

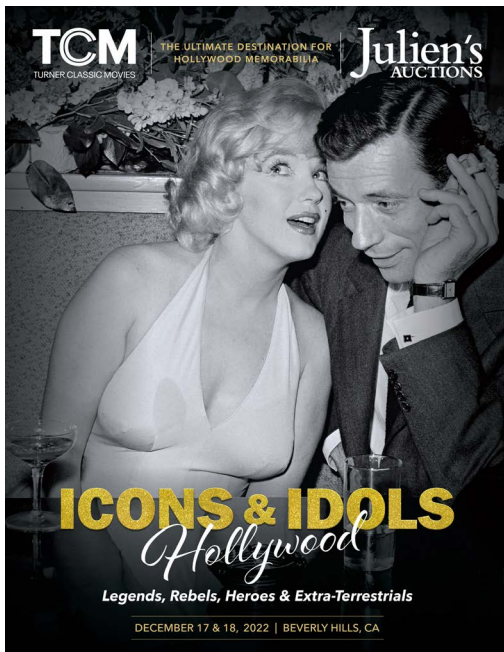


THE ULTIMATE DESTINATION FOR
HOLLYWOOD MEMORABILIA

Julien's
AUCTIONS

For Immediate Release:

JULIEN'S AUCTIONS AND TURNER CLASSIC MOVIES (TCM) ANNOUNCE AN EXCLUSIVE COLLECTION OF MARILYN MONROE'S MOST ICONIC WARDROBE, MEMORABILIA AND PERSONAL EPHEMERA



A Historic Discovery from Marilyn Monroe's Archives—a Greeting Card from Monroe's Father - the Only Known Communication Written by the Star's Long-Lost Parent to his Famous Daughter from their First and Only Known Meeting - to Headline Stunning Collection Representing the Hollywood Legend's Private Life and Singular Career

Over 175 Items from Marilyn Monroe Headlines Year-End Blockbuster "Icons & Idols: Hollywood" Featuring *E.T. the Extra-Terrestrial* Film Used Mechanical Model, *Harry Potter and the Prisoner of Azkaban* Nimbus 2000 Hero Broom, *The Ten Commandments* Moses "Holy Staff," *Star Wars Episode 1 - The Phantom Menace* and *Episode II - Attack of the Clones* Dueling Lightsabers and More

Beverly Hills, California - (November 23rd, 2022) - Julien's Auctions and Turner Classic Movies (TCM) unveiled today a dazzling collection of over 175 items from Marilyn Monroe's incandescent life and career to be presented at the world record-breaking auction house to the stars and Hollywood's most revered purveyor of classic movies' year end auction event, **"JULIEN'S AUCTIONS AND TCM PRESENT: ICONS & IDOLS HOLLYWOOD,"** taking place live **Saturday, December 17th and Sunday, December 18th** in Beverly Hills and online at juliensauctions.com

An astonishing highlight is a historic discovery from the Hollywood legend's personal archives: a get-well greeting card from Marilyn Monroe's father, Stanley C. Gifford (estimate: \$2,000-\$3,000). This undated card (*photo right*) without an envelope is addressed to Monroe in Gifford's hand where he has misspelled her name as "Marylyn." The card reads, "This cheery little get-well note comes specially to say that lots of thoughts and wishes, too, are with you every day," with the words "a little prayer too," and signed in Gifford's hand, "Stanley Gifford, Red Rock Dairy Farm, Hemet, Calif." The greeting card was discovered by Marilyn Monroe historian and collector **Scott Fortner** as part of researching and documenting Marilyn Monroe's personal archives. It has been widely reported that Monroe unsuccessfully attempted to contact her father by telephone many times over the years and visited the town of Hemet, California in an attempt to locate him which is confirmed by numerous locals reporting "Marilyn Monroe Spottings" in Hemet. It is believed that Gifford did not want to upset his wife and children by allowing Monroe to be part of his life.



