

Tim Johnson **MAD** AUCTION

The **BIG ONE!**

Fri., Sept. 22nd

Sat., Sept. 23rd

6pm - 2am

**300
LOTS!**



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**BIG
BIG
BIG**

**REALLY
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2000 MAD Fall Auction Rules

Friday, September 22 (6pm to 2am CST) for lots #1-150
Saturday, September 23 (6pm to 2am CST) for lots #151-303

Terms and Conditions

- Mail bids are encouraged and will be accepted on or before Friday, September 22. A bid form has been included for your convenience.
- E-mail bids will be accepted on or before 5pm CST on Friday, September 22. Please direct your e-mail bids to: cheeka@execpc.com
- Telephone bids will be taken on the closing days only....on Friday, September 22 from 6pm to 2am CST for lots #1-150, and Saturday, September 23 from 6pm to 2am for lots #151-303. To place a telephone bid, please call (414) 321-6004. If the lines are busy, please keep trying. Normally, the phone lines are busiest from midnight to 2am, so call early to avoid the rush.
- The auction will end at exactly 2am on each night. If you call and get the answering machine, the auction is over for that night.
- All items have a minimum bid (MB).
- When placing a bid, please indicate your bidder number and the lot or item number. If at all possible, please bid on items in numerical order.
- The bidding increments will be as follows:
 - \$1-19: \$1 increment (example: current bid is at \$16. Next bid is \$17)
 - \$20-48: \$2 increment (example: current bid is at \$44. Next bid is \$46)
 - \$50-95: \$5 increment (example: current bid is at \$60. Next bid is \$65)
 - \$100-190: \$10 increment (example: current bid is at \$160. Next bid is \$170)
 - \$200-480: \$20 increment (example: current bid is at \$440. Next bid is \$460)
 - \$500-950: \$50 increment (example: current bid is at \$600. Next bid is at \$650)
 - \$1000 and over: \$100 increment (example: current bid is at \$1600. Next bid is \$1700)
- I can execute bids for you. Tell me your maximum bid and I will bid in appropriate increments until your limit is reached. At no time will I increase your bid if you are currently the high bidder.
- Gross error in description is the only cause for a return. You must notify me in four days of receipt of your order if you intend to make any returns. As the buyer, you are responsible for all shipping costs on returned items, while making sure the items are in the same condition as when they were received.
- Winners will be notified by mail, and payment is due upon receipt of invoice. Layaways are not allowed. A minimum shipping fee of \$3 will be charged to those who have winning bids. Some items will require additional postage due to weight and/or value. Insurance is optional. All items will be shipped via US Priority Mail, unless otherwise specified on the bidding form.
- A bank certified check or a money order is the preferred form of payment, however a personal check is acceptable. Make all payment to: TIM JOHNSON
- The placing of a bid is an Agreement to Purchase, indicating that you agree to the Terms and Conditions. All items will be sold to the highest bidder. In case of a tie bid, the earliest bid received is the winner.
- You may call anytime between 12 noon and 4pm CST on Saturday, September 23 to find out if your bids made in the Friday session were successful. You may call anytime after 12 noon CST on Sunday, September 24 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!

- Mail bids are encouraged and will be accepted on or before Friday, September 23. A bid form has been included for your convenience.

- E-mail bids will be accepted on or before 5pm CST on Friday, September 23. Please direct your e-mail bids to: checks@exscape.com

- Telephone bids will be taken on the closing days only... on Friday, September 23 from 9am to 2am CST for lots #1-150, and Saturday, September 24 from 9am to 2am for lots #151-300. To place a telephone bid, please call (414) 321-6004. If the lines are busy, please keep trying. Normally, the phone lines are busiest from midnight to 2am, so call early to avoid the rush.

- The auction will end at exactly 2am on each night. If you call and get the answering machine, the auction is over for that night.

- All items have a minimum bid (MIB).

- When placing a bid, please indicate your bidder number and the lot or item number. If at all possible, please bid on items in numerical order.

- The bidding increments will be as follows:
\$1-19: \$1 increment (example: current bid is at \$16. Next bid is \$17)
\$20-49: \$2 increment (example: current bid is at \$44. Next bid is \$46)
\$50-99: \$5 increment (example: current bid is at \$80. Next bid is \$85)
\$100-199: \$10 increment (example: current bid is at \$160. Next bid is \$170)
\$200-499: \$20 increment (example: current bid is at \$440. Next bid is \$460)
\$500-999: \$50 increment (example: current bid is at \$800. Next bid is at \$850)
\$1000 and over: \$100 increment (example: current bid is at \$1600. Next bid is \$1700)

- I can execute bids for you. Tell me your maximum bid and I will bid in appropriate increments until your limit is reached. At no time will I increase your bid if you are currently the high bidder.

- Cross error in description is the only cause for a return. You must notify me in four days of receipt of your order if you intend to make any return. As the buyer, you are responsible for all shipping costs on returned items, while making sure the items are in the same condition as when they were received.

- Winners will be notified by mail, and payment is due upon receipt of invoice. Payments are not allowed. A minimum shipping fee of \$3 will be charged to those who have winning bids. Some items will require additional postage due to weight and/or value. Insurance is optional. All items will be shipped via US Priority Mail, unless otherwise specified on the bidding form.

- A bank certified check or a money order is the preferred form of payment, however a personal check is acceptable. Make all payment to: TIM JOHNSON

- The placing of a bid is an agreement to purchase, indicating that you agree to the Terms and Conditions. All items will be sold to the highest bidder. In case of a tie bid, the earliest bid received is the winner.

- You may call anytime between 12 noon and 4pm CST on Saturday, September 23 to bid on if your bids made in the Friday session were successful. You may call anytime after 12 noon CST on Sunday, September 24 to bid on if your bids in either session were successful. Please limit your inquiries to three

SESSION ONE

Friday, September 22, 2000 (6pm to 2am CST)

1. **DAVE BERG FILE COPIES OF FOREIGN MADs** MB \$100
This lot contains three binders filled with 40 early foreign issues of MAD. Notable issues include a Swedish #1, 4 and 5, British #3, 4, 11, 12, and 14-18, and other late 1960's issues from Sweden, Denmark, The Netherlands, and Norway. The magazines have been hole-punched, and fit nicely into the two-ring binders. Overall condition of the magazines are F/VF, with beautiful glossy covers. Also included in this lot is a fourth binder containing examples of Mr. Bergs non-MAD work. The issues in this binder are mainly 1950's comic books, such as Marvel Tales #154, Navy Combat #5 and 12, World of Fantasy #5, and two pinup magazines, Good Humor #39 and 40. The issues in this binder have brief notations in the margins. This binder also has Mr. Bergs name and home address stamped on the inside front cover.
2. **1966 COUNTERFEIT ALFRED E. NEUMAN BUST** MB \$50
This item is the product of a half-hearted attempt to copy the Alfred E. Neuman bust. Made in 1966, this bust is one of ten that were made by a gentleman in New Jersey. According to a former MAD employee, the man was able to copy the head of the bust, but was not able to copy the base. The size of the head is slightly smaller than the head of the large Alfred E. Neuman bust, and the base has no markings. It has been painted and glazed and there is evidence of some rub marks on the ears, cheeks, nose, and mouth. There are also a few tiny paint chips along the bottom of the base. Overall condition of this bust is Fine.
3. **ALFRED E. NEUMAN SWEATSHIRT** MB \$10
This item was produced in the late 1980's by Sun Sportswear. It is an Adult size medium, and is blue/green in color. After having been washed only once or twice, this item is in NM condition.
4. **ALFRED E. NEUMAN SILVER COIN** MB \$5
This silver coin was produced in the late 1980's and is an unlicensed item. In Mint condition.
5. **SERGIO ARAGONES SIGNED PAPERBACK BOOKS LOT** MB \$15
This lot consists of nine Sergio Aragones' paperback books. They have all been signed by Mr. Aragones and each also has a cartoon drawn along with the signature. Average condition is VF.
6. **MAD BOARD GAMES LOT** MB \$3
This lot contains both versions of the MAD board game, as well as the MAD card game. Overall condition of the two board games is VF, while the box of the card game is in fair condition, with significant fading and surface wear.
7. **CHINESE MAD POSTER W/ENVELOPE** MB \$10
This is a promotional for the now defunct version of the Chinese MAD Magazine. The poster measures approximately 11"x 14" and is in full color. The envelope and poster both are NM.
8. **BILL GAINES GLOSSY B/W PHOTO** MB \$2
This photo is the "full length" version of the photo used on the dustjacket of the "MAD World of William Gaines" book. It measures approximately 5"x 7" and is in NM condition.
9. **NORMAN MINGO COLOR PAPERBACK ROUGH** MB \$100
This lot contains a color rough drawn by MAD artist Norman Mingo for the MAD paperback book, "The MAD Sampler". Measuring the same size as a paperback book, the artwork is in VF condition. Also included in this lot is a VG copy of the MAD Sampler paperback book.
10. **LIMEROCK MAD TRADING CARD SETS** MB \$5
This lot contains a set of trading cards from the MAD Series One, MAD Series Two, and Spy vs. Spy editions of the trading cards by Limerock. Each set contains 55 cards. They are all in NM condition.

11. "THE LONG GOODBYE" PRESSBOOK W/ JACK DAVIS ART MB \$5
 This is the pressbook for the United Artists release, "The Long Goodbye", starring Elliott Gould. The artwork on the cover appears to have come from the pages of MAD, with Jack Davis art and MAD-style word balloons and text. It is in VF condition, with a horizontal crease in the middle.
12. MAD CHRISTMAS WALL HANGING/ BANNER #1 MB \$100
 This item comes from the MAD offices. Measuring approximately 4' x 7', this item was designed to hang in the MAD offices during the Christmas season. It was initially given to MAD while the offices were at 485 Madison Avenue, during the Fall of 1994. It was not used at that time, and was rolled up and stored for future use. During the move of the MAD offices from 485 Madison Avenue to 1700 Broadway, the tube containing this item was misplaced and forgotten. The artwork for this banner is taken from MAD #68. It is in full color, and is painted on a vinyl fabric very similar to that of a window shade. It can either be dry-mounted or framed (MAD was going to frame it), and be used a front door or outdoor decoration during the Christmas season. Or, it is beautiful enough to display all year 'round. Although this item is rolled, it flattens out quite easily. In NM condition.
13. "COMPLIMENTARY COPY" TOTALLY MAD CD-ROM MB \$5
 This item is a complimentary reference copy of the Totally MAD CD-ROM. It was given away to the people who worked on the Totally MAD project, and to those retailers requesting samples of the discs. This disc is still sealed and is in Mint condition. This lot also includes the letter that was sent along with the disc.
14. FRAMED ALFRED E. NEUMAN PORTRAIT c.1960's MB \$1
 This is a framed color portrait of Alfred E. Neuman. It is in F/VF condition with slight edge browning. The frame is in Good condition, with 30 years of general "wear and tear".
15. MAD HOLOGRAMS LOT MB \$3
 This lot contains two MAD/Alfred E. Neuman holograms. Produced by Lightrix in 1994, these holograms feature Alfred E. Neuman on one side of the reflection, and his skeleton head on the other. The holograms are identical, except that one is framed and the other is mounted on a plastic stand. Both are in NM condition.
16. SWEDISH MAD PROMOTIONAL POSTER MB \$1
 This item is a promotional poster for the Swedish MAD Magazine. It is for the movie "Hamilton", of which a parody appears in a late 1990's issue of the Swedish MAD. It is in VF/NM, the only flaw being 14 horizontal creases on the front of the poster. It's almost as if the poster was rolled, then flattened: which might have been the case, as it arrived on my doorstep in a squashed manila envelope.
17. SERGIO ARAGONES ORIGINAL ARTWORK MB \$50
 This lot is the original artwork for a two page article from MAD #100 entitled, "What is a Blind Date?" drawn by MAD artist Sergio Aragones. The artwork appears only on the sides and bottom of the pages, as text was mounted in the center. The text is not included. Overall condition of the artwork is VF. Printing instructions are included on the margins, but does not affect the artwork.
18. AUSTRALIAN MAD DENIM SHIRT MB \$20
 This item was produced by MAD Wear International, a clothing manufacturer in Australia. It is a size XL Australian, which equates to roughly a size 3XL in the US. It is quite large and colorful, and is in Mint, unwashed condition. The embroidered MAD logo and Alfred E. Neuman face on the back of the shirt is similar to the embroidery on the US version of the MAD denim jacket.
19. PRE-MAD ADVERTISING FLYER MB \$3
 This is an advertising flyer for Kelly's Horse Shoe Pike Inn. It employs a common pre-MAD image of Alfred E. Neuman, and is printed on thin stock paper. Condition of this item is VF.

20. MAD SAMPLER PAPERBACK BOXED SET MB \$25
This lot consists of the four book "MAD Sampler" paperback boxed set. As with most paperback boxed sets, condition of the books are VF/NM, while the box is in a strong F/VF condition, with light surface and edge wear.
21. MAD UNCUT COVER SHEET MB \$10
This lot contains an uncut sheet of the covers of MAD #265 and the MAD Winter 1986 Super Special. Measuring approximately 25"x 38", this sheet shows two examples of each cover. There is a small piece missing from both the left and right lower corners, neither of which affect the artwork. There is also a label from the printer pasted on one of the #265 covers. That being said, overall condition is VG. This item is folded.
22. MAD PANIC #35 ORIGINAL COVER ARTWORK MB \$25
This is the original cover artwork for the MAD Panic issue #35, drawn by artist Cecil Sutton. It measures approximately 11"x 14" and is in NM condition
23. DON MARTIN PAPERBACK BOXED SET MB \$20
This is a boxed set of five MAD Don Martin paperback books entitled "The Whole Don Set". The condition of the books are NM, while the condition of the box is VF, with slight surface and edge wear. This boxed set is one of the harder MAD boxed sets to find.
24. DON MARTIN CHICAGO COMICON POSTER MB \$20
This poster was made for the 1980 Chicago Comicon Benefit Auction of Comic Art, which took place on July 19, 1980 at the Chicago Comicon. There were three lots of original Don Martin MAD art included in this auction. The poster is in NM condition.
25. ALFRED E. NEUMAN "VIDEOCAM" SILK TIE MB \$10
This tie was sold in Sears stores in the early 1990's. It is dark green, and features Alfred E. Neuman with his video camera. It is in NM condition, and even includes the original MAD tie hanger.
26. ALFRED E. NEUMAN "GOLF" TIE MB \$10
This tie was also sold in Sears stores in the early 1990's. It is very colorful, with shades of dark red, blue and green, and features Alfred E. Neuman lining up his golf shot at the mini-golf course! Condition of this tie is NM/M.
27. THE AL FELDSTEIN "MAD PAD" MB \$10
This item was used by former MAD editor Al Feldstein to set up the layout of the new issues of MAD. It measures approximately 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. This item is folded in the center, otherwise in NM condition.
28. ALFRED E. NEUMAN "WHEATIES" MAGNET MB \$2
This magnet was produced in a limited number in 1998. In NM condition.
29. THE JOURNAL OF MADNESS PREMIUM BUTTON SET MB \$5
This set of five pinback buttons was offered for sale through the Journal of Madness issue #2. The buttons feature five different likenesses of a pre-MAD Alfred E. Neuman, which first appeared on WWII war bond envelopes. The images were designed by Raleigh Newton and Walter Crosby, and were known as the "Crosby Postal Cachets". This button set is number 10 of 30, and is Mint.
30. GERMAN MAD CARD GAME MB \$5
This lot consists of the German MAD card game, which was produced in the late 1980's. Entitled "Das MAD Kartenspiel", this game is the same as the American version, but with different packaging. Contents are Mint and the box is in VG condition.

31. MAD DRY-ERASE BOARD MB \$1
This item was a subscription premium from 1998. It is a dry-erase board and features a full color Alfred E. Neuman on the front. It is factory sealed and is in Mint condition.
32. "SCREWBALL" THE MAD MAD MAD GAME MB \$10
This item was produced in 1960 by Transogram. The artwork shows an obvious rip-off of Alfred E. Neuman and uses the word MAD three times. When MAD objected to the box art used for this game, Transogram responded by putting a microphone in front of "Alfred" and deleting one of the MAD's. The game is complete, and the contents are in Fine condition. The condition of the box is VG, with surface and corner wear, and split corners.
33. MAD PRINTERS PROOF CELS MB \$10
These cels were used in the production of the covers for MAD #'s 289 and 300. They are color printers proofs and measure approximately 5"x 7". Both are in NM condition.
34. AUSTRALIAN MAD STICKER MB \$1
This item is a promotional sticker from the Australian MAD Magazine. It features Alfred E. Neuman and says "I Read Australian MAD". In Mint condition.
35. AUSTRALIAN MAD "SHABBY ROAD" COMPACT DISC MB \$3
This item was a promotional item from Australian MAD in the late 1990's. It contains music written and recorded by the "then" editorial staff of the Australian MAD Magazine. It is unused and Mint.
36. ALFRED E. NEUMAN "WHAT ME WORRY" POSTER MB \$2
This poster was made by Bi-Rite in the late 1980's. It measures approximately 16"x 20" and is in VF condition. The poster is folded.
37. 1984 ALFRED E. NEUMAN FOR PRESIDENT T-SHIRT ORDER FORM MB \$2
This item is an original order form for the 1984 Alfred E. Neuman for President t-shirts. Made by a company in Florida, the shirts were not good sellers. In VG/F condition.
38. AUSTRALIAN MAD SHIRT MB \$15
This shirt is another example of the wonderful line of Australian MAD clothing. It is a size XL, and features an embroidered Alfred E. Neuman on the back with the MAD logo and the words, "What Me Worry" and "Satisfaction Guaranteed" also embroidered. It is unused and is NM.
39. UNBOUND ALFRED E. NEUMAN "POP-ART" POSTER MB \$3
This item originally appeared in More Trash from MAD #8 as a "bonus" item. This particular example was not bound into any issue. Condition is F/VF with edge browning and fold marks.
40. 1977 GERMAN MAD CALENDAR MB \$10
This is the 1977 German MAD calendar. Produced in 1976 for the German MAD Magazine, these calendars sold as well in Germany as their late 1970's and early 1980's American counterparts sold in the US. Overall condition is VF, with bright colors and slight surface wear.
41. 1994 PHIL LEVINE MAD SALES CATALOG MB \$5
This catalog was produced in 1994 by Phil Levine, a New Jersey comic book dealer. Although he had a very nice selection of MAD magazines and MAD memorabilia offered for sale, the prices he was asking for these items were short of highway robbery. Would you believe \$125 for the "Birds and the Bees" pre-MAD picture? Or, \$150 for a VG condition German MAD #175? How about \$80 for a box of MAD candy? But the biggest rip-off would have to be the Happy Boy doll with the boxing outfit for an astounding \$2500! The catalog is in VF condition and comes with its original mailing envelope. Although most everything in the catalog is overpriced, the catalog does have a couple of deals.....NOT!!!!

42. KELLY FREAS PENCIL ROUGH OF ALFRED E. NEUMAN MB \$10
This item is a pencil rough of Alfred E. Neuman as Frankenstein, drawn by the former MAD cover artist Kelly Freas. It measures approximately 8"x 10" and is signed by Mr. Freas. Fine.
43. UP THE ACADEMY NEWSPAPER ADVERTISEMENTS MB \$5
This lot consists of four newspaper advertisements for the movie "Up the Academy". These appeared in various newspapers across the country in early 1980. The best item in this lot is a full color back page advertisement for the movie from a Sunday comics section. VG/F.
44. STATE-OF-THE-MAD-ART POSTER MB \$5
This poster was a giveaway promotion to anyone who visited the MAD offices in the 1980's. It is black and white and features 22 self portraits of MAD artists. The reverse side features biographies of the artists. Measuring 11"x 14", it is in NM condition. As a side note, one of these could be yours for \$150 if you bought it from Phil Levine (see Lot 41).
45. MAD BI-RITE PINBACK PRE-PRODUCTION ARTWORK MB \$50
This lot contains numerous pieces of pre-production artwork for the MAD Bi-Rite pinback button set of the late 1980's. Among the items include a prototype header card display for the MAD buttons, two uncut sheets of the MAD buttons (one of which has a letter from John Ficarra stapled to it), a black and white proof sheet for the 1988 MAD Calendar poster, and cel set-ups for 13 of the MAD pinback buttons. Average condition for all items is VF.
46. RUSS COCHRAN MAD COLOR COVER SLICKS LOT MB \$10
This lot consists of 5 color cover slicks from the Russ Cochran set of MAD hardcover books. They are for MADs #7, 8, 9, 11, and 12. They are in full, vibrant color and are in Mint condition.
47. SUPERMAN VS. MUHAMMAD ALI COMIC BOOK MB \$2
This lot features the large-size Superman vs. Muhammad Ali comic book published in the late 1970's by Whitman. The reason this item is in a MAD auction is that sitting ringside among a host of other celebrities is Alfred E. Neuman and Bill Gaines. They can be found on the back cover (pictured). This book is in Fine condition, with surface and spine wear.
48. TRADE NEWSPAPERS WITH MAD ARTICLES LOT MB \$3
This lot consists of 3 trade newspapers: Toy Shop, Comics Buyers Guide, and Todays Collector, each of which contains a MAD article. The Toy Shop has an article about yours truly's MAD collection, the Comics Buyers Guide has an article about EC Comics and a celebration of what would have been Bill Gaines 75 year birthday, and the Todays Collector has an article about the MAD original art auction held at Sothebys in NYC. All newspapers are in VF condition.
49. SEATTLE ART MUSEUM KING TUT EXHIBIT OFFICIAL PROGRAM FROM 1978 MB \$3
Again you're wondering why this item is in a MAD auction. The reason is that the back page of this program has a picture of King Tut's mask with Alfred E. Neuman's face on it with the caption, "What, Me Tut?" This item is in VF/NM condition with light edge browning.
50. ALFRED E. NEUMAN WARNER BROS. STATUE MB \$25
This is the Alfred E. Neuman resin statue sold in Warner Bros. Studio Stores. This is one of the first ones made, in 1993. Other "editions" followed in 1996 and 1999. There is hardly any difference between the 1993 and 1996 model, except for the copyright date. In Mint condition.
51. MAD FOOTBALL HELMET PIN MB \$5
This item was produced for MAD as an office giveaway premium only. It was made in the mid 1990's and is in Mint condition.
52. ALFRED E. NEUMAN FOR PRESIDENT PIN MB \$3
This item is a brand new premium, made in 2000. It measure approximately 1"x 2" and is made of soft rubber. It is in full color and is in Mint condition.

