Front Cover lot:
FD-26 Grateful Dead 1966
“Skeleton & Roses” Concert Poster
Graded Near Mint Plus 9.6
Sold for: $137,500

Front Cover lot:
The Beatles Yesterday and Today
Sealed Stereo First State Butcher Cover (Capitol, ST 2553, 1966)
Sold for: $112,500
Heritage Auctions’ Music Memorabilia department presents a breathtaking array of fun and valuable music-related collectibles for auction several times a year. Offerings include stage-worn clothing, autographs, photographs, vintage concert posters, celebrity-owned guitars and instruments, handwritten lyrics, vinyl records (LPs, acetates, singles, picture sleeves, etc.), gold-record and music TV-show awards, concert ephemera such as handbills and tickets, and anything once owned by our collective musical heroes. Our clients range from the buyer looking to add pieces to their collection to a seasoned investor of the collectible.

On the consigning front, perhaps you’ve spent years, even decades, putting your collection together, and maybe the time has come to sell. Or perhaps you have inherited some items as part of an estate. Whatever your situation or reason, naturally, your goal is to realize as much money as possible for your treasures. Heritage Auctions, the largest auction house founded in America, is here to help you accomplish that goal.
SID BERNSTEIN PRESENTS THE BEATLES IN PERSON

PLUS ALL STAR SHOW

SHEA STADIUM

TUES. AUG. 23

7:30 P.M.
Whether you’re consigning an entire collection or a single piece, we are happy to assess your property and answer your questions. We offer each consignor practical options to help you decide which items are most desirable for our various auction venues. From researching and estimating the auction price of your item, to marketing and presenting your pieces to the right buyers, we customize a sales strategy for your collection to maximize profits.

- 94.2% of our consignments come from repeat consignors.
- Heritage Auctions has presented more than 10,200+ successful auctions, selling more than $16 billion since 1976
- 1.5 million+ online bidder-members from all 195 countries worldwide.
- 371,000+ consignments sold successfully, with full, timely payment to every consignor
- 98,770 bidders have used HERITAGE Live®, winning more than 1,390,839 lots valued well in excess of $2.3 billion in recent years

The Beatles 1966 Shea Stadium NY Concert Poster,
Newly Found Unrestored Condition
Sold for: $275,000

Beatles Signed Sgt. Pepper’s Lonely Hearts Club Band Mono UK Gatefold Cover (Parlophone PMC 7027, 1967)
Sold for: $290,500

The Beatles 1966 Shea Stadium NY Concert Poster,
Newly Found Unrestored Condition
Sold for: $275,000
1959 Gibson Les Paul Standard Sunburst Solid Body Electric Guitar, Serial #9 0643 Sold for: $300,000
THE JOURNEY FROM CONSIGNMENT TO SETTLEMENT

STEP 1
Your material arrives at Heritage. Immediately, your Consignment Director notifies you of its arrival, inspects your property, and identifies everything with your name and client data. Your collection is then entered into the appropriate auction.

STEP 2
Confidential information about your consignment is available online to you around the clock at My Consignments.

STEP 3
Your collection receives professional descriptions with high quality images prepared for our award-winning website. Catalogers incorporate pertinent historical information and provenance in the descriptions — features that make your items even more desirable to bidders.

STEP 4
Press releases featuring the auction highlights are sent to appropriate media outlets. Advertisements are placed with newspapers and trade publications.

STEP 5
The auction is now open for bidding on our website. Registered bidder-members can view and bid on your lots for several weeks as you track the action on My Consignments. Your catalog is mailed to a targeted group of clients.

STEP 6
After your catalog is mailed, the Heritage staff then follow up with a phone call to our most important clients to make sure they received the catalog and to point out items of specific interest. Certain Heritage clients will even fly to Dallas to view items in person at our office prior to the auction.

STEP 7
Highlights from your collection may be packaged, insured and shipped to our offices in New York, Beverly Hills, or Chicago, and then back to Dallas for special exhibitions at which your property can be viewed firsthand by collectors in these cities.

STEP 8
The big day for your auction has arrived! Your consignment is offered to floor bidders competing against Internet, mail, fax and telephone bidders. After the auction, you will receive a detailed report of your Consignor Prices Realized for the auction.

