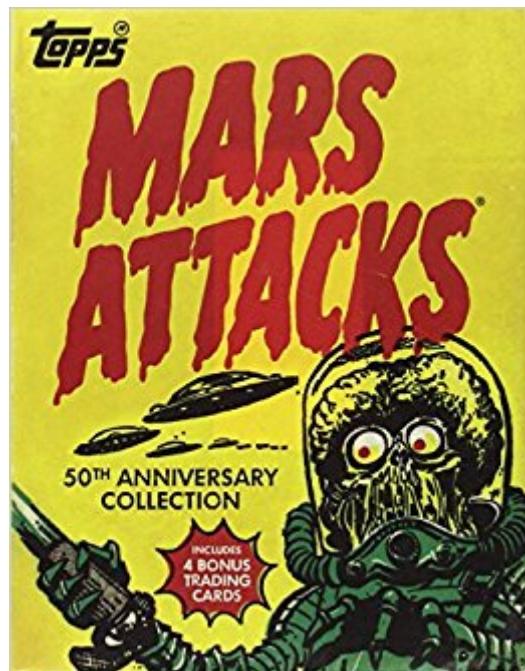


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# Mars Attacks (Topps)



## Synopsis

In celebration of the 50th anniversary of Mars Attacks, this comprehensive book is the first-ever compilation of the infamous science-fiction trading card series produced by Topps in 1962. Edgy, subversive, and darkly comedic, this over-the-top series depicting a Martian invasion of Earth has a loyal following and continues to win new generations of fans. For the first time, this book brings together high-quality reproductions of the entire original series, as well as the hard-to-find sequel from 1994, rare and never-before-seen sketches, concept art, and test market materials. Also included are an introduction by series co-creator Len Brown and an afterword by Zina Saunders, daughter of the original artist, providing an insider's behind-the-scenes view of the bizarre and compelling world of Mars Attacks. Includes four Mars Attacks trading cards. Includes preliminary sketches and artwork, including a facsimile of the original trading card mechanical on the inside back cover, with reproduction of the 1962 handwriting from the original Topps production department. Praise for Mars Attacks: "The best thing about this 50th-anniversary book is that it frees Mars Attacks from rose-tinted memory." • "NPR.org" The work produced by writer Len Brown and artist Norm Saunders, collected now in the anthology Mars Attacks: 50th Anniversary Collection . . . continues to pass muster as a lurid snapshot of sci-fi paranoia at its most pulp-fictiony. • "Wired.com" It's like a mini-museum of alien grotesquerie between two solid covers, depicting all the iterations of the series, with further treatments by modern illustrators, and sketchbook reproductions, and names, dates, and times. Oh, and? And there are four bonus trading cards included with each copy of this graphic and texty artifact. • "AustinChronicle.com" It's a true gem of American pop culture history that should be a centerpiece on any true geek's coffee table. • "The Houston Press Art Attack blog

## Book Information

Series: Topps

Hardcover: 224 pages

Publisher: Harry N. Abrams; Includes four Mars Attacks trading cards edition (October 1, 2012)

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## Customer Reviews

The Topps Company, Inc., founded in 1938, is the preeminent creator and brand marketer of sports cards, entertainment products, and distinctive confectionery. Len Brown, former creative director at Toppsâ "where he worked for over 40 yearsâ "is the co-creator of Mars Attacks. He lives in Texas. Zina Saunders is an author, illustrator, and animator. She lives in New York.

