

Annie Oakley Cabinet  
Card Signed  
**Sold for \$5,975**  
November 2009  
HA.com/6032-61001



# HERITAGE

HISTORICAL AND AMERICANA COLLECTIBLES

Harry S. Truman:  
Famous  
"Eddie's Friend"  
Oval Campaign  
Button  
**Sold for \$21,510**  
June 2008  
HA.com/685-52001



Theodore Roosevelt:  
The Classic Clifford  
Berryman Teddy Bear  
Button Design  
**Sold for \$16,730**  
May 2009  
HA.com/6013-32009



Theodore Roosevelt:  
Magnificent, Unique,  
Signed, Hand-  
Knotted Persian Rug  
**Sold for \$17,925**  
February 2008  
HA.com/6004-6478

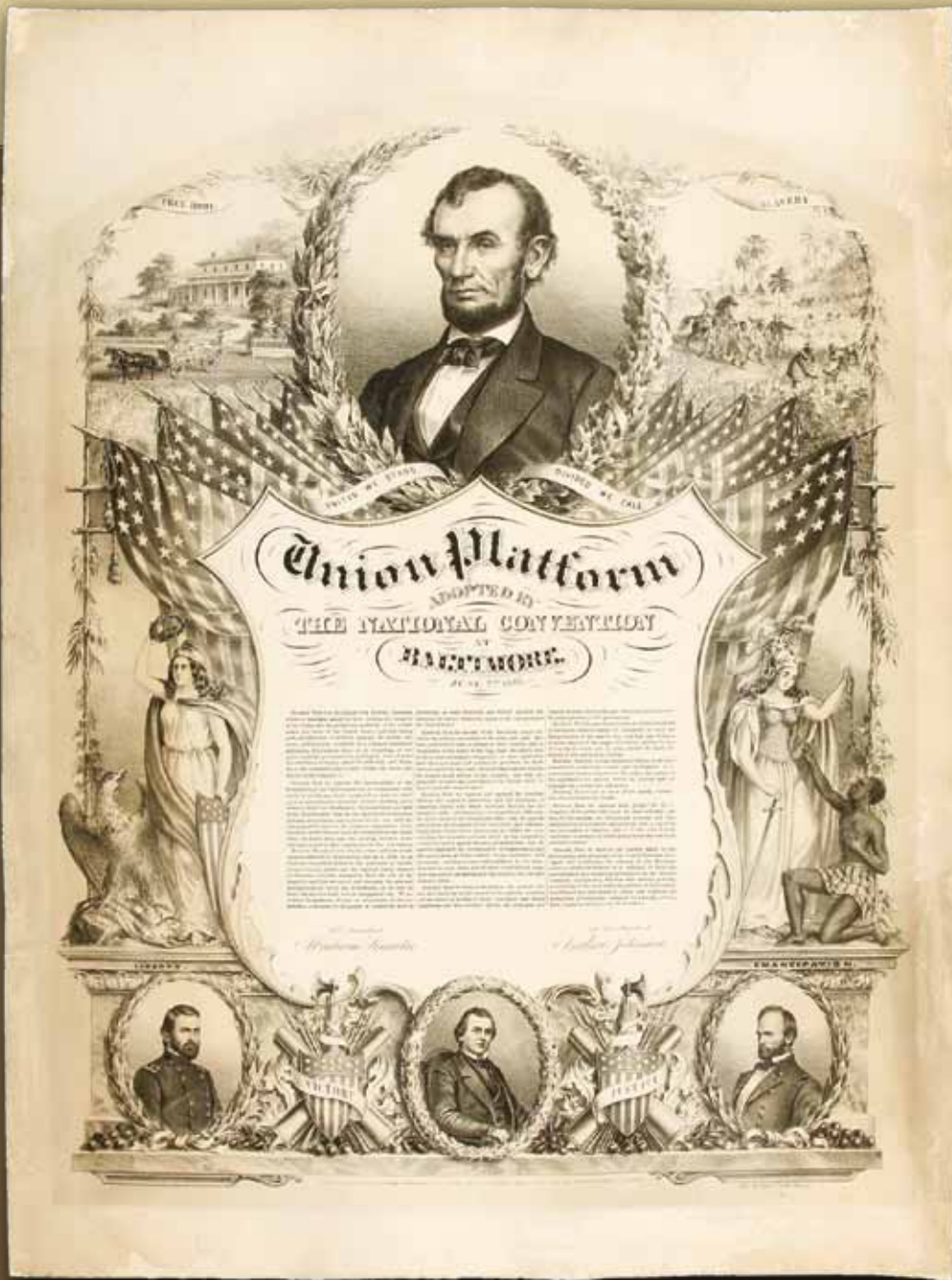


James Monroe:  
Extremely Rare and  
Sought After  
Portrait Mug with  
His Name Spelled  
"Munroe"  
**Sold for \$14,340**  
November 2009  
HA.com/6032-27008



"I Want You for U.S. Army" World War I Uncle Sam  
Patriotic Poster by James Montgomery Flagg, 1917  
**Sold for \$8,365**  
November 2009  
HA.com/6032-32002





Lincoln & Johnson: Ultra-Rare 1864 Campaign  
Broadside of the "Union Platform"  
**Sold for \$19,120**  
November 2007  
HA.com/672-75001

# *Make History, Don't Just Collect It!*

You've spent years, even decades, putting your collection together and maybe the time has come to sell. Perhaps you've inherited some Historical family heirlooms as part of an estate. Whatever your situation, whatever your reason, you have one goal in mind: to realize the very best prices for each and every piece. Heritage, the world's third largest auction house, can help you do that.



*A Pair of Spectacles that Belonged to Abraham Lincoln*  
**Sold for \$179,250**  
November 2008  
[HA.com/6014-6140](http://HA.com/6014-6140)



Rare Wells Fargo and Co.  
Express Sign  
**Sold for \$28,680**  
November 2007  
HA.com/680-13471

## YOUR CONSIGNMENT DECISION

Heritage knows that educating yourself is the most important step in the process of selecting your auctioneer and we want to make sure you know absolutely everything you need to in order to make an educated decision. Examine the advantages Heritage offers and you'll understand why we maintain that we can achieve the highest prices in the marketplace.

