



Lawrence D. Goldberg's

RARE COIN REPORT

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RARE COINS & THE ECONOMY

Great Opportunities For Buyers

What a year! Volatility in the financial markets, political volatility in the US and abroad, oil price volatility, not to mention uncertainty about the mid-term elections and perhaps most of all, the uncertainty of information: What we hear in the media, and all the factors we might consider to describe the current situation are of suspect accuracy, subject to immediate and radical change and revision. Price inflation (as opposed to monetary inflation) is also volatile, driven throughout the US and world



economies by the ever changeable price of oil impacting all sectors of the economy. In short, we live in an uncertain world.

Amidst this confusion, reliable statistics give insight. The US federal debt now exceeds \$40 Trillion. Interest on that debt now a whopping \$1.2 Trillion surpasses our annual military expenditure (at least for now). Social Security and Medicare expenditures are growing and locked in. Medicare