Front, top to bottom:

FREDERIC SACKRIDER REMINGTON
A Mexican Buccaroo - In Texas, circa 1890
Oil on canvas. 21-1/2 x 17-1/2 in.
Sold for: $233,025, May 2010
HA.com/5044*67122

JOSEPH HENRY SHARP
Bawling Deer, circa 1924-1946
Oil on canvas, 16 x 13 in.
Sold for: $143,400, May 2007
HA.com/652*24010

WILLIAM HENRY HOLMES
Mount of the Holy Cross, 1873
Watercolor and gouache on buff paper
Paper: 18-1/4 x 11-1/4 in.
Sold for: $22,705, May 2011
HA.com/5062*64229

This page:

WILLIAM ROBINSON LEIGH
Renegade at Bay, 1941 (detail)
Oil on canvas. 24 x 29 in.
Sold for: $388,375, November 2011
HA.com/5085*70041

TOM LOVELL
The Raven Followers, 1975, (detail)
Oil on board. 19 x 32 in.
Sold for: $131,450, November 2011
HA.com/5085*70050
WHY CONSIGN YOUR WESTERN ART COLLECTION TO HERITAGE?

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

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

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

Best of all, since our commission is based on the selling price of your material, the highest price realized is our common goal. We are on the same team!

WHAT SETS HERITAGE AUCTIONS APART?

Consider these points when making your consignment decision:

THE MISSION OF HERITAGE AUCTIONS

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

Our knowledgeable staff and suite of auction tools help our clients assemble the best collections possible using the latest technological advancements – far and away the best in the business – that ultimately enhance the personal and financial well-being of our consignors.

EXPERIENCE

Heritage Auctions has presented more than 4,000 successful auctions, selling more than $4 billion since 1976. More than 150,000 consignments have been sold successfully, with full, timely payment to every consignor. Tens of thousands of bidders have used our proprietary HERITAGE Live™ online bidding platform, winning more than 50,000 lots valued well in excess of $100 million in recent years.

STRONG PRICES REALIZED

Over the last several years, Heritage Auctions has enjoyed many strong prices realized for Western Art, such as $334,600 for Henry Farny’s Saddling Up and $233,025 for Frederic Remington’s grisaille piece, A Mexican Bucaroo in Texas. We are also breaking world records with our recent $1,195,000 for W.R. Leigh’s Home, Sweet Home, a new world record price for the artist. We look forward to attaining similarly impressive results for your pieces.
EXPERT CATALOGING AND PRESENTATION

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

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

BIRGER SANDZÉN
Late Moon Rising (Wild Horse Creek), 1923
Oil on canvas
36-1/4 x 48-1/4 in.
Sold for: $262,900, May 2011
HA.com/5062764233
WORLDWIDE MARKETING REACH

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

Marketing campaigns begin with press releases to a variety of news organizations announcing important consignments and significant highlights, followed by full-page advertisements in Art & Antiques, ArtNews, Art + Auction, Western Art Collector, and Art of the American West to name a few.

Updates and targeted releases are also regularly mailed, e-mailed and faxed directly to interested buyers. Heritage boasts more than 900,000 collectors on our mailing list, more than 700,000 of which – in 186 countries worldwide – are online bidder members on our website at HA.com. All of this exposure means more money for each and every piece you consign!

APPRAISAL SERVICES

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

MULTIPLE VENUES TO ACCOMMODATE YOUR ENTIRE COLLECTION

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

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

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

Heritage Auctions’ fine reputation is not a matter of chance. It reflects our relentless drive to always improve our services. Innovation is a Heritage trademark, seen in every element of our auction process from policy to technology. We combine this with a strong corporate ethic, uncompromising integrity, transparency and old-fashioned customer service. That’s why we are the world’s third largest auction house with more than $4 billion sold since 1976. We’ve sold and fully settled more than 150,000 consignments, on-time and in-full.

INTERNET AND TECHNOLOGY LEADERSHIP

Heritage Auctions is second to none when it comes to cutting-edge technological innovation. Heritage is one of the first major auction houses to embrace the Internet. On an average day, more than 35,000 unique collectors visit HA.com to view lots or bid (significantly more traffic than to Christies.com and Sothebys.com combined! Source: Compete.com).