Your consignment is welcome, no matter the size, whether it's an entire collection or a single valuable piece. We answer your questions, provide practical answers and can help you decide which items are most appropriate for our different auction venues. It's all about the best decision for you, your material and your objectives, and putting your consignment in front of the right buyers to maximize your prices realized. Best of all, since our commission is based on the selling price of your material, the highest price realized is our common goal. We are on the same team!

## WHAT SETS HERITAGE APART?

*Consider these points when making your consignment decision:*

### THE MISSION OF Heritage Auctions

*The mission of Heritage Auctions is to be the world's most trusted and efficient marketplace and information resource serving owners of fine art, collectibles, and other precious objects.*

Our knowledgeable staff, along with an impressive suite of auction tools, helps our customers assemble the best collections possible using unrivaled access to all of our services via our latest technological advancements – far and away the very best in the business – all of which enhances both their personal and financial well being.

### EXPERIENCE

Heritage has presented more than 3,400 successful auctions, selling more than \$3 billion since 1976. 150,000+ consignments have been sold successfully, with full, timely payment to every consignor. More than 16,000 bidders have used our proprietary HERITAGELive!™\* online bidding platform, with more than 6,500 of them competing successfully for more than 46,000 lots valued in excess of \$110 million between April 2007 and January 2010.

### STRONG PRICES REALIZED

Over the last several years, Heritage has enjoyed many strong prices realized for Americana and Political items, such as the American hand-carved cigar store Indian that realized \$203,150 in our May 2010 auction. A Harry S. Truman "Eddie's Friend" campaign button brought \$21,510 and a Lincoln & Hamlin 1860 campaign flag also sold for \$26,290. We look forward to attaining similarly impressive results for your pieces.



