Cover Images:

Main:

JOSEPH CHRISTIAN LEYENDECKER  
(American, 1874-1951)  
*American Weekly cover*, December 19, 1948  
Oil on canvas  
27.5 x 19.5 in.  
**SOLD FOR:** $131,450 October 2010  
HA.com/5038*78105

Top left:

HOWARD CHANDLER CHRISTY 
(American, 1872-1952)  
*Amelia Earhart, Town and Country cover*, February 1, 1933  
**SOLD FOR:** $107,550 February 2010  
HA.com/5034*87097

Center left:

DOUGLASS CROCKWELL (American, 1904-1968)  
*Saturday Evening Post cover*, April 4, 1942  
Oil and pencil on masonite  
28 x 24 in.  
**SOLD FOR:** $71,700 February 2011  
HA.com/5052*78059

Bottom left:

EARL MORAN (American, 1893-1984)  
*Marilyn*  
Pastel on board  
30.75 x 22.5 in.  
**SOLD FOR:** $83,650 February 2011  
HA.com/5052*78201

This image:

GIL ELVGREN (American, 1914-1980)  
*Gay Nymph*, 1947  
Oil on canvas  
36 x 25 in.  
**SOLD FOR:** $286,800 May 2011  
HA.com/5059*78105
JESSIE WILLCOX SMITH
(American, 1863-1935)
A Child’s Garden of Verses, book illustration, 1905
SOLD FOR: $310,700 February 2010
HA.com/503487361

WHY CONSIGN YOUR ILLUSTRATION ART COLLECTION TO HERITAGE?

Heritage is the world's largest auctioneer of illustration art, both in prices realized and quantity sold. We conduct quarterly auctions devoted solely to the field and hold record prices for scores of the most important illustrators. In addition to the prestigious Estate of Charles Martignette - one of the largest and most important collections ever amassed - we offer consignments from the top private and corporate collections, including Playboy, The American Red Cross, The Frank Collection of Science Fiction and Fantasy Art, and artist Mort Künstler. We specialize in all genres of illustration art: Classic Golden Age, Pin-Up, Pulp Magazine and Paperback Covers, Children’s and Illustrated Book Art, Cartoon and Animation Art, Science Fiction and Fantasy, and Movie Poster Art.
YOUR CONSIGNMENT DECISION

Heritage Auctions 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 in making an educated decision. Examine the advantages that 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 options, and help you decide which items are most appropriate for our different auction venues. It’s all about the best decision for you, your material and your objectives and putting your consignment in front of the right buyers to maximize your prices realized.

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

WHAT SETS HERITAGE APART?

Consider these points when making your consignment decision:

OUR MISSION

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 has enjoyed exceptionally strong prices realized for illustration art, such as these world records: Jessie Willcox Smith’s A Child’s Garden of Verses, book illustration (1905), which sold for $310,700; Rolf Armstrong’s Twinkle Toes (c. 1947), which realized $56,763; James Avati’s Goodbye to Berlin, paperback cover (1952), which sold for $26,290; and Chesley Bonestell’s Saturn Viewed from Titan (c. 1952), which realized $77,765. 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 Illustration Art, 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.

FRANK FRAZETTA
(American, b. 1928)
Warrior with Ball and Chain, Flashing Swords #1, paperback cover, 1973
Oil on board
23 x 19 in.
SOLD FOR: $150,000 May 2010
HA.com/7015*87143

CHESLEY BONESTELL (American, 1888-1986)
Saturn Viewed from Titan, c. 1952
Sold for: $77,675 May 2010
HA.com/7015*87117
WORLDWIDE MARKETING REACH

Heritage Illustration Art 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, and The Magazine Antiques.

Updates and targeted releases are also regularly mailed, emailed and faxed directly to interested buyers. Heritage Auctions boasts more than 900,000 collectors on our mailing list, more than 700,000 of which – in 186 countries worldwide – are 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 proprietary 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!

The Heritage Auctions website offers an extensive set of tools for both buyers and sellers of Illustration Art. The Auction Archives, a record of virtually every lot Heritage has sold over the last decade – more than 3 million lots across all our auction categories, complete with full-color, enlargeable images, thorough catalog descriptions and sales results – is one of the premier tools available exclusively to Heritage members. No other auction house offers this level of information to their clients. By accessing the archives, potential buyers can easily research pricing trends over several years, making them more confident bidders. More confident bidders equal higher prices.

In addition to the Auction Archives, Heritage also provides the ability for collectors to enter items they’re looking for into MyWantList®. When an item you’ve consigned matches an item on a collector’s MyWantList®, that collector is 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 Auctions 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 work together to ensure your items bring top dollar at auction. A worldwide firm, Heritage Auctions maintains offices across the United States and the globe, facilitating important international client 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:

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

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 $750 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 Illustration Art clients:

"I spent 20 years gathering my collection and it was a great passion for me. The fact that [Heritage] gave it such respect, and honored it in its entirety, meant more to me than I can ever say."

James Russo, New York, NY

"At every stage of the consignment process I was reassured by your product knowledge and professionalism. I appreciate all that you did to ensure that my consignment realized the highest possible price, and look forward to working with you again in the future."

C. B., Leesburg, VA

“While I appreciated your professionalism and the quality of your catalog production, I was most pleased with the prices that my consigned items realized in your auction…[They] greatly exceeded my expectations.”

H. W., Memphis, TN

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DEAN CORNWELL (American, 1892-1960)
Captain Blood Inspecting the Treasure Chest Jewels,
Cosmopolitan Illustration, July 1930
SOLD FOR: $53,775
July 2009
HA.com/7010*87104
FOR ALL THESE REASONS, HERITAGE IS YOUR VERY BEST CHOICE

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

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For a free auction catalog in any category, plus a copy of The Collector’s Handbook (combined value $65), visit HA.com/BRO18820 or call 866-835-3243 and reference code BRO18820.
Back cover:
**HOWARD PYLE** (American, 1853-1911)
"And who’s going to support ‘em?” demanded Mrs. Barkley", illustration from *Old Chester Tales*, by Margaret Deland, 1898
Oil on cardboard laid on masonite
17 x 12 in.
**SOLD FOR: $65,725** October 2010
HA.com/5038*78151

This image:
**MAXFIELD PARRISH** (American 1870-1966)
*Sugar Hill, Late Afternoon, 1930*
**SOLD FOR: $310,700**
May 2007
HA.com/652*23157