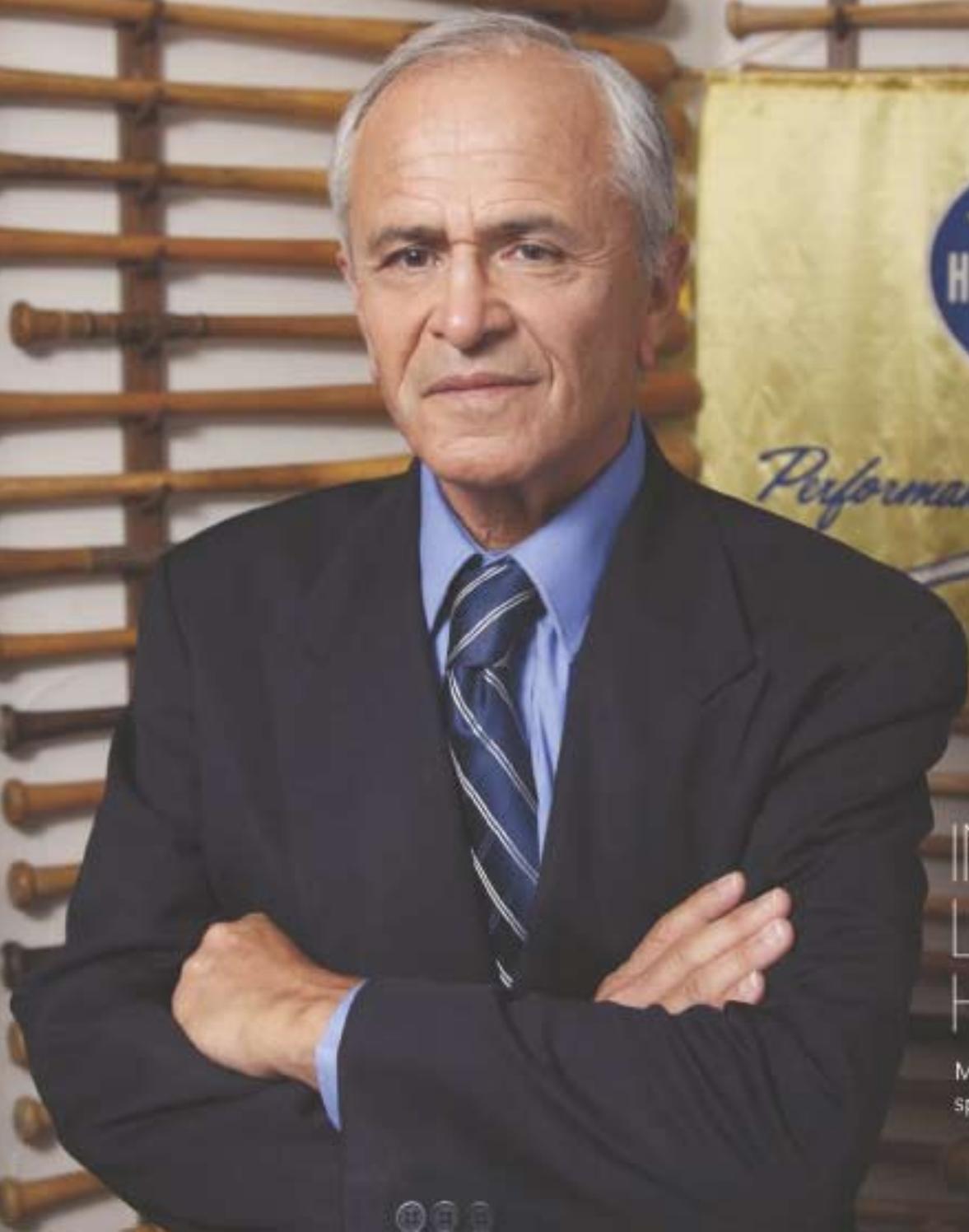


1913 LIBERTY HEAD NICKEL RENÉ LALIQUE JOE KUBERT

# HERITAGE

WINTER 2009/2010 \$9.95

MAGAZINE FOR THE INTELLIGENT COLLECTOR



IN A  
LEAGUE OF  
HIS OWN

Marshall Fogel's unrivaled  
sports memorabilia collection



Lobby Living Room



Luxe Accommodations



The French Room



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The sports memorabilia collection of Denver attorney Marshal Fogel is considered the finest of its kind

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**On the cover:** Marshall Fogel at home.  
Photograph by Wes Magyar.

George Henry Durrie (1820-1863)  
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Estimate: \$150,000-\$200,000  
20th Century Design Signature®  
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Mickey Mantle  
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*Sports Memorabilia:  
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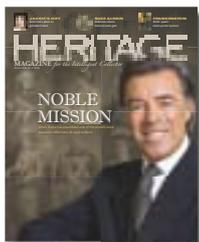
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*Five things to know about cigar label art*

*Charlie Duke Jr. and fellow astronauts open their vaults to collectors*

*Living legend Muhammad Ali*

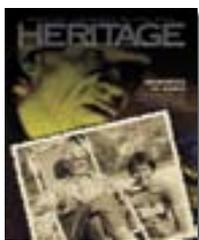


*Leonard Maltin's focus on Hollywood memorabilia*

*D.B. Cooper's Cash*

*Stan Lee recalls his marvelous career creating comic collectibles*

*Sebastiano Ricci's Vision of St. Bruno rediscovered in Texas*



*The greatest treasures of the year*

*Sara Karloff and her legendary father*

*Super collector Stephen Geppi*

*Mad magazine's treasure trove of iconic cover art*



*The Charles Martignette collection of illustration art*

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**JAN. 3-5, 2010**

**World Coins Signature® Auction #3008**  
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HA.com/Coins

**JAN. 6-10, 2010**

**U.S. Coins FUN Signature® Auction #1136**  
Orlando, FL  
Viewing dates: Jan. 4-9, 2010  
HA.com/Coins

**FEB. 3-7, 2010**

**U.S. Coins Signature® Auction #1137**  
Long Beach, CA  
Viewing dates: Feb. 2-6, 2010  
HA.com/Coins

**MARCH 24-28, 2010**

**U.S. Coins ANA Signature® Auction #1138**  
Fort Worth, TX  
Viewing dates: March 23-28, 2010  
HA.com/Coins

**APRIL 28-MAY 2, 2010**

**U.S. Coins Signature® Auction #1139**  
Milwaukee, WI  
Viewing dates: April 27-May 1, 2010  
HA.com/Coins

**JUNE 2-6, 2010**

**U.S. Coins Signature® Auction #1140**  
Long Beach, CA  
Viewing dates: June 1-5, 2010  
HA.com/Coins

**JUNE 2-6, 2010**

**World Coins Signature® Auction #3009**  
Long Beach, CA  
Viewing dates: June 1-5, 2010  
HA.com/Coins

COMICS & COMIC ART

**FEB. 25-27, 2010**

**Vintage Comic Books & Comic Art Signature® Auction #7017**  
Dallas, TX  
Viewing dates: Feb. 23-26, 2010  
HA.com/Comics

CURRENCY

**JAN. 6-10, 2010**

**Currency FUN Signature® Auction #3508**  
Orlando, FL  
Viewing dates: Jan. 5-9, 2010  
HA.com/Currency

**APRIL 28-MAY 2, 2010**

**Currency CSNS Signature® Auction #1139**  
Milwaukee, WI  
Viewing dates: April 27-May 1, 2010  
HA.com/Currency

ENTERTAINMENT/MUSIC

**MAR 4-7, 2010**

**The Hollywood Studio Collection Signature® Auction #7020**  
Beverly Hills, CA  
Viewing dates: March 4-7, 2010  
HA.com/Entertainment

**MAY 7-9, 2010**

**Entertainment & Music Memorabilia Signature® Auction #7018**  
Dallas, TX  
Viewing dates: May 6-8, 2010  
HA.com/Entertainment

FINE & DECORATIVE ARTS

**DEC. 10, 2009**

**20th Century Art & Design Signature® Auction #5032**  
New York, NY  
Viewing dates: Dec. 5-9, 2009  
HA.com/FineArt

**DEC. 10, 2009**

**Art of the American West & Texas Signature® Auction #5026**  
Dallas, TX  
Viewing dates: Dec.11-16, 2009  
HA.com/FineArt

**FEB. 11, 2010**

**Illustration Art Signature® Auction #5034**  
Dallas, TX  
Viewing dates: Feb. 10-11, 2010  
HA.com/Illustration

**APRIL 6, 2010**

**Vintage Photography Signature® Auction #5037**  
Dallas, TX  
Viewing dates: April 5-6, 2010  
HA.com/ArtPhotography

**APRIL 7, 2010**

**Decorative Art Signature® Auction #5039**  
Dallas, TX  
Viewing dates: April 5-7, 2010  
HA.com/FineArt

**APRIL 8, 2010**

**Fine Silver & Vertu Signature® Auction #5040**  
Dallas, TX  
Viewing dates: April 4-8, 2010  
HA.com/FineArt

Haddon Hubbard Sundblom  
(1899-1976)  
*White Cross Nurse*  
Oil on canvas laid on board with emblem  
33 x 24.75 in.  
Estimate: \$20,000-\$30,000  
From the Collection of the American Red Cross  
*Illustration Art Signature® Auction #5034*

**APRIL 22, 2010**

**Modern & Contemporary Art Signature® Auction #5043**  
Dallas, TX  
Viewing dates: April 20-22, 2010  
HA.com/FineArt

**MAY 5, 2010**

**European & American Art Signature® Auction #5035**  
Dallas, TX  
Viewing dates: May 3-5, 2010  
HA.com/FineArt

HISTORICAL

**DEC. 12, 2009**

**Arms, Militaria & Civil War Signature® Auction #6021**  
Dallas, TX  
Viewing dates: Dec. 9-12, 2009  
HA.com/Historical

**FEB. 11-12, 2010**

**Rare Manuscripts Signature® Auction #6039**  
Beverly Hills, CA  
Viewing dates: Feb. 10-12, 2010  
HA.com/Manuscripts

**MARCH 11-14, 2010**

**Political & Americana Signature® Auction #6035**  
Dallas, TX  
Viewing dates: March 9-11, 2010  
HA.com/Historical



**APRIL 21, 2010**  
**Space Exploration Signature®**  
**Auction #6037**  
 Dallas, TX  
 Viewing dates: April 19-21, 2010  
[HA.com/Historical](http://HA.com/Historical)

**MAY 22, 2010**  
**American Indian Art Signature®**  
**Auction #6040**  
 Dallas, TX  
 Viewing dates: May 20-22, 2010  
[HA.com/AmericanIndian](http://HA.com/AmericanIndian)



Paul Hornung (b.1935) Game-Worn Notre Dame Jersey, circa 1956  
 Estimate: \$40,000-\$60,000  
*Sports Memorabilia Signature® Auction #717*

## MOVIE POSTERS

**MARCH 19-20, 2010**  
**Vintage Movie Posters Signature® Auction #7019**  
 Dallas, TX  
 Viewing dates: March 18-20, 2010  
[HA.com/MoviePosters](http://HA.com/MoviePosters)

## NATURAL HISTORY

**JAN. 17, 2010**  
**Natural History Signature® Auction #6036**  
 Dallas, TX  
 Viewing dates: Jan. 15-17, 2010  
[HA.com/NaturalHistory](http://HA.com/NaturalHistory)

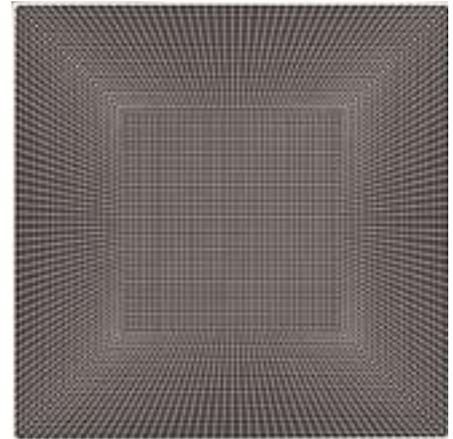
## RARE STAMPS

**DEC. 11-13, 2009**  
**Rare Stamp Signature® Auction #1111**  
 New York, NY  
 Viewing dates: Dec. 10-12, 2009  
[HA.com/Stamps](http://HA.com/Stamps)

**MARCH 26-28, 2010**  
**Rare Stamp Signature® Auction #1112**  
 New York, NY  
 Viewing dates: March 25-27, 2010  
[HA.com/Stamps](http://HA.com/Stamps)

## SPORTS

**APRIL 22-23, 2010**  
**Sports Memorabilia Signature® Auction #717**  
 Dallas, TX  
 Viewing dates: April 21-23, 2010  
[HA.com/Sports](http://HA.com/Sports)



Richard Joseph Anuszkiewicz (b.1930)  
*Visible State, 1966*  
 Liquitex on board, 24 x 24 in.  
 Estimate: \$15,000-\$20,000  
*Modern & Contemporary Art Signature® Auction #5043*

## CATALOGS



For a complimentary illustrated Heritage auction catalog, call 800-872-6467, ext. 150, and mention code HM17866, or register online at [HA.com/HM17866](http://HA.com/HM17866).

All dates and auctions subject to change after press time. All auctions subject to conditions as printed in catalogs. Visit [HA.com](http://HA.com) for updates.

## JEWELRY & TIMEPIECES

**DEC. 7-10, 2009**  
**Jewelry Signature® Auction #5027**  
 Dallas, TX  
 Viewing dates: 4-6, 2009  
[HA.com/Jewelry](http://HA.com/Jewelry)

**DEC. 8-9, 2009**  
**Timepieces Signature® Auction #5028**  
 Dallas, TX  
 Viewing dates: Dec. 4-6, 2009  
[HA.com/Timepieces](http://HA.com/Timepieces)

**MAY 3-5, 2010**  
**Jewelry Signature® Auction #5041**  
 Dallas, TX  
 Viewing dates: April 28-May 3, 2010  
[HA.com/Jewelry](http://HA.com/Jewelry)

**MAY 4-6, 2010**  
**Timepieces Signature® Auction #5042**  
 Dallas, TX  
 Viewing dates: April 28-May 3, 2010  
[HA.com/Timepieces](http://HA.com/Timepieces)

## INTERNET ONLY AUCTIONS

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**WEEKLY INTERNET GOLD**  
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**SUNDAY INTERNET COMICS**  
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**SUNDAY INTERNET MOVIE POSTERS**  
 Online only, no floor auction, lots close every Sunday evening.

**SUNDAY INTERNET SPORTS**  
 Online only, no floor auction, lots close every Sunday evening.

**TUESDAY INTERNET CURRENCY**  
 Online only, no floor auction, lots close every Tuesday evening.

**SUNDAY & TUESDAY INTERNET COIN**  
 Online only, no floor auction, lots close every Sunday and Tuesday evenings.

**MONTHLY INTERNET WORLD COINS**  
 Online only, no floor auction, lots close second Sunday of each month.

# Looking Back... 1927

The Roaring Twenties were in full swing, with America in a period of strong economic growth. In New York, a group of engineers viewed the first live demonstration of television. In movies, Fritz Lang's silent movie *Metropolis* debuted in Germany. Later in the year, the first full-length "talkie" movie, *The Jazz Singer*, opened in the United States and became a huge success, ending the silent-film era. In sports, the New York Yankees completed a four-game sweep of the Pittsburgh Pirates in the World Series.



## COINS

### SAINT-GAUDENS DOUBLE EAGLE

The St. Gaudens Double Eagle, a \$20 gold coin, was produced by the U.S. Mint from 1907 to 1933. The 1927-D issue is among the rarest U.S. gold coins of the 20th century. Of the original mintage of 180,000, fewer than 12 pieces are known. In November 2005, Heritage Auctions offered the finest-known specimen certified by either PCGS or NGC. It realized nearly \$1.9 million.



## PULPS

### GHOST STORIES

Eighty years ago, magazines and newspapers were the only mass media (radio was in its infancy) and pulps were among the most popular, featuring characters such as The Shadow and Doc Savage. Among the biggest publishers at the time was Macfadden Publications, which printed titles such as *True Romance* and *True Detective*. A group of 18 *Ghost Stories* pulps, beginning with the October 1927 issue, realized \$5,078.75 in September 2006.

## PHOTOGRAPH

### CHARLES LINDBERGH

In May 1927, the son of a U.S. congressman made history as the first pilot to cross the Atlantic alone non-stop. Upon his return to the U.S., Charles Lindbergh embarked on a three-month tour to encourage aviation-related research. A signed sepia tone photograph showing "Lucky Lindy" in front of his single-engine airplane, the Spirit of St. Louis, realized \$3,883.75 in September 2007.



## MOVIE POSTER

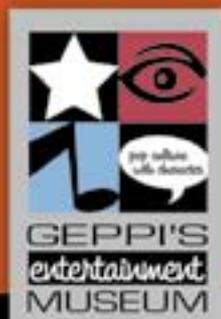
### 'BABE COMES HOME'

At the height of his fame, Babe Ruth went to Hollywood once again (his first film was 1920's *Headin' Home*) to star in a 60-minute silent romantic comedy *The Babe Comes Home*, playing Babe Dugan, star of the Los Angeles Angels. This One Sheet, made the year Ruth set his home-run record, realized \$47,800 in an April 2009 auction.



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# Top Searches on HA.com

WHAT COLLECTORS ARE RESEARCHING ON THE WEB SITE OF THE WORLD'S LARGEST COLLECTIBLES AUCTIONEER\*



## CHINA

China's increasing role in the world economy is sparking interest in collectibles from that country. Perhaps more importantly, buyers in China are actively trying to reclaim artifacts no longer in the country. "The market in China for coins and currency of China is absolutely exploding," says Warren Tucker, director of Heritage's world coin auctions.



## JOHN WAYNE

The legendary actor (1907-1979) died 30 years ago. Cable networks and other media tend to mark such anniversaries with movie showings and news stories, and this in turn drives collector interest. "On top of that, John Wayne is simply one of the most remembered stars of yesteryear," says Grey Smith, director of vintage movie poster auctions at Heritage Auction Galleries.



## FRANK FRAZETTA

Frank Frazetta (b.1928) burst upon the mainstream comic scene in the early 1950s and quickly established himself as a living legend, completing art for comic books, paperback book covers, posters and record-album covers. His work continues to resonate with collectors.



## FREDERIC REMINGTON

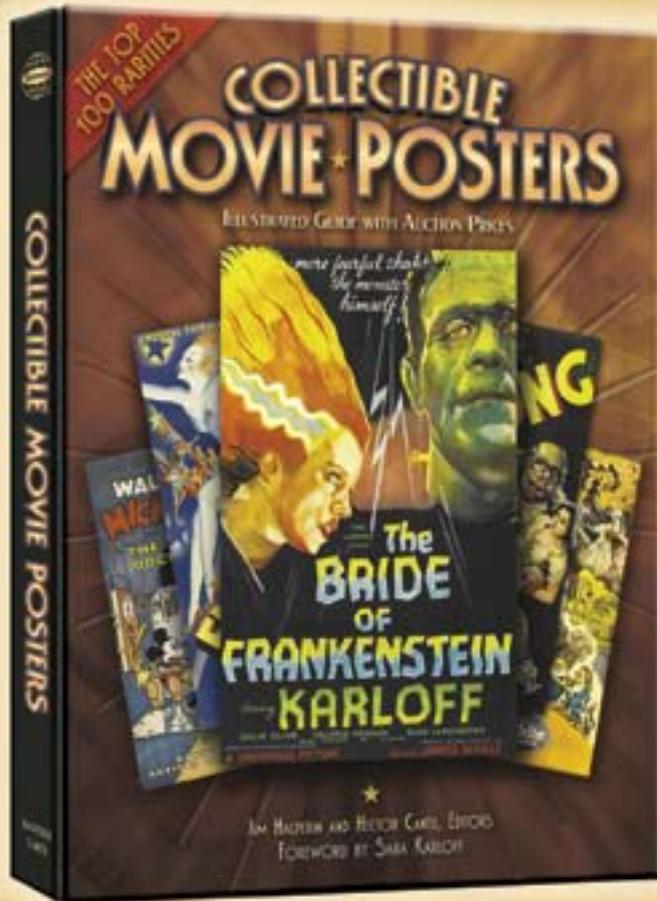
Frederic Remington (1861-1909) remains among the most widely known artists and sculptors who portrayed the American West. In recent years, companies have manufactured reproductions of original Remington bronzes, with many collectors mistaking them for original pieces. "By far, the most frequent queries I get regarding Remington are for bronze sculptures," says Michael Duty, director of Heritage's Art of the American West department. Duty points out most pieces mounted on a marble base (left) are reproductions.

\*Searches conducted by visitors to HA.com between June and September 2009.

THE 100  
GREATEST POSTERS  
IN FULL COLOR

# COLLECTIBLE MOVIE POSTERS

ILLUSTRATED GUIDE WITH AUCTION PRICES



## “What makes a movie poster valuable?”

1978: a woman buys her husband a gift—an old horror-movie poster, one of many in a stack. The price: \$10. The poster hangs on their wall for 30 years. . . “I knew it was something special,” she says. In 2009, they sell it through Heritage Auction Galleries for \$107,550.

In *Collectible Movie Posters*, Jim Halperin and Hector Cantu—two experts from Heritage Auction Galleries, which handles 70 percent of the world’s movie poster auction sales—share with you the wonderful world of the rarest, the most valuable, and the most exciting movie posters known to exist.

Who knows—maybe a poster that you find in an antique store’s bargain bin will someday make this list.

JIM HALPERIN AND HECTOR CANTU, EDITORS

FOREWORD BY SARA KARLOFF

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—Sara Karloff, daughter of screen legend Boris Karloff

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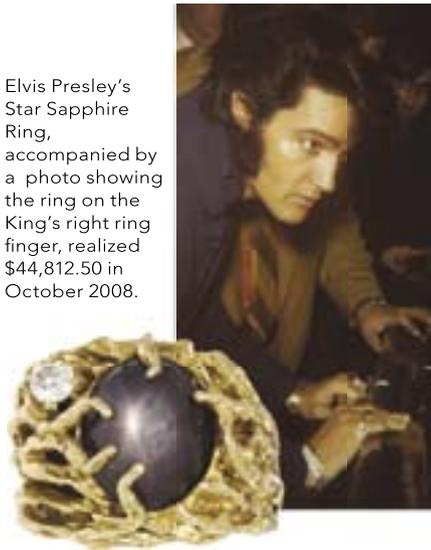
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# Auction NEWS

## KINGS OF POP

ELVIS, BEATLES, DYLAN PRIZED LEADERS IN MUSIC MEMORABILIA

Elvis Presley's Star Sapphire Ring, accompanied by a photo showing the ring on the King's right ring finger, realized \$44,812.50 in October 2008.



Collectors should never collect for investment purposes only. "Find something you love that's unique, that others aren't collecting," says Doug Norwine, director of music and entertainment memorabilia at Heritage Auctions.

But if you are keeping an eye on what's hot, particularly in entertainment and pop culture, stick with the Beatles and Elvis, as well as sports stars like Mickey Mantle, Babe Ruth, Lou Gehrig and Joe DiMaggio, Norwine says in an interview with [AppreciatingFineAntiques.com](http://AppreciatingFineAntiques.com).

"Collect the tragic stars like Marilyn Monroe, James Dean, Jimi Hendrix, Janis Joplin, and Jim Morrison," Norwine says. "Because they died early, their memorabilia will only increase in value."

In pop music, Beatles memorabilia remain in high demand, and will continue

to rise in value, Norwine says. "Anything signed by all the Beatles — pictures, albums, contracts — will increase in multiples. I have never seen a guitar, or any instrument, authentically signed by all the Beatles. That is rarer than a hound's tooth!"

What about "sleeper" memorabilia, items under the radar that may increase in value?

"Seinfeld memorabilia is going up," Norwine says. "They are getting fantastic prices for signed scripts. Look for reclusive stars like Billy Bob Thornton. Bob Dylan rarely signs autographs. His is one



Norwine

of the fastest increasing in value. Many stars have secretaries who sign for them, so make sure the autographs are authentic."

## UPDATE PRICES REALIZED



### AMAZING SPIDER-MAN #1

A CGC-certified 9.4 copy of *The Amazing Spider-Man #1*, 1963, marking Spidey's second appearance, realized \$83,650 at Heritage Auctions' August 2009 vintage comics auction. The sale fueled speculation that a higher-grade copy of this issue — a 9.6 or 9.8 — might overtake *Showcase #4* as the most popular Silver Age comic book.



### JACK DAVIS ART

The original art for 1954's *Tales From the Crypt #40* realized \$47,800 at Heritage Auctions' August 2009 comic art auction. Original cover art by Davis for EC's controversial line of horror titles rarely comes to market. This art, illustrating the "Pearly to Dead" story inside, fetched one of the highest auction prices ever for a Davis original.



### LENNY DYKSTRA RING

Lenny Dykstra's championship ring from the 1986 World Series realized \$56,762.50 at Heritage Auctions' October 2009 sports memorabilia auction. Dykstra was one of that series' most valuable players, helping the Mets win their first championship since 1969. The 10-karat gold ring was among items Dykstra sold to a pawn shop.



### BERNIE WRIGHTSON ART

Original cover art by Bernie Wrightson for a 1977 New York Comic Arts gallery catalog realized \$31,070 at Heritage Auctions' August 2009 comic art auction. It's the highest price realized by Heritage Auctions for a piece of Wrightson art. The art has an image area of 12.75 x 17.75 inches.

## RED CROSS OPENS ITS VAULT



The American Red Cross is auctioning more than 150 pieces of original materials, including gifts from heads of state and artwork from its legendary archives.

Heritage Auctions is featuring the items in auctions through February 2010.

"Not only is the organization among the most iconic and respected in American history, the selections that they have given us, across the board, are world class," says Heritage Auctions Vice President Jared Green. "Many of these pieces are of obvious museum quality."

Highlights of the collection include more than 75 original pieces of art by masters like Haddon Sundblom, Walter Beach Humphrey, Jess Wilhelm Schlaikjer (left), Robert Kauffman, Jon Whitcomb and Kenneth Pauling Riley. The items are featured in Heritage Auctions' Illustration Art Signature® Auction #5034, scheduled for Feb. 11, 2010.

## HERITAGE OPENING MORE LOCATIONS

Heritage Auctions has opened a Houston office and hired former Christie's executive Mark Prendergast to lead operations there. The move is part of an expansion that includes new galleries in Beverly Hills, Calif., and New York City.

As director of Business Development, Trusts & Estates, Prendergast will spearhead general business development.

"With the opportunity to increase Heritage Auctions' presence in the Houston market and beyond, I look forward to helping individuals, estate executors, advisors and art professionals with all their art and collectibles needs and to ultimately achieve mutually beneficial solid sale results," Prendergast says.

The office is located in Uptown Houston at 5850 San Felipe St., about 6 miles west of downtown.



Prendergast

## NUMISMATIC GUILD HONORS AUCTION STAFF

Heritage Auctions received five awards from the Numismatic Literary Guild for work having the greatest impact on numismatics. The company's Web site, HA.com, received the Best Dealer Web Site award, with honors for company executives and staffers Paul Minshull, Brian Shipman, Michael Weems and Ryan Sokol.

Other winners:

- HA.com/Live (Paul Minshull, Michael Weems, Ryan Sokol, Matt Jackson) received the Best Software award.
- Heritage Auctions' catalog "The Lemus Collection, Queller Family Collection - Part Two" received the Best Auction Catalog, Coins and Currency award.
- Best Commercial Video honors went to "The 1804 Class III Silver Dollar" (Greg Rohan, Mark Borckardt, David Lisot).

- The Extraordinary Merit award went to the *TNA Youth Newsletter* of the Texas Numismatic Association, edited by Heritage Auctions' staffer Kathy Lawrence.



## SOLID RESULTS AT LONG BEACH

The final numismatic blast of Summer 2009 went off with an \$18.4 million flourish at Heritage Auctions' combined Long Beach U.S. coin, currency and world coin events.

U.S. coins saw solid results with a total of more than \$9.4 million, while U.S. currency's strong showing amounted to more than \$5.7 million, and the world coins category continued its robust climb with more than \$3.2 million in prices realized.