Lincoln & Johnson: Key 1864 Currier "Grand National Banner" Campaign Poster  
**Sold for \$14,937**  
November 2009  
HA.com/6032-32001

*Lincoln & Johnson: The Monumentally Important Jugate Pinback Ferrotypic Badge*  
**Sold for \$47,800**  
February 2007  
HA.com/659-1298

## EXPERT CATALOGING AND PRESENTATION

Heritage understands that presentation is a major key in generating demand. Our experts, the very best in Historical items describe each of your consigned items to maximize its appeal while maintaining strict standards for accuracy.

The award winning catalogs produced for each Signature® auction are second to none: Beautifully produced by professional graphic designers with full-color images of each lot done in detail by professional photographers. The result is a book that is both a gorgeous and collectible auction catalog, and a treasured reference work for students, scholars and collectors for years to come. Such an elaborate presentation will no doubt make you proud and ensure your legacy for generations to come.

## WORLDWIDE MARKETING REACH

Heritage Historical auctions are events watched by the world. Previous auctions have generated national and international press coverage on most every major TV, radio, newspaper and Internet news outlet on the planet. Every year we spend millions of dollars marketing our consignor items to a worldwide audience.

Marketing campaigns begin with press releases to a variety of news organizations announcing important consignments and significant highlights, followed by full-page advertisements in *Antique Week*, *Antiques & the Arts Weekly* and *Maine Antique Digest*, just to name a few publications.

Updates and targeted releases are also regularly mailed, e-mailed and faxed directly to interested buyers. Heritage boasts more than 750,000 collectors on our mailing list, more than 600,000 of which – in 186 countries worldwide – are online bidder members on our website at HA.com. All of this exposure means more money for each and every piece you consign!

## APPRAISAL SERVICES

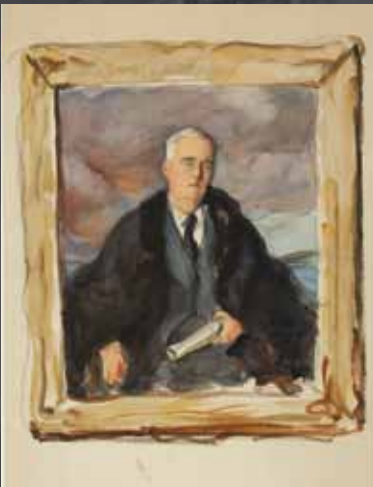
Heritage has recently organized its appraisal services into a centralized department that will produce formal fair market value and retail replacement appraisals for estate tax, gift tax, financial planning, insurance, and charitable donation purposes. Working with our experts, you will receive thorough, illustrated appraisal reports written in compliance with all IRS, USPAP, and Insurance standards. Should you later decide to sell your property listed in a Heritage appraisal, all fees will be rebated in full or on a prorated basis against the seller's commissions. Heritage employs the top talent in the appraisal business to give you the best possible information on the value of your collection.

*Lincoln & Hamlin: A Highly Important Large Portrait Flag*  
**Sold for \$83,650**  
February 2007  
HA.com/659-72001



*Full-Color Bryan & Stevenson Jugate "Eclipse" Button*  
**Sold for \$20,315**  
June 2006  
HA.com/635-48026





Madame Elizabeth Shoumatoff:  
Watercolor Proof Studies of FDR  
**Sold for \$47,800**  
June 2008  
HA.com/6001-17336

## MULTIPLE VENUES TO ACCOMMODATE YOUR ENTIRE COLLECTION

We realize that most collections include a variety of material, from the rare and valuable to the more common. For this reason, Heritage has established multiple selling venues, several with low lot minimums, so that we can likely handle the entirety of your consignment, rather than “cherry picking” the best material and leaving you with the rest, as many auction houses are wont to do.

