

For Immediate Release

MUSIC ICONS: THE BEATLES IN LIVERPOOL THURSDAY, MAY 9, 2019

THE RAREST BEATLES RECORD IN THE WORLD-JOHN LENNON'S PERSONAL "YESTERDAY AND TODAY" BUTCHER ALBUM PROTOTYPE, A BEATLES SIGNED BASEBALL FROM THEIR FINAL U.S. CONCERT, JOHN LENNON'S AND RINGO STARR'S TITTENHURST PARK DOOR, JOHN LENNON'S SIGNED GUITAR STRAP AND MORE WILL ROCK THE BEATLES MEMORABILIA AUCTION EVENT OF THE SEASON

Julien's Auctions and The Beatles Story Bring Back "Memorabilia Day" Friday, May 10 in Spectacular Two-Day Beatlemania Event



Los Angeles, California – (March 21, 2019) – Julien's Auctions, the world-record breaking auction house, has announced that **MUSIC ICONS: THE BEATLES IN LIVERPOOL**, their annual auction extravaganza of the Fab Four's most iconic and historic memorabilia to take place on **Thursday, May 9** live for the first time at The Beatles Story Museum in Liverpool, UK, the birthplace of The Beatles and online at

juliensauctions.com. (photo left to right: John Lennon's guitar strap, John Lennon's *Yesterday and Today* butcher album prototype and a baseball signed by The Beatles).

In addition Julien's Auctions will partner once again with The Beatles Story to bring their Beatles and Merseybeat "Memorabilia Day" back home to Liverpool on Friday, May 10th 2019 (12-8pm GMT) for a spectacular two-day Beatlemania event. Fans and collectors are invited to bring in their Beatles memorabilia to have appraised by the experts for free at The Beatles Story's Fab4 Cafe on the Royal Albert Dock.

The Beatles are the foremost and most influential music band of all time that were a phenomenon upon their arrival on the music scene in Liverpool in 1960 and changed pop culture forever with their music, style and innovations which continue to reverberate within millions of artists and fans worldwide today.

One of the highly anticipated items announced today is John Lennon's owned and signed album "Yesterday And Today" (1966), a U.S. First State Butcher album prototype stereo example, considered by Beatles experts as the rarest Beatles record in the world. It was displayed on the wall of his Dakota apartment in New York until he had an assistant take it down and deliver it to the Record Plant where he signed it in blue ink: "To Dave from/ John Lennon/ Dec 7th 71." The recipient was Dave Morrell, a Beatles fan and bootleg collector. "The Butcher" was given in essentially a trade for a reel-to-reel tape of Morrell's Yellow Matter Custard bootleg that Lennon desired. Lennon filled the blank back of the cover with an original piece of art (photo right) depicting a man holding a shovel with his dog in front of a setting sun. The cover also includes autographs by Ringo Starr and Paul McCartney, which Morrell obtained later. This is believed to be the only First State Butcher album bearing three Beatles signatures and is estimated at \$160,000-\$180,000.



"There is no Beatles album in the world that compares with this one in terms of both rarity and value," said Gary Hein, Beatles expert. "This important world class pop culture piece would add significantly to any Beatles collector, Art, Pop Culture or Record collector's collection."

Another Lennon piece coming to auction for the first time is his owned and signed guitar strap (estimate: \$20,000-\$30,000) for his 1956 Les Paul Junior guitar used at the One to One sessions at Butterfly Studios in New York and on stage during the time that the Plastic Ono Elephant's Memory band backed Lennon and Yoko Ono (1971-1973). It is the only