STEP 9
45 days after the auction closes, your settlement check is mailed to you. Heritage has paid every consignor in full and on time since 1976.
Our philosophy is simple: Go to the buyers. Attracting a critical mass of qualified buyers – either virtually, by proxy, through phone bids, or in person – is absolutely essential to our success today and growth tomorrow.

Concurrently with our live auctions, Heritage streams Signature® Auctions online using HERITAGE Live!®. Heritage has invested more than $20 million to create and maintain HA.com, the world’s most popular live auction website. Our proprietary interactive software, Heritage Live!®, empowers clients to bid in real time from anywhere in the world.

• According to SimilarWeb.com, HA.com ranks among the Top .007% most visited websites. With over 364 million websites in the world, that’s the equivalent of being 1 in 14,447
• On average, HA.com receives 79,000+ unique visits per day — consistently the highest web traffic of any auction house (Source: SimilarWeb.com)
• Each month on average, HA.com delivers 39,562 unique bidders, 11,294 unique buyers and 905 unique first-time buyers
• 29.1 million annual visits to our award-winning website HA.com
• 218,871 total installs of the Heritage Auctions mobile app

Heritage Live!® Patent No. 9,064,282
Beatles *Rubber Soul* RIAA White Mat Gold Record Sales Award Presented to the Group (Capitol T-2442, 1965)
Sold for $16,250
INDUSTRY-LEADING ONLINE SALES

On average, HA.com receives more than 79,000 visits per day. In 2021, the result of this industry leading online traffic was $903+ million in online sales, representing 63% of Heritage’s total auction sales. Organizations that have praised and awarded Heritage’s publications and website include Forbes magazine, The New York Times’ About.com, FOLIO: magazine and the Western Publishing Association. As a research tool, the site offers free access to prices realized for more than 5.7 million past auction lots. HA.com is a marketplace, information resource and database mined by collectors worldwide.

Nirvana Signed 8 X 10 Color Promo Photo
Sold for: $175,000

Ramones / Marky Ramone Presented and Owned MTV Video Music Moonman Award (2001)
Sold for $22,500
Past Auction Highlights

George Jones Stage-Worn
2-Piece Suit Designed by Nudie
Cohn with Gold Boots and
Record Album Picturing Suit
Sold for $8,962

The Rolling Stones “Street Fighting Man”/“No Expectations”
Withdrawn US Picture Sleeve with Vinyl (London, 45-909)
Sold for $81,250

Rolling Stones “(I Can’t Get No) Satisfaction” RIAA
Gold Record Award (1965)
Sold for $20,000

Jimi Hendrix Owned and Worn
Gypsy-Style Vest from the Collection
of Stevens Weiss, Hendrix’s Attorney
Sold for $30,000

Jimi Hendrix Stage-Worn Boots
Sold for $21,510

Jimi Hendrix Experience
Autograph Set and Photo (1967)
Sold for $11,250
Past Auction Highlights

The Allman Brothers Band Signed Promo Photo
Sold for $10,000

AC/DC Band-Signed *Let There Be Rock* Album
(*Atco SD36-151, 1977*)
Sold for $1,375

The Doors – Six-Song Demo Acetate (1965)
Sold for $15,625

Jim Morrison of The Doors Handwritten Lyrics for “Riders on the Storm”
Sold for $67,650

Bruce Springsteen *Born To Run*
Ultra Rare “Script Cover” Promo Vinyl LP (1975)
Sold for $6,000

R.E.M. Early 1980s Athens, GA Concert Poster
Sold for $5,500
BG-74 Grateful Dead / Jefferson Airplane
1967 Toronto Concert Poster CGC-Graded 9.8
Sold for $45,000

The Beatles 1966 Candlestick Park Final Show Poster Signed by Wes Wilson, Graded 9.2 (AOR-1.115)
Sold for $32,500

Jefferson Airplane 1966 “Edwardian Ball” Fillmore Concert Poster Graded 9.6
Sold for $19,375
Heritage Auctions invests more than $20 million annually to promote auctions and important pieces, while attracting new bidders. A team of more than 100 marketing and creative professionals support advertising, design, catalog production, events, photography and social media. The team develops highly detailed campaigns using multiple touch points across a variety of channels. These marketing efforts leverage the latest software and campaign fulfillment processes as well as decades-long relationships and a deep understanding of the market.

