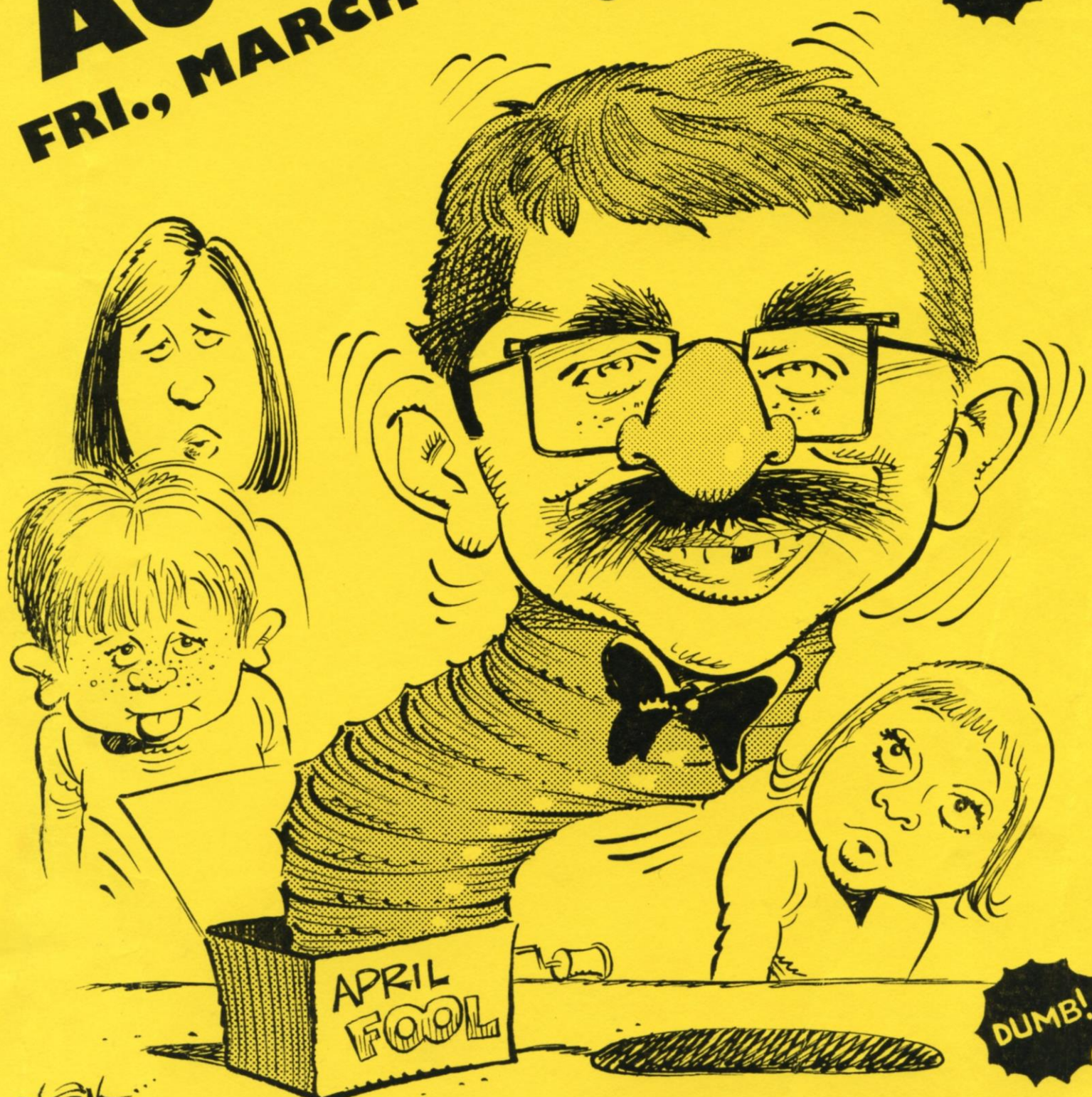


CHEAP!

MAD AUCTION

FRI., MARCH 31ST • SAT., APRIL 1ST
6 PM - 2 AM CST

FUN!



DUMB!

2000 MAD Spring Auction Rules

Friday, March 31 (6pm to 2am) for lots #1-100
Saturday, April 1 (6pm to 2am) for lots #101-201

Terms and Conditions

- Mail bids are encouraged and will be accepted on or before Friday, March 31. A bid form has been included for your convenience.
- E-mail bids will be accepted on or before 5pm CST on Friday, March 31. Please direct your e-mail bids to: cheeka@execpc.com
- Telephone bids will be taken on the closing days only...on Fridays, March 31 from 6pm to 2am CST for lots #1-100, and Saturday, April 1 from 6pm to 2am for lots #101-201. 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, April 1 to find out if your bids made in the Friday session were successful. You may call anytime after 12 noon CST on Sunday, April 2 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!

SESSION ONE

Friday, March 31, 2000 (6 PM to 2 AM CST)

1. ALFRED E. NEUMAN BLACKLIGHT POSTER MB \$40
Produced in the late 1960s by AA Sales in Seattle, this poster features Alfred E. Neuman with the "What-Me Worry" caption. It measures 11" x 14", is in full color, and is in MINT condition.
2. WILLIAM GAINES CHICAGO COMICON POSTER MB \$30
This poster was produced for an early 1980s Chicago Comicon appearance by MAD founder Bill Gaines. These posters were displayed in and around the hotel where the Comicon was held. It is in NM condition, is framed and is ready to hang.
3. MAD RACING T-SHIRT MB \$5
This shirt was made to promote the MAD funny car, driven (at the time) by Jerry Toliver. It is an XL, is in full color, and is in mint condition.
4. ALFRED E. NEUMAN CHOKING POSTER MB \$5
This poster is a MAD office premium from the early 1980s, which parodies the Heimlich maneuver poster which was popular around that time. It measures "11 x "14 on heavy stock paper, and is in Mint condition.
5. ALFRED E. NEUMAN ON TOILET ARTWORK MB \$10
This item was done at the 1994 Chicago Comicon by an artist who specializes in taking your favorite comic character and draws them sitting on a toilet. The artwork measures approx. "11 x"14, is done in magic marker, and is framed and ready to hang. In Mint condition.
6. ALFRED E. NEUMAN RUSSIAN NESTING DOLLS MB \$25
These nesting dolls were made in 1998 by Russian immigrants living in Ohio. They feature Alfred in various poses from the covers of MAD. They are beautifully hand painted, and fit precisely within one another. In Mint condition.
7. MAD AND ALFRED E. NEUMAN MARBLES MB \$5
These marbles were made in 1998. They are handpainted, and one features the MAD logo while the other features Alfred E. Neuman. In Mint condition.
8. ALFRED E. NEUMAN LARGE BUST MB \$100
This is an excellent example of the harder to find large Alfred E. Neuman bust. There are a few minor blemishes on the face and head, but there are no cracks or chips. The felt is a light green and there is no sticker. Overall condition is F/VF.
9. ALFRED E. NEUMAN SNOWGLOBE MB \$5
This item was produced for sale in the Spencer Gifts novelty stores in 1998-9. It features Alfred E. Neuman, wearing his red and white striped shirt and red shorts, holding his umbrella. The base has "What-Me Worry" in raised lettering on the front. In Mint condition.
10. "CERTIFIED MAD" PRE-PRODUCTION COFFEE MUG MB \$5
This coffee mug was used in the production of the four different MAD coffee mugs that were made in 1996. It is white in color, and has no other graphics featured anywhere on the face of the mug. The bottom, however, features a "Certified MAD" logo, with the words "original color" printed beneath it, indicating that white was the original background color to be used. Mint.
11. ALFRED E. NEUMAN "MARS" SCULPTURE MB \$25
Sculpted by the creative hands of MAD collector Tom Anderson, this sculpture utilizes the head of an Alfred E. Neuman Warner Bros. statue. Tom used the Mars Lunar Landing as the idea for this piece. Apparently, there was a rumor that said one of the rock formations

photographed by the lunar module looked very much like the head of Alfred E. Neuman. Tom took this idea and created this wonderful piece. This piece is made with cement, red sand, and the base and head of an Alfred Warner Bros. statue. Includes a small replica space lunar module. In Mint condition.

12. ALFRED E. NEUMAN NODDER MB \$25
This piece was designed and created by the people who brought you the phony Alfred E. Neuman bust of the early 1990s. It is beautifully painted and glazed, and the nodder assembly works terrific. In mint condition.
13. ALFRED E. NEUMAN CHRISTMAS ORNAMENT MB \$5
This item was another Spencer Gifts item from 1996. It features Alfred E. Neuman in his classic "What-Me Worry" pose. The pose is exactly like the one used for the Alfred E. Neuman Warner Bros. statue. This item is in Mint condition, in an unopened box.
14. SWEDISH MAD PEN MB \$20
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. Comes with its own plastic case, which also has the "Svenska MAD" logo on it. Both are in Mint condition.
15. ALFRED E. NEUMAN GLASS TUMBLER MB \$10
Produced in Australia in 1994, this glass features Alfred E. Neuman on one side and the MAD logo in red on the other. The glass has a frosted appearance. In Mint condition.
16. MAD STEIN MB \$5
This stein was produced in 1996. It features alternating red and white Alfred E. Neuman faces along the side, and also has the classic "Alfred E. Neuman for President" pose on the end. In Mint condition.
17. ALFRED E. NEUMAN DOLL MB \$5
Here is another one of those Spencer Gifts items. This one is an Alfred E. Neuman doll. The doll has a rubber face with a cloth body and is in its original box, unopened. In mint condition.
18. BRITISH MAD PROMOTIONAL POSTER MB \$20
This poster was made for the British MAD, and was used from 1972 to 1979. Entitled, "Get MAD - Stay Sane", this poster is in full color, and is in VF/NM condition, the only flaw being that it is folded.
19. PRE-MAD ALFRED POSTCARD - HOTEL DESOTO MB \$10
This pre-MAD postcard features Alfred E. Neuman in an advertisement for the Hotel Desoto. It has blue printing on white card stock, and is in Mint condition.
20. MAD STICKER BANNER MB \$5
This paper banner was made for displays for the MAD Sticker set produced by Fleer in 1983. It is VF condition, the only flaw being that it is tri-folded.
21. SPY VS. SPY COFFEE MUG MB \$5
This mug was produced in 1996, and is one of four different MAD coffee mugs made that year. The mug features both the Black and White Spies sneering at each other. In Mint condition.
22. MAD CERAMIC MAGNETS - SET OF FOUR MB \$5
This lot consists of four ceramic magnets that were produced in 1996 by the same company that made the coffee mugs and steins. The first magnet features Alfred for President; the second has the Mingo face with a MAD logo; the third has Alfred with "What-Me Worry" shaved on the back of his head, and the fourth has the Black and White Spies. All are in Mint condition.

23. "PRE-MAD??" DEBUTANTE BALL PROGRAM #1 MB \$20
 This is not a pre-MAD item, since the pre-MAD era ended in 1956. However, this item uses an Alfred E. Neuman face on its cover. This is a pocket-size program from a debutantes ball held in Chicago in 1964. The cover has the only reference to Alfred E. Neuman; he is dressed as the King of Diamonds. A very unique piece, in NM condition.
24. "BAD" TRADING CARD MB \$2
 This card was released in 1993 by Active Marketing International, as part of their "Defective Comics" card set. It features a parody of MAD #1, and is titled "Tales that are just plain BAD." It is in full color and in Mint condition.
25. ALFRED E. NEUMAN CERAMIC MAGNET MB \$5
 This magnet was modeled after the head of the Alfred E. Neuman bendy toy from 1988. It is beautifully painted and glazed and is in Mint condition.
26. MAD/LOST IN SPACE COFFEE MUG MB \$10
 This coffee mug features two panels from the MAD parody of Lost in Space entitled, "Loused Up In Space." The other half of the mug has a picture of the cast reacting to the MAD parody. In Mint condition.
27. TOTALLY MAD REVIEWER'S GUIDE MB \$50
 This book was supposed to have been made for retailers who ordered the Totally MAD CD-ROM set, but due to the enormous amount of orders, it was discovered that there were not enough for everyone. Ultimately, these were never distributed. Instead, a few people who were involved in the production of the CD-ROM set were the lucky recipients. This reviewer's guide is full of information about the Totally MAD set. The book also includes some MAD factoids, a demo guide, and biographies of the "Usual Gang of Idiots." This spiral-bound book is full color throughout, and is in Mint condition.
28. MAD DRY-ERASE BOARD MB \$5
 This item is a subscription premium from 1998. It is a dry-erase board and features a full color Alfred E. Neuman on the front. It is factory sealed and in Mint condition.
29. SWEDISH MAD STICKERS MB \$15
 These stickers were produced for the Swedish MAD magazine in the 1970s. They are in full color and measure "2 x "3 for the smallest to "9 x "12 to the largest. All are in Mint condition.
30. ALFRED E. NEUMAN BELT BUCKLE MB \$40
 This belt buckle was produced in the mid-1970s. The front of the buckle has Alfred E. Neuman with the caption "What- Me Worry". It is used with some minor surface wear. In VF condition.
31. MAD COFFEE MUG DISPLAY SIGN MB \$10
 This display sign was made for the MAD coffee mugs from 1996. It is made of heavy cardboard, and measures approx. "11 x "30. It is in full color, and features the Certified MAD logo. Overall condition is G/VG, with surface scratches and a slight crease mark.
32. ALFRED E. NEUMAN 45 RPM RECORD W/PICTURE SLEEVE MB \$75
 This record was released in 1959 by ABC-Paramount. The picture sleeve is what makes this item desirable. The sleeve features a Mingo rear-view portrait of Alfred, along with drawings by Don Martin. Overall condition is F/VF, with two pen markings on one side of the sleeve which are partially obscured by the Don Martin artwork.
33. MAD SUBWAY POSTER MB \$50
 This poster was displayed in the New York City subways during the 1988 Presidential campaign. It measures "30 x "45, and is VF/NM condition, with masking tape residue on the lower corners. It has been dry-mounted on foam-core for easy displayability.