guitar strap signed by Lennon to come to auction. Other fascinating, personal items associated with the Beatle include a John Lennon and Neil Aspinall signed publishing agreement for the song "Julia" estimated at \$8,000-\$10,000; his drawing "Astro Gems" featuring his version of Stonehenge from his language art class in 1976-77 (estimate: \$20,000 - \$30,000); Lennon's detention records from his teachers at Quarry Bank High School (estimate: \$3,000-\$5,000) and more. Other iconic Beatles items up for bid include: a Beatles signed baseball (estimate: \$80,000 -\$100,000) given to Mike Murphy, manager of the San Francisco Giants Clubhouse during The Beatles' final concert in the United States



at San Francisco's Candlestick Park on August 29, 1966; a Liverpool Airport poster signed by the Fab Four (estimate: \$30,000-\$50,000) (photo top right) announcing the "Visit of The Beatles" on July 10, 1964, when The Beatles arrived at the airport to attend the premiere of their film *A Hard Day's Night* (UA, 1964), and gave a press conference at the airport's Blenheim lounge; a 1962 Beatles signed school book tablet made into an autograph book featuring the early Beatles (estimate: \$10,000-\$20,000); a *The Morecambe and Wise Show* (Associated Television Ltd) script signed by The Beatles (estimate: \$15,000-\$20,000) for their television show appearance along with artists Eric Morecambe, Ernie Wise and Jack Parnell & his Orchestra that aired on December 2, 1963; a Beatles audition tape made for a contract with Decca Records on January 1, 1962 featuring seven songs "Money," "The Sheik of Araby," "Memphis," "Three Cool Cats," "Sure to Fall (in love with you)," "September in the Rain," and "Like Dreamers Do" from the infamous recording session where the band was subsequently rejected by Decca and reportedly proclaimed, "The Beatles have no future in show business" (estimate \$10,000-\$20,000); a black and white promotional photograph signed

by George Harrison, John Lennon, Paul McCartney, and Ringo Starr taken by Les Chadwick, assistant to photographer Peter Kaye in Kaye's Liverpool photographic studios in September 1962 (estimate \$8,000-\$10,000); George Harrison's original handwritten lyrics and documents letters from the early 1970s, including a handwritten first draft of his 1971 song "Bangla Desh," written to raise awareness for refugees in East Pakistan, when Harrison started to organize "The Concert for Bangladesh" with Ravi Shankar and

handwritten letters from Klaus Voormann, who designed The Beatles' 1966 "Revolver" album cover (estimate: \$60,000-\$80,000); a felt pen drawing of a city in the valley, with two large eyes in the sky, drawn by Harrison and Geoffrey Baker while in Rishikesh, India in February 1968 (estimate: \$8,000-\$10,000); a student information card for Paul McCartney and a ledger with information about McCartney, George Harrison, and many others, from 1959 to 1979, both from The Liverpool Institute (estimate: \$15,000-\$20,000); Harrison's brass buckle with a relief of the seven-headed horse Uchchaihshravas on the front, and "Dark Horse Records An Image Factory Production" on verso with a pre-printed signature from George Harrison (estimate: \$800-\$1,200); a left-handed Hofner B-Bass Hi-Series guitar signed on the mother-of-pearl pickguard in blue marker by Paul McCartney (estimate: \$4,000-\$6,000); an original 1960s internal wood door from Tittenhurst Park, Berkshire (photo right) where John Lennon and Yoko Ono purchased and lived 1969 to 1971 after The Beatles broke up then Ringo Starr owned from 1971 to 1989, which was the center for most of Ono's and Lennon's recording, film, political, and promotional activities until they left for the United States, including the recording of their "Imagine" album and the filming of the correlating movie (estimate: \$2,000-\$4,000) as well as signed checks, record awards, autograph books, photographs and more.



Julien's Auctions has broken world records with the sale of Beatles memorabilia including John Lennon's acoustic guitar which sold for a record \$2.4 million, Ringo Starr's Ludwig drum kit which sold for a record \$2.2 million, The Ludwig Beatles Ed Sullivan Show drumhead which sold for a record price of \$2.1 million and The Beatles White Album owned by Ringo Starr that sold for \$790,000.