53. ALFRED E. NEUMAN WALL CLOCK MB \$30
 This is an unlicensed item made in the mid-1990's. It was made by a gentleman named Bob Draeger, who lives in a Milwaukee suburb. After seeing his display of comic character clocks at a flea market, I approached Mr. Draeger about making an Alfred E. Neuman clock. He had the prototype made in just a few days after our conversation. The clock is this auction is the first one he ever made. He has since made and sold over 60 of these clocks. This clock is in NM condition, the only flaw being that the second hand is just a little misshapen.
54. ALFRED E. NEUMAN LOOKALIKE PRE-MAD CALENDAR MB \$10
 This item dates from 1903, and is an advertising calendar for "Snag-Proof" shoes, a product of the Lambertville Rubber Company out of Lambertville, New Jersey. The face of these characters on the calendar are not the "dead ringer" faces of a true pre-MAD Alfred, but they come awfully close. The calendar is matted, shrinkwrapped and in VF condition.
55. MAD OFFICE STATIONERY MB \$5
 This lot consists of 3 letter size envelopes, 18 legal size envelopes, and 11 sheets of MAD stationery, all from the 485 Madison Avenue office. Overall condition of this lot is NM.
56. NATIONAL DRAGSTER MAGAZINE MB \$1
 This lot consists of the January, 1998 issue of National Dragster magazine. The cover features Alfred E. Neuman and (then) MAD funny car driver Jerry Toliver with the caption, "What, Me Race?" There are two articles in this issue about the new MAD funny car, and one of the articles has photos of the unveiling party. The magazine is in Fine condition, with cover wear.
57. MAD 225 LAFAYETTE STREET STATIONERY MB \$10
 This is an original piece of stationery from the first MAD office, at 225 LaFayette Street in NYC. It is unused and in Mint condition.
58. 1980 MAD CALENDAR MB \$5
 This calendar was produced in 1979 and sold in retail stores like K-Mart. It is in full color and is unused. In NM condition. By the way, you could have one of these for \$35 if you bought it from Phil Levine.
59. UNCUT SHEET OF LIMEROCK MAD TRADING CARDS - SERIES ONE MB \$10
 This item is an uncut sheet of MAD Series One trading cards from Limerock. Measuring 26"x 40", this sheet of cards has been dry-mounted on foamcore for better displayability. The sheet is in full color and in NM condition. Note: the white spot on the picture is from camera glare.
60. 1996 35TH ANNIVERSARY CALENDAR MB \$5
 This item was a short-lived subscription premium in 1996. Featuring the Spy vs. Spy characters and artwork by MAD artist Dave Berg, this one sheet calendar did not last very long. It measures approx. 18"x 24" and comes with the "Thank You" card and original mailing envelope. All are in Mint cond.
61. 1960'S MAGAZINES WITH MAD ARTICLES LOT #1 MB \$10
 This lot consists of four 1960s magazines that contain MAD articles: Esquire - Aug. 1964, Saturday Evening Post - Dec. 1963, Look - March 1968 and Life - March 1966. Of special significance is the Life magazine. It has the Batman cover which is sought after by superhero collectors also. Average condition of the four magazines is Fine.
62. UP THE ACADEMY LOBBY CARDS SET MB \$10
 This lot contains a complete set of lobby cards from the Up the Academy movie. There are a total of eight cards in the set, and they are in absolute Mint condition. These are real beauties!

63. SET OF SIX MAD BUTTONS FROM BUTTON EXCHANGE MB \$10
This lot consists of the set of six MAD pinback buttons produced by the Button Exchange in the early 1990s. They are all in NM condition. Did you know that you could buy a set of these for \$59 from Phil Levine? Just thought you'd like to know.
64. SWEDISH MAD PEN W/CASE MB \$10
This item is one of many wonderful promotional items produced by the Swedish Mad. The pen is half silver and half black, and features the "Svenska MAD" logo on the side. The pen comes with its own plastic case which also has the "Svenska MAD" logo on it. Both are in Mint condition.
65. NEW YORK OBSERVER LOT MB \$2
This lot consists of the April 14, 1997 edition of the New York Observer. A cartoon of David Letterman as Alfred E. Neuman appears on the front. In NM condition.
66. PHILADELPHIA INQUIRER MAGAZINE LOT MB \$1
This lot consists of the July 20, 1997 issue of the Philadelphia Inquirer Magazine. Alfred E. Neuman appears on the cover, and there is an article about the "NEW" MAD on the inside. In NM cond.
67. ALFRED E. NEUMAN EDITORIAL CARTOON ORIGINAL ART MB \$25
This lot contains the original artwork for an Alfred E. Neuman editorial cartoon that appeared in the April 10, 1997 issue of the Milwaukee Journal/Sentinel. The newspaper in which the cartoon appears is also included in this lot. The artwork is Mint. The newspaper is in Fine condition, and is folded.
68. MAD STAMPS SHEET MB \$1
This is a sheet of MAD stamps that were used as a promotional item. It appears that these could have been bound into a MAD special, but were not. In Mint condition.
69. MAD OFFICE STICKER - ARAGONES ART MB \$3
This sticker is an unlicensed item that appeared in 1990. The artwork on the sticker first appeared on the MAD Checklist #3. The sticker is in Mint condition.
70. DAVE BERG SIGNED PAPERBACK BOOKS LOT MB \$10
This lot contains five MAD paperback books drawn by Dave Berg. Each book is signed by Mr. Berg, accompanied by a saying such as, "Live Long - Even Longer". Average condition of the books is Fine.
71. MAD "WHO NEEDS YOU" POSTER MB \$2
This poster was a giveaway at the 1994 San Diego Comicon. It measures 11"x 14", and is folded. In NM condition. You know, you could buy this poster from Phil Levine for.....NAH, forget it!
72. WARNER BROS. STUDIO STORE MAD DENIM JACKET MB \$50
This jacket was sold in the Warner Bros. Studio Stores in 1993. It is a high quality denim jacket with an embroidered MAD logo and Alfred E. Neuman face with the caption, "What - Me Worry? Since 1952". It is a size XL and has been worn twice. In NM condition.
73. FEINGOLD/NEUMANN PINBACK BUTTON MB \$5
This pinback was produced in 1998 for the Wisconsin Democratic Party meeting in Madison. One of only 200 made, this button features a pre-MAD Alfred E. Neuman, which was reprinted from the "Sure - I'm for Roosevelt" pre-MAD postcard. In Mint condition.
74. JACK DAVIS ORIGINAL TOPPS FOOTBALL CARD ARTWORK MB \$10
This artwork was produced for the 1966 Topps football cards set. The particular player this artwork was drawn for is Babe Parilli. It is unsigned, but Mr. Davis acknowledges the fact that he drew the artwork for the 1966 Topps football set. In VF condition.

75. 1967 CONCERT HANDBILL W/ALFRED E. NEUMAN MB \$5
This concert handbill is from the 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.
76. FRANK JACOBS STATIONERY SHEET MB \$2
This lot consists of a blank sheet of stationery used by MAD writer Frank Jacobs. It features a caricature of Mr. Jacobs drawn by MAD artist Jack Davis. It is unused and in Mint condition.
77. GERMAN MAD BOARD GAME MB \$10
This board game was made for the German MAD magazine in the early 1980s. It is complete and in VF condition. It is "Das vernunftigste Spiel der Welt".
78. AUSTRALIAN MAD STATIONERY LOT MB \$5
This lot contains one sheet of Australian MAD stationery, three Australian MAD "With Compliments" pad sheets, and a business card from the Australian MAD editor, Andrew Valmer. In VF condition.
79. AUSTRALIAN MAD POSTERS LOT MB \$5
This lot consists of two Australian MAD promotional posters. The "MASK" promo poster is of special significance as it is signed by the editorial staff of Australian MAD. Both are folded and NM.
80. UP THE ACADEMY MOVIE POSTER MB \$10
This is an original one-sheet poster for the movie "Up the Academy". It measures approximately 28"x 42" and is in VF condition. It is folded.
81. ALFRED E. NEUMAN CLOISONNE' PIN MB \$2
This cloisonne' pin was a giveaway to those people who participated in the MAD readership survey that occurred in 1994. There was a survey card in issue #326, and if you filled it out and mailed it in, you received this pin along with a pre-printed thank you card. The pin is in Mint condition.
82. THE MAD SHOW LAPEL PIN MB \$5
This lapel tab pin was given to the patrons who attended the premiere of the MAD Show at the Happy Medium theater in Chicago in 1966. Most of the pins that were given away were thrown away, so only a handful survived. This is a VF example of a hard to find MAD collectible.
83. MAD 1ST PRINTING PAPERBACK BOOKS MB \$10
This lot consists of four 1st printing MAD paperback books, all of them Signet titles. Of special significance is the book, "The MAD Frontier". This is a rare 1st printing, which is seldom seen. It was printed only for about a year in with the "rocking chair" cover. That cover was pulled after the assassination of JFK. Condition of this book is Fair/Good, while the others are in Fine condition.
84. DICK DEBARTOLO SIGNED PAPERBACK BOOKS MB \$4
This lot contains 2 MAD paperback books written by Dick DeBartolo, MAD's Maddest Writer. They are both signed by Mr. De Bartolo, and are in VF condition.
85. GERMAN MAD PAPERBACK BOOK MB \$3
This German MAD paperback book is the same size as a regular paperback book, except it is about three times as thick. This edition of the MAD "Mini Mull" is a best of Don Martin collection. It is in VF condition.
86. ALFRED E. NEUMAN STAINED GLASS MB \$450
This beautiful piece of stained glass was made in 1998 by Mr. Mark Duro, one of the top ten stained glass artists in the country. Measuring approximately 21" in diameter, this glass artwork features a glass Alfred E. Neuman face, with the Spy vs Spy guys and a couple of Don Martin characters etched, then painted into the glass. This piece is mounted in a beautiful oak frame, and is in Mint condition. It is one of three that were made. The first one was sold in the MAD May auction

of 1998 for \$600. Don't miss out on this one!

87. AUSTRALIAN MAD T-SHIRT MB \$10
This t-shirt was produced for the Australian MAD in 1996. It is a size Large and is in Mint condition.
88. ALFRED E. NEUMAN "MURPHY'S LAW" T-SHIRT MB \$10
This unlicensed item was made for the touch-football team of a New York City law firm. It features Alfred E. Neuman on the front with the words "Murphy's Law". The back of the shirt reads, "We are from New York - and we SUCK!". This unused shirt is an XL and is in Mint condition.
89. ALFRED E. NEUMAN PINBACK BUTTON MB \$5
This unlicensed pinback button features a reverse image of Alfred E. Neuman chomping on a cigar. It is black and white and about 1" in diameter. In Mint condition.
90. MAD KEYCHAINS MB \$5
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, while the orange keychain has Alfred with "What - Me Worry" on it. Both are in Mint condition.
91. PRE-MAD "GUVMINT" POSTCARD MB \$3
This postcard features a look-alike Alfred E. Neuman with the words, "Me Worry? Heck no! I work for the guv'mint". This postcard is in full color and is in Fine condition.
92. SPY VS. SPY SEGA COMPUTER GAME MB \$5
This Spy vs. Spy computer game was produced by Sega in 1988. The instructions are included, and everything is in NM condition.
93. MAD TRADING CARDS VALUE PACK MB \$2
This lot is a "value pack" of trading card packs. It contains three packs of MAD Series One trading cards and a Griffey baseball hologram. Limerock apparently had overstock of the MAD trading cards, and repackaged them into these rarely seen "value packs". Contents are Mint. Package is in Fine.
94. MAD TRADING CARDS PROMO SET MB \$10
This lot contains promo cards #1-10 from the Limerock MAD trading cards set. Promo cards #1-6 were found in the MAD Series One set, and cards #7-10 were found in the MAD Series Two set. The words, "Limerock Inside Trader" are foil-embossed on each card. All are in Mint condition.
95. PRE-MAD PLAYING CARD LOT MB \$5
This lot consists of one playing card from a deck of cards featuring a pre-MAD Alfred E. Neuman. This is one of the rarer appearances for a pre-MAD Alfred. The card is in VF/NM condition.
96. "THE MAD TIMES" LOT MB \$5
This lot consist of two issues of the MAD Times, a newsletter produced by MAD collector Michael Lerner. The first newsletter contains information about new MAD items available for sale and the second has information about the 5th annual MAD auction. This lot also includes an original mailing envelope. All items are in VF condition.
97. MAD OFFICE MAILING LABEL MB \$1
This lot consists of one unused mailing label from the MAD office at 1700 Broadway. In Mint cond.
98. MAD CHRISTMAS SUBSCRIPTION POSTCARDS MB \$4
This lot contains two different MAD Christmas subscription gift postcards. The larger one is your normal size postcard that appeared in the magazine, while the smaller postcard was sent with the gift subscription. The smaller card does have a handwritten name on it. Both are in VF condition.
99. ALFRED E. NEUMAN THREE DOLLAR BILL MB \$3

This double-sided fake \$3 bill was used in a magician's trick. Alfred is on both sides. In NM cond.

100. MAD OFFICE ENVELOPES LOT MB \$2
This lot contains two different envelopes from the MAD offices at 485 Madison Avenue. The first is a self-addressed envelope and the second is a check mailer with a clear window. Both are Mint.
101. MAD AUCTION ANNOUNCEMENT/CONSIGNMENT POSTCARDS LOT MB \$5
This lot consists of six postcards from "MAD Mike" Lerner. Three of the postcards were sent to MAD collectors asking for consignments for his auctions. The other three postcards were sent to the same MAD collectors informing them about his upcoming MAD auction. Dating between 1994 and 1997, these postcards are in VF condition. All feature an Alfred E. Neuman graphic somewhere on the card.
102. SPY VS. SPY ACTION FIGURES LOT #1 MB \$5
This lot consists of one pair of the Spy vs. Spy action figures from last year. The Spy action figures in this lot are the White Spy and the White Spy "Variant", which is a silver-colored rendition of the White Spy. Both are in their original packaging and are in Mint condition.
103. BOB CLARKE ORIGINAL MAD ARTWORK MB \$25
This lot consists of two pages of MAD original artwork drawn by Bob Clarke. Appearing in MAD #81, was part of a five page spread entitled "Popular Scientific Mechanics." The artwork is unsigned, but is in VF condition.
104. WHITEFISH WILL CHILDRENS BOOK MB \$3
This book is of significance to MAD collectors as it was illustrated by MAD artist Mort Drucker. This childrens book is in full color and is in Mint condition.
105. COMPLETELY MAD HARDCOVER BOOK MB \$5
This is a first edition Completely MAD hardcover book. The book is Mint, while the dustjacket is VF.
106. ALFRED E. NEUMAN SANTA CLAUS TIE MB \$5
This tie was produced by Ralph Marlin in 1997. It is in Mint condition.
107. GEORGE WOODBRIDGE ORIGINAL MAD ARTWORK MB \$50
This is the original artwork for the story "Future Confession Books", which appeared in MAD #48 and was drawn by George Woodbridge. In the photograph, it appears that the text is drawn onto the artwork. In reality, the text has actually been copied from the magazine at twice the size and cut to fit the artwork. The text is not attached to the artwork, but for photographic purposes has just been laid on top. The artwork is in VF condition, with printer instructions on the bottom of the board.
108. ALFRED E. NEUMAN LOOKALIKE DOLL MB \$5
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 the EXACT date of manufacture, but the dealer I got it from indicated it was from the early 1900's. In Fine condition.
109. ORIGINAL COMIC ART IDENTIFICATION AND PRICE GUIDE MB \$2
This book features the original cover artwork to MAD #7 on the cover. Written by Jerry Weist, this book covers all areas of comic art collecting, from animation and newspaper art, to comic book and fantasy art. Several MAD and EC artists are shown and listed in this book; Harvey Kurtzman, Wally Wood, Al Feldstein and Graham Ingels to name a few. Printed in 1992, this paperback is in Fine cond.
110. MAD EMBROIDERED LOGOS LOT MB \$5
This lot consists of two embroidered MAD logos. They are from the manufacturer of the MAD office hats and jackets from the early 1990's, and are the size of the logo for the hat. These are color samples of the MAD logo that MAD rejected; one is red and gold on white, and the other is blue and gold on green. They are in NM condition.

111. KID SIZE MAD T-SHIRT MB \$5
 This t-shirt is from the creative hands of MAD collector, Tom Anderson. It is a child's size small, and is black on white. The text reads, "I've been reading MAD all my life". One of two made. Mint.
112. MAD TOTE BAG - BLUE MB \$10
 This is the blue MAD tote bag that was produced for the MAD staff in 1992. Produced in a very limited quantity, this item is in Mint condition.
113. MAD - STANLEY DESANTIS T-SHIRT MB \$10
 This t-shirt is the hardest one to find from the Stanley DeSantis line of MAD t-shirts. Produced in 1992, this t-shirt features Alfred E. Neuman on a bomb clock face, with the Black and White spies tied to the dynamite. It is in full color and in Mint condition.
114. ALFRED E. NEUMAN CAR WINDOW DECAL MB \$3
 This lot consists of an Alfred E. Neuman car window decal. A newer item, the image size is approx. 6"x 6" and is dark red in color. It is in Mint condition.
115. ALFRED E. NEUMAN FOR PRESIDENT PINBACK BUTTON MB \$1
 This lot consists of an Alfred E. Neuman pinback button. It is an unlicensed item, and was modeled after one of the Alfred E. Neuman for President stamps found in More Trash from MAD #7. Measuring approximately 2"x 2", this item is in Mint condition.
116. AUSTRALIAN MAD PINBACK BUTTON MB \$1
 This is an Australian MAD pinback button. It is golden orange in color with a red MAD logo in the center. Measuring approximately 2" in diameter, this plastic button is in Mint condition.
117. JACK DAVIS "FUNNY VALENTINES" LOT MB \$3
 This lot consists of 80 Funny Valentines trading cards, featuring artwork drawn by MAD artist Jack Davis. Made by Topps in the early 1960s, these cards are part of a 66 card set, 60 of which are represented. Overall condition is Fine.
118. NEWSPAPER ADVERTISEMENT W/ THE MAD SHOW MB \$1
 This lot contains one page from the January 3, 1967 edition of the New York Times. This page comes from the Theatre section of the newspaper, and features an advertisement for the MAD Show, appearing at the New Theatre. Condition is G/VG with edge browning and minor edge tears. Folded.
119. MAD VALENTINES DAY COFFEE MUG MB \$10
 This coffee mug was produced in 1994 for a Valentines Day party given for the employees of DC Comics who were not invited to the 1993 MAD Christmas party. This mug is one of about one hundred mad and is in Mint condition.
120. AUSTRALIAN MAD COFFEE MUGS MB \$10
 Produced in Australia in 1994, these coffee mugs feature the Spy vs. Spy characters. In Mint cond.
121. CMI RECORD ALBUM W/ DON MARTIN ARTWORK MB \$15
 This record album was produced in the 1960s for Canadian Musical Industries Ltd., featuring a Don Martin "caballero" on the cover. The record is still factory sealed and in Mint condition. A bonus "free item" is included with this record. Apparently, an 8"x 10" reproduction of the cover artwork printed on heavy card stock is included inside the album. I cannot authenticate this, as the record is still sealed. In conversations with other MAD collectors, there were at least 6 different CMI records made with Don Martin artwork, and each one has the reproduction photo included.
122. MAD PAPERBACK BOOKS SIGNED BY AL JAFFEE MB \$5
 This lot contains five MAD paperback books, all signed by MAD artist Al Jaffee. Ave. cond. is VF.

123. MAD TV BASEBALL CAP MB \$20
 This baseball cap was made for the cast members of the MAD TV show during its second season. Featuring an embroidered Alfred E. Neuman and MAD TV logo, this cap is a black, brushed-denim material, with an adjustable denim strap. This hard-to-find item is in NM condition.
124. MAD ZEPPELIN MODEL MB \$100
 This item is a large-scale replica of the MAD Zeppelin. Standing 45" high, 36" wide, and 10" deep, this model was one of two produced by a Chicago-area model enthusiast who specialized in making one-of-a-kind (in this case two-of-a-kind) cartoon character models. Other efforts by this model maker include Mickey Mouse, the Grinch, Jack Skellington, and Peanuts. When asked why he didn't attempt an Alfred E. Neuman model, he indicated it would have been too time consuming, and I should "be happy with the one I bought!" In any case, this is a beautiful item and will take up a nice chunk of wall or counter space. Because of the size and fragility of this item, a special shipping fee will be incurred.
125. ALFRED E. NEUMAN BASEBALL TIE MB \$10
 This tie was sold in Sears stores in the early 1990s. It features artwork by Jack Davis and shows Alfred as a baseball umpire. The main colors in this tie are silver and red (there were many color variations of the Sears ties), and is in NM condition. Includes the MAD tie hanger.
126. MUSICALLY MAD RECORD ALBUM MB \$1
 This is the first of the MAD record albums produced. The condition of the album jacket is Fair, at best. There are pieces of tape all around the sides of the album, and the spine suffers from severe splitting. The colors are OK and there is no fading. Surface wear on the front is another detractor. The record itself is in Fair condition, and there is no sleeve. The low MB reflects the condition of the jacket.
127. SPY VS SPY PROMO POSTER MB \$2
 This is a promotional poster for the new Spy vs. Spy bookends that were sold mainly in comic shops. The poster is in full color and is NM, with a fold in the center.
128. MAD #122 PRINTERS ERROR MB \$5
 This lot contains an issue of MAD #122. What makes this issue so different is that it was stapled with two covers. This is truly a rarer MAD collectible, as printing mistakes such as these were supposed to be destroyed before their release. In Fine condition.
129. BRITISH MAD ARTIST SPECIALS LOT MB \$40
 This contains 10 issues of the British MAD Artist Specials, a thinner version of the American MAD Big Book. They are #'s 1-10, and feature the work of Sergio Aragones, Al Jaffee, Dave Berg, Don Martin, and Antonio Prohias. These are beautiful books and are in NM condition.
130. MAD ARTICLES LOT MB \$5
 This lot consists of two National Geographic magazines and an issue of the Journal of Communication. The Journal of Communication has an article about MAD "Economics", and explains how MAD continues to make money without the use of paid advertising. One issue of the National Geographic has a photograph of the back cover of an early issue of MAD, with the "National Osographic" cover, and the other features an article about the Statue of Liberty, with a photograph of world-renowned Statue of Liberty collectors Bill Gaines and Annie Griffiths, the future Annie Gaines. All three magazines are in NM condition.
131. ON THE EDGE BOOKLET MB \$1
 This item was a giveaway at comic stores a few years back. It is a booklet about snowboarding, and the reason it is MAD related is that on the last two inside pages is a Sergio Aragones feature entitled "A MAD Look at Snowboarding". It is in Mint condition.

132. 1967 HAM RADIO MAGAZINE MB \$10
 This is the April 1967 issue of 73 Amateur Radio magazine, and features Alfred E. Neuman (Al Freddy Newham) on the cover. What many people don't know is that there are three other parodies of MAD on the inside; a Don Martin parody, a Paul Coker "Horrrifying Cliches" parody and a Spy vs. Spy parody. This item is in Fine condition, with edge browning and minor bottom edge chipping.
133. COMICS WITH ALFRED E. NEUMAN/ MAD APPEARANCES MB \$10
 This lot contains 7 comic books that have an appearance of MAD or Alfred E. Neuman either on the cover or in an interior story. The comics are: Superman Annual #3, Swing with Scooter #9, Not Brand Ecch #3, Wimmins Comix #17, Katy Keene Pin-up Parade #8, Donald Duck Adventures #11, and Jerry Lewis #89. Average condition is Fine (the Jerry Lewis #89 is coverless).
134. MIKE LERNER MAD AUCTION CATALOGS MB \$5
 This lot consists of six MAD auction catalogs from "MAD" Mike Lerner. They range in dates from March of 1993 to September 1997. Mr. Lerner's first ever MAD auction had a grand total of eight lots. In the following years, the number of lots grew in both quantity and quality. Three of the catalogs have an enclosed prices realized list included with the catalog. Overall condition is Fine.
135. TOTALLY MAD BULK MAILER MB \$1
 This lot consists of one piece of junk mail that most MAD collectors would certainly save; a bulk mail advertisement for the Totally MAD CD-ROM. It is complete, and except for the opened envelope, is in NM condition.
136. AUSTRALIAN MAD PAPERBACK BOOKS MB \$10
 This lot contains four different Australian MAD paperback books. They are all in VF/NM condition.
137. TOM KOCH LETTERS LOT MB \$10
 This lot comes from the files of MAD writer Tom Koch. Apparently, Mr. Koch never threw anything he received from MAD away, as evidenced by this terrific lot. The highlight of this lot is a letter Mr. Koch received from MAD editor Al Feldstein. The nice part of this letter is that it was typed on 225 LaFayette Street stationery. Unused pieces of this stationery are scarce, but have you ever seen a used one that was mailed over 40 years ago? Overall condition of this lot is VG/Fine.
138. SEATTLE MAD ART SHOW FLYERS MB \$5
 This lot contains flyers produced for the Mark Cohen MAD Art Show at the Pacific Arts Center in Seattle. The flyers were posted in and around the Seattle area, and were displayed prior to the shows opening. There are six different and all are in Mint condition.
139. MAD TV STATIONERY LOT MB \$5
 This lot consists of four pieces of MAD TV stationery; mailing envelope, business card, note card, and sheet of stationery. All of the pieces have the MAD TV logo in black and red. In Mint condition.
140. TERMINAL CITY NEWS MB \$2
 This is the March 20, 1998 issue of Terminal City, a Canadian entertainment newspaper. Alfred E. Neuman appears on the cover. Folded. In NM condition.
141. MAD TV TELEZINE MB \$2
 This is a special issue of MAD, devoted to the MAD TV show. It is in NM condition.
142. MAD BUSINESS CARDS LOT MB \$10
 This lot contains five business cards from both current and former members of the staff of MAD; Lou Silverstone, John Putnam, Duck Edwing, Sergio Aragonés and Al Feldstein. The cards of Mr. Aragonés and Mr. Feldstein are signed. All are in NM condition.
143. MAD ART SHOW FLYER MB \$2

This flyer is from the Mark Cohen MAD Art Show in Bloomington, Illinois. In Mint condition.