34. MAD SKATEBOARD - SMALL MB \$25
This lot features the smaller size version of the Nash MAD skateboard from the late 1980s. Overall condition is VF/NM, with minor surface scratches on the bottom of the board and wheels.
35. OVERSIZE PRE-MAD ALFRED E. NEUMAN MATCHBOOK MB \$10
This matchbook is from Bob Adamcik's cafe in Schulenberg, Texas. Overall condition is F/VF, with surface wear and a rusty staple. About 75% of the matches are still attached.
36. ALFRED E. NEUMAN DISGUISE KIT MB \$5
This disguise kit is from the late 1980s. In Mint condition, it even has the original K-Mart price sticker attached.
37. MAD NAPKINS / PLAYING CARDS LOT MB \$10
This lot consists of a box of MAD napkins and a sealed, two-deck box of MAD playing cards, each sold in the Warner Bros. stores in 1993-4. Both are in Mint condition.
38. MAD MATCHES W/ CASE MB \$10
This lot consists of a set of twelve humorous matchbooks with a plastic storage case. Probably produced in the 1960s, these matches were made with the attempt to cash in on MAD's popularity at the time, as evidenced by the similar-looking MAD logo on the box. Overall condition is VF.
39. MAD PINBALL CLOTH PATCH MB \$20
This cloth patch was made to promote the MAD pinball machine, which ended up never being produced due to copyright technicalities. It features an embroidered Alfred E. Neuman with the words "What - Me Worry" above his head, and "MAD Pinball" beneath. It is in full color and is in Mint condition.
40. MAD LOGO PIN MB \$50
This pin is made from 14K gold and was modeled after an original MAD staff pin. It is the exact size and shape of the original and is in Mint condition.
41. ALFRED E. NEUMAN BRITISH PINBACK BUTTON MB \$5
This pinback button was offered as a subscription premium for the British MAD magazine in the early 1980s. It is in full color and is in Mint condition.
42. ALFRED E. NEUMAN SILVER COIN MB \$10
This silver coin was produced in the late 1980s and is an unlicensed item. In Mint condition.
43. ALFRED E. NEUMAN ZIPPO LIGHTER MB \$5
This lighter was made in the 1970s, and it shows. Suffering from surface wear, scratches and paint chipping, the lighter looks as if it has gone through a war. The Alfred face on the side is still legible, as well as the "Who-Me Worry" caption beneath. Overall condition is Good, as it is missing the cover also.
44. MAD FUNNY CAR 1:64 SCALE CAR MB \$5
This "Hot-Wheels"-type toy car was made in 1998. It is a 1:64 scale version of the MAD Funny Car that was driven by Jerry Toliver. It is factory sealed and is in Mint condition/
45. 1964 / 1968 ALFRED E. NEUMAN FOR PRESIDENT BUTTON MB \$15
This button was found in the 1964 and 1968 Alfred E. Neuman for President campaign kits that were ordered through MAD magazine. It is in full color, and is in VG condition, with slight rusting on the back.
46. ALFRED E. NEUMAN MAGNET MB \$5
This magnet is an unlicensed item from 1998. It is in full color and features Alfred E. Neuman on

the front, with the "What - Me Worry" caption underneath. The appearance of this magnet is similar to that of a pinback button. In Mint condition.

47. NORWEGIAN MAD PINBACK BUTTONS SET MB \$10
This set of two buttons is part of a subscription premium from the Norwegian MAD magazine. The first button is in full color and features Alfred with the words "Hullu - Mutta Ongelmaton". The second button is in black and white and has the word "OTYA!" printed over Alfred's eyes. Both pinbacks are in Mint condition.
48. ALFRED E. NEUMAN BELT BUCKLE MB \$5
This belt buckle was made using a bronze Alfred E. Neuman coin. In Mint condition.
49. MADTV EMMY CONSIDERATION VIDEOTAPE MB \$10
This videotape was given out to the 1998 Emmy voters. The tape has one episode of MAD-TV on it (Feb. 28, 1998), and is in sealed Mint condition.
50. UP THE ACADEMY PINBACK BUTTON - LARGE MB \$10
This pinback button was given out to theaters as a promotional item for the movie, "Up the Academy". It is red, white and blue, and features Alfred on the front. In NM condition.
51. SPY VS SPY ATF CLOTH PATCH MB \$10
This Tactical Operations Officer's patch features an unlicensed use of the Black Spy by the Bureau of Alcohol, Tobacco and Firearms. It is in full color and is in Mint condition.
52. PRE-MAD ALFRED E. NEUMAN PORTRAIT MB \$15
This lot consists of a "11 x "14 portrait of Alfred E. Neuman with the caption, "Sure I'm For The New Deal". It suffers from water staining, but the staining gives it some character. Overall condition is Good. Comes framed and ready to hang.
53. ALFRED E. NEUMAN POSTERS LOT MB \$10
This lot consists of two different Alfred E. Neuman posters. Produced in 1992 by OSP, these posters measure "24 x "36 and are in Mint condition.
54. MAD #7 SIGNED PRINT MB \$25
This lot consists of a "16 x "24 print of MAD #7, which has been signed and numbered by Harvey Kurtzman. It is in Mint condition, and is framed and ready to hang.
55. SPY VS SPY ORIGINAL ARTWORK MB \$300
This is the original artwork to a Spy vs. Spy piece from MAD #92. It is in Mint condition, and is signed by Antonio Prohias in the lower right hand corner. It has been matted and framed, and is ready to hang.
56. ALFRED E. NEUMAN MARDI GRAS COSTUME MB \$750
This lot consists of one of the rarest MAD collectibles ever made, the Alfred E. Neuman Mardi Gras costume. The overall condition of this piece is VG/F, with a couple of tears in the bottom fabric and a small crack at the top of the mask. The mask also suffers from minor paint scratches and rubbing. The costume itself is still a solid piece and is in no danger of falling apart, unlike a few others which have been auctioned off in the past.
57. UP THE ACADEMY PRINTERS PROOF MB \$10
This lot consists of a black on gold printers proof of the Up the Academy movie poster. It measures "17 x "22 and is in NM condition.
58. SERGIO ARAGONES ORIGINAL MAD ARTWORK MB \$125
This lot consists of the original artwork for the piece entitled "Before The Concert", from MAD #200. The artwork measures "14 x "18, and is in NM condition. Framed and ready to hang.

59. MAD PANIC #13 ORIGINAL COVER ARTWORK MB \$25
 This lot consists of the original cover artwork for the MAD Panic #13, by artist Cecil Sutton. The artwork measures "9 x "12 and is Mint condition. Framed and ready to hang.
60. MAD ABOUT THE MOVIES WARNER BROS. PRINT MB \$125
 This lot consists of a print from the Warner Bros. Studio Store entitled, "MAD About the Movies". It is signed and numbered by the artist, Mort Drucker. Beautifully framed and matted. In Mint cond.
61. MAD T-SHIRTS LOT #1 MB \$15
 This lot consists of three t-shirts from the mid-1990s. All are size XL, and only one has been worn; the black "Parental Advisory" t-shirt. Condition of this shirt is F/VF, while the other two are Mint and unwashed. Of special note, the Alfred with the umbrella shirt was a prototype shirt and was never sold.
62. MAD / STANLEY DESANTIS T-SHIRT MB \$10
 This shirt is one of the hardest shirts to find from the Stanley DeSantis line. It is powder blue with printed clouds, and features a full color Alfred E. Neuman on the front with the words, "It's a MAD MAD MAD MAD World" underneath. It has been worn, but is in NM condition. Size XL.
63. MAD T-SHIRTS LOT #2 MB \$15
 This lot consists of three child-size t-shirts from the late 1980s. All three have been worn and washed, but are still in great condition. Individual colors are pink, white, and light blue/green.
64. MAD / ALFRED E. NEUMAN COLLAGE MB \$20
 This collage was made using what appears to be paperback book covers, newspaper clippings, money from the MAD game, MAD trading cards, and a Golden Trashery of MAD dustjacket. The pieces of the collage have been attached to a framed cork board, then laquered heavily. Measuring "24 x "36, this is a unique and colorful work of art.
65. CERTIFIED MAD DENIM HAT MB \$5
 This denim hat was sold in the Spencer Gifts stores in 1998-9. It is unused and in Mint condition.
66. ALFRED E. NEUMAN CERAMIC PLATE MB \$25
 This Alfred E. Neuman ceramic plate was offered for sale through the Franklin Mint in 1996. It is a full color reproduction of the cover of MAD #218, and measures approx. "7 x "9. Comes with a Certificate of Authenticity from the Franklin Mint. In Mint condition.
67. MAD FUNNY CAR MODEL KIT MB \$5
 This is the model kit by Revell for the MAD Funny Car. It is still sealed and in Mint condition.
68. ALFRED E. NEUMAN SALT AND PEPPER SHAKERS MB \$30
 This lot consists of a set of Alfred E. Neuman salt and pepper shakers. These unlicensed items are made from the fake Alfred E. Neuman bust and the bases are glazed black for pepper and gray for salt. Although these items are Mint and unused, it is assumed that the spices come out of the eyes and nostrils.
69. SONS OF CHAMPLIN CONCERT POSTER MB \$10
 This poster was made for the Sons of Champlin concert in Denver in 1967. Measuring "13 x "22, it is in Mint condition. It is also framed and ready to hang.
70. GERMAN MAD "MAD MULL" LOT #1 MB \$20
 This lot consists of four different copies of the German MAD MULL paperback book. These books are actually issues of German MAD which have been bound together to complete a magazine-size paperback book. This lot contains issues 7, 9, 12, and 13. In VF/NM condition.

71. CERTIFIABLY MAD PAPERBACK BOXED SETS LOT MB \$50
 This lot consists of four different Certifiably MAD paperback boxed sets. They are different because of the color variations of the boxes. These different colors include gold, blue, green, and orange. Also different are the books that are in each boxed set. Overall condition of these boxed sets is VG/F, with the books averaging NM/M. The boxes have corner, surface, and edge wear but are quite colorful with no fading.
72. ALFRED E. NEUMAN SLOT MACHINE MB \$200
 This is a never-before-seen variation of an Alfred E. Neuman slot machine. It is a Sega machine, and dates back to the 1960s. It is "programmed" to take British pence and has not been converted to American coins. The machine is not in working order, but does light up when it is plugged in. Overall condition of the machine is VG, with scratches and surface pitting in the silverplate. The machine is an excellent restoration candidate, and a bargain at the minimum bid. Special shipping arrangements will be made with the winning bidder, as the machine is quite heavy. Shipping by truck will be the most logical way to ship this item.
73. PRE-MAD ALFRED E. NEUMAN CALENDAR MB \$50
 This pre-MAD calendar is an advertising calendar for the Percy Agency in Baton Rouge. It dates from 1943 and the overall condition is F/VF, with slight rusting on the staples. This is an excellent piece of rare pre-MAD memorabilia.
74. PRE-MAD PHOTOS LOT #1 MB \$5
 This lot consists of two pre-MAD photos of Alfred E. Neuman. They are identical except for the caption underneath the face. The first photo has the caption, "Just Learned About the Birds and the Bees" and the other photo has the caption, "What - Me Worry". They are printed on heavy card stock and are in NM condition.
75. MAD T-SHIRTS LOT #4 MB \$20
 This lot consists of four t-shirts from the mid-1990s. All of the shirts are unwashed and are in Mint condition. Of special significance is the hard-to-find Alfred as Santa Claus t-shirt. All are XL.
76. MAD T-SHIRTS LOT #5 MB \$10
 This lot consists of three t-shirts from the mid-1990s. All of the shirts are unwashed and are in Mint condition. The two Spy vs Spy shirts even have the Certifiably MAD store tag still attached. The rare shirt in this lot, though, is the MAD TV t-shirt. The back of this shirt shows a partially shaved head of Alfred with the words, "MAD TV" shaved into his hair.
77. MAD GREETING CARD HEADER SIGN MB \$10
 This lot consists of a greeting card rack header sign for the MAD line of greeting cards by Gibson greetings. This sign was placed on the rack and the different MAD cards were placed in front of it. It is printed on heavy stock and is in NM condition.
78. MAD CHECKS WITH CHECKBOOK COVER MB \$10
 Produced by Liberty check printers in 1996, these checks feature scenes from MAD. There are six different designs for the checks, and this lot contains only one of each design (6 checks total). The checkbook cover features a full color Alfred on the front with B/W reprints from MAD all over the cover itself. Overall condition is VF, due to the fact that holes are punched into the account number on the bottom of each check.
79. MAD SURF'S UP POSTER MB \$2
 This poster was produced in 1988 by Bi-Rite. Measuring "20 x "28, it is in Mint condition.
80. PAUL COKER ROUGHS MB \$10
 This lot consists of five art roughs from an article in MAD #308 entitled "Games for People Too Old to Play". The roughs appear to be pretty tight, but were not used due to the orange marker slash through each panel. The panel average size is "8 x "8. In VF condition.

