

HAD EVEN FORGOTTEN NAME

Calendar Maker Strikes It Rich on \$50 Paid to Marilyn Monroe

CHICAGO, Feb. 9 (AP)—John Baumgarth's best investment was the \$50 he once paid to Marilyn Monroe.

Baumgarth, a calendar manufacturer, owns sold rights to the famous nude photograph of the shapely star.

But he never realized what a gold mine he had until Marilyn was on her way to stardom.

Baumgarth is head of a firm which makes 25,000,000 calendars a year, most of them with pictures of small boys at play, or landscapes.

He ordered the Monroe picture taken after watching Marilyn pose in a bathing suit and sailor cap several years ago. She was a struggling unknown at the time.

On Just a Trip

"It was on one of my trips to Hollywood," Baumgarth said. "I go out there twice a year."

He asked the photographer, Tom Kelly, if he could pose Miss Monroe in the nude.

"He told me she'd probably refuse," Baumgarth said. "So I suggested that he have his wife present during the shooting."

The calendar manufacturer said he paid Kelly \$500 for taking the picture. Marilyn got only \$50.

Baumgarth got a release granting him full rights to use the model's name and the photograph for any purpose he saw fit.

But he didn't know what a good thing he had until Miss

Monroe was starred in the film "The Asphalt Jungle."

Baumgarth had printed a few of the calendars but he had even forgotten the model's name when his secretary shoved a calendar in his face and said:

"Know who this is? It's Marilyn Monroe."

"You're crazy," he said.

When he came out of shock, he locked the original in a vault and promptly stepped up production.

The picture, perhaps prophetically, was entitled "Golden Dream." It proved

just that for Baumgarth. He has sold about 5,000,000 copies and has realized about \$500,000 on his modest investment.