144. GERMAN MAD FAN CLUB KIT MB \$10
This lot contains items from the German MAD Fan Club kit, which you received when you joined the German MAD Fan Club. The kit includes two different stickers; one featuring a Mort Drucker image of Alfred E. Neuman and the other the Spy vs. Spy characters, one laminated membership card, and a postcard. Condition of all pieces are Mint.
145. COMIC COLLEGE DECALS LOT MB \$15
This lot contains four different decals from the Comic College series of decals and stickers from the 1960s. Alfred E. Neuman appears on the decal for the Beatnik Cool School. All are sealed in their individual protective sleeves, and are in full color and in Mint condition.
146. MAD HOLOGRAMS LOT MB \$10
This lot consists of five different holograms from the Limerock series of MAD and Spy vs. Spy trading cards. All are in Mint condition.
147. SWEDISH MAD STICKERS MB \$5
This lot consists of three sizes of the Swedish MAD stickers of Alfred E. Neuman. All are Mint.
148. ALFRED E. NEUMAN REPRODUCTION MONEY CLIP MB \$15
This is a money clip with the head of Alfred E. Neuman on it. The head is a reproduction of an original piece of 1950s MAD jewelry. It is the original size, shape, weight and color as the original, and it is difficult to tell them apart. The people who know the difference aren't telling, either. Mint.
149. WACKY PACKAGES "MUD" STICKER MB \$1
This sticker comes from the 1986 series of Wacky Packages. It is unused and in Mint condition.
150. RICHARD WILLIAMS PENCIL COVER ROUGH MB \$100
This is a black-and white rough for the back cover of MAD #326, drawn by MAD artist Richard Williams. It is a parody of the Disney movie "The Lion King", and features Disney execs Michael Eisner and Jeffrey Katzenberg wearing their Mickey Mouse ears and reveling in the piles of cash that the movie has produced. The final painting for this back cover ultimately did not have Mr. Eisner or Mr. Katzenberg included (Jenette Kahn said, "NO!"), so this rough is quite the rarity. It has been signed in ink by Mr. Williams and in is VF/NM condition.

END OF SESSION ONE

SESSION TWO

Saturday, September 23, 2000 (6 pm to 2 am CST)

151. SWEDISH COMIC HARDCOVER MB \$10
This hardcover book was produced in Sweden in 1986. Entitled "Serieboken", it is a hardcover volume of samples of the popular comic strips and comic books found in Sweden. MAD, specifically Don Martin and Sergio Aragones, can be found in these pages, which are reprinted from the Swedish MAD magazine. Condition of the book is NM.
- B. 152. THE BOARDWALKERS 45 RPM RECORD W/ SPY VS SPY MB \$3
The picture sleeve of this record features an unauthorized use of the Spy vs. Spy characters. Produced in 1994 by the group, the Boardwalkers, the condition of the record and sleeve are mint.
- A. 152. MAD CHRISTMAS WALL HANGING/BANNER #2 MB \$100
For a detailed description of this item, please see lot #12. The only difference is that this banner uses the cover artwork from MAD #70. In NM condition.
153. MAD SUBSCRIPTION RENEWAL LETTERS MB \$2
These are two different subscription renewal letters sent to MAD subscribers whose subscriptions were about to expire. Except for the opened envelope, everything is complete and in NM condition.
154. MAD ABOUT THE SIXTIES TRADE PAPERBACK BOOK MB \$3
This is a copy of the "MAD About The Sixties" trade paperback book. It is in NM condition.
155. MAD 50TH ANNIVERSARY CALENDAR MB \$5
This is the MAD 50th anniversary calendar, which was a subscription premium for a short time in 1997. The calendar is in full color, and celebrates "50 Years Of Stupidity". Speaking of stupidity, the person who wrote this calendar must be stupid, otherwise they would have realized that 1997 is only the 45th anniversary of MAD, not 50! This lot also comes with a signed letter from Annie Gaines and an unbound sheet of MAD stickers. All are in Mint condition (the poster is folded).
156. 1960s DIGEST-SIZED MAGAZINES WITH MAD ARTICLES LOT MB \$5
This lot, featuring articles about MAD, contains the following magazines: Coronet (May 1960), Picture Week (Jan. 1956), TOPS (March 1954), Popular Science (March 1961), and TV Guide (Oct. 1968). Also included in this lot are two books illustrated by MAD comic artist, Basil Wolverton. They are, "Common Types of Barflyze", and "GJDRKZLXCBWQ Comics". The two Wolverton books are in Mint condition, while condition of the five digest magazines average VG/F.
157. AUSTRALIAN MAD MARKET SURVEY ANALYSIS MB \$10
This item shows the results of a market survey conducted by the Australian MAD. Inside, it details the results showing that the majority of Australian MAD readers are males between the ages of 10-18, and examines other areas in which to expand the readership base. This magazine-size analysis is printed on heavy stock paper, and is in full color. It is in NM condition.
158. 60 MINUTES TRANSCRIPT MB \$2
This lot contains the transcript for the September 20, 1987 edition of the 60 Minutes television show. In this segment, interviews were conducted with Bill Gaines, John Ficarra, Nick Meglin and Dick DeBartolo. This transcript is in Mint condition.
159. VIDEO OF THE MAD ANIMATED PILOT MB \$5
This lot contains one VHS videotape of the unaired MAD animated pilot episode. Produced in the mid-1970s, this animated pilot almost seems like an animated issue of MAD. Artists featured include Don Martin, Al Jaffee, Mort Drucker, and Antonio Prohias. This videotape also includes the April 2, 1991 edition of Later...with Bob Costas. Bill Gaines gives a half-hour interview in this segment.

The overall quality of the videotape is about a 7 out of 10.

160. PITTSBURGH COMICON REPRODUCTION FLYER MB \$1
This is a reproduction of a flyer which was distributed by Pittsburgh-area McDonald's in the Spring of 1997. The flyer was produced in conjunction with release of the "NEW" MAD. The flyer also has a ticket attached to it that was good for \$1.00 off the admission price to the Pittsburgh Comicon. It is in Mint condition.
161. MAD PRINTERS PROOF ISSUES MB \$5
This lot consists of three printers proof issues of MAD. They are untrimmed and are not stapled. The lot also includes sheets of information about the print run and availability of issues of MAD. These are printed on MAD logo stationery. All are in Mint condition.
162. "DUCK" EDWING CLOISONNE' PIN MB \$5
This is a cloisonne' pin given away by MAD artist "Duck" Edwing. It is one of 200 made, and is Mint.
163. NAME OF THE GAME MAGAZINE MB \$3
This is the January 1991 issue of "Name of the Game". This issue features an article about the various MAD board games, written by MAD Panic editor, Ed Norris. It is in NM condition.
164. TOYS SCOUTS AUCTION CATALOG MB \$2
This is the Spring/Summer 1994 Toy Scouts auction catalog. The MAD Straightjacket is featured in full color on the cover. In this auction, the MAD Straightjacket sold for over \$3500, which was more than twice as much as its' \$1500 minimum bid. The condition of the catalog is F/VF.
165. MAD COMIC #13 MAILING ENVELOPE MB \$10
This mailing envelope was used to mail MAD #13 to a subscriber. All of the EC Comics mailed during this time were mailed in identical envelopes to this one. Beneath the return address, the words, "MAD #13" are written in pencil, indicating that MAD #13 was mailed in this envelope. In VG cond.
166. TOTALLY MAD COLLECTOR'S CARE PACKAGE MB \$10
This lot is a care package, sent out to MAD collectors who assisted with the production of the Totally MAD CD-Rom. Included are the following items: a mousepad, two sell sheets, a "buy me" card, a party invitation (to the party at the MAD offices), and a autograph sheet with Sergio Aragones artwork. Everything in this lot is in full color and in Mint condition.
167. ASPIRING CARTOONIST #5 MB \$3
This is issue #5 of Aspiring Cartoonist magazine. Inside, there is a six-page interview with MAD artist Jack Davis. Alfred E. Neuman is also on the cover. In Mint condition.
168. MAD ARTICLES LIST MB \$1
This lot is a list of magazine articles with references to MAD, Alfred E. Neuman, or both. Compiled by MAD collector Michael Lerner, this list is the most comprehensive example done to date, and includes virtually any popular magazine or newspaper you can think of. I have used a copy of this list to go searching on EBAY, with varying degrees of success. In Mint condition.
169. "HOW TO GET A JOB AND KEEP IT" COMIC BOOK MB \$2
This comic book was produced by the Sonoma County Business Education Roundtable in 1993. Featuring artwork from MAD artists as Sam Viviano, Rick Tulka, and a Fold-In by Al Jaffee, this book is in Mint condition,
170. MARK COHEN MAD ART SHOW PROGRAMS LOT MB \$20
This lot contains the first three programs for the Mark Cohen MAD Art Show. The contents of the programs are identical but the covers are all different. Also included in this lot are flyers from the exhibits at the Arizona State University and Louisiana State University venues. All are Mint.

171. GRANNY MAE'S STORE CATALOG MB \$5
 This is the catalog for the Granny Mae's clothing store chain in Australia. The catalog is about 20 pages and features an assortment of cartoon character toys, clothing and accessories. In about the middle of the catalog, there is a two-page spread of licensed MAD clothing, produced by the Australian company, MAD Wear International. The selection of MAD clothing is enough to make any MAD collector drool. Some examples of this clothing have made it into the hands of some lucky MAD collectors in the US. Other examples are harder to find, even in Australia. The catalog is in full color and printed on a slick glossy paper. It is folded. Also included in this lot is a photocopy of the MAD Wear International catalog, and the business card of the company's President, Kevin Johnsten. Overall condition of these items is VF/NM.
172. 1978 GERMAN MAD CALENDAR MB \$10
 This is the 1978 German MAD calendar. Produced in 1977 for the German MAD, this calendar is in VF condition, with bright colors and slight surface wear.
173. MAD MONEY LICENSEE KIT MB \$10
 Made and distributed by DC Comics, these licensee kits were sent out to potential licensees of MAD products. The cover features Alfred E. Neuman with a red MAD logo, and inside there is a MAD Money insert which shows the names and addresses of the 1994-5 licensees. This item is in full color and in NM condition.
174. MAD ARTICLES LOT MB \$1
 This lot consists of pages taken from magazines such as TV Guide, People, and the Weekly World News. Each page has some sort of MAD or Alfred E. Neuman reference, and most are in black and white. All are in NM condition. There is even a color print ad for the MAD boardgame from 1979.
175. 1990s MAGAZINES W/ MAD APPEARANCES MB \$5
 This lot contains the September 1990 and June 1992 issue of Esquire and the June 1994 issue of Wired. All are in Mint condition.
176. THE "NEW" MAD STORE DISPLAY KIT MB \$25
 This lot consists of a complete promotional kit for the "new" MAD promotion from 1997. This kit includes the following: one countertop display unit, two posters, one mobile w/string (unpunched), instructions for the counter display assembly, and the rare cover letter w/envelope. Condition of the kit is NM.
177. KELLY FREAS ROUGH OF ALFRED E. NEUMAN MB \$10
 This pencil rough of Alfred E. Neuman as Frankenstein was drawn by former MAD cover artist, Kelly Freas. It is drawn on thin onion-skin paper, but shows up well on a solid color background. It is in Mint condition.
178. CARTONAGGIO MAGAZINE MB \$10
 This is the October 1979 issue of Cartonaggio, a "scholarly journal devoted to the study of all relationships between art and fiction.....". There is a five page article which focuses on the literary and artistic similarities between Picaro, a 16th century anti-hero, and Alfred E. Neuman. It is some pretty heavy reading, and I found it to be way over my head. For those of you who like to read literature, you'll love this. This issue is in Mint condition.
179. 485 MADISON AVE. MAILING ENVELOPE W/PICTURE MB \$5
 This lot contains a used mailing envelope from the 485 Madison Avenue offices, and an Alfred E. Neuman portrait. Condition of the envelope is Fine, while the portrait is Mint.
180. THE 1956 AMERICAN PEOPLES ENCYCLOPEDIA YEARBOOK MB \$5
 This is the 1956 edition of the American Peoples Encyclopedia Yearbook, which covers the events of 1955. Included in this edition is a reprint from the MAD Reader paperback book. The book is

black and white and is in NM condition.

181. GERMAN MAD FAN-CLUB FANZINES MB \$10
This lot contains issues #1 and #2 of the 1990s German MAD fan club fanzine. They are written completely in German and are in Mint condition. They also include their original mailing envelopes.
182. HORROR FROM THE CRYPT OF FEAR FANZINES LOT MB \$20
This lot contains issues 1-10 of Horror from the Crypt of Fear, a mid-1990s EC Comics fanzine produced by the late Sam Kingston.. All are in Mint condition, and include their mailing envelopes.
183. MAD PERSONALIZED PEN MB \$15
This is one of the pens given to the MAD staff and contributors for Christmas of 1992. It is engraved with the message, "Melvin Thompson - What, Me Worry?", and features a small color Alfred E. Neuman at the "eraser" end of the pen. It is unused and in Mint condition. This lot also includes the box the pen came in.
184. MAD PAPERBACK BOOKS SIGNED BY FRANK JACOBS MB \$4
This lot consists of two MAD paperback books, each signed by MAD writer Frank Jacobs. As an added bonus, the "Sing Along With MAD" book has also been signed by the artist, Al Jaffee. Both books are in VG/F condition.
185. AUSTRALIAN MAD PULLOVER SHIRT MB \$15
This shirt is a rarely seen example from the MAD Wear line of clothing for Australian MAD. It is a size Large (that's an XL here in the US), and the left breast features an embroidered Alfred E. Neuman baseball player. There is an embroidered MAD log on the back of the neck of the shirt. This item is in NM condition.
186. MAD MAGAZINE BUSINESS CARDS SET MB \$2
This lot contains the set of four different MAD business cards that were given away at the San Diego Comcicon this year. The cards are promoting MAD's new website. All are in Mint condition.
187. UNCUT SHEET OF FLEER STICKERS MB \$15
This is an uncut sheet of MAD stickers from the 1983 Fleer set. Condition of this sheet is VF. The condition would have been higher, but there is a small crease on the sheet that occurred during shipping. The item was shipped rolled, but the container was crushed when I received it. Otherwise, this item would have been in Mint condition.
188. MAD POSTER MB \$1
This poster was a promotional item for the late 1990s t-shirts produced by Scene to be Heard. It is rolled and is in Mint condition.
189. UP THE ACADEMY MOVIE POSTER MB \$10
This is a rare "third sheet" poster for the movie "Up the Academy". It is one-third of the size of a normal movie poster, and is printed on heavy stock paper. It is full color and is in Mint condition.
190. DON MARTIN POSTERS LOT MB \$5
This lot contains two different Don Martin posters. Produced in the late 1970s, these posters are in MInt condition. They are rolled.
191. ALFRED E. NEUMAN SHIRT MB \$15
This shirt was found in a boutique in Chicago. It is unlicensed, and is one of about twenty that were made. It appears that the shirt was hand-painted, and a variety of colors were used. This long sleeve shirt is a size large and is in Mint condition.
192. THE MAD SHOW SHOWCARD MB \$5
This showcard comes from the New Theatre in New York City. In F/VF condition.

193. FRENCH MAD BOARD GAMES LOT MB \$10
This lot contains two French MAD board games. The contents are identical, but as with the American version of this game, they have different box covers. The later version has price sticker residue on the face of the box, otherwise the condition of both is NM.
194. AUSTRALIAN MAD OFFICE ITEMS MB \$5
This lot consists of items from the Australian MAD offices. Included are the following: business cards, a promotional video arcade coupon, two photographic slides and two subscription renewal letters. Also included in this lot is a hand made invitation to former Australian MAD editor Leigh Harrison's birthday party. Overall condition of these items is NM.
195. ALFRED E. NEUMAN FOR PRESIDENT POSTER MB \$3
This poster was produced by Bi-Rite in the late 1980s. It is rolled and in NM condition.
196. ALFRED E. NEUMAN CHOKING POSTER MB \$2
This poster was a MAD office premium from the early 1980s. It parodies the Heimlich maneuver poster which was popular around that time. It measures 11"x 14" and is printed on heavy stock paper. It is in Mint condition.
197. SERGIO ARAGONES ORIGINAL MAD ARTWORK MB \$200
This artwork is for the story "Russian, Russian Roulette". The actual original artwork for this feature was drawn on a sheet of yellow-lined paper, and was either lost or thrown away. This is the second original, and was drawn by Mr. Aragones especially for a MAD auction. It is in Mint condition.
198. MAD POSTERS LOT MB \$8
This lot contains four different MAD posters. They were produced in the late 1980s by Stabur Graphics and feature the covers to four early MAD comic books #'s 1, 2, 5 and 7. They are Mint.
199. ALFRED E. NEUMAN "DJ" TIE MB \$10
This tie was sold in Sears in the early 1990s. The tie features Alfred E. Neuman as a disc jockey, and is the dark red color variation. The tie also comes with the MAD tie hanger. Both are NM.
200. MAD COLLECTIBLES EXHIBIT POSTER MB \$250
This poster was made for my MAD collectibles exhibit at the Milwaukee County Library in the Spring of 1997. Measuring 32"x 40", this poster is one of two that were made. The only reason a second poster was made is that the artist misspelled the name of the room where the exhibit was. The library would not allow the poster with the misspelled name, so another was made. This is the first one. Painted on foamcore with oil paint, this is one beautiful piece. Condition of this poster is NM, the only flaw being the lower corners are a tad misshapen.
201. AUSTRALIAN MAD CHRISTMAS CARD MB \$5
This card was sent out to business associates of the publishers of Australian MAD. This example is in Mint condition.
202. FINNISH COMIC BOOK W/ MAD AD MB \$3
This item is a Finnish Superman comic book with an ad for the Finnish MAD magazine on the inside front cover. In VF condition.
203. MARK COHEN MAD ART SHOW INVITATION MB \$10
This is an invitation to the opening of Mark Cohens MAD Art Show at the Society of Illustrators in New York City in 1994. It is tri-folded, otherwise in NM condition.
204. 225 LAFAYETTE STREET MAILING ENVELOPE MB \$5
This mailing envelope comes from the 225 LaFayette St. offices of MAD. This particular envelope was used to send a couple of paperback books. Condition of this envelope is VG.

205. ALFRED E. NEUMAN/ SPY VS. SPY ACTION FIGURES PROMO POSTER MB \$3
 This poster was a promotional item for the line of Alfred E. Neuman and Spy vs. Spy action figures from DC Direct. The poster measures approx. 16"x 20" and is in full color. It is folded and in NM condition.
206. TENNIS MAGAZINE MB \$2
 This is the July 1979 issue of Tennis magazine. Included in this issue is an article written by Nick Meglin on playing tennis while on the MAD trips. The magazine is in VG/F condition.
207. CATALYST MAGAZINE MB \$20
 Containing reproductions from the MAD Morality paperback book, this very rare magazine was published by the Christian Board of Publication in January, 1971. This gem is in VF/NM condition.
208. PRE-MAD POSTCARD LOT #1 MB \$5
 These postcards are from the early 1940s, and one of them features a female Alfred E. Neuman. Both are in NM condition.
209. PRE-MAD POSTCARD LOT #2 MB \$5
 This lot features a pre-MAD Roosevelt postcard. The other shows Alfred as a soldier. Both are NM.
210. PRE-MAD POSTCARD LOT #3 MB \$5
 This lot contains three similar pre-MAD postcards. Two of them are identical except for the background and the clothes Alfred is wearing. The third one is an advertising postcard for Woods Fuel Oil Company out of Orlando, Florida. One other point to share about this card is the fact that it is a missprint. The outline of the Alfred image has been printed just a bit higher than the colored image, thus creating a shadowy effect. All three postcards are in VF/NM condition.
211. RICHARD WILLIAMS PENCIL COVER ROUGH OF ALFRED MB \$100
 This pencil cover rough, drawn by MAD artist Richard Williams, is for the upcoming MAD book, "MAD - From A to Z". The book is written by MAD Editor Nick Meglin, and the rough is signed, "To: Nick Meglin From: Richard Williams" in the lower right hand corner. In Mint condition.
212. QUALITY PAPERBACK BOOK CLUB CATALOG MB \$3
 This is the Spring 1997 catalog for the Quality Paperback Book Club. The cover of the catalog features the variant cover to the "MAD About The Fifties" book with the Mount Rushmore scene (MAD #31). This lot also includes the mailing envelope for the catalog. Besides being opened, there is writing on the face of the envelope, otherwise condition of both items is NM.
213. MAD ABOUT THE 50'S, 60'S AND 70'S POSTCARDS AND BLADS LOT MB \$8
 This lot features blads from the "MAD About The Sixties" and "MAD About The Seventies" books, and postcards from all three titles. They are full color and are all in Mint condition.
214. MAD SELL SHEETS LOT MB \$6
 This lot contains MAD Sell Sheets for 1995, 1996, 1997, and 2000. All are in full color and are NM.
215. WARNER BROTHERS STORE SWEATSHIRT MB \$20
 This is the MAD Sweatshirt that was sold in the Warner Bros. Studio Stores in the early 1990s. It is a size Large and is in NM condition.
216. UNCUT SHEET OF LIMEROCK MAD TRADING CARDS - SERIES TWO MB \$10
 This is an uncut sheet of MAD Series Two trading cards from Limerock. It has been mounted on foamcore for better displayability. Measuring 26"x 40", it is in full color and in NM condition.
217. MAD RACING CAR MB \$10
 This is a 1:24 scale replica of the Jerry Toliver Spy vs. Spy Funny Car. Sold in the Spencer Gifts

stores, this car is one of a Limited Edition set of 2000. It is in Mint condition.

218. CANADIAN MAD NECKTIE MB \$10
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.
219. MAD METAL CARRYING CASE MB \$5
Featuring a full color Alfred E. Neuman and a yellow MAD logo, this metal case is filled with Corn-Nuts. It is still sealed and in Mint condition.
220. SPY VS SPY PEN SET W/DISPLAY STAND MB \$20
Produced in 1988 by Applause, this pen display comes with 18 Spy vs. Spy pens (9 black and 9 white) and a full color display sign with a plastic base holder for the pens. About half of the pens still have fluid in the middle, while it has evaporated in the others. The pens and holder are in Mint condition, while the display sign is in VF/NM condition, the only flaw being a small bend at the top of the sign.
221. ALFRED E. NEUMAN VARIANT ACTION FIGURE MB \$5
This is the variant Alfred E. Neuman action figure. The difference between the normal and variant Alfred action figures is that the normal Alfred is wearing a black jacket while the variant is wearing a white jacket. This item is still factory sealed and in Mint condition.
222. BLACK SPY VS. SPY ACTION FIGURES LOT MB \$10
This lot contains both the normal and variant Black Spy action figures, the only difference being that one of the Spies is shiny black and the other is a dull black. Both are still sealed and are in Mint cond.
223. UP THE ACADEMY MOVIE MB \$5
This is the VHS version of the movie, "Up The Academy". It is still factory sealed and in Mint cond.
224. "THE COMIC BOOK VID SCENE" VHS MOVIE MB \$5
This is a tape every MAD collector should have. This tape features an interview with Don Martin by Conan O'Brien, the Bill Gaines interview on the Bob Costas show, MAD artist and writer interviews at various comic conventions in the early 1990s, and an interview with Michael Lerner on the Personal FX collectibles show. Condition of the tape and case is Mint.
225. BRITISH MAD BINDER MB \$5
This binder was offered through British MAD in the 1980s as a way to store back issues. It is red with a gold MAD logo on the spine and is in NM condition.
226. TEWNTY FIVE YEARS OF BRITISH MAD MB \$10
This is a "Best of.." compilation of the first 25 years of the British MAD magazine. Published in 1985, this softcover volume is in NM condition.
227. GERMAN SAMMELBAND ANNUAL MB \$30
This item is a rarity, even in Germany. It is the first edition of softbound volumes that the German MAD sold to the public. This softbound volume includes MADs #78-89; a total of twelve issues. The average condition of the magazines is F/VF, while the paper cover is a G/VG. The cover is still attached, but is starting to come free of the square-bound spine.
228. THE ART OF HUMOROUS ILLUSTRATION BOOK MB \$5
This book was written by MAD editor Nick Meglin, and features the styles of several MAD artists, including Sergio Aragones, Al Jaffee, Mort Drucker, and Jack Davis. Softcover. In VF condition.
229. MAD FUNNY CAR 1:64 SCALE CAR MB \$2
This "Hot-Wheels"-type car was made in 1998. It is a 1:64 scale version of the Jerry Toliver MAD funny car. It is factory sealed and in Mint condition.