81. DAVE BERG PAPERBACK BOOK ORIGINAL ARTWORK MB \$20
This lot is the original artwork for pages 90 and 91 of the Dave Berg paperback book, "MAD's Dave Berg Looks at You". It measures approx. "12 x "13 and is in VF/NM condition.
82. MAD CRIBBAGE BOARD MB \$3
This cribbage board uses color copies of the early MAD comics as its design, and uses MAD marginals around the sides of the board. It is a very crudely made board, but an interesting display piece. In VF condition. Pegs not included.
83. SNAPPY ANSWERS TO STUPID COCKTAIL NAPKINS MB \$10
Produced in 1968, these napkins are a very hard to find licensed MAD item. Each napkin in the box has a SATSQ gag printed on it. The box contains 31 napkins out of 36, and overall condition is VF.
84. TOTALLY MAD PAPERBACK BOXED SET MB \$25
This boxed set is one of the harder-to-find versions of the MAD boxed sets. Overall condition of the box is VG, with corner, surface and edge wear, while the books inside are VF/NM.
85. ALFRED E. NEUMAN HALLOWEEN COSTUME W/HANGER MB \$100
This Alfred E. Neuman Halloween costume was made in 1959 by Collegeville Costumes. The costume is overall G/VG with couple of small seam tears by the neck and some staining on the orange pants. The mask is in Mint condition. This lot also includes a vintage Collegeville Costume cardboard hanger. It is in VF/NM condition.
86. MAD / LIMEROCK FINAL EDITION FACTORY SET MB \$5
This card set, produced in 1993, is #800 out of a 5000 print run. The cards feature MAD covers both old and new and are in full color. In Mint condition.
87. ALFRED E. NEUMAN PENDANT MB \$10
This medallion/pendant was sold in the Warner Bros. Studio Stores in the early 1990s. It is in Mint condition and comes with the original display box.
88. DON "DUCK" EDWING PINBACK AND CLOISONNE PIN MB \$20
This lot consists of a pinback button and cloisonne pin from MAD artist "Duck" Edwing. The cloisonne pin is the real rarity, as only 200 were made. Both are in Mint condition.
89. MAD STYLE BOOK MB \$100
This book was given to prospective product licensees to provide them with information about how MAD wanted to market itself and Alfred E. Neuman. There are pages and pages of graphics and icons, and sections on both Alfred E. Neuman and Spy vs Spy. This is a complete binder in NM condition, with color throughout.
90. ALFRED E. NEUMAN "WHEATIES" MAGNET MB \$2
This magnet was produced in a limited number in 1998. It is in NM condition.
91. PRE-MAD PHOTOS LOT #2 MB \$5
This lot consists of two different pre-MAD photos of Alfred E. Neuman. Both are printed on heavy stock paper and are in NM condition.
92. CLASSICALLY MAD PAPERBACK BOXED SET MB \$20
The overall condition of this paperback set is G/VG, while the books are in VF/NM condition. The box suffers from edge, surface, and corner wear, but it is still quite colorful.
93. MAD ART SHOW T-SHIRTS LOT MB \$10
This lot consists of t-shirts from the University of Minnesota and Seattle Pacific Arts Center

Mark Cohen MAD Art Shows. The U of Minnesota shirt is a size XL and is in Mint condition. The Seattle shirt has been used, specifically by children who take art classes at the Center. The kids wear these shirts over their clothes to avoid getting them dirty. I was fortunate enough to get a couple that were still semi-displayable. Condition of the shirt (w/paint) is VG.

94. MAD FOLKART RUG MB \$30
Made in 1996, this unlicensed item is in Mint condition. It is framed and ready to hang.
95. MAD TV T-SHIRT MB \$20
This t-shirt was worn by the crew of the MAD TV tour bus, which toured the country in 1997. It is a black t-shirt with a red and white MAD TV logo and Alfred face on the left breast. A size Large, it is unwashed and in Mint condition.
96. MAD 3-D WALL HANGING MB \$50
This wall hanging was made by a gentleman who uses plywood layers to build 3-D pieces of art. The wood layers are painted and stained, then assembled to create the picture. In NM condition, this is one of six that were made.
97. GERMAN MAD "SAMMEL-MAD" LOT #1 MB \$20
This lot consists of 5 issues of the German MAD annual, "Sammel MAD". These, too, were German MAD magazines bound together in a book, although these are not as thick as the ones in Lot #70. Included in this lot are Sammel MAD #'s 8, 9, 10, 11, and 12. Overall, in F/VF cond.
98. 1997 SAN DIEGO COMIC CON T-SHIRT MB \$20
This t-shirt was made for the 1997 San Diego Comic Con. It is in full color, and features artwork on both the front and back by Sergio Aragones. A size XL, it is in Mint condition.
99. GERMAN MAD POSTER MB \$5
This is a promotional poster for the new version of German MAD, which began publication about a year and a half ago. Measuring "8 x "12, it is in full color and is in NM condition.
100. MAD TOILET PAPER MB \$1
Originally produced exclusively for Spencer Gifts, these found their way into the Totally MAD CD-Rom boxes as a "bonus" item. A very cool display piece with colorful graphics on the box, this is one of the most ingenious items MAD has ever made. Still sealed, in Mint condition.

END OF SESSION ONE

SESSION TWO

SATURDAY, APRIL 1, 2000 (6 PM TO 2 AM CST)

101. ALFRED E. NEUMAN MAD DOG T-SHIRT MB \$15
 This t-shirt was produced in 1999 by the Big Dog Sportswear Company, and is incredibly difficult to find. The front of the shirt has the Big Dog logo on the left breast, but on the back is where the fun is. The back has a red MAD logo and says "MAD DOG". Underneath the "MAD DOG", there is an Alfred E. Neuman dog face with the caption, "What - Me Furry?" The shirt is a size XL and is in Mint condition with the original store tag and sticker.
102. ALFRED E. NEUMAN "ORIGINAL" T-SHIRTS LOT MB \$15
 This lot consists of two different styles of the Alfred E. Neuman "Original" t-shirt made by Kedsco in 1981. They are both identical, except one has long sleeves and the other has no sleeves. They have both been worn and washed, and are in VG condition.
103. CANADIAN MAD BOXER SHORTS LOT MB \$25
 This lot consists of a set of three pair of MAD boxer shorts that were sold exclusively in Canada in 1993. Manufactured by Watson Bros., these shorts have never been used and are in Mint condition with original tags.
104. CERTIFIED MAD SWEATSHIRT MB \$10
 This sweatshirt was sold in stores in 1996 and was part of a new line of licensed MAD clothing. About eighteen different t-shirts were produced at that time, but this was the only sweatshirt. It is a size XL, and is unused and in Mint condition.
105. PRE-MAD "COMPLIMENTS OF....." PHOTO MB \$5
 This item measures "8 x "11 and is printed on thin stock paper. The edges have browned slightly, but it is hardly noticeable. There is a crease running from the left side to the right side about an inch from the top (as if it had been folded at that point). Without the crease, the condition of this item would be VF/NM. The words, "Compliments of....." are printed near the lower right hand corner of the photo.
106. PRE-MAD FLYER MB \$5
 This item measures approx. "6 x "8 and is printed on thin stock paper. It appears to be an old flyer of some sort, as there is a printed message on the back. There is a top to bottom crease in the center, indicating it was folded at one time. Overall condition is VG/F.
107. KRAZY STICKERS WITH "MUD" STICKER MB \$3
 This lot consists of a sealed package of Crazy Stickers, a cheap Wacky Packages imitation. Among the eighteen stickers in the package is a sticker for "MUD", which shows a crying Alfred E. Neuman with the caption, "Y.B.Funny?". Produced in 1981, these stickers are still sealed and in Mint condition.
108. 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.
109. FOREIGN MAD UNBOUND BONUS LOT MB \$10
 This lot consists of two sheets of Don Martin stickers from the German MAD, and a sheet of postcards from the Norwegian MAD. Both items are in Mint condition.
110. "BAD" PUZZLE AND STICKER LOT MB \$5
 Produced by Fleer in 1973, these items were part of the Crazy Covers sticker set. The puzzle is formed from the checklist cards that were sealed in the packs of stickers. In Mint condition.

111. MAD CLOTHING TAG / STICKER MB \$1
This clothing tag appeared on a group of MAD t-shirts that were sold in 1998. It also doubles as a peel-off sticker. In Mint condition.
112. EARLY MAD MAILING LABEL MB \$100
This is an unused mailing label from the 225 LaFayette Street office of MAD, MAD's first address. The exact age of the label is unknown, but it is for sure late 1950s. It is black, white, and red in color, and is in absolute Mint condition.
113. MAD CHRISTMAS SWEATSHIRT MB \$15
This sweatshirt was produced in the late 1980s by Sun Sportswear. It is an adult size medium, and has been worn and washed. The design on the front of the sweatshirt is a take off of MAD #132. Overall condition is Fine.
114. PRE-MAD ADVERTISEMENT FROM 1895 MB \$15
This is a page of advertisements from a 1895 issue of McClures magazine. The advertisement that features the pre-MAD Alfred E. Neuman is for Atmores Mince Meat and Plum Pudding. Overall condition of the the page is VF, with slight edge browning.
115. ALFRED E. NEUMAN HOLIDAY ACTION FIGURE MB \$5
This is an fully poseable Alfred E. Neuman Christmas action figure. It comes with an Alfred head ornament, a reindeer bird figure and a 32 page MAD Holiday special issue. This is a brand new item from 1999 and is factory sealed in Mint condition.
116. DAVE BERG FILE COPIES OF FOREIGN MADs MB \$300
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 1960s 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 1950s comic books, such as Marvel Tales #154, Navy Combat #s 5 and 12, World of Fantasy #5, and two pin-up magazines, Good Humor #s 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.
117. PAUL COKER ORIGINAL "MERMAID" ARTWORK MB \$500
This is the first finished painting for the classic Paul Coker "Mermaid" back cover. After this painting was submitted, it was decided that one of the panels had to be redrawn. Rather than redraw that one panel, Mr. Coker redrew and painted an entirely new back cover. In NM cond.
118. MAD ART SHOW POSTERS LOT MB \$20
This lot contains three posters from Mark Cohen's MAD Art Show. The posters are from the shows at Raleigh, N.C., Minneapolis, MN., and Santa Rosa, Calif. Each poster measures approx "11 x "17 and all are in Mint condition.
119. AL JAFFEE PAPERBACK BOXED SET MB \$30
This boxed set is a collection of Mr. Jaffee's non-MAD paperbacks. It is a five book boxed set and was released by Signet in the mid-1970s. Condition of the books are VF, while the box is VGF, with edge and corner wear.
120. MAD DIGEST-SIZE PAPERBACKS MB \$10
This lot contains two of the three digest-sized paperback books that MAD published, the MAD Turned On Zoo, and Sergio Aragone's MAD Marginals. Both are in NM condition, and the MAD Marginals paperback is signed by Mr. Aragones on the inside front cover.

121. MAD PRIZE CAN MB \$25
 Made in 1971 by a company named Pollak's, the label on this item features the MAD logo with Jack Davis artwork. This item was passed around the MAD offices, collecting everything from cigarette butts to scraps of food. It was then given to a different MAD staffer each week, in appreciation for the work they did for that week. This is a truly unique MAD office item. Condition of the can is Fine, with small spots on the label on the back of the can.
122. SPY VS. SPY NINTENDO GAME MB \$5
 This is the Spy vs. Spy Nintendo game by Kemco. Overall condition of the game and box is Fine.
123. MAD PANIC #19 ORIGINAL COVER ARTWORK MB \$25
 This is the original cover artwork to issue #19 of the MAD Panic, by artist Cecil Sutton. It measures "10 x "15 and is in Mint condition. Framed and ready to hang.
124. ALFRED E. NEUMAN MATCHBOOKS LOT MB \$5
 This lot consists of two matchbooks featuring Alfred E. Neuman. The first is a matchbook from The Mason Jar restaurant, a small chain in Texas. It is in Mint condition. The second is a matchbook from the Little Jack Horner joke and magic shop. It is in VG/F condition.
125. ALFRED E. NEUMAN BUILT-UP AURORA MODEL KIT MB \$25
 This is a built-up version of the Alfred E. Neuman Aurora model kit from 1965. It has one set of arms and one sign. The paint job was done quite nicely, not professional by any means, but very neat. In VF condition.
126. SPY VS SPY COMMODORE/ATARI COMPUTER GAME MB \$10
 This is the Spy vs Spy computer game made for use in the Commodore 64 and Atari computer systems. The game is complete, with instructions, and has hardly been used. In NM cond.
127. THE MAD SCENE PAPERBACK BOXED SET MB \$15
 This is one of the harder to find MAD paperback boxed sets, the MAD Scene. It is a eight book boxed set that was released by Signet in the late 1960s/early 1970s. The books are in VF condition, while the full color box is a bit rough, with corner, edge, and surface wear. There is a tear on the top lid of the box, and a small piece is missing from the back side of the box. The low minimum reflects the condition of this hard to find item.
128. MAD MINUTE CASSETTE TAPE #28 / MAD PANIC BONUS MB \$5
 This is a copy of the MAD Minute #28 cassette tape. It was a giveaway to subscribers of the MAD Panic in June of 1997. These were given to Ed Norris by Annie Gaines, as a gift for the MAD Panic readers. The tape is in Mint condition, and this lot also includes the special bonus one page MAD Panic issue that Mr. Norris sent along with the tape.
129. MAD BOOKENDS - GOLD MB \$15
 This is a set of the gold MAD plastic bookends. These were sold shrink-wrapped around selected MAD paperback boxed sets in the 1970s. They are in NM condition.
130. BABY BARRY DOLL MB \$250
 Made by the Baby Barry Co. in 1961, this unlicensed item is incredibly hard to find with the original clothing, which this doll has. Although most of the clothing is tattered and dirty, a good washing in Woolite would do wonders for this doll's appearance. This doll even has the original tie and original shoes, which are the two rarest pieces of this doll. Previous Baby Barry dolls have sold for as much as \$2500 at auction. The low minimum reflects the condition of this doll. Overall condition is VG.
131. THE MAD SHOW RECORD ALBUM MB \$5
 This copy of the MAD Show record album is in VF condition. The record is NM.