"We're very satisfied with the results across the board," says Heritage Auctions President Greg Rohan. "As always, quality sells, and the top lots in each category certainly bore that out. Bidding was spirited, more than 9,200 bidders participated and the overall results show us that the state of the numismatic market is quite sound, perhaps on its way to a full recovery and beyond."

Among the highlights:



- A stunning 1891 \$20 PR67 Ultra Cameo NGC realized \$158,125. Struck just before the inaugural convention of the American Numismatic Association, it is an exceedingly rare early proof coin – one of only a couple of dozen known – procured from the U.S. Mint by one of the group's original members.



- In currency, an Fr. 2221-G \$5,000 1934 Federal Reserve Note, PMG Choice Uncirculated 64 EPQ, realized \$126,500. "This outstanding note easily ranks as one of the very finest \$5,000 notes to have come through the doors of Heritage Auctions," says Rohan.

## TEAMING UP WITH ANA

Heritage Auctions has been selected as the official auctioneer for both 2010 conventions of the American Numismatic Association. The March 2010 National Money Show® will be held in Fort Worth, Texas, and the August World's Fair of Money® is scheduled for Boston. "Heritage Auctions has now been selected as the official auctioneer of 40 different ANA conventions since our first ANA in 1980, more than all of our competitors combined," says Heritage Auctions CEO Steve Ivy.

- In world coins, a rarity from Brazil, a Joao V gold 12800 Reis *Dobra* 1731-R "Italic Shield", KM148, AU53 NGC, brought \$103,500. It is one of only a handful known to exist and is considered nicer than the one in the Espirito Santo Collection, the most important collection ever assembled of Portuguese and Portuguese colonial coins.



# Iroquois Daguerreotype

## PORTRAIT DISCOVERED AT CHURCH RUMMAGE SALE 50 YEARS AGO

In the 1950s, a collector digging through items at a rummage sale stumbled across a photo of an American Indian.

It was a beautiful piece, a daguerreotype portrait of an Iroquois man, most likely made in the early 1850s. "The buyer most surely was impressed by the sitter's splendid clothing and finery, including shell necklaces, a beaded hat with ostrich plumes, a pair of beaded armbands and a bandolier bag," says Delia E. Sullivan, American Indian art specialist at Heritage Auctions.

The collector purchased the photo for \$2, with the piece staying in his collection for nearly five decades. "Through the years, he turned down all offers by others wishing to purchase the image," Sullivan says.

The man's vast collection was made available to collectors only after he passed away. Even today, collectors are struck by the image, which is highlighted by more than 100 individually applied pinprick-size dots of silver and gilt. "This treatment is certainly unique in our experience and indicates the importance attached to this historic image," Sullivan says. "This is one of the most important Native American images to appear on the market in recent auction history."

The daguerreotype realized \$23,900 at Heritage's American Indian Art auction in September 2009.

Sixth Plate Daguerreotype  
Portrait of an Iroquois Man,  
Probably Seneca, circa 1852  
2.75 x 3.25 in.  
Sold: September 2009  
\$23,900

# Astronaut's Watch

RON EVANS' MOON-LANDED ROLEX A ONE-OF-A-KIND TIMEPIECE

Apollo 17 was the last manned mission to the moon for the United States, blasting off from the Kennedy Space Center on Dec. 7, 1972, and returning to Earth 12 days later.

While Gene Cernan and Harrison Schmitt explored the moon's surface, Ronald Evans orbited the moon in the Command Module America.

The Omega Speedmaster Pro was the only watch approved by NASA for use on Apollo moon flights. But that didn't keep astronauts from taking their own timepieces. Evans (1933-1990) placed his 1968-era Rolex Oyster Perpetual GMT-Master into his Personal Preference Kit (PPK) and it was then taken to the moon by his crewmates aboard the Lunar Module Challenger.

"It remained on the moon for about 75 hours," says John Hickey of Heritage Auctions' space exploration department. "Ron Evans is one of only 24 people who have flown to the moon. As far as we know, his watch is the only-known, moon-landed Rolex."

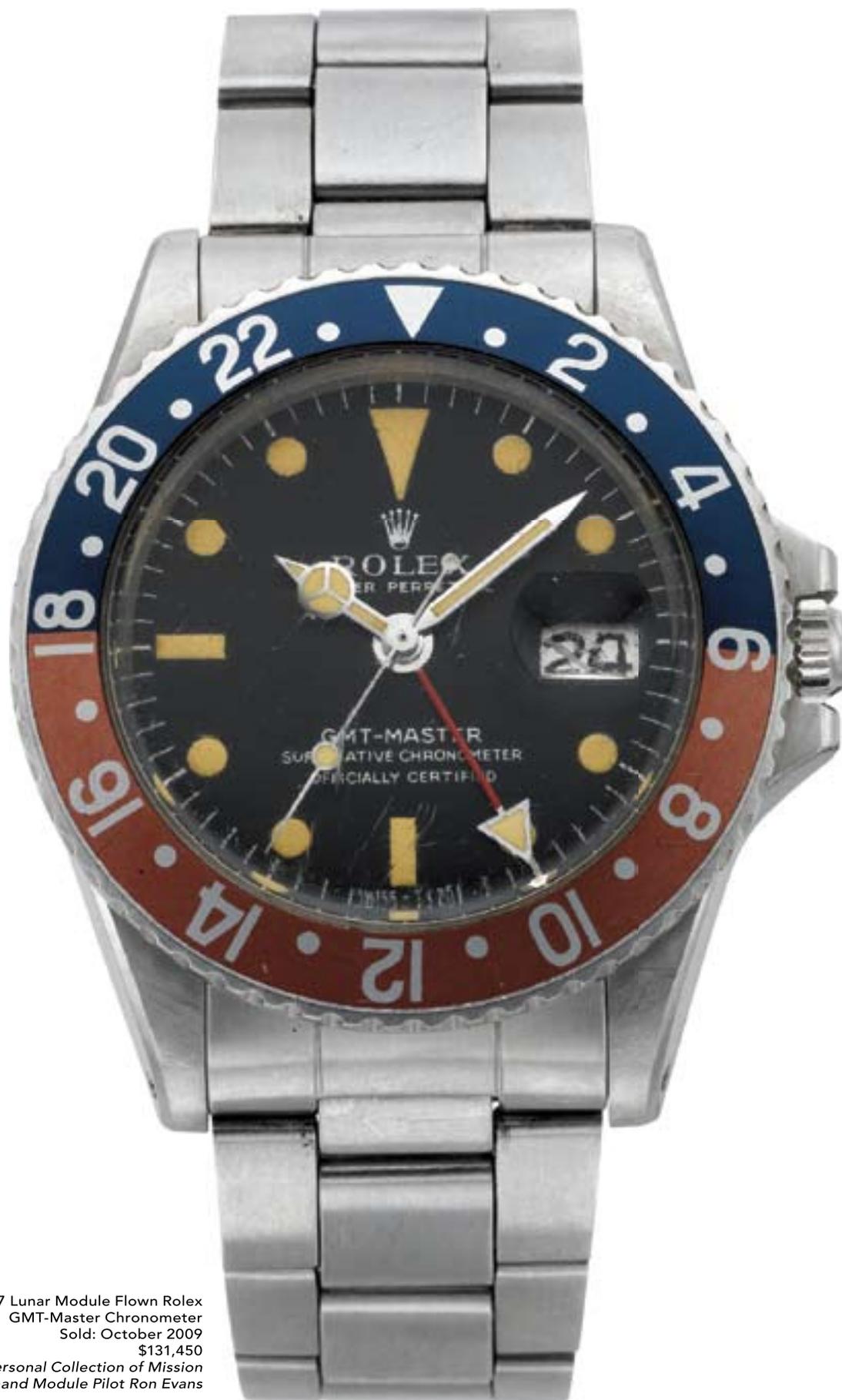
After Evans returned to Earth, he used an electric engraving tool to write the pertinent facts and his name along the outside edge of the back of the watch. It remained in his possession until his death in 1990. It was offered at Heritage Auctions' October 2009 space exploration auction, where it realized \$131,450.



Ron Evans



Apollo 17 splashed down in the Pacific Ocean on Dec. 19, 1972.



Apollo 17 Lunar Module Flown Rolex  
GMT-Master Chronometer  
Sold: October 2009  
\$131,450  
From the Personal Collection of Mission  
Command Module Pilot Ron Evans



1913 Liberty Head Nickel  
"The King of 20th Century Coins"  
Graded Proof 64 by NGC (also  
certified Proof 64 by PCGS and CAC)

# Legendary Liberty Head Nickel

## ONE OF HOBBY'S MOST FAMOUS COINS ANCHORS UPCOMING AUCTION

By Mark Borckardt

The 1913 Liberty Head nickel ranks as the No. 1 greatest U.S. coin in the third edition of *The 100 Greatest U.S. Coins*, compiled by professional numismatists Jeff Garrett and Ron Guth. Only five pieces are known, and two of those are permanently impounded in museums. It is easily the most famous American coin, having been chased by the world's most famous collectors and featured on television shows.

In 1972, a 1913 Liberty Head nickel became the first coin to break the \$100,000 price barrier. In 1996, a 1913 Liberty Head nickel became the first coin to break the \$1 million mark. It is logical that sometime in the not-so-distant future, a 1913 Liberty Head nickel will likely become the first coin to break the \$10 million mark.

### SAM BROWN'S NICKELS

There is little doubt today that Samuel W. Brown was the author or co-author of the 1913 Liberty Head nickel episode. Just five pieces were struck at the Philadelphia Mint late in 1912 or early in 1913 by Brown, or by an accomplice. Noted numismatic authority Q. David Bowers suggests in *A Guide Book of Shield and Liberty Head Nickels* that Stephen K. Nagy may have been involved. Nagy was a longtime collector and the son-in-law of 19th century coin dealer John Haseltine, who had close ties with the Philadelphia Mint. Nagy was also Brown's sponsor for ANA membership, indicating that the two were acquainted.

However, it was Brown who worked for the U.S. Mint in Philadelphia from December 1903 until November 1913. Brown

was the first to publicly mention the possible existence of the coins when he advertised to purchase examples in 1919, and he was the first to actually exhibit one of the coins in August 1920.

Brown was born in Pennsylvania circa 1879, and resided in Philadelphia until he relocated to North Tonawanda, N.Y., late in 1913. All accounts indicate that he was well respected and successful, serving as mayor of North Tonawanda in 1932 and 1933, and serving many years on the local board of education. His earlier employment at the Philadelphia Mint was as a curator, clerk, or storekeeper, rather than a workman with knowledge of actual coinage production.

The authors of *Million Dollar Nickels* speculate about Brown: "The mysterious Mr. Brown confounds understanding. Just when you think you have him pegged as a crafty, scheming thief, he conducts the rest of his life in what appears to be a completely exemplary manner."

"IN THE 1930s, THE [1913 LIBERTY HEAD] NICKEL GAINED GREAT FAME, AND IT WAS SAID THAT STREETCARS SLOWED AS THEIR CONDUCTORS STOPPED TO CHECK THE DATES ON NICKELS GIVEN BY PASSENGERS."

Brown's early advertisement to purchase 1913 Liberty nickels created a buzz, and that was followed by advertisements under the banner of August Wagner, offering all five coins for sale. After his initial 1919 advertisement, Brown fell silent. The advertisements provided legitimacy to the coins, and a desire among collectors to own them.

Around 1926, Col. E.H.R. Green, the son of Hetty Green (the Witch of Wall Street), purchased the five nickels from Wayte Raymond, who acquired them either from Wagner or possibly from Stephen Nagy, according to Bowers. The coins remained in the Col. Green estate for several years until Eric Newman and Burdette Johnson purchased them in 1943. Newman was the



A 1973 episode of *Hawaii Five-O*, titled "The \$100,000 Nickel" and guest-starring Victor Buono, featured the Olsen-Farouk-Buss-Hawn 1913 Liberty Head nickel.

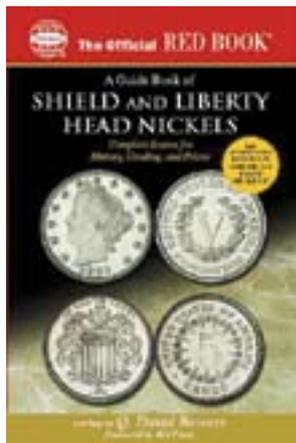
last collector to own all five coins as one entity. Each of the nickels traveled their own separate path until all five were reunited at the American Numismatic Association convention in August 2003 – for the first time in 60 years.

### THE OLSEN SPECIMEN

Famed Fort Worth, Texas, numismatist B. Max Mehl turned the 1913 Liberty Head nickel into a world-famous rarity through his extensive advertising campaign, spending millions of dollars during the depression decade of the 1930s to purchase an example, even though he knew his search would be unsuccessful. Mehl already knew that only five examples were made, and he also knew that Col. Green owned all five coins, and that they were not for sale. The purpose of his advertising campaign was not to acquire one of the coins, but to promote the sale of his *Star Rare Coin Encyclopedia*, ultimately leading him to other important rare-coin acquisitions.

Bowers wrote in his nickel reference: "In the 1930s, the [1913 Liberty Head] nickel gained great fame, and it was said that streetcars slowed as their conductors stopped to check the dates on nickels given by passengers." The hunt was on. Even though Max Mehl knew the whereabouts of all five coins, few others did. Young and old alike searched for these soon-to-be-famous coins.

Q. David Bower's *Guide Book of Shield and Liberty Head Nickels* is devoted to the coin.



Throughout his nearly 60-year numismatic career, Mehl only handled one example. Fred E. Olsen was the owner of the specimen that now carries his name when Mehl auctioned the Olsen Collection in 1944. In his *Guide Book*, Bowers discusses the Olsen coin: "This particular coin is probably the most highly publicized of the five specimens." Mehl's auction of the Olsen Collection in 1944 also represented the first time that any 1913 Liberty Head nickel was offered in a public auction event.

Olsen was a collector from Alton, Ill., located on the Mississippi River north of St. Louis, Mo., nearly 300 miles south-east of Chicago. Olsen was born in New Castle, England, on Feb. 28, 1891, and resided at 1526 State St., in Alton, Ill. He was employed by the Western Cartridge Company of East Alton, Ill.

King Farouk, the famous ruler of Egypt, purchased this coin from the Olsen auction and held it until 1947, when he had Mehl sell the coin on his behalf. Farouk elected to keep his other example, a coin that is now in the Smithsonian Institution. The Olsen specimen had several different owners, including collectors Edwin Hydeman, Dr. Jerry Buss (owner of the Los Angeles Lakers), Texan Reed Hawn, and most recently a collector who prefers to maintain his anonymity.

The Olsen Specimen is featured in Heritage's U.S. Coins Signature® Auction #1136, scheduled for Jan. 6-10, 2010, at the Florida United Numismatists convention in Orlando, Fla.

It is this very same coin, the Olsen-Farouk-Buss-Hawn specimen, that first broke the \$100,000 price barrier in 1972. That transaction led to its starring role on the television series *Hawaii Five-O*, in a December 1973 episode called "The \$100,000 Nickel."

This coin has been graded PR64 by NGC and PCGS (currently residing in an NGC holder). It is the second finest of the five 1913 nickels known, behind only the Eliasberg coin graded PR66 NGC, but it is certainly the most famous of the five.



Collectors who've owned the Olsen Specimen include King Farouk of Egypt (top photo, shown with President Roosevelt in 1945) and Los Angeles Lakers owner Jerry Buss (above, with former Lakers star Magic Johnson in 1999).

PHOTOS BY THE ASSOCIATED PRESS

## EVENT

**U.S. Coins FUN Signature® Auction #1136** is scheduled for Jan. 6-10, 2010, in Orlando, Fla. For information, contact Leo Frese at 214-409-1294 or [Leo@HA.com](mailto:Leo@HA.com). For a complimentary Heritage Auctions catalog, call 1-800-872-6468, ext. 1150, and mention code HM17866, or register online at [www.HA.com/HM17866](http://www.HA.com/HM17866).

FOR MORE INFORMATION ON THIS AND SIMILAR ITEMS, VISIT [www.HA.com/Coins](http://www.HA.com/Coins)



# CANADIANA COLLECTION CALLED FINEST OF ITS KIND

The finest condition collection of Canadian coins ever assembled will highlight Heritage's auction of ancient and world coins at the 2010 NYINC coin show.

"From the early issues of the Confederation up to the mid-20<sup>th</sup> century, the Canadiana Collection contains the finest quality coins that we have ever seen – in fact, it contains more 'finest known' examples than any other Canadian collection ever formed," says Warren Tucker, Heritage's director of world coin auctions.

Heritage Auctions recently has sold several world-famous Canadian coin collections, including the Belzberg Collection, the Dominion Collection, and the Wellington Collection, as well as hundreds of individual rarities from the earlier Norweb and Pittman collections.

"Over my four decades in the rare-coin business," Tucker adds, "I thought that I had seen it all – and I never expected to sell any comprehensive collection of rarities in finer condition. The exquisite rarities in the Canadiana Collection are just that. This is the best of the best, and when collectors of Canadian coinage brag about pedigrees in the decades to come, the name Canadiana will be at the top of the list."

– Bob Korver

## EVENT

**World Coins New York Signature® Auction #3008** is scheduled for Jan. 3-4, 2010, at the Waldorf-Astoria in New York City, an official auction of the New York International Numismatic Convention. For information, contact Warren Tucker at 214-409-1287 or [WTucker@HA.com](mailto:WTucker@HA.com). For a complimentary Heritage catalog, call 1-800-872-6468, ext. 1150, and mention code HM17866, or register online at [HA.com/HM17866](http://HA.com/HM17866).

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George V  
10 Cents 1936 "Dot"  
KM23a  
SP68 PCGS



George V  
1 Cent 1936 "Dot"  
KM28  
SP66RD PCGS  
Ex: Belzberg



George V  
50 Cents 1921  
KM25a  
MS66 PCGS



Victoria  
50 Cents 1870 "No LCW"  
KM6  
MS64 PCGS

# The Art of René Lalique

EVENT WILL HIGHLIGHT DESIGNER'S UNPARALLELED ARTISTIC ACHIEVEMENTS

By Nick Dawes

René Lalique was born in 1860 and died peacefully at his Paris apartment in 1945, days after the official end of World War II. His extraordinary life spans the period that witnessed "The Modern Movement" in fine art come to life and grow to maturity, mostly in its hometown of Paris. Spawned from the confluence of academic realism and a new stream of thought from Japan, modern art grew through an impressionistic youth, into maturity with post-impressionism, Picasso and Fauvism, enjoyed a cubist middle age with the occasional mid-life crisis (think Dada and Dali) and ultimately, in seniority, allowed Jackson Pollock to drip paint onto a canvas, effectively breaking all the rules imposed by centuries of conformity to western aesthetics and technique.

The history and evolution of decorative arts ran on a parallel course, and René Lalique was among its primary helmsmen. Change is the hallmark of a great artist, and Lalique, never satisfied with his extraordinary accomplishments, steered his career directly into turbulent and challenging territory. He always emerged at full speed, heading in a progressive direction, a lasting testament to his extraordinary talent.

## PURSUING BEAUTY

"Wretched is the pupil who does not surpass his master," Leonardo da Vinci once said. René Lalique certainly lived by this code. He counted the Renaissance master among numerous historical influences, and was fortunate in time and place to find mentorship and enlightenment among the luminaries of



René Lalique photographed in his Paris atelier, circa 1903, at the height of his success as a jeweler.

Paris, notably the jeweler and Japoniste Henri Vever, the sculptor Auguste Rodin, and glass historian, technician and academic Jules Henriveaux. Lalique finished his formal schooling in Paris and London art schools by the age of 18, but spent his entire life in the pursuit of beauty and mastery of technique. From youth, Lalique excelled in the art of drawing, and left a legacy of graphic talent in the collection of more than 2,000 works on parchment paper, mostly preserved in the Musée des Arts Décoratifs in Paris. Most propose enchanting pieces

of jewelry, formed from Lalique's impeccable observations of the natural world, combined with a romantic vision Baudelaire would have envied. At age 25, Lalique launched his career from a cramped atelier in the heart of Paris and the heart of "La Belle Époque."

By his late 40s, Lalique was unquestionably the most celebrated and comprehensively successful jeweler in the world, a position predicted by his overwhelming success at the Paris Exposition of 1900 and confirmed by an ensuing decade of unparalleled patronage and production. He was also an immensely talented graphic artist, photographer, commercial medalist, and designer of extraordinary range, from architecture and interiors to furniture, silks, book bindings and objets vertus of breathtaking beauty. It was at this point in his career that Lalique decided to abandon luxury jewelry and take up glassmaking as a full-time enterprise.

Lalique's somewhat risky endeavor was inspired by his younger Place Vendôme neighbor Francois Coty, Napoleonic



Statuette "Suzanne", 1925, on bronze illuminating base  
René Lalique was the finest sculptor ever to work in glass. Contemporary attempts to copy statuettes such as this famous example pale in comparison.  
Height: 28 cm  
20th Century Design Signature® Auction #5032

# AUCTION PREVIEW

Sam Santalero



Vase "Palestre", 1928  
René Lalique was a master sculptor of the male form, as illustrated in this vase of dramatic scale featuring a frieze of ancient Grecian athletes.  
Height: 40.5 cm  
20th Century Design Signature® Auction #5032

Vase "Archers", 1921, in deep amber glass  
The manufacture of vases with this scale and weight was made possible by sophisticated modern blowing methods introduced at the Alsace works in 1921. This famous neo-classical model was popular in this rich color, which simulates bronze.  
Height: 26 cm  
20th Century Design Signature® Auction #5032



Vase "Milan", 1929  
Vases of this scale and bright color were especially popular in the U.S. market before the Great Depression.  
Height: 28.5 cm  
20th Century Design Signature® Auction #5032



**TIFFANY, DUTCH MODERNISM HIGHLIGHT  
20TH CENTURY DESIGN AUCTION**

**A** Dutch Modernism collection, and exquisite Tiffany landscape windows from Boston's historic Beaux-Arts building are featured in Heritage Auctions' 20th Century Design auction.

The Tiffany windows, offered by a Florida collector, were designed at the turn of the century by noted New England architect Guy Lowell. "We do not know who commissioned the windows from Tiffany Studios, but their quality and size confirm that the original owner was a prosperous and avid Tiffany patron," says Christina Japp, director of 20th Century Design at Heritage Auctions.

The windows (see page 2) were among the Tiffany landscape windows offered at public auction by the city of Boston in 1982 following their removal from the mansion, and will be complemented with more than 100 lots by Tiffany Studios, in-

cluding lamps, metalwork and art glass. The Tiffany will be offered in an evening session immediately following the Lalique auction, where attendees will have the pleasure of seeing Tiffany lamps lit in a darkened auction room.

The auction also features more than 100 lots of 20th Century Design, from Art Nouveau to Post Modernism, featuring furniture, lighting, sculpture and objects by American and European designers. A unique session includes more than 100 rare pieces of Dutch Modernism from the renowned and well-documented Schiller-David Collection, including the only recorded poster designed by Gerrit Thomas Rietveld.

"The Schiller-David Collection of Dutch Symbolism, Art Nouveau and Art Deco is remarkable for its quality and the number of unusual pieces of paintings, drawings, books and prints and applied art," Japp says.



Tiffany Studios "Woodbine"  
Tiffany Table Lamp, circa 1905  
Estimate: \$40,000-\$60,000  
20th Century Design Signature®  
Auction #5032



Gerrit Thomas Rietveld (1888-1965)  
Lithographed Poster, 1917-1920  
19 x 14.6 in.  
Estimate: \$15,000-\$20,000  
From the Schiller-David Collection  
20th Century Design Signature®  
Auction #5032



Diego Giacometti (1902-1985)  
"Tabouret de Coiffeuse a l'Harpie"  
Gilt Bronze Chair, designed circa 1960  
22.75 x 14 x 14 in.  
Estimate: \$60,000-\$80,000  
20th Century Design Signature®  
Auction #5032

**EVENT**

**20th Century Design Signature® Auction #5032** is scheduled for Dec. 10, 2009, in New York City. For information, contact Christina Japp at 214-676-0736 or CJapp@HA.com or Nick Dawes at 212-473-5111 or NickD@HA.com. For a complimentary Heritage catalog, call 1-800-872-6468, ext. 1150, and mention code HM17866, or register online at HA.com/HM17866.

in stature and ambition, who commissioned Lalique to design packaging for his commercial fragrances. The ultimate legacy of their collaboration can be seen in the perfumery aisles of any modern department store, but Lalique's earliest creations for this booming French industry are among his first and finest in glass. To create the exquisite bottles and boxes, Lalique took control of a small and antiquated glassworks near Paris in 1909, which is still owned by the modern company a century later, though little has been made there since the 1930s. He immediately began designing and manufacturing a small but compelling range of glass objects of his own, and officially announced his new métier in 1912 with an all-glass exhibition at the elegant Place Vendôme showroom, opened in 1905. In characteristically innovative fashion, patrons were invited by means of a green

glass medallion, discreetly molded with a pattern of mistletoe and details of the event.

Lalique produced a series of medallions in metal for the Great War effort between 1914 and 1918, but took singular advantage of the Treaty of Versailles by accepting and exploiting the opportunity to establish a business in Alsace, on territory won back from Germany in an ancient tug-of-war. Lalique's new works at Wingen-sur-Moder, close to the city of Strasbourg and richly surrounded by the resources required for glassmaking, opened in 1921. It remains to this day the exclusive manufactory, with such limited renovation that Lalique would surely feel at home if he came to visit ... which nominally he will when the Lalique Company opens a museum at the site, planned for the end of 2010.

## AUCTION OFFERS RARE ACCESS TO COLLECTION OF MICHAEL PLAYFORD



Josef Hoffmann (1870-1956) for Kohn & Kohn, Vienna  
Hide Upholstered Beechwood  
Winged Armchair, circa 1905  
47 x 29 x 29 in.  
Estimate: \$6,000-\$8,000  
From the Michael Playford Collection  
20th Century Design Signature® Auction #5032



Carlo Bugatti (1856-1940)  
Rare Pewter, Copper and Painted Parchment  
Inlaid Walnut Firescreen, circa 1900  
37 x 39 x 12 in.  
Estimate: \$30,000-\$50,000  
From the Michael Playford Collection  
20th Century Design Signature® Auction #5032

"Isn't it everyone's dream to own a place in Tuscany?"

So begins a story, published in London's *Sunday Times*, on how art collector Michael Playford converted an Italian farmhouse into a showcase for his collection of important furniture and art.

"My particular taste is for furniture designed by architects," Playford told the newspaper. "They have an innate understanding of function and form." Inside Il Baffo, along with Playford's own creations, are works by Josef Hoffman, Mies van der Rohe and Alvar Aalto.

Contents of Playford's Tuscany and London homes are highlighted in a single-owner session of Heritage's 20th Century Design Signature® Auction, scheduled for Dec. 10, 2009, in New York City.

According to Christina Japp, director of 20th Century Design for Heritage Auctions: "A sale of this type is a rare opportunity to explore, sample and acquire the work of an extraordinary eye."

Among the items in the Playford Collection are works by Alvar Aalto (1898-1976), a Finnish architect and designer often called a Father of Modernism, and Carlo Bugatti (1856-1940), an artist and designer of international renown.

"All of the works are presented in extraordinary condition, a quality Michael always insisted upon," Japp says, "and most have been carefully selected for practical use in interior design."

### EVENT

**20th Century Design Signature® Auction #5032**, featuring the Michael Playford Collection, is scheduled for Dec. 10, 2009, in New York City. For information, contact Christina Japp at 214-676-0736 or [CJapp@HA.com](mailto:CJapp@HA.com). For a complimentary Heritage catalog, call 1-800-872-6468, ext. 1150, and mention code HM17866, or register online at [HA.com/HM17866](http://HA.com/HM17866).



As an avid collector of both furniture and objets d'art, Michael Playford's Tuscany home is filled with early 20th century design classics and African art.





René Lalique added car mascots to his production line in 1925. One of his famous "Victoire" designs, similar to above, was recently discovered on a 1935 Duesenberg, and is included in the evening Lalique session of Heritage's 20th Century Design Signature® Auction, scheduled for Dec. 10, 2009.