230. **MINIATURE MAD MAGAZINE** MB \$2
 This is a miniature version of MAD #262. It is a miniaturized cover, not the complete issue. The photograph doesn't show it, but this item is about the size of a quarter. It fits quite nicely into the hands of an Alfred E. Neuman Warner Bros. statue. In Mint condition.
231. **TOTALLY MAD LOT** MB \$5
 This lot consists of an unopened Totally MAD bulk mailer, a Totally MAD E3 sheet w/ Aragon's artwork, and a limited edition Alfred E. Neuman mouse pad. All items are in Mint condition.
232. **SPY VS. SPY PAPERBACK BOXED SET** MB \$15
 This is a boxed set of five Spy vs. Spy paperback books. Condition of the books is VF/NM, while the box is in VG/F condition with edge, surface, and corner wear.
233. **MAD RACING PROMO KIT** MB \$15
 This lot consists of a MAD Racing promotional kit. The kit includes biographies of the driver, Jerry Toliver and his pit crew, and news releases from MAD, which are printed on MAD stationery. A white folder with a MAD mailing label completes the kit. Overall condition of this kit is NM.
234. **UP THE ACADEMY PRESS KIT** MB \$20
 This is a press kit for the movie, Up The Academy. Included in this kit are black and white movie stills, biographies of the cast, and general information about the movie. Everything is filed into an official Up the Academy press kit folder. Overall condition is VF/NM.
235. **MAD TV PRESS KIT** MB \$25
 This MAD TV press kit is from the show's first season in 1995. Included in the kit is a black and white photo of the original cast, biographies of each castmember, and an overview of the show. The kit is enclosed in a large white envelope that says, "FOX Has Gone MAD." Also included in this particular kit is the rare Alfred E. Neuman paper mask. Overall condition of all items is NM.
236. **ALFRED E. NEUMAN B/W PHOTOS LOT** MB \$10
 This lot contains two different sizes of a black and white photo of Alfred E. Neuman. The larger size photo was a giveaway at publishing conventions in the 1960s. The smaller, wallet-size photo was a giveaway at the MAD offices, also in the 1960s. Condition of both photos are Mint.
237. **MAD "TWISTS" ROCK N' ROLL PRINT ADVERTISEMENT** MB \$10
 This is an actual advertisement for the MAD "Twists" Rock N' Roll LP record, which appeared in the August 25, 1962 issue of Billboard Magazine. This one page ad is in VF condition with light browning.
238. **BILL GAINES' SWEDISH MAD BASEBALL CAP** MB \$100
 This Swedish MAD baseball cap was actually owned and worn by Bill Gaines. I received it in a trade with a former MAD collector, who received it in a trade with Annie Gaines. When I contacted Annie about this hat, she vouched for its authenticity. Condition of this wonderful piece is Fine, with Bill Gaines' sweaty DNA still intact.
239. **ALFRED E. NEUMAN "HIDE AND SEEK" DOLL** MB \$20
 This unlicensed item was made in 1998. It is a variation of those popular "hide and seek" children's dolls, but with a MAD twist; this example is dressed like Alfred E. Neuman. With his black jacket, blue jeans, red tennis shoes, and tousled hair, this doll will make an interesting conversation piece in your MAD room. The hidden face does not look anything like Alfred's face, but then again, who's gonna see it? Condition of this item is Mint.
240. **850 3RD AVE. MAD MAILING ENVELOPE W/ PORTRAIT** MB \$15
 This is an original mailing envelope from the 850 Third Ave. offices of MAD. This lot also includes a first print of the Alfred E. Neuman color portrait, in NM condition. The envelope is in VG condition.

241. MAD TOTE BAG - BLACK MB \$10
This is the black tote bag that was produced in very limited numbers for the MAD staff in 1992. It is in Mint condition.
242. SPY VS. SPY COMPUTER GAME PROMO SHEET MB \$4
This promo sheet was produced for the Kemko/Seika version of the Spy vs. Spy II computer game. This promo sheet is in full color and in Mint condition.
243. KITCHEN SINK PRESS CATALOG W/ COLLECTIBLY MAD ON THE COVER. MB \$5
This lot contains an issue of the Kitchen Sink Pipeline and a black and white supplement to the Kitchen Sink catalog. Both items feature the cover of Collectibly MAD on the cover. The condition of both items is Mint.
244. MAD LICENSEE LISTS LOT MB \$5
This lot contains MAD licensee lists from both 1994 and 1995. The licensees listed inside these lists either had approval or had already produced licensed MAD collectibles. Condition of these lists is F/VF, with pen notations on the inside of each.
245. LIMEROCK MAD TRADING CARDS ADVERTISEMENTS LOT MB \$2
This lot contains the July, 1992 issue of Non-Sport Card Update, and a MAD Final Edition promo flyer, which is in NM condition. The N.S.C.U. has a one-page advertisement for the Limerock MAD cards inside. Condition of the magazine is VF/NM.
246. MAD PANIC #25 ORIGINAL COVER ARTWORK MB \$40
This is the original cover artwork for the MAD Panic #25. It is, by far, the most detailed MAD Panic cover I've ever seen. Taking a swipe at the early MAD magazine borders, artist Cecil Sutton drew a terrific interpretation of his own, with a ton of detailing and fine artistry. Framed. In Mint condition.
247. MAD/EC BOOKS LOT MB \$8
This lot contains a Tales From The Crypt hardcover book and a softcover Russ Cochran MAD reprint book. The TFTC book has a chapter on MAD and Alfred E. Neuman, and is in NM condition. The softcover MAD reprint has MADs #1-6 reprinted. It is still sealed and in Mint condition.
248. MAD LOGOS SHEET MB \$2
This sheet comes from the art department at MAD. It is a sheet of MAD logos, with artwork in each logo drawn by the likes of Sergio Aragones, Harvey Kurtzman, and Dave Berg. This sheet measures approximately 11"x 14" and is folded in the middle. In NM condition.
249. MAD OFFICE ENVELOPES LOT MB \$2
This lot contains two different envelopes from the MAD offices. The first is an addressed, stamped envelope to the MAD Editors office at 516 Fifth Ave. in New York. The other is a MAD check mailing envelope. Both are in Mint condition.
250. ALFRED E. NEUMAN BENDIES LOT MB \$6
This lot consists of two Alfred E. Neuman bendable dolls in their original packaging. The difference between the two is the packaging, and it is not known if one version of the packaging is rarer than the other. The condition of each item is about the same (VF/NM), the only flaw being that the plastic covering the doll is partially separated from the card (the doll on the left, in the photo).
251. BRITISH MAD EXTRAS LOT MB \$10
This lot contains two issues of the British MAD Extra. These are softbound volumes containing four issues each. They have been bound without the covers, so it is a little hard to differentiate between each issue. Once you've hit the table of contents, you'll know you've started the next issue. Published in the early 1980's, these issues are in NM condition.

252. DALE CREASY JR. HANDOUT AND SIGNED ISSUE MB \$5
 This lot contains a MAD Racing handout and an issue of MAD #385 signed by MAD Funny Car driver Dale Creasy Jr. Both items are in Mint condition.
253. GAUNTLET MAGAZINE LOT MB \$4
 This lot contains issue #'s 3 and 4 of Gauntlet. Gauntlet #3 contains a Bill Gaines interview, which was the last interview he ever gave. Gauntlet #4 contains a tribute to Bill Gaines, after his death. Both issues are in NM condition.
254. DYNAMITE MAGAZINE LOT MB \$10
 This lot consists of five different issues of Dynamite, all of which contain an appearance of Alfred E. Neuman. Dynamite #'s 3 and 47 are the most common, but #'s 26, 50 and the Dynamite People Book are issues most people don't even know about. Issue #26 has an article on the origin of Alfred E. Neuman, the Dynamite People Book has a reprint of the Dynamite #3 article, and #50 has a sheet of stamps which are reprints of the first 49 covers of Dynamite. The Dynamite #50 in this lot has a couple of stickers glued onto the cover, but the two stickers with Alfred are still attached to the stamp sheet. The condition of #'s 3, 26, 47 and the People Book is VF, while the condition of #50 is Good, with cover wear and the aforementioned sticker debacle.
255. FAMOUS MONSTERS OF FILMLAND #9 MB \$10
 This issue of Famous Monsters of Filmland has an advertisement for the "Me Worry?" rubber mask. This magazine is in F/VF condition.
256. CRACKED MAGAZINES W/ ALFRED E. NEUMAN APPEARANCES MB \$5
 This lot contains issue #'s 99, 177, 200 and 202 of Cracked Magazine, each of which has Alfred E. Neuman on the cover. This lot also includes Cracked #188, in which Alfred appears in a story. All of these issues are in Fine condition or better.
257. BARF #1 W/ MAD PARODY COVER MB \$5
 This lot contains an issue of Barf #1, published in 1990 by Revolutionary Comics. The back cover has a MAD cover parody, while the last three pages are parodies of popular MAD features. Condition of this magazine is VF.
258. NATIONAL LAMPOON LOT MB \$6
 This lot contains three issues of National Lampoon. The first is the August, 1971 issue with the "What, My Lai?" cover, the second is the October, 1971 issue with the famous MAD parody, and the third is National Lampoon Comics #7 which reprints the MAD parody. Average condition is VG/F.
259. COMICS SCENE MAGAZINES LOT MB \$2
 This lot contains two issues of Comics Scene magazine. Comics Scene #21 contains an interview with Bill Gaines, and Comics Scene #47 has an interview with Harvey Kurtzman. Both are in NM condition.
260. EC/MAD MEMORABILIA CATALOGS LOT MB \$4
 This lot contains the Spring 1997 catalog for Green Apple books and the Diamond International Galleries "Big Finale" catalog. The Green Apple Books catalog featured an assortment of both MAD and EC Comics artwork and collectibles. The Diamond catalog featured a selection of artwork from EC Comics and MAD, and even had a couple of original MAD covers for sale. Condition of both catalogs is NM.
261. AUSTRALIAN MAD STAR WARS PROMO POSTER MB \$2
 This item is a promotional poster for the Australian MAD Star Wars special issue. In NM condition.
262. JOURNAL OF MADNESS LOT MB \$30
 This lot consists of all eleven issues (to date) of the MAD fanzine, the Journal of MADness. Also included in this lot is the "Me Worry? I read the Journal of MADness" pinback button. The overall

condition of the magazines is NM/M, while the pinback button is in Mint condition.

263. ALFRED COVERS LOT MB \$4
This lot consists of the November, 1997 issue of UPSIDE and the September 15, 1997 issue of National Review. The UPSIDE issue has Microsoft chairman Bill Gates as Alfred E. Neuman on the cover, while the National Review issue has Alfred on the cover, which was drawn MAD artist Mort Drucker. Both issues are in Mint condition.
264. CRAZY MAGAZINES LOT MB \$6
This lot consists of four issues of Crazy magazine, #'s 1 and 34, and Super Special #'s 1 and 30. The Crazy #1 has the MAD logo on the cover, along with a one page "Lighter Side of..." parody. Crazy #34 has an appearance of Alfred E. Neuman in a story. The Crazy Super Special #1 has stacks and stacks of MADs on the cover, and the Crazy Super Special #30 has a MAD on the cover. The average condition of all four is VF.
265. PRE-MAD COUNTRY STORE BROCHURE MB \$35
This is a never-before-seen pre-MAD item. Dating back to the 1940's, this brochure is for the Wayside Country Store in South Sudbury, Mass. Alfred E. Neuman appears on the inside, with the caption, "The proprietor on his first day behind the counter". This item is printed on heavy stock paper and has the slightest of edge browning. In NM condition, and a true pre-MAD rarity.
266. COLLECTIBLES MAGAZINES W/ MAD OR ALFRED APPEARANCES MB \$10
This lot consists of the July 1997 issue of Collectors Showcase, the December 1993 issue of Baby Boomer Collectibles, the March 1995 issue of Collecting Figures, and Model and Toy Collector #23. Each issue has an article about MAD collecting and MAD collectibles, and the Collectors Showcase issue is signed by Sergio Aragones on an interior page. Sergio was the 1997 Reuben Award winner, given to the year's outstanding cartoonist. A picture of him receiving the award was published in this issue, and he signed the page the picture was on at a comic convention. The average condition of these magazines is VF/NM.
267. TIME MAGAZINES LOT MB \$6
This lot contains the July 7, 1959, the April 3, 1964, and the March 9, 1998 issues of Time. The two earlier issues contain articles about MAD, while the 1998 issue has a brief obituary of Antonio Prohias, with a drawing of the Black Spy. The condition of the earlier issues is VG/F, and the 1998 issue is Mint
268. NEWSWEEK MAGAZINES LOT MB \$6
This lot contains the January 24, 1966, the June 15, 1992, the October 16, 1995 and the August 2, 1999 issues of Newsweek. The 1966 issue contains an article about MAD, the 1992 issue contains the obituary of Bill Gaines, the 1995 issue has a brief mention of MAD TV, and the 1999 issue contains a blurb about the Totally MAD CD-Rom. The average condition of all four is NM.
269. ENTERTAINMENT WEEKLY LOT MB \$5
This lot contains the June 19, 1992, the July 11, 1997, and the March 27, 1998 issues of Entertainment Weekly. The 1992 issue contains the obituary of Bill Gaines, and the 1997 has two Alfred E. Neuman appearances; the first being in a cartoon about Mike Tyson's "Dream Bouts" and the second on a MAD t-shirt offered for sale through E.W. The 1998 issue has an article about the MAD parody of E.W., and has a photo of the MAD staff. The condition of all three magazines is NM.
270. "MADSTERPIECES" MAD ART AUCTION CATALOG MB \$5
This catalog is from the June 5, 1998 MAD Art auction at Sotheby's auction house in New York City. It has been written in, but is still in NM condition. Also includes a prices realized list from the auction.
271. "THE ART OF MAD" AUCTION CATALOG MB \$5
This catalog is from the December 18, 1992 MAD Art auction at Christie's auction house in New York. It is in Mint condition, and also includes a prices realized list.

272. MEDIASCENE MAGAZINE LOT MB \$2
 This is the November/December 1975 issue of Mediascene. It contains a brief, one-page interview with MAD artist Jack Davis. It is folded, but is in NM condition.
273. COMICS JOURNAL LOT MB \$5
 This lot contains issue #'s 81 and 151 of the Comics Journal. Issue #81 contains an extensive interview with Bill Gaines, and issue #151 contains the obituary of Bill Gaines. The condition of issue #81 is VF, while the condition of #151 is VG.
274. CARTOONIST PROFILES LOT MB \$20
 This lot contains issues 10, 26, 32, 49, 61, 68, 72, and 87 of Cartoonist Profiles. Issue #10 has cover art by MAD artist George Woodbridge and contains a ten page article w/ pictures of a roast held in honor of Lenny Brenner. Issue #26 has cover art by MAD artist Norman Mingo and contains a Norman Mingo interview. Issue #32 has an article on MAD artists' homemade Christmas cards. Issue #49 has an article about the Cartoon Museum tribute to the artists and writers of MAD. Issue #61 contains a "Duck" Edwing interview. Issue #68 contains an article about MADs submissions policy. Issue #72 contains a Bob Clarke interview and issue #87 has an article about the 1989 MAD trip to Germany. The overall condition of these issues is NM.
275. POTRZEBIE STATISTICAL ABSTRACTS LOT MB \$5
 This lot contains both volumes of the Potrzebie Statistical Abstract, written by MAD collector Jerry Moore. These abstracts are a comprehensive overview of each individual issue of MAD, and identifies even the smallest of sight gags in each story. Volume 1 covers MAD comics #'s 1-23 and Panic comics #'s 1-12. Volume 2 covers MAD #'s 24-50. The condition of both volumes is NM.
276. AUSTRALIAN MAD COUNTER DISPLAY SIGN MB \$5
 This is a counter display sign for the Australian MAD book "MAD If You Don't" It is in NM cond.
277. MEXICAN MAD #1 MB \$10
 This is the first ever issue of the Mexican MAD magazine. It is in Fine condition.
278. MAD MONEY SLOT MACHINE LIGHTED GLASS DISPLAY TOP MB \$50
 This item comes from a 1960s Sega MAD Money slot machine. Featuring Alfred E. Neuman on the glass, this item actually lights up when you plug it in. In excellent condition.
279. WEIRD BUT TRUE CARTOON FACTS BOOK MB \$4
 This book showcases some of the more oddball facts of the world of cartooning. Alfred E. Neuman is included on one page in this fact book, and this page examines the history of our beloved mascot. This "Ripley's Believe It or Not"-style book is in Mint condition.
280. SHRINKWRAPPED MAD PAPERBACK BOXED SET MB \$50
 This boxed set is one of the rarest MAD boxed sets around. There is no actual slipcase, rather the books have been shrinkwrapped between two red MAD bookends. The spine card is what makes this piece so rare. When the set was opened, these cards were either used as bookmarks or thrown away. The overall condition of this piece is VF, although the shrinkwrap is not original.
281. "I LOVE MY MAD COLLECTION" MAGNET MB \$1
 This unlicensed item was made in the late 1990s. It is in Mint condition.
282. MAD "HUSSEIN ASYLUM" EDITIONS LOT MB \$25
 This lot contains issue #'s 301, 302, and 303 of MAD. What makes these issues special is that they were sent to the U.S. troops during the war in the Persian Gulf. The difference between these and the regular issues of MAD is that Alfred E. Neuman appears in the area normally reserved for the UPC bar code. A complete set of the Hussein Asylum editions would include these issues, plus issue #300. Contrary to the Overstreet Comic Book price guide, there WAS NOT a MAD Super

Special #76 that was a Hussein Asylum edition. The condition of these magazines is Mint.

283. RICHARD WILLIAMS PENCIL ROUGH TO MAD COLOR CLASSICS MB \$100
This is a cover rough for the April 2000 issue of MAD Color Classics. Drawn in pencil by MAD artist Richard Williams, this rough features Alfred E. Neuman painting a brick wall with MAD paint. It is signed by the artist and is in Mint condition.
284. MAD "WHO NEEDS YOU" 1969 B/W GLOSSY PHOTO MB \$5
This is a glossy black and white photo of the rare 1969 "Who Needs You" poster. It is from the Smithsonian Institution, where they document all of their holdings with black and white photos. This is the one and only photo of this poster taken by the Smithsonian, and is in Mint condition.
285. MAD MORALITY TRADE PAPERBACK MB \$5
This is a copy of the MAD Morality trade paperback book. This particular example is a rare variation. It was printed by Parthenon Press with a \$3.79 price tag, as opposed to the Abingdon Press version with a \$2.79 price tag. The condition of this book is Fine.
286. MAD IMITATORS LOT W/ ALFRED COVER APPEARANCES MB \$4
This lot contains the first issue of Trash (Mar. 1978), and issue #6 of Sick. Both issues have Alfred E. Neuman on the cover, and the Trash #1 also contains a MAD parody. The Trash #1 is in VF condition, while the Sick #6 is in VG condition.
287. GUIDE TO VINTAGE WINE PRICES MB \$2
This book contains a foreword by MAD publisher Bill Gaines. It is in Mint condition.
288. REMEMBER MAGAZINE LOT MB \$2
This lot contains the June 1996 of Remember magazine. It contains a two page article on the origins of Alfred E. Neuman. This magazine is in Mint condition.
289. THE BOOK OF SEX LISTS MB \$5
This lot contains a hardcover copy of the Book of Sex Lists. Bill Gaines and Nick Meglin both were contributors to this book, with Bill submitting his list of "10 Foods That Are Better Than Sex", and Nick contributing his "10 Sexy Tennis Shots". This book is in Mint condition.
290. MAD PANIC #S 1-19 MB \$20
This lot contains the first 19 issues of the MAD Panic. Issue #'s 1 and 2 are second printings, while issues 3-19 are original first printings. They do not include mailing envelopes, as they were addressed and stamped on the back cover. Overall condition is F/VF.
291. ISRAELI MAD EDITIONS LOT MB \$5
This lot consists of issues 3 and 4 of the Israeli MAD magazine. Besides being in a foreign language, they also read from right to left. They are in Mint condition.
292. AUSTRALIAN MAD EDITIONS LOT MB \$5
This lot contains issues 375 and 376 of Australian MAD. Besides being in a foreign language, never mind. They are in Mint condition.
293. MAD PROMOTIONAL POSTCARD MB \$2
This postcard, with artwork by Mort Drucker, features Bill Gaines, Nick Meglin, and John Ficarra. It is one of 3000 made and is in Mint condition.
294. FLEER MAD STICKERS LOT MB \$10
This lot contains an assortment of the 1983 Fleer MAD stickers. Numbering over 100 cards, this is not a complete set, rather a bunch of duplicates which might add up to about a half of a set. This lot also includes a few of the wax wrappers. The stickers are in Mint condition.

295. GOOD DAY S AND MAD HARDCOVER BOOK MB \$3
This is a Good Days and MAD hardcover book. It is in Mint condition.
296. MAD TV STICKERS AND TATTOOS LOT MB \$5
This lot contains over 50 each of the MAD TV stickers and temporary tattoos. They were given away to people who attended the MAD TV Tour Bus parties in cities nationwide during the Summer of 1997. They are all in Mint condition.
297. FRANK JACOBS MAD BIG BOOK MB \$2
This lot consists of a MAD Big Book by MAD writer Frank Jacobs entitled, "MAD Zaps the Human Race". It is in NM condition.
298. 1970s MAD MAGAZINES WITH ORIGINAL MAILING SLEEVES MB \$30
This lot contains 33 issues of MAD, all with their original mailing sleeves. The issue numbers start with issue #140 and end with #174. There are two issues missing out of the run. Of special significance is the subscription expiration notice postcard that is included with issue #174. The sleeves and the postcard are in NM condition, while the magazines are in VF condition.
299. MAD FOLLIES LOT MB \$8
This lot contains issues 6 and 7 of the MAD Follies. The bonuses are present and are still attached. They are in VF condition.
300. MORE TRASH FROM MAD LOT MB \$15
This lot consists of issues 2, 4, and 9 of More Trash From MAD. All of the bonuses are present and are still attached. They are in VF condition.
301. WORST FROM MAD LOT MB \$15
This lot consists of issues 1, 4, and 11 of the Worst From MAD. All of the bonuses are present, and are attached in issues 1 and 11. There are two copies of issue #4 and each has the bonus. Overall condition of these issues is VF.
302. MAD SPECIALS LOT MB \$15
This lot consists of MAD Special issues 1, 2, 5, 7, 11, 12, 13, 30 and 36. All have their bonuses, wherever appropriate, and the average condition of these issues is VF.
303. ALFRED E. NEUMAN MUFFLER MAN STATUE MB \$5500
This super-rarity comes from a restaurant in Ohio. It is an original Alfred E. Neuman "Muffler Man" statue. The muffler men were first produced in the mid-1960s by a company named International Fiberglass. Not all muffler men look the same, however. There are variations of the head, with some being a cowboy, Paul Bunyan, and yes, Alfred E. Neuman (the Half-Wit). This example is not a complete statue, rather it is displayed from the waist on up. Measuring 10 feet tall, 7 feet wide and 3 feet deep, this is arguably the largest Alfred E. Neuman collectible there is. Shipping this item should not be a problem. This statue is remarkably light for something its size. It is made from fiberglass, but it is a bit bulky to move around, obviously. The arms are detachable, which should make shipping easier. The consignee indicated that the shipping fee should not be more than \$500, and might even be lower. The condition of this item is excellent for something of this size. It has probably been repainted a few times, and the current paint job is excellent. The restaurant even painted a nickname on his shirt pocket, "Horny Worny". This item would be the centerpiece of any MAD collection. Don't miss out.....if you have the room!