132. MUSICALLY MAD RECORDS LOT MB \$20
 This lot consists of both the Stereo and Hi-Fi versions of the Musically MAD record album. The condition of each record is VG, with surface and edge wear. The Stereo version also has tape along the top right hand corner edge.
133. UP THE ACADEMY SOUNDTRACK MB \$5
 This is the soundtrack album for the movie Up the Academy. It is in sealed Mint condition.
134. MAD TWISTS ROCK 'N' ROLL RECORD ALBUM MB \$25
 Released by Big Top in 1962, this record was the second album from the folks at MAD. This copy is in fantastic shape, with a bright glossy album sleeve. The record is VF/ NM condition.
135. GERMAN MAD RECORD ALBUM MB \$25
 This is a very difficult to find foreign MAD collectible. Made for the German MAD, this album was released by RCA in 1981. The songs are all original, so there are no "covers" of American tunes. The album is in full color and overall condition of this item is F/VF.
136. MAD T-SHIRTS LOT #6 MB \$10
 This lot consists of two t-shirts from 1992's Stanley DeSantis line of MAD clothing. Condition of the Alfred for President shirt is NM, while the other shirt has been worn and washed a few times and rates about a VG. Both are a size Large.
137. FOREIGN MAD STICKERS LOT MB \$10
 This lot consists of an sticker from the Australian MAD and a German MAD sticker. The Australian sticker says, "I Read Australian MAD", while the German sticker says, "Ich bin verrückt - Ich lese MAD". Both of these are in NM condition.
138. ALFRED E. NEUMAN "MUFFLER MAN" MATCHBOOK COVER MB \$5
 This item is an advertising piece for Ken's Muffler Shops, a small chain in Texas. There have been numerous sightings of large Alfred E. Neuman's standing in front of stores and restaurants throughout the country. They are most commonly seen in front of muffler shops, which is what gives them their "Muffler Man" nickname. This item is from one of these stores. Although the matches are missing, this item has never been used. It is in full color and in NM cond.
139. AUSTRALIAN MAD READERS POLL SURVEY CARDS MB \$5
 This lot contains two Australian MAD readers poll survey cards, one from the 1980s and one from the 1990s. At one time, if you completed the survey and sent it in, the Australian MAD office would have sent you an Australian MAD pinback button. Both items are in VF/NM cond.
140. ALFRED E. NEUMAN DRIVERS LICENSE MB \$3
 This unlicensed item was produced in 1998. It is in Mint condition.
141. PRE-MAD PHOTOS LOT #3 MB \$5
 This lot contains two different pre-MAD photos of Alfred E. Neuman. The first measures "8 x "10 and is is G/VG condition, with substantial page browning. The second measures "9 x "12 and is in NM condition. The wording on the second photo is different, as there is no "What" before the "Me Worry". Both are framed and ready to hang.
142. PRE-MAD GREETING CARD MB \$15
 This is a pre-MAD greeting card of unknown origin. The front of the card features a pre-MAD Alfred E. Neuman with a "Me Worry" caption, and the inside has a verse on "Life". Near Mint.
143. MAD T-SHIRTS LOT #7 MB \$15
 This lot contains an American Marketing Works Spy vs. Spy t-shirt from the 1980s, a MAD #1 parody t-shirt from the mid 1990s, and a late 1990s MAD office t-shirt. All are in Mint condition.

144. SWEDISH MAD DON MARTIN BUMPER STICKER MB \$5
This is a Swedish MAD promotional bumper sticker. Measuring approx. "4 x "8, it is in full color and in NM condition. This might have been a bonus in a Swedish MAD annual.
145. ALFRED E. NEUMAN "WHAT-ME WORRY" DECAL MB \$10
Manufactured by Goldfarb Novelty, this is a seldom seen Alfred E. Neuman decal. It is full color and in Mint condition.
146. MAD ART SHOW POSTCARDS LOT MB \$10
This lot contains three different postcards from the Mark Cohen MAD Art Show. The first is from the Raleigh, NC show, the second is from the Chico, Calif. show, and the third is from the Seattle, Wash. show. The Raleigh postcard is full color, the Chico postcard is black, white, and green, and the Seattle postcard is black and white. All three are in NM condition.
147. MAD TV POSTCARDS LOT MB \$10
This lot consists of two promotional postcards from MAD TV. The first is an oversize postcard that was sent to the Fox Network affiliates and the second is a "mass market" postcard that was sent to randomly selected homes. Both postcards are full color, unused, and in Mint condition.
148. ALFRED E. NEUMAN \$1 BILL MB \$1
This is an actual \$1 bill that has an Alfred E. Neuman face pasted over G.W.'s. In Mint cond.
149. MAD "SILVER ANNIVERSARY" STICKER / DECAL MB \$20
This is an incredibly rare sticker/decal that was given out to visitors to the MAD offices in 1977, the year of MADs 25th anniversary. Measuring "4 x "4, this sticker had a print run of only 500. The sticker is silver in color, and has the words, "It's Our Silver Anniversary" printed above the MAD logo. Condition of this rarity is F/VF, with a slight crease in the middle.
150. 1997 DC COMICS CHRISTMAS CARD MB \$10
This card was sent out by DC Comics for the 1997 Christmas holiday. The card is a full color Fold-In by Al Jaffee and features Alfred E. Neuman with a few of the DC Comics Superheroes. The card is unfolded and in Mint condition, and comes with it's original mailing envelope.
151. AUSTRALIAN MAD T-SHIRT MB \$15
Manufactured by MAD Wear International, this t-shirt features a head shaving Alfred E. Neuman on the front and an orange MAD logo on the back. A size XL, it is in Mint condition.
152. COMPLETELY MAD POSTCARD MB \$5
This is a oversize postcard promoting the Completely MAD book. Featuring a humorous quote by Candice Bergen, it is full color and in Mint condition.
153. 1984 ALFRED E. NEUMAN FOR PRESIDENT CAMPAIGN KIT MAILING LABEL MB \$10
This mailing label is from a 1984 Alfred E. Neuman for President campaign kit. The condition of this item is VF with slight surface wear, and has a typewritten name and address on the front.
154. MAD ART SHOW FLYER MB \$3
This is a flyer from the Mark Cohen MAD Art Show in Bloomington, Illinois. It is pink with black printing, and is in Mint condition.
155. EC FAN-ADDICT CLUB PATCH AND CARD MB \$50
This lot contains a patch and membership card from the original 1953 EC Fan-Addict club kit. The patch is in VF condition, while the card is in G/VG condition, with edge and surface wear.
156. ALFRED E. NEUMAN AS R2D2 FIGURE MB \$25
This is another wonderful creation from the hands of artist/MAD Collector Tom Anderson.

Using a Spencer Gifts Alfred E. Neuman statue and an R2D2 model, Tom created this beautiful figure. The head piece of the R2D2 model has not been attached to Alfred's head, but can easily be done. Condition of this wonderful piece is Mint.

157. "PRE-MAD??" DEBUTANTE'S BALL PROGRAM #2 MB \$20
This item is almost exactly like the item in Lot #23, except that is from 1965, and Alfred is now portrayed as an Aladdin's lamp genie. Please read Lot #23 for a complete description. In NM cond.
158. ALFRED E. NEUMAN "TWE" DOLLAR BILL MB \$3
This is a promotional item from the MAD offices. The front of the bill features Alfred E. Neuman, and the back shows Alfred giving the viewer "The Moon". In Mint condition.
159. ALFRED E. NEUMAN PAPER MASK MB \$5
This paper mask was a promotional giveaway for Jerry Burstein, the newsstand sales manager for MAD/DC Comics in 1993. Measuring "9 x "9, this full color mask is VF/NM condition, the only flaw being a slight crease on a piece of Alfred's hair.
160. 225 LAFAYETTE STREET STATIONERY MB \$30
This lot contains an unused, sheet of stationery from MAD's first home, 225 LaFayette St. in New York City. It is in Mint condition.
161. MAD OFFICE ENVELOPES MB \$15
This lot contains an envelope from the 225 La Fayette Street office and an envelope from the 850 Third Ave. office. Both are in Mint condition.
162. ASSORTMENT OF MAD SUBSCRIPTION POSTCARDS MB \$15
This lot contains six different postcards MAD mailed out to subscribers, either to renew their current subscription, or to send a friend a gift subscription. They are unused and in Mint cond.
163. DREHER, S.C. HIGH SCHOOL YEARBOOK W/ MAD THEME MB \$100
This is the 1975 Dreher, S.C. high school yearbook. The cover of MAD #167 was used as the model for the cover of the yearbook. There are many reprints from MAD throughout the book, and the students did their own take-offs of MAD. Condition is VG/F with surface and edge wear.
164. FRENCH MAD HARDCOVER BOOKS LOT MB \$30
This lot consists of two French MAD hardcover books. They contain reprints of the early MAD comic books, and are printed entirely in French. The interior pages are black and white and the covers are in full color. The titles of the books are, "Les Annes Folles De MAD", and "MAD Se Paie Une Toile". Printed in 1984, they are in NM condition with price stickers on the back.
165. RUSS COCHRAN MAD HARDCOVERS SET MB \$30
This lot contains a set of the MAD comic hardcover books, produced by Russ Cochran in 1987. This set is the rare version that contains the black and white interior pages. The covers and the slipcase are all in full color. Condition of this set is NM/M.
166. OVERSTREET COMIC BOOK PRICE GUIDES LOT MB \$15
This lot contains two copies of the Overstreet Comic Book Price Guide #12, a paperback version and a hard to find hardcover version. The cover features Alfred E. Neuman showing his muscles, and the cover artist is Norman Mingo. Condition of the paperback version is VF, while the hardcover version is in Mint condition.
167. MAD TRADING CARDS WAX BOX LOT MB \$20
This lot consists of three sealed wax boxes of MAD trading cards, MAD Series One, MAD Series Two, and a Spy vs. Spy Jumbo Pack box. Produced in 1992-3 by Lime Rock International. Mint.

168. 1983 FLEER MAD STICKER ALBUM BOX MB \$10
This lot is a full box of sticker albums from the 1983 MAD Sticker Set from Fleer. The box contains a set of twelve sticker albums, all of which are in Mint condition. The box is in VF/NM condition, with slight edge and corner wear.
169. ALFRED E. NEUMAN LATEX MASK MB \$10
This Alfred E. Neuman latex mask was produced in 1981 by Cesar. Featuring "lifelike" hair, this mask is in NM condition.
170. 1983 FLEER MAD WAX BOX MB \$10
This is a full wax box of the 1983 MAD Sticker Packs from Fleer. Containing 36 wax packs, the box is in VG/F condition. It shows a bit of corner wear, and has become unglued in two corners.
- A. 171. FULL DISPLAY BOX OF MAD CANDY MB \$5
This is a full 24 count box of MAD Candy, produced in 1994 by Berzerk Candy Works. Each of the 24 boxes are in sealed Mint condition, while the display box box is in NM condition.
- B. 171. MAD COMMEMORATIVE SET W/ BINDER MB \$10
This is the 1992 MAD Commemorative set from Lime Rock. Sold only through the pages of MAD, this set contains all 110 cards of the MAD Series one and two sets, plus four Spy vs. Spy promo cards and a Gold MAD2 hologram. All items are in NM condition.
172. MAD PUZZLE MB \$3
This is a MAD Puzzle that was sold in the Warner Brothers Studio Stores in 1993. It is still sealed and in Mint condition.
173. COMPLETELY MAD PAPERBACK BOXED SET MB \$30
Released by Signet books in the late 1960s, this is the first MAD paperback boxed set. It contains eight MAD paperback books, all of which are in VF condition. The box is in VG condition, with corner, edge and surface wear.
174. ALFRED E. NEUMAN SPENCER GIFTS STATUE MB \$5
This is an Alfred E. Neuman statue that was sold in the Spencer Gifts stores in 1998. It is exactly like the Warner Bros. Alfred E. Neuman statue, only smaller. It comes with the original box, which is in full color. Condition of both the statue and the box is Mint.
175. MAD RACING CAR MB \$10
This is a 1:24 scale replica of the Jerry Toliver MAD Funny Car. Sold in the Spencer Gifts stores, this car is one of a Limited Edition set of 2000. It is in Mint condition.
176. SIGNED CLODS' LETTERS TO MAD DIGEST-SIZE PAPERBACK BOOK MB \$200
This is a digest-size copy of the "Clods' Letters To MAD" paperback book. It has been signed on the inside front cover and first page by eighteen current or former members of the "Usual Gang of Idiots". They include: Bob Clarke, William Gaines, Lou Silverstone, George Woodbridge, Joe Orlando, "Duck" Edwing, Jack Davis, Al Feldstein, John Putnam, Al Jaffee, Jerry DeFuccio, Dave Frazier, Nick Meglin, Mort Drucker, Dave Berg, John Ficarra, and Paul Coker Jr. Len Brenner did not sign the book, rather he left his "stamp" of approval. Condition of the book is VF.
177. WILLIAM GAINES "MAD MAN" BOOK MB \$5
This book, published in 1993 by Rourke Enterprises, is a short, biographical account of the life of Bill Gaines. It is 48 pages long and is in NM condition.
178. MAD BOOKS LOT MB \$10
This lot contains a 1st printing "Completely MAD" hardcover book, and a 1st printing "MAD Fold This Book", the latter of which is about the MAD career of Fold-In artist Al Jaffee. Mint.