## ANNUAL LALIQUE AUCTION

The powerful, modern facilities at Wingen, many designed and patented by Lalique or his son Marc (1900-1977), proved perfect for a period of global commercial expansionism, crowned by Lalique's triumphant displays at the Paris Exposition of 1925, and fueled by impressive conquests in the U.S. market in the golden years before the Great Depression.

By its heyday in the late 1920s, the Lalique Company manufactured virtually everything that could conceivably be made in glass, from tiny beads to massive architectural installations, complete with illumination and furnishings. The overwhelming majority of Lalique glass, including most pieces offered in a forthcoming Heritage Auction Galleries event, was made at this factory to Lalique's specification and directly under his supervision. The glass ranges from Lalique's familiar satiny, frosted finish through glowing opalescence into a spectrum of colors, used mainly in the 1920s. Techniques range from subtle mold blowing to patented power pressing, used to create some of the boldest relief molding found in glassmaking history. A 1994 catalogue raisonné of René Lalique designs in glass lists more than 3,000 unique models, dating from the dawn of his career to early 1945, when the Battle of the Bulge raged perilously close to his factory. Lalique's virtuosity and depth of design awareness is evident in every aspect of this vast volume of work,

entirely unparalleled as a personal achievement in the history of glassmaking. Not bad for a second career!

René Lalique began to appear in auction catalogs by the late 1960s, but was not greeted with respect until the late 1970s, when pioneering sales in New York and London, helped by a few equally pioneering dealers and collectors, began the process of documentation and promotion any "collectible" needs for commercial success. By the late 1980s, the art of René Lalique ranked high among the treasures sought by Japanese collectors, at least two of whom turned their bounty into public museums. Since then, demand for the art of Lalique has continued to exceed the supply and, subsequently, values have risen or remained consistent.

A common complaint among enthusiasts is the paucity of "good stuff" on the open market, a phenomenon largely explained by the formula above and tendency for modern collectors, including museums, to keep everything they find. Heritage Auction Galleries hopes to address and alleviate some of the frustration with an annual auction devoted to the art of René Lalique, beginning on Dec. 10, 2009, in New York City. Heritage plans to support the auction with an educational presentation on the world of Lalique, with hopes that the event will be received as a fitting tribute to a century of Lalique glass production, and the beginning of a long tradition.

*Nick Dawes is a New York City-based consignment director and auctioneer. He writes regularly on a variety of topics and is the author of three popular books on decorative arts, including the standard work Lalique Glass, published in 1986. Dawes organized his first Lalique auction in New York in 1980 and is considered the nation's leading authority on René Lalique.*



## EVENT

**20th Century Design Signature® Auction #5032** featuring the Work of René Lalique is scheduled for Dec. 10, 2009, in New York City. For information, contact Nick Dawes (Lalique) at 212-473-5111 or Nickd@HA.com, or Christina Japp (20th Century Design) at 214-676-0736 or CJapp@HA.com. For a complimentary Heritage catalog, call 800-872-6468, ext. 1150, and mention code HM17866, or register online at HA.com/HM17866.



# Kubert Collection

LEGENDARY ARTIST'S ICONIC WORK HAS INFLUENCED  
A GENERATION OF CREATORS

One of comics' legendary artists and creators was barely 12 years old when he entered the business, going on to work on some of comics' most popular characters. But ask Joe Kubert about the most fulfilling part of his career and he won't mention his work on Sgt. Rock, Hawkman, the Flash, Tarzan, Enemy Ace, or Batman.

"The most satisfying work is the work on my table right now," Kubert says from his studio in New Jersey. "The more I can get into the work I'm doing, the more satisfaction I get from the work."

On cue, Kubert (b.1926) tells how his latest work – a graphic novel about a Special Forces team fighting in Vietnam – was born, starting with the soldier he met decades ago while working on the *Tales of the Green Berets* newspaper comic strip to true Vietnam war stories that "made the hair on my neck stand up." The DC Comics book is due in stores in early 2010.

It's the latest accomplishment in a storied career. "It's funny," Kubert says, "but I got into this business thanks to pure, unadulterated luck."

It began with typical classroom drawings. One of Kubert's junior high friends liked the art and said he should show it to a relative who worked at MLJ Publications, a pulp and comic book house whose most successful title would be Archie.

"It was an entirely different world and business at that time," Kubert says. "Comics were 10 cents apiece with 64 pages of material. They needed a lot of stuff coming through, and that gave guys like me an opportunity. I made some drawings, pencil sketches, and took the subway into New York went up to MLJ. They were very kind. They gave me some real art paper to work on and said, 'Come back again and we'll take another look.' After a year or so, I got my first work. It was a six-page story that paid me \$5 a page, which was a heck of a lot! It was more than my father made!"

Over the decades, Kubert would work for DC Comics, EC, Harvey and Timely, drawing, writing, editing, inking and coloring some of the biggest characters in comics. In 1976, he founded the Joe Kubert School of Cartoon and Graphic Art. He completed the acclaimed graphic novels *Abraham Stone*, *Fax From Sarajevo*, *Jew Gangster*, and *Yossel: April 19, 1943*. He was inducted into the Harvey Awards' Jack Kirby Hall of Fame in 1997, and the Will Eisner Comic Book Hall of Fame in 1998.

"Anyone who was a kid from the 1940s through the 1980s will recognize Kubert's distinctive style at a glance," says Jared Green, vice president of business development at Heritage Auctions. "He drew almost every Sgt. Rock story for decades and the cover to almost every DC war comic. Not only is he a favorite among fans, but when other comic book artists talk about their influences and whom they admire, his name is invariably mentioned."

Pieces of original Kubert art from his personal collection are featured in Heritage Auctions' comics and comic art auction scheduled for Feb. 25-26, 2010. For Kubert, it's a way to share his art with comic fans. After all, he says, he's an artist, a writer, an editor, a teacher – though not necessarily a collector.

"I would be doing what I'm doing even if I wasn't getting paid," Kubert says. "It's something I have to do. I have two sons in the business now, Adam and Andy, and they are doing very well. To have them feel the same way about their work ... it's a miracle. It's the cherry on top of the whip cream."

– Hector Cantú

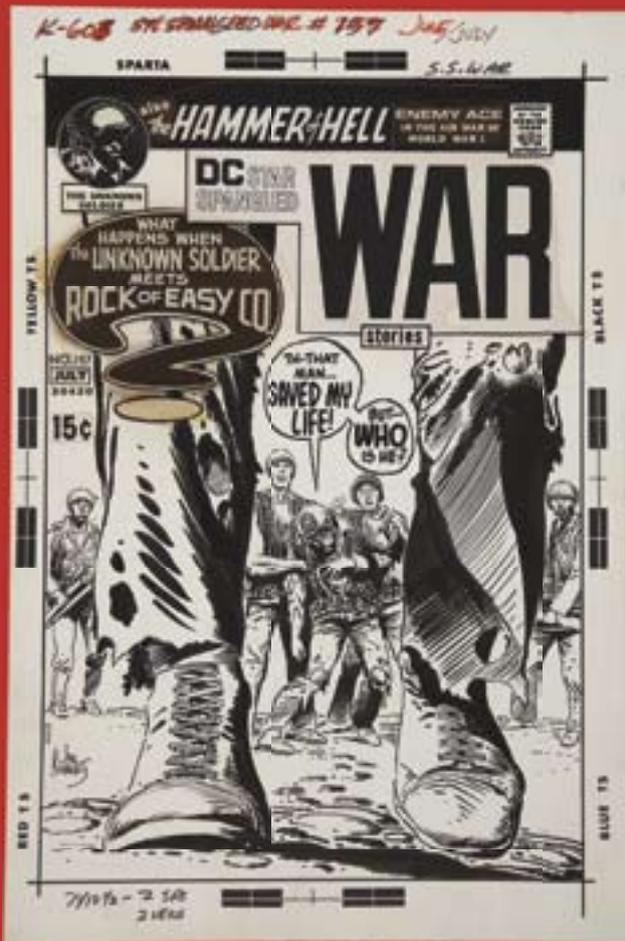


Joe Kubert at the Joe Kubert School of Cartoon and Graphic Art in Dover, N.J.

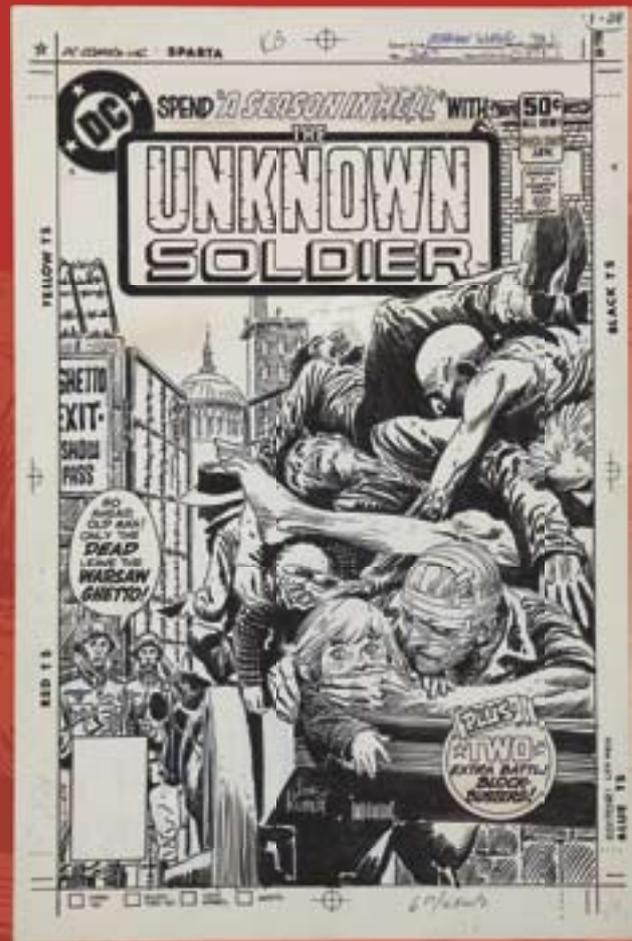
FOR MORE INFORMATION ON  
THESE AND SIMILAR ITEMS, VISIT  
[HA.com/Comics](http://HA.com/Comics)

## EVENT

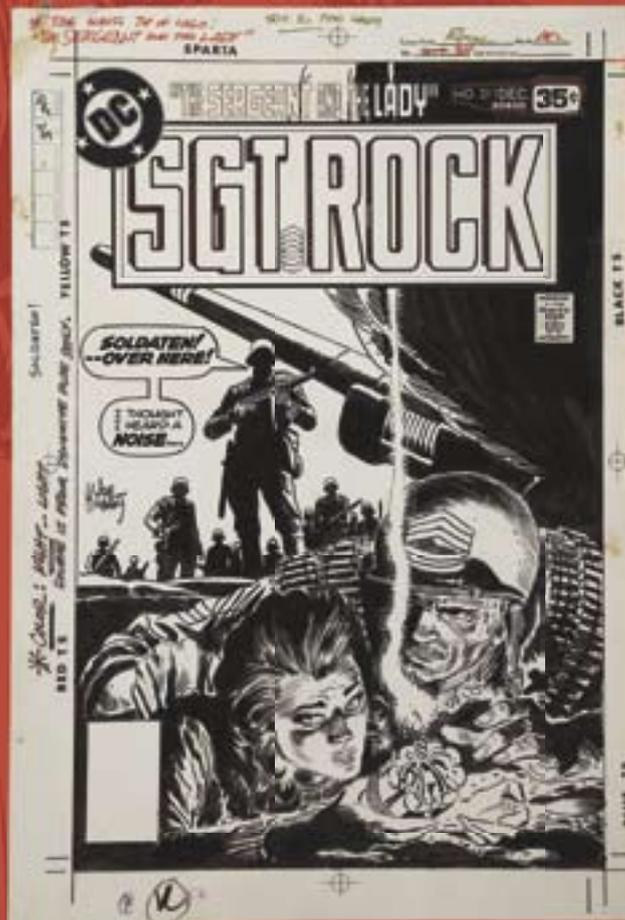
**Comics & Comic Art Signature® Auction #7017**, featuring the work of Joe Kubert, is scheduled for Feb. 25-26, 2010, in Dallas. For information, contact Jared Green at 214-409-1279 or JaredG@HA.com. For a complimentary Heritage catalog, call 800-872-6468, ext. 1150, and mention code HM17866, or register online at [HA.com/HM17866](http://HA.com/HM17866).



Joe Kubert  
 Star Spangled War Stories  
 #157 original cover art  
 DC Comics, 1971  
 Estimate: \$4,000-\$6,000



Joe Kubert  
 The Unknown Soldier  
 #247 original cover art  
 DC Comics, 1981  
 Estimate: \$4,000-\$6,000



Joe Kubert  
 Sgt. Rock #311 original cover art  
 DC Comics, 1977  
 Estimate: \$3,000-\$5,000

# Elvgren's 'Trouble'

GORGEOUS 'HYPER-REALITY' WAS EYE-CANDY FOR HOMESICK SOLDIERS

Gil Elvgren looked at reality and made it more colorful, more playful, and, of course, sexier.

In the 1950s, Elvgren (1914-1980) was drawing pinup paintings for the Brown & Bigelow calendar company. "Post-depression America was in desperate need of a defining iconography that would lift it out of the black and white doldrums," Charles Martignette and Louis Meisel write in their book *Gil Elvgren: All His Glamorous American Pin-Ups*, "and it came in the form of Gil Elvgren's Technicolor fantasies of the American dream."

Elvgren's technique involved photographing models and then painting them "into gorgeous hyper-reality, with longer legs, more flamboyant hair and gravity-defying busts," the book states, "and in the process making them the perfect morale-boosting eye-candy for every homesick private."

Today, works by Elvgren continue attracting fans. In recent years, works by Elvgren have set auction records, with the most desirable paintings realizing more than \$200,000. Elvgren's *Looking for Trouble*, completed in 1953, is featured in Heritage Auctions' illustration art auction scheduled for Feb. 11, 2010. The oil on canvas appears in Martignette and Meisel's book.

"Elvgren is beyond a doubt the master of pinup and glamour art," says Ed Jaster, Heritage Auctions vice president and director of illustration art. "The market for his works has been and remains one of the hottest in illustration art."

'IN RECENT YEARS, WORKS BY ELVGREN HAVE SET AUCTION RECORDS, WITH THE MOST DESIRABLE PAINTINGS REALIZING MORE THAN \$200,000.'

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## EVENT

**Illustration Art Signature® Auction #5034** is scheduled for Feb. 11, 2010, in Dallas. For information, contact Ed Jaster at 214-409-1288 or EdJ@HA.com, or Todd Hignite at 214-409-1790 or ToddH@HA.com. For a complimentary Heritage catalog, call 800-872-6468, ext. 1150, and mention code HM17866, or register online at [HA.com/HM17866](http://HA.com/HM17866).

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FOR MORE INFORMATION ON THIS AND SIMILAR ITEMS, VISIT [HA.com/Illustration](http://HA.com/Illustration)



Gil Elvgren (1914-1980)  
*Looking for Trouble*, 1953  
Oil on canvas, 30 x 24 in.  
Estimate: \$30,000-\$40,000



# Time Wizard

## MARTIN BRAUN HAS CREATED SOME OF THE WORLD'S MOST INNOVATIVE TIMEPIECES

The son of a German master goldsmith and watchcase maker, Martin Braun wasted no time launching his own watch-making company. Today, Martin Braun is among the most respected watchmakers, known worldwide for his cutting-edge designs and breakthrough technological advances, says Jim Wolf, Heritage Auctions' director of watches and fine timepieces.

Born in Karlsruhe, Germany, in 1964, Braun honed his watch-making skills early, earning the title of master watchmaker in 1991 at the age of 27. In 2000, he launched his Martin Braun watch brand. "Braun's fascination with 'true' time, based on the sun rising and setting and the earth's orbit around the sun, has resulted in a line of wonderful, innovative models named after figures from Greek mythology," Wolf says.

The lynchpin of Braun's success has been his 950-part movement EOS model, which indicates sunrise and sunset times, based on the location of the wearer. In 2002, the EOS was awarded second place in Chronos magazine's "Watch of the Year" technical innovation competition. This achievement was followed by Braun's Boreas model, which combined sunrise and sunset indications with another groundbreaking feature: an equation of time display.

Among the watches featured in Heritage Auctions' upcoming timepieces auction are Braun Astraios and Kephalos models.

"The Astraios has been described as 'a universe on the wrist,'" Wolf says.

"This model was 2½ years in development and it has 86 more components than the innovative EOS model. The Kephalos is a perpetual calendar with a retrograde date indicator, which automatically calculates the different lengths of the months. It also displays a photorealistic retrograde moon phase along with an indicator telling if the moon is waxing or waning.

"The collection of Martin Braun watches in the Dec. 8 auction," Wolf says, "gives collectors a fantastic opportunity to own one or more of these amazing watches at attractive price levels."

Martin Braun Kephalos, Rose Gold Watch, No. 023  
Estimate: \$25,000-\$30,000



Martin Braun Astraios, Stainless Steel Watch, No. 015  
Estimate: \$15,000-\$18,000



Martin Braun Selene, Rose Gold Watch with Moon Phase and Meteorite Dial, No. 012  
Estimate: \$20,000-\$25,000

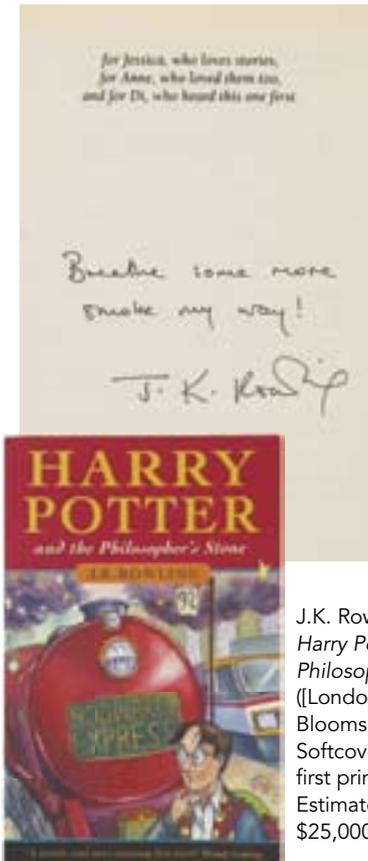
FOR MORE INFORMATION ON THESE AND SIMILAR ITEMS, VISIT [HA.com/Timepieces](http://HA.com/Timepieces)

### EVENT

**Watches & Fine Timepieces Signature® Auction #5028** is scheduled for Dec. 8-9, 2009. For information, contact James Wolf at 214-409-1659 or [JWolf@HA.com](mailto:JWolf@HA.com). To receive a complimentary catalog, call 800-872-6467, ext. 1150, and mention code HM16866, or register online at [HA.com/HM17866](http://HA.com/HM17866).

# Inscribed 'Potter'

SOFTCOVER FIRST EDITION, FIRST PRINTING OF ROWLING'S LANDMARK SERIES HAS WRITER'S EARLY AUTOGRAPH



J.K. Rowling (b.1965)  
*Harry Potter and the Philosopher's Stone* (London): Bloomsbury [1997] Softcover first edition, first printing Estimate: \$15,000-\$25,000

By June 1997, J.K. Rowling was beginning anew. After separating from her husband, living on welfare and battling depression, she had completed a novel on an old manual typewriter. The manuscript had been rejected by numerous editors before a small London company took a chance and published *Harry Potter and the Philosopher's Stone*.

With her newly unleashed characters about to storm the literary world, Rowling worked to publicize the book. Among the first to interview the author was Elisabeth Dunn, working for *The Daily Telegraph*. It was the first interview of Rowling published in a national newspaper.

The interview was conducted in Nicholson's Café in Edinburgh, Scotland, a favorite writing spot for Rowling. At the time, Rowling had recently given up smoking, Dunn recalls. "I hadn't, and throughout our meeting,

Rowling continually leaned into the smoke to pick up the secondary nicotine." Rowling gave a copy of her book to Dunn, who asked that it be signed – "a novel experience for her at the time," Dunn says. Rowling thought for a moment before writing: "Breathe some more smoke my way! J.K. Rowling".

That paperback book – the softcover first edition, first printing of *Harry Potter and*

*the Philosopher's Stone* – is featured in Heritage Auctions' rare books auction scheduled for Feb. 11-12, 2010, in Beverly Hills, Calif.

"This book is particularly unique because it shows an early Rowling autograph," says James Gannon, director of rare book at Heritage Auctions. "The pronounced appearance of the 'w' and 'n' in Rowling's last name is rare. In subsequent years, her signature evolved into a much more fluid, less detailed configuration."

A hardcover, first printing of *Harry Potter and the Philosopher's Stone* realized \$33,460 in October 2007, while a softcover first printing of the same title with a signed card sold for \$19,120 in March 2009.

– Joe Fay

## EVENT

**Rare Books Signature® Auction #6038** is scheduled for Feb. 11-12, 2010, in Beverly Hills, Calif. For information, contact James Gannon at 214-409-1609 or JamesG@HA.com. For a complimentary Heritage catalog, call 1-800-872-6468, ext. 1150, and mention code HM17866, or register online at HA.com/HM17866.



Alexander Hamilton, James Madison and John Jay  
*The Federalist: A Collection of Essays* September 17, 1787  
New-York: Printed and Sold by J. and A. M'Lean, 1788  
First Volume, First Edition, Uncut  
Estimate: \$30,000+

## EARLY POLITICAL VOLUME REMAINS IN DEMAND

*The Federalist: A Collection of Essays, Written in Favour of the New Constitution* is one of the most sought-after of all early American imprints.

The works attributed to Alexander Hamilton, James Madison and John Jay and published as two volumes have been called some of the most important writings in American politics, with collector demand reflecting that status.

A first edition matched set of *The Federalist* once belonging to Revolutionary War soldier and Deputy Secretary of the Continental Congress Maj. Roger Alden realized \$262,900 in June 2008. A first edition copy of the first volume once owned by George Washington's personal friend Dr. David Stuart achieved \$95,600 in June 2009. Individual copies of volumes I and II also sold for \$71,700 and \$77,675, respectively, in October 2009.

A first edition volume I of *The Federalist* is featured in Heritage Auctions' rare books auction scheduled for Feb. 11-12, 2010, in Beverly Hills, Calif.

# Dillinger's Belongings

FAMILY AUCTIONING ITEMS LINKED TO ONE OF THE NATION'S MOST NOTORIOUS BANK ROBBERS



Mike Thompson vividly remembers the knock. It was 1971 and he was a teenager.

"I opened the door and standing there was Rod Serling from *The Twilight Zone* and another gentleman," Thompson says. "They were working on a documentary and they wanted to interview my mom. I invited them in. It was surreal."

Thompson's mother was Frances Dillinger, the younger stepsister of notorious bank robber John Dillinger. Thompson telephoned his mom, but she was working and said she might not be able to break away. "Serling waited for a while, but they had to leave," Thompson says. "They couldn't wait."

His mom's reaction was not too surprising, Thompson says. "She always kept quiet about John. We never thought too much about it."

But since Dillinger's death in 1934, the legend of the infamous gangster has only grown. He robbed at least 20 banks during the Great Depression, escaped from jail twice and was idolized by many as a modern-day Robin Hood. He's the subject of numerous books, with his life of crime most recently told by Johnny Depp in the movie *Public Enemies*.

Since shortly after Dillinger's death at the hands of federal agents outside Chicago's Biograph Theater, his family has held several items belonging to Dillinger, including a pocket-watch, hunting suit, rifles, a shotgun, and the wooden gun the family says Dillinger used in a daring jail escape. One of the more personal items is a note Dillinger sent to his father, letting him know that his life of crime was not his father's fault. "Dad," Dillinger says in the handwritten letter dated Sept. 29, 1933, "most of the blame lies with me."

The items belonging to the Frances Dillinger family are featured in Heritage Auctions' Arms, Militaria and Civil War auction scheduled for Dec. 12, 2009.

More than 70 years after Dillinger's death, the family continues living under the legacy of their famous relative. Thompson's son works for a federal law enforcement agency. "When they did his background check, they saw that his great uncle was John Dillinger – public enemy No. 1. But my son is doing something good, something he likes. I'm glad he went this route," Thompson concludes with a smile.

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## EVENT

**Arms, Militaria & Civil War Signature® Auction #6021** is scheduled for Dec. 12, 2009, in Dallas. For information, contact Dennis Lowe at 214-409-1182 or [DennisL@HA.com](mailto:DennisL@HA.com). For a complimentary Heritage Auctions catalog, call 800-872-6468, ext. 1150, and mention code HM17866, or register online at [HA.com/HM17866](http://HA.com/HM17866).

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## AUCTION PREVIEW



Among the John Dillinger items featured in the upcoming Arms, Militaria & Civil War Signature® Auction are (clockwise from top) the Colt Pre-Woodsman 22-automatic that Dillinger gave to his stepbrother Hubert, the wooden gun used in a daring prison escape, letters written by Dillinger, and his hunting jacket and trousers.

FOR MORE INFORMATION ON  
THESE AND SIMILAR ITEMS, VISIT  
[HA.com/Militaria](http://HA.com/Militaria)



# Casino Chips

AS THE HOBBY GROWS AND PRICES CLIMB, SOME CHIPPERS ARE FOCUSING ON SPECIALIZED COLLECTIONS

By James Campiglia

Several years ago, when organized chip collecting (known as chipping) was in its infancy, chips were so cheap that many collectors tried to acquire large, comprehensive collections. When asked what they collected, it was common to hear “all Nevada chips” or “everything from Las Vegas.”

As time marched on, we have learned that there are many chips to collect and amassing them all is nearly impossible. Yet compared to other advanced hobbies, a chip collection can be built with a relatively reasonable investment. Collectors are beginning to specialize just as they do in other hobbies. How many coin collectors attempt to collect every U.S. coin ever minted? It just isn't done.

Nowadays, a chipper might set his sights on a type set – perhaps just one chip from every Las Vegas casino. That way, collectors have many options on what to select and a wide range of chips from which to pick. A popular way to collect is a Nevada location type set – one chip from every town in Nevada. This is a lot of fun and challenging, not to mention that non-Vegas chips have not yet had a big price appreciation like their Las Vegas counterparts. Many rare and attractive small-town chips can be obtained for a relatively small cost, despite the fact that many of these small operations had only one table and didn't make that many chips.

Traveling the state to acquire chips was a way of collecting in the past, but now many of the small towns no longer have live gaming. Old chips end up being destroyed or owners refuse to part with them once the live gaming has ceased. It seems many casino operators always hold a thread of hope that the busy days of yesteryear will come back and they will put their chips and tables back into play.

## OBTAINING CHIPS

It goes without saying that the most basic way to start a casino chip collection is to walk into the nearest casino and buy



El Rancho Vegas, which opened in 1941, was the first resort and casino on the Las Vegas Strip, making its chips popular with collectors.



some. Of course, this only works for current chips – but it's a start.

Many collectors began by acquiring chips this way, then later learned of other collectors, as well as chip dealers and local chip clubs. The Internet has become the primary source for buying and selling chips due to its 24-hour-a-day market. Select scarce and rare examples out of a major old-time collection will be featured in Heritage Auctions' Political & Americana Signature® Auction scheduled for March 11-14, 2010, in Dallas.

“This auction will feature many hard-to-find chips that have not been offered to collectors in years,” says Tom Slater, director of Americana at Heritage Auctions.

In addition to auctions, collectors can attend shows to learn more about chips, including the Casino Chip & Gaming Token Collectors Club convention (ccgtcc.com), held each summer in Las Vegas. The displays of chips and memorabilia, as well as special seminars, are not to be missed and are helpful for novice as

well as more advanced collectors. Members of this national club receive information on shows and events through the club's magazine, which is included in all memberships.

Valuable casino chips also turn up every year in unexpected places. Chips can be found at flea markets, antique shops, estate and garage sales, and newspaper ads. You might find that beating the bushes will yield some treasures, but it's getting harder as more people learn about collecting chips.

### WHAT TO COLLECT

In the early years, casinos used silver dollars at their gambling tables. By the 1950s, casinos were issuing their own \$1 chips.

