

In a place called Hollywood...in an era called the Golden Age,  
a magical star was born...

# Gene



# Gene

## A Collector's Dream Come True

Somewhere deep in each of us lies a dream and a memory of a time when just wishing would make it so.

Explore that place where dreams really *do* come true.

Meet Gene, a slip of a girl making it big in a place called Hollywood.

In Hollywood, you can be a sultry redhead, a sweet young blond or a stylish brunette. In Hollywood a nice girl can be a dame — a knockout — the envy of her home town.

Gene is unlike any doll you have ever seen. She is more than a pretty face. Gene is the embodiment of a small town girl who dares to dream and becomes a star in the Hollywood galaxy.

Gene, the doll, seems to be dusted with the gold of stardom. In this collection, Gene is portrayed in three different collector dolls.

Gene as *Red Venus*, a sultry redhead.

Gene in a glamorous, glittery *Premiere* dress.

Gene, the sophisticated brunette, in a classic wedding dress called *Monaco*.

You can choose one or all of the dolls.

You will have the chance to select from nine additional breathtaking costumes.

Glamour and fantasy become real in this magnificent fashion doll. She is a collector's dream.

AN ASHTON-DRAKE GALLERIES PRESENTATION





# Premiere

Just imagine...the whole town is watching and the spotlight is on you. You're no longer a little girl waiting in the ticket line at the theatre. Instead, your image has been carved out of light on celluloid, shining larger than life on the silver screen. And now you're ready to attend your own *Premiere*, dressed in a gown that is the stuff dreams are made of.

Gene is a young blond at her *Premiere*. Hollywood stardom is very new to her. And every effort has been made to make her look spectacular. Her jacket is rich black velvet lined in starry gold lamé and accented with rhinestone buttons. Her lace skirt shimmers as she glides across the stage. Hand-stitched to the soft lace, hundreds of golden sequins glimmer in the light. Her simple diamond teardrop jewels are a radiant reminder of how far she has come from the days when she often tripped over her own feet.

*The blond version of the Gene doll comes dressed in her Premiere gown.*

*Ensemble also includes four diamond drop earrings and elegant black heels.*

ORDER # 96401



# Monaco

The *Monaco* doll presents Gene in a beautiful 1950's style wedding ensemble. The gown, specially designed for one of her film roles, is used in the climactic wedding scene in which Gene plays a lovely peasant girl who rises to a life of untold wealth when a handsome prince falls in love with her.

In this Cinderella story, Gene's gown is so extraordinary that young brides throughout America begin to wear copies of it at their weddings. It is a

lovely confection of lace and tulle with satin roses hand applied to the skirt. The pearls on Gene's veil match her elegant single pearl earrings. And her bouquet is the stuff of dreams, graced with flowers of satin, lace and pearl.

*The brunette version of the Gene doll comes dressed in her Monaco gown. Ensemble also includes four pearl jewelry, veil, bouquet and boots.*

ORDER # 96405

Gene is a 15" fully articulated vinyl doll.

Share the dream  
as you revel in a collection  
as convincing  
as Gene's most impressive  
performances

**G**ENE is like every woman who ever harbored a heart-felt dream. She represents the pinnacle to which a woman may aspire. And now you can share the heady feeling of seeing a dream blossom into reality as you experience Gene: A Collector's Dream Come True.

CREATED BY A FAMED  
NEW YORK DESIGNER

There has never been a collection like this before. Created by Mel Odom, a prominent New York illustrator whose art has appeared on the cover of *TIME*, *Gene* is a major contribution to the world of fashion dolls. This is a collection to be treasured for a lifetime and to be cherished by future generations who will dream new dreams full of hope and promise.

SCULPTURED, CRAFTED AND  
TAILORED TO MIRROR GENE'S  
BEAUTY AND GLAMOUR

Each of the featured dolls—*Premiere*, *Monaco* and *Red Venus*, is beautifully sculptured to portray Gene's delicate features. And each doll is crafted and hand painted with exquisite care to depict the

actress at an especially significant moment in her fabled career.

In the tradition of the finest collector dolls, her eyelashes are real. Her hair is realistically rooted and coiffed for each momentous role or special occasion. She's a blonde in *Premiere*, a red-head in *Red Venus* and a brunette in *Monaco*. Each doll looks positively stunning in original gowns designed exclusively for Gene and hand-tailored like the finest designer fashions.

