

PLATINUM NIGHT® & SIGNATURE® AUCTIONS

January 3-8, 2018 | Tampa | Live & Online



Consign Now to the
Official Auctions of

FUN 2018

HERITAGE
AUCTIONS
THE WORLD'S LARGEST
NUMISMATIC AUCTIONEER

A Letter From Heritage Co-Chairman/CEO Steve Ivy

The simple fact is Heritage Auctions is the best and most successful numismatic auctioneer in the world and our results prove it.

Heritage Auctions sells more numismatic material than our top four competitors combined. In addition to selling more coins and currency than any auctioneer, we also enjoy a 95%+ sell-through rate, far surpassing our competitors in that important metric. Is it any wonder so many top collectors choose Heritage Auctions?

When Donald Partrick chose to sell Part I of his incredible collection of Colonial coins, he entrusted them to Heritage Auctions. We repaid that trust by realizing nearly \$26 million for his coins, roughly \$75,000 per lot, at our FUN 2015 Platinum Night® and Signature® auctions. In 2013, the late Eugene Gardner decided to part with his decades-long labor of love, a world-class collection including the best set of proof and Mint State Liberty Seated coinage ever assembled. Over four auctions, Heritage's unmatched marketing outreach made sure his coins found the right collectors, realizing around \$53 million, and the best of the best were highlights of FUN 2015's Platinum Night®. The legendary collection of the equally legendary Eric P. Newman brought together all our numismatic departments to sell his patterns, tokens, medals, paper money, and World, Colonial, and U.S. coins, at all price points up to multi-million-dollar rarities and in venues ranging from our online-only auctions to Platinum Night®. The Newman Collection has achieved total sales of more than \$64 million.

These consignors and thousands more understood how our experienced personnel, marketing savvy, and unmatched technology create maximum consignor value, time after time. FUN and NYINC, the best-attended shows in their class, are a few short months away. I urge you to join the many consignors who recognize the optimal combination of FUN for U.S. coins and currency and NYINC for world coins. Heritage Auctions will present your collectibles to more potential bidders than any other company, maximizing the value you receive in a way no other firm can. Call a Heritage Consignment Director today at 800-872-6467, ext. 1000 U.S. Coins; ext. 1001 Currency; ext. 1005 World & Ancient Coins. And come see us in Tampa for FUN and New York for NYINC!

Get the Most for Your Coins and Currency With Heritage and FUN/NYINC

The Best Consignment Opportunities of 2018

FUN 2018 – Tampa

Heritage U.S. Coins

Platinum Night® and Signature® Auctions

January 3-8, 2018

Consignment Deadline: November 20, 2017

Heritage U.S. & World Currency

Platinum Night® and Signature® Auctions

January 3-9, 2018

Consignment Deadline: November 13, 2017

NYINC 2018 – New York

Heritage World & Ancient Coins Auctions

January 7-8 and 16-17, 2018

Consignment Deadline: November 6, 2017



Unmatched People + Peerless Technology = Heritage Price Leadership

Our Records Speak for Themselves

Heritage's track record for auctioning U.S. coins is unmatched. Since the first Heritage Platinum Night® in 2004, of the most valuable U.S. coins auctioned, Heritage has sold:

5 of the
Top 10

15 of the
Top 25

25 of the
Top 40

30 of the
Top 50

55 of
the Top
100

124 of
the Top
250

Your Consignment Experience

As soon as we at Heritage receive your consignment, our operations personnel and your Consignment Director identify the ideal venues for your coins and currency. Our talented photographers will capture images in incredible detail for every lot on HA.com. Our subject matter experts with centuries of combined experience will write catalog descriptions to highlight your items' best attributes while satisfying potential bidders' needs for accurate and complete information. Heritage's social media, e-marketing, PR, and media professionals use their networks to further publicize your consignment, gaining coverage in independent outlets and endorsements from third parties. The extensive press garnered by the family of George Walton and his fabulous "lost and found" 1913 Liberty nickel is just one example of what happens when the right story is put in front of the right people.

High-Touch Meets High-Tech

We are proud of **HERITAGE Live!**® and our proprietary bidding systems, but our technology would mean nothing without the people behind it. Cumulatively, we have thousands of years of expertise in our chosen fields, and we are collectors like you. Some of us are on the quiet side, but many of us love to talk about coins, banknotes, and other collectibles. At Heritage, we enjoy talking to our potential bidders and consignors about our mutual passions. When you call or email, we respond, and we are glad to hear from you. It may be old-fashioned, but it keeps many of our top customers coming back for more.