Collecting by denomination is an extremely popular way to collect. Many collectors only buy \$1 or \$5 chips. Others collect only fractionals (chips with a face value of less than \$1). The possibilities are many and varied.

The \$5 denomination is the most commonly issued chip, so it's possible to find a \$5 chip from each casino. Lower denomination chips were usually the hot stamped lettered typed, as it was cost-prohibitive to always have the logo inlaid (if a 25-cent chip costs 80 cents to make, the casino loses money if someone walks out with it).

Do you have chips put away from the casinos you visited on your first trip to Nevada or other gaming destinations? Maybe you honeymooned in Vegas and want to collect chips from memorable casinos? Many have started a collection by finding a long-forgotten handful of chips in a drawer saved as souvenirs. When a person decides to see if these old chips have value, oftentimes they find that others share their passion and they begin collecting.

In short, the basic factors in deciding what to collect are location, denomination and your budget.



In the early 1960s, the Flamingo in Las Vegas was known for its Champagne Tower. The casino attracted Hollywood stars such as Clark Gable, Lana Turner and Joan Crawford.

Also, don't forget about non-Nevada chips. Collecting these is generally less expensive, but can be just as fun. Deadwood has seen much appreciation and growth among history buffs and those wanting to own a piece of this wonderful and historic town. Atlantic City chips are not too rare and you can just about get every chip issued since 1978. You

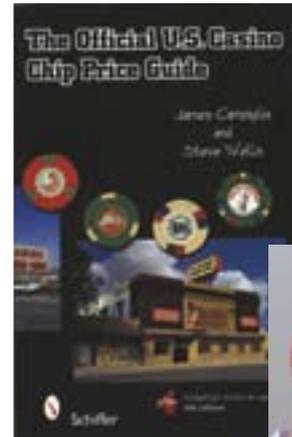
might even get creative and try a complete chip mold collection. The bottom line is having fun and collecting what you want. You can always change your mind and branch out to a new area of interest later.

### PROPER CARE & STORAGE

The first rule of chip preservation is to keep them away from sunlight. That includes direct sunlight outdoors as well as exposed walls indoors. In addition, fluorescent light will fade chips over time, so prevent that at all costs. Chips should be stored in binders as opposed to hung in wall displays.

There are two basic ways to go with binders. You can buy a heavy-duty binder in an office supply store with locking rings. Then, you will need a supply of quality plastic pages (we recommend Cowens brand pages) and 2.5 by 2.5 in. cardboard holders to put in the pages. Twelve chips fit per page of these larger holders and make the chips look nice. This is probably how most people store their chips and it is the most cost-effective manner.

For more expensive collections, as well as better presentation, many collectors use Dansco brand hardback albums. These come with seven or nine pre-cut pages (nine chips per page). The chip is placed in a hole and a plastic strip slides over to keep it in place. Be careful not to nick the



James Campiglia began collecting casino chips and memorabilia as a teenager growing up in Las Vegas. At one time, he counted close to 15,000 chips in his collection. Campiglia and Steve Wells are authors of *The Official U.S. Casino Chip Price Guide* (Schiffer, \$39.99). To order a copy, e-mail [jameschips@bresnan.net](mailto:jameschips@bresnan.net).





During its heyday in the early 1950s, the Sands Hotel hosted many famous entertainers. Its chips from this era are scarce.

### FINDING TOP-GRADED CHIPS CAN BE A CHALLENGE

One former problem in the hobby was the lack of a standardized grading system. This was addressed by the CC&GTCC, which brought together experts in the hobby to agree on a system that was adopted in 2003.

Even though there are five official grades, the most common published grades are Average (AVG), Slightly Used (SU), and New. This simple, easy-to-use system is illustrated in *The Official U.S. Casino Chip Price Guide* and on the club's Web site. Many chips, common to rare, are just not known in New condition.

As in all hobbies, the condition of an item is paramount and has been proven over and over in years of collecting, from antique glass to baseball cards. Chip conditions have grown in importance over the past few years, but still not fully appreciated as in other hobbies.

Chips were made to be used and they were, in some instances for up to 20 years. Finding a premium example of a chip dating to the 1950s can be challenging, and rewarding. The fact is a chip's appearance will enhance its value. A worn chip is far less appealing than a shiny, new specimen. Sharp edges of a chip have greater eye appeal and are easily recognized. Top condition chips are especially noticeable when examined with worn chips in a collection or in a display case at a show.

Advanced collectors, some of whom buy only in near new condition, might spend years building their collection. This is their thrill. Hot stamped chips are very susceptible to wear and a premium is placed on perfect specimens. As more collectors feel the importance of owning finer specimens, prices will have a larger spread from AVG to SU to NEW.

edges with these sharp plastic strips. These albums run about \$35 each, but your collection will look great. The primary outlet for all chip-related supplies is C.T. Coins (for a copy of the company's supply catalog, e-mail [ctcoins@aol.com](mailto:ctcoins@aol.com)).

Cleaning chips will not negatively affect their value as it would with coins. However, don't clean them unless it is necessary. Seek a collector who has experience in this area.

### PRICE ESCALATION & THE MARKET TODAY

Prices for high-end casino chips have escalated without interruption for years, but the largest increase has occurred since the beginning of 2004. Just 10 years ago, a \$1,000 sale was big news.

Today, there is probably a \$1,000-plus chip deal taking place every day somewhere in the hobby! In recent years, prices have surpassed the \$100,000 mark, with a \$100 Sands 8th Issue Cowgirl Leaning on Hourglass chip selling for \$145,000, and a newly discovered \$100 Riviera 1st issue Building Picture chip fetching \$125,000.

Many chips are truly rare, with just a few known specimens from some of Vegas's past casinos. There were smaller casinos, which were gobbled up by casinos that grew larger, such as the Sands and Desert Inn. Some of these small casinos were nothing more than nightclubs with some back-room gambling. Not many gamblers walked out with a \$5 or \$25 chip back in the 1940s or 1950s – that was a big amount. Not many casinos even had a chip with a face value over \$25!

Today, chips are more collectible and with this demand, prices have risen nicely. The better chips are still locked in collections and the market in the past year has not been challenged with much rare merchandise coming up for sale.

### EVENT

**Political & Americana Signature® Auction #6035** is scheduled for March 11-14, 2010, in Dallas. For information, contact Tom Slater at 214-409-1441 or [TomS@HA.com](mailto:TomS@HA.com). For a complimentary Heritage catalog, call 800-872-6468, ext. 1150, and mention code HM17866, or register online at [HA.com/HM17866](http://HA.com/HM17866).



# By Way of Hearst

RING MADE FROM PIECE OF MARION DAVIES' BROOCH  
A PIECE OF HOLLYWOOD HISTORY



Gentleman's Cat's Eye Chrysoberyl, Gold Ring Approximately 15 carats, set in 14k yellow gold Inscribed "To Kendall Xmas '51 From Marion" Estimate: \$10,000-\$15,000

A photo from Kendall Brown's files shows Marion Davis wearing the cat's eye brooch, which would later be recast to make rings.

Brown is offering his ring at Heritage Auctions' upcoming jewelry auction.

"People today see Marion Davies as William Randolph Hearst's mistress," Brown says. "In those days living with somebody was taboo. But she was much more than that. She was a smart woman. She was adventurous. She was a pilot and flew her own plane. She was charitable and gave to children's hospitals. Marion was the nicest person I ever met in my lifetime and we all loved her very much."

Kendall Brown was only a teenager, but he already was being mentioned in the gossip columns of Louella Parsons.

It was the 1950s and Brown kept company with some of America's most well-known celebrities. His dad Horace had a small role in *Gone with the Wind*, and appeared as a bit player in numerous Hollywood movies. Along the way, the elder Brown befriended media mogul William Randolph Hearst and his live-in lover Marion Davies.

In the months following Hearst's death in August 1951, the relationship between Davies and Brown blossomed and the two were married (Horace's own wife had died 10 years earlier). Visitors to the home included Clark Gable, Dick Powell, Glenn Ford, Mary Pickford and Joe Kennedy.

Ken Brown and his brothers were immediately thrust into the celebrity spotlight. "We were in *Life* magazine," says Brown, now 77. "One day, [champion boxer] Jack Dempsey's daughter showed up at our home in Beverly Hills to meet us, and we started dating."

The first Christmas after his father married Davies, the actress gave her new husband and stepsons cat's eye rings made from one of her favorite brooches. "I later learned that Hearst had given Marion the brooch on one of their trips to Europe," Brown says. "It was a special gift."

Brown's father, who died in 1972, lost his ring, while the rings given to his brothers are now in private hands.

## EVENT

**Jewelry Signature® Auction #5027** is scheduled for Dec. 7-10, 2009, in Dallas. For information, contact Jill Burgum at 214-409-1697 or JillB@HA.com. For a complimentary Heritage catalog, call 800-872-6468, ext. 1150, and mention code HM17866, or register online at [HA.com/HM17866](http://HA.com/HM17866).

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# IN A LEAGUE OF HIS OWN

**MARSHALL FOGEL** HAS AMASSED  
A SPORTS COLLECTION UNRIVALED  
IN CONDITION AND VALUE

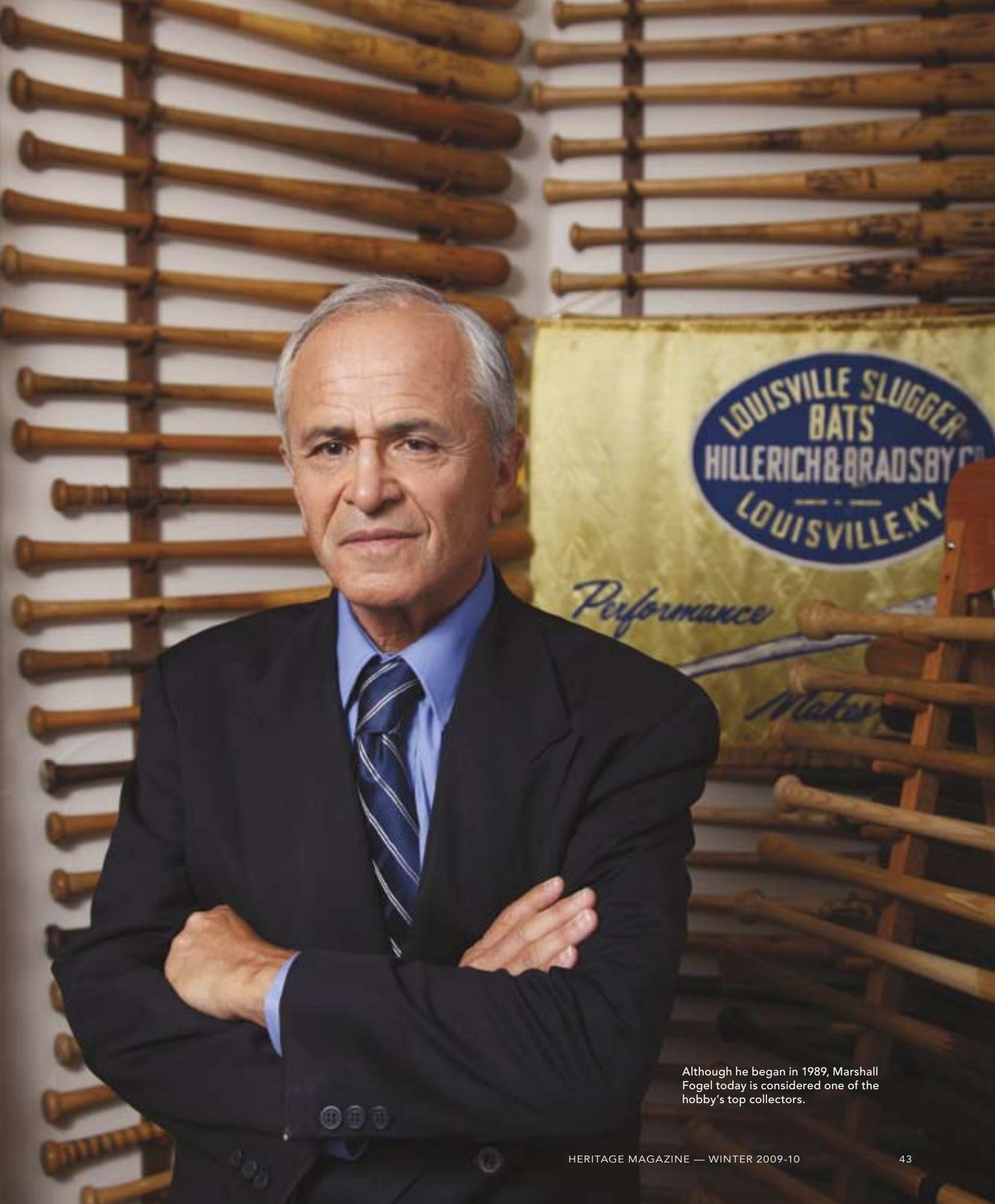
Interview by Hector Cantu  
Photographs by Wes Magyar

**FOR MARSHALL FOGEL, EVERY SPORTS ARTIFACT HAS A STORY.**

When he talks about Roy Campanella, he pulls out the catcher's mitt that once belonged to the legendary player. It was a gift to a kid at Ebbets Field before the car accident that left the three-time MVP paralyzed. There's an original photo of Lou Gehrig taken in 1939 when it was announced that the "Iron Horse" would not be playing anymore. "Just looking at Lou's face tells the story," Fogel says. "There's so much emotion evoked by that photo."

Fogel also has bats used by Roger Maris and Mickey Mantle when they were battling for the home run record in 1961. There's a check, circa 1841, from Alexander Cartwright, credited with inventing the modern game of baseball. There's a mirror from Joe DiMaggio's home, and Ty Cobb's passport.

Simply put, his baseball card and memorabilia collection – considered the best private baseball collection in existence – spans a comprehensive history of the national pastime and its impact on American culture.



Although he began in 1989, Marshall Fogel today is considered one of the hobby's top collectors.



Fogel owns more than 200 game-used bats from legends such as Honus Wagner, Joe DiMaggio, Ty Cobb, Mickey Mantle, Lou Gehrig and Babe Ruth. "It's the most complete game-used Hall of Fame collection," Fogel says.

Born in 1941, Fogel grew up playing sandlot baseball. But he didn't begin collecting until 1989, when he made an off-hand visit to the National Sports Convention in Chicago. Over the years, his collection has evolved into a high-grade investment collection rivaling the best of collections in baseball museums. "Marshall Fogel has long been considered one of the hobby's top collectors," says Chris Ivy, director of sports auctions at Heritage. "His collection is unmatched."

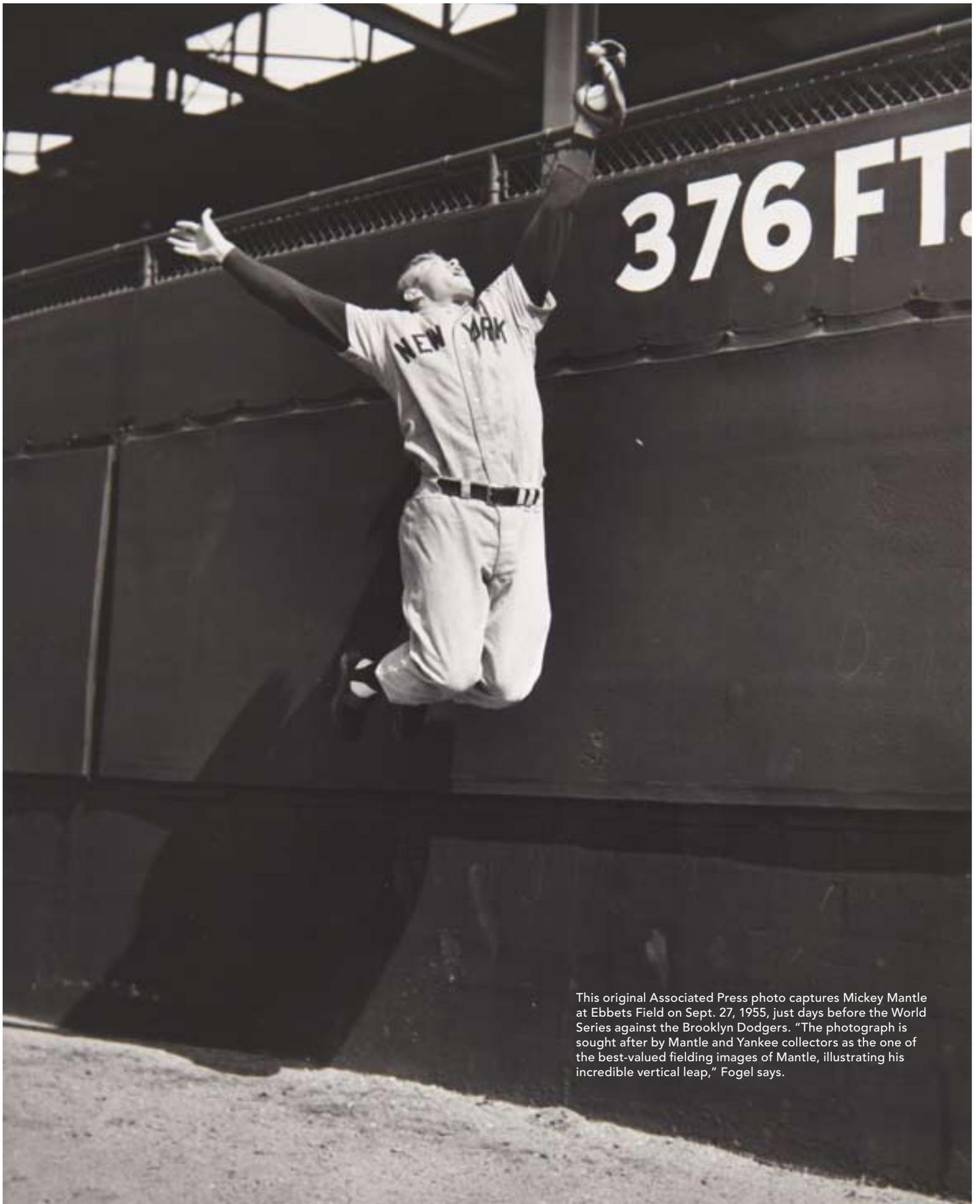
Fogel is co-author of *A Portrait of Baseball Photography* (available on Amazon), and has written for numerous trade magazines. He is a recognized industry authenticator of game-used baseball bats, and he presently authenticates photographs for the PSA/DNA division of Collector's Universe.

For Fogel, bats, signed baseballs and game-used uniforms are not artifacts that should be locked away. He's known for grabbing a glove belonging to a Hall of Famer, and pounding the palm with his fist. "I do it all the time," the at-

torney recently told *The Denver Post*. "You know what it is? It brings the little boy out in you. It makes me think of Mickey Mantle. ... Everybody from my generation wanted to be Mickey Mantle when they were a kid. What could be greater than that? You come from Commerce, Okla., you're a handsome guy and you're a New York Yankee. Think about it. He lived out everyone's dream."

***Are you surprised that you collect so extensively, or is this something you've done naturally since you were a kid?***

I have always recognized I had a collector's addiction. As a youngster, I collected comic books, baseball cards and toy soldiers. I enjoyed keeping things that were sentimental and important to me. From this childhood experience, as I reflect back in time, I believe there is a natural call to collectors that led me to meticulously collect sports memorabilia and baseball cards. My attendance at the 1989 Chicago National Sports Convention invigorated me, and a year later I began to



This original Associated Press photo captures Mickey Mantle at Ebbets Field on Sept. 27, 1955, just days before the World Series against the Brooklyn Dodgers. "The photograph is sought after by Mantle and Yankee collectors as the one of the best-valued fielding images of Mantle, illustrating his incredible vertical leap," Fogel says.

seriously collect. Little did I ever imagine that my collecting venture would result in a valuable investment.

***What drew you to that sports convention?***

Two things. The first one is my enjoyment of the game and its history being part of our American heritage. Secondly, baseball is the only major sport featuring a singular hero. Americans have a fascination with the singular hero when they recall the events that brought these men and women to historical stardom. Whether this greatness is the portrayal by Gary Cooper in the movie *High Noon* as the lone sheriff, Lincoln in his role as president, Babe Ruth hitting his 60th home run in 1927 or Lou Gehrig's heroic battle with his fatal disease coupled with his "I am the luckiest man on the face of the Earth" speech, or Joe DiMaggio's statement when honored at Yankee Stadium, when he said "I would like to thank the good Lord for making me a Yankee." Gary Cooper faced numerous outlaws standing alone and Ruth and other baseball greats faced nine opponents when performing as great players. They all succeeded against overwhelming odds.

***That's what attracts you to legendary players like Mickey Mantle, Christy Mathewson, Lou Gehrig?***

Even more importantly, Babe Ruth, Lou Gehrig, Joe DiMaggio, Mickey Mantle ... what did they all have in common? All poor boys, and all became New York Yankees.

***So 1989 marked your beginnings as a serious collector. That's a pretty late start. You were, what, 48, 49 years old?***

Yes. I became a serious collector with no idea whether I was getting my money's worth or if I was just satisfying my emotional needs. That year I bought a 1953 Topps Mickey Mantle.

***Are the ways you collect different today than they were in 1989?***

Twenty years ago, there were no Internet services or major sports auction venues. Reliance on a couple of trade magazines and phone calls to dealers were the avenues of collecting. Early on, I realized it was up to me to figure out what and how to collect. I read numerous books on baseball history, including projects of baseball players. With this knowledge I navigated uncharted waters. It's a formula I believe still works to the collector's advantage.

***Talk about your collecting strategy and the marketplace.***

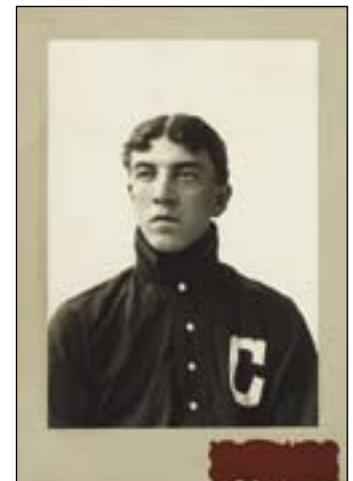
Regardless of the collecting subject, collectors should consider collecting horizontally rather than vertically and probate. Keep a keen eye towards condition, future demands, and increased value in the event a decision is made to sell. For example, in collecting horizontally, I center my collection on the significant collectibles associated with the most recognizable players and baseball events, such as Ty Cobb's bat, Sandy Koufax's glove, Lou Gehrig's and Babe Ruth's boldly signed photographs, Mickey Mantle's and Ted Williams' uniforms, Don Larsen's World Series no-hitter, and

'THE MARKET FOR SPORTS COLLECTIBLES HAS DRAMATICALLY CHANGED FROM A SMALL NUMBER OF MONEYED COLLECTORS TO A LARGE NUMBER OF COLLECTORS, INCLUDING SOME FROM AROUND THE GLOBE, INCLUDING ASIA AND ENGLAND.'

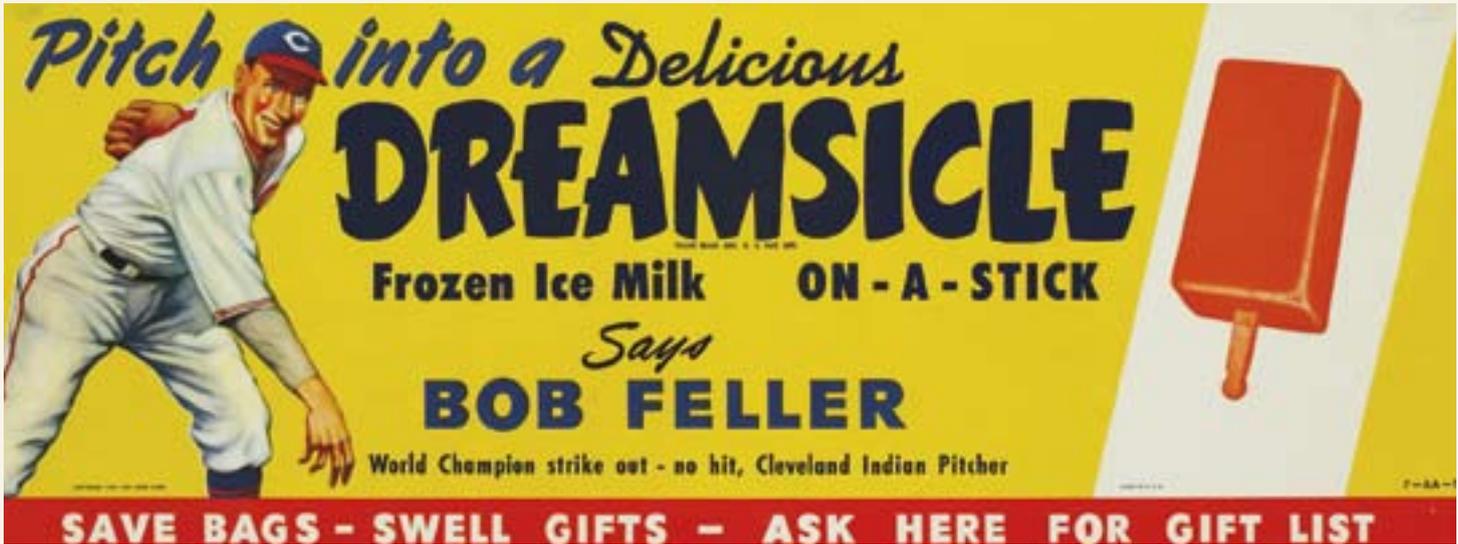
Mantle's 500 home run. My collection includes signed baseballs, pins, team photographs, batting helmets, magazines and letters with historical content. Opposite this collecting strategy is vertically collecting subjects in depth. The collector will end up with a substantial number of items that don't increase in value because of their lack of importance and demand. When it comes time to sell these items, it may not be cost effective for a major auction company to feature those pieces in an expensive catalog. If they do decide to feature those items, they will be forced to lump the items in a large lot.

***How has the market changed over the years?***

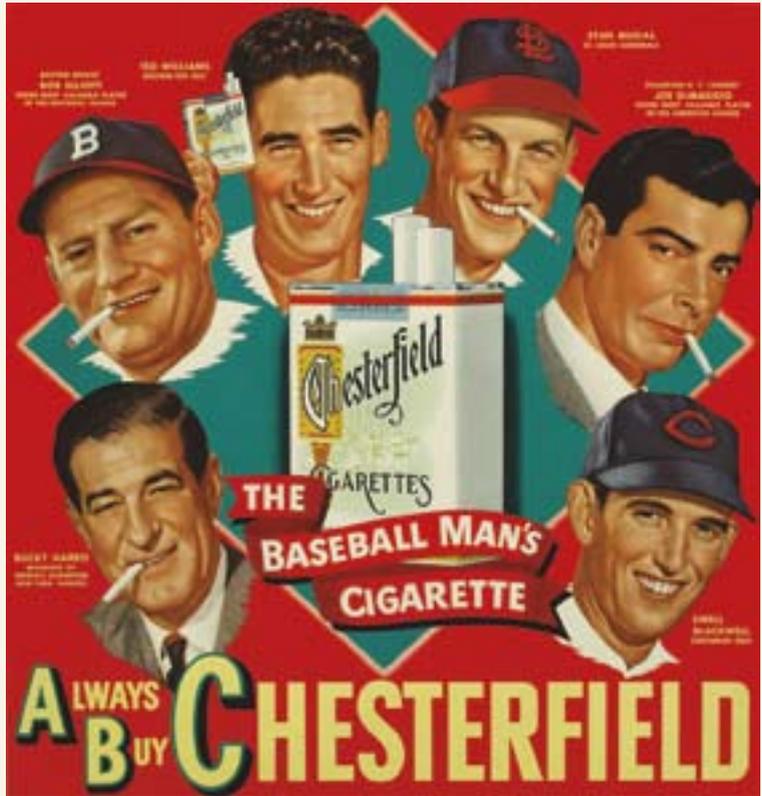
As an investor collector, I believe the market for sports collectibles has dramatically changed from a small number of moneyed collectors to a large number of collectors, including some from around the globe, including Asia and England. Competition for high-end collectibles is intense and is fueled by the national prominence of major auction houses and eBay. Auctions have become the central players in advertising the sale of sports collectibles. Reputable authentication services have brought confidence to collectors while diminishing fraud and misinformation. None of these changes excuse the collector from exercising independent due diligence, by study, by talking to more experienced collectors, by attending trade shows, and seeking information from auction representatives about items in their catalogs. The result will be rewarding. I recommend that a collector buy one valuable item rather than spend the same substantial money for a plethora of less valuable collectibles. By following this path, collect visually, meticulously and with an eye toward minty condition. Collecting rare and less recognizable items is a luxury. I have no problem with this course of action as profit and demand may well result, but the demand is more limited in the number of collectors seeking these items. Collecting commercially high-demand items is,



Among the collectible photographs in Fogel's collection are original prints used to produce early tobacco cards of baseball stars like (left to right) Honus Wagner, Frank Chance, Joe Tinker and Addie Joss.