In the book, *My Sister Marilyn, A Memoir of Marilyn Monroe* by Berniece Baker Miracle (Marilyn's half-sister) and Mona Rae Miracle (Berniece's daughter), Monroe confided to the author that Gifford had visited her when she was in the hospital on an undisclosed date. Miracle recalls Monroe telling her that, "The first time I saw my father, I was lying flat on my back in the hospital. I looked at him and I studied his face and features, and I saw that mother had told me the truth, that he was my father." Based upon all available information and the fact that this is a get-well card, coupled with the fact Monroe stated to her half-sister Berniece that she first met her father for the first time when she was hospitalized, Gifford himself clearly hand delivered this card to Monroe when he visited her during one of her many hospitalizations in Los Angeles. This card is the only known material artifact that establishes any connection or communication between Gifford and his famous daughter. Gifford was finally definitively proven to be Monroe's father through DNA testing in 2022. (*photo left of Marilyn Monroe by Andre de Dienes*)

Wardrobe pieces worn by the screen goddess in her most famous photographs, star making moments and personal appearances, as well as correspondence, makeup, and other items from her life and career will make its way to the auction podium including (with estimates):



- a Mae-West inspired black “cellophane effect” evening gown, worn by Marilyn Monroe during the 1955 filming of *The Seven Year Itch* (\$20,000-\$40,000) *(photo left)*;

- a black velvet opera coat from her personal collection (\$20,000-\$30,000). Monroe was often photographed wearing coats and furs of a similar style while living in New York, circa 1954-1955;

- two framed and matted silver gelatin black and white photographs of Marilyn Monroe, taken in 1946 and hand printed circa 1960 by Andre de Dienes, the photographer Monroe met in 1945 while pursuing a modeling career under her name Norma Jean Baker, for the Blue Book Modeling Agency (each \$4,000-\$6,000);

- a gold mesh bill and coin wallet with a snap closure and a pink satin lining that belonged to Monroe (\$8,000-\$10,000) *(photo right)*;

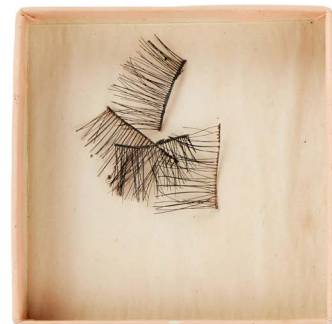


- a personalized brown leather Gucci address book with custom stamped “M.M.” on the front cover circa 1955 with contacts including Marlon Brando, “Mother Miller,” Lee Strasberg, Maurine [sic.] Stapleton, and Harold Clurman, and various handwritten entries and notes throughout (\$50,000-\$70,000) *(photo right)*. One particular note includes Monroe’s handwritten list of very personal things she must make an effort to do, including “as often as possible to observe Strassberg’s [sic.] other private classes”; “never miss my actors studio sessions”; “must make strong effort to work on current problems and phobias that out of my past has arisen;”

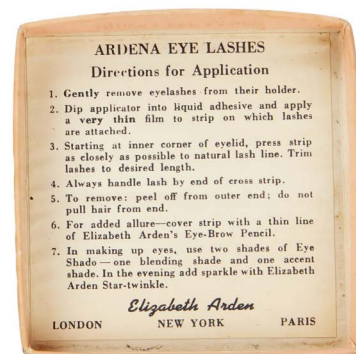


- Monroe’s personal checkbook July 14th, 1961-September 25th, 1961 (\$6,000-\$8,000);

- a medical file pertaining to cosmetic surgery performed on Monroe including facial X-rays and doctors’ notes from the office of Dr. Michael Gurdin, M.D., and the X-ray office of Drs. Conti and Steinberg. Dr. Gurdin’s chart on Monroe begins on July 14th, 1958, and lists the patient as Marilyn Miller with addresses in New York and Los Angeles (\$20,000-\$30,000);



- boxes of Martha Lorraine and Elizabeth Arden false eye lashes (each: \$800- \$1,200) *(photo right)*;

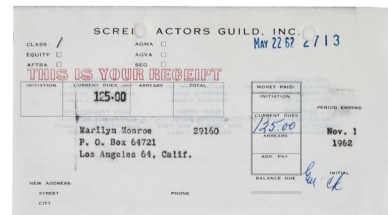


- eye shadow pots, liquid bottles, and tubes of various colors such as light blue, mauve and fuchsia among others (each: \$1,000-\$2,000);

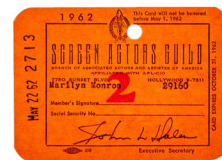
- Ultrasol hair bath and hair spray can (each: \$1,000-\$2,000);
- correspondence from Monroe's mother Gladys Eley to Marilyn's business manager Mrs. Inez Melson (each: \$800-\$1,200);
- lipstick pots and tubes from Max Factor and Michel Cosmetics (each: \$1,000-\$2,000) *(photo right)*;
- letters written by Patricia Traviss to "Mrs. Santa Claus" (presumably Marilyn's business manager Mrs. Inez Melson) concerning the care of Eley as Traviss managed Rockhaven Sanitarium in Verdugo City, California, where Marilyn's mother, Gladys Baker Eley was institutionalized in 1953 and Monroe paid for her care (each: \$800-\$1,200). A two-page letter, dated December 30, 1961 thanks her for a personal monetary gift and describes how happy Mrs. Eley was to receive a sewing machine as a Christmas gift;