1.



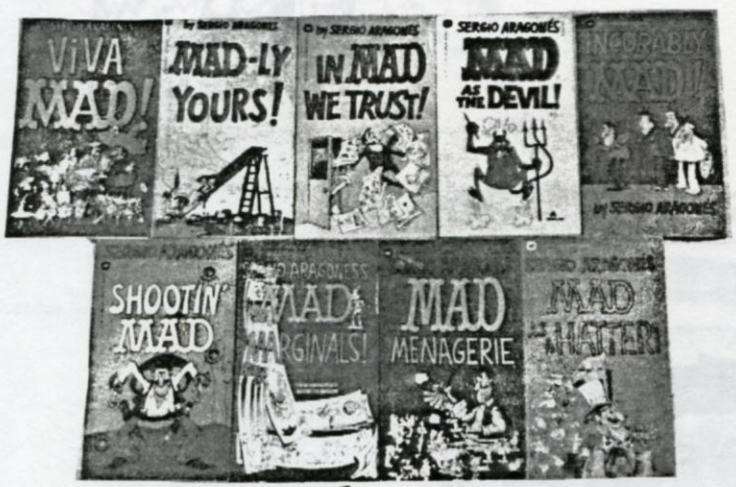
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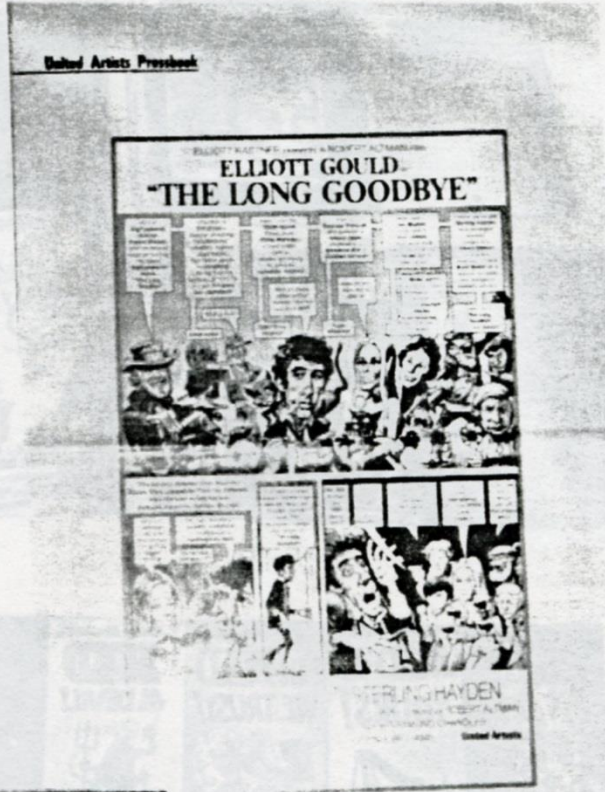
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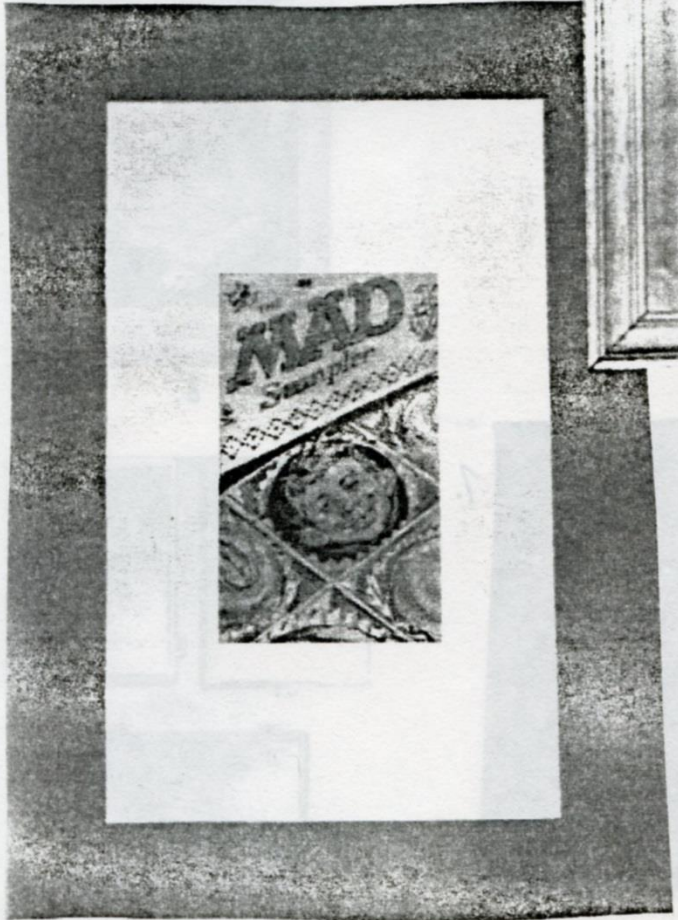
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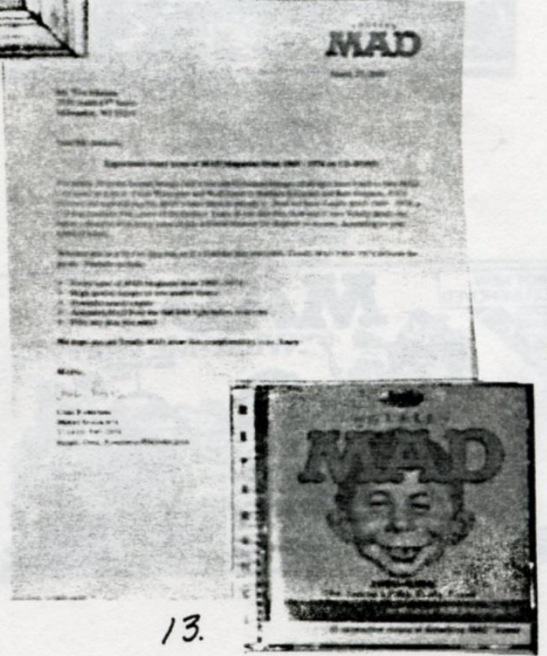
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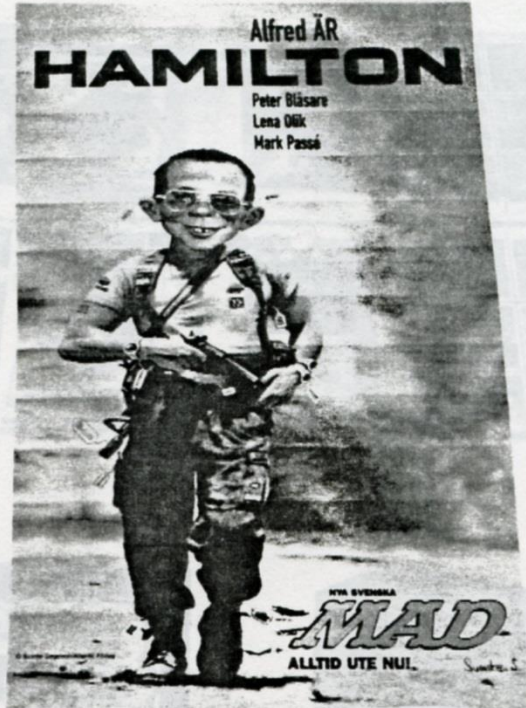
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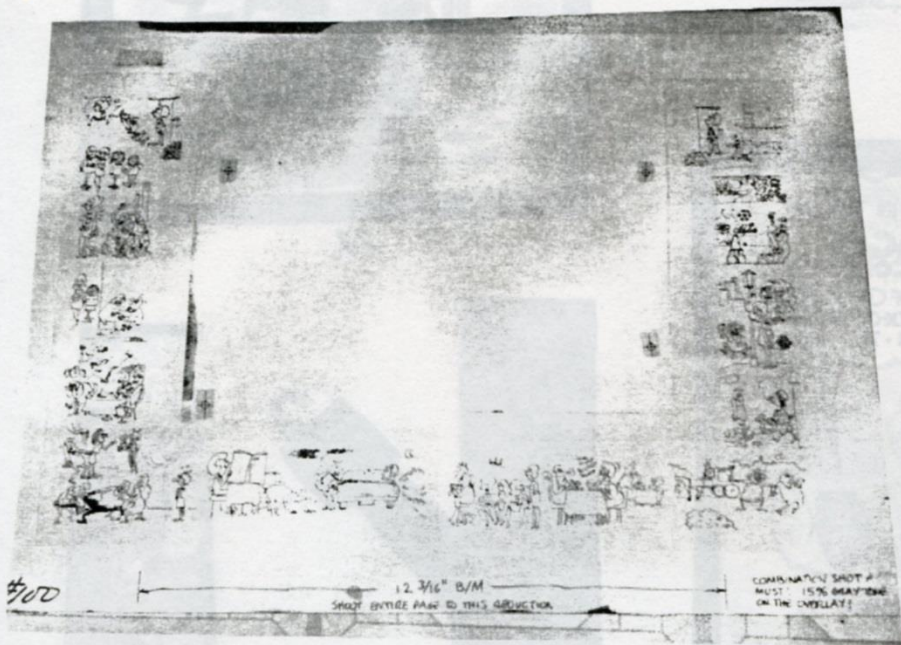
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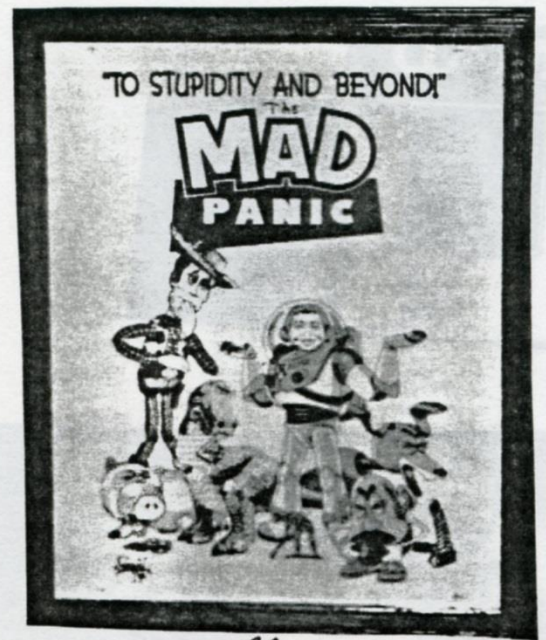
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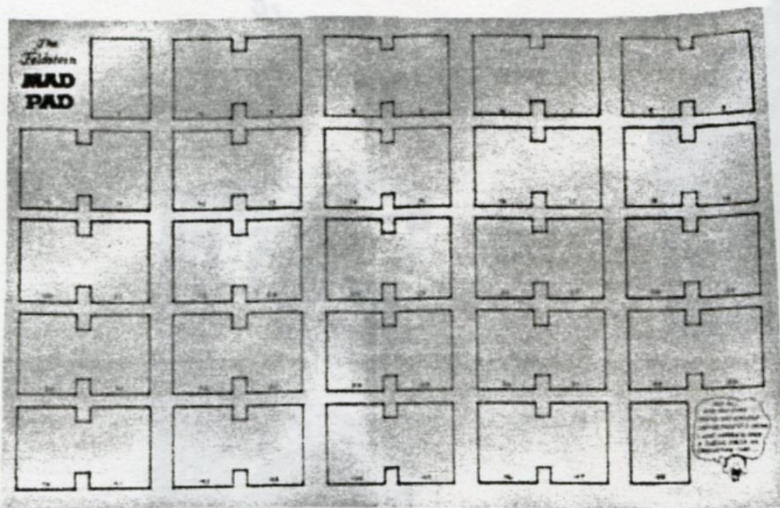
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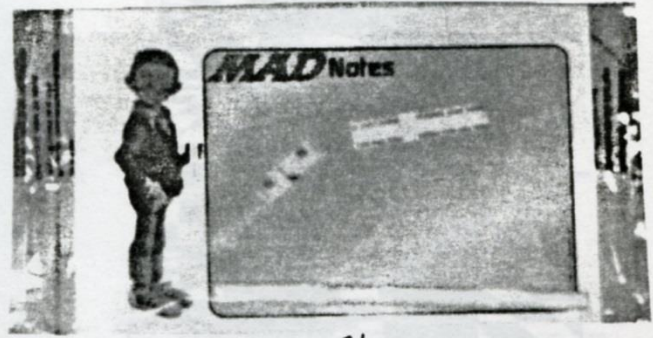


The Journal of MADNESS Premium of the Month #2
 Congratulations! You now own one of 30 button sets
 featuring the Crosby Postal Cachets of World War Two
 designed by
 Walter Crosby and Raicigh Newton.
 Thanks for helping to keep the MADNESS alive!
 MAD-by
 John E. Hoff

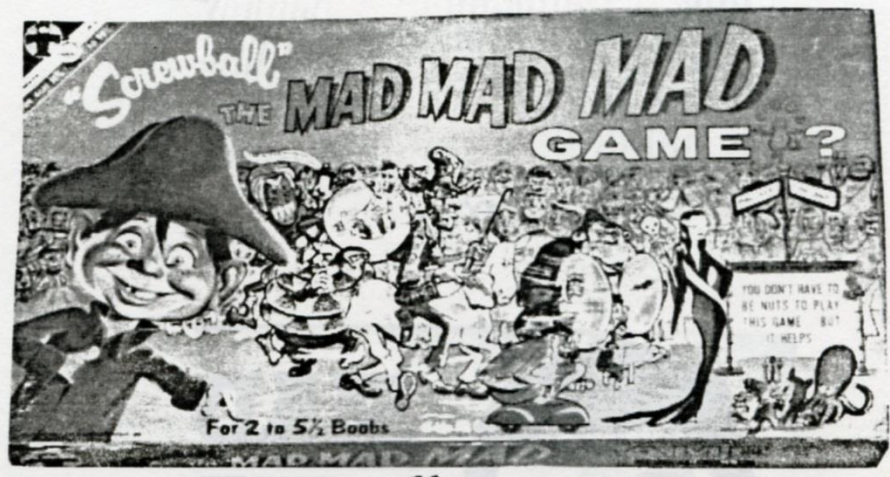
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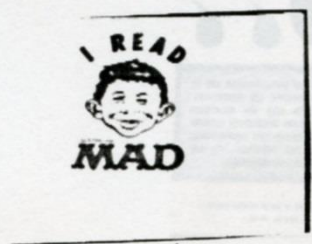
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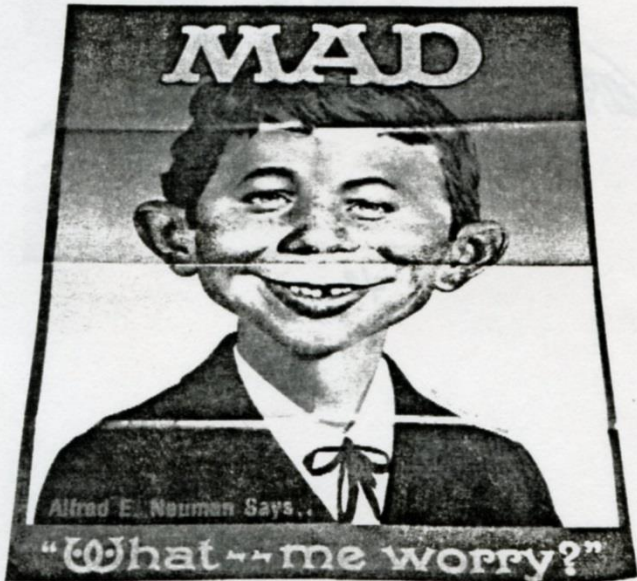
33.



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35.



36.

Wear a MAD T-shirt!
 Support Alfred E. Neuman for President...
 you could do worse and you always have!

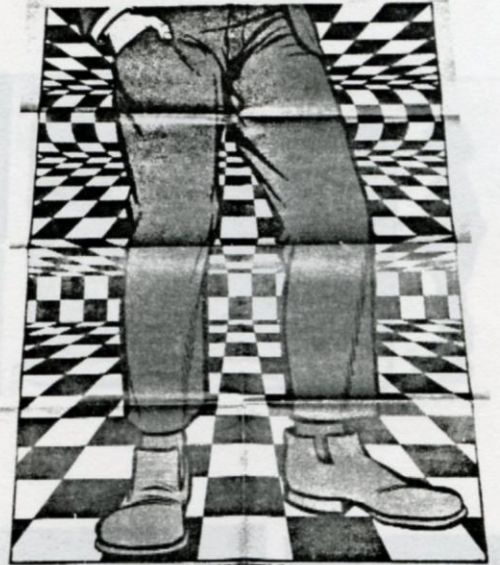
A billion members of Alfred E. Neuman's "What Me Worry?" Club are already wearing their MAD T-shirts. U.S. made with a money back guarantee. 100% cotton. 100% guaranteed. There's a big smile on that mad man's face guaranteed. Get your T-shirt now at \$12.95 plus shipping! Alfred offers a clear view of his face.

NAME _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____

37.



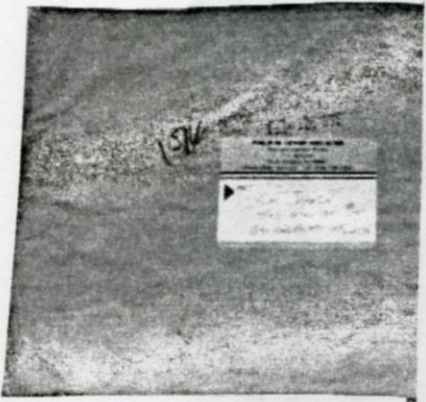
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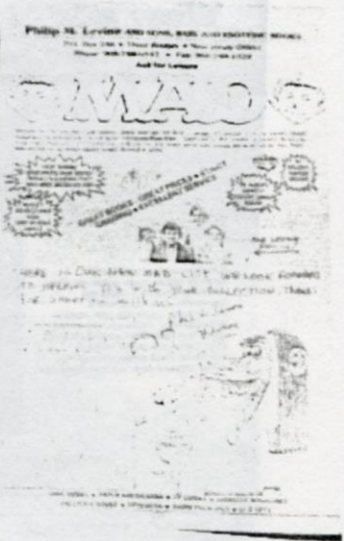
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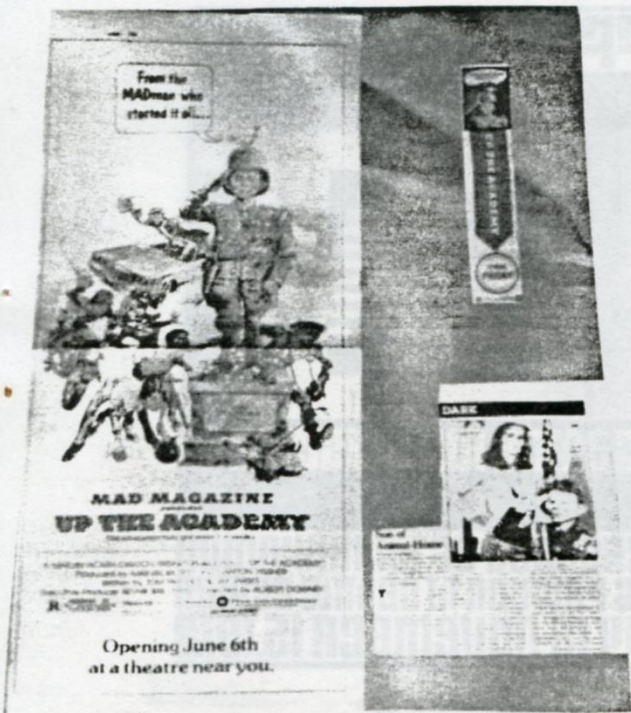
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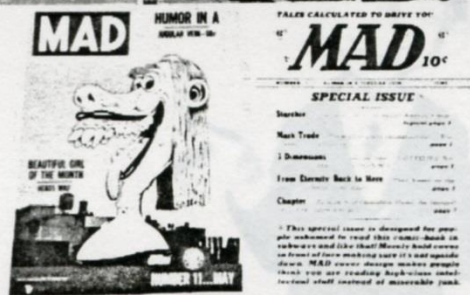
42.



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Alfred + Bill Gaines



48.



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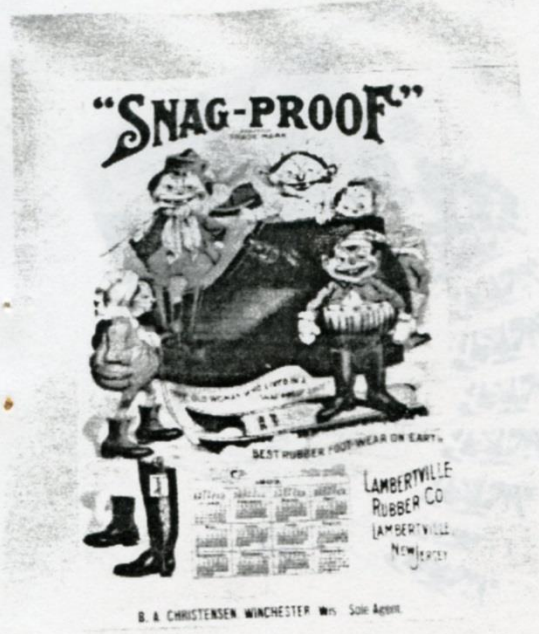
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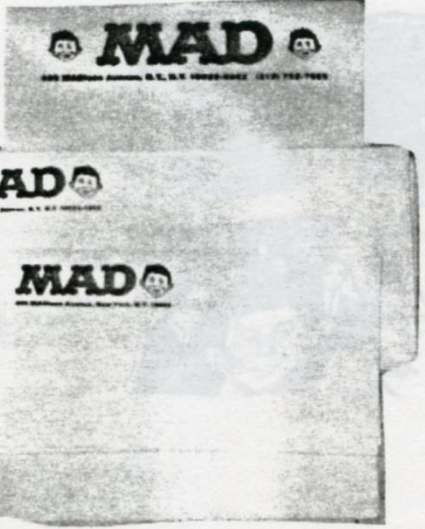
49. Back Cover



54.