If your communication style is less "face-to-face" and more "interface," Heritage maintains a considerable social media presence on Facebook, Twitter, Google+, LinkedIn, Pinterest, Instagram, YouTube, and specialist chat rooms, as well as the Heritage Blog (blog.ha.com). Our weekly Rare Coins and Currency e-newsletters put notable lots in front of readers, all in the name of pulling in more and higher bids for coins and notes like yours.

Your Numismatic Treasures Can Appear Alongside These Featured Coins Already Consigned

A Fine Collection of Colonial Coins



(1659) Lord Baltimore Sixpence



1723 Hibernia Farthing in Silver



New Yorke in America Token, Brass



1776 Continental Dollar
Pewter, CURRENCY Spelling



1783 Chalmers Shilling
Long Worm



1787 Immunis Columbia Copper
Eagle Reverse



1787 New York Excelsior Copper
Large Eagle on Obverse



1787 George Clinton Copper



1790 Standish Barry Threepence



1796 Myddelton Token in Silver



1796 Castorland Medal in Silver



New York Theatre Token



1792 Washington Cent
Roman Head



1792 Half Disme



1881 Hawaiian Nickel

Put a Marketing Dynamo to Work For Your Coins and Notes To Achieve Maximum Results

More than 94% of our consignments come from satisfied repeat consignors. Think about that for a moment: more than four out of every five of our consignors not only *would* deal with us again, they actually do. Some of these winning relationships endure for decades, enabled by deep trust, mutual respect, and unmatched results. Our consignors know that Heritage will do the heavy lifting every time, going above and beyond from consignment to check payment.

Heritage produces stunning catalogs across its many categories. Its award-winning (and results-producing!) coin catalogs have formed the backbone of its business since 1976. A number of our catalogs have become collectibles themselves, fitting showcases of the passionate pursuits of consignors large and small.

Heritage's website, HA.com, has garnered so many awards that, were it a sports star, its number would have been retired by now. A multiple **Forbes** "Best of the Web" honoree, it has also been recognized *16 times* by the Numismatic Literary Guild as the world's best numismatic website. We have invested more than \$20 million developing and maintaining HA.com and our proprietary bidding systems, all in the name of maximizing results.

Heritage began keeping online Auction Archives in 1993. Today it is a vast repository of images and lot

descriptions, including more than 2.7 million coin and currency lots, accessible for free by our 1 million+ online bidder-members. On an average day, more than 44,000 unique visitors visit HA.com research recent auction prices, view upcoming lots, track items of interest, bid, and check on consignments past and present. Every visit is a chance to put your coins and currency in front of a buyer's eyes.

No other website offers the ease of navigation or the depth and breadth of information available from HA.com. Consignors, bidders, and potential bidders can see the current bid and next increment for each lot, comparable recent auction prices, how much time remains for proxy bidding, how many bidders there are, how many potential bidders are tracking a lot, and even how many page views each lot has had. With each auction, we add new lots to our auction archives. In 2015 we redesigned HA.com to allow our images to scale in size for instant access from any tablet or smartphone, and our mobile platform allows users to make the most of HA.com on any iOS, Android, or other mobile device. Bidders can also sign in to HA.com from their Facebook, PayPal, Yahoo, or Google+ accounts.

No other numismatic auction company does so much for so many to allow as many potential bidders to find lots and become actual bidders looking to pay maximum money for your coins and currency.