179. GERMAN MAD "SAMMEL MAD" LOT #2 MB \$20
This lot contains five issues of the German MAD annual, "Sammel MAD". These are bound copies of actual German MAD magazines, four magazines to a book. Included in this lot are Sammel MADs #'s 13, 14, 15, 16, and 17. All are in F/VF condition.
180. GERMAN MAD "MAD MULL" LOT #2 MB \$20
This lot contains four copies of the German MAD book, "MAD MULL". These book are actually bound copies of the German MAD. Unlike the German Sammel MAD books, which only use the regular numbered issues, the MAD Mull books also include German MAD annuals. This lot includes MAD Mulls #'s 1, 2, 3, and 4. All are in NM condition.
181. THE BIG BOOK OF JEWISH HUMOR MB \$3
This book contains a reprinted Fiddler on the Roof movie satire from MAD magazine entitled, "Fiddler made a Goof.". The rest of the book is a compilation of Jewish humor from artists and writers like Woody Allen, Saul Bellow, Lenny Bruce and the Marx Brothers, to name a few. Mint.
182. MAD TRADE PAPERBACKS LOT MB \$20
This lot consists of four MAD trade paperback books, MAD About the Sixties, MAD About the Seventies, and two variations of MAD About the Fifties. The two MAD About the Fifties books have different covers; one is the retail version and the other is the paperback book club version. All of the books are in Mint condition.
183. MAD BIG BOOKS LOT MB \$15
This lot consists of five different MAD Big Books. They are, "MAD's Vastly Overrated Al Jaffee", "Frank Jacobs Zaps the Human Race", "Dave Bergs MAD Trash", "Here's MAD in your Eye" by Dick DeBartolo, and the Spy vs. Spy Big Book. Average condition of the five books is VG/F.
184. MAD FOR KEEPS HARDCOVER BOOK MB \$20
This is a 4th printing of the first MAD hardcover book, MAD For Keeps. The book itself is in VF condition, while the dustjacket is in VG condition, with surface wear and edge chipping.
185. RIDICULOUSLY EXPENSIVE MAD HARDCOVER BOOK MB \$50
This book is complete with all of the bonuses attached, including the record. The book itself is in VF condition with edge wear, while the condition of the dustjacket is VG, with surface wear, edge chipping and faded spine. The minimum bid is low, due to the condition of the dustjacket, but should be higher, given the fact that the record is still attached.
186. GOOD DAYS AND MAD BOOKS LOT MB \$10
This lot consists of both paperback and hardcover versions of "Good Days and MAD, a memoir by MAD writer Dick DeBartolo. Published in 1994 by Thunders Mouth Press, these books are both first printings and are both in NM condition.
187. MAD T-SHIRTS LOT #8 MB \$15
This lot consist of three MAD t-shirts from the mid-1990s. The first has a full color Alfred E. Neuman wearing a baseball cap backwards, the second is black and white and shows Alfred with the sides of his head shaved, and the third has a full color Alfred E. Neuman balancing a POIUYT on his finger. This t-shirt also has the word "Wisconsin" on the front. All three t-shirts are size XL and are in Mint condition.
188. MAD TV EMBROIDERED LONG SLEEVE SHIRT MB \$30
This shirt was given out to staff and castmembers of the MAD TV show. It is made of a heavy knit cotton material, and has an embroidered MAD TV logo on the left breast and an embroidered Q.D.E. (Quincy Davis Entertainment) logo on the back neck area. It is gray and a size XL. This shirt is one of about 30 that were made. It is in NM condition.

189. MAD FREAKS USA FANZINES WITH MAILING SLEEVES MB \$10
 This lot consists of issue #'s 4, 5, and 6 of MAD Freaks USA, an early 1980s MAD fanzine.
 This lot also includes mailing sleeves for two of these issues. Condition of the fanzines is VF, with writing on a few interior pages. The mailing sleeves are in VG condition.
190. 1958 MAD T-SHIRT MB \$500
 This is the first t-shirt that was ever produced for MAD. An ad first appeared in MAD #39 on the inside back cover. Originally sold for \$1.25, it has been sold for a thousand times more than that. A men's size medium, the condition of this shirt is F/VF, with ever-so-slight fading of the silkscreened image of Alfred. There are five small spots above the "OR" in "Worry, one tiny spot on the left shoulder, and a small spot on the right sleeve. Although I am not an expert, I have heard that a bath in Woolite solves many problems for vintage clothing. This might be something to consider if you win this rarity.
191. OPERA NEWS MAGAZINE MB \$10
 This is the Feb. 18, 1967 issue of Opera News. There is a feature article entitled "A MAD Look At Trovatore", which was written by Nick Meglin and drawn by Mort Drucker. Mr. Drucker was also the cover artist for this issue. In VF condition.
192. MAD CHECKLIST #3 MB \$20
 This lot contains the MAD Checklist #3, a two volume compilation. This edition covers MAD #'s 89-136, and also breaks down the Ridiculously Expensive MAD hardcover book. Section One has a yellow cover and Section Two has a pink cover. Both are in NM condition.
193. PIPES AND TOBACCOS MAGAZINE - SPRING 1998 MB \$5
 This is the Spring 1998 issue of Pipes and Tobaccos magazine. There is a feature article on MADs Dave Berg in this issue. Mr. Berg also drew the front cover self-portrait. In Mint condition.
194. AUSTRALIAN MAD POLO SHIRT MB \$20
 This is a beautifully embroidered MAD polo shirt from MAD Wear Int'l. The front left breast features a full color Alfred E. Neuman with a MAD logo and the words, "What-Me Worry", while the back has a large MAD logo on it. Condition of the shirt is NM. It is white and an size XL.
195. PRE-MAD OVERSIZE POSTCARD MB \$5
 This is an oversized Alfred E. Neuman pre-MAD postcard. Condition of the postcard is NM. A regular size pre-MAD postcard is also shown, but only for comparison.
196. PRE-MAD "HOLLYWOOD" POSTCARDS LOT MB \$10
 This lot contains two different pre-MAD "Hollywood" postcards. The first says "I'm in Hollywood. Me Worry" at the top, while the other postcard has "In Hollywood" at the top and "Me Worry" at the bottom. Both postcards are in VF/NM condition.
197. PRE-MAD "LOOKALIKE" POSTCARDS LOT MB \$5
 This lot contains two pre-MAD postcards whose characters bear little resemblance to Alfred E. Neuman. The first has a cartoonish character with caption "Me Worry", while the other has the "All Angels Have Freckles" caption. Both are in VF condition.
198. DON MARTIN GREETING CARDS LOT MB \$10
 This lot consists of twenty-eight different greeting cards with Don Martin artwork. Released by Funny Papers Inc., these cards were produced in the early 1990s. The condition of these greeting cards is VF/NM. Unfortunately, the cards do not have envelopes.
199. NEWSDEALER - FEBRUARY 1959 MB \$100
 This is the February 1959 issue of Newsdealer, a magazine for Independent Distributors. The cover features Alfred E. Neuman riding on a rocket ship while holding as issue of MAD #30. The magazine is in VF condition with surface wear and a single hole punch in the left corner.

200. AUSTRALIAN MAD DENIM SHIRT

MB \$20

This is a denim shirt manufactured by MAD Wear Int'l for the Australian MAD. It is a size XL, and is in Mint condition. There is an embroidered MAD logo on the back of the shirt. The shirt also comes with the original garment tags, both of which are unique MAD collectibles.

201. MAD CRUISE T-SHIRT

MB \$150

This t-shirt was given to the MAD staffers who attended the MAD cruise trip to Bermuda. One of 45 ever made, this t-shirt is very rare. This shirt has been worn and washed, but is still in excellent condition.