Fogel's collection includes original advertising posters featuring baseball stars like Yogi Berra (Yoo-Hoo), Bob Feller (Dreamsicle) and Ted Williams and Joe DiMaggio (Chesterfield).



in part, a guard against taking a financial hit during a recession. I have noticed that high-end baseball collectibles have retained all or most all of their value in the marketplace, notwithstanding the recession.

**How often have you run across fakes or forgeries? Are they common?**

There's a huge amount out there, just like other areas. Look, museums have had Salvador Dali paintings for years and they're all fake. They can fool the best of them. And I think autographs particularly are very difficult. The bottom line is there's a serious amount of trimming, altering and so on. Because there's a good amount of authentication from good people, the buyer has the obligation to check that out. They can call the auction house, call a fellow collector and get advice. There's no reason to spend a lot of money on something you haven't had authenticated by a reputable authenticator.

**What are some of your most prized possessions?**

I have several, such as a Gem mint 1952 Mickey Mantle

Topps baseball card, which is recognized as the second most valuable baseball card behind the highest graded Honus Wagner tobacco card. I also enjoy owning a Sandy Koufax game-used glove that I purchased in the April 2009 Heritage sports auction, as well as baseball gloves used by Willy Mays, Hank Aaron, Roy Campanella and Nolan Ryan, a mint single signed Babe Ruth ball, and game-used bats of Ruth, Gehrig, Williams, Koufax and Ty Cobb.

**Do you have any stories about the one that got away?**

Yes. For instance, I was the underbidder on a Gehrig home jersey. I let it go because it was more than I thought I should pay. The lesson I have learned in collecting is not to get carried away when bidding and then have that awful buyer's remorse. This is a good time to give the definition of a collector: one who wants to own what another collector owns. You never have everything you want for your collection.

**You said a few years back that your kids don't share your passion for collecting. How do you deal with that?**

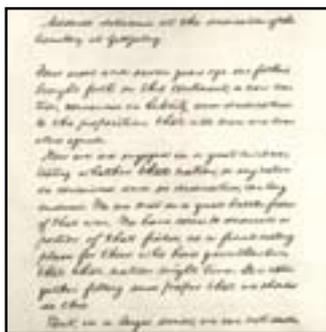
I put them up for adoption [laughter]. I always took the po-

# WISH LIST

WE ASKED MARSHALL FOGEL ABOUT THE COLLECTIBLES HE'D MOST LIKE TO HAVE



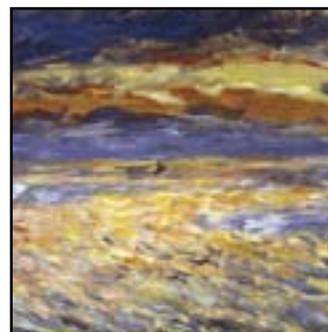
**JESSE JAMES HANDGUN:** "Not that he was a great guy, but it would be a symbol of not only the West, but of the Civil War."



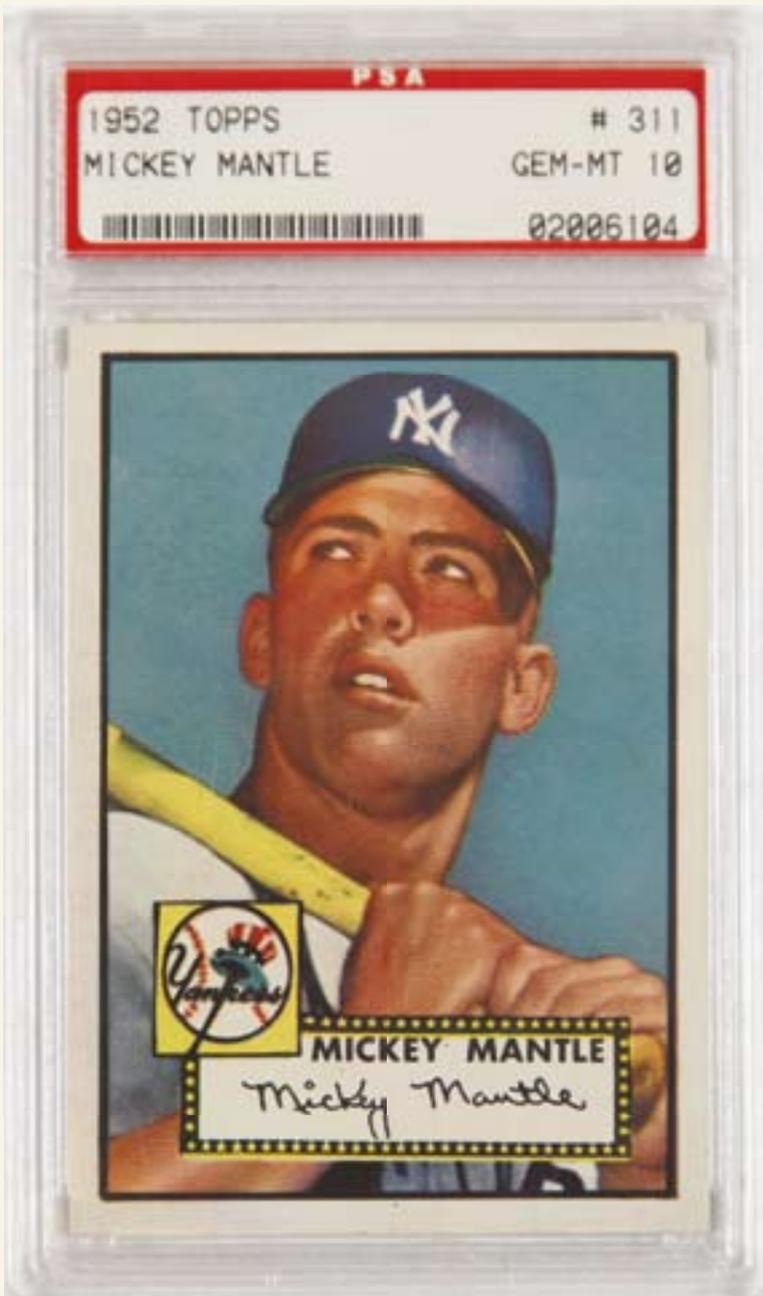
**COPY OF LINCOLN'S GETTYSBURG ADDRESS:** "It really symbolizes the hope and future of our country. What he said in two minutes represents a lifetime of work to make this a better country."



**BABE RUTH UNIFORM:** "A true American hero."



**PIERRE-AUGUSTE RENOIR PAINTING:** "He wasn't the first impressionist painter, but he was revolutionary in his thinking."



THE 1952 TOPPS  
MICKEY MANTLE  
ROOKIE CARD HAS  
BEEN CALLED THE KING  
OF POST-WAR BASEBALL  
CARDS. FOGEL'S  
CARD IS GRADED A  
PERFECT 10. "I'VE BEEN  
OFFERED \$2 MILLION  
FOR IT," HE SAYS.

sition that this is my deal, so I never felt bad that they're not interested, not the way I'm interested. I never tried to get them to keep it going. It's not fair. So I've always intended to sell my collection. I think the lesson you learn is you shouldn't burden your children with your diseases. Would I like to sell my collection to one person? Yes, I would, because you could never put it back together again. I'm the steward of that history. You can't own this stuff if you don't understand how to deal with preservation and conservation. That's a mistake a lot of collectors make. I can't tell you how many people I've met who keep things in the sunlight. It makes you sick. So I wish a museum would buy my

collection. When I sell it, it will never be put back together again. But you know what? I won't be here to worry about it.

***What have been the rewarding aspects of collecting?***

No matter what financial value may be attached to my collection, I consider more importantly the displaying of my collection in museums and other venues so that the public can enjoy viewing items I have collected. The baseball players I have met include Mickey Mantle, Ernie Banks, Gil McDougald and Don Larsen, to name a few. And the new friendships I have with collectors are equally important to me.

# HERITAGE

THE MARSHALL FOGEL COLLECTION







# 2009 HERITAGE MAGAZINE GREAT TREASURES

Working with a weakened U.S. economy, collectors over the past year have focused their buying strategy on proven treasures and one-of-a-kind pieces of art.

Looking at transactions over a 12-month period (October 2008 to September 2009), U.S. coins continue dominating the collectibles market. An 1804 silver dollar, one of the rarest and most popular of all U.S. coins, realized \$2.3 million at a May 2009 Heritage auction. The finest existing 1856-O double eagle realized \$1,437,500.

Collectors also had their eyes on art. The number of paintings on Heritage Magazine's Great Treasures list has risen from 10 percent of last year's list to nearly 30 percent this year. Collectors continue pursuing the original paintings of pin-up artist Gil Elvgren (1914-1980), but they also sought traditional American painters such as Martin Johnson Heade (1819-1904) and George Henry Durrie (1820-1863).

Classic American comics also made an impressive surge this year, with collectors chasing firsts – from the first appearance of the new Flash in 1956's *Showcase* No. 4 to the first issue of *Walt Disney's Comics and Stories* in 1940.

If anything, collectors in tough times are less likely to make speculative purchases, opting instead for classic collectibles and rarities. But as the economy strengthens, expect the market to recover as well. "Collectibles did not fall as much as most other assets during the financial melt-down," says Jim Halperin, co-chairman of Heritage Auctions Inc. "And now they seem to be recovering, with the best objects in most categories possibly poised to hit new record levels over the next couple of years."

—Hector Cantú



### 1804 SILVER DOLLAR

Only 15 1804 silver dollars are known, including six in museums, leaving just nine in the hands of collectors. The 15 coins are divided among three classes. Class One coins were struck in the mid-1830s, while the others were minted in the late 1850s. An example of Class Three graded PR58 by PCGS realized \$2.3 million at Heritage May 2009 Central States Numismatic Society auction.



### 1794 SILVER DOLLAR

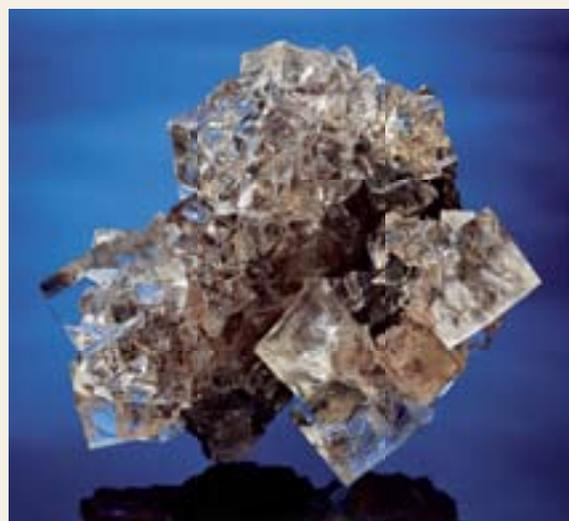
The first silver dollars produced at the young Philadelphia Mint were 1,758 coins struck in October 1794. About 130 of those coins still exist today, and most are well circulated. Less than 10 remain in strict Mint State condition. One of those is an NGC certified MS61 example that sold in the May 2009 Central States Numismatic Society auction for \$503,125.



### 1933 INDIAN EAGLE

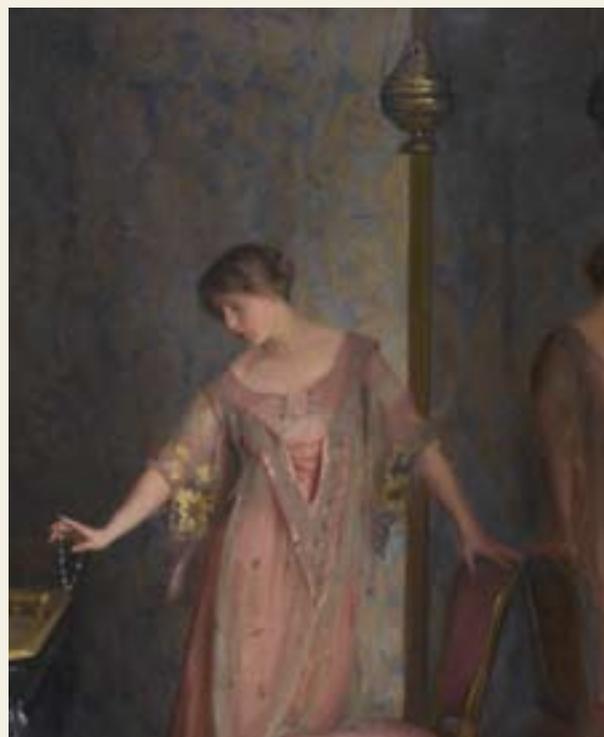
In 1933 President Franklin Roosevelt signed an order that halted production of gold coinage. At the beginning of the year, the Philadelphia Mint coined eagles and double eagles, but only a small number of eagles were actually released. Today, survivors are extremely rare and in high demand. Heritage offered a PCGS certified MS65 in January 2009, realizing \$488,750, and again offered the same coin in August 2009 where it realized \$460,000.

*Coin descriptions by Mark Borckardt*



### WATER-CLEAR FLUORITE

The various mines of the Dal'negorsk area in Russia host a diverse and exceptional suite of minerals. The fluorite and calcite specimens are world-renowned. Especially valued are the lustrous, simple cubes of water-clear fluorite that have been pruned from the walls of fissures in the ore-bodies. An outstanding example in pristine condition measuring 8 x 6.25 x 3.5 inches and featuring sharp, undamaged crystals realized \$167,300 in May 2009.



### WILLIAM MCGREGOR PAXTON

William McGregor Paxton, Edmund Tarbell, Philip Leslie Hale, Frank Benson, and Joseph DeCamp became known collectively as the "Boston School" painters during the first decades of the 20th century. Their genre scenes of beautiful women in light-filled domestic interiors earned them popular and critical acclaim. *Rose and Blue*, completed by Paxton (1869-1941) in 1913 and at one point exhibited at the Indianapolis Museum of Art, realized \$209,125 at a Heritage fine art auction in June 2009.



**INVERTED 24C  
GREEN & VIOLET**

Among inverted errors, the 24-cent green & violet, center inverted (120b) is among the most pursued. A used pair, the finer of two recorded pairs and one of only three known multiples of any of the 1869 inverts, realized \$167,300 in June 2009. "This horizontal pair, with each stamp canceled by neat rosette fancy cancels, is especially well centered for the issue with rich vibrant colors and proof-like impressions on crisp white paper," says Harvey Bennett, director of philately at Heritage. "For collectors, short of a 'Jenny,' this would be the centerpiece of any rare-stamp collection."



**MARTIN JOHNSON HEADE**

The Cherokee Rose, a plant native to Asia, was introduced to the southeastern United States in the late 1700s. Martin Johnson Heade (1819-1904), known for his landscapes, seascapes and still lifes, painted the white, star-shaped flowers for 12 of the last 20 years of his artistic career. While he was by no means famous during his lifetime, Heade today is considered among the most important American artists of his generation. His *Cherokee Roses on a Purple Cloth*, an oil on canvas completed in 1894, is an iconic example of the artist's most refined treatment of the motif. It realized \$507,875 in a June 2009 fine art auction at Heritage.

WILLIAM TROST RICHARDS

*Woodland Glade*, completed in 1860, is one of the finest and earliest American Pre-Raphaelite landscapes by Philadelphia painter William Trost Richards. He spent that summer in Bethlehem, Penn., where his student Fidelia Bridges recalled that he "was painting out-of-doors the largest canvas he had ever painted from nature." While *Woodland Glade* is not the largest he made that summer, it is the most sophisticated among the handful of feverishly detailed "finished" landscapes he produced in Bethlehem, in oil, entirely outside. It realized \$239,000 in June 2009.



### MARVEL COMICS NO. 1

Marvel Comics No. 1, published in 1939, is a precursor to *Captain America Comics*, *Human Torch Comics*, and *Sub-Mariner Comics*, and is the granddaddy of the *Fantastic Four*, *Amazing Spider-Man*, and the *X-Men*. "Everything that Timely/Atlas/Marvel has done over the past 70 years started with this comic book," says Barry Sandoval, director of comics and comic art operations at Heritage. The issue is considered the third most valuable Golden Age comic book. A CGC-certified 8.5 copy realized \$155,350 in February 2009.



### GEORGE DURRIE

Best-known for winter scenes romanticizing cozy, seasonal pleasures in the country, George Henry Durrie (1820-1863) also painted summer landscapes, portraits, still lifes and a few narratives. Although he shared many interests with the Hudson River School of American landscape painters, Durrie placed more emphasis on genre elements, concentrating on detail and domestic contentment. His oil on canvas *Winter in the Country, A Cold Morning*, circa 1863, realized \$448,125 in June 2009.

### 1877 FIFTY DOLLAR PATTERN

With the substantial gold discoveries of the 1850s through 1870s, Treasury officials planned for a \$50 gold coin. After mining operations dwindled, the denomination was quickly forgotten. Two patterns in gold are both in the Smithsonian Institution, leaving a small number of copper patterns in the hands of collectors. Heritage sold an NGC certified PR67 Brown example of the copper pattern in January 2009 for \$575,000.



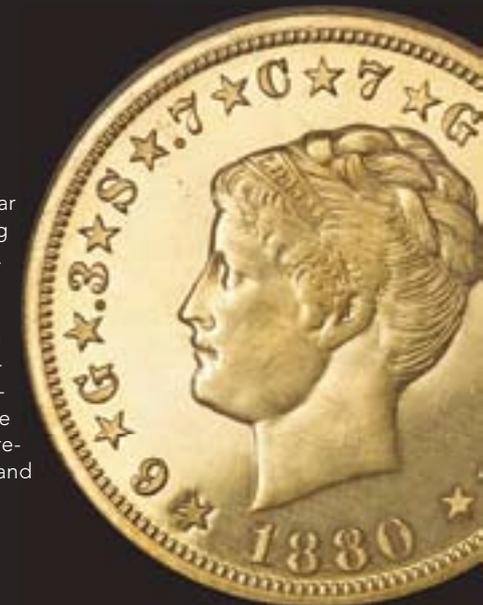
### 1889-CC MORGAN DOLLAR

The 1889-CC Morgan dollar ranks as one of the three most famous Morgan issues alongside the 1893-S and the proof-only 1895. The Carson City Mint struck only 350,000 silver dollars in 1889, and few of those exist in Mint State condition. In January 2009, the Eliasberg specimen of the 1889-CC, certified MS68 by PCGS and certainly the finest known example, realized \$531,875 at the Florida United Numismatists Convention auction.



### 1880 FOUR DOLLAR GOLD

Called the Stella, the four-dollar gold coins are known with Flowing Hair and Coiled Hair designs. Those with the Coiled Hair are rarer than the Flowing Hair pieces for both 1879 and 1880. All surviving four-dollar gold varieties are in extremely high demand. Heritage offered the same NGC PR62 example in two different sales. The coin realized \$575,000 in January 2009 and \$546,250 in August 2009.





### 1870-S SILVER DOLLAR

The original San Francisco Mint was replaced with a new building in 1870, and a special production of 1870-S silver dollars took place to commemorate the event. Officials desired to place an example in the cornerstone, along with other 1870-S coinage. One of the nine surviving examples, PCGS certified XF40, realized \$503,125 at Heritage's May 2009 Central States Numismatic Society auction.



### 1892-S MORGAN DOLLAR

The most recognized key date Morgan dollar is the 1893-S, rare in all grades. Minted a year earlier, the 1892-S is best known as a condition rarity that is relatively plentiful in circulated grades but extremely rare in Mint State grades. This MS67 PCGS coin sold in January 2009 for \$460,000. It is from the Eliasberg Collection and carries a continuous provenance back to 1894.



### 1854-O DOUBLE EAGLE

From 1850 to 1853, freshly mined California gold was shipped to New Orleans for conversion into double eagles, with resultant high mintages during those years. Once the new San Francisco Mint opened in 1854, the gold remained on the West Coast, and production at New Orleans dropped to a mere 3,250 coins. Heritage sold a PCGS certified AU55 piece for \$603,750 in October 2008.



### 1856-O DOUBLE EAGLE

The finest existing 1856-O double eagle, surviving from a mintage of just 2,250 coins, is PCGS certified PR63. It is the only 1856-O double eagle that has ever been certified as a proof. This historic piece has a continuous provenance dating to the year of issue in New Orleans. It realized \$1,437,500 in Heritage's May 2009 Long Beach sale.



### DRACULA

Before *Frankenstein*, Bela Lugosi created a cultural icon with his portrayal of Bram Stoker's *Dracula* in Universal Studios' 1931 release. Universal produced various one sheet posters when the supernatural chiller debuted in theaters. One, with the tagline "A Nightmare of Horror!", shows the count grasping a young woman's neck. Another shows large eyes in the darkness peering at a young beauty. This Style F One Sheet, from the collection of actor Nicolas Cage, is one of only three examples of its type extant. It realized \$310,700 at a March 2009 auction.



### GIL ELVGREN

Collectors continue pursuing the iconic art of great American illustrator Gil Elvgren (1914-1980). The artist last year had two pieces on Heritage Magazine's Greatest Treasures of the Year. This year, three pieces make the list. His 1958 oil on canvas *It's a Snap* (*Pretty Snappy; Snap Judgment*) realized \$215,100 at a July 2009 Heritage illustration auction.



**GEORGE INNESS**

*Near Leeds, New York*, by the great American landscape painter George Inness (1825-1894), depicts a view in the southern Catskills looking east toward the Hudson River, which is just discernable in the distance. It's been called one of the best paintings of its period. In 1870, the year after he painted this scene, Inness returned to Europe, settling in Rome where his style became broader, his paint more textural, and his landscapes less representational. This oil on canvas realized \$262,900 in June 2009.

**HENRI MATISSE**

In December 1917, Henri Matisse (French, 1869-1954) relocated from his home and studio in the Parisian suburb of L'Estaque to Nice. Soon after his arrival, he visited the Villa of Les Collettes in nearby Cagnes-sur-Mer, home of fellow artist Pierre-Auguste Renoir. Enraptured by the overall climate and scenery of the Provençal region, Matisse stayed in the south of France for the remainder of his life. Reminiscent of the Impressionists, *Cagnes, Paysage au Temps Orageux* was painted *en plein air*. The oil on artist's board realized \$286,800 in a May 2009 auction.





### DINOSAUR SKULL

An extremely rare Triceratops skull was discovered on a private ranch in Montana and was tucked away in the rancher's house for a decade before being auctioned in January 2009. The skull, in the ground for at least 68 million years, realized \$250,950. It measures 7.5 feet in length from beak to frill – making it one of the largest of its kind and certainly among the most complete. It is believed that the left brow horn was sheared off in battle, as the bone indicates it was broken off while the animal was still alive, evidenced by signs of healing.



### AMBER

Seeping from the trunks and branches of pre-historic flora 30 million to 90 million years ago, tree resin would occasionally trap an unwitting insect in its slow but sticky and inexorable path. Only a handful of geckos and lizards have been discovered in fossilized sap or amber. In January 2009, the largest lizard ever found in amber, surrounded by three ants and four small flies, realized \$95,600. "It is the largest complete animal ever discovered in amber," says David Herskowitz, director of natural history at Heritage, "and among the finest fossil vertebrates known to exist."



### LINCOLN SPECTACLES

Mary Harlan Lincoln, President Lincoln's daughter-in-law, often spent long vacations in Mount Pleasant, Iowa, with her children. The family posed for portraits at the studio of Joseph Leisenring, a neighbor and friend of the Harlan family. During that relationship, Mary gifted a pair of President Lincoln's glasses to Leisenring. The glasses remained in the Leisenring family until they were acquired by noted collector Dr. John K. Lattimer. They realized \$179,250 in a November 2008 auction.



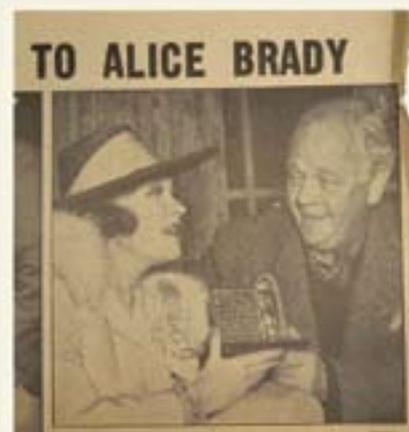
### 'FLYING DOWN TO RIO' POSTER

*Flying Down to Rio* stars Dolores del Rio and Gene Raymond, but is most remembered for the first teaming of Fred Astaire and Ginger Rogers. "They burst onto the musical screen in this early sound film doing their version of the 'Carioca,' and the rest is history," says Grey Smith, Heritage's director of vintage movie poster auctions. A domestic one sheet for the RKO movie – among the rarest in the hobby – realized \$239,000 at Heritage's November 2008 movie poster auction.



### JEAN E. PUIFORCAT

French silversmith Jean E. Puiforcat (1887-1945), known for his smoothly polished forms, is considered among the greatest 20th century designers of silver tabletop objects. "Exquisite detailing, impeccable contours, and stunning color contrasts distinguish his silver objects from those of contemporary French silversmiths," *Magazine Antiques* wrote in a 2003 story. A 122-piece Puiforcat silver flatware service and fitted wooden box, circa 1928, realized nearly \$24,000 in March 2009.



A newspaper photo shows actor Charles Winninger and Alice Brady holding her replacement award, most likely shot while the pair was working on the 1938 comedy *Goodbye Broadway*.

### ACADEMY AWARD

Alice Brady (1892-1939) perhaps is best remembered as Carole Lombard's flighty mother in *My Man Godfrey*, which earned her a Best Supporting Actress nomination.

A year later, the New York City native would win the award for her role in *In Old Chicago*, which tells the story of the Great Chicago Fire of 1871. But she never actually laid her hands on the original famed statuette. Unable to make the ceremony because of a broken ankle, a stranger walked onto the stage, accepted the award on her behalf, then disappeared.

Shortly after the Academy issued a replacement award, Brady died of cancer.

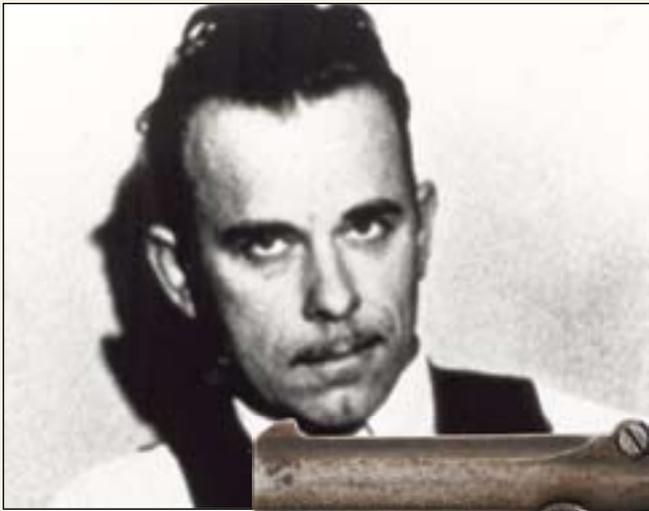
Doug Norwine, Heritage Auction Galleries' director of entertainment memorabilia, points out another unique trait of this award. "These smaller awards were not presented after World War II for the competitive categories because they were considered second rate," Norwine says. "After the Academy began issuing full-size statuettes, they allowed actors with the smaller awards to trade them in for the larger awards. So few of these smaller awards exist."