Our offices in Dallas, New York, Beverly Hills, Chicago, Palm Beach, Hong Kong, London, Paris, Geneva, Brussels, and Amsterdam make it possible for Heritage to launch extensive international advertising and promotional campaigns in the world’s top markets.

Elvis Presley TCB Sunglasses
Sold for: $15,000

Elvis Presley 1955 “Memphis’s Own” Sun Records-Era Concert Poster (AOR-1.1)
Sold for $32,500
PUBLIC RELATIONS

Heritage’s talented team of Public Relations specialists reaches an audience of more than 25 million readers, listeners, viewers, and mobile news consumers. These experts are dedicated to cultivating significant pre- and post-auction press coverage through maximum exposure from our worldwide network of global media outlets, social influencers, reporters, and editors.

In 2021, we received nearly 104,000 high-profile press and social media mentions, reaching millions of viewers, readers, listeners, and visitors around the world. Our public relations and social media specialists put clients first, delivering global media exposure worthy of their precious objects and collections. (Sources: Muckrack, Falcon)

Duane Allman’s Circa 1961/1962
Gibson SG, Cherry, Solid Body
Electric Guitar, Serial #15263 Owned and Played by Graham Nash

Sold for: $591,000
Billie Holiday 1949 “America’s No. 1 Song Stylist” Globe Concert Poster
Sold for $36,250

The Rolling Stones 1964 Second-Tour U.S. Concert Poster, Dayton, OH
Sold for $18,750
SOCIAL MEDIA

At Heritage, we understand the power and importance of digital storytelling to generate business. Our strong social media presence allows us to engage with a global audience of consignors and clientele. Heritage Auctions posts upcoming auction highlights to a diverse selection of high profile social platforms including YouTube, Instagram, Facebook, Twitter, Snapchat, TikTok, and Pinterest.

Our combined social media efforts reach 6.91 million people on average per month. Heritage Auctions has over 560 thousand followers on all of our social pages combined.

• Follow us @HAEntertainment | #HAEntertainment
Past Auction Highlights

- **A Tribute to Dr. Strange 1965**
  Seminal S.F. Dance-Concert Poster
  Graded 8.0
  Sold for $28,750

- **Black Sabbath 1972**
  Miami Beach, FL
  Concert Poster
  Sold for $5,000

- **Johnny Cash & Tennessee Two 1959**
  Portland, Oregon
  Concert Poster
  Sold for $4,750

- **Ike & Tina Turner 1960**
  Fillmore Auditorium
  Boxing-Style Concert Poster
  Sold for $6,250

- **January 1966 Trips Festival S.F.**
  Early Wes Wilson Handbill
  Sold for $4,250

- **Nirvana 1991**
  Concert Poster, First Time They Played
  “Smells Like Teen Spirit”
  Sold for $9,375
Past Auction Highlights

Janis Joplin 1969 Frankfurt, Germany Concert Poster
Sold for $5,500

KISS 1974 First-Album-Tour Concert Poster from Ontario, Canada
Sold for $8,750

Velvet Underground/Andy Warhol 1966 The Trip, Los Angeles Concert Poster
Sold for $15,625

Stevie Ray Vaughan 1973 Austin, TX Afternoon Kegger Concert Poster
Sold for $5,375

Woodstock 1969 Genuine Original Large-Size Concert Poster
Sold for $5,250

Billie Holiday 1957 Greenwich Village, NYC Large Handbill
Sold for $15,000
Grateful Dead Signed Steal Your Face Album Sleeve Matted and Framed
Sold for: $7,812
BID & BUY YOUR WAY

SIGNATURE® AUCTIONS
Throughout the year, we present the finest and rarest Music Memorabilia collectibles in our Signature® auctions. Each auction comprises fascinating pieces of cultural significance from elite collections, estates, and high-profile clients. A Signature® Auction provides our clients with the most extensive opportunities to bid, including in-person live bidding, phone bidding, or bidding using our award-winning Heritage Live!® platform. Heritage Live!® allows bidders to feel like they are in the auction room themselves, with live streaming video of the auctioneer from the podium.

SHOWCASE AUCTIONS
To keep up with the demand from our clients, Showcase Auctions are scheduled throughout the year. A Showcase Auction will feature a collection of material, or a special interest category within the Music Memorabilia hobby.

Visit HA.com/Auctions for the most current schedule.

