



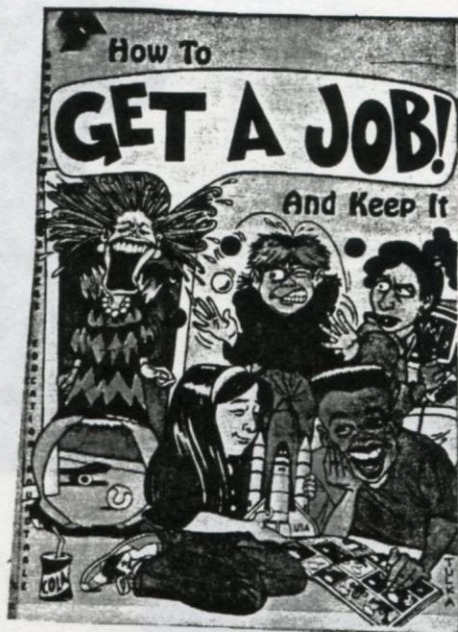
47.



51.



52.



53.



54.



55.



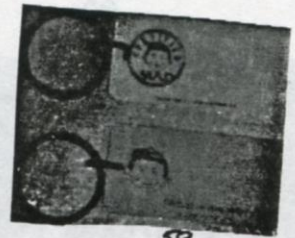
56.



57.



58.



59.



60.



61.



62.



64.



63.



65.



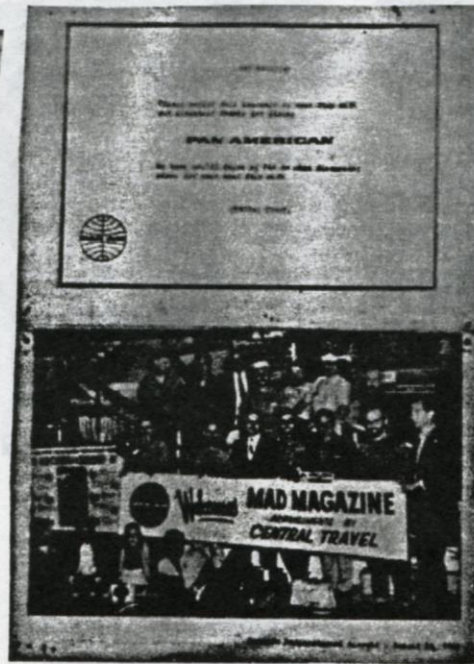
66.



67.



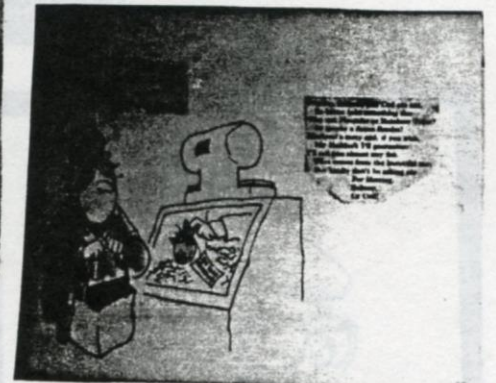
68.



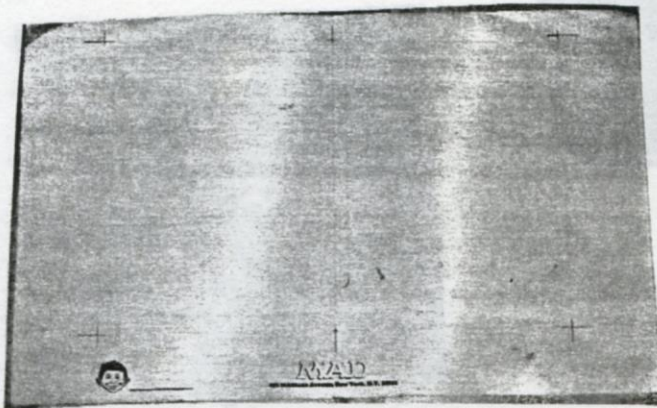
69.



72.



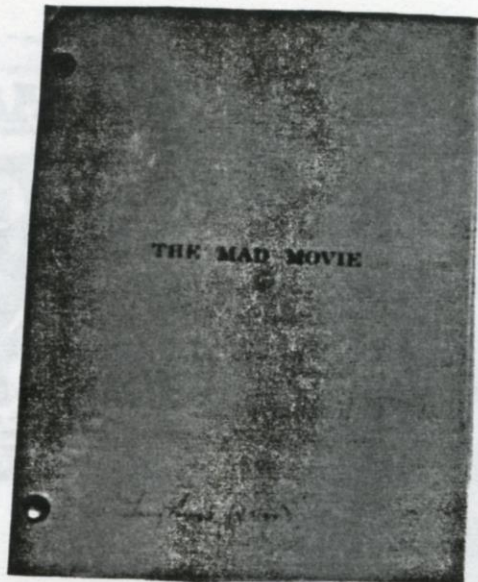
71.