Heritage maximizes the number of participants in our auctions through two propriety user-friendly internet bidding systems. The first one enables the buyers to place bids in the weeks leading up to the auction. This generates millions of dollars in bids from around the globe, pushing prices higher and higher prior to the live auction sessions. With the second propriety platform, HERITAGE Live™, we bring the live auction floor to the buyer (no matter where they might be) enabling them to watch the auctioneer and participate in real time with the floor bidders. As the consignor, our technology brings you demand and participation from around the world and top prices for your materials!

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

Heritage Auctions utilizes today’s social media platforms to further market your consignment. Our full-time social media specialists are dedicated to posting auction news and creating buzz about highlights on Heritage’s Facebook, Twitter and LinkedIn accounts. Video highlights are also uploaded to YouTube, to be viewed and shared by dealers and collectors worldwide.

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

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

MANAGEMENT STABILITY

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

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

UNQUESTIONED FINANCIAL STABILITY AND TIMELY PAYMENT

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

Heritage enjoys $50 million in equity and owners’ capital. With more than $800 million in annual sales, Heritage is the auction firm you can count on; a firm with consistent, demonstrated leadership from the management team, and an unbroken record of timely payment to all consignors.

Assembling your collection over a period of many years – even decades – may have been a matter of passion for you, but when the time to sell arrives, you want to be compensated without delays or surprises. Under our management team, 150,000+ consignments have been sold and fully settled since 1976.
DON'T TAKE OUR WORD FOR IT

The real measure of any business’s success is what their customers say about them. Here are just a few comments from past Heritage Art of the American West clients:

“From beginning to end, Heritage worked hard to acquire, and then to promote the collection. I was impressed with how extensively the work was advertised. The printed catalog was first rate. The high level of scholarly research, plus the heart that went into the effort, made the process enjoyable. Our consignment director took a personal interest in the works and the collecting style of my father. That will be my lasting memory of working with Heritage.”

-Bruce Buchanan, Indianapolis, IN

“I must tell you how pleased I am with the way your specialist has handled my questions and the promptness of his replies…I am now a consignor and look forward to doing more business through you and other Heritage departments.”

-Deborah Bassett, Woodstock, VT

“I wanted to do business with someone who was local but had the power of Sotheby’s or Christie’s. My experience with Heritage to-date has been fabulous, and I would strongly recommend them to anyone seriously thinking of consigning art.”

-M. Hoyle, Ft. Worth, TX
For All These Reasons, Heritage Is Your Very Best Choice

To discuss consigning your Art of the American West to an upcoming auction in greater detail, please contact us today. We look forward to working with you.

Kirsty Harper Buchanan
Associate Director
KirstyB@HA.com
800-872-6467, ext. 1741

For a free auction catalog in any category, plus a copy of The Collector’s Handbook (combined value $65), visit HA.com/BRO15060 or call 866-835-3243 and reference code BRO15060.

FRANK McCARTHY
By the Snow Moon, 1978
Oil on canvas laid on board, 24 x 36 in.
Sold for: $77,675, July 2009
HA.com/5019*38131

TX & NY Auctioneer license: Samuel Foose 11727 & 0952360. Heritage Auction Galleries CA Bond #RSB2004175, CA Auctioneer Bond: Carolyn Mani #RSB2005661. The applicable Buyer's Premium for bids placed with Heritage for this Auction is 25% of the hammer price on the first $50,000 of each lot purchased, 20% on the portion between $50,000 to $1,000,000 and 12% on any amount more than $1,000,000 (minimum $14 per lot) of the successful bid.
BIRGER SANDZÉN
Late Moon Rising (Wild Horse Creek) (det.), 1923
Oil on canvas
36-1/4 x 48-1/4 in.
Sold for: $262,900, May 2011
HA.com/5062*64233
RAY SWANSON
Shearing the Churro Sheep, 1979
Oil on canvas
50 x 60 in
Sold for $6,762, November 2010
HA.com/5050*76331