



I think my father would be touched and taken aback to know that a beret he wore in his 1968 movie "The Green Berets" sold for nearly \$180,000 at the October 2011 Personal Property of John Wayne auction. And that's just one of many examples.

This shows the powerful connection my dad had with his fans. Which is why, when it came to choosing an auction house to handle his personal property, we had to make the best choice possible.

And that choice was Heritage Auctions.

Heritage put together a powerful, multifaceted marketing campaign that included a documentary video, limited edition hardcover auction catalogs, advertisements in national magazines, an extensive public relations campaign, direct mail pieces, auction previews, receptions, and web initiatives. Everybody who needed to know about this auction knew about it!

The event received international media attention. And items sold far above even the most optimistic projections. In the end, the auction realized more than \$5.3 million. More important was sharing these important artifacts with my father's fans. I know he would be pleased to know that items that mean so much to his fans are being appreciated by them.

Looking back, I'm pleased with our choice to use Heritage for this historic event. Heritage Auctions worked closely with John Wayne Enterprises to make this auction a success. Heritage understood how important this was to my family and John Wayne's lasting legacy.

If I was going to do another auction, I wouldn't hesitate to pick up the phone and call Heritage.

A handwritten signature in black ink, appearing to read "Ethan Wayne". The signature is fluid and cursive, with a large, sweeping "W" and "E".

Ethan Wayne
President, John Wayne Enterprises