**No other
numismatic auction
company does so much
for so many**

The Carlyle Luer Collection



(1616) Sommer Islands Sixpence
Small Portholes, VF25 NGC



1652 Noe-1 Pine Tree Shilling
Large Planchet, Pellets, 71.6 gr.
MS63 NGC



1779 Rhode Island Ship Token
"Vlugtende" Removed, Brass, Betts-562
MS62 NGC



1792 George Washington, President Cent
Small Eagle, Plain Edge, B-25a
VG Details NGC



1794 Head of '93 Cent
S-19a, VF Details NGC
Ex: Sheldon



1794 Cent, AU53 NGC
S-25, Ex: Dupont



1794 Cent, AU58 NGC
S-26, Ex: Dupont



1794 Cent, AU55+ NGC
S-32, Ex: Bonard



1794 Cent, AU Details NGC
S-51, Ex: Hays



1794 Head of '94 Cent
S-57, AU Details NGC



1794 Head of '94 Cent, XF40 NGC
S-61, Ex: Downing



1794 Head of '94 Cent,
MS62 Brown NGC
S-64, No Fraction Bar



1796 Reverse of '95 Cent, AU53 NGC
S-93, Ex: Bonard



1803 Cent, AU50 NGC
S-247, Small Date, Small Fraction

HERITAGE Live!®

In the weeks leading up to an auction, bidders can bid by mail, email, fax, phone, or online. Heritage Auctions generates unmatched interest in coins and notes through e-marketing capabilities such as \$500 million in registered MyWantList® demand. If your consigned lot matches a collector's MyWantList® entry, that collector receives an immediate email with a link to bid on your lot. Online bidders who are outbid on a lot instantly receive Outbid Notifications, encouraging them to bid again.

The "My Recommendations" feature matches a bidder's personal history of lots won, lost, tracked, and entered into MyWantList® with your consigned coins when appropriate. My Recommendations are updated every day, customized for each HA.com user, and displayed as personalized content in emails sent to a bidder. All of this creates a virtual auction floor working around the clock in the days and weeks preceding live auctions. E-newsletters and media coverage of upcoming auctions fuel further demand and increase results for consignors.

When the live auction begins, **HERITAGE Live!®** brings the excitement, drama, and humor of a "you are there" auction experience to bidders with live audio and video streamed to wherever they are. Proxy bids entered beforehand are executed at proper increments alongside other floor, phone, and **HERITAGE Live!®** bids to maximize consignors' returns. Proxy bidders can choose to add Bid Protection to ensure they do not lose a bid by a small amount.

Across all categories, nearly 50,000 bidders have used **HERITAGE Live!®** to win more than 600,000 lots valued at over \$1 billion. Our buyers have embraced the idea of spending serious money from their homes and offices, and their **HERITAGE Live!®** bids translate directly into stronger prices paid.

Additional Highlights - Consigned To FUN 2018



1799 Ten Dollar, MS64 PCGS
Large Stars Obverse



1892 Twenty Dollar, PR65 PCGS
Ex: HW Bass, Jr. Collection



1907 High Relief Twenty Dollar
PR67 NGC



1943 Bronze Cent, MS61 Brown NGC
Obverse Die Break, 3.09 grams



1943 Cent, MS61 NGC
Struck on a Netherlands 25 Cent
Planchet, 3.52 grams



1856-O Twenty Dollar, XF40 NGC



1795 Draped Bust Dollar, SP62 NGC
B-14, BB-51

FUN/NYINC and Heritage: Maximizing Your Profit

Your Heritage Consignment Director will help you find the best way to get your treasured coins, currency, and other collectibles to us. Heritage personnel can arrange for insured shipping of your valuable consignment, or you can deliver it to one of our offices in Dallas, Beverly Hills, San Francisco, Chicago or New York. If your consignment's value warrants it, we can travel to your bank or home. However your consignment arrives, it is secure and insured from the moment we take possession until the items arrive with their new owners. We handle everything in between, going far beyond expectations to maximize your results.

FUN is the single most important annual event for U.S. coin and currency collectors, many of whom eagerly await the yearly trip to Florida or the chance to bid on **HERITAGE Live!**® to acquire new treasures. Heritage at FUN/NYINC 2014 set the world record for most valuable numismatic auction, selling more than \$91 million of coins and notes.

Heritage has hosted the Official FUN Auction since 1991, and its position as the Official Auctioneer of FUN 2018 means that your U.S. coin and currency

consignments will be front and center of the numismatic action in Tampa. The throngs of eager bidders who come from the bourse to the auction room compete against potential buyers enjoying the "you are there" interactive bidding experience of **HERITAGE Live!**® as they listen along and watch in full-color video.

NYINC is the largest and most prestigious event for world and ancient coins in the United States. Consigning your world and ancient coins now to Heritage's auctions for presentation at NYINC in January will ensure that they receive maximum exposure in this bellwether event for the numismatic market. In addition to the many interested live attendees at the show and our auctions in New York, the drawing power of HA.com is such that Heritage has bidder-members from more than 150 countries, creating an unparalleled pool of potential bidders for your world and ancient coins.