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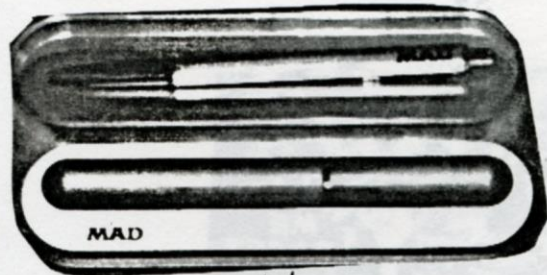
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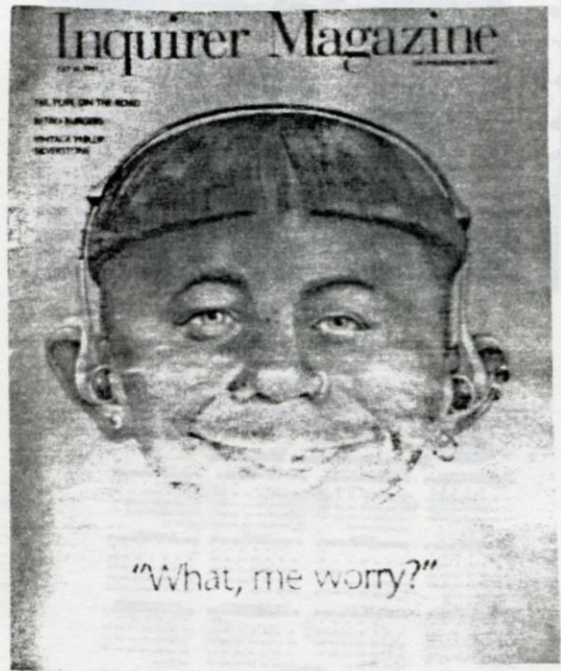
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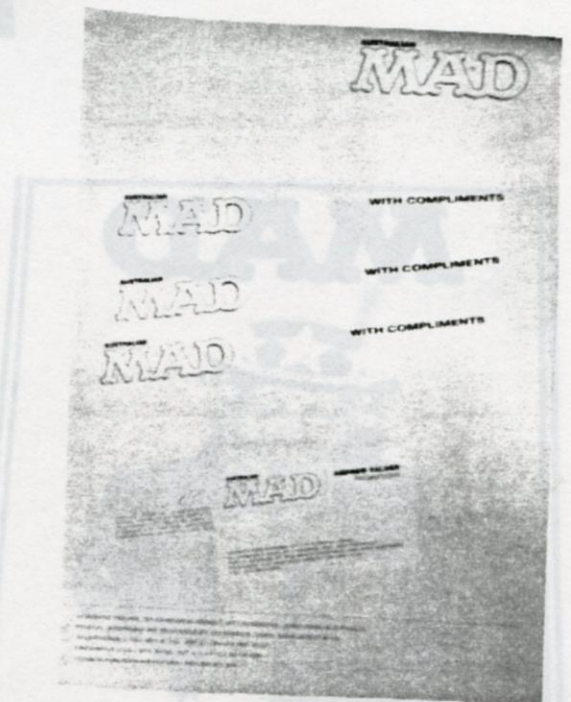
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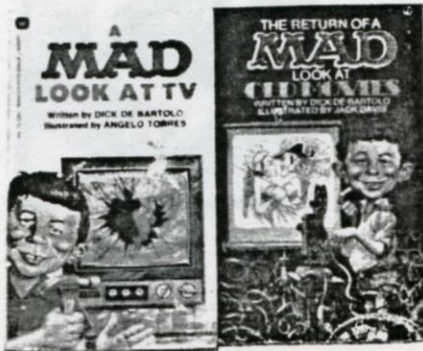
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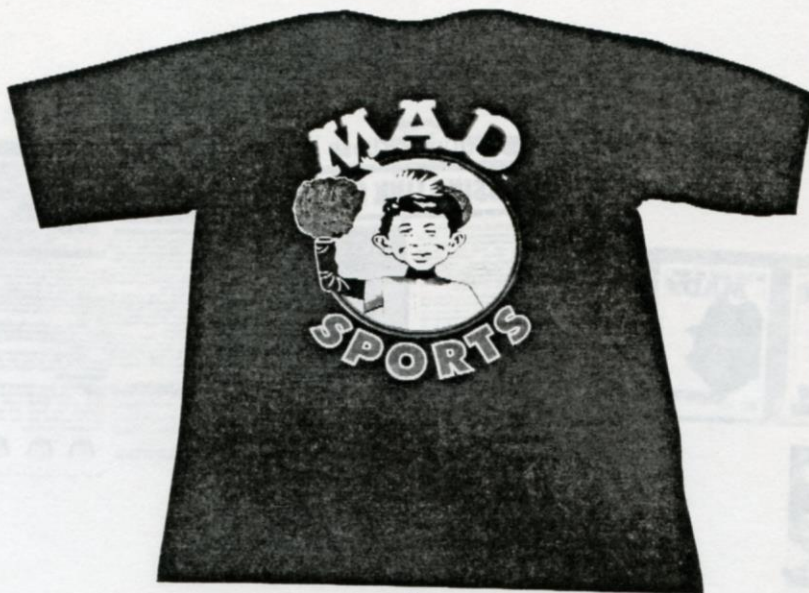
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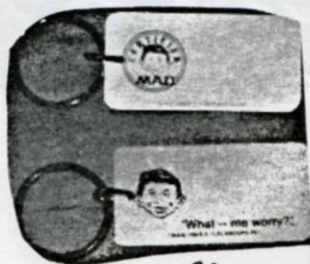
88.



88. Close Up



89.



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92.



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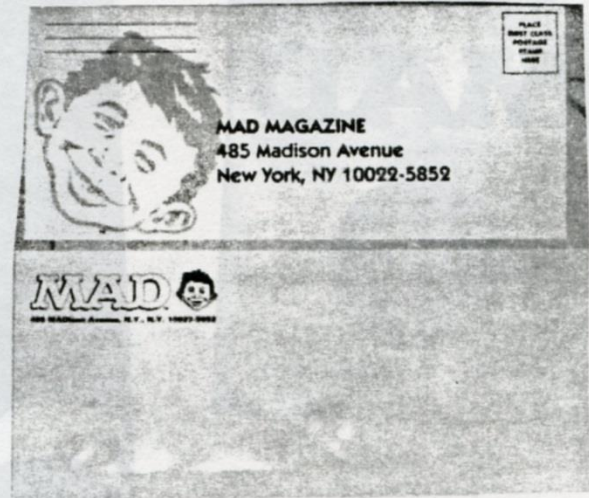
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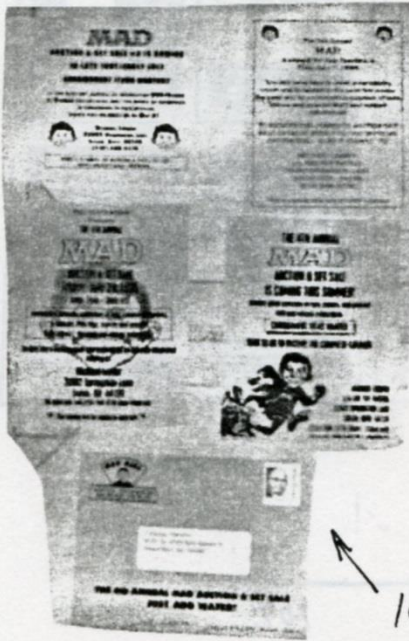
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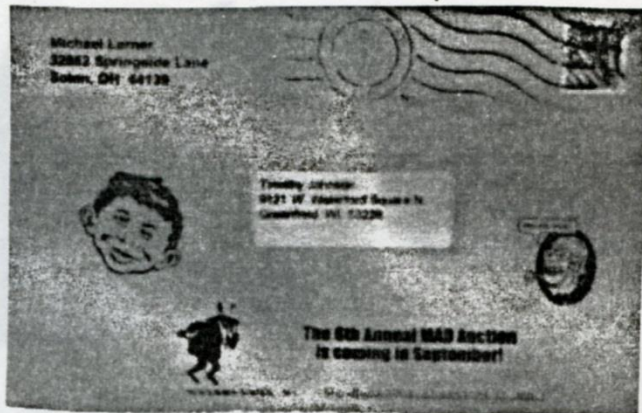
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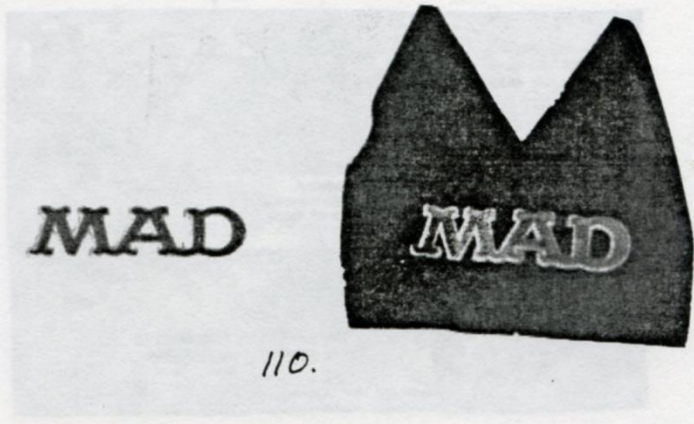
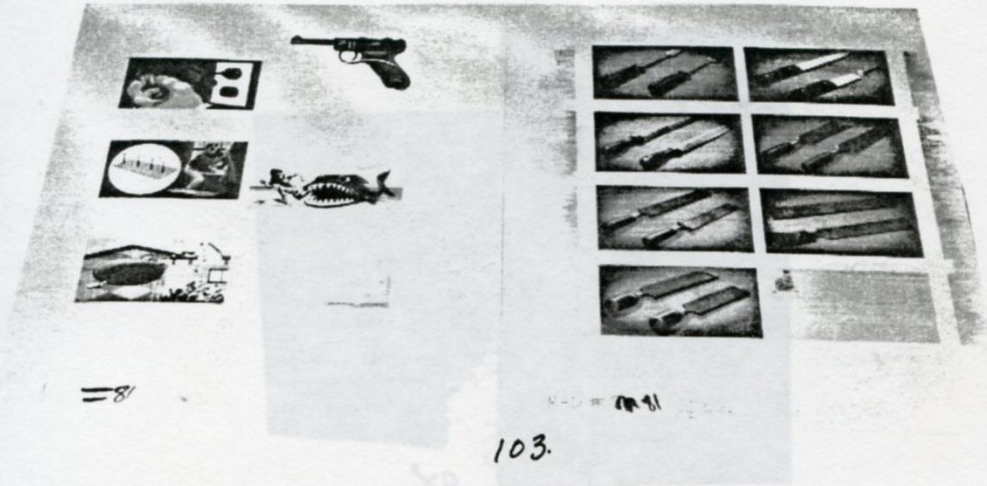
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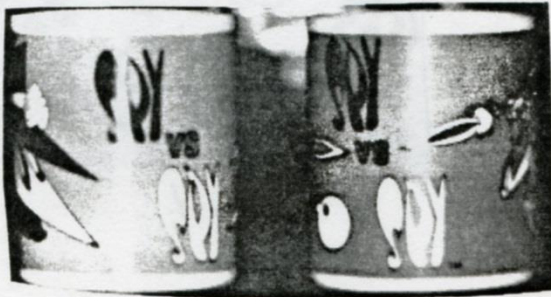
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118.



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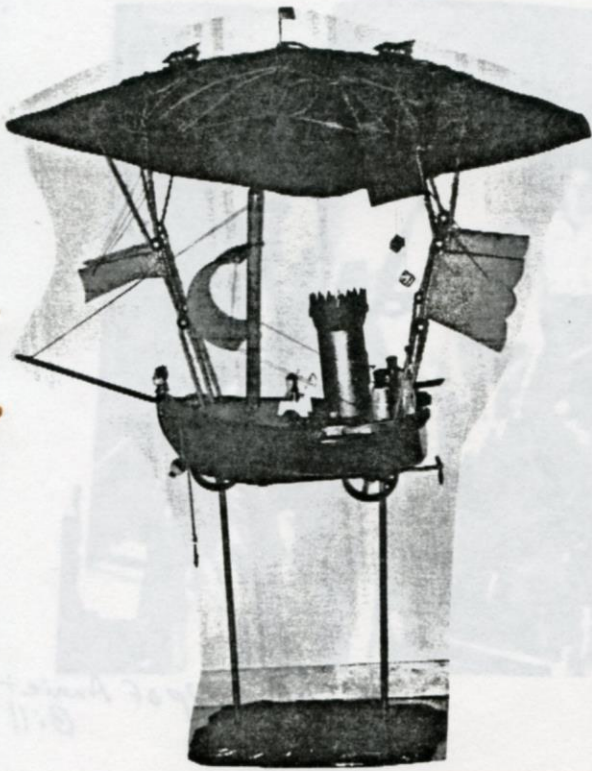
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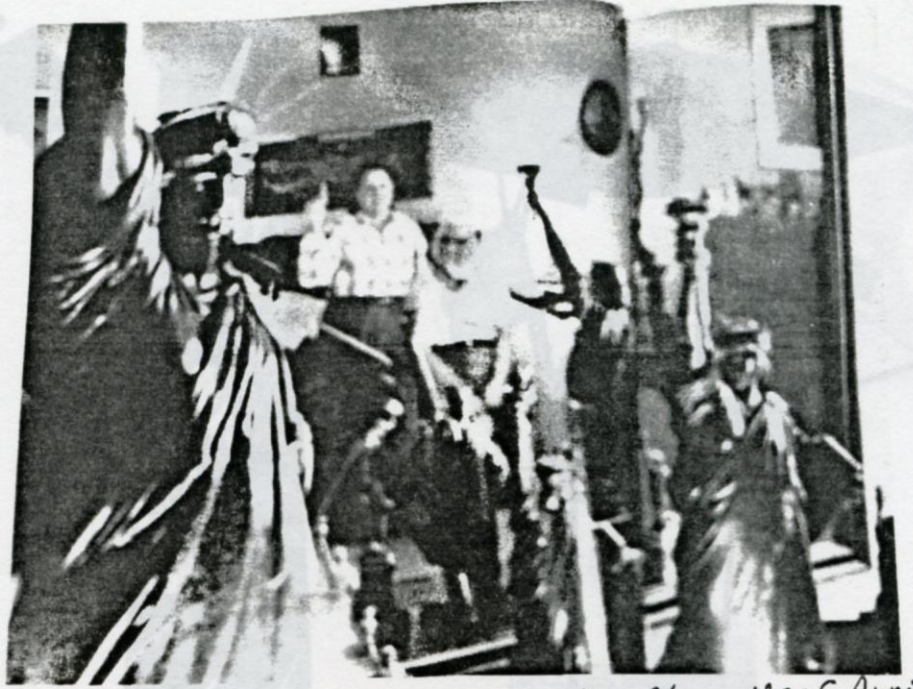
127.



128.



129.



130. Close-Up of Annet + Bill



131.



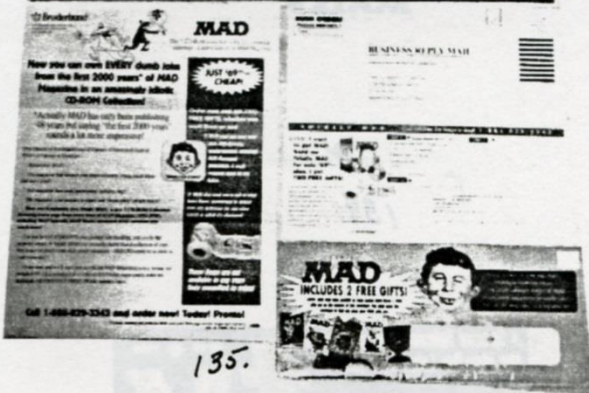
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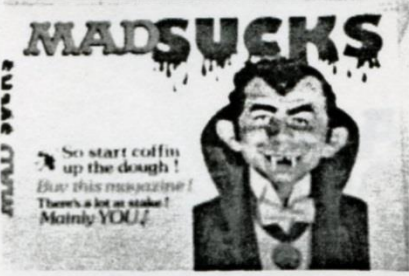
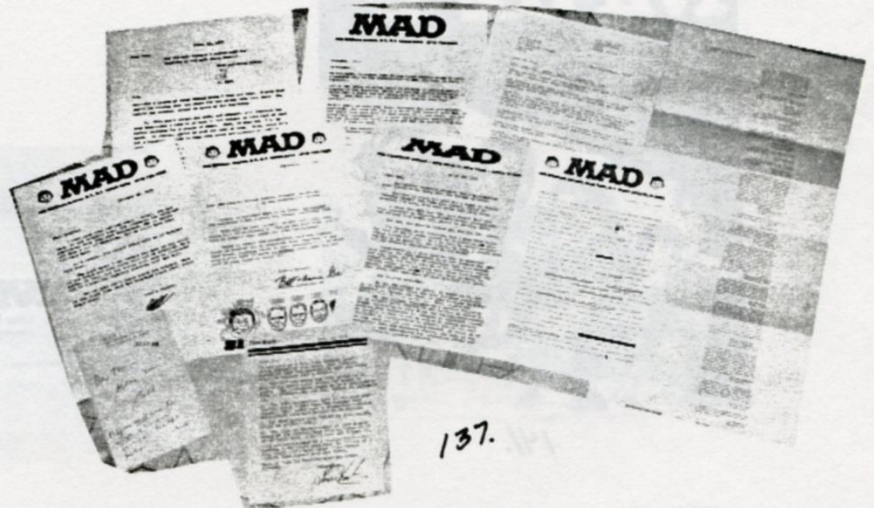
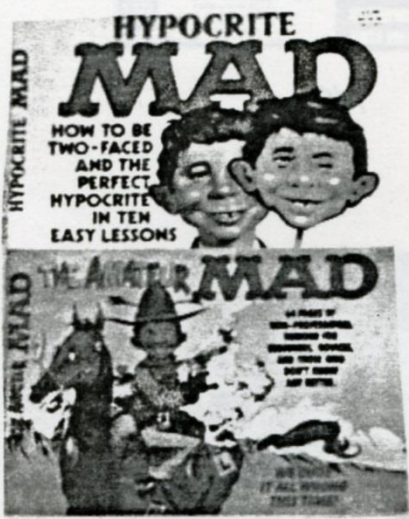


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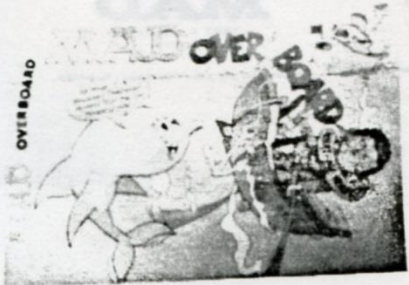
134.

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138.

MADtv

MADtv

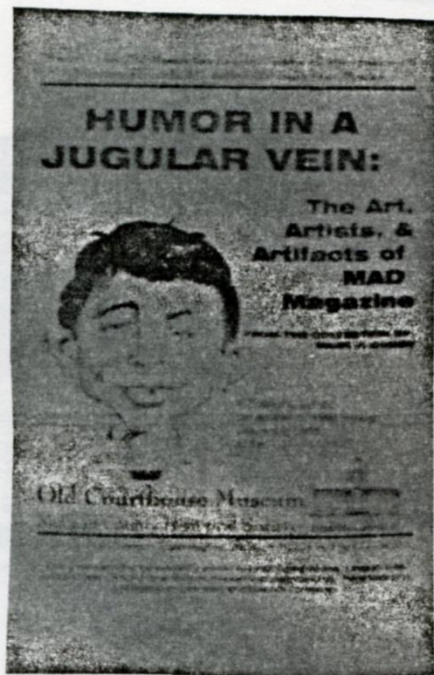
MADtv

MADtv

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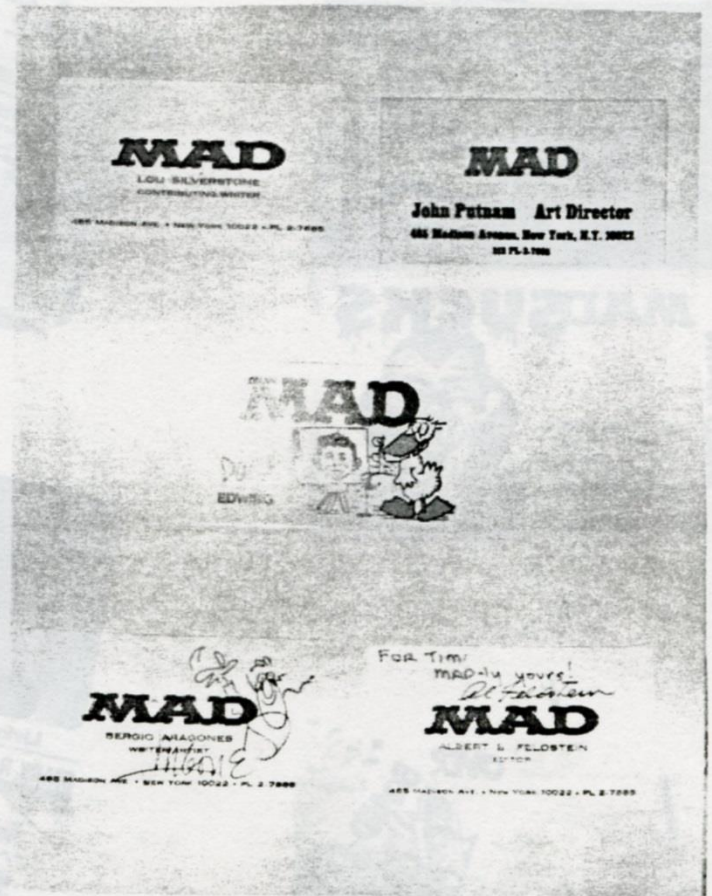
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143.



140.



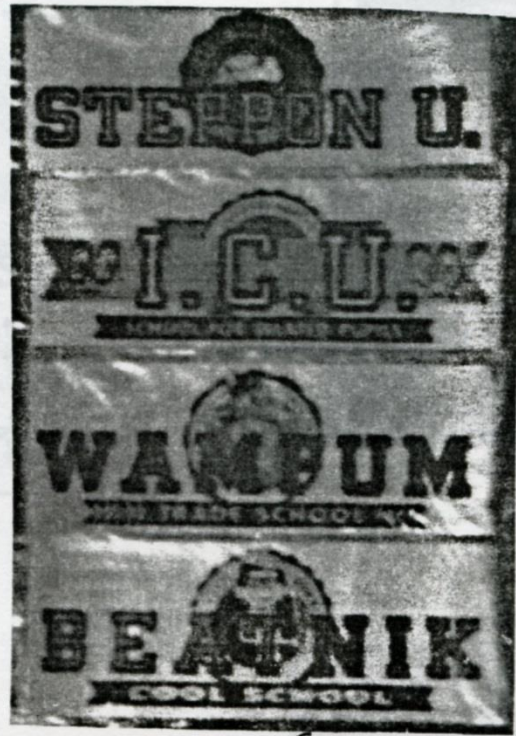
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MAD - Fanclub
Membershipcard

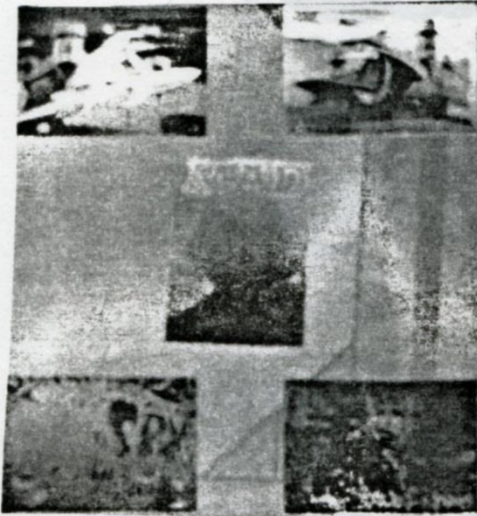
Ter. Johnson
2330 S. 84th St.
USA - Milwaukee WI 53219
Membership No. 90871
Date of Entry 22.12.88



144.



145.



146.



147.

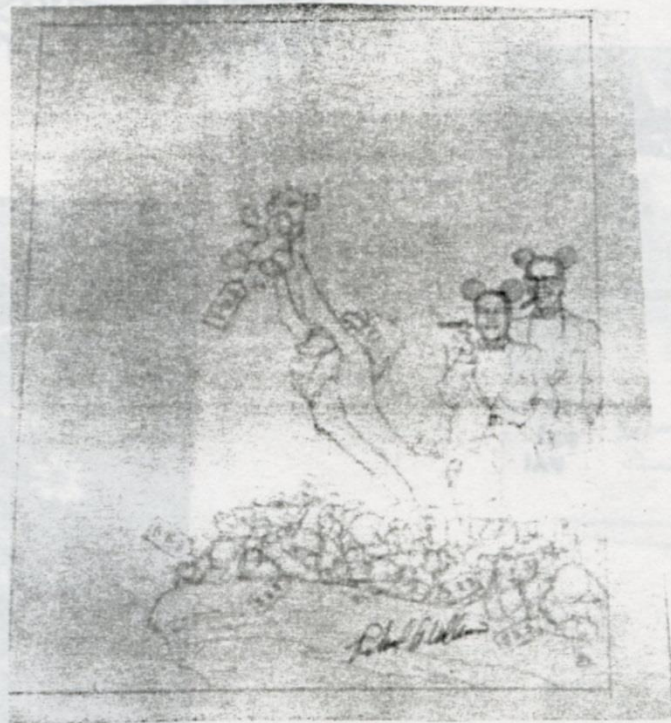


148.



