

Marilyn Monroe look-alike chosen here

By TED M. SICKLER
Collegian Staff Writer

Marilyn Monroe, in front of a camera or live audience, captured the imagination of her fans in a way no other entertainer had before. Twenty-five years after her death, Marilyn Monroe's spirit is still alive in the biographies, songs, movies and posters that feature her.

The Penn State Bookstore on Campus, however, held a look-alike contest during the last two weeks which sponsors hope emphasized the character and personality of Marilyn Monroe rather than her life in front of the camera. The remembrance resulted from the publication of biographical books about Monroe by author Gloria Steinem and photographer Eve Arnold.

Contest organizers asked applicants to supply a photo in the spirit of Monroe's All-American girl image that was often overlooked on the screen.

Elizabeth Wilson, head of advertising and promotions for the bookstore, said the aim of the contest was to "portray Marilyn Monroe as a person and not the symbol she has become."

Contest winners were: first place, Michelle Tomlinson; second place, Debbie Santer; third place, Billie Jayne Wolf and fourth place, Cathy

Morganti. Tomlinson is a Boalsburg resident who graduated from the University with a bachelor of arts degree in theatre last spring and now works as a bookkeeper on campus.

Contest prizes included a dinner for two at the Nittany Lion Inn, a copy of Eve Arnold's *Marilyn Monroe: An Appreciation*, a Monroe coloring book and a Monroe calendar.

The look-alike contest was held to draw attention to a special display of Monroe memorabilia including calendars, posters and books that includes new information about Monroe's personality.

Wilson said the judges looked for an entry which portrayed the All-American girl closest, not necessarily the look. Wilson said the bookstore holds two or three promotional events a year.

Wilson said Monroe's continuing popularity among American audiences resulted from the depth of her persona and energy. This popularity, she contended, exists in older age groups.

Wilson noted she has often heard the younger generations say Monroe is an imitation of Madonna or Mae West. She hoped the contest changed some of the current ideas regarding Monroe's image.

Wilson said while Monroe created a style that has been duplicated by



Michelle Tomlinson won first place in the Penn State Bookstore's Marilyn Monroe look-alike contest.

many people, it wasn't her own. It was different than the two-dimensional posters most people identify with her and leaned more to a private person with real emotions and thoughts, she explained.

This belief has surfaced in recent books where the personality of Monroe is examined rather than her glamorous life in front of the camera.

Eve Arnold wrote in her book, *Marilyn Monroe: An Appreciation*,

that Marilyn "felt like an indentured slave. Although she had helped create the sex golem that took over her life, she resented being used as a sex object."

This was echoed by imitator Madonna in a *Rolling Stone* magazine interview. "I do feel something for Marilyn Monroe. A sympathy. Because in those days, you were really a slave to the whole Hollywood machinery."

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