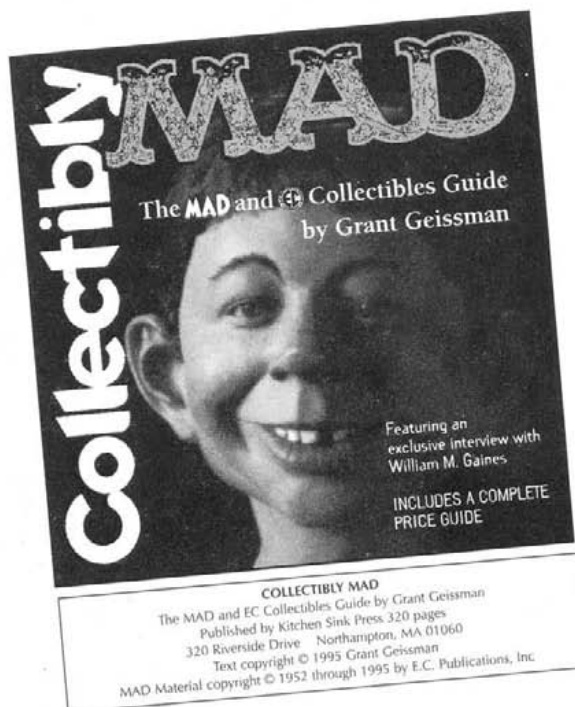


Webster defines a Collectible as "a cultural object other than an antique or such traditionally collectible items as stamps, coins or works of art that is the subject of fancier interest." Hecky Fankwaller defines a Collectible as "A needless and space-wasting item that was a complete and utter waste of a person's time to acquire in the first place." When it comes to MAD Magazine products, gimmicks and memorabilia, you can see just how wrong Webster was! (Way to go, Hecky!) Even so, we're still happy to present this excerpt from the just-released COLLECTIBLY MAD — The MAD and EC Collectibles Guide by Grant Geissman, published by Kitchen Sink Press! In our 43 years, MAD has occasionally created unusual products, many of which are rare collectibles — mainly because no one bought them when they were on sale the first time! COLLECTIBLY MAD presents dozens and dozens of these products, the stories behind them and a complete price guide! So enjoy this five-page excerpt — it too is sure to become a collector's item!



The Mad Magazine Game

In 1979 Parker Brothers released a board game inspired by *Mad*, entitled *The Mad Magazine Game*. Artwork on the box lid was by Jack Davis. A popular game upon introduction, it even outsold *Monopoly* for a time; the objective, however, was to lose all your money. The game was unavailable by the mid 1980s, and in 1988 a new edition in a slightly larger box was brought out, as the *What-Me Worry?* game; the *Mad* logo appears prominently on the box. Foreign versions exist; the example shown is a Canadian product that was exported for sale in Japan (with a tipped-in instruction sheet in Japanese).

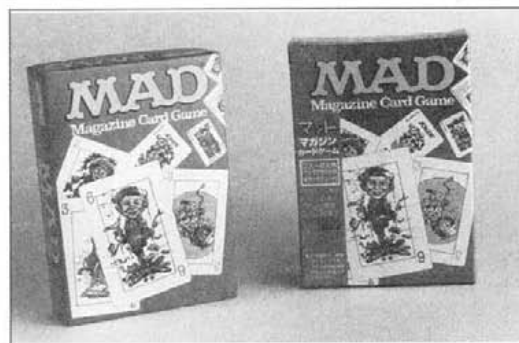


Mad Magazine Game (1979): \$25
"What-Me Worry?" Game (1988): \$15
foreign versions: \$35

Mad Magazine Card Game

Parker Brothers released a companion to *The Mad Magazine Game* in 1980, entitled *The Mad Magazine Card Game*. Artwork on the playing cards and box was again by Davis; the objective was to lose all your cards. Unlike its companion game, the *Mad Magazine Card Game* has been unavailable for a number of years. Foreign versions of the game exist; the example shown was made for sale in Japan.