END OF SESSION TWO



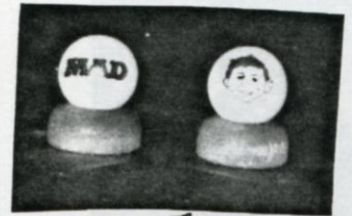
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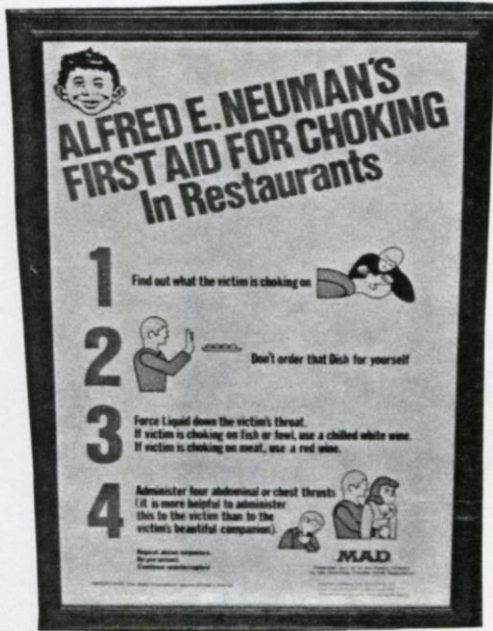
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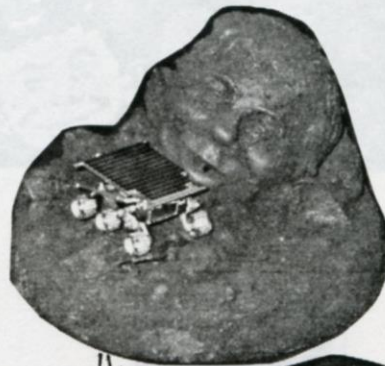
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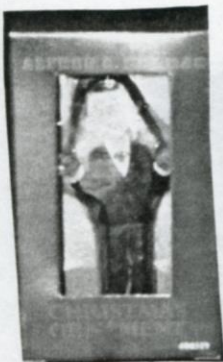
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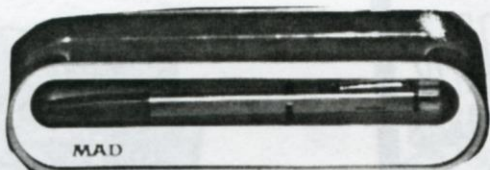
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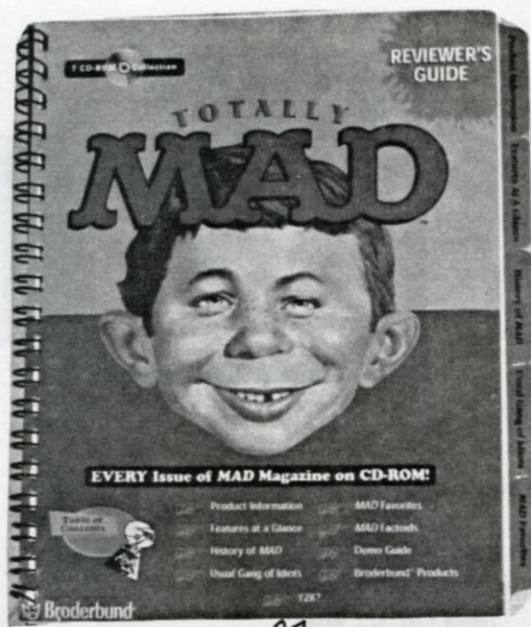
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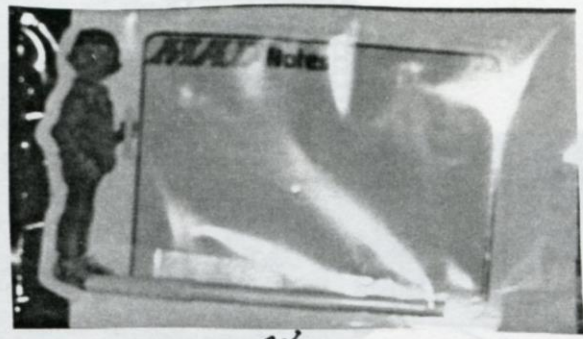
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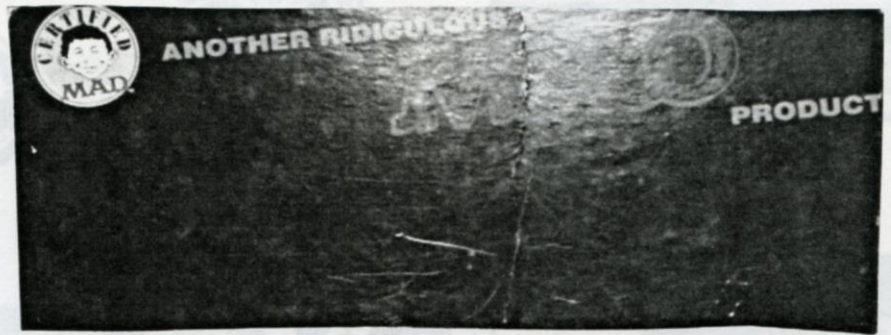
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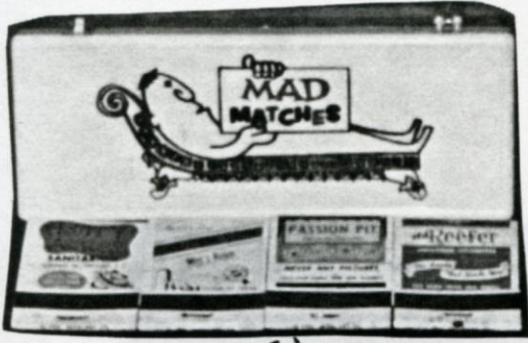
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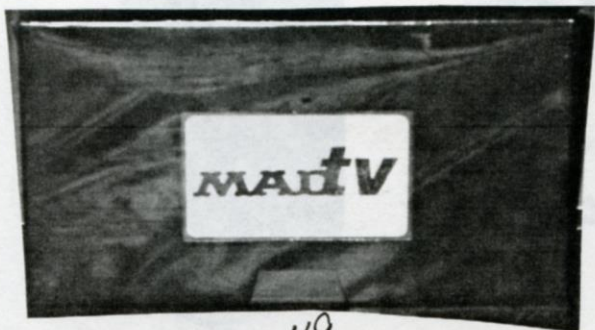
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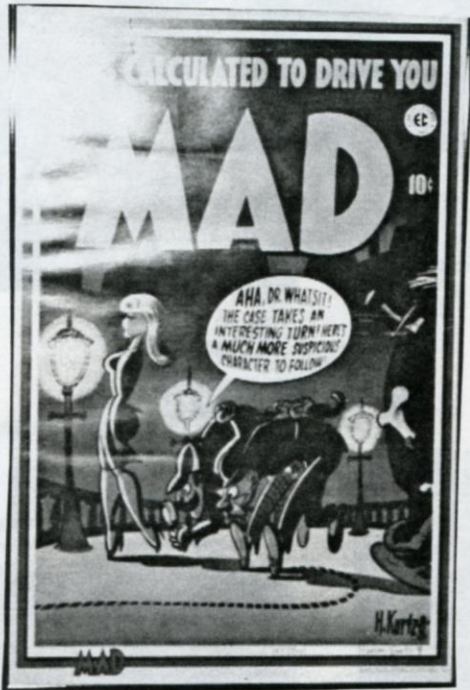
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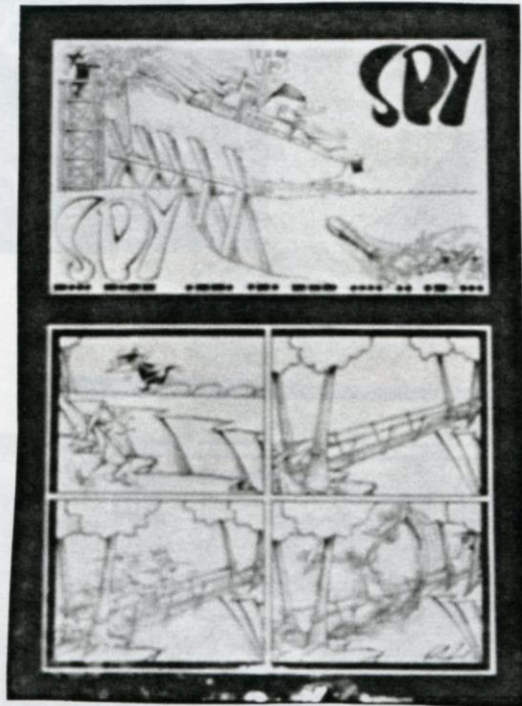
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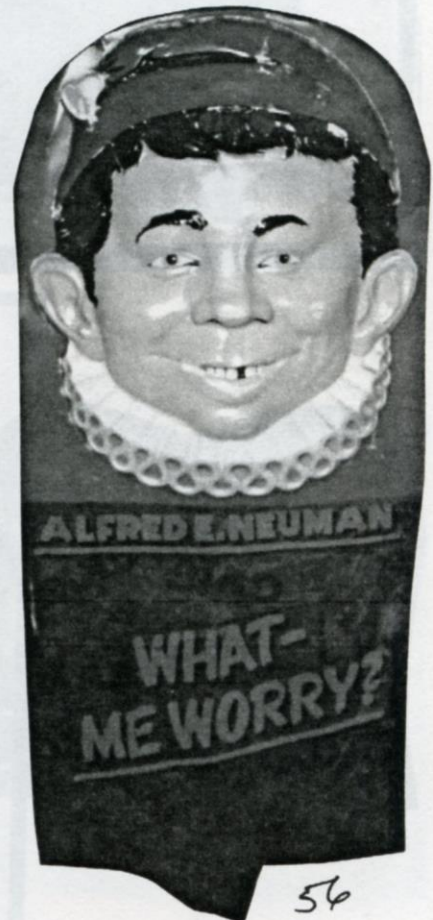
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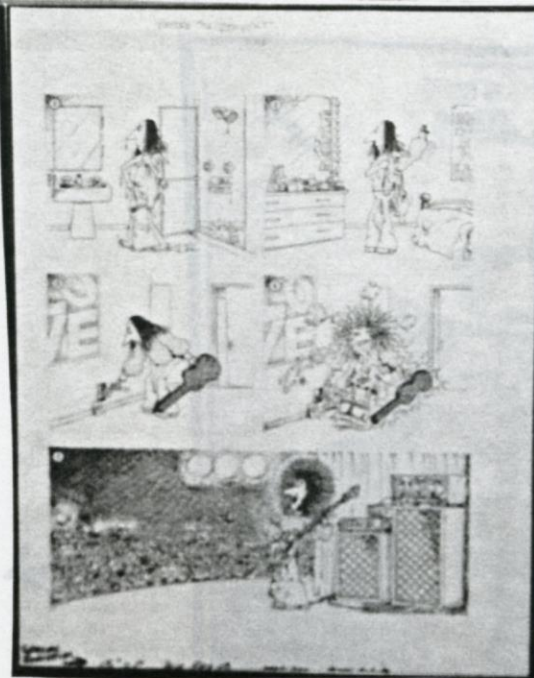
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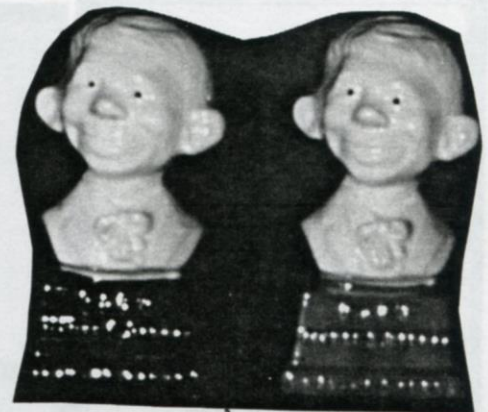
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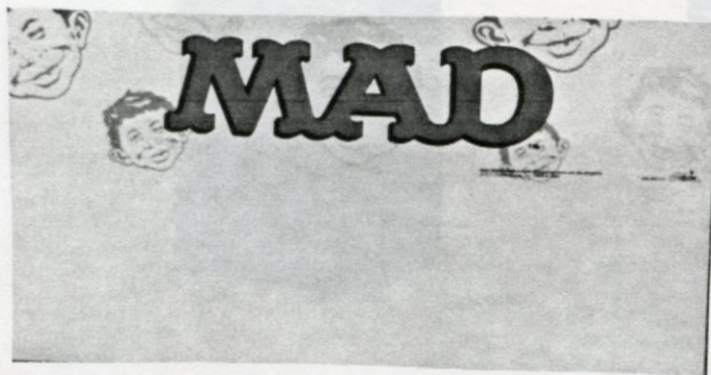
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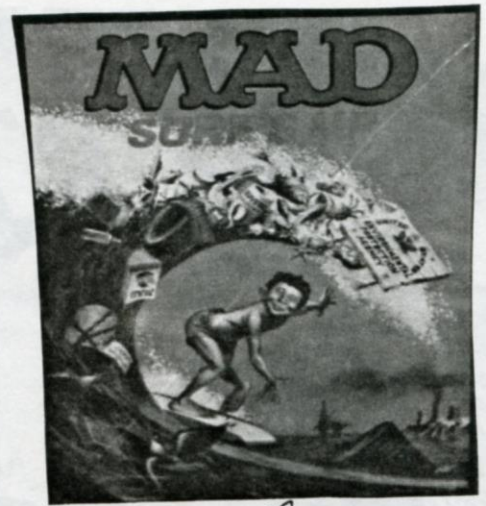
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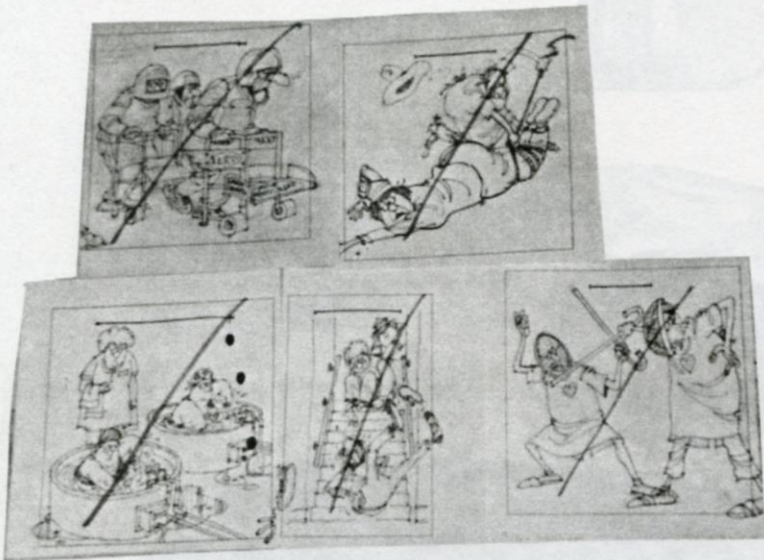
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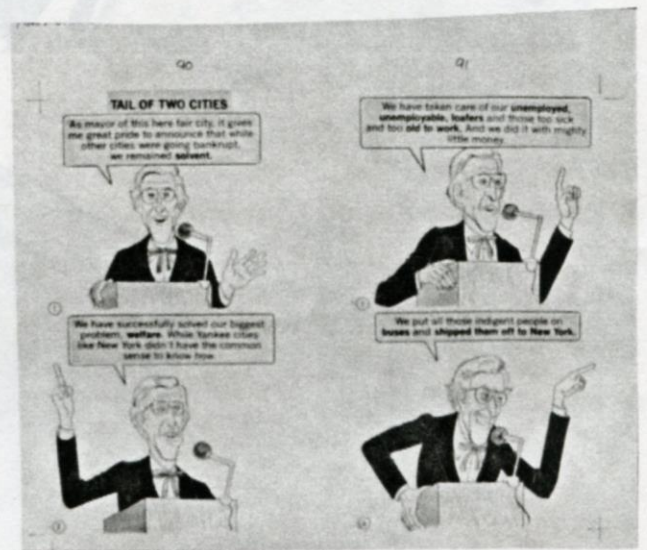
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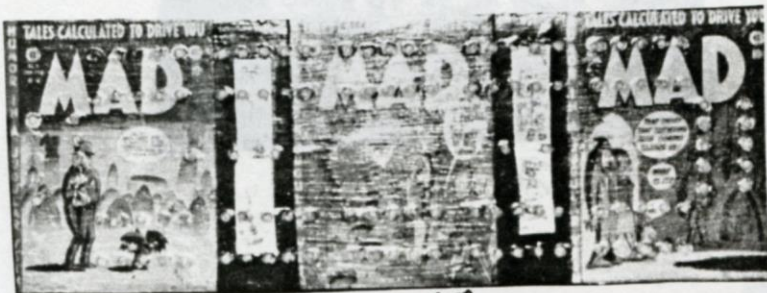
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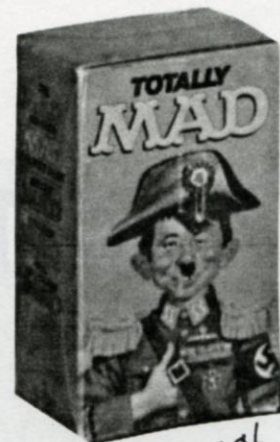
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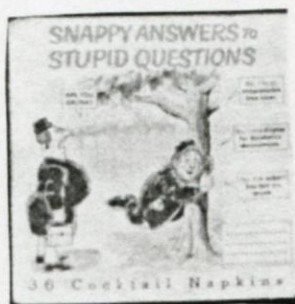
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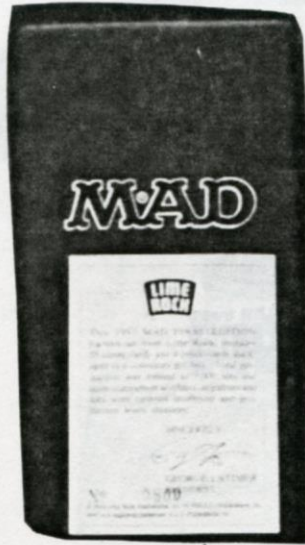