Beatles Unused Ticket from First US Concert, Washington DC (1964)
Sold for: $30,000

The Beatles Unused Atlanta Stadium Ticket (1965)
Sold for: $6,875
Buddy Holly & The Crickets 1959
Winter Dance Party Concert Poster
Sold for $125,000

Jimi Hendrix Experience 1968 L.A.
Shrine Auditorium Concert Poster
Sold for $9,062

Led Zeppelin 1970 Germany
Second-Album-Tour Concert Poster
Sold for $6,875
Heritage Auctions Appraisal Services is equipped to help with all of your reporting and planning needs. Whether you are looking to disburse an estate or safeguard the collection you have lovingly built, Heritage’s team has the depth of knowledge and expertise to meet your needs. 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 auction your property listed in a Heritage appraisal, fees will be rebated in full or on a prorated basis.

- Charitable Donation
- Downsizing
- Equitable Distribution
- Estate Tax

- Financial Planning
- Gift Tax
- Insurance
- Trusts/Conservatorships

Every collection is different. Heritage’s appraisers will determine the scope of your appraisal and execute reports in a timely, professional fashion.

- Confidential consultations
- On-site evaluations
- Terms and conditions outlined in an appraisal agreement
- Competitive fees based on an hourly or daily rate per specialist
- Travel and out-of-pocket expenses are additional, when applicable
- Large appraisals may be negotiated for a flat fee
- Assistance with third-party authentication and grading services

1959 Gibson Les Paul Standard
Sunburst Solid Body Electric Guitar,
Serial #9 0696
Sold for $350,000
Led Zeppelin Signed Photo (c. 1969)
Sold for: $11,562
OUR CLIENTS

• Of the 7 richest people in the world (source: Forbes), 5 are registered Heritage bidder-members and 4 have made recent, significant purchases in our auctions.

• Prominent clients, estates, and collections handled by Heritage’s Music Memorabilia department include the Whitney Houston estate, the Buddy Holly estate, the Neil Schon Collection, the Beatles Hamburg Museum, the David Gest Collection, the Connie Francis Collection, the Bindweed Press Collection, and the David Swartz Vintage Vinyl Collection.

• Our clients represent an international audience of bidders, buyers and consignors from 195 countries worldwide.

Janis Joplin Signed Black and White Photo
Sold for: $17,500
Past Auction Highlights

- **James Jamerson Owned and Played 1961 Fender Precision Bass, Serial Number 60228, with Strap, Case, and Photo Archive** Sold for: $68,750
- **Elvis Presley Signed Personal Appearance Contract** Sold for: $17,925
- **Pink Floyd Signed The Piper at the Gates of Dawn Mono Vinyl LP (EMI/Columbia, SX 6157)** Sold for $15,000
- **Whitney Houston – Early US Passport Signed, 1985** Sold for $11,250
- **BG-169 The Band 1969 Winterland Concert Poster Signed by Tuten, Graded 9.8** Sold for $7,500
Past Auction Highlights

Van Halen Large Signed Photo Print
Sold for $8,125

Bob Dylan 1963 Original *Freewheelin'* Album w/Four Deleted Tracks In Super-Rare Stereo
Sold for $150,000

James Brown 1971 Dallas Memorial Auditorium Concert Poster
Sold for $6,875

Don McLean "American Pie" RIAA Gold Record Award (1971)
Sold for $5,625

Elvis Presley Owned and Worn Gold Ring With Diamonds and Citrine (1970s)
Sold for $15,000

Beatles – Original Capitol Records *Meet the Beatles* Moving Heads Store Display (1964)
Sold for $35,000
Garry Shrum | Director, Music Memorabilia
214.409.1585 | GarryS@HA.com

Garry Shrum has been part of the Music Memorabilia department at Heritage Auctions since 2004, previously working with Hollywood ephemera and collectibles for HA. Under Garry’s watch, Heritage has achieved some amazing, world-record-setting results. Of special note is the fully signed Beatles Sgt. Pepper’s Lonely Hearts Club Band LP from 1967, for which Heritage realized $290,500 in 2013. Garry has also worked with the estate of Whitney Houston and personally oversaw the auction of 19 of Graham Nash’s guitars in 2018. The best of those, an early Gibson electric guitar previously owned by Duane Allman, fetched $591,000.