Released directly by the William and Alice Brady Estate, this award realized nearly \$60,000 in October 2008. "This is a one-of-a-kind Oscar with an incredible history," Norwine says.



### CARL BARKS

Upon his retirement, legendary Disney Studio illustrator and comic book creator Carl Barks (1901-2000) asked for and received permission to produce a series of paintings based on his creations for Disney. After a fan issued a few prints of Barks' paintings without Disney's permission, Barks lost his rights. It took the urging of several notable megafans to get the company to reverse its decision. Barks' *Wanderers of Wonderlands*, a painting completed in 1981, was his first done after Disney relented, and was used as an exclusive print included in the deluxe book *Uncle Scrooge McDuck: His Life and Times*. The painting realized \$119,500 in November 2008.



### JOHN DILLINGER'S PISTOL

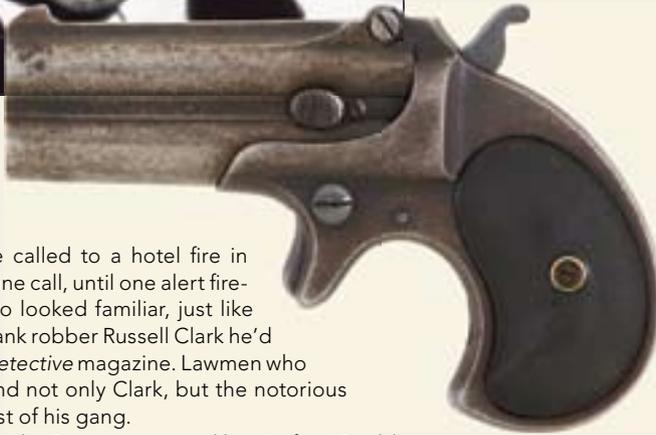
In 1934, firefighters were called to a hotel fire in Tucson, Ariz. It was a routine call, until one alert fireman spotted a guest who looked familiar, just like the "wanted" image of bank robber Russell Clark he'd seen in his copy of *True Detective* magazine. Lawmen who staked out the hotel found not only Clark, but the notorious John Dillinger and the rest of his gang.

While being booked, a Remington .41 caliber rimfire "Double Derringer" was found in Dillinger's sock, says Dennis Lowe, director of militaria at Heritage Auction Galleries. Sheriff John Belton presented the pistol to Evelyn B. Jenney, an attractive young widow who was Deputy County Probation Officer and secretary to Superior Court Judge Fred W. Fickett. In 1949, she gave the gun to her son, William LeBaron Jenney III.

A collector purchased the gun from Jenney in 1959, putting it up for auction in July 2009, where it realized \$95,600.

"The consignor is a member of a prominent Tucson family who owned this historic gun for 50 years but sold it because of his declining health," Lowe says. "He proudly showed it to family members and close friends over the years, but the gun had never been publicly displayed."

Of course, shortly after he was arrested, Dillinger was flown to Indiana to face murder charges. He escaped from his jail cell there, only to be gunned down by FBI agents four months later at the Biograph Theater in Chicago.



### HISTORIC AZURITE

With the main shafts of the Tsumeb Mine in Namibia now flooded by ground water, large azurite specimens are increasingly rare and valuable. In May 2009, an azurite specimen with paperwork indicating it once belonged to Washington Roebling, an American civil engineer best known for his work on the Brooklyn Bridge, realized \$143,400 at a Heritage Auction Galleries natural history auction. "Between what it is and who has owned it, this specimen is a bit of history made real," says David Herskowitz, Heritage's natural history director.



### WILLIAM BRADFORD

In the early 1860s, William Bradford (1823-1892) embarked on a series of northern voyages that would bring him fame as the painter of the Polar Regions. Among his stops was Labrador in the northern regions of Canada, where he photographed and painted icebergs. In 1874, he completed *Near Cape St. Johns, Coast of Labrador*, which in June 2009 realized nearly \$108,000. At about this time, Bradford was growing increasingly famous, with Queen Victoria commissioning him to paint an Arctic scene that was shown at the Royal Academy.

## 1923 \$10 LEGAL TENDER STAR NOTE

In January 2006, one of only two known \$10 1923 Legal Tender Star Notes realized more than \$80,000. Fortunately for collectors, a third Fr. 123 star graded Fine 12 by PMG surfaced, realizing \$92,000 in a January 2009 auction.



## 1915 \$10 FEDERAL RESERVE NOTE

Last year, graders at Paper Money Guaranty discovered a \$10 Federal Reserve Bank Note hand-signed by bank officials Jo Zach Miller Jr. and J.L. Cross in Kansas City. Until then, the note was known only to have engraved signatures and rubber-stamped signatures. No other Kansas City Ten or any other 1915 Federal Reserve Bank Note has ever surfaced with actual penned signatures. The note, designated Fr. 817b, was graded Choice About Uncirculated 58 EPQ by PMG and offered in a January 2009 auction, where it realized \$126,500.



## 1902 \$10 TERRITORIAL RED SEAL

First National Bank of Carmen, Territory of Oklahoma, issued Territorial Red Seals for less than two years before liquidating in February 1905, with a total printing of only 286 sheets. By 1910, with Red Seals still in circulation, the total amount outstanding had dropped to \$650. "It is unique for the bank and, considering the scarcity, certainly qualifies as a true miracle of survival," says Dustin Johnston, director of currency auctions at Heritage Auction Galleries. This Serial No. 1 example realized \$92,000 in September 2009.



## 1880 \$100 LEGAL TENDER

This note is one of only 11 known, and one of only four uncirculated examples. Once belonging to William Philpott, the longtime Secretary to the Texas Bankers Association who became one of the pioneering collectors and dealers in U.S. paper money in the 1930s, this \$100 1880 Legal Tender, Fr. 172, is graded Choice Uncirculated 64 EPQ by PMG. It realized \$97,750 in September 2009.



## 1934 \$5,000 FEDERAL RESERVE NOTE

A newly discovered \$5,000 1934 Federal Reserve Note realized \$126,500 in September 2009. The note, Fr. 2221-G, graded Choice Uncirculated 64 EPQ by PMG, appeared for the first time at a West Coast show in early 2009. A pre-grading examination revealed blazing originality and exceptionally prominent embossing. "This outstanding note easily ranks as one of the very finest \$5,000 notes to have come through the doors of the Heritage currency department," says Heritage President Greg Rohan. "It's a fascinating new addition to the census of U.S. Notes."





### J.C. LEYENDECKER

In 1900, just as he was beginning his nearly 45-year stint as a cover artist for *The Saturday Evening Post*, J.C. Leyendecker moved to New York City to do commercial illustrations for apparel manufacturers.

His work – including advertisements for the Arrow Collar Man and his image of Santa Claus as a heavy, jolly man in a red fur-trimmed coat – influenced American culture and artists such as Norman Rockwell.

In 1917, he completed *A Proud WW I Sailor's New Uniform* for the House of Kuppenheimer, a clothing manufacturing and retail operation. The diptych, from the estate of illustration art collector Charles Martignette, realized \$155,350 in July 2009.

"This handsome illustration is one of the most reproduced images of J.C. Leyendecker's career," says Heritage illustration art specialist Todd Hignite. "It is an absolute classic with all of the elements that made Leyendecker the most famous and important illustrator of his day."



### SABER-TOOTHED TIGER SKULL

Saber-toothed tiger fossils excavated from the Rancho La Brea Formation in California are among the most highly prized among natural history collectors. A skull with seven-inch saber-teeth realized \$334,600 at Heritage's Natural History Signature® Auction in May 2009. It is 95 percent intact, with few cracks or blemishes. "It is one of the best specimens of its kind," says David Herskowitz, director of natural history at Heritage.



### ROMAN IMPERIAL GOLD COIN

Aelius Caesar was the intended successor of Roman Emperor Hadrian, but died in 138 A.D. before he could assume the throne. An Aelius Caesar aureus, minted in 137 A.D. and graded Choice Uncirculated by Numismatic Guaranty Corporation, realized \$103,500 in January 2009. The portrait on the obverse of the Aelius Caesar coin "probably was cut by the finest engraver of the time," says Heritage Auction Galleries world coin expert Cristiano Bierrenbach. "It is sculptural in quality and his bust has perfect surfaces to form an outstanding image of this ancient prince."





### JORGE DE LA VEGA

Within his short life, Argentinean Jorge de la Vega (1930-1971) would gain recognition as one of South America's most innovative and acclaimed artists. Before arriving in the United States to spend a year as a guest professor at Cornell University, de la Vega in 1964 completed *La Pata Roja (The Red Leg)*. A true masterpiece in de la Vega's oeuvre, it features collage elements and a rare double-beast image that emphasize themes of duality and transformation. It realized \$190,000 in a June 2009 Heritage auction.



**NORMAN MINGO**

The 30th issue of *Mad* magazine marked the first full appearance of mascot Alfred E. Neuman on the cover of the influential humor magazine. Advertising and magazine illustrator Norman Mingo (1896-1980) would soon be known as the artist who set the standard for the Alfred image. Mingo's original art for that 1956 issue realized \$203,150 in November 2008.

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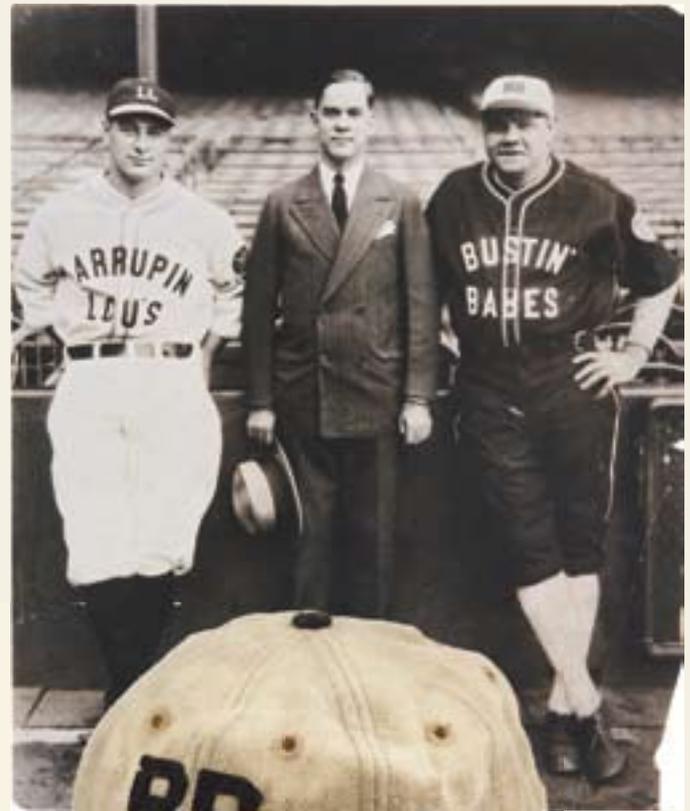
### GIL ELVGREN

*Cover Up*, an oil on canvas completed in 1955, simultaneously ranks as one of Gil Elvgren's most wholesome and provocative pieces, with his brunette beauty lifting the top of her sporty convertible. This original art realized \$191,200 in July 2009, placing it among the top 10 prices realized for an Elvgren piece.



### SHOWCASE NO. 4

Published in 1956, *Showcase No. 4* marked the beginning of the Silver Age of comic books, introducing a new superhero when only Superman, Batman and Wonder Woman had their own titles. With this issue, DC unveiled a new Flash, rather than attempting a revival. With a sleek costume and exciting art style, the story was a hit and soon superheroes were everywhere. A CGC-certified 9.6 copy of *Showcase No. 4* realized \$179,250 in May 2009, a record for a 1950s comic book.



### BABE RUTH'S CAP

In 1927, Babe Ruth and Lou Gehrig were baseball superstars, traveling the country in the off-season to play exhibition games as part of their Bustin' Babe's and Larrupin' Lou's barnstorming tour.

At one point in their journey, Ruth met an attractive young pastry chef at a noted Santa Barbara, Calif., hotel. According to the woman's grandson, the slugger gave the young woman his cap, at the close of either the 1927 or 1928 tour that showcased stars from the World Champion New York Yankees.

"As the story goes, Ruth was quite fond of this young woman, and one can only wonder if the Babe's gift sprung from his love of pastries or love of beautiful women," says Chris Ivy, director of sports auctions at Heritage.

The game-worn "Bustin' Babe's" Barnstorming cap, with "Babe Ruth" stitched into the leather headband, had been passed down through the pastry chef's family for decades. "Those well-versed in the baseball collectibles market are well aware that practically nothing beyond autographs from that famous barnstorming tour has found its way into the modern hobby," Ivy says.

The cap realized \$131,450 at Heritage's Sports Memorabilia Signature® Auction in October 2008.

"This cap is arguably even more desirable than the few Yankees' caps that survive from Ruth's Major League tenure," Ivy says. "This lone survivor is simply one of a kind, and the only cap that can be definitively linked to this most important of eras."



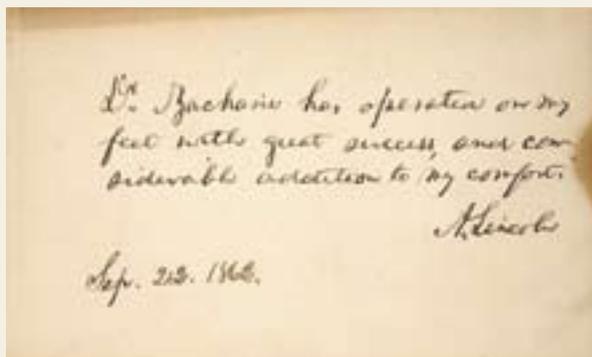
**JULIAN ONDERDONK**

Julian Onderdonk (1882-1922) was a master of Texas landscape painting, with the Dallas Museum of Art noting on its Web site that "his scenes spawned a host of imitators who to this day have never equaled the artist's style." Onderdonk's *In the Hills - Southwest Texas*, an oil on canvas completed in 1912, realized \$131,450 at Heritage Auction Galleries' inaugural Art of the American West Auction in January 2009. The sale broke the prior Heritage record for an Onderdonk, his *Late Afternoon in the Bluebonnets, S.W. Texas*, which realized \$101,575 in December 2007.

**WILLIAM HERBERT DUNTON**

William Herbert Dunton (1878-1936) was an illustrator in New York, working for publications like *Harper's Weekly* and *Cosmopolitan*. In 1896, he traveled to Montana and was soon enamored with the nostalgia of the Old West. It would remain his subject of choice for the rest of his life. *The Badger Hole (The Spill)* was completed in 1906, six years before his relocation to Taos, where he became one of the founding members of the Taos Society of Artists. This oil on canvas, once exhibited at the Phoenix Art Museum and the Palm Springs Desert Museum, realized \$143,400 in July 2009.





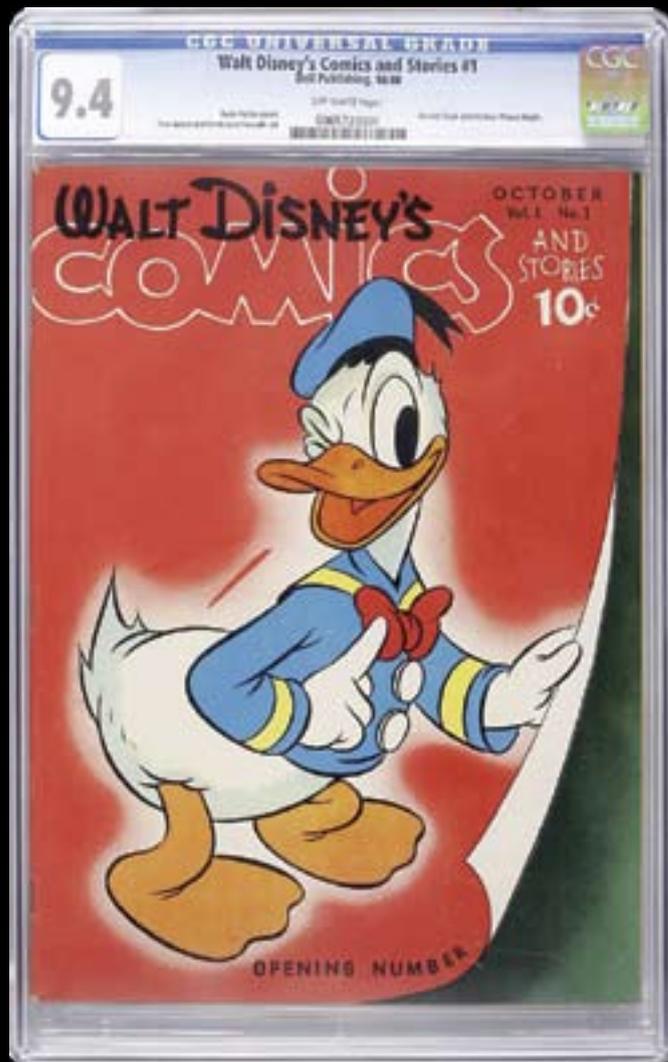
### LINCOLN AUTOGRAPH LETTER

Dr. Isachar Zacharie practiced at times in Washington, D.C., and New York and was a leading authority on foot problems and cures. He also knew the president of the United States and counted him among his patients. "Dr. Zacharie," Abraham Lincoln wrote, "has operated on my feet with great success, and considerable addition to my comfort." The president's testimonial in a statement signed "A. Lincoln" and dated Sept. 22, 1862, realized \$131,450 in November 2008.



### PHILIPPE HIQUILY

French modernist sculptor Philippe Hiquily (b.1925) worked for a full decade creating abstract figurative sculpture before turning his attention in 1960 to making furniture from his favorite sculptural material: metal. The shift came shortly after he won the prestigious Critic's Prize for sculpture at the Paris Biennial. This semicircular altuglass and gilt metal desk, created in 1961 for the businessman Teddy van Zuylen, realized nearly \$96,000 in December 2008.



### WALT DISNEY'S COMICS AND STORIES NO. 1

Published by Dell in 1940, the first issue of *Walt Disney's Comics and Stories* has been called the definitive funny-animal anthology comic after which all others are modeled. It was the first regularly published Disney comic book, and it remains the best-selling comic series of all time, at one point selling four million copies an issue. A copy graded NM 9.4 by Certified Guaranty Company – the only copy from issues No. 1 to No. 15 to be graded above 9.0 – realized \$116,512.50 in November 2008.





His First Full-Length Feature

Walt Disney's  
**Snow White**  
and the Seven Dwarfs

in the Wonderful  
MULTIPLANE TECHNICOLOR

OW D.F.

# HOLLYWOOD'S PAPER GOLD

WHEN IT COMES TO VINTAGE MOVIE  
POSTERS, COLLECTORS LOOK FOR ONE  
CRUCIAL QUALITY: **LEGENDARY**

By Jim Halperin and Hector Cantu

OVER THE PAST 15 YEARS, the growth of vintage movie posters as collectibles has been nothing short of phenomenal. Consider this: In 1994, a movie fan paid \$4,600 for a one sheet for the 1936 movie *Love Before Breakfast*, a romantic comedy starring Carole Lombard.

"For most of the 1970s and 1980s, you could walk into an antique shop and find vintage movie posters for \$20, maybe \$10," says Grey Smith, director of vintage movie poster auctions at Heritage Auction Galleries. "Even before 1990, the most valuable posters were under \$10,000."

Then things begin changing as the enduring power of classic American pop culture – everything from *Frankenstein* and *Snow White* to the Marx Brothers and *Robin Hood* – translated into higher demand for Hollywood collectibles. Swept up in the tide were movie posters, such as *Love Before Breakfast*, from Hollywood's Golden Age. Another factor: Lombard's poster appears prominently in the 1936 print *Houses and Billboards in Atlanta* by renowned photographer Walker Evans, who documented the Great Depression.

In March 2008, the same *Love Before Breakfast* poster purchased 14 years earlier for \$4,600 real-

## **Snow White and the Seven Dwarfs** (RKO, 1937)

**Price:** \$65,725

**Sold:** November 2007

**Description:** Poster (40" x 60"), very fine+

This beautiful image featuring the work of animator Grim Natwick and art director Gustav Tenggren practically tells the movie's entire story, with delicate watercolor scenes above a gathering of all main characters. Despite being labeled "Walt's Folly" during production, the film went on to become the top-grossing film of 1938, and, for a while, the top-grossing film of all time until the 1939 release of *Gone With the Wind*.



Excerpted from the book *Collectible Movie Posters* (Whitman Books) edited by Jim Halperin and Hector Cantu, scheduled for release in February 2010.

## CARING FOR AND STORING YOUR POSTERS

Movie posters are pieces of motion-picture history and should be afforded the same care and respect that any historical artifact might be given. The three major destabilizing and destructive elements associated with these paper products are:

**DIRECT SUNLIGHT:** Always keep your posters out of direct sunlight, as ultraviolet (UV) rays can fade inks used in the manufacturing process. When framing a poster, try to use archival or museum mounting elements such as UV-resistant Plexiglas and acid-free mounting boards and mattes.

**MOISTURE:** Try to keep your posters from contact with water or moisture such as extreme humidity. Moisture can stain and mildew your poster, and deteriorate the elements used in its manufacture.

**HEAT:** Always avoid storing or displaying posters in overly hot environments, as heat and resulting reactions can make paper fibers brittle and “brown” the paper.

ized \$47,800 at a Heritage Auction Galleries auction. “A growing demand and several significant purchases over the past 10 years,” Smith says, “have made vintage movie posters a hot collectors’ market.”

In this same period, Heritage Auction Galleries has established itself as the premier source of vintage movie posters, handling roughly 70 percent of worldwide movie poster auction sales annually. Heritage hosts three floor auctions a year, in addition to weekly Internet auctions (HA.com/MoviePosters) closing every Sunday night.

A look at the 100 top prices realized for vintage movie posters at Heritage Auction Galleries reveals several truths about the vintage movie poster market. Horror and science-fiction are the most-popular genres among movie fans, whether it’s 1931’s *Frankenstein* or 1958’s *Attack of the 50 Foot Woman*. You’ll find no poster printed before 1915 (Charlie Chaplin’s *The Champion*) and no poster printed after 1958 (*Attack of the 50 Foot Woman*). For movie poster fans, this 44-year span is prime treasure-hunting territory. But don’t rule out posters outside this “classic” category.

Buyers are increasingly pursuing posters printed in Europe after World War II. “Collectors are shifting away from that American mentality. They’re beginning to chase posters from the 1940s and 1950s. Some of these are beautiful, especially Italian releases,” Smith says, noting the poster for the Italian release of 1947’s *The Lady From Shanghai*, which realized nearly \$42,000 in March 2008.

Posters for “grindhouse” or exploitation films also are a growing category. “Producers like Sam Arkoff, Jim Nicholson and Roger Corman would practically design their posters before they made their movies,” Smith says. “The films themselves are almost unwatchable, but movie fans love the posters.”

As with most collectibles, Smith has one piece of advice: “Buy what you like and what makes you happy as a movie fan. If there’s a movie poster hanging on your wall and you know all about the actors, the director, the crazy behind-the-scenes stories about that film and its production, you are a movie poster collector, no matter how much that poster is worth.”

### **Citizen Kane (RKO, 1941)**

**Price:** \$47,800

**Sold:** March 2009

**Starring:** Orson Welles,  
Joseph Cotten

**Description:** One sheet (27" x 41"), style B, very fine+ on linen

The first feature film directed by Orson Welles is today considered an American classic. This style B one sheet is a wonderful alternative to the artwork featured in most of the film’s original campaign, with a painting by William Rose showing Welles, Dorothy Comingore and Ruth Warrick. The poster sold the film as a more conventional love story and it’s considered by far the more desirable style for the original American release on the film.

EVERYBODY'S TALKING ABOUT IT!

*It's Terrific!*

ORSON  
WELLES

CITIZEN  
KANE

*The Mercury Actors*

JOSEPH COTTEN

DOROTHY COMINGORE

EVERETT SLOANE

RAY COLLINS

GEORGE COLOURIS

AGNES MOOREHEAD

PAUL STEWART

RUTH WARRICK

ERSKINE SANFORD

WILLIAM ALLAND



## POSTER SIZES

Movie posters were printed in various sizes and shapes from 1910 through 1980. If studio executives were excited about a movie, they would produce a larger number of poster sizes for their movie. As with most collectibles, the most valuable posters have few known copies, typically because an initial press run might have been small, with the movie proving more popular than expected. The most common poster sizes include:

**ONE SHEET (27" x 41"):** Typically printed on thin paper stock and usually displayed in the lobby or outdoors in front of the theater. Studios often printed different styles of posters for the same film, sometimes referred to by letter (as "style A," or "style B," and so on). Sometimes, studios issued "teaser" or "advance" posters before a film's release to drum up excitement.

**40" X 60":** Studios began printing posters slightly larger than two sheets in the early 1930s. By the 1940s, 40" x 60" posters were being produced on card stock. They disappeared in the early 1980s.

**SIX SHEET (81" x 81"):** Four posters put together to form a large, single image, often featuring artwork altogether different than other posters for the movie. Six sheets were often used outdoors as small billboards. These posters typically had smaller print runs and, since they were often glued to walls, few survive.

**HALF SHEET OR DISPLAY (22" x 28"):** Printed on card stock, studios often printed two styles of this size. One style would be identical to the title lobby card. These posters were often a photographic and artwork combination and were displayed in theater lobbies. They were pictured in studio pressbooks and called "displays," whereas collectors have taken to calling them "half sheets," as they are half the size of a one sheet.



**LOBBY CARD (11" x 14"):** A set of up to eight small posters usually printed on card stock for theater lobby display. Most lobby cards use photographic images from scenes in the movie. A title lobby card might include all major stars, production credits and poster artwork.

One sheets measuring 27 x 41 inches, such as this one for the original release of *Gone With the Wind* in 1939, are the most common posters printed by movie studios.



### **Frankenstein** (Universal, 1931)

**Price:** \$189,750

**Sold:** March 2004

**Starring:** Boris Karloff, Colin Clive

**Description:** One sheet (27" x 41"), very fine+ on linen

Considered among the greatest films of all time, director James Whale's *Frankenstein* made a star of Boris Karloff. This poster, one of only five known, includes the first image of the Frankenstein monster with a flat head and neck bolts (earlier "teaser" posters showed the monster with a fluffy head of hair). The monster would become one of the most recognizable and iconic figures of the 20th century.



Photo by Kayte Deiona / CRA/LA Hollywood Photo Bank

**Hollywood Chamber of Commerce** invites you to explore Hollywood's historic landmarks by following the historic signs posted around the nationally registered Hollywood Boulevard Historic Commercial and Entertainment District.

**Forty-six signs** mark significant locations along a self-guided walking tour, one of the most elaborate of its kind in the western U.S. Erected at a cost of \$260,000, the durable signs include photographs of the buildings during Hollywood's glory years as well as interesting facts about each building.

**Historic Marker #3 - Grauman's Chinese Theatre** stands at 6925 Hollywood Boulevard. This Hollywood icon was built in 1927 by Sid Grauman and hosted many star-studded movie premieres and events in Hollywood's early days. The most famous movie house in the world still draws the stars with new movie premieres and its famous hand and footprint ceremonies in the forecourt of the theater, a tradition that started with Mary Pickford and Douglas Fairbanks in 1927.

**HOLLYWOOD**  
Priceless Past ★ Golden Future



**Hollywood's Business  
Advocacy Organization**



**The War of the Worlds** (Paramount, 1953)

Price: \$39,435

Sold: November 2006

Starring: Gene Barry, Ann Robinson

Description: Half sheet (22" x 28"), style B, very fine+

Producer George Pal's classic adaptation of H.G. Wells' science-fiction novel is considered one of the top science-fiction films of all time. Most of the images used on original-release posters do not depict the Martian warships as seen on this half sheet. This poster has only minor edge wear, two 1-inch edge tears on the bottom border and light fold lines.



Norman Rockwell's painting for *Song of Bernadette* is among the artist's most popular pieces.



## NORMAN ROCKWELL'S MOVIE MASTERPIECE

If anything is rarer than a rare movie poster, it's the original art used for a movie poster.

Original art used for posters was almost never saved. "No one at the studios saw any value in keeping it," says Grey Smith, director of vintage movie posters at Heritage Auction Galleries. Most of the work was done anonymously. Artists worked for little money and most weren't even allowed to sign their work, Smith says.