83

COLLEGEVILLE COSTUME
FLAME
RESISTANT
WITH
MASK



85



86



87



89



88



90



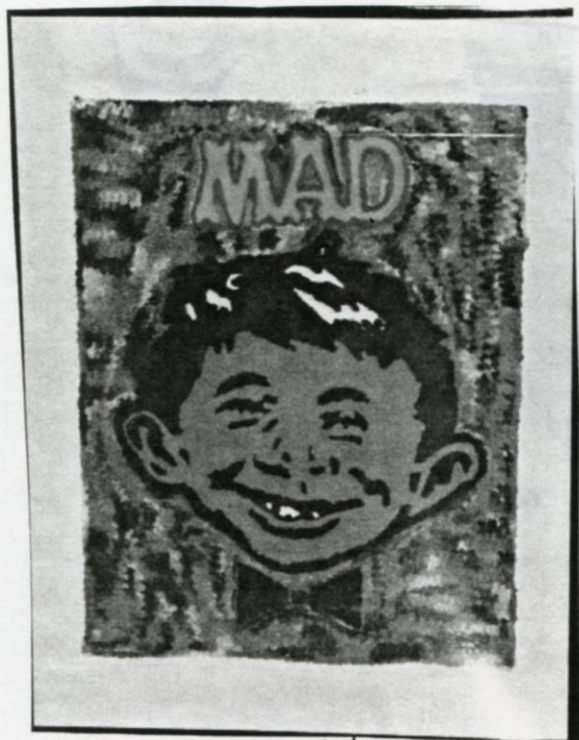
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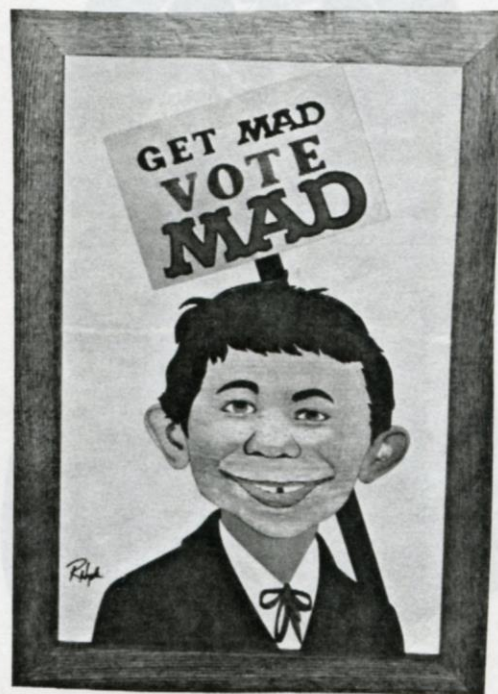
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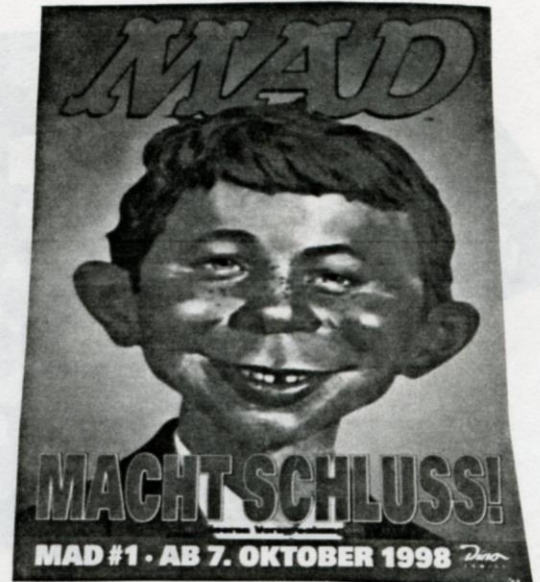
100



98.

Front

Back



99



BACK

101.



Front Breast



102



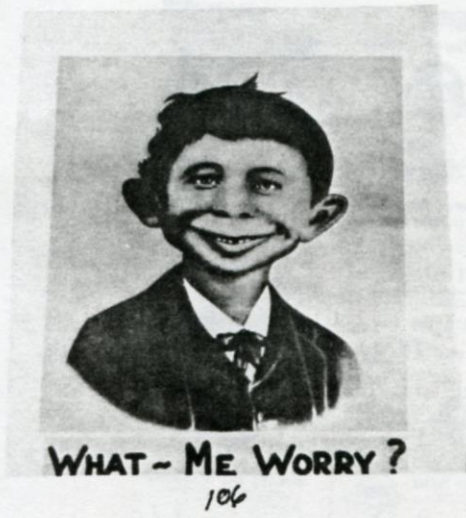
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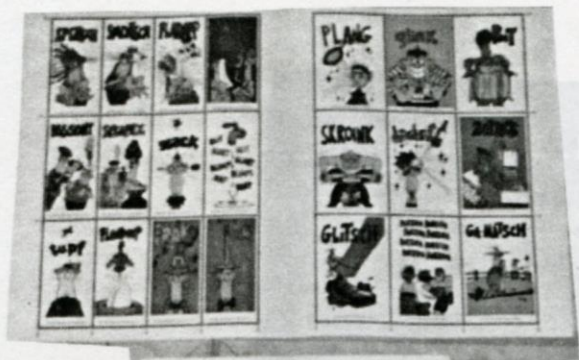
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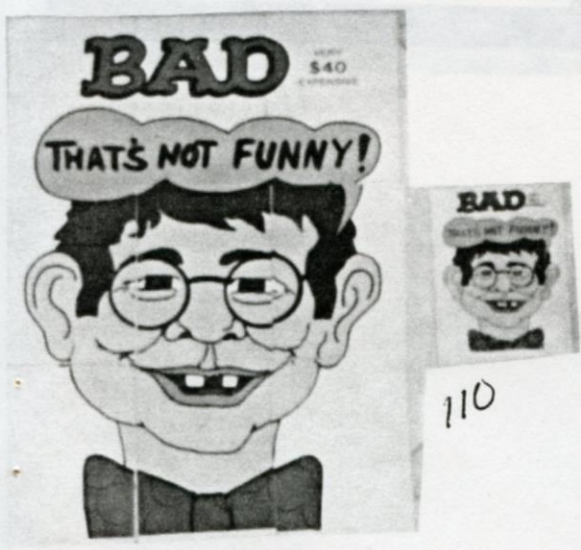
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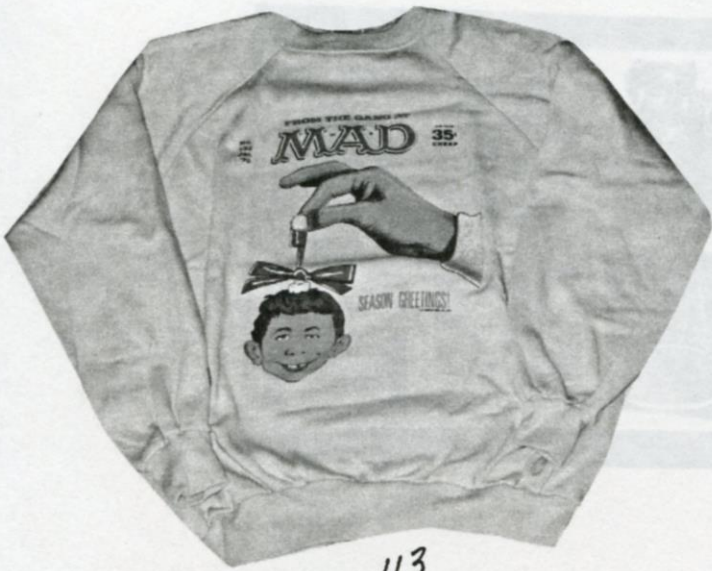
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113



Helps for the Help.



Kaiser Sockit



SHEARS AND SCISSORS

114



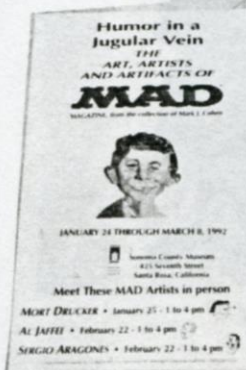
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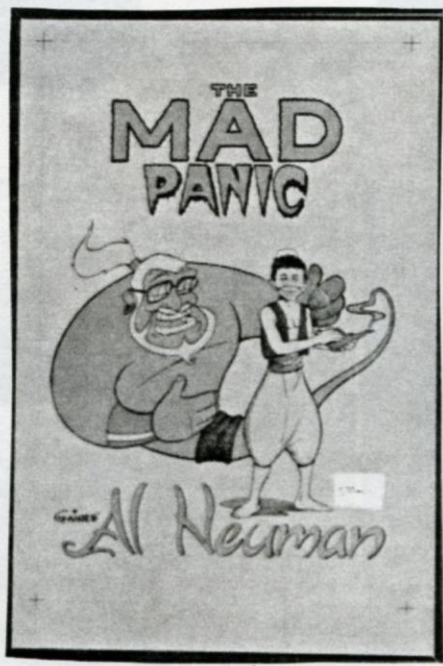
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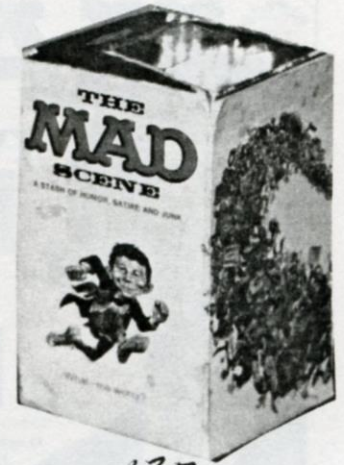
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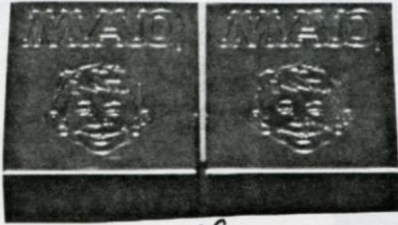
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132 - Hi Fi



132 Stereo



133



134



135



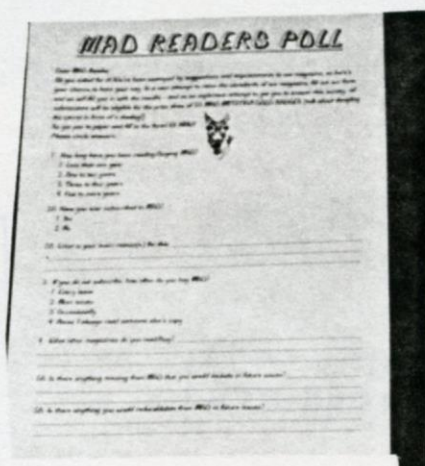
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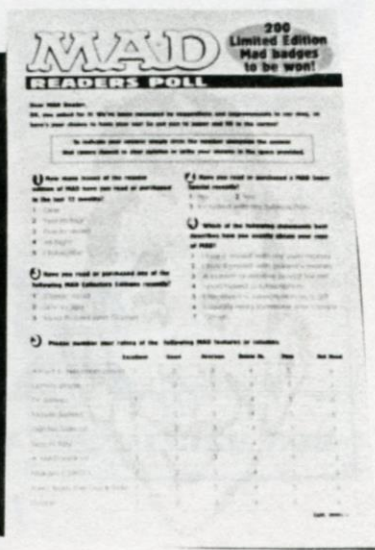
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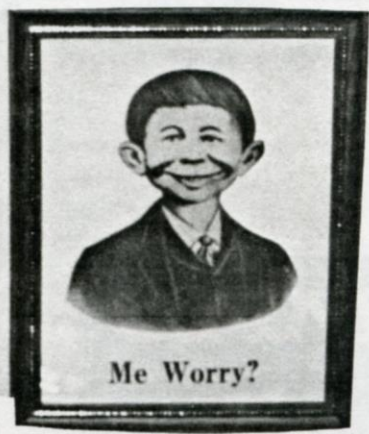
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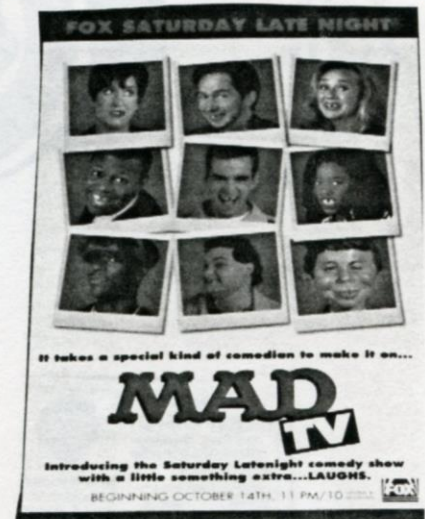
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Back

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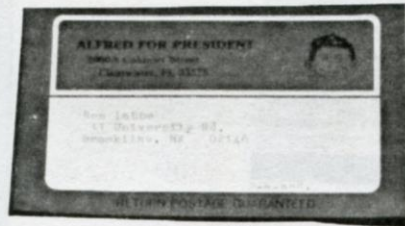
Front