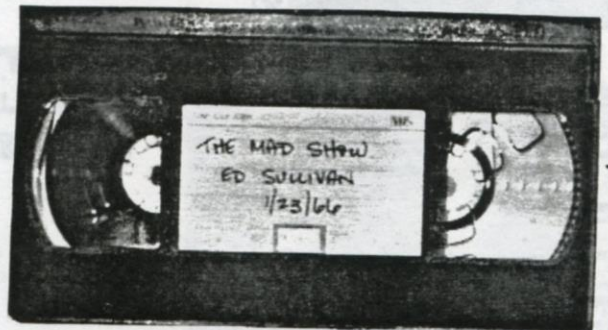
70.



73.



75.



76.



77.

R. C. PUBLICATIONS, INC. and E. C. CREATIONS, INC. do hereby jointly and severally indemnify and agree to hold Ed Sullivan harmless of and from any and all liability that he may suffer or incur as a result of any claim or lawsuit hereafter or hereafter interpreted or brought against him by reason of the publication by either of the undersigned of any art or editorial work created, authored, edited, purchased or ordered by him upon the understanding that the defense of any such claim or suit, or the prosecution of any appeal resulting therefrom, shall be handled solely by attorney selected exclusively by the undersigned.

Dated, SEP 28 1964, 19__

R. C. PUBLICATIONS, INC.
William T. Spence

E. C. CREATIONS, INC.
William T. Spence

5) Langford

79.



78.





88.



89.



90.



91.



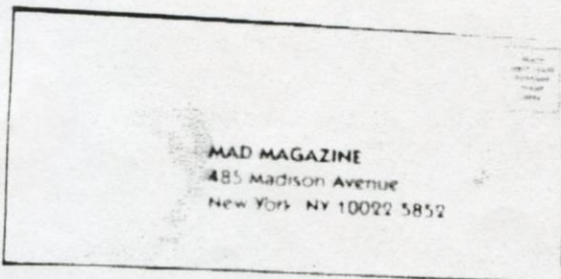
92.



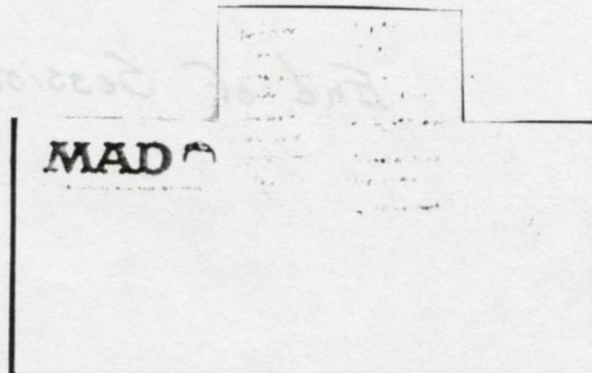
93.



94.



95.



96.



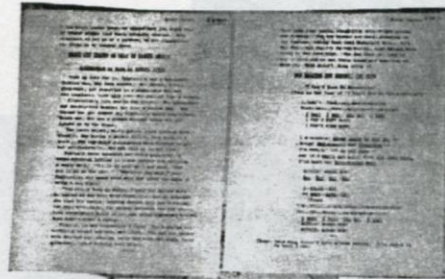
97.



98.



100.



99.

End of Session One



101.



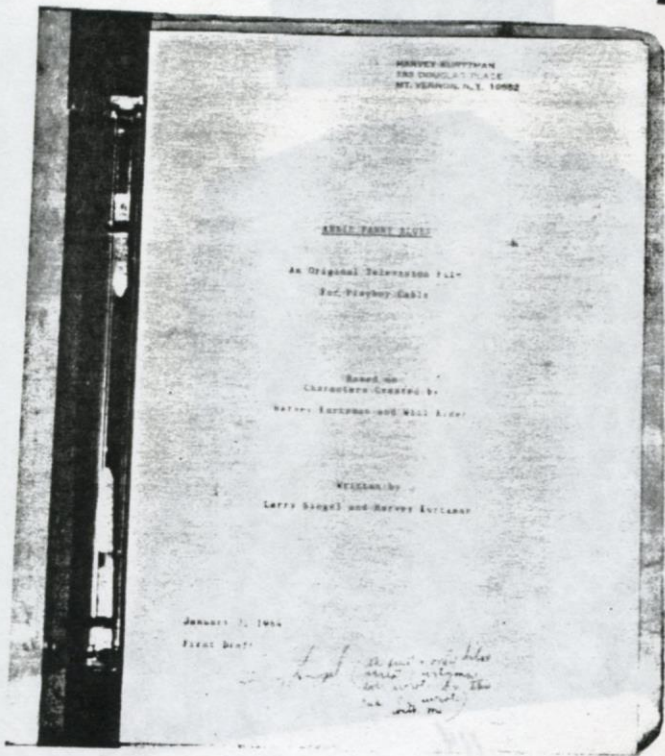
102.



103.



107.