149.

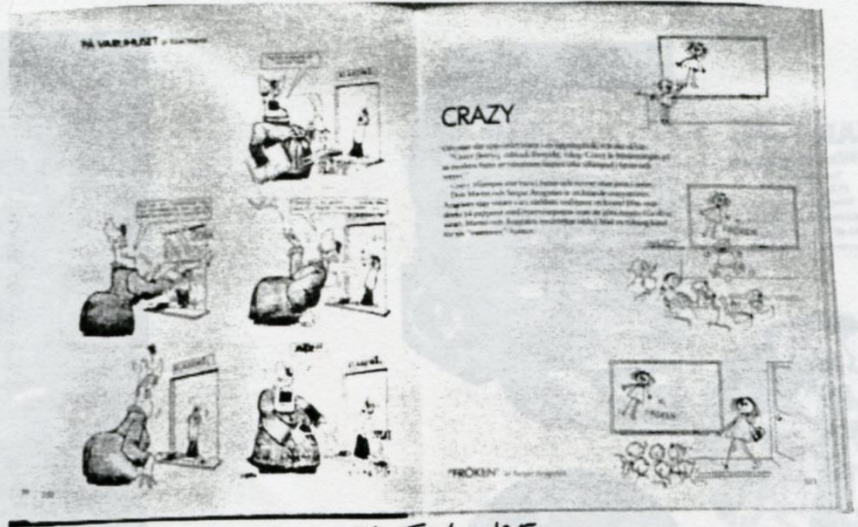
End of Session One.



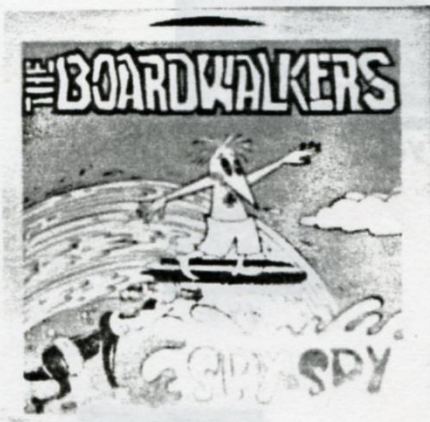
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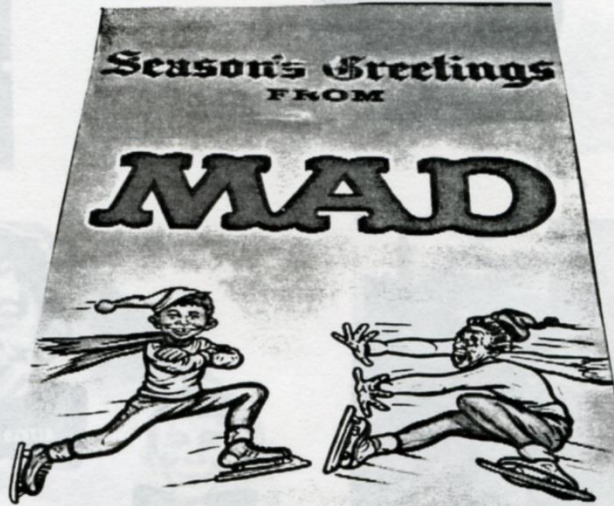
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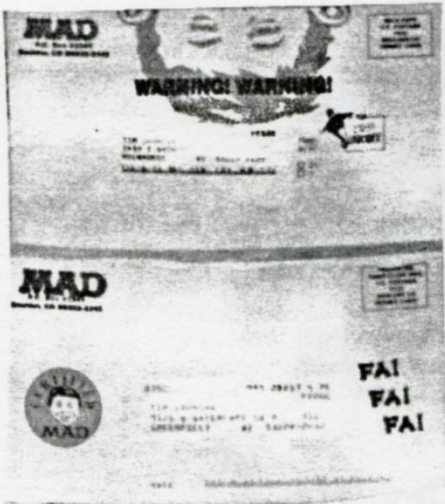
151. Interior



152. B.



152. A.



153.



154.



MAD

MOVE TO THE REAR OF THE BUS!

ATTENTION CAR THIEVES!

THE CLASH OF NUCLEAR ATTACK

ALBERT EINSTEIN'S RELATIVITY

SUPREMACY OF MENTAL ILLNESS

155.



156.



CBS NEWS

60

158.



157.



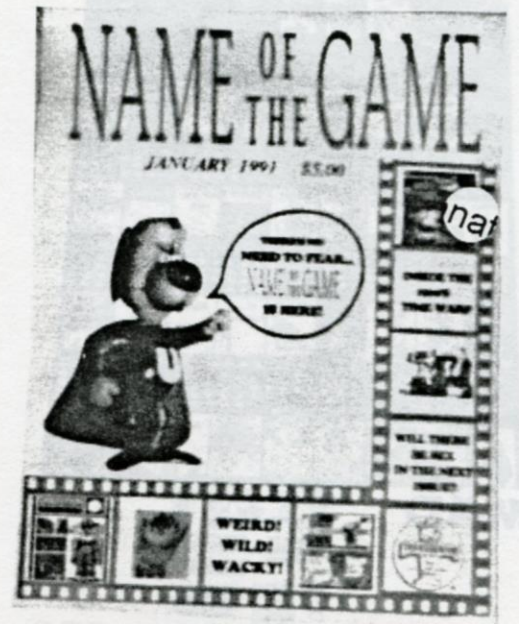
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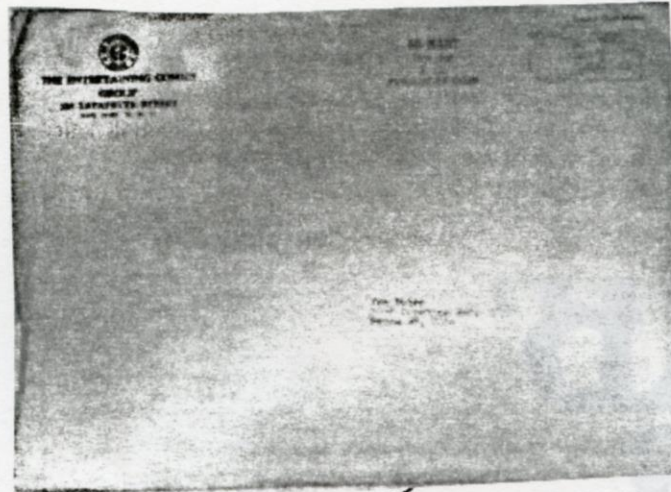
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163.



164.



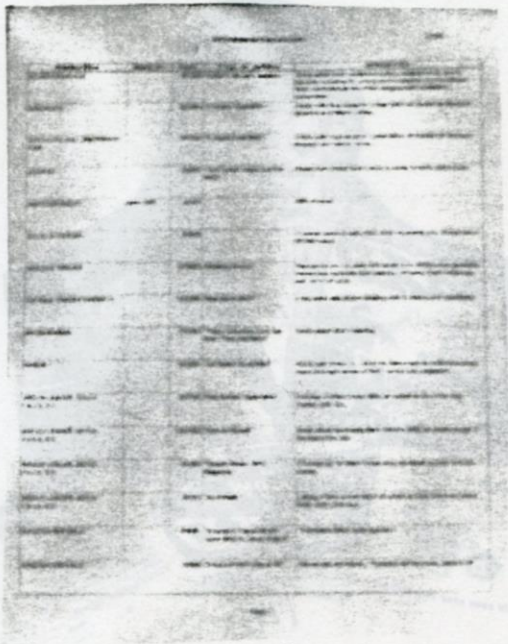
165



166.



167.



168.



169.



170.



171.



172.



173.



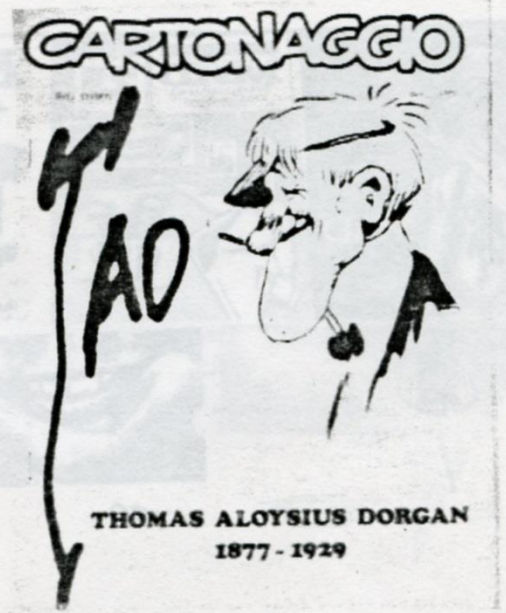
174.



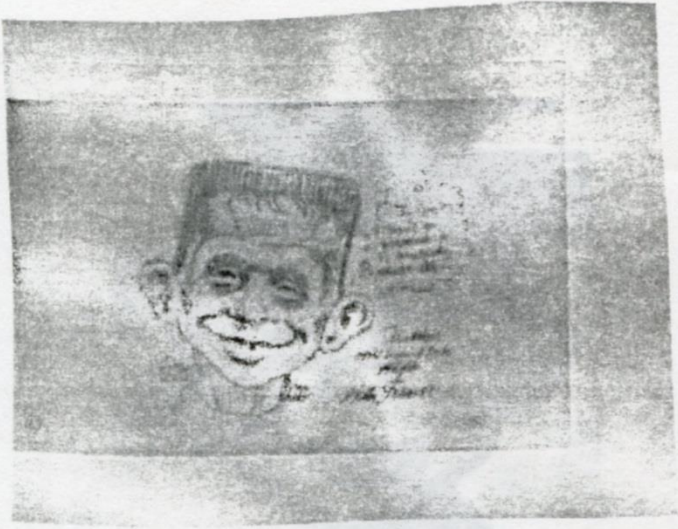
176.



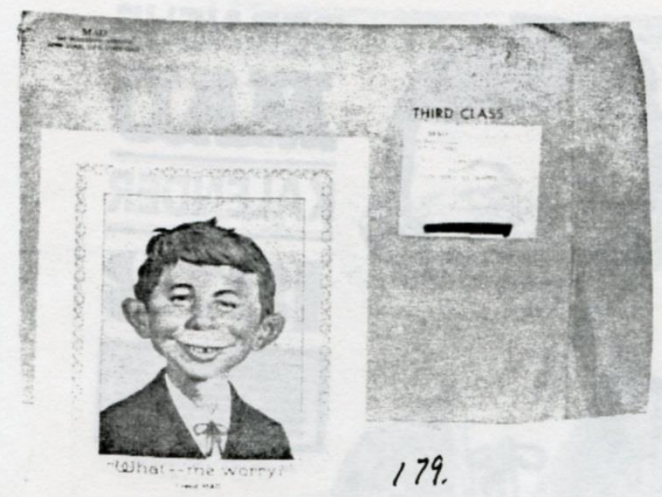
175.



178.



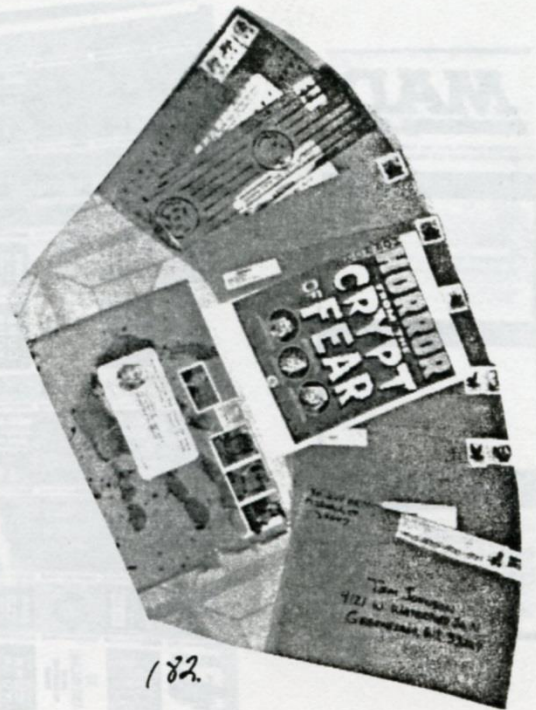
177.



179.

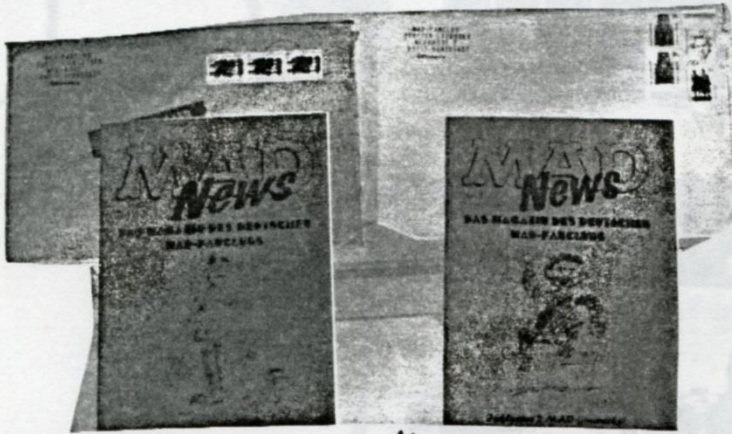


180.



182.

DOPS! 180,
Upside
down



181.



183.



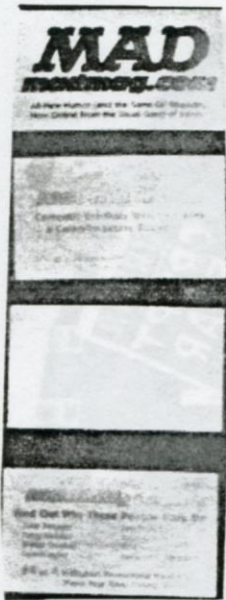
184.



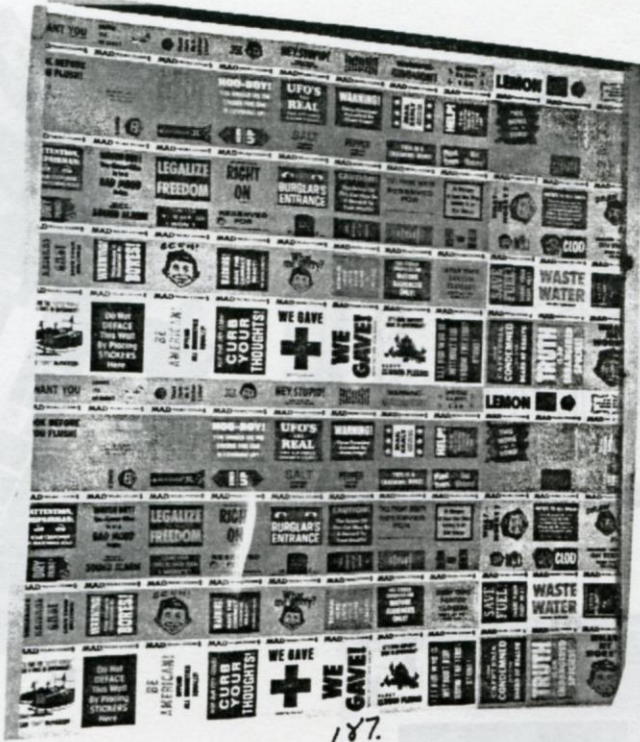
Front.

185.

Back



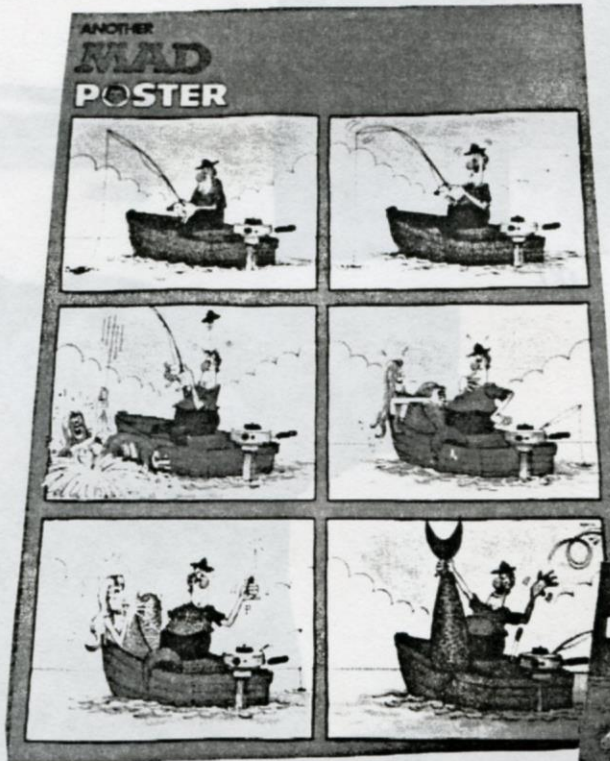
186.



187.



188.



190.



189.





191.

Identify the MAD Collectors!

Anyone who can correctly identify all of the people in the photo below, will receive a few bonus MAD items.



With the proceeds from this auction, I am going to buy this.
Hey, I can dream, can't I?



192



193

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 toast, 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.) 

Always obtain emergency medical attention.

196.

ALFRED E. NEUMAN FOR PRESIDENT



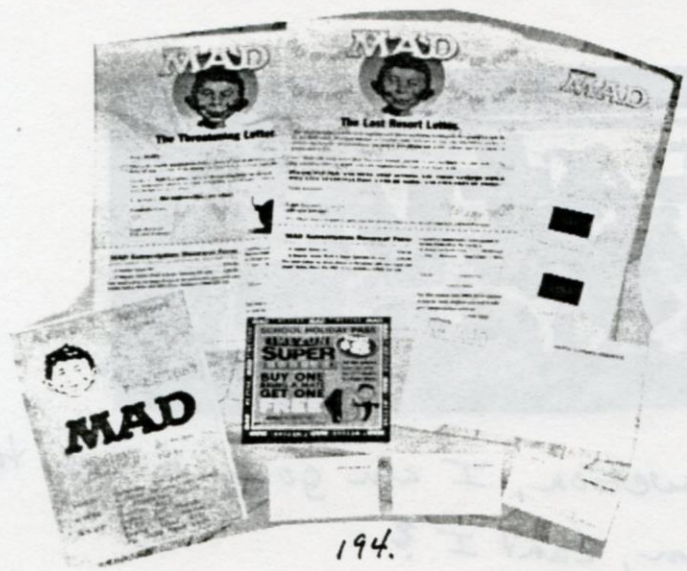
195.

VOTE MAD IN '88

RUSSIAN "RUSSIAN ROULETTE"



197.



THE THROBBING LETTER

THE LAST RESORT LETTER

SUPER SALE
BUY ONE GET ONE

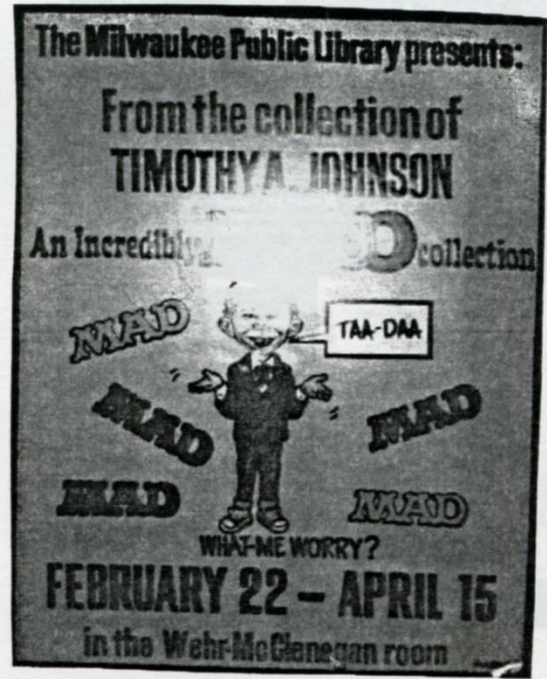
194.



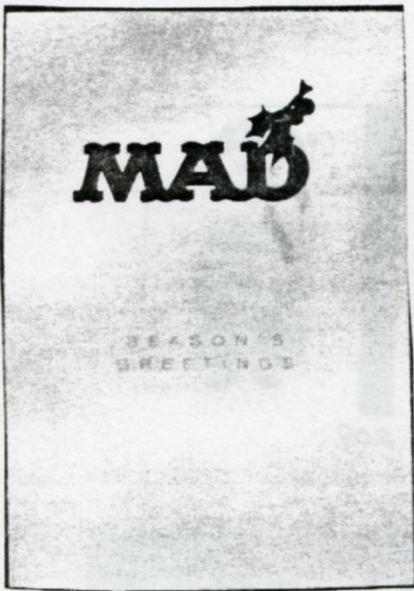
198.



199.



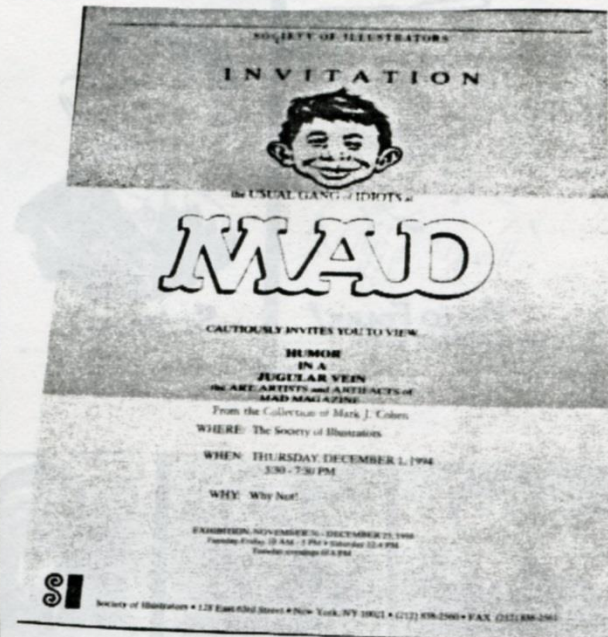
200.



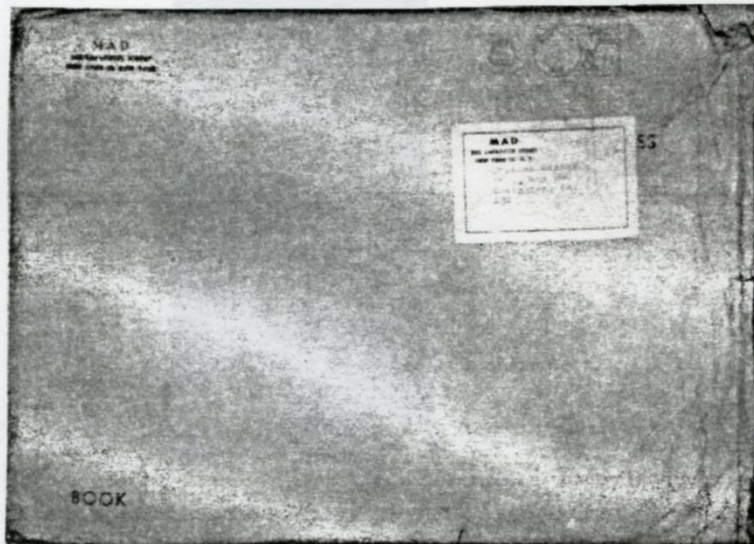
201.



202



203.



204

America's Favorite STUPID Heroes!
MAD
 Fully-Poseable 6" Action Figures

Alfred E. Neuman "what-ee-worry?"
 The country's foremost idiot comes with spring-loaded, 2001 wired hand and pushover board with 10 movable phrasies!