Still, about a quarter of movie poster art can be linked to known artists, Smith says. Among the best-known is Reynold Brown (1917-1991), who completed art for movies like *How the West Was Won*, *The Alamo*, *Cat on a Hot Tin Roof*, *Ben-Hur*, *Creature from the Black Lagoon*, and *Attack of the 50 Foot Woman*.

Of course, Hollywood sometimes took more high-profile approaches to commissioning artwork.

In 1943, 20th Century Fox released *The Song of Bernadette*, based on a story written by Franz Werfel after he visited the shrine of the Virgin Mary at Lourdes, France. In the movie, peasant girl Bernadette has a vision of a beautiful lady, which townsfolk believe to be the Virgin Mary. The resulting furor overtakes everyone in the village.

For the movie's posters, 20th Century Fox hired Norman Rockwell (1894-1978). At the time, the illustrator had completed his famous series of paintings, *The Four Freedoms*, and was riding a wave of worldwide acclaim. In the character of Bernadette as played by actress Jennifer Jones, Rockwell saw a simple girl – "a lone girl, glorious and exalted" who could inspire people of all walks of life, as stated in the movie's official pressbook.

Rockwell's full-length portrait of Bernadette was the centerpiece of the movie's publicity campaign, and would be among the most popular of Rockwell's career. "Nothing else I have ever painted," Rockwell would say of the work, "was reproduced in so many ways."

The whereabouts of Rockwell's original painting were unknown for a number of years before it was discovered in the private collection of the film's producer, William Perlberg (1900-1968). Ownership subsequently passed to Mount St. Mary's Academy in Los Angeles and then into the hands of a private collector.

While movie posters featuring Rockwell's *Bernadette* have fetched up to \$1,500, his 53-by-28-inch original oil on canvas realized \$478,000 in a November 2005 Heritage Auction Galleries auction.

# Building a Legacy

JUST BECAUSE YOU COLLECT DOESN'T MEAN YOUR CHILDREN WILL.  
HERE'S HOW SOME COLLECTORS ARE PASSING ON THE BUG

By Pamela Y. Wiggins

You've worked for years amassing a formidable collection. Ever wonder what will happen when your prized possessions pass on to the next generation? Will the objects you cherish be appreciated? Will your entire collection be sold for far less than it's worth?

Questions like these lead some individuals to liquidate collections when family members show no interest in holding on to them. Other collectors hold out for a change of heart. But is there really anything you can do to increase your odds of developing a budding enthusiast who will continue your legacy?

For many avid collectors, it's merely a matter of starting their children and grandchildren off young and watching the collecting "bug" travel from generation to generation with relative ease. "From the time she was able to walk she'd go shopping in stores, yard sales and flea markets with me," Victoria Douglass of Medford Lakes, N.J., says about daughter Nikole, now 39. "This is how I started with my mother and grandmother, too."

The elder Douglass has collected antique and vintage jewelry, furniture, silver and pinball and candy machines. Nikole collects country antiques and kitsch. "My daughter," says Douglass, "attaches a memory and is interested in the past of an item. She's curious about who owned it and the time period it's from."

Over the years Douglass found that encouraging her daughter's curiosity helped to develop a collecting instinct she maintains today, and it's a hobby this duo still shares. "Nikole has a great eye and calls me when she's found something that reminds her of me," Douglass says with a hint of pride.

Dustin Johnston began collecting coins as a kid after his

grandfather gifted some coins to Johnston and his sister. "I started researching the values of the coins to see who got the better end of the deal and I was hooked," says Johnston, who today is consignment director at Heritage Auction Galleries' currency department.

As his interest in coins grew, Johnston's grandfather and mother remained supportive. "My grandfather drove me to coin shows and local shops until I was old enough to drive," Johnston says. "Without that, I would have lost interest."

By the age of 13, Johnston, who lived in Arizona, was attending American Numismatic Association conferences. "When I was 15, I convinced my mom to put the \$402.50 airfare to Detroit for the ANA convention on her credit card," Johnston says. "I told her I would make enough money there to pay her back. Between work ahead of the show and buying and selling at the show, I covered all my expenses and brought home some coins."

While Johnston enthusiastically accepted help from his grandfather and mother, other adult collectors find instilling the collecting sense to be more difficult.

Rita Lynn of San Luis Obispo, Calif., isn't always greeted with enthusiasm by her 11-year-old daughter when it comes to collecting glass in various colors and patterns, graniteware and sports cards. "My daughter hates when we come across antique stores because she knows I will go in and wander the aisles aimlessly," Lynn says. "I buy her things so she will partake in the hunt!"

Lynn actually finds Alexandra showing much more interest in collecting beach glass and polished rocks than items found in antique stores. She hopes developing those collecting interests will lead to greater aspirations as time passes.



Eric Bradley found a "collecting mentor" for son Patrick. Every few months, the family friend sends Patrick a box of Spider-Man items. The two also collect Star Wars items and action figures.

## FINDING COMMON INTERESTS

About.com's expert guide to collectibles, Barb Crews, suggests, "In this crazy, busy world, sometimes it's as easy as just doing it together. Looking for state quarters, trading pins at Disney World, doing squished pennies at tourist locations – these are all ways to get interested in collecting, and one collection always leads to another."

Eric Bradley, editor of *Antique Trader Magazine*, found a common interest with his 9-year-old son when he began showing his collections to him several years ago. "Patrick's Spider-Man collection was influenced by the recent movies and my own collection of comic books and '80s superhero toys. I waited until he was 5 to share these things with him and it sparked his curiosity." Patrick collects Star Wars items as well, and now focuses solely on vintage pieces his dad remembers from his youth after amassing a nice collection of modern action figures, posters and Lego-themed play sets.

A collecting mentor doesn't always have to be a parent, though a parent might set up the relationship. Bradley met antique bookends dealer and collector Lou Kuritzky at an Atlantique City show and started talking about Patrick's collection.

"He offered to strike up pen pal correspondence with Patrick as a way to develop a new collector," Bradley says. "Every few months or so, Lou sends Patrick a box of Spider-Man items.

Likewise, Patrick has gone out of his way to notice bookends Lou might find interesting and has helped him start a collection of miniature bookends."

Bradley adds: "I guess when it comes to collecting it may 'take a village' to get the next generation interested." And with children becoming more computer savvy at earlier ages, kids find connecting to the global collecting network easier to accomplish than ever.

## SURFING THE INTERNET

"The Internet is a perfect way to learn more about items from history to availability and, of course, values to make sure one

"THE INTERNET IS A PERFECT WAY TO LEARN MORE ABOUT ITEMS FROM HISTORY TO AVAILABILITY AND, OF COURSE, VALUES, TO MAKE SURE ONE DOESN'T OVERPAY."



Because its appeal spans generations, *Star Wars* is popular among collectors and their children. This "Happy Birthday Style" movie poster (right), sent to theaters a year after the blockbuster movie was released, realized \$2,270.50 in November 2008. A Luke Skywalker action figure from *The Empire Strikes Back* series, inscribed and signed by Mark Hamill, realized nearly \$300 in June 2009.



doesn't overpay at a collectibles show or flea market," says About.com's Crews. "With a digital camera, children can also easily take pictures of their collection and put them on the computer using a picture sharing program like Flickr."

Crews doesn't discount teaching children how to shop online either, like the time she spent tutoring her own grandson. "He has been an avid eBay browser since he was about 2 years old. We would spend 'quality time' looking at listings of Elmo in the beginning, and then moving on to vintage Lego and vintage Star Wars."

Bradley agrees that the shopping aspect ranks high in training young collectors, and lets his children surf online auctions and other collectibles Web sites as well. But when it comes to hands-on collecting, he feels there's nothing like a good old-fashioned flea market for family outings.

"Flea markets are about the most child-friendly antique and collectible shopping environment ever," Bradley says. "The informal setting is perfect for children. Kids are amazed at the quantity of items for sale at flea markets, and the constant variety keeps their attention. Sometimes our kids will walk through an entire flea market several times and find something new on each trip. Children should never be sent around

unsupervised, however." Managing the online collecting activity of children and their interaction with adult collectors in all instances also makes good sense.

Beyond the all-important safety coaching, there are a number of other horizon-expanding lessons children have the opportunity to learn through collecting.

"We don't give our kids money to spend at the flea markets," Bradley says. "Instead they are encouraged to earn money by selling toys they are no longer interested in. They can use those proceeds to buy whatever they like, but our goal is to show them collecting is not synonymous with hoarding. We also want to teach them about the concept of trading up, and that getting rid of things can be an important aspect of collecting."

### LESSONS TO LEARN

Douglass notes several lessons her children learned through collecting as well: developing research skills, comparing objects from the past to modern inventions, and practicing patience when searching for specific items. Learning to respect the property of others and care for a collection to maintain its value also rank high on the list of helpful lessons gleaned through collecting as a family.

Of course, there are going to be times when no amount of shopping, surfing, educating, or cajoling will spark an interest.

While Douglass witnessed Nikole pursuing her own collecting interests effortlessly, her son Jereme also went along on their antiquing adventures but never really caught the bug. "He always liked antiques, and he enjoys specific pieces he has from me. He just doesn't like the clutter, as he calls it. I guess his interest in tennis just took first place over collecting."

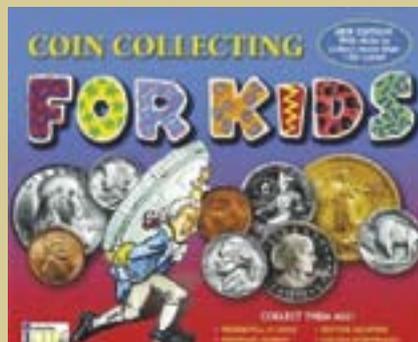
Crews has advice for collectors who may face similar circumstances, and wonder what will become of their possessions in the future.

"Even if they don't want to keep the collection intact, it's important for the parent to pass along the history and value of a collection for when it does ultimately get disbursed. And as far as I'm concerned that's fine, as long as they don't sell everything I have for a quarter each at a garage sale when I'm gone. But if they do, they're the ones losing out and I make sure they know it!"

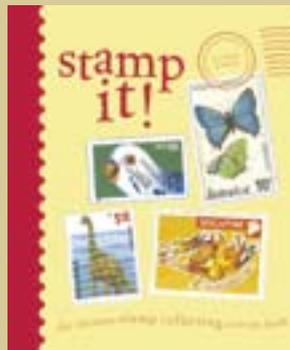
*Pamela Y. Wiggins invites you to visit her on About.com (antiques.about.com) where she has served as the expert guide to antiques for the past 10 years.*



# Resources for Family Collecting



- **Coin Collecting for Kids** (Innovative Kids Publishing, \$15.99) by Steve Otfinoski: A colorful, kid-friendly book that introduces children to coin collecting by encouraging them to search for, save, and learn about U.S. coins.
- **Stamp It!: The Ultimate Stamp Collecting Activity Book** (Chronicle Books, \$16.95) by Leslie Jonath: An easy-to-read book filled with tips, activities and tools to get a collection started.
- **Heritage Auction Galleries** (go to HA.com and click on the Reference tab): Information for experienced and beginning collectors alike, with tips on subjects such as caring for your coins, comics and movie posters.
- **About.com Collectibles** (go to collectibles.about.com and click on Collections for Kids under the Collectibles tab): Ideas and advice that appeal to kids of all ages, including "Eight Tips on Helping Them Start a Collection."



- **Collectors.org Flea Market Directory** (collectors.org/FM) Information on some of the major flea markets, listed by city under state headings.

# Timing It Right

PLANNING YOUR SALE AROUND A MAJOR CULTURAL EVENT ISN'T EVERYTHING, BUT IT SURE CAN HELP

By Noah Fleisher

Let's face it: In an economic climate like today you sometimes need to sell as soon as possible. When this is the goal, consigning your valuables to an auction is about getting the best return on your material at the earliest time. A good auction house understands this and works with you to get the most value possible.

If, though, you have the luxury of time – even just a little – to complement your consignment, then you may want to consider timing the sale around a major cultural event: a movie premier, an important historical figure or event anniversary, or as part of an auction that is – in and of itself – a cultural touchstone of sorts, like Heritage Auction Galleries' ongoing auction of the Charles Martignette Estate.

A good auction house will provide you with the guidance and advice you need to time everything right.

As a working journalist and editor, I know what kind of story is likely to get picked up by the news media, and which stories have succeeded because of their timing and link to broader events, the latter of which is usually the work of a smart category director or consignment director.

Let's take two examples from recent comic sales. In May 2009, Fox Studio's released *X-Men Origins: Wolverine*, with Hugh Jackman as the title character. The hype was big, excitement was high and Heritage Auction Galleries auctioned off a Gem 10.0 copy of *Wolverine* #1 for \$15,535, smashing the record for the issue, a comic that figures in thousands of collections in lesser grades. Did the release of the movie help the comic's auction price? I can't say unequivocally. Did it raise the profile of the comic and the auction itself? Without question. I have to believe the two add up to that record price.

A few months later, in mid-August, the world reacted to the news that Archie, after 70 years, was going to settle the eternal question – Betty or Veronica? – and propose to socialite Veronica. The world was shocked – shocked! I tell you – and comics dealer Dave Luebke asked Heritage Auction Galleries to auction off his 7.0 copy of *Archie* #1, the finest copy known, ostensibly in protest of the proposal. It was pop-culture gold. The story appeared all over the world, made major news networks

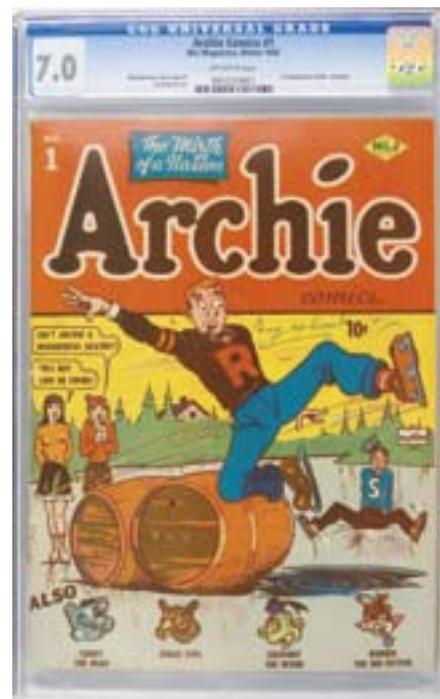
and was even featured in a Jay Leno Tonight Show monologue. The result was \$38,837 for the book, a record, and a nice chunk of notoriety for the comic.

In late July, a Derringer pistol taken from legendary bank robber John Dillinger

when he was arrested in Tucson, Ariz., was offered at auction. The auction fell a few weeks after the release of *Public Enemy*, the movie about Dillinger starring Johnny Depp, and three days after the 70th anniversary of his death outside Chicago's Biograph Theater. The pistol realized more than \$95,000, certainly aided by the resurgence in the never-ending interest in Dillinger and the photo of the gun that circulated the planet. Smart planning that raised the item's profile and probably the price? Most certainly, and the enduring publicity value after the auction is still paying off.

If you find yourself ready to sell, and with the luxury of time, contact a responsible auction house with a talented marketing department and the top experts in their respective fields, and see if you can time your auction to the right cultural event. If you like your name or your valuable collectible splashed across newspaper pages and TV, you'll get an ego boost and, hopefully, a big boost to your bank account.

Noah Fleisher is author of *Warman's Price Guide to Modern Furniture and Accessories*. He has written for *New England Antiques Journal*, *Northeast Journal of Antiques and Art*, *Antique Trader*, *Style Century Magazine* and *Disney's Wondertime* magazine.



Sold at the same time that Archie's proposal to Veronica was announced, the finest copy known of 1942's *Archie Comics* #1 realized \$38,837.50 in August 2009.



# DO YOU HAVE ORIGINAL COMIC ART?

Original works by America's top comic artists are realizing record prices at auction.



- ◆ 24 pages of original art by underground legend Robert Crumb realized nearly \$420,000 at an August 2008 auction.
- ◆ A 1957 Sunday *Peanuts* strip by Charles Schulz realized more than \$100,000 in August 2008.
- ◆ The original cover art for *X-Men* #102 by Dave Cockrum realized more than \$65,000 in February 2009.
- ◆ The original art for page 5 of *Fantastic Four* #5 by Jack Kirby and Joe Sinnott realized nearly \$40,000 in November 2008.

Contact the comic and illustration art staff at Heritage Auction Galleries to review and consign your collection. Call 1-800-872-6467, go online to [HA.com/Comics/Sell](http://HA.com/Comics/Sell), or mail or fax the form below.

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TX Auctioneer licenses: Samuel Foose 11727; Robert Korver 13754; Andrea Voss 16406 | Auctions are subject to a 19.5% buyer's premium.

**YES! Contact me about consigning the original art I have by the artists below** (check all that apply):

- |  |  |  |  |  |
|--|--|--|--|--|
| <input type="checkbox"/> Neal Adams    | <input type="checkbox"/> Robert Crumb      | <input type="checkbox"/> George Herriman   | <input type="checkbox"/> Winsor McCay        | <input type="checkbox"/> E C. Segar          |
| <input type="checkbox"/> Dick Ayers    | <input type="checkbox"/> Jack Davis        | <input type="checkbox"/> Burne Hogarth     | <input type="checkbox"/> Sheldon Moldoff     | <input type="checkbox"/> Mike Sekowsky       |
| <input type="checkbox"/> C. C. Beck    | <input type="checkbox"/> Steve Ditko       | <input type="checkbox"/> Carmine Infantino | <input type="checkbox"/> Bob Montana         | <input type="checkbox"/> Joe Shuster         |
| <input type="checkbox"/> Brian Bolland | <input type="checkbox"/> Bill Everett      | <input type="checkbox"/> Graham Ingels     | <input type="checkbox"/> R. F. Outcault      | <input type="checkbox"/> Jim Steranko        |
| <input type="checkbox"/> Jack Burnley  | <input type="checkbox"/> Al Feldstein      | <input type="checkbox"/> Bob Kane          | <input type="checkbox"/> H. G. Peter         | <input type="checkbox"/> Al Williamson       |
| <input type="checkbox"/> John Buscema  | <input type="checkbox"/> Lou Fine          | <input type="checkbox"/> Gil Kane          | <input type="checkbox"/> Fred Ray            | <input type="checkbox"/> Barry Windsor-Smith |
| <input type="checkbox"/> John Byrne    | <input type="checkbox"/> Hal Foster        | <input type="checkbox"/> Walt Kelly        | <input type="checkbox"/> Alex Raymond        | <input type="checkbox"/> Basil Wolverton     |
| <input type="checkbox"/> Nick Cardy    | <input type="checkbox"/> Floyd Gottfredson | <input type="checkbox"/> Jack Kirby        | <input type="checkbox"/> John Romita Sr.     | <input type="checkbox"/> Wally Wood          |
| <input type="checkbox"/> Dave Cockrum  | <input type="checkbox"/> Rick Griffin      | <input type="checkbox"/> Warren Kremer     | <input type="checkbox"/> Kurt Schaffenberger | <input type="checkbox"/> Bernie Wrightson    |
| <input type="checkbox"/> Gene Colan    | <input type="checkbox"/> Fred Guardineer   | <input type="checkbox"/> Harvey Kurtzman   | <input type="checkbox"/> Alex Schomburg      |  |
| <input type="checkbox"/> Johnny Craig  | <input type="checkbox"/> Don Heck          | <input type="checkbox"/> Jim Lee           | <input type="checkbox"/> Charles Schulz      |  |

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

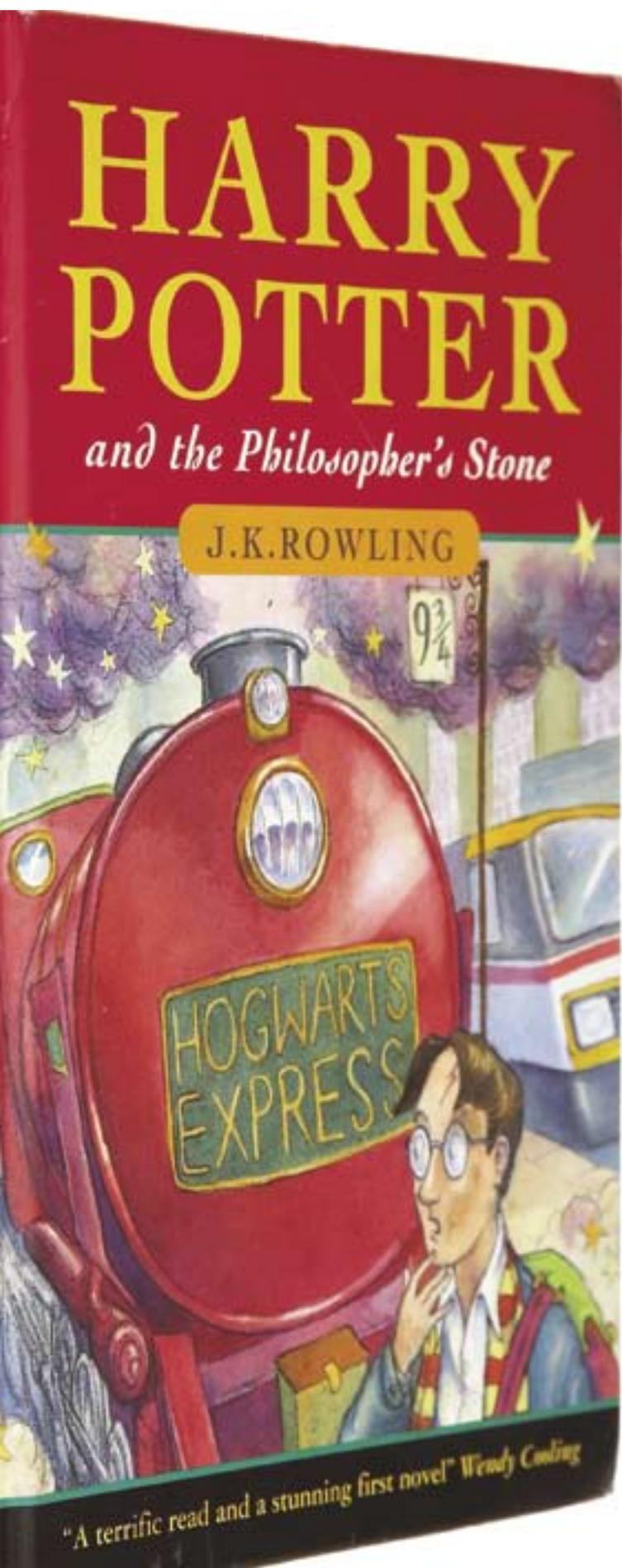
Phone \_\_\_\_\_ Cell \_\_\_\_\_

E-mail \_\_\_\_\_

Mail form to:  
**Comic Art Department**  
**Attn. Lon Allen**  
**Heritage Auction Galleries**  
**3500 Maple Ave, 17th Floor**  
**Dallas, TX 75219-3941**

Or fax form to:  
**214-443-8412**

What is the best time to call you?  Morning  Afternoon  Evening



# Rare Books

## IN RECENT YEARS, SCIENCE FICTION, FANTASY AND DETECTIVE FICTION HAVE COME ON STRONG

When it comes to rare books, James Gannon has some common-sense advice:

“Handle your books carefully, with clean hands,” says Gannon, director of rare books at Heritage. “Do not over-open a book, do not keep collectible books in direct sunlight, and do not use a book as a coaster for your coffee cup!”

Yes, Gannon says, he has seen coffee stains on rare books. Maybe that’s why serious collectors often hire skilled bookbinders to custom-make conservation cases for their treasures. “It’s a smart move,” Gannon says.

Here’s more from Gannon on collecting rare and valuable books.

### *What’s your best advice for beginning rare-book collectors?*

Collect what you love. Your passion for a subject or genre will help you educate yourself about the foundation books for that area, and about what to look for in collectible copies of books. Find a few specialist dealers in the area you want to collect and begin a relationship with them. Ask questions about books they are offering, or ask their advice about books you find elsewhere. It is good also to find like-minded collectors to interact with, and follow rare-book blogs or listserves. It is also important to get and read bookseller or auction catalogs, especially those covering books in your field of interest.

### *What’s the one thing you have to look for when buying rare books?*

You want to find books in the original bindings if possible and in the best condition that you can afford. Each collecting category might have its own standards. For instance, fine press collectors typically want books in pristine condition, and with modern literature a dust jacket in very good or fine condition will represent maybe 80 percent to 90 percent of the value of the book.

### *Is there anything you are specifically looking for right now?*

The type of books that excite me are books that are the most important in the history of printing, which might include Isaac Newton’s *Principia Mathematica*, generally considered the most important book in the history of science, or Charles Darwin’s *On the Origin of Species*. In economics it might be Adam Smith’s *Wealth of Nations*. In medicine, Andreas Vesalius’ *De humani corporis fabrica* from 1543, or works by the Greek physician Galen or Sir William Osler. We are really looking for foundation books in all fields, but classics of literature are a very popular collecting area. We have been especially strong with science fiction and genre literature fields such as fantasy, horror and mystery and detective fiction.

J.K. Rowling (b.1965)  
*Harry Potter and the Philosopher’s Stone*.  
 ([London]: Bloomsbury, [1997]) True first edition of first Harry Potter book  
 Sold: October 2007  
 \$33,460

### Are there any time periods you are looking for?

There are so many great early printed books that essentially encompass all the great thoughts, ideas, movements, discoveries and theories. Virtually every important thing known to man has its early representation in a printed book, even if it occurred prior to printing, such as the *editio princeps* of Homer or Plato, as well as famous works by Copernicus, Galileo and Albert Einstein, among others. I like seeing significant books from the first 50 years of printing, i.e. before 1500, generally known as incunables.

### What about recent literature?

I'm always looking for first or special editions of classics such as Walt Whitman's *Leaves of Grass*, Ernest Hemingway's *The Sun Also Rises* or Jane Austen's *Pride and Prejudice*. And let's not forget works by the Brontë sisters, William Faulkner and F. Scott Fitzgerald. Cormac McCarthy is especially hot now, as are unusual or early copies of J.K. Rowling's Harry Potter series.

### Anything buyers should be especially wary of when buying?

Inscribed copies of modern literature can be problematic, and it is always best to buy copies where there is a known history or provenance of the book. For example, it is always nice to have a picture of the author signing the book to the original recipient and owner. If that is not possible, try to get authentication from a specialist in the field. They know how to identify fake signatures, and often can even identify the forger.

### How do you distinguish between a good piece and a not-so-good piece?

This can be difficult with rare books, as there are so many factors that go into evaluating an item. Generally, if you can identify a book as an original printing or first edition, that is the first step. Later printings are generally not as collectible as the first, but even that is not always the case. Also, is the author, title or subject well known and highly regarded? If so, there is more chance that there will be a demand for that book.

### What are some of the most collectible names in rare books and why?

Rare books is very broad as a category, and encompasses the original iteration or printing of all that is important to our collective histories and cultures, including literature, philosophy, science, economics, history, and every other field of human endeavor. Printing as we know it began about 550 years ago, but even works created before that have their first appearance in print. For instance, the edition princeps of Homer was originally put into print in 1488, even though Homer was believed to have lived around the 8<sup>th</sup> century B.C. Copies of this first edition of Homer have sold in the past 10 years or so for between \$100,000 and \$200,000 at auction, and for more in the retail market. The first printed edition of Cicero was in 1465; Livy and Virgil in 1469; these and many other classics have their first printed editions within the first 100 years after Gutenberg.



Herman Melville (1819-1891)  
*The Whale* (London: Richard Bentley, 1851),  
in three volumes  
True first edition of *Moby-Dick*  
Sold: June 2008  
\$53,775

### What are your thoughts on collecting rare books as investments?

I do my best not to give specific investment advice with regard to how rare books will perform in the future. Of course some collectors think along these lines, and no one wants

to buy a collectible that they think might lose value down the road. So my best advice is to look at the recent price history of a specific title, edition, author or category. Empirical evidence shows that rare books have retained or appreciated in value very well. There have been price adjustments depending on trends in technology, or in taste (some authors who used to be popular are no longer in vogue and their prices have fallen, such as John Galsworthy or Walter de la Mere). Generally, the best performers in the future will be those in demand. For instance, literature collectors might ask themselves: "Which of the currently available books will people still be reading for fun 50 years from now or 100 years from now?" Homer has stood the test of time, as has Shakespeare and many others, but what about Joyce, Tolkien, Rand, Salinger, Capote, Morrison, Pynchon, Kerouac and others? Collectors will

have to answer this question for themselves.