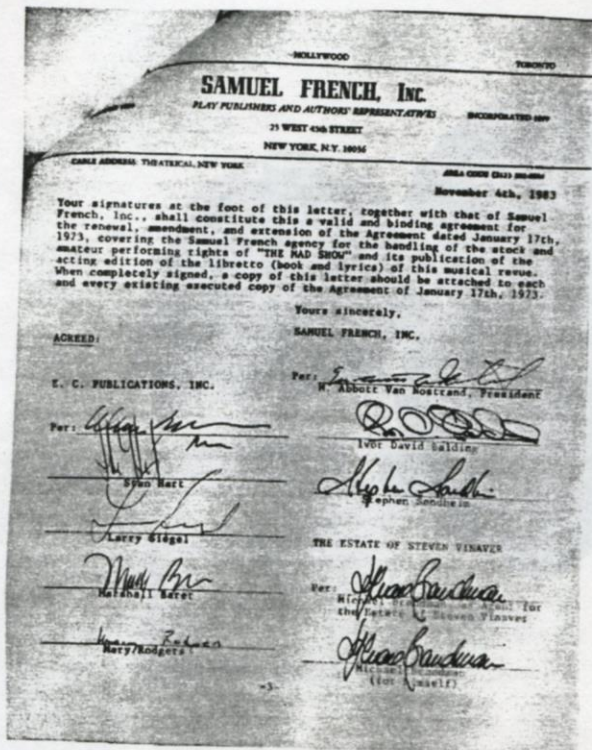
105.



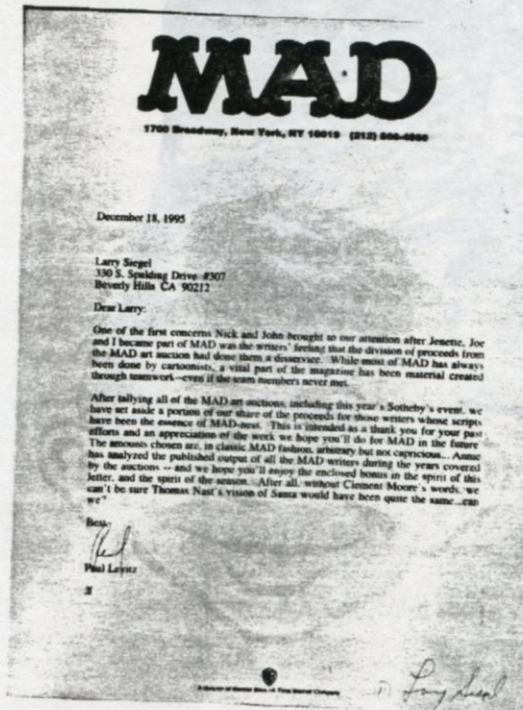
104.



106.



108.



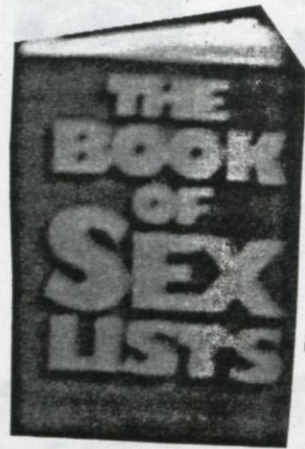
109.



110.



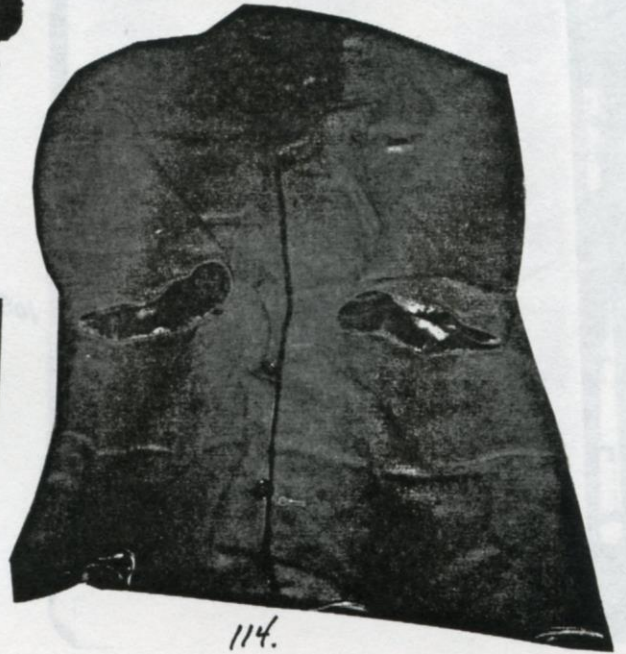
111.



113.



112.



