

# Positive Feedback

## Misfits single sells for \$8,239 — horrifying!

Welcome to the first edition of "Positive Feedback." This column will focus on music collecting through online auctions, including eBay. We'll profile both buyers and sellers to get the inside story on some of music's most-wanted collectibles, including those not necessarily found in collectors' guides, and reveal how, when and why they change hands.

Kicking things off is the tale of an extremely rare Misfits single and the collector who was ready to shell out more than the \$8,239 he recently paid for the coveted 45.

It's considered the holy grail of Misfits collectibles, the black vinyl issue of "Horror Business" (Plan 9: PL1009, 1979). To own one of these records — only an estimated 25 were made — is quite the collecting coup, but Umberto D., 35, wasn't happy with the current centerpiece of his collection. "I purchased a black 'Horror Business' early last year," he said. "I was not satisfied with the condition, which was graded at a G+, and like most collectors unhappy with the condition of a piece, I was looking to upgrade my copy." However, nothing prepared him when he actually saw a near-mint version of the record up for auction on eBay.

"Most of these high-end items often are sold between collectors outside of eBay," he said. "I have been hunting down this record for a long, long time... so, to say the least, I was shocked."

On Dec. 5, 2004, persistence paid off for the New York City collector, who outbid 16 others and paid \$8,239 for the record. "I passed on a copy many years ago, which was being bid on a private auction, because a collector friend wanted to bid on it," he said. "So rather than bid on it, I was patient and waited my turn for another one to come up." According to Umberto, other copies of this record had previously sold for upwards of \$10,000.

According to [misfitscentral.com](http://misfitscentral.com), the rare record was recorded Feb. 28, 1979, at an abandoned haunted house in northern New Jersey. A very limited release of 25 black-vinyl copies were distributed at a performance June 26, 1979. According to collectors, most of these copies were also circulated in a large black, white and purple Crimson Ghost envelope with a biography and band photograph.

A yellow-vinyl release of "Horror Business" (also Plan 9: PL1009) was released in August. 2,000 copies are known to exist; however, 20 of these



The extremely rare Misfits' "Horror Business" 45.

have a double A-side (the result of a pressing-plant error).

Formed in 1976 in Lodi, N.J., The Misfits (named after Marilyn Monroe's final movie), went through several personnel changes but originally featured Glenn Danzig on vocals, drummer Manny Martinez (then later Mr. Jim), bassist Jerry Only, and Franche Coma on guitar. The band's blend of hardcore "horror" punk made them a favorite among fans who would pack New York City-area clubs to hear them. In 1983, Danzig left to form Samhain and later what would become a successful self-named band. The Misfits continue to tour and release new material (led by original bass player Only).

Umberto lays claim to having one of the most complete collections of Misfits items, including the rare "Halloween" single with the black-and-white sleeve (Plan 9: PL1017, 1981, 10 are known to exist), and the "Legacy Of Brutality" (Plan 9: PL9/06, 1986) on pink vinyl (16 are known to exist).

"I don't see it any differently than someone paying top dollar for any other record or piece of music memorabilia. The thing that makes this a little different is that this is the first time a record from this genre has commanded such a high price. From my perspective, it's an appreciation of the music and imagery created by The Misfits, and I enjoy collecting all things associated with it," he admitted.

As for his other "Horror Business" record, "I made an agreement with another collector who agreed to buy my G+ copy for 80 percent of the final auction price," he said.

Have a story idea for *Positive Feedback*? Contact me at [www.isleofwrite.com](http://www.isleofwrite.com).

— Lisa Wheeler

Web site of interest  
<http://misfitscentral.com>