### Most people have houses full of books published over the past decade or two. Is there an example of a recent book that's climbed in value?

*Harry Potter and the Philosopher's Stone*, the true first edition of the first Harry Potter book, is by far the best example of a recently published book attaining a very rapid rise in value in the marketplace. The publisher made very few of them; supposedly only about 500 hardcover copies were printed. Almost all were purchased by British libraries. So collectible copies in fine condition and without library markings are rare, with prices ranging from \$20,000 to \$40,000.

## EVENT

**Rare Books Grand Format Auction #6043** is scheduled for June 8-9, 2010. For information, contact James Gannon at 214-409-1609 or JamesG@HA.com. To receive a complimentary catalog, call 1-800-872-6467, ext. 1150, and mention code HM17866, or register online at HA.com/HM17866.



### TO CONSIGN

To place items in upcoming Heritage Auction Galleries rare-book auctions, contact James Gannon at 214-409-1609 or JamesG@HA.com.

# Defining Appraisals

IT'S CRUCIAL TO KNOW THE DIFFERENCE BETWEEN FAIR MARKET VALUE, RETAIL REPLACEMENT AND AUCTION ESTIMATES

By Mark Prendergast

As an auction house with many experts in a wide variety of fields, Heritage is frequently approached by individual clients, estate executors and wealth advisors for all types of appraisals and valuations.

A general inquiry from a client or advisor for an appraisal of a single piece of tangible property, a collection or an estate must be scrutinized for the actual purpose and need of the situation. Usually, the request for an "appraisal" actually refers simply to an evaluation for the potential value of an item through auction or private sale. The person just wants to know how much something is worth.

The term "appraisal" is commonly used in referring to any assessment of value of a tangible piece of property. This is correct in most cases; however, in the art and collectibles industry, a true formal "appraisal" is a specific document that requires adherence to IRS-dictated regulations, formats and liability agreements, rather than merely an opinion of value.

Heritage Auction Galleries regularly provides quick and free evaluations of the current market value of art or collectibles. This is usually a verbal or written auction estimate -- the range of value that one would expect to see the item sell for in today's auction market. This valuation is not intended for use as a formal appraisal or for any purposes of establishing a value for insurance, tax, estate planning, collateral or third-party transaction.

Heritage is also able to provide purchase offers in certain categories of collectibles, such as coins, stamps, gold, jewelry, timepieces, comics and silver. The purchase offer is in many ways the truest valuation of an item, as it represents a real and immediate proposal for a monetary amount exchanged for the transfer of ownership of goods. The purchase price offered is usually below the value that one would expect to achieve given the proper time, marketing and venue, but it does not include or require the expenses and fees normally associated with selling through auction or consignment with a dealer.

Depending on the circumstances and requirements of the client, an immediate and efficient sale through a purchase offer can be the most beneficial and lucrative means of liquidating

property, especially in estate situations where funds are needed quickly.

When a formal written appraisal is required, the next determination is to the purpose and use of that appraisal. Insurance appraisals have different requirements and can represent different values than estate tax or charitable donation appraisals. Appraisals that will be used for tax purposes require the use of fair market values. The IRS defines fair market value as "the price that property would sell for on the open market. It is the price that would be agreed on between a willing buyer and a willing seller, with neither being required to act, and both having reasonable knowledge of the relevant facts." [IRS Regulation §20.2031-1].

While fair market value can be determined using the prices realized at auction, one must consider that fees associated with the auction sale, such as buyer's premium (as high as 25 percent at some auction houses -- 15 percent or 19.5 percent at Heritage). These additional fees should be considered as part of the sale price -- and thus fair market value.

The IRS also stipulates that "[t]he fair market value of a particular item of property ... is not to be determined by a forced sale price. Nor is the fair market value of an item of property to be determined by the sale price of the item in a market other than that in which such item is most commonly sold to the public, taking into account the location of the item wherever appropriate. Thus, in the case of an item of property ... which is generally obtained by the public in the retail market, the fair market value of such an item of property is the price at which the item or a comparable item would be sold at retail." [26 C.F.R. §20.2031-1(b)]. A qualified appraiser should look at the proper and true market for a piece of property to determine how best to establish the fair market value -- whether that be at auction or in a retail environment.

A retail replacement cost appraisal is mostly used for insurance purposes and represents the value that one would expect to pay for the same or similar item in a retail setting at the present time. When an insured item needs to be replaced in a timely manner, the retail market is often the only place to do

so. With retail prices fluctuating due to locations, sales, marketing and the economy, one needs to be cognizant of the specific market and criteria the appraiser used to arrive at the appraised value. The retail price of a work of art by a well-known and established artist can vary considerably in locations throughout the country and world. Two paintings of the same size, date of creation, medium and quality can vary in price in a retail setting if the gallery happens to be in New York City, San Francisco or Houston.

An oversimplified -- and broadly incorrect -- summary of the difference between fair market value and retail replacement cost is the price you can sell something for versus the price you would have to pay for it at retail.

Collectors, estate professionals and financial advisors should be aware that the initial purpose of an appraisal may not translate to subsequent needs and uses. Auction houses and dealers are often presented with insurance retail replacement appraisals by clients expecting to see those values achieved in a sale. In many instances, this is just not possible as the secondary market does not generally attain prices near the retail level. Likewise, individuals may be shocked when an item appraised in a family member's estate is seen in a retail store with a price tag of multiple times the appraised value.

Appraisals and valuations have specific purposes, uses and determinants. An appraiser or Heritage's Appraisal Services can assist with identifying what type of appraisal or valuation is actually needed.

*Mark Prendergast earned his degree in Art History from Vanderbilt University and began his career in the arts working with a national dealer in private sales of 20th Century American Art. Joining Christie's in 1998 and advancing during a 10-year period to the position of vice president, he was instrumental in bringing to market many important and prominent works of art, collections and estates. Based in the Heritage Houston office, he serves as director of Trusts & Estates, providing assistance to fiduciary professionals in all aspects of appraising and liquidating tangible assets. Inquiries for appraisals can be found at [www.HA.com/appraise](http://www.HA.com/appraise) and auction estimates requests can be made at [HA.com](http://HA.com)*



## MYTHBUSTERS

### INSURANCE MYTH:

My collection is covered by my homeowners' insurance.

### THE FACTS:

In most cases, your homeowners' is not nearly enough to protect your collection.

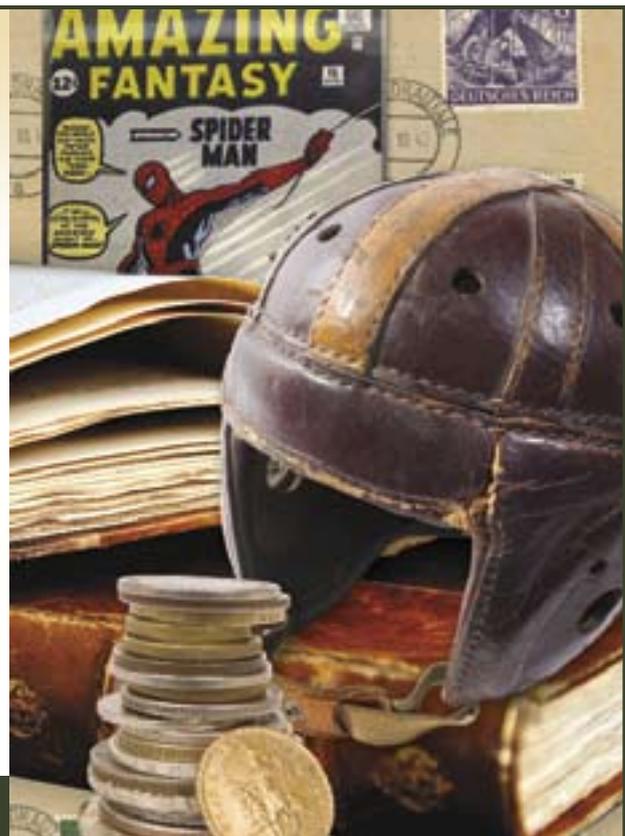
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# Initial Reaction

ORIGINAL LINCOLN CENT IS A GREAT 'STORY COIN'

By Mark Borckardt

In this issue of *Heritage Magazine*, you can read about the many high-priced, rare coins that have changed hands over the past 12 months (see page 51). While these coins are always fun to read about – and maybe dream of owning – I particularly like coins with great stories that the average person can afford to own.

One of the great story coins in the U.S. series is the 1909 V.D.B. Lincoln cent.

Shortly after he was elected, President Theodore Roosevelt embarked on a campaign for new coin designs. He gave the task to Augustus Saint-Gaudens, who worked on the eagle and double eagle, but then succumbed to cancer. The remaining designs were handled by other sculptors, with designs for all denominations remaining incomplete until 1916, when new dime, quarter and half-dollar designs were introduced.

Commemorating President Abraham Lincoln's 100<sup>th</sup> birthday, the Lincoln cent now reigns as the longest coinage design ever produced in this country. The coin itself celebrated its 100<sup>th</sup> birthday in 2009. Victor David Brenner (1871-1924) prepared the initial design two years before the Lincoln cent debuted when he created a bas relief plaque of Lincoln that was based on a Civil War photograph by Mathew Brady. Brenner was born in Lithuania and immigrated to the United States in 1890, residing in New York. He was a sculptor who began his studies at Cooper Union, and advanced his art in Paris just before the beginning of the 20<sup>th</sup> century. Roosevelt, who was a fan of President Lincoln, ordered the new cent to carry Lincoln's profile based on Brenner's work.

Actual production of the Lincoln cent began in Philadelphia on June 10, 1909, with the coins released on Aug. 2. The total mintage was nearly 28 million coins, an average of more than



1909 VDB 1C graded MS65 Red by PCGS  
Sold: July 2009 for \$149.50



For the Lincoln cent, sculptor and engraver Victor David Brenner (1871-1924) created a bas relief plaque of President Lincoln based on a Civil War photograph by Mathew Brady.

500,000 per day during that time period. Just three days after their release, Treasury Secretary Franklin MacVeagh ordered a halt to minting, due to public criticism that quickly came to his attention. The design was fine, but the public cried out against the prominent display of Brenner's initials along the lower reverse rim. New dies were prepared without the V.D.B. initials on the reverse, and further coins were produced beginning on Aug. 12, 1909.

The number of coins initially minted was sufficient that one of every three Americans could have one. In 1909, many Americans still remembered when Lincoln was in office. The V.D.B. coins were widely hoarded due to their distinctive new design, yet they remain accessible. A PCGS-certified MS65 Red realized \$149.50 in a July 2009 auction at Heritage Auction Galleries. An MS64 Red 1909

V.D.B. can be acquired for less than \$100, while an MS64 Brown example realized \$25 in a May 2009 auction.

The 1909-V.D.B. Lincoln cent is a great story coin. As famous numismatist Q. David Bowers recently commented: "This is at once a landmark coin and inexpensive."



Mark Borckardt, senior cataloger and senior numismatist at Heritage Auction Galleries, has won several literary awards. His writing has appeared in *The Numismatist*, *Rare Coin Review*, *Penny-Wise* and other numismatic publications.

# Pleasant Surprises

WHEN IT COMES TO SPORTS MEMORABILIA, YOU NEVER KNOW WHAT'S GOING TO WALK IN THE DOOR

By Mike Gutierrez

The best thing about working on PBS's *Antiques Roadshow* is waiting for the sometimes spectacular surprises that enter the door. Every year, the TV show visits cities across America. It's not unusual for up to 6,000 people to show up – most with their maximum-allowed two items each for assessment. For appraisers on the show, these days are never short.

Last year, the show visited Wichita, Kan. As a sports appraiser for the event, I was ready for a fairly long morning of uneventful sports pieces, which made sense. In this part of Kansas, there are no real notable sports franchises with a long history of championships.

But, as any collector knows, treasures are never where they're supposed to be.

In the middle of one of these long appraisal sessions, one woman stepped up with a handful of documents. They were from an Independence, Kan., Class D minor league baseball team from the late 1940s. Her grandfather was the club's secretary. I quickly went for the players' contracts and noted that none of the names had made it to the majors.

But ... she also had some payroll checks.

I flipped past the more inconspicuous names before hitting paydirt: a 1949 payroll check for \$400 endorsed by Mickey Mantle.

Mantle is one of sports' most collectible figures. His New York Yankees game-worn home jerseys easily sell for at least \$150,000 at auction. His 1952 Topps rookie card is considered by many the most important, valuable and recognizable gum card of the post-war era, with finer specimens approaching and surpassing \$100,000.

Born in Oklahoma, Mantle (1931-1995) played basketball, football and baseball in high school. His first semi-professional team was the Baxter Springs, Kan., Whiz Kids. He was spotted by a scout from the New York Yankees and soon was on his way to the big city. He would spend his entire 18-year major-league career with the Yankees, winning three American League MVP titles, playing in 16 All-Star games, and being inducted into the National Baseball Hall of Fame in 1974.

I asked the woman with the payroll checks if she knew who Mantle was and she said she was quite aware of him, but otherwise remained unfazed. I then asked what she thought the value might be and she replied \$500 without much thought. Knowing that a personal check signed by Mantle 20 or 30 years ago realized nearly \$8,000, I knew we had to get this appraisal on camera. Memorabilia from Mantle's very first professional baseball team is extremely rare and voraciously pursued by collectors.

At *Antiques Roadshow*, we have no discussions with guests before filming so we can get their fresh reactions on camera. After a preface of Mantle's history from high school graduation to his first professional team, I told the woman that this check might bring \$20,000 to \$25,000 at auction.

She was startled, and then began to sob. Several quiet moments passed.

Not knowing what to say, I blurted out, "Well, I hope those are tears of joy."

She looked up with tears streaming down her face and exclaimed, "I have five more!"

She had all of Mantle's payroll checks for his first full professional year. I explained that there is a diminishing return on multiples, but that this collection created a complete archive – rare and unique! The appraisal was bumped up to \$150,000 to \$200,000 at auction for the complete collection.

You never know what's going to walk in the door.

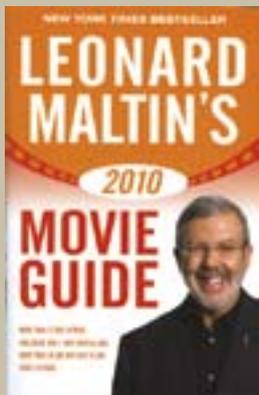
*Mike Gutierrez, one of the foremost autograph authenticators in the sports memorabilia business, is a frequent guest appraiser on PBS's Antiques Roadshow. A consignment director at Heritage Auction Galleries, Gutierrez has authenticated and appraised some of the finest material in the hobby.*



This signed photo, auctioned in October 2007, shows a youthful Mantle not long after he joined the New York Yankees.



**MALTIN'S MOVIE GUIDE  
FOR MOVIE LOVERS**



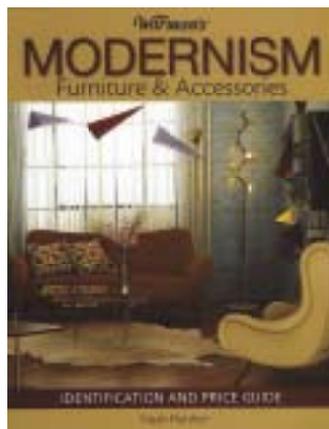
*Leonard Maltin's 2010 Movie Guide*  
Plume, \$20  
(paperback)

Sitting beside every computer with a Netflix account should be *Leonard Maltin's 2010 Movie Guide*, more than 1,600 pages loaded with well over 17,000 reviews.

It's no secret that Maltin loves films from Hollywood's Golden Age. He was only 8 when his parents took him to see *The Golden Age of Comedy*, a compilation of scenes featuring some of the best-known comics from the silent era, including Laurel and Hardy, Carole Lombard, Ben Turpin and Will Rogers. "I fell in love on the spot," Maltin says. Of course, the 1957 release garners a top rating of four stars in Maltin's guide, the first of which was issued more than 40 years ago.

That passion for movies is reflected on each page, with an abundance of information and succinct commentary. And it's good to see that Maltin's views aren't set in stone. Earlier editions of the guide gave Ridley Scott's classic *Alien* two-and-a-half stars. It's now listed as a three-and-a-half star film.

It's easy to see why this book remains the most complete, most reliable, and most authoritative resource for movie reviews. It's a must-have for serious movie fans and entertainment memorabilia collectors alike.



## Modernist Living

WARMAN'S LATEST PRICE GUIDE HIGHLIGHTS FURNITURE AND ACCESSORIES

*Warman's Modernism Furniture & Accessories: Identification and Price Guide*

by Noah Fleisher

Krause Publications. \$24.99 (paperback)

With the Modernism movement, the intricate designs and richly patterned fabrics of traditional furniture were brushed aside for the simplicity of solid colors and polished metal. Today, Modernism furniture is as reflective of attitude as it is ingenuity. A new book from Krause Publications celebrates the most iconic of these pieces.

*Warman's Modernism Furniture & Accessories* showcases more than 1,000 items from the period between 1945 and 1985, and provides readers with current pricing for various styles of furniture from this contemporary category of collectibles. Connoisseurs of Modernism will immediately recognize the more iconic pieces, from Charlotte Perriand and Jean Prouve's 1953 enameled aluminum bibliotheque (valued at \$70,000) to the Isamu Noguchi/Herman Miller "Rudder" stool (\$20,000).

The book's easy-to-follow layout is organized by type (including bedroom furniture, tables, desks, lighting and art), and further arranged by price. Its pages cover the spectrum from fun and funky pieces priced at \$300 to serious, investment-grade items priced at \$30,000 or more. In addition, author Noah Fleisher, who works at Heritage Auction Galleries and has written for *Style Century Magazine*, *Antique Trader Magazine* and *New England Antiques Journal*, has included profiles of the best designers of the era, including Charles and Ray Eames, George Nakashima, Vladimir Kagan and Paul Evans.

Modern design is everywhere, evergreen and increasingly popular. Readers of *Warman's Modernism Furniture & Accessories* are sure to gain a deeper understanding and appreciation for the character of modern pieces, making this a fundamental reference for anyone navigating the modern design market.



A Charles and Ray Eames/  
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ottoman carries a \$3,500 value.

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Sandoval manages Heritage Auction Galleries' comics division, which annually sells up to \$20 million worth of comics and original comic art. He helps evaluate collections and writes and researches catalog descriptions of high-profile lots. He recently won the second Certified Guaranty Company comic book grading contest at Wizard World Chicago. He is an advisor to the *Overstreet Comic Book Price Guide*.

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Jan. 17, 2010

Contact: Tom Slater, ext. 1441  
[TomS@HA.com](mailto:TomS@HA.com)

#### SPACE EXPLORATION SIGNATURE®

##### AUCTION #6037

*Auction dates:*  
April 21, 2010

**Consignment deadline:**  
Feb. 27, 2010

Contact: Tom Slater, ext. 1441  
[TomS@HA.com](mailto:TomS@HA.com)

#### FINE AMERICAN INDIAN ART SIGNATURE®

##### AUCTION #6040

*Auction dates:*  
May 22, 2010

**Consignment deadline:**  
March 30, 2010

Contact: Delia Sullivan,  
ext. 1343, [DeliaS@HA.com](mailto:DeliaS@HA.com)

#### MANUSCRIPTS GRAND FORMAT

##### AUCTION #6044

*Auction date:* June 8-9, 2010

**Consignment deadline:**  
April 16, 2010

Contact: Sandra Palomino,  
ext. 1107, [SandraP@HA.com](mailto:SandraP@HA.com)

#### RARE BOOKS GRAND FORMAT

##### AUCTION #6043

*Auction date:* June 8-9, 2010

**Consignment deadline:**  
April 16, 2010

Contact: James Gannon,  
ext. 1609, [JamesG@HA.com](mailto:JamesG@HA.com)

#### ARMS & MILITARIA SIGNATURE®

##### AUCTION #6034

*Auction date:* June 12, 2010

**Consignment deadline:**  
April 20, 2010

Contact: Dennis Lowe,  
ext. 1441, [DennisL@HA.com](mailto:DennisL@HA.com)

#### SPACE EXPLORATION SIGNATURE®

##### AUCTION

*Auction date:* September 2010

**Consignment deadline:**  
July 1, 2010

Contact: Tom Slater, ext. 1441  
[TomS@HA.com](mailto:TomS@HA.com)

#### TEXANA & WESTERN AMERICANA SIGNATURE®

##### AUCTION #6046

*Auction date:* Sept. 14-15, 2010

**Consignment deadline:**  
July 23, 2010

Contact: Sandra Palomino,  
ext. 1107, [SandraP@HA.com](mailto:SandraP@HA.com)

### JEWELRY & TIMEPIECES

#### JEWELRY SIGNATURE®

##### AUCTION #5041

*Auction dates:* May 3-5, 2010

**Consignment deadline:**  
March 11, 2010

Contact: Jill Burgum, ext. 1697  
[JillB@HA.com](mailto:JillB@HA.com)

#### TIMEPIECES SIGNATURE®

##### AUCTION

*Auction dates:*  
May 4-5, 2010

**Consignment deadline:**  
March 12, 2010

Contact: Jim Wolf, ext. 1659  
[JWolf@HA.com](mailto:JWolf@HA.com)

### MOVIE POSTERS

#### VINTAGE MOVIE POSTERS SIGNATURE®

##### AUCTION

*Auction dates:* March 2010

**Consignment deadline:**  
Jan. 15, 2010

Contact: Grey Smith, ext. 1367  
[Grey@HA.com](mailto:Grey@HA.com)

#### VINTAGE MOVIE POSTERS SIGNATURE®

##### AUCTION

*Auction date:* July 2010

**Consignment deadline:**  
May 15, 2010

Contact: Grey Smith, ext. 1367  
[Grey@HA.com](mailto:Grey@HA.com)

### NATURAL HISTORY

#### NATURAL HISTORY SIGNATURE®

##### AUCTION

*Auction date:* May 2010

**Consignment deadline:**  
March 1, 2010

Contact: David Herskowitz,  
ext. 1610, [DavidH@HA.com](mailto:DavidH@HA.com)

### SPORTS

#### SPORTS MEMORABILIA SIGNATURE®

##### AUCTION #717

*Auction dates:* April 22-23, 2010

**Consignment deadline:**  
Feb. 28, 2010

Contact: Chris Ivy, ext. 1319  
[Clvy@HA.com](mailto:Clvy@HA.com)

#### SPORTS MEMORABILIA SIGNATURE®

##### AUCTION #7024

*Auction dates:*  
Aug. 19-20, 2010

**Consignment deadline:**  
June 19, 2010

Contact: Chris Ivy, ext. 1319  
[Clvy@HA.com](mailto:Clvy@HA.com)

### STAMPS

#### RARE STAMPS SIGNATURE®

##### AUCTION

*Auction dates:* April 2010

**Consignment deadline:**  
Feb. 1, 2010

Contact: Steven Crippe,  
ext. 1777, [StevenC@HA.com](mailto:StevenC@HA.com)

#### RARE STAMPS SIGNATURE®

##### AUCTION

*Auction dates:* August 2010

**Consignment deadline:**  
June 1, 2010

Contact: Steven Crippe,  
ext. 1777, [StevenC@HA.com](mailto:StevenC@HA.com)

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# Robert Carlyle



Interview by Robert K. Elder

*Scottish actor Robert Carlyle gained international fame with his roles in Trainspotting, The Full Monty, the James Bond film The World Is Not Enough, and the horror film 28 Weeks Later. He currently stars in Syfy network's new series Stargate Universe.*

*Your prized possession is a soccer jersey signed by Pelé, correct?*

*How did you get it?*

I'm a big soccer fan and, of course, owning the uniform of one of the world's greatest players has got to mean something. A journalist friend of mine had interviewed him at the World Cup of France in 1998 ... so I went over there. We went to his hotel and ... the first thing he said was "Full Monty! Fully Monty!" and I was like, "Fantastic! I'm glad you enjoyed that movie. I'm a big fan of yours." Anyway, half an hour later, he appears coming down the stairs and he's got a bag with him ... and there's maybe two or three [jerseys] in it and he says, "If you would like, this is for you." I couldn't believe it!

*Where is that jersey? Is it framed?*

Framed, yeah, of course. It's in a room in my home in Glasgow where I have collectibles ... with quite a few of the tops that I got from other players. I've got one from Raúl [González Blanco], who's a great, great Real Madrid player.

*Is there anything you collect that people might not know about?*

I'm not someone who goes into antique shops ... but I love radios. I'm an old-fashioned guy in that respect. I always had a radio when I was a wee boy, a wee transistor stuck to my ear. ... I guess I have almost 20 little handheld radios in my possession. I have one with me now. Some of them are vintage, some are ultramodern — the ultramodern ones I don't like [laughs].

*What kind of radios do you collect?*

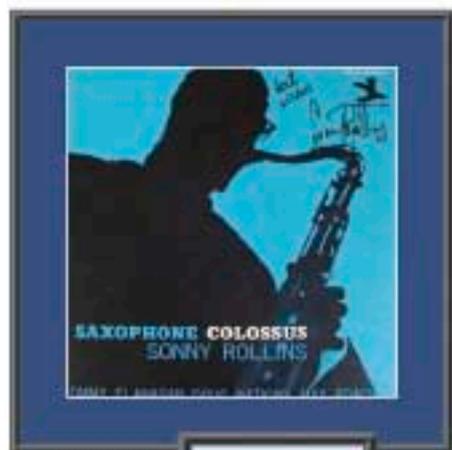
I love Roberts radios. They make these retro, '50s style kind of box radios.

*Now that you're starring in Stargate Universe, there is a high probability that you're getting your own action figure. How do you feel about that?*

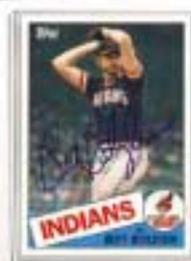
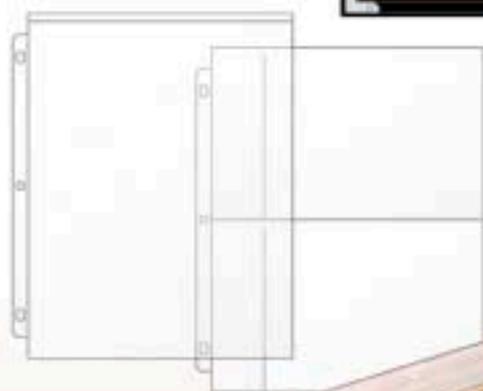
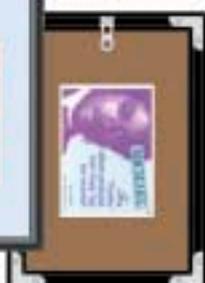
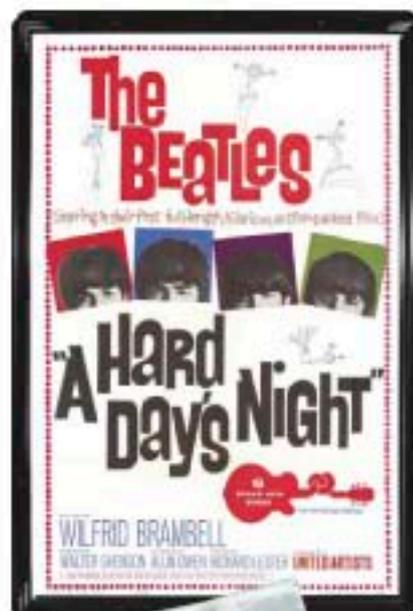
Oh my God! They are talking about it. I'd be absolutely delighted. I have three children: a 7-year-old girl, a 5-year-old boy and 3½-year-old boy. The 5-year-old boy is just action-figure crazy. He loves all that kind of stuff. So an action figure of dad, that might be cool to take to school.

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