“Julien’s Auctions is honored to have been a part of Beatlemania history with our record breaking sales of some of the Fab Four’s most important and newly discovered memorabilia to come to auction,” said Darren Julien, President/Chief Executive Officer of Julien’s Auctions. “Each year we look forward to setting the bar even higher by putting together another spectacular auction event that celebrates the brilliance and artistry of rock and roll’s greatest and most iconic band.”

The Beatles Story will be the perfect backdrop for the Beatles auction event of the season, as the world’s largest permanent exhibition dedicated to the Fab Four the award-winning attraction features immersive recreations of key locations from the band’s story including The Casbah Club, The Cavern Club, and Abbey Road Studios.

“We are delighted to welcome Julien’s Auctions to Liverpool, the birthplace of the Beatles, for their annual Beatles extravaganza,” said Martin King, Manager at The Beatles Story. “Julien’s has auctioned many iconic record-breaking Beatles items over recent years. There are some great items included in this auction, which will interest Beatles fans from all over the world. We are all very excited.”

JULIEN’S AUCTIONS PUBLIC EXHIBITION & LIVE AUCTION LOCATION

The Fab4 Cafe at The Beatles Story
Britannia Vaults, Albert Dock, Liverpool L3 4AD, United Kingdom
Monday, May 6th, 2019 – Friday, May 10th, 2019 Free to the public. Open daily.

LIVE AND ONLINE AUCTION

Thursday, May 9, 2019

Music Icons: The Beatles in Liverpool

Session I: 3:00 p.m. GMT

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 [Registration page](#) to bid by phone, proxy or in person, or online at [JuliensLive.com](#) to bid live online, or by calling (310) 836-1818. For inquiries, please email info@juliensauctions.com or call [310-836-1818](tel:310-836-1818).

PLACING BIDS

There are four ways to bid in this sale:

1. Bid through Julien's Auctions Online Live in Real Time at [JuliensLive.com](#).
2. Bid over the telephone through an auction house representative.
3. Submit a bid in person at the Julien’s Los Angeles Gallery
4. Enter Absentee bids. Absentee bid forms are included in the back of each catalogue, and are also available by calling Julien's Auctions or online at www.juliensauctions.com.

ABOUT THE BEATLES STORY:

The award-winning ‘**The Beatles Story**’ is the world's largest permanent exhibition devoted to telling the story of The Beatles’ rise to fame. Located in the Fab Four’s hometown of Liverpool on the stunning UNESCO World heritage waterfront at the Royal Albert Dock, The Beatles Story takes visitors on an immersive journey through the lives, times, culture and music of the world’s greatest band. Join The Beatles on their journey; first conquering Liverpool, and then the world, through recreations of key locations from the band’s career including The Casbah Club, The Cavern Club, and Abbey Road Studios.

Multi-media guides are available in twelve different languages including English, Brazilian Portuguese, French, German, Italian, Japanese, Mandarin, Polish, Russian, Spanish, Korean and Cantonese. The FREE guides are packed with information, imagery, and features video interviews with Paul McCartney and Ringo Starr, giving visitors a unique insight into the story of the Fab Four, and are narrated (with subtitles) by John Lennon’s sister, Julia Baird.

A must for any music fan, The Beatles Story features an impressive collection of fascinating authentic memorabilia including the band’s original instruments, John Lennon’s New York piano, Ringo Starr’s drum kit, rare album sleeves, photography and original handwritten lyrics.

For more information and to purchase tickets please visit beatlesstory.com
For press information, images and downloads, visit: beatlesstory.com/media
For more information, please contact: davemilner@beatlesstory.com
[/0151 705 6611](tel:+441517056611)

ABOUT JULIEN’S AUCTIONS

Julien’s Auctions is the world-record breaking auction house. 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. 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.

PRESS CONTACT

Mozell Miley-Bailey
(646) 653-3105
homagepr@gmail.com

info@juliensauctions.com