Heritage’s Signature® auctions are for the most valuable material in your collection. These items are spotlighted in our full-color illustrated catalogs, sent to our best buyers. Signature® auctions consist of exciting live floor sessions in which bidders from all over the world compete for your treasures in person, over the phone and through HERITAGELive!™

Some of your lesser-valued pieces may be featured in a non-floor session, in which bidders participate via mail, fax, Internet, and HERITAGELive!™ By establishing different venues for different types of material, Heritage maximizes the price realized on every piece in your consignment.

## PROFESSIONALISM

Heritage’s fine reputation is not a matter of chance. It reflects our relentless drive to always improve our services. Innovation is a Heritage trademark, seen in every element of our auction process from policy to technology. We combine this with a strong corporate ethic, uncompromising integrity, transparency and old-fashioned customer service. That’s why we are the world’s third largest auction house with more than \$3 billion sold on behalf of more than 45,000 clients since 1976.



“Darktown Battery”  
Mechanical Bank  
**Sold for \$13,145**  
November 2007  
HA.com/672-55023

## INTERNET AND TECHNOLOGY LEADERSHIP

Heritage is second to none when it comes to cutting-edge technological innovation. Heritage is one of the first major auction houses to embrace the Internet. On an average day, more than 30,000 unique collectors visit HA.com to view lots or bid (significantly more traffic than to Christies.com and Sothebys.com combined! Source: Omniture.com).

In addition, Heritage maximizes the number of participants, and the amount they bid, through our exclusive Interactive Internet™ bidding system, which creates a virtual auction room prior to every live event. In the weeks leading up to the auction, bidders generate millions of dollars in successful bids from around the globe, pushing prices higher and higher prior to the live auction sessions. Our proprietary Interactive Internet™ software bidding system delivers worldwide bidder demand 24 hours every day for weeks before the floor sessions start, allowing thousands of Internet bidders to aggressively compete against motivated floor bidders for every item you consign.

The Heritage website offers an extensive set of tools for both buyers and sellers of Historical items. The Auction Archives, a record of virtually every lot Heritage has sold over the last decade – more than 2.5 million lots across all our collectible categories, complete with full-color, enlargeable images, thorough catalog descriptions, and sales results – is one of the premier tools available exclusively to Heritage members. No other auction house offers this level of information to their clients. By accessing the archives, potential buyers can easily research pricing trends over several years, making them more confident bidders. More confident bidders equal higher prices.

In addition to the Auction Archives, Heritage also provides the ability for collectors to enter items they're looking for into MyWantList. When an item you've consigned matches an item on a collector's MyWantList, that collector is sent an email notification inviting them to bid on your piece. If that collector is outbid on a lot, they are sent an automatic notice inviting them to bid again. In this way, Heritage maximizes the results for all of your consigned items.

The newest development in Heritage's technology suite is our live bidding platform, HERITAGELive!™ By logging in at HA.com/Live, interested bidders can follow the auction as it happens, via streaming audio and video, and even place their bids in real time, from anywhere in the world, directly against bidders on the auction floor. With its easy-to-use, intuitive interface, HERITAGELive!™ brings the auction to the bidder, thereby increasing the bids, and the final prices realized, on all your items. Best of all, there's no additional Buyer's Premium charged for using this exciting new service. HERITAGELive!™ really is the next best thing to being there!

*"I never attend a  
Heritage auction that  
I don't leave with a  
treasure in my pocket."*  
A.M. of Oceanside, CA



*The Famous "Pony Express Bible"*  
**Sold for \$38,837**  
November 2007  
HA.com/680-13862

## AN OUTSTANDING AUCTION TEAM

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Heritage employs industry leaders in all phases of our operations, from our Consignment Directors – your closest point of contact - who will help you through the entire auction process, to our highly skilled catalogers, talented photographers using state-of-the-art digital imagery, cutting-edge IT staff, award-winning Marketing department, and more, all working to ensure your items bring top dollar at auction. A worldwide firm, Heritage maintains offices across the United States and in several foreign countries, facilitating important international customer demand for your consignment, regardless of a bidder's location.