- Arthur Miller's handwritten dedication to Monroe (\$20,000-\$30,000) on a single piece of lined paper torn from a spiral-bound notebook, heavily stained, containing a notation in Miller's hand reading, "This book is being written out of the courage, the widened view of life, the awareness of love and beauty, given to me by my love, my wife-to-be, my Marilyn. I bless her for this gift, and I write it so that she may have from me the only unique thing I know how to make. I bless her, I owe her the discovery of my soul";



- a red leather custom bound copy of Arthur Miller's collected works with "MM" on the lower right corner (\$20,000-\$30,000). Special dedication page reads, "This first copy/ of the first edition/ has been specially hand-bound/ for Marilyn" *(photo right)*;



- Monroe's last Screen Actors Guild membership card for the period beginning May 1st, 1962, and ending November 1, 1962 (\$5,000-\$7,000) *(photo right)*;
- a single sheet of stationery from Parkside House, the English manor where Monroe and Arthur Miller stayed in Surrey while she filmed *The Prince and The Showgirl* in London in 1956. The note reads, "I guess I have always been deeply terrified to really be someone's wife since I know from life one cannot love another, ever, really." (\$7,000-\$9,000) and more.

"For nearly two decades, Julien's has proudly represented the legacy and lore of Hollywood's most glamorous and iconic star, Marilyn Monroe," said **Martin Nolan, Executive Director of Julien's Auctions**. "In this auction, we've curated with TCM what is sure to be one of the most talked about and history making Marilyn collections in the industry with over 175 extraordinary items discovered from her personal archives such as the only known written communication from Marilyn's father to clothing worn in her most iconic looks on and off the screen, that shaped not only her public persona but pop culture and style writ large."

"Despite the numerous books, movies, and stories there are about the life of Marilyn Monroe, she has always been a largely enigmatic and alluring star," said **Pola Changnon, general manager of TCM**. "This auction brings us closer to the real person she was, and Julien's has done an incredible job curating this glimpse into her all-too-brief life."

These pieces join the previously announced Marilyn highlights including a Marilyn Monroe black wool cocktail dress (estimate: \$40,000-\$60,000), her white textured cotton sleeveless sundress with decorative trim around the neck and arms (estimate: \$40,000-\$60,000) worn by Marilyn in the series of photographs taken of her and Arthur Miller in New York City in 1956 and Marilyn Monroe-owned pearl gray silk halter dress (estimate: \$60,000-\$80,000) designed by Jax.

"Julien's Auctions and TCM Present: Icons & Idols Hollywood," features a marquee lineup of over 1,500 Hollywood props, artifacts and memorabilia including: *E.T. the Extra-Terrestrial* Hero "#1" Mechatronic filming model "actor" that brought the eponymous character to life in Steven Spielberg's 1982 classic (estimate: \$2,000,000-\$3,000,000); *Harry Potter and the Prisoner of Azkaban* Nimbus 2000 hero broom (estimate: \$80,000-\$100,000); *The Ten Commandments* Moses "Holy Staff," (estimate: \$40,000-\$60,000); *Star Wars* dueling lightsabers from *Episode 1 - The Phantom Menace* and *Episode II - Attack of the Clones* (range each \$40,000-\$80,000), as well as items from *Alien*, *Risky Business*, *Skyfall*, *Iron Man 2*, *Captain America: The First Avenger*, *Titanic* and more.

EXHIBITION & LIVE AUCTION LOCATION

E.T. THE EXHIBIT 1982-2022
At Museo Interattivo del Cinema (MIC)
Viale Fulvio Testi 121, Milano Italy
Sunday, November 6th, 2022 - Sunday, January 29th, 2023

Julien's Auctions
257 N. Canon Drive Beverly Hills, CA 90210
Monday, December 12th - Friday, December 16th, 2022
Daily 11:00 a.m. - 5:00 p.m. Pacific Time
Free to the Public

JULIEN'S AUCTIONS LIVE ONLINE AUCTIONS

JULIEN'S AUCTIONS AND TCM PRESENT "ICONS & IDOLS: HOLLYWOOD"
Saturday, December 17th 2022
Session I: 10:00 a.m. Pacific Time

JULIEN'S AUCTIONS AND TCM PRESENT "ICONS & IDOLS: HOLLYWOOD"
Sunday, December 18th 2022
Session II: 10:00 a.m. Pacific Time

Julien's Auctions now accepts payments with cryptocurrencies including Bitcoin, Bitcoin Cash, DAI, Ethereum, Litecoin, Dogecoin and USD Coin.