Heritage's 2017 FUN/NYINC auctions brought in more than \$68 million between Fort Lauderdale and New York. What could your consignments realize?

Currency Highlights - Consigned to FUN 2018



Fr. 288 \$10 1880 Silver Certificate
PMG Choice Uncirculated 64 EPQ



Fr. 277★ \$5 1899 Silver Certificate



Fr. 1215 \$100 1922 Gold Certificate
PMG Gem Uncirculated 65 EPQ



Fr. 1217 \$500 1922 Gold Certificate
PMG Choice Very Fine 35



Fr. 1220 \$1,000 1922 Gold Certificate
PCGS Very Fine 30



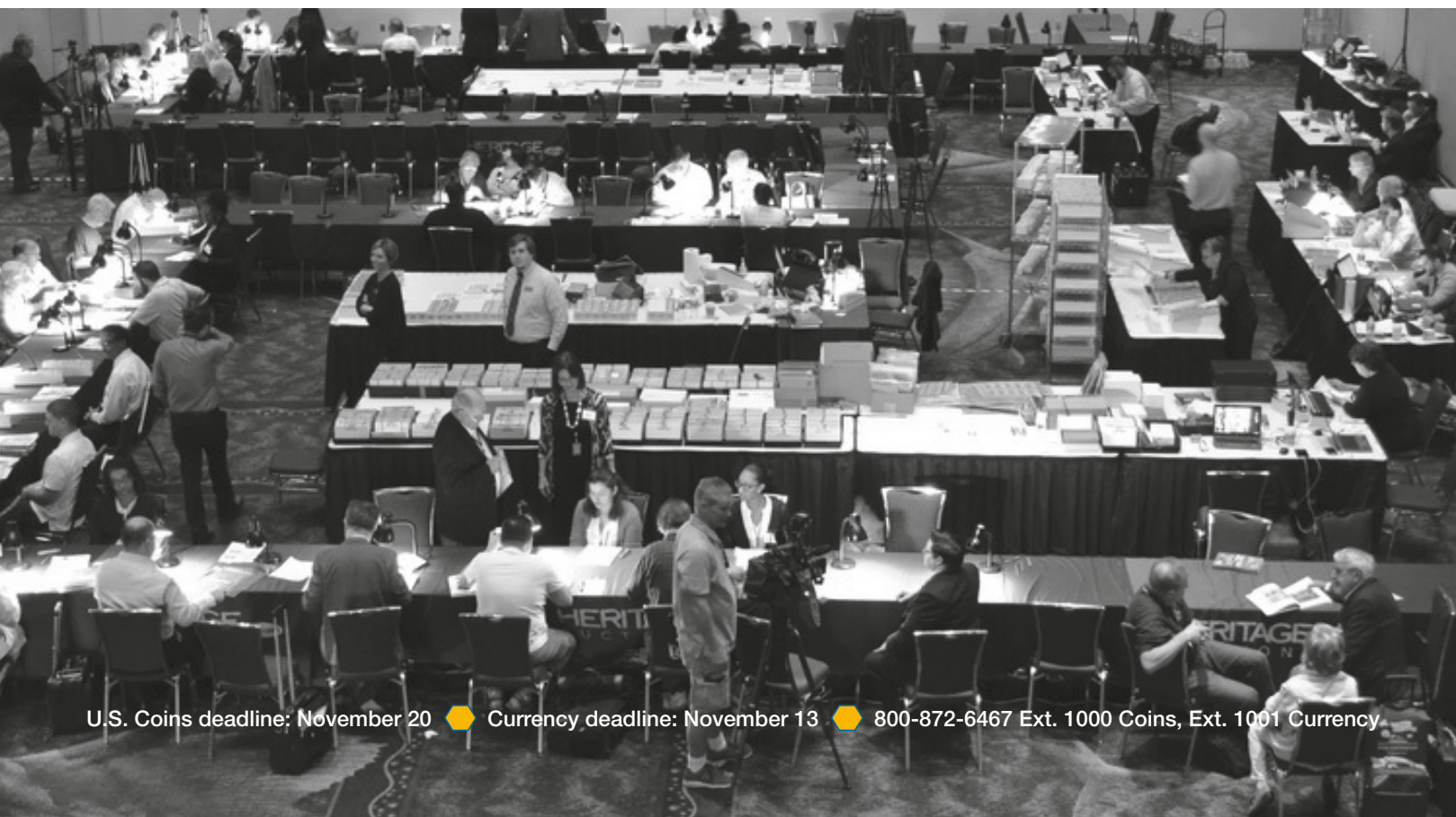
Fr. 2221-K \$5,000 1934 Federal Reserve Note
PCGS About New 53PPQ