## MANAGEMENT STABILITY

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Since conducting our first auction in 1976, Heritage has flourished under the continuous leadership of its executive team. You can enjoy the confidence that comes from knowing the commitment of our principals:



*left-right:*

**Todd Imhof** – Executive Vice President, **Greg Rohan** – President,  
**Paul Minshull** – Chief Operating Officer, **Jim Halperin** – Co-Chairman,  
**Steve Ivy** – CEO, Co-Chairman

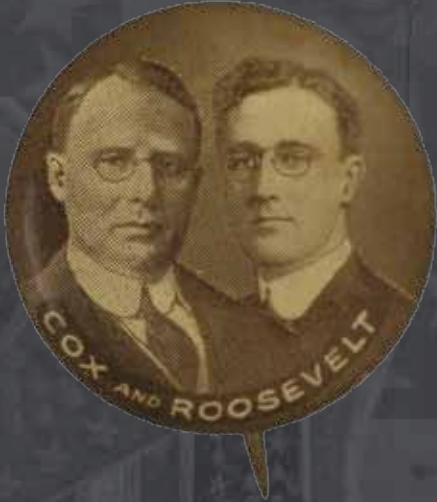
## UNQUESTIONED FINANCIAL STABILITY AND TIMELY PAYMENT

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Nothing matters more than financial stability when your check is due, and Heritage delivers like no other.

Heritage enjoys \$50 million in equity and owners' capital. With more than \$600 million in annual sales, Heritage is an auction company you can count on; a firm with consistent, demonstrated leadership from the management team, and an unbroken record of timely payment to all consignors.

Assembling your collection over a period of many years – even decades – may have been a matter of passion for you, but when the time to sell arrives, you want to be compensated without delays or surprises. Under our management team, 150,000+ consignments have been sold and fully settled since 1976.



The "Holy Grail" of Political Campaign Buttons: a 1920 Cox-Roosevelt Jugate  
**Sold for \$30,000**  
December 2007



Wendell Willkie: Classic "Out at Third"  
Cartoon Design  
**Sold for \$9,560**  
November 2009  
HA.com/6032-17023

**DON'T TAKE OUR WORD FOR IT**

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The real measure of any business's success is what their customers say about them. Here are just a few comments from past Heritage Historical clients.

Joe Brown  
West Allis, WI 53227  
July 28, 2006

Tom Slater  
Heritage Slater Americana  
3500 Maple Avenue 17th Floor  
Dallas, TX 75218-3941

Dear Tom,

I wanted to write you now that the consignment of my political campaign collection to Heritage - Slater - Americana is nearing completion.

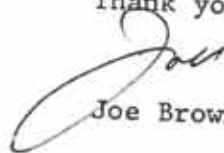
After some fifty plus years of collecting, I reached the point that many of us must face, and that is "what to do with your collection." I have seen what happens to collections that end up in store rooms of museums, libraries and other institutions and therefore I wanted to enable my fellow collectors and future collectors to enjoy the items as I have by keeping it in circulation.

I consigned my collection to Heritage over other dealers because you have the largest buyer market, your catalogs have the most accurate write ups and full color pictures of the individual items of anyone in the business and also that you aim at collectors and not only dealers. Many collectors do not want to be known and therefore depend on auctions over buying at conventions to obtain their material.

It was very comfortable dealing with you from the time of your visit to inspect my collection to the time of delivery of the items. Your staff was very helpful in handling any questions that arose. Payment was made on time in accordance with the contract we agreed on.

Please feel free to have any future consigners call on me if they have any concerns about Heritage.

Thank you,

  
Joe Brown



EDWARD C. GILLETTE  
ATTORNEY AT LAW  
5501 FOXRIDGE DRIVE  
MISSION, KANSAS 66202

TELEPHONE  
(913) 371-4131

TELECOPIER  
(913) 371-3333

March 14, 2008

Steve Ivy, CEO  
Heritage Auction Galleries  
3500 Maple Avenue - 17<sup>th</sup> Floor  
Dallas, Texas 75219

Jim Halperin, CEO  
Heritage Auction Galleries  
3500 Maple Avenue - 17<sup>th</sup> Floor  
Dallas, Texas 75219

RE: *Presidential & Political Sale of March 1, 2008*

Dear Mr. Ivy & Mr. Halperin:

I wanted to write to each of you individually and express my sincere thanks for the outstanding job that Heritage Auction Galleries and Tom Slater did on my collectibles which were auctioned March 1, 2008 through your gallery. I was extremely apprehensive about putting this sale together based upon the amount of items that I owned and really, more importantly; based on the quality of items, since I didn't know if the market could handle the same in one grand auction format.