REGISTERING TO BID

Registration is required to bid in this online auction and can be done in person at the exhibition, or online before the sale at the [JuliensAuctions.com](https://www.juliensauctions.com) Registration page to bid by phone, proxy or in person, or online at [JuliensLive.com](https://www.julienslive.com) to bid live online, or by calling (310) 836-1818. For inquiries, please email info@juliensauctions.com or call (310) 836-1818.

PLACING BIDS

There are four ways to bid in Live Auctions:

1. Bid with Julien's Auctions online and live-in real time at [JuliensLive.com](https://www.julienslive.com) or via our iPhone App.
2. Bid over the telephone through an auction house representative.
3. Bid in person in the room at our auction events.
4. Bid in advance by absentee bid. Absentee bid forms are printed in the back of each catalogue, and are also available by calling Julien's Auctions or online by visiting www.juliensauctions.com/register-to-bid.

ABOUT TCM

Turner Classic Movies (TCM) is a two-time Peabody Award-winning network that presents classic films, uncut and commercial-free, from the largest film libraries in the world highlighting "where then meets now." TCM features the insights from Primetime host Ben Mankiewicz along with hosts Alicia Malone, Dave Karger, Jacqueline Stewart and Eddie Muller, plus interviews with a wide range of special guests and serves as the ultimate movie lover destination. With more than two decades as a leading authority in classic film, TCM offers critically acclaimed series like *The Essentials*, along with annual programming events like *31 Days of Oscar*® and *Summer Under the Stars*. TCM also directly connects with movie fans through popular events such as the annual TCM Classic Film Festival in Hollywood, the TCM Big Screen Classics screening series, and the TCM Classic Cruise. In addition, TCM produces the wildly successful podcast "The Plot Thickens," which has had more than 6 million downloads to date. TCM hosts a wealth of material online at tcm.com and through the Watch TCM mobile app. Fans can also enjoy a classic movie experience on the Classics Curated by TCM hub on HBO Max.

ABOUT JULIEN'S AUCTIONS

Julien's Auctions is the world record-breaking auction house to the stars. Collaborating with the famous and the exclusive, Julien's Auctions produces high profile auctions in the film, music, sports and art markets. Julien's Auctions has received international recognition for its unique and innovative auction events, which attract thousands of collectors, investors, fans and enthusiasts from around the world. Julien's Auctions specializes in sales of iconic artifacts and notable collections including Marilyn Monroe, John Lennon, Ringo Starr, Lady Gaga, Banksy, Cher, Michael Jackson, U2, Barbra Streisand, Les Paul, Neil Young, Elvis Presley, Frank Sinatra, Jimi Hendrix, Hugh Hefner and many more.

In 2016, Julien's Auctions received its second placement in the Guinness Book of World Records for the sale of the world's most expensive dress ever sold at auction, The Marilyn Monroe "Happy Birthday Mr. President" dress which sold for \$4.8 million. Julien's Auctions achieved placement in the Guinness Book of World Records in 2009 for the sale of Michael Jackson's white glove, which sold for \$480,000 making it the most expensive glove ever sold at auction. In 2020, Julien's Auctions received its third Guinness Book of World Record placement for the sale of Kurt Cobain's "MTV Unplugged" 1959 Martin D-18E acoustic-electric guitar, which sold for \$6 million making it the world's most expensive guitar ever sold at auction. In 2022, Julien's Auctions sold the world's second most expensive guitar ever sold at auction in the sale of Kurt Cobain's "Smells Like Teen Spirit" music video 1969 Fender Mustang electric guitar, which sold for \$4.5 million. Based in Los Angeles, Julien's Auctions has a global presence bringing their auctions and exhibitions to targeted destinations worldwide including London, New York, Las Vegas, Japan and China. Live auctions are presented for bidders on-site and online via live streaming video and mobile technology. For more information on Julien's Auctions, go to www.juliensauctions.com. Connect with Julien's Auctions at www.facebook.com/JuliensAuctions or www.twitter.com/JuliensAuctions or www.instagram.com/juliens_auctions.

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TCM

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