Mad Magazine Card Game (1980): \$20
foreign versions: \$30



Mad Records

Musically Mad

In 1959 RCA Victor released the long playing album *Musically Mad* ("mis-led by Bernie Green with the Stereo Mad-Men"), with narration on several cuts by comedian Henry Morgan. Morgan was a contributor to *Mad*, and Green was Morgan's longtime musical collaborator. Liner notes were provided by Al Feldstein, and for the back cover Wallace Wood drew thirteen b&w illustrations, one for each track. The front cover used a detail from Norman Mingo's classic cover to *Mad* #30. Green's style was not unlike Spike Jones's, and the record's highlights (lowlights?) include an anvil chorus, dog barks, and a man who plays melodies on his hands (Joseph Julian). *Musically Mad* was issued in both monaural and "Living Stereo," which is harder to find. Promotional (disk jockey) copies also exist. RCA Victor was quite a powerful record company at the time (being the home of Elvis Presley) and the album enjoyed good distribution; *Musically Mad* is therefore not difficult to find in record collecting circles. A house ad plugging the album appeared in *Mad* #46 (April 1959), but the album's concept was probably lost on the majority of the *Mad* readership, as it was neither satirical enough nor wacky enough to capture the spirit of *Mad*.

Musically Mad LP (1959): mono \$35/stereo \$50/promo \$50



Mad Twists Rock 'n' Roll

Released in 1962, the LP *Mad Twists Rock 'n' Roll* captured both the spirit of *Mad* and the early 1960s Brill Building songwriting style it was parodying. Included are such titles as "Please, Betty Jane, Shave Your Legs," "When My Pimples Turned to Dimples," and the now-classic "She Got a Nose Job." Written and produced by Norm Blagman and Sam Bobrick, the record featured performances by Jeanne Hayes, Mike Russo, and The Dellwoods. The label, Big Top Records, had rather weak distribution and while not rare, *Mad Twists Rock 'n' Roll* is somewhat difficult to find. A one-sided paper flexi-record of "She Got a Nose Job" appeared in the 5th annual edition of *The Worst From Mad*.

Two songs that appear on *Mad Twists Rock 'n' Roll* were released earlier on RCA Records, credited to the "Sweet Sick-Teens," as a 45 rpm single (RCA #47-7940) and as a 33 1/3 rpm single (RCA #37-7940). RCA declined to release the rest of the material, and it was put out under *Mad*'s aegis.

Mad Twists Rock 'n' Roll (1962): \$35-\$50, promo copy \$45-\$60

"Sweet Sick-Teens" single, RCA: 45 rpm version \$25, 33 1/3 rpm version \$40



Mad cufflinks and tie tack



Mad Jewelry

On the inside front cover of *Mad* #33 (June 1957) appeared an ad for one of the two items *Mad* collectors lust after the most: the five styles of *Mad* jewelry. Molded in "stunning satin silver plate" by the now-defunct Astrahan Co. of N.Y., the pieces include a lapel/scatter pin, tie tack, cufflinks, key chain, and charm bracelet. All pieces sold for \$2.00 each, except the cufflinks at \$3.00 a pair. Gaines reported that 1,000-2,000 pieces were sold, making *Mad* jewelry extremely rare today. As far as can be determined, no single collector has all five styles. The jewelry ceased to be offered by issue #41.

Jewelry (1957), cufflinks, lapel pin, charm bracelet, tie tack, key chain:

\$150-\$200 each



Mad T-shirt



Mad Straight Jacket

Mad T-shirt and Straight Jacket

Shortly after introducing the jewelry, *Mad* offered its first T-shirt. The first shirt ad appeared on the inside back cover of issue #39 (May 1958; Al Feldstein, Nick Meglin and Jerry De Fuccio appear in the photo). The shirts were manufactured by the sister-in-law of EC artist Johnny Craig, sold for \$1.25, and came in men's and boy's sizes. Alfred's face is silkscreened in five colors and the captions "What-Me Worry?" and "I Read *Mad*" are screened in red and blue, respectively. Three or four thousand were sold, but few are in the hands of collectors.

The *Mad* Straight Jacket, as with the jewelry, is discussed in hushed and reverential tones among longtime collectors, because so few are known to exist. The first ad for the jacket appeared in issue #46 (April 1959) and it ceased to be offered after issue #53 (March 1960). The jacket is designed to look like a real straightjacket, but there are deep pockets in the front to allow the wearer to pull his or her arms in and out. The image of Alfred and the caption "What-Me Worry? I'm wearing my *Mad* Straight Jacket" are silkscreened in a similar fashion to the *Mad* T-shirt, and there was a working padlock on the back. Gaines reported sales of about 1,500. The Straight Jacket is one of the rarest and most *Maddening* collectibles to find.