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

-- Candice Bergen

152



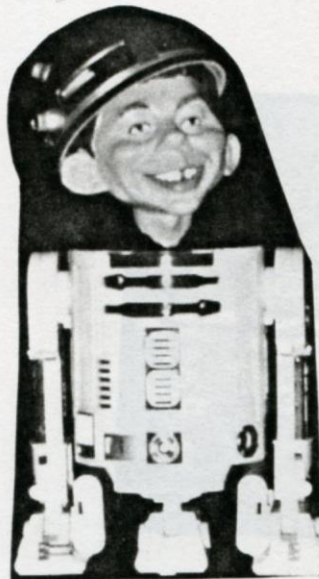
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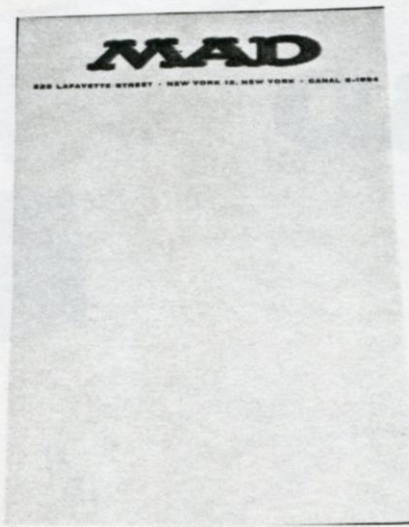
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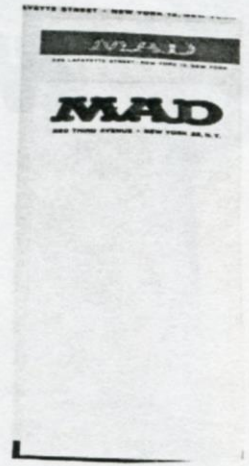
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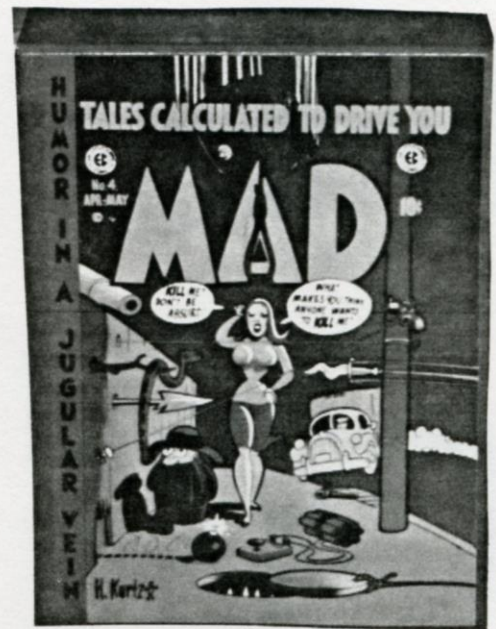
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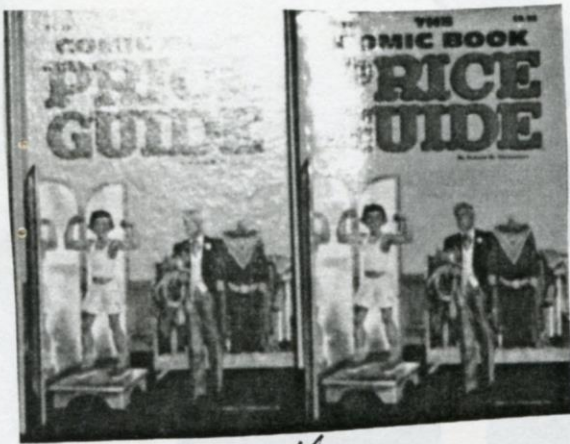
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171-B.



171-A.



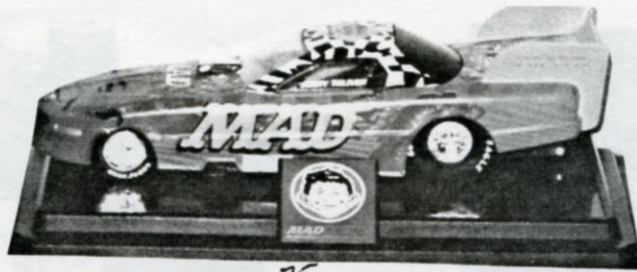
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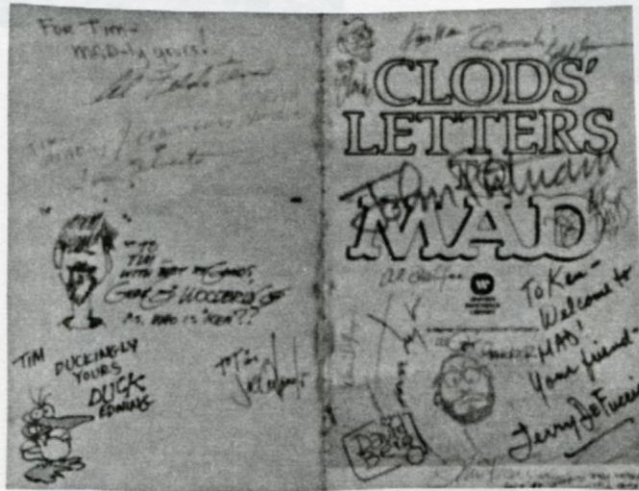
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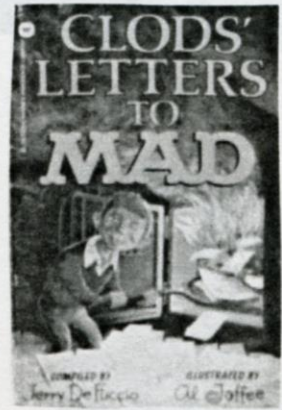
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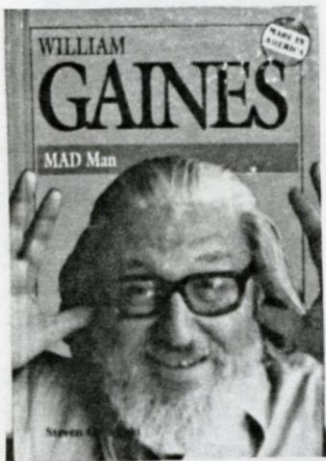
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176 - Inside



176 Cover



177



178



179



180



186.



187



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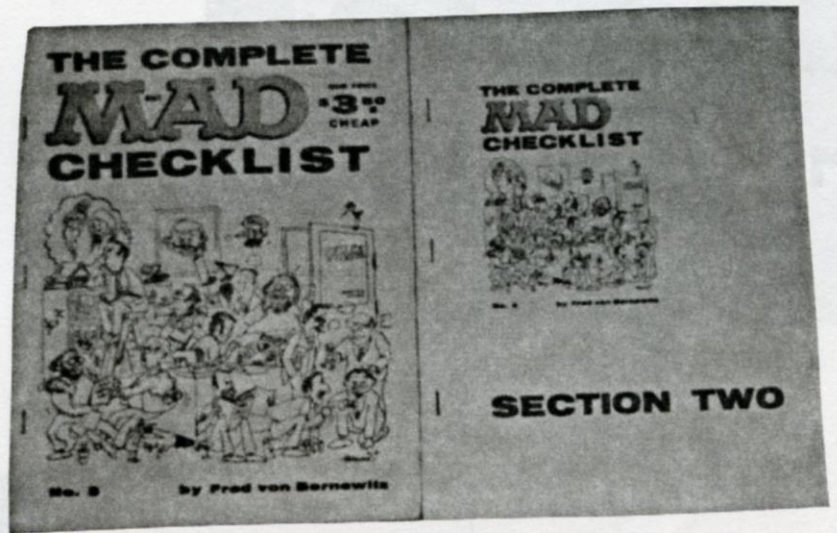
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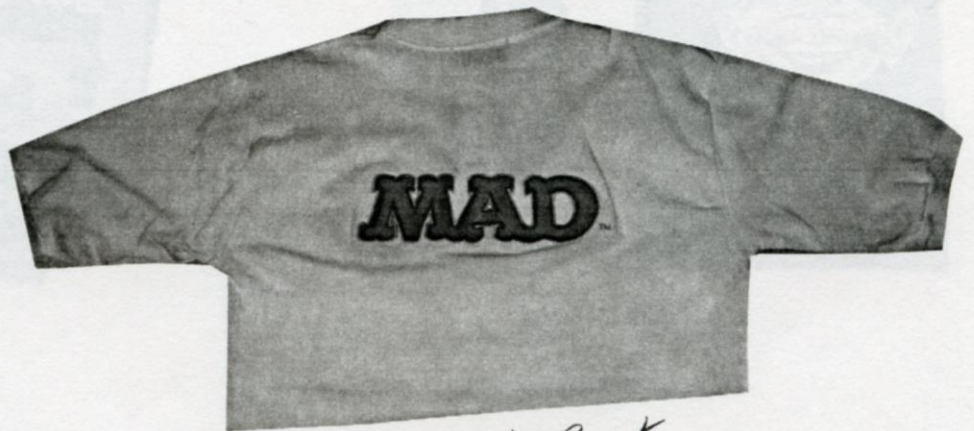
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194-Back



194- Front



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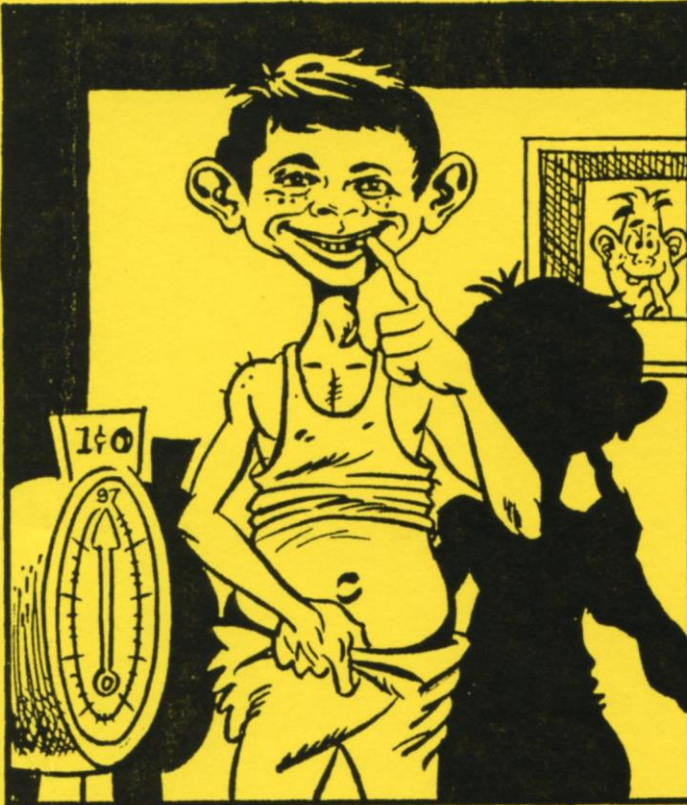
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MAD APRIL FOOL AUCTION

PRICES REALIZED SESSION ONE

Lot #	\$	Lot #	\$
1.	80	51.	17
2.	30	52.	15
3.	32	53.	10
4.	5	54.	* (25)
5.	10	55.	300
6.	75	56.	750
7.	7	57.	11
8.	100	58.	245
9.	17	59.	47
10.	17	60.	125
11.	55	61.	120
12.	55	62.	60
13.	5	63.	25
14.	20	64.	32
15.	27	65.	5
16.	32	66.	33
17.	18	67.	9
18.	20	68.	65
19.	10	69.	10
20.	5	70.	20
21.	16	71.	110
22.	5	72.	550
23.	20	73.	95
24.	12	74.	20
25.	9	75.	130
26.	32	76.	32
27.	110	77.	10
28.	5	78.	22
29.	15	79.	2
30.	40	80.	33
31.	10	81.	37
32.	75	82.	3
33.	65	83.	16
34.	25	84.	37
35.	10	85.	100
36.	16	86.	5
37.	17	87.	16
38.	10	88.	85
39.	35	89.	195
40.	50	90.	16
41.	11	91.	5
42.	14	92.	26
43.	13	93.	16
44.	15	94.	30
45.	35	95.	50
46.	12	96.	50
47.	27	97.	20
48.	7	98.	27
49.	* (10)	99.	5
50.	11	100.	1

NOTE: All items marked with a * were not sold and are available at their minimum bid on a first-come, first-served basis.

MAD APRIL FOOL AUCTION

SESSION TWO PRICES REALIZED

Lot #	\$	Lot #	\$
101.	80	152.	11
102.	16	153.	10
103.	50	154.	11
104.	11	155.	220
105.	11	156.	55
106.	11	157.	20
107.	7	158.	9
108.	3	159.	5
109.	10	160.	* (30)
110.	5	161.	15
111.	4	162.	24
112.	100	163.	210
113.	80	164.	34
114.	65	165.	70
115.	11	166.	27
116.	* (300)	167.	20
117.	500	168.	10
118.	32	169.	45
119.	160	170.	24
120.	22	171 a.	15
121.	160	171 b.	16
122.	5	172.	13
123.	42	173.	60
124.	11	174.	17
125.	32	175.	10
126.	10	176.	* (200)
127.	55	177.	35
128.	11	178.	10
129.	27	179.	20
130.	1200	180.	20
131.	29	181.	3
132.	20	182.	20
133.	11	183.	15
134.	25	184.	44
135.	80	185.	127
136.	32	186.	10
137.	10	187.	17
138.	22	188.	121
139.	5	189.	22
140.	11	190.	900
141.	7	191.	22
142.	27	192.	27
143.	55	193.	5
144.	5	194.	55
145.	24	195.	5
146.	30	196.	19
147.	10	197.	6
148.	3	198.	85
149.	135	199.	185
150.	22	200.	47
151.	15	201.	150

NOTE: All items marked with a * were not sold and are available at their minimum bid on a first-come, first-served basis.

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