I was happily convinced otherwise when the auction was over with and saw the prices realized and I knew immediately that I had made the correct choice.

From the beginning of the formation of the auction, Tom Slater took the time necessary to counsel and assist me in selecting items and going over the format and description of the same and it was his work that, I believe; truly made this a first class auction and obviously a world class auction from the standpoint of early political and presidential memorabilia.

This action will go down in the ages as one that everybody in the market will want to compare theirs to and I am happy to say that Tom and Heritage made it happen and this will be the benchmark for all future comparables.

The presentation, the photographing, the cataloging and description of items was superior and the format as presented, I believe, made for a very enjoyable, as well as a comfortable auction not only for me, but also the participants given the rave reviews I have received after the auction from friends, associates and other political/presidential collectors in the field.

This was no small task putting this auction together and I must confess that when the job was finally done and the auction results came in, I am totally convinced that the prices realized were a direct result of Tom and his staff's hard work and the amount of cross over bidding that took place based upon the varied interests that Heritage can appeal to not only in the presidential and political marketplace, but also in the numismatics, fine and decorative arts collectors, and autograph collectors, to name a few, that only Heritage can reach.

I thank you both for realizing the potential of my collection and consider it an honor to have had my collection showcased with Heritage Auction Galleries.

Very truly yours,

EDWARD C. GILLETTE  
Attorney at Law

ECG:ng

cc: File

*"I am totally convinced that the prices realized were a direct result of Tom and his staff's hard work and the amount of cross over bidding."*

Edward C. Gillette



**TOM SLATER**  
 Director of Americana  
 214-409-1441  
 800-872-6467 ext. 1441  
 TomS@HA.com



**JOHN HICKEY**  
 Consignment Director  
 214-409-1264  
 800-872-6467 ext. 1264  
 JohnH@HA.com

**FOR ALL THESE REASONS, HERITAGE IS YOUR VERY BEST CHOICE**

To discuss consigning your Historical items to an upcoming auction in greater detail, please contact us today. We look forward to working with you.

*"I believe strongly that  
 our family's choice  
 of Heritage Galleries  
 to represent the  
 collection for us has  
 been vindicated by  
 your results"*

Stephen F. Luhrs



**LUHRS LINCOLN LIBRARY, LLC**

1 Beistle Plaza  
 Shippensburg, PA 17257

Dear Mr. Slater and Mr. Rohan:

I am writing to thank both of you for what I believe was an extremely successful job by your company in auctioning elements recently of the manuscript, book, and coin collection of my grandfather, Henry E. Luhrs. At this stage in the process I believe strongly that our family's choice of Heritage Galleries to represent the collection for us has been vindicated by your results — and I can say, wholeheartedly, that I continue to look forward to working with both of you and the rest of the Heritage family of personnel until the process has been completed.

As you both are already aware, when our family fully understood the extent of our grandfather's collection and its importance we went through an extremely rigorous, lengthy and careful search for the auction house that would come to represent it.

We wanted the best there was. Because in addition to our desire to see the best results achieved financially; for each of us, this was the lifelong interest of our grandfather, and we felt that it would be a fitting tribute to him to have these pieces of history pass into the hands of other collectors, who like him, would fully appreciate their significance. Your company of course made that possible by providing not only a comprehensive plan to advertise and market the material to collectors, dealers and institutions but also by bringing to bear all of the resources necessary to implement it. There, too, was another attribute that caused Heritage to stand out for us among all of the other premier auction galleries — a genuine enthusiasm from both of you for the collection and what it meant to him and to us, and the care and respect you and your personnel have given it.