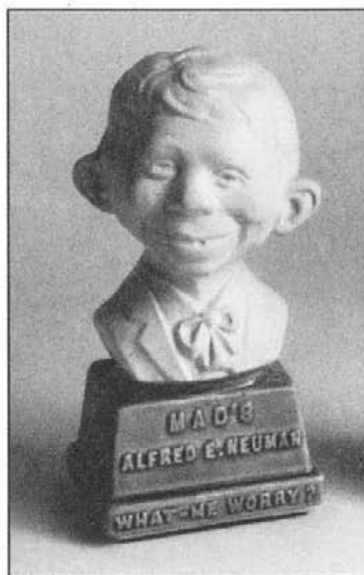
Straight Jacket (1959): one example sold at auction in March 1992 for \$2,500; another sold in June 1994 for \$3,440

T-shirt (1958, sold through Mad): one sold in January 1992 for \$450

Busts of Alfred E. Neuman (china bisque)

In issue #53 (March 1960) *Mad* began offering two sizes of china bisque busts of Alfred E. Neuman, probably as a play on the small bisque busts of composers like Mozart and Beethoven popular at the time. Two sizes were offered, a 5 1/2" piece for \$2.00 and a 3 3/4" size for \$1.00. The model for the head was sculpted by Kelly Freas and the busts were manufactured by Contemporary Ceramics of Chatham, New Jersey. Prices for the busts have escalated sharply in recent years. The large version is more difficult to find. Reportedly, of the largest size (7" tall) prototypes that were made, Feldstein preferred the fully glazed version while Gaines preferred the unglazed version, so a compromise was reached with the base glazed and the head unglazed on the production models. In all probability, only a few thousand of these were sold as they were available only through ads in *Mad*. Counterfeit busts appeared in the Pacific Northwest around 1992. These are slightly smaller than the large bust, are lighter in weight, and have red felt bottoms.

Busts, china bisque (1960): 5 1/2" size \$350-\$400
3 3/4" size \$275-\$325
7" prototype bust, no reported sales
Counterfeit bust \$50



Mad Bust



Fully-glazed prototype

Aurora Alfred E. Neuman Model Kit



In 1965 Aurora, maker of plastic model kits, issued an Alfred E. Neuman kit for \$1.49. The model came complete with four different signs ("Down with TV, school, etc.," "Listen to the Voice of Experience," "Love thy Neighbor," and "Honesty is the Best Policy") and four sets of arms. Norman Mingo provided the full color Alfred portrait for the box, but the likeness on the model itself leaves something to be desired. The kit is sought both by *Mad* and plastic model kit collectors. A premium is put on kits that are "mint in box," meaning unopened and wrapped in the original cellophane. Also desirable is the fully-painted factory production model used for display purposes in hobby shops; this version is quite hard to find. A version of the model with bi-lingual packaging (in English and French) was made for sale in Canada. The 1965 Aurora catalog is called "Alfred E. Neuman presents Aurora" and features Alfred on the cover.

Model kit, Aurora (1965): kit in sealed box \$225-\$275, nice "built up" \$75-\$90
factory-made demo \$275-\$325, 1965 Aurora catalog with Alfred on cover \$100

Alfred E. Neuman Halloween Costumes

In 1960 Collegeville Costumes issued two versions of costumes bearing the likeness of Alfred E. Neuman; a photo of the costumes appeared in the letters column of *Mad* #59. In a 1989 letter Gaines reported "very poor sales" of the costumes, and indeed these items are seldom encountered today. Of the two, the larger "Mardi Gras walk along" is much more rare than the "conventional costume and mask." No example of the box for the "Mardi Gras" version could be found for inclusion in this book, but the "conventional" costume came in a generic box with "Mad-(What-Me-Worry?)" stamped on the side, along with the costume size and an EC Publications copyright.

(See "The New Collectibles" [section two, chapter twelve] for the "Alfred E. Neuman Disguise Kit" and "Alfred Ears.")



Conventional



The Mad-men pose in Alfred E. Neuman masks on an early Mad trip; each mask today would be worth \$50-\$100. Gaines is standing second from left.

Halloween costumes (1960):
conventional, in box
\$350-\$400

Mardi Gras walk-along \$375-\$425, add \$50 for box



Mardi Gras walk along

MAD Neckties and Boxer Shorts

Watson Brothers released a full line of *Mad* neckties and boxer shorts, in late 1992. The garments were sold in Canada exclusively at Eaton's Department Store; the neckties were later offered in the United States at Sears. The neckties were available in at least ten different *Mad* designs and four *Spy vs Spy* designs. The boxer shorts came in two *Mad* designs and two *Spy vs Spy* designs. The items were all available in several different colors as well.

Neckties: retail \$35 (Canadian)

Boxer shorts: retail \$19 (Canadian)