Before his generation-long tenure at Heritage, Garry was best known in the music world for founding and running the Blue Meannie chain of record stores based in Southern California, which he started in the 1970s. Garry’s stores specialized in Beatles collectibles and rare rock records. As a result, Garry visited Europe innumerable times to work the big record fairs and trade shows on the European continent and develop long-lasting contacts worldwide. Garry estimates that overall he’s attended over 700 of these conventions, spanning the U.K., France, Spain, Italy, Holland, Belgium, Germany, Japan, and North America. In addition, Garry has worked as a concert promoter based in Arkansas while running his Blue Meannie website. Among the many artists Garry presented in concert and worked closely with were Levon Helm, Badfinger, Blue Oyster Cult, Foghat, Joe Bonamassa, Pat Travers, Mountain, and the Derek Trucks Band.

Bob Dylan 1965 S.F. Bay Area
Four-Date Concert Poster
Sold for: $25,000

Beatles – George Harrison
Original Handwritten lyrics
for “Isn’t It a Pity”
Sold for: $87,500

MEET YOUR TRUSTED EXPERTS
Pete Howard | Director, Concert Posters
214.409.1756 | PeteH@HA.com

Pete Howard started off as a professional disc jockey in the 1970s before moving to an executive role with CBS Records for several years. He later headed up the radio syndication firm that created Earth News and Country News. His entrepreneurial phase began by founding, publishing and editing ICE magazine for 19 years, which England’s New Musical Express called “probably the best source of CD news in the world.” Concurrently, Howard was also a Contributing Editor for Rolling Stone magazine, covering CD news for them in a regular column.

Howard has appeared often in the media as an expert in the field of music. He has been quoted in the New York Times, Wall Street Journal, Washington Post, Chicago Tribune, New York Daily News, Billboard, TV Guide, Playboy, USA Today, Vogue, Entertainment Weekly and on over 100 occasions in the Los Angeles Times. He also has appeared on CNN’s Showbiz Today and Geraldo Rivera’s TV show, and recorded pilots for PBSTV and MTV.

As a collector, artifacts from Pete’s personal collection have been displayed in eight different museums around the world, including New York, Los Angeles, Paris and Cleveland’s Rock and Roll Hall of Fame and Museum. Pete joined Heritage’s Entertainment and Music Memorabilia department in 2019 as a Consignment Director.

Jon Steffens | Valuation Specialist & Consignment Director, Entertainment & Music
214.409.1527 | JonS@HA.com

Jon Steffens joined the Heritage Auctions team in 2012 serving the Entertainment and Music categories as a memorabilia specialist procuring and evaluating consignments as well as writing and proofing catalog descriptions and ad copy. From 2014 to 2021, Jon worked as a music journalist for the world’s foremost horror magazine, Rue Morgue. In 2021, Jon co-authored A Beginner’s Guide to Extreme Horror, a pocket-sized book covering the most brutal films in the genre’s history. Additionally, he was a contributing writer to The Overstreet Guide to Collecting Horror and The Overstreet Price Guide to Star Wars Collectibles.

As a specialist, Jon is well-versed in all things horror, as well as memorabilia related to punk rock, heavy metal, and classic country music.
LOCATIONS & LEADERSHIP

Cristiano Bierrenbach  
Executive Vice President  
International

Mark Grol  
Managing Director  
London

Jim Halperin  
Co-Chairman of the Board

Tamera Hansberry  
Managing Director  
Beverly Hills

Mike Haynes  
Chief Financial Officer

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Roberta Kramer  
Managing Director  
Chicago

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Executive Vice President

Sarah Miller  
Senior Vice President  
Managing Director  
New York

Paul Minshull  
Chief Operating Officer  
Chief Technology Officer

Greg Rohan  
President

Jacco Scheper  
Managing Director  
Amsterdam

Kenneth Yung  
Managing Director  
Hong Kong
Jimi Hendrix/Janis Joplin/The Who – Large
Monterey Pop Festival Advertising Poster (1967)
Sold for $18,750
Back Cover lot:
Sir Elton John’s Steinway Model D Grand Piano Number 426549 Used Exclusively in His Concerts from 1974 – 1993
Sold for $915,000
Always Accepting Quality Consignments in 40+ Categories
Immediate Cash Advances Available
1.5 Million+ Online Bidder-Members