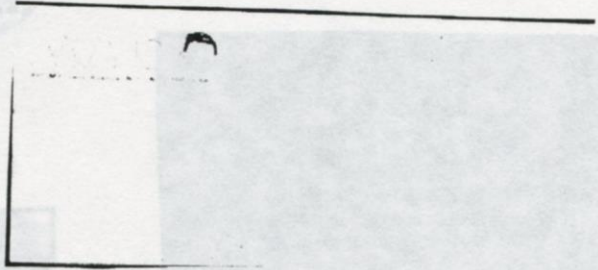
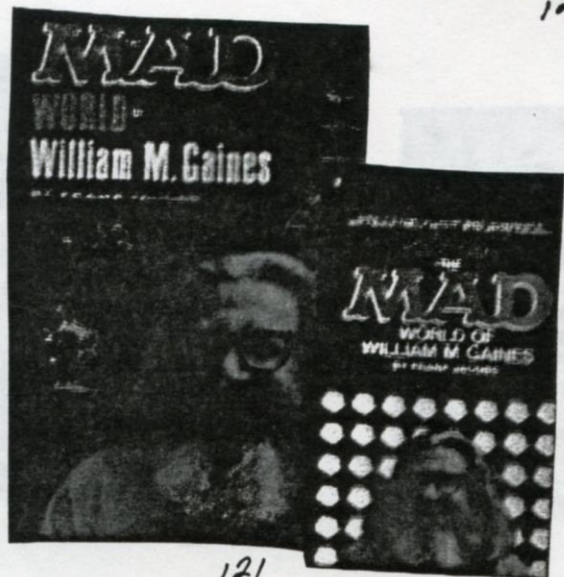
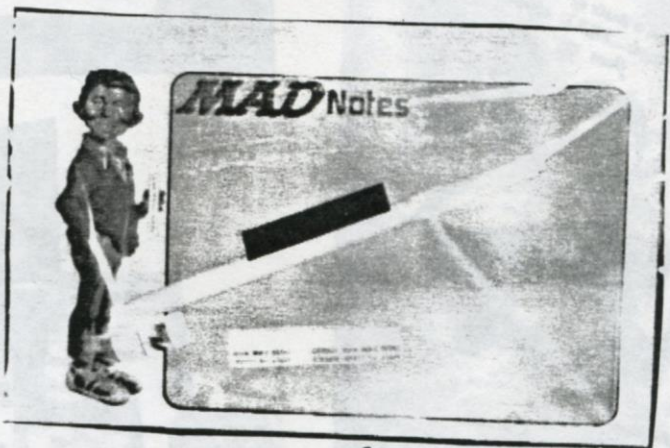
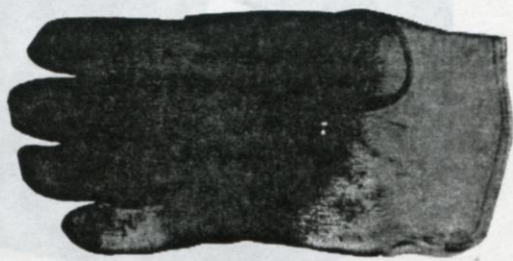
114.



115.



116.



121.

118.

119.

117.

120.

122.

123.

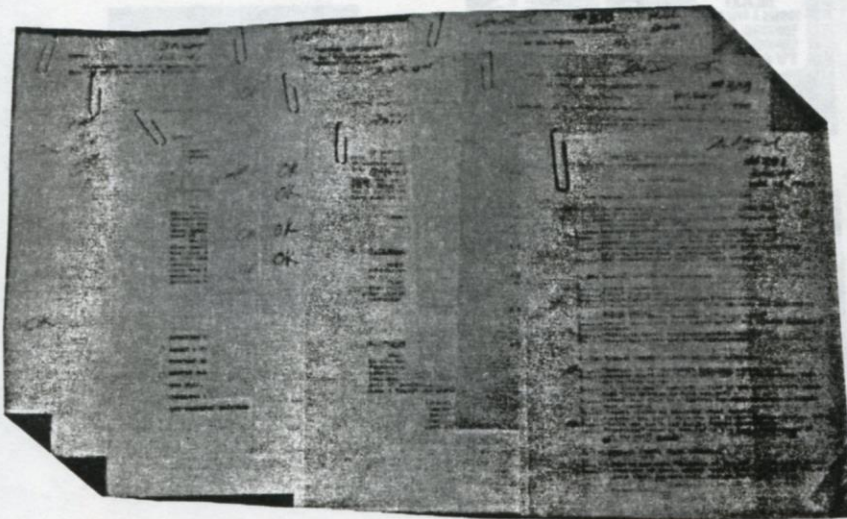
124.



135.



136.



137.



138.



139.



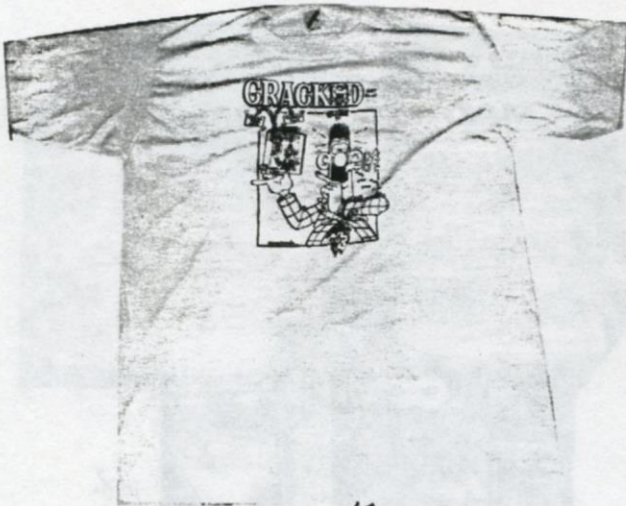
140.