Can you smell the Bazooka Joe bubble gum?? I swear, Abrams somehow permeated this book with Eau-de-Bazooka Joe! Fantastic!This is one amazing book! In every way! The dust wrapper is lovingly made with a semi-transparent paper that mimics the original Mars Attacks pack wrapper. The text, mostly by Len Brown who is well-known to us card, comic and monster-mag fans, presents the most in-depth portrait of Woody Gelman (of Topps and Nostalgia Press) that I've ever read. Zina Saunders, the daughter of the painter Norm Saunders who painted most of the finished cards over Bob Powell's pencils, also contributes an excellent and touching account of the "Mars Attacks" days with her dad. And the cards... these are the finest reproductions I've ever seen. Even better than the originals. I'm a big fan of Topps' 1994 reissue set, but this book's repros are the best. The original (and 1994 reissue) cards were about 2.5" x 3.5". The repros in this book are about 3" x 4.25". Needless to say, gorgeous repros of all 55 original cards, full page, with the back of the card on the facing page, are included. The card images are crystal clear. The reason? The book's repros are shot from the ORIGINAL TRANSPARENCIES! This is the ultimate Mars Attacks book!Also included are the 11 cards from the extended 1994 set, as well as various other random magazine premiums and Screemin' cards.The book is a treasure. I sold my set of Mars Attacks cards in 1965 for \$1, and have regretted it ever since, but this book makes up for it. Thank you, Abrams!!

When these came out for sale, we combed our entire small town on Halloween night and by focusing only on Mars Attacks cards offered as treats we were able to collect the entire set! We spent two hours sorting through probably a hundred packages and towards the end of them, when we were fearing coming up short, we found the one we lacked. All four of us kids leaped, whomped and hollered for fifteen minutes that we'd completed the entire set. After several moves they were

never seen again, except for Zelda's (?) website. When Topps released it, I had to get it. Mars Attacks, one of the most violent, lurid and outrageous cards sets ever produced. Back then we wouldn't show our Moms what they were."Destroying a Dog" was the card that made me hate the Martians the most. I felt bad for the kid attacking the Martian because you knew he'd be fried next. As most have stated, this is the next best to having an original card set!!

The Mars Attacks card set featured artwork portraying a Martian invasion of Earth and all the horrors it would entail. This book is perfectly formatted to portray the collector cards, with the "front" artwork on the right and the "back" descriptions on the left. Interesting, but the producers made too much of the over-the-top science fiction themes of the 1950s (giant bugs, shrink rays, etc.) and not enough portrayal of the invasion as a global one. The book also includes info on the background of the series, which was considered very gory when it came out (1962). Also includes newer cards produced for the 1994 re-release in conjunction with the movie and some more cards attached to the inside cover of the book.

The book is really cool but what I did not like was I received a book that I feel was pre owned I say this because some one wrote in the back of it in script using a pencil I will upload a photo to show what I am talking about to me this is total BS I paid for a book NEW and I got what I wrote here about

So cool! Wax-pack cover is awesome and contents are a treat. Background info is great, but would like a little more. Thought the book itself would be much larger, but doesn't hurt it any.

In the early days of film, movies were often adapted from books or plays. Nowadays, the sources tend to be more varied: old TV shows, video games, amusement park rides and comic books. It is pretty rare, however, to see a movie based on a set of trading cards, but back around the turn of the century, Tim Burton did a version of Mars Attacks. Now, Topps, the trading card company behind the original cards, has come out with a book celebrating them on their 50th anniversary. Briefly, the history: in 1962, Topps came out with a set of 55 cards telling the story of a Martian invasion of Earth. The front of the cards would illustrate something from the invasion, typically, a relatively graphic version of the Martians (or their giant insect minions) killing people in creative and/or vicious manners. The back of the card would provide text describing what was going on. From a storytelling standpoint, Mars Attacks has all sorts of plot holes, but with only the backs of 54 cards to tell the

tale (the 55th was a checklist card), you can't expect true literary quality. From the standpoint of a pre-teen boy (the target audience), the story was probably better than Shakespeare. This book gives the full history of the cards and the struggle against the so-called pillars of society who protested them. More than that, we get pictures of all the cards and their texts plus lots of supplemental art (and four exclusive trading cards as well!). If you're a fan of 1950s-style science fiction and the art that often accompanied it, this book is a pure pleasure.

Lo! these many years ago, when I was in grade school, I had a dozen or so of the original bubblegum cards. I had never seen the complete set, and this fixes what I missed more than 50 years ago. Pages show both the original (sexiest, brutal, gory) artwork and the text from the backs of the cards. The book mentions the related Civil War cards, of which I had a couple dozen. I'll probably have to get that book, too.

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