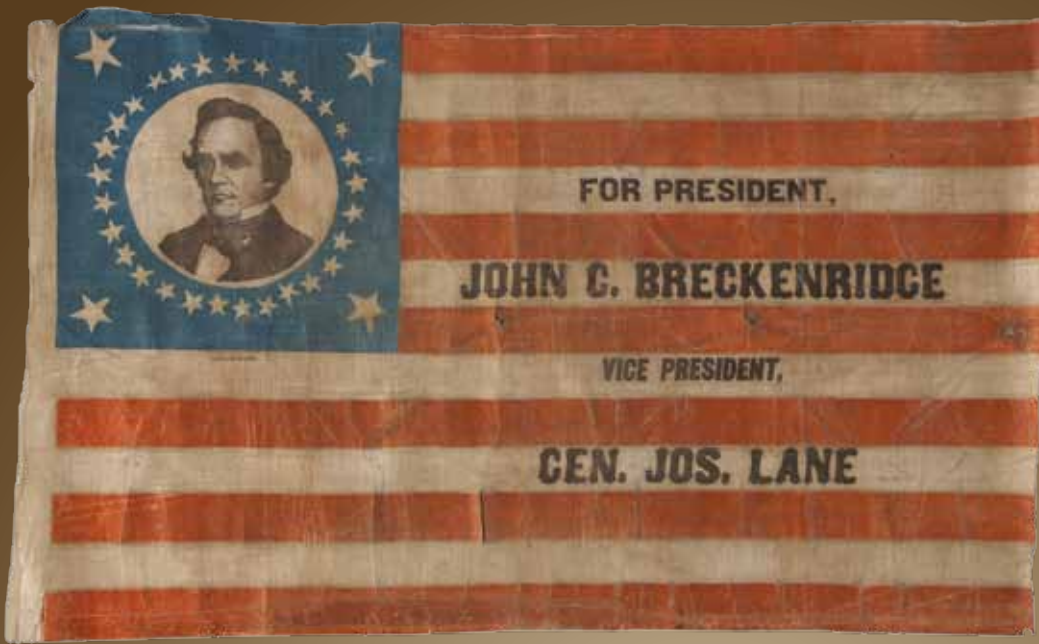
I also want to thank you for putting together a catalog and advertising which has showcased the collection and will stand as a testament long afterwards to our grandfather's love of history and its tangible artifacts — clearly Heritage made a strong commitment right from the beginning of this enterprise to do the research and professional writing necessary to present sophisticated pieces to their best advantage and in their historical context — and I believe that commitment came through in the auction results.

We were astounded that the coins produced proceeds almost three times higher than the value placed upon it by other dealers and equally gratified that the documents and books resulted in nearly double original expectations!

All along we have been the beneficiaries of your expert advice and counsel, and though we expected nothing less, you have made our experience a rewarding one on both personal and financial levels, and you have my deepest appreciation for your professionalism and my ongoing enthusiasm for the rest of our collaboration in this endeavor for the disposition of the remainder of the collection.

Sincerely,

Stephen F. Luhrs



John C. Breckenridge: Monumentally Important 1860 Portrait Campaign Flag Banner  
**Sold for \$95,600**  
 November 2009  
 HA.com/6032-54001

Artifacts from the Dalton Gang Shoot-Out, Coffeyville, Kansas, 1892  
**Sold for \$11,950**  
 January 2009  
 HA.com/6017-63002



Free catalog and *The Collector's Handbook* (\$65 value) for new clients. Please submit auction invoices of \$1,000+ in this category, from any source. Include your contact information and mail to Heritage, fax 214-409-1425, email [catalogorders@HA.com](mailto:catalogorders@HA.com), or call 866-835-3243. For more details, go to [HA.com/FCO](http://HA.com/FCO).



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 DALLAS | NEW YORK | BEVERLY HILLS | PARIS | GENEVA