141.



142.



143



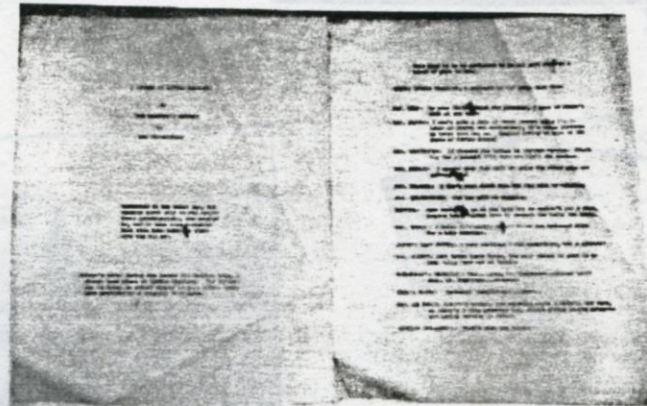
144.



145.



146.



147.



148



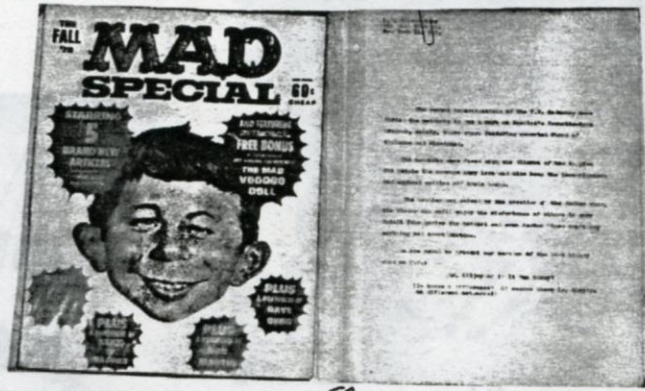


Two pages of text, likely a parody or satirical piece, with a dark, grainy background.



150

151



152

155

Two pages of text, likely a parody or satirical piece, with a dark, grainy background.

153



Two pages of text, likely a parody or satirical piece, with a dark, grainy background.

154

Two pages of text, likely a parody or satirical piece, with a dark, grainy background.

156



157.



158.



159.



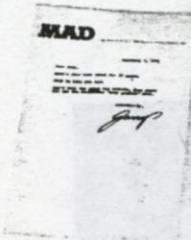
160.



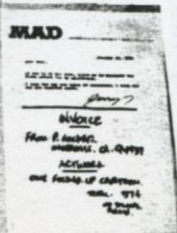
161.



163.



162.



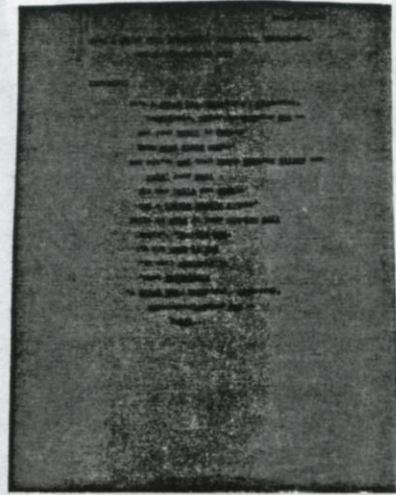
Front Detail



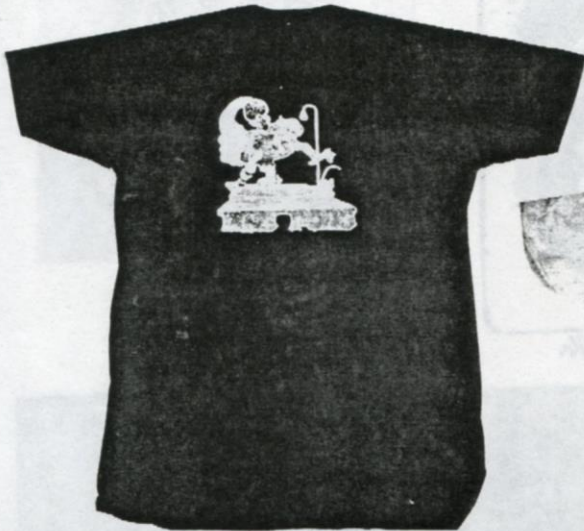
164



165.