Fr. 6 \$10 1861 Demand Note PMG Very Fine 30



Fr. 167a \$100 1863 Legal Tender



Our Principals Align in Your Interest

Every member of our executive leadership team is passionate and hands-on, in touch with the crucial details of numismatic operations that permit Heritage Auctions to maximize value for every consignor. We are not a confusing conglomerate or the product of constant reorganizations, mergers, and acquisitions. We have operated as a single entity for more than 40

years, adding new equity partners as our business volumes have grown over that time — along with our volume of satisfied consignors. We have sold more than 230,000 consignments and paid every consignor in full, on time, every time. Our principals have \$50 million in equity and owners' capital between them, assuring consignors of our fiscal strength.



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

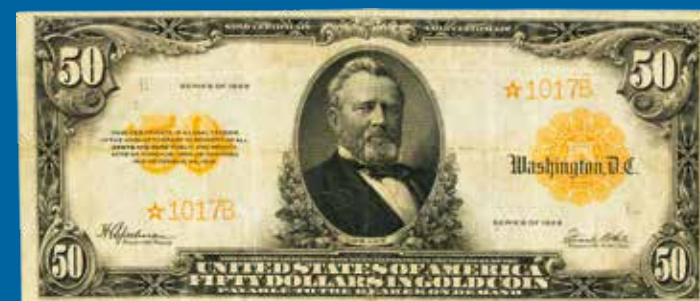
Highlights from The Doug Murray Collection Consigned to FUN 2018



Fr. 146★ \$20 1880 Legal Tender
PMG Very Fine 30



Fr. 1183★ \$20 1906 Gold Certificate
PMG Choice Very Fine 35 EPQ



Fr. 1200★ \$50 1922 Gold Certificate
PMG Very Fine 25



Fr. 1215★ \$100 1922 Gold Certificate
PMG Very Fine 30



Fr. 229★-A \$1 1899 Solid Star Silver Certificate
PMG Very Fine 20

A photograph of a modern, curved glass skyscraper with 'HERITAGE AUCTIONS HA.com' signage at the top. The building is set against a clear blue sky with some greenery in the foreground.

Trust Heritage Auctions With Your Next Consignment

Heritage Auctions is not America's oldest numismatic auctioneer.
It is merely the best and largest by any objective measure.

And there are many:

- Heritage Auctions sells more numismatic material than our top four competitors combined.
- Heritage Auctions boasts a 95%+ sell-through rate for U.S. coins, far beyond the competition.
- HA.com hosts more visitors by far than any other numismatic website: more than 16.5 million visits annually, multiple times the traffic of all top competitors *combined*.
- Heritage Auctions holds more numismatic auction price records than all competitors combined.
- Millions of lots are described and imaged permanently in our Auction Archives, designed for easy searching and discovery.
- HA.com offers unmatched price transparency, ease and flexibility of bidding, and depth and breadth of information available.
- HA.com ranks among the Top .0001% most visited websites. With over 300 million websites in the world, that's the equivalent of being 1 in 30,000 (source: Compete.com).
- HA.com has more than 1 million online bidder-members with more joining daily.
- For Heritage's 56 numismatic Platinum Night® auctions since the first in 2004, we have sold more than 31,000 lots realizing more than \$1 billion — an average of \$33,925 per lot!

Heritage Auctions
3500 Maple Avenue
17th Floor
Dallas, TX 75219

FUN 2018

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800-872-6467 Ext. 1000 US Coins, Ext. 1001 Currency, Ext. 1005 World Coins.

DALLAS | NEW YORK | BEVERLY HILLS | SAN FRANCISCO | CHICAGO | PALM BEACH
PARIS | GENEVA | AMSTERDAM | HONG KONG

Always Accepting Quality Consignments in 40 Categories
Immediate Cash Advances Available
1 Million+ Online Bidder-Members

Paul R. Minshull #AU4563; Heritage #AB665 & AB2218. BP 20%; see HA.com. 46710

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