SELECT AS MANY DOLLS  
AND WARDROBE ACCESSORIES  
AS YOUR HEART DESIRES

You are invited to select as many dolls as you wish from this collection. You can also choose from nine additional outfits in Gene's richly varied wardrobe. You'll find that the issue price of each costumed doll and separate outfit represents remarkable value for workmanship of such high quality.

After you have read the story behind each doll and accessory, you can begin to share Gene's dream. Simply mail the accompanying order form.



Gene

Red  
VENUS



As your Hollywood star rises, you look for more challenging roles that fully test your talents. And you especially relish playing characters completely unlike yourself. This is what happens to Gene as she strives to prove that she can play any role, including a gangsters' mistress.

As the provocative Morgan O'Day, she demonstrates what she can do when given creative license. Critics laud Gene for the dramatic edge she brings to this suspenseful film. And they are particularly impressed with Gene's deft strut to a police car as she is arrested in the final scene wearing an outfit as sensational as her performance. Dressed in

red from head to toe, she wears iridescent taffeta and tulle, a bob around her shoulder and garnet-colored beads around her neck. Though simply designed to complement her perfect figure, the asymmetrical dress design creates quite a stir on Seventh Avenue, leading to one hot-selling knock-off after another.

Now the darling of both her fans and her critics, Gene is ready to join the ranks of the most legendary women of stage and screen.



The real-life version of  
the Grove ad comes in  
her Red Vicous gown.  
Ensemble also includes  
boots, beads, earrings,  
necklace and beads.

ORDER # 96402





# Gene

## The Story of a Legend

Her name was actually Katie Marshall. It was only after she was discovered by a famous Hollywood producer that she adopted her beloved grandfather's name, Gene, because he had always stood behind her, urging that she never relinquish her dream.

The movies were Gene's passion long before she was discovered. Inspired by the beautiful actresses she so admired, she began to develop her own acting skills by playing the lead in every school play. She quickly won the hearts and admiration—of everyone who saw her exciting performances.

Gene was a typical trip-over-her-own-feet kid. The movies taught her grace and passion

and made her heart sing!

Like so many others who pursue their seemingly impossible dreams, Gene was absolutely single-minded. Her determination took her to New York City where she became an usherette at a fashionable movie theatre frequented by celebrities.

On a night that changed her life forever, Gene led a tall, distinguished man to his seat in the darkened theatre. Her flashlight beam fleetingly revealed her lovely face to him. Overcome by her beauty and poise, this famous producer became her biggest fan and quickly made Gene one of the brightest stars in his galaxy of Hollywood greats.



The story of Mel Odum resembles that of his creation. He, too, was born and raised in the hustle and bustle of the 1950s. He grew up in a family that warmly embraced his artistic interests. Mel grew up in Ahoskie, North Carolina, where he was both a farmer and a student. Like Gene, Mel Odum wanted very early in life to pursue his passion for drawing and design. He began to invest in art lessons at a young age and he ultimately majored in art and design at Virginia Commonwealth University and did graduate work at Leeds Polytechnic Institute in England. Since moving to New York City, Mel Odum has exhibited his work in shows at the Cooper-Hewitt Museum and the Society of Illustrators. He is a recipient of the award of Fellowship from the Society of Illustrators. He has appeared on the cover of *OWN!* magazine and he has been featured in *The New York Magazine* and he has been featured in *For Joyce Card Ours* and



As carefully  
chosen as her  
dramatic roles,  
her wardrobe  
was the envy  
of all

#### Love's Ghost

(top left)

Gene looks ethereal in a dress reminiscent of fine Victorian fashion. It is made of the softest white cotton and accented with a blue cummerbund trimmed with a spring rosegay. She also wears a straw hat bedecked with silk flowers. The costume creates just the right mood that Gene will need for her role as a young governess of two lonely children. The scene takes place in a mansion filled with the sweetness of children and their lovely teacher, as well as the spirit of the mystical Count. Will the Count appear? Will the eternally beautiful Gene find her true love? This costume says "Yes".