166



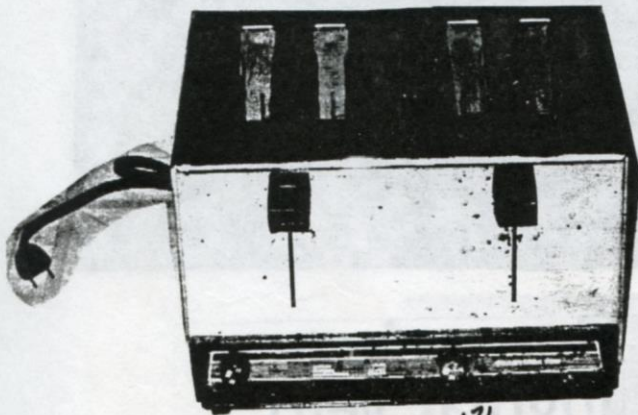
167.



168.



169.



171.



170.



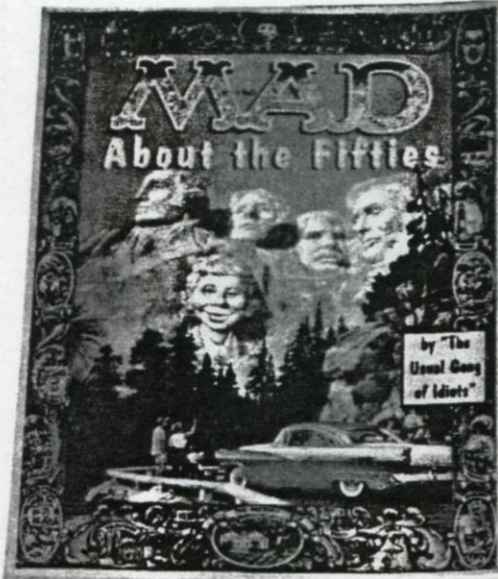
173.



172.



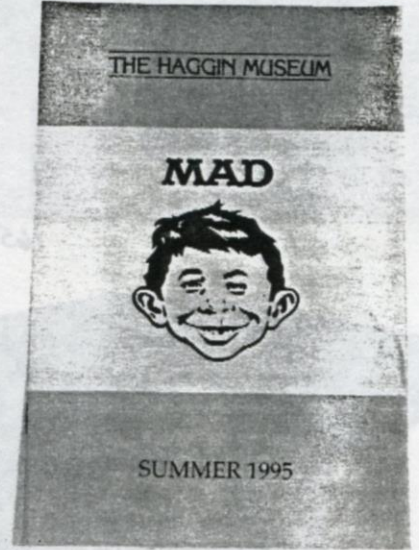
174.



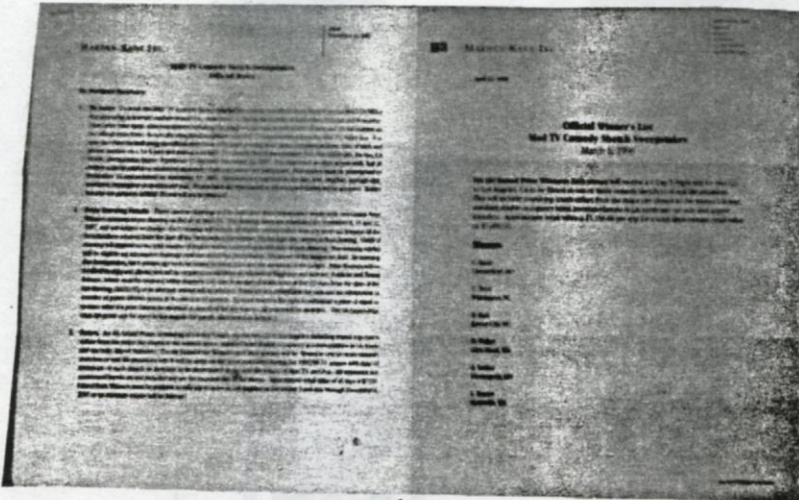
175.



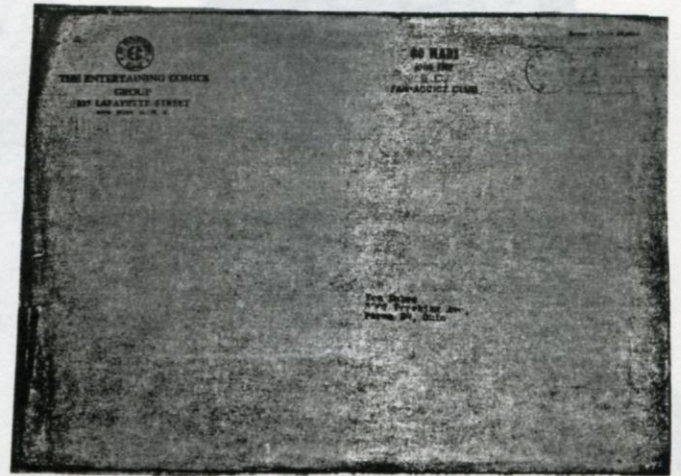
176.