SPY vs. SPY
 The Dynamic Duo of Double Trouble!

Each character spy comes with spring-loaded forearm, assorted gadgets and weapons, plus carrying case!

205.

Magazine of the Recreant Sports
tennis
 HOW TO WIN AT THE NET

50 GREATEST

Bjorn Borg: what makes him great?
 Buying the right tennis shoes for you

206.

CATALYST
 GOES INTO THE NEW YEAR
MAD

FOR 1957
 NUMBER 1973

207.

HELLO FOLKS!
 GREETINGS FROM NEW YORK

SO WHAT?

208.

Sure - I'm for Roosevelt

209.

ME WORRY?

Mc Worry? No -
 I Buy My Fuel Oil
 From
WOODS FUEL OIL COMPANY
 L. A. JOHNSON, Owner
 Orlando, Florida
 "All Our Customers Are Warm Friends!"

ME WORRY?

210.

QPB

BONNIE INNOF
 Team C
 AUG 55

Year "The Great Game of Mad" is 1955
MAD ABOUT THE FIFTIES

THE ROOMS



211.

QPB

MAD ABOUT THE FIFTIES

212.



213.



214.



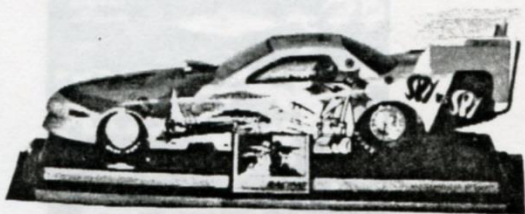
215.



216.



218.



217.



219.



220.



221.



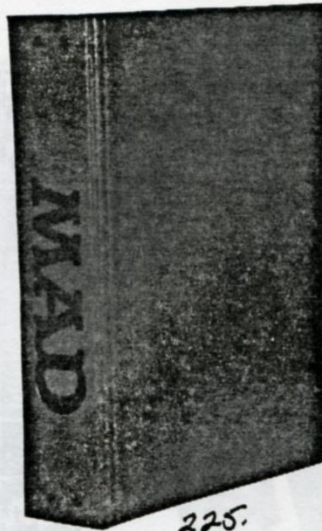
222.



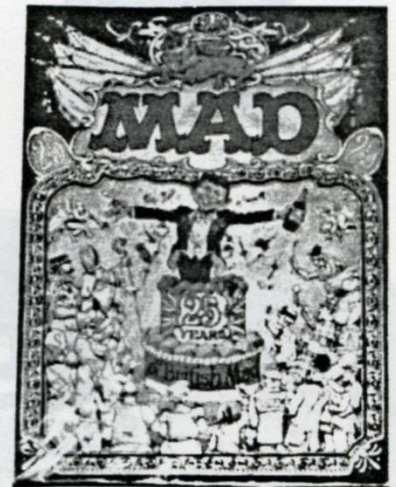
223.



224.



225.



226.



227.



228.



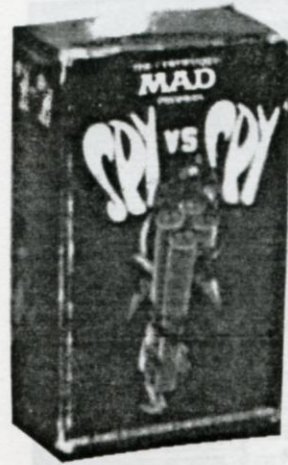
229.



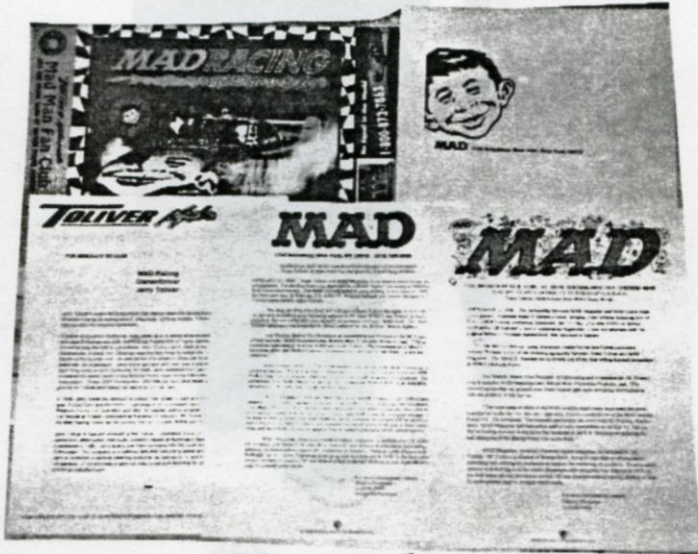
230.



231.



232.



233.



234.



235.



236.

DEL SHANNON
"THE SWISS MAID"
MAD ROCK
BIG TOP RECORDS
JUST RELEASED
LITTLE WALLY
SING-ALONG
SPINNING!

New Service Called 'Demand Radio' Provides Built-In Local Flavor

Liquor Ads Line

EASY LISTENING

JAY JAY RECORD CO.

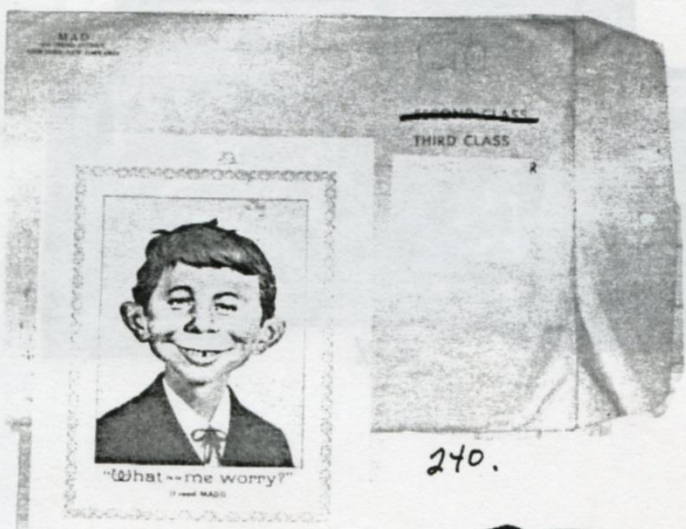
237.



238.



239.



240.



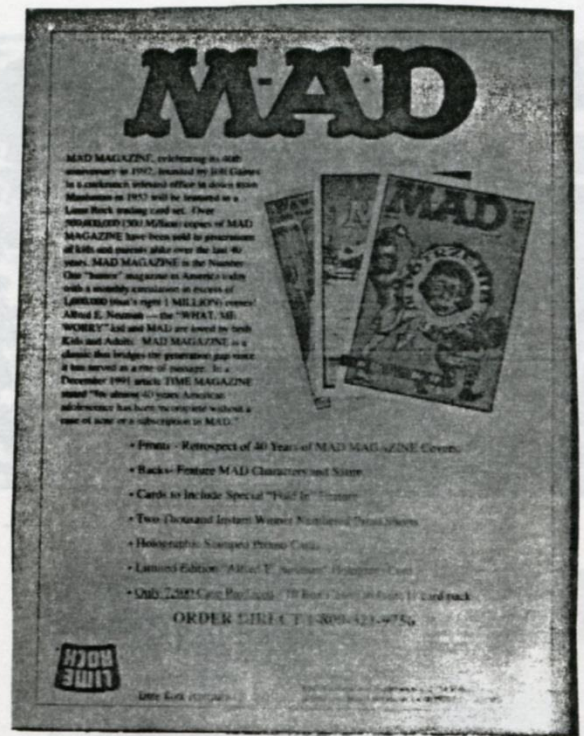
241.



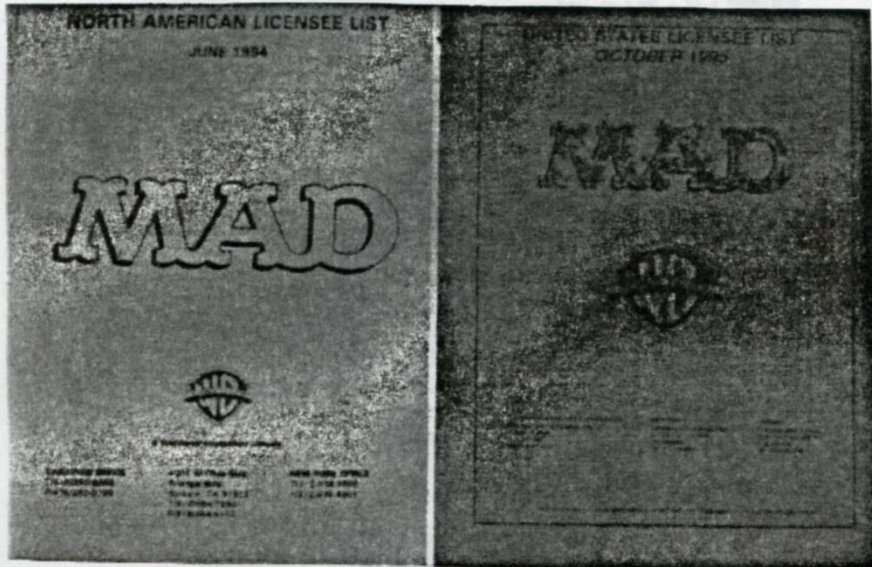
242.



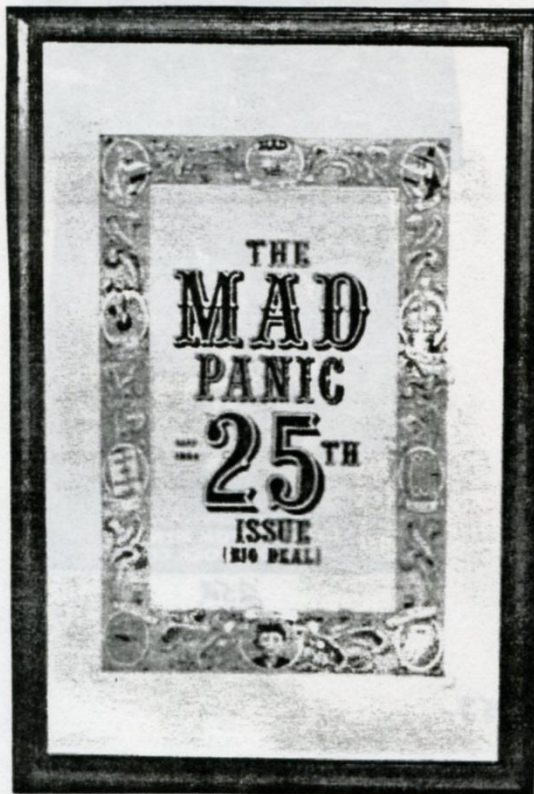
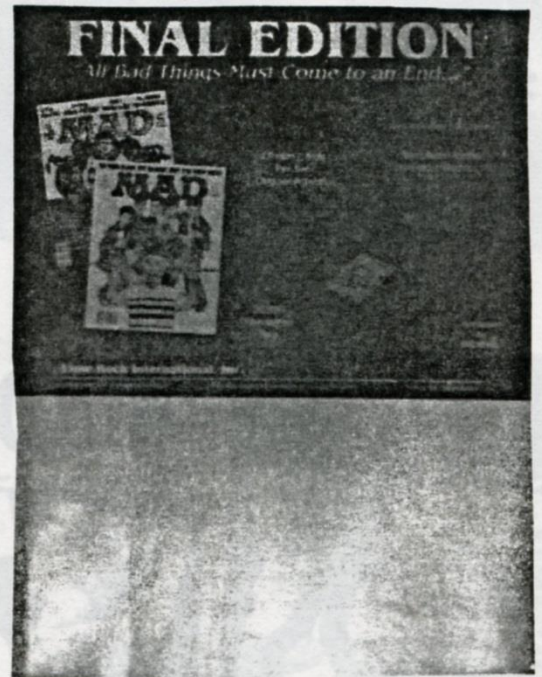
243



245.



244.



246.



254.



254. #50



#50 stickers
254.



255.



255. Ad.



256.



257.



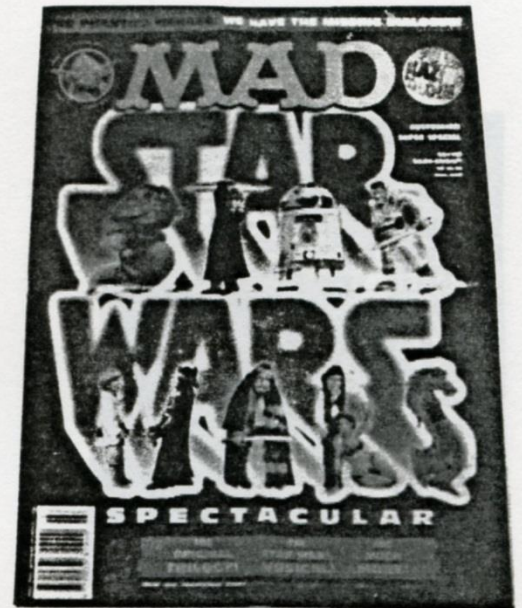
258.



259.



260.



261.



262.



263.



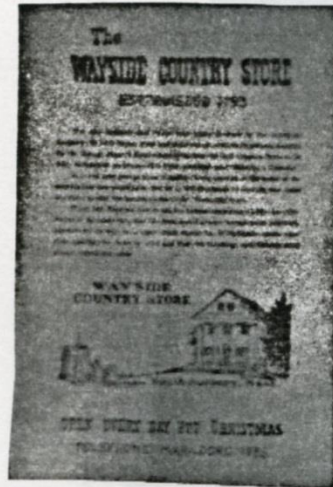
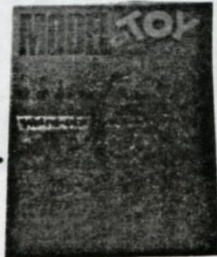
264.



265. Inside



266.



265



267.



268.



269.



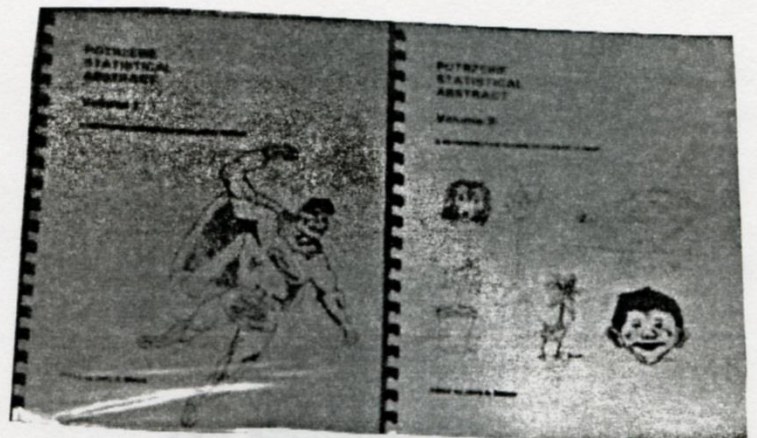
270.

271



272

273.



274.

275.



276.



277.



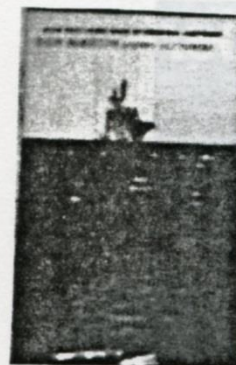
278.



279



279. Inside



280.



280. Spine



281.



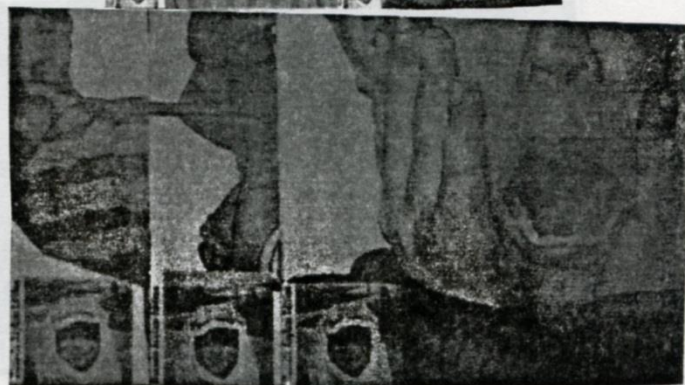
283.



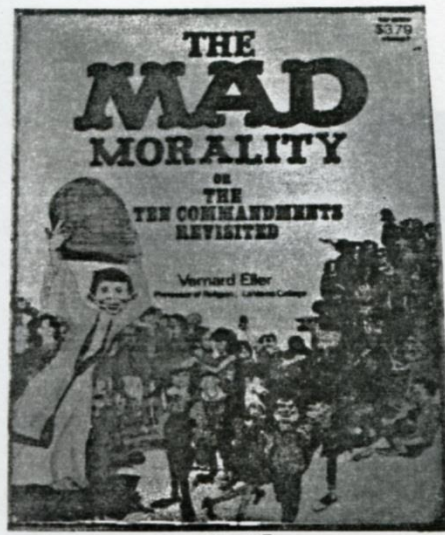
282



284.



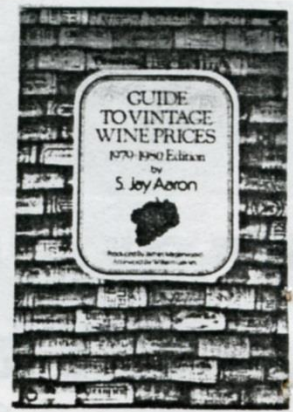
282. Corners



285.



286.



287.



288.



290.



288. Inside



289.



291.



292.



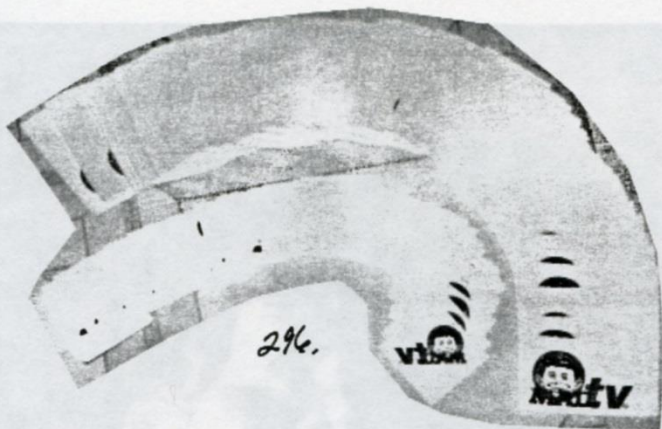
293



294.



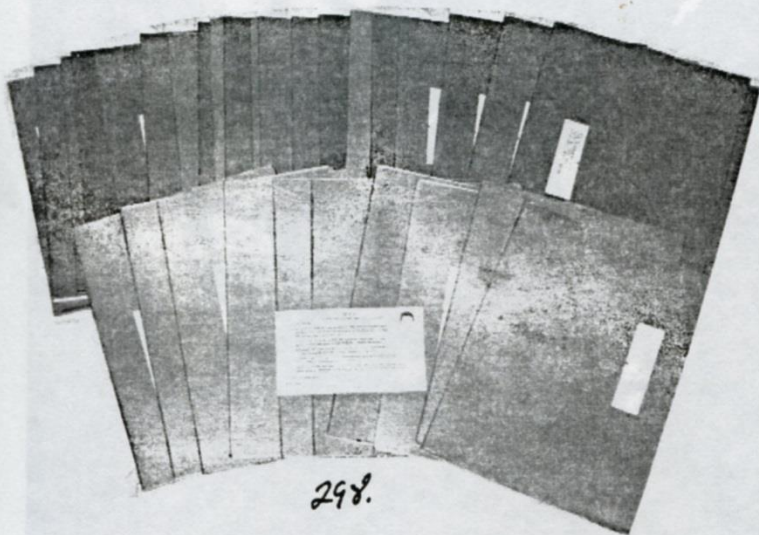
295.



296.



297



298.



299.



300

2000 MAD FALL AUCTION

PRICES REALIZED SESSION ONE

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

LOT#	\$	LOT#	\$	LOT#	\$
1.	185	51.	6	101.	5
2.	165	52.	11	102.	5
3.	11	53.	36	103.	32
4.	7	54.	10	104.	4
5.	22	55.	23	105.	5
6.	7	56.	11	106.	5
7.	17	57.	19	107.	50
8.	22	58.	5	108.	5
9.	226	59.	17	109.	2
10.	9	60.	42	110.	32
11.	5	61.	27	111.	65
12.	550	62.	13	112.	28
13.	13	63.	15	113.	32
14.	6	64.	19	114.	6
15.	10	65.	4	115.	2
16.	5	66.	13	116.	3
17.	65	67.	25	117.	12
18.	20	68.	3	118.	22
19.	3	69.	5	119.	37
20.	29	70.	23	120.	22
21.	12	71.	11	121.	32
22.	70	72.	80	122.	24
23.	28	73.	5	123.	110
24.	20	74.	11	124.	550
25.	38	75.	*(5)	125.	32
26.	38	76.	4	126.	1
27.	28	77.	*(10)	127.	11
28.	13	78.	5	128.	22
29.	17	79.	5	129.	115
30.	8	80.	10	130.	12
31.	1	81.	7	131.	4
32.	10	82.	8	132.	13
33.	14	83.	27	133.	42
34.	3	84.	10	134.	29
35.	3	85.	8	135.	8
36.	2	86.	700	136.	14
37.	4	87.	16	137.	270
38.	19	88.	55	138.	11
39.	11	89.	32	139.	5
40.	10	90.	11	140.	2
41.	7	91.	3	141.	2
42.	46	92.	5	142.	32
43.	16	93.	4	143.	2
44.	42	94.	10	144.	17
45.	225	95.	55	145.	22
46.	10	96.	5	146.	10
47.	2	97.	1	147.	5
48.	13	98.	4	148.	18
49.	13	99.	7	149.	4
50.	25	100.	3	150.	*(100)

2000 MAD FALL AUCTION

PRICES REALIZED SESSION TWO

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

LOT#	\$	LOT #	\$	LOT#	\$	LOT#	\$
151.	10	200.	470	250	8	300.	30
152B.	12	201.	5	251.	16	301.	60
152A.	175	202.	3	252.	7	302.	41
153.	8	203.	16	253.	17	303.	*(5500)
154.	3	204.	5	254.	30		
155.	25	205.	15	255.	*(10)		
156.	18	206.	*(2)	256.	13		
157.	47	207.	185	257.	5		
158.	13	208.	16	258.	6		
159.	11	209.	16	259.	6		
160.	8	210.	16	260.	5		
161.	17	211.	*(100)	261.	2		
162.	21	212.	5	262.	30		
163.	4	213.	16	263.	6		
164.	2	214.	22	264.	6		
165.	10	215.	42	265.	145		
166.	62	216.	18	266.	10		
167.	3	217.	*(10)	267.	12		
168.	11	218.	32	268.	12		
169.	7	219.	18	269.	12		
170.	40	220.	80	270.	22		
171.	5	221.	9	271.	16		
172.	27	222.	13	272.	2		
173.	37	223.	5	273.	6		
174.	11	224.	43	274.	70		
175.	5	225.	23	275.	22		
176.	37	226.	37	276.	17		
177.	55	227.	*(30)	277.	65		
178.	*(10)	228.	9	278.	125		
179.	5	229.	7	279.	6		
180.	5	230.	4	280.	135		
181.	22	231.	13	281.	16		
182.	22	232.	18	282.	92		
183.	60	233.	27	283.	160		
184.	11	234.	20	284.	11		
185.	32	235.	75	285.	28		
186.	11	236.	37	286.	4		
187.	25	237.	22	287.	6		
188.	5	238.	230	288.	9		
189.	13	239.	42	289.	5		
190.	5	240.	22	290.	85		
191.	160	241.	46	291.	26		
192.	6	242.	9	292.	7		
193.	22	243.	17	293.	2		
194.	6	244.	7	294.	27		
195.	4	245.	11	295.	3		
196.	2	246.	135	296.	16		
197.	270	247.	8	297.	2		
198.	13	248.	16	298.	34		
199.	22	249.	2	299.	17		