*Costume includes: two piece gown, cummerbund, slip, hat, earrings and heels.*

ORDER # 96406

#### Blond Lace

(lower left)

Named for the touches of blond lace that peek out from Gene's basic black tuxedo, *Blond Lace*, is the costume Gene wore in her first film. She becomes an instant hit as a hunchback girl. Maybe it's the cane that makes her heart dance...or maybe it's the excitement of Hollywood.

*Costume includes: tux, blouse, cane, beret, tiny silk garteries and heels.*

ORDER # 96404





### Blue Evening

(top right)

Inspired by a moody love song, this gown is one of Gene's favorites. She wears it one week to a premiere and the next for a series of publicity photos. Beautifully hand-tailored of rich blue satin, it is graced with a pink chiffon wrap and a sparkling rhinestone brooch.

*Costume includes: gown, wrap, necklace, earrings and heels.*

ORDER # 96409



### The Kiss

(lower right)

It's the classic '40s love story. They return to her apartment after dinner. He puts a record on the phonograph. She slips into something "comfortable" — a manboa-trimmed satin peignoir and gown, accented by a diamond pin. As the credits begin to roll, Gene receives "The Kiss." We can only guess what happens next.

*Costume includes: peignoir set, high heels and faux diamond earrings.*

ORDER # 96410

# Gene

From the  
Hamptons  
to Hollywood,  
she looked  
stunning  
wherever she  
appeared

#### Usherette

(top left)

This is the uniform Gene wore the night she was discovered. To make sure he wasn't dreaming, the producer led her into the lobby where he could see her in the light. Her blue velvet uniform, trimmed in white satin and pearls, soon gained worldwide recognition as Gene's legend grew. Aspiring young actresses everywhere began to covet the job of usherette hoping they, too, would be discovered.

*Costume includes all pieces shown.*

ORDER # 96108



#### Goodbye New York

(top center)

This is probably the most beautifully tailored suit a doll ever owned. (The muff even has a secret pocket to hold her hanky.) This is an outfit designed to make a frightened young girl—about to depart New York for Hollywood—look like a star.

*Costume includes: suit, blouse, gloves, hat, muff, jewelry, tiny hanky, teddy bear and bathtub.*

ORDER # 93501



#### Crimson Sun

(lower left)

During World War II, Hollywood starlets were asked to pose for pin-up photos to be sent to our boys overseas. Gene happily obliged, but insisted on maintaining her classy image. She posed in this casual beach outfit, accessorized with gold jewelry, belt and sandals, matching beach hat and bag.

*Costume includes all pieces shown.*

ORDER # 93502

*Costumes sold separately. Doll not included.*



### Striking Gold

(top right)

"Striking Gold" was the headline on the front page of The Hollywood Gazette the morning after Gene received the Golden Star Award. As she steps up on the podium, Gene takes the audience's breath away. She was wrapped in a revealing column of gold jersey and a tasseled silk stole lined in pale pink and studded with gold spangles.

*Costume includes: dress, stole, bracelet, earrings and beads.*

ORDER # 96407

### Pink Lightning

(lower right)

Gene causes quite a storm wearing this stunning cocktail dress. Named for the flash of silver lamé that peeks from under the full navy taffeta skirt and the hot pink organza over the bosom and shoulders, *Pink Lightning* is a grownup fantasy.

*Costume includes: dress, purse, pearl necklace and earrings, nylons and heels.*

ORDER # 96405



Gene



Mel Odom:  
the man behind  
the legend  
named

*Gene*

The story of Mel Odom roughly resembles that of his creation, Gene. He, too, was born and raised far from the hustle and bustle of the life he would ultimately embrace. Mel grew up in tiny Ahsokie, North Carolina, where his father was both a farmer and the town's postman. Like Gene, Mel Odom knew what he wanted very early in life. His talent for drawing and design led his parents to invest in art lessons. His talent flourished and he ultimately majored in fashion illustration at Virginia Commonwealth University and did graduate work at Leeds Polytechnic Institute of Art and Design in England.

Since moving to New York City in 1975, Mel Odom has exhibited his work in shows at the Cooper-Hewitt Museum and the Society of Illustrators. Two-time recipient of the award of excellence from the Society of Illustrators, his art has appeared on the cover of *TIME* and *Quint* magazines. His work frequently appears in the *New York Times Magazine* and he has illustrated novels for Joyce Carol Oates and Tom Robbins.

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