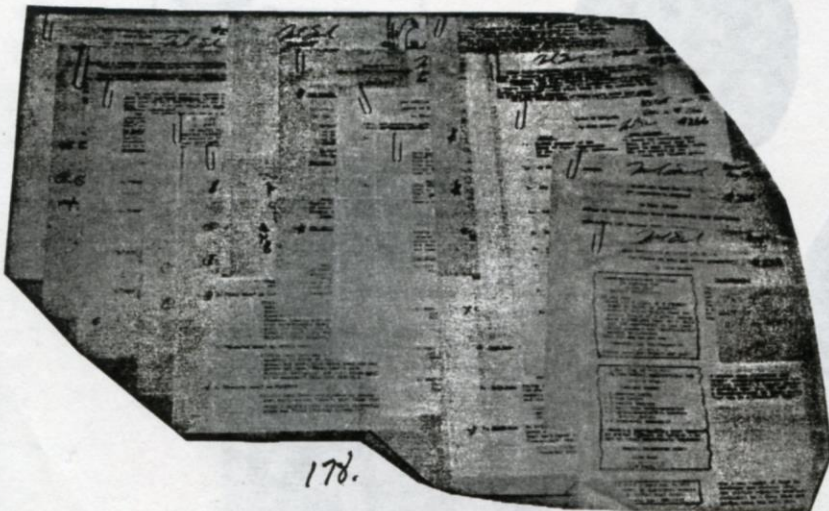
180.



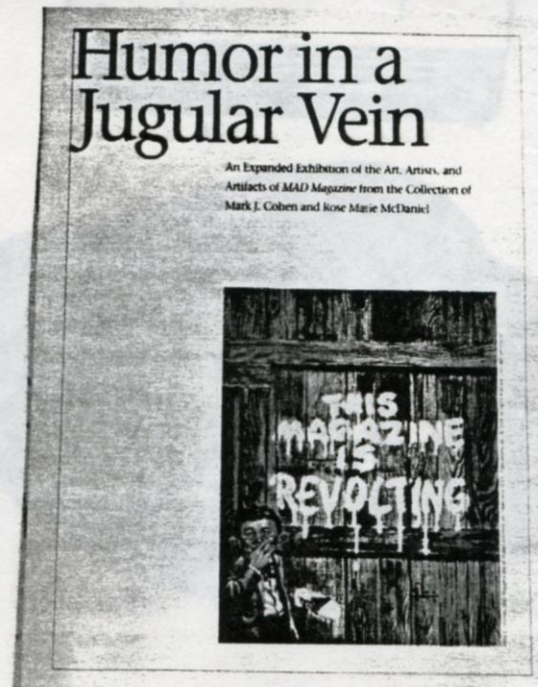
177.



179.



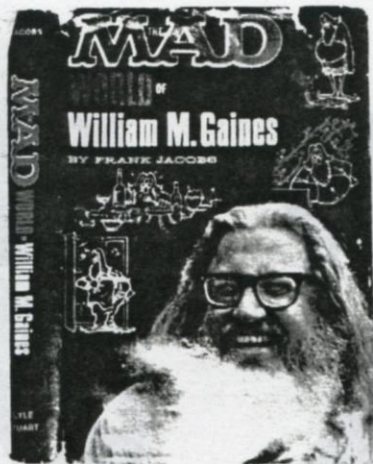
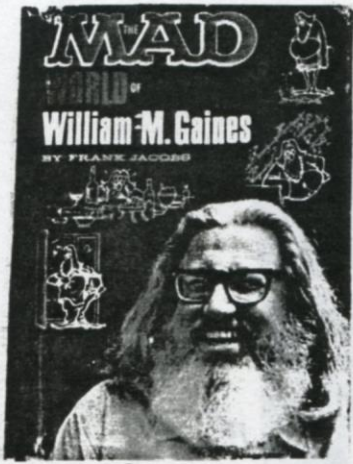
178.



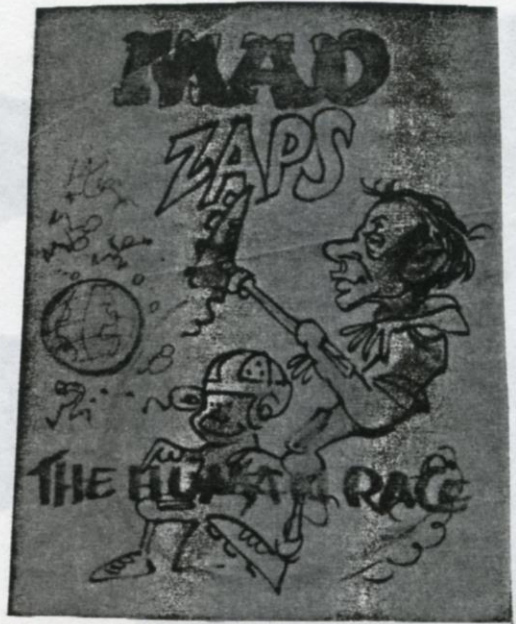
182.



192.



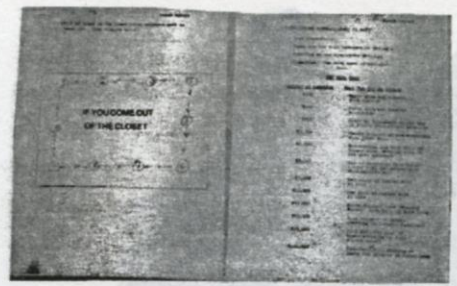
193



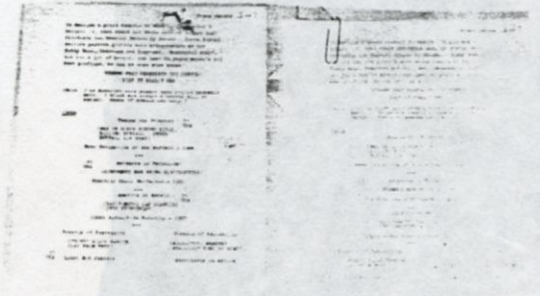
194



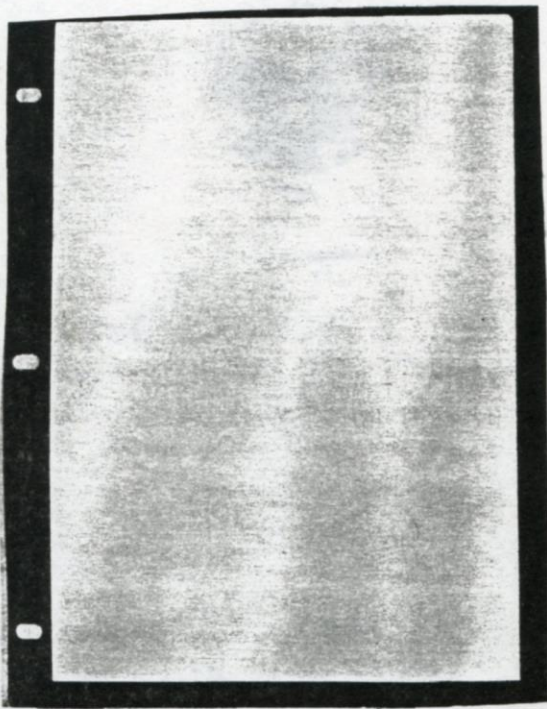
197



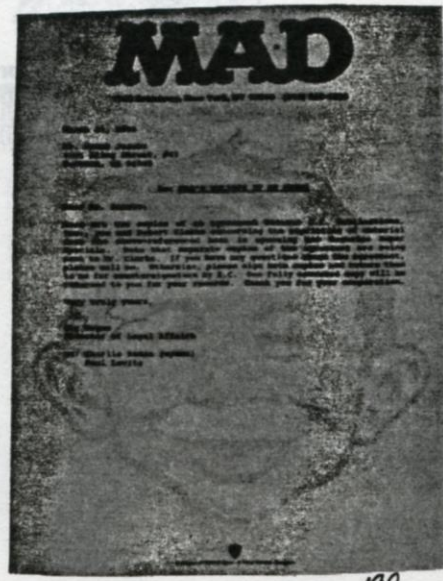
196



200



198



199



195

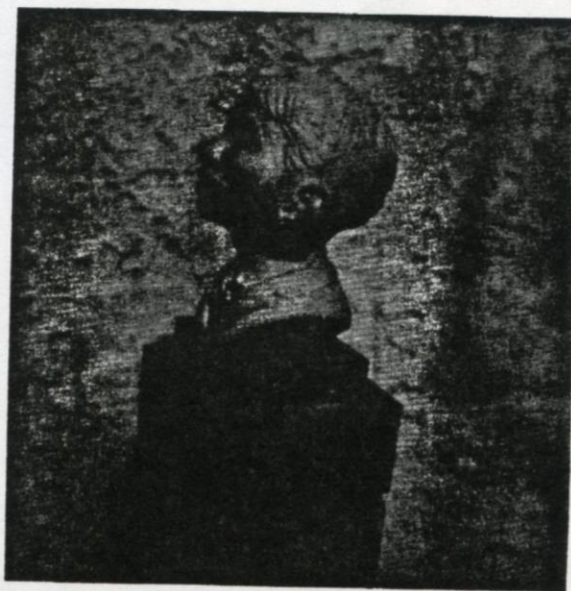


Bust = 5" Tall 3 3/4" wide
3 3/4" deep
7 1/2" tall w/ Base

Front

#201.

Back



Left Profile

Right Profile

Announcing . . .
The 1999 MAD Fall Auction

A two day auction featuring an incredible assortment of **MAD** / Alfred E. Newman collectibles. Featuring consignments from the "Usual Gang of Idiots."

- **MAD** Show Tile Pothead
- **MAD** Cruise T-shirt
- Bill Gaines Personal Items
- Original **MAD** Artwork
- Pre-**MAD** Items
- **MAD** Varsity Jacket
- Original Scripts & Stories by **MAD** Writers

Catalogs are ready. Over 48 pages. Over 200 lots. Send \$8.00 to:

Tim Johnson
2530 S. 64th St.
Milwaukee, WI 53219

Auctions: Friday, Sept. 24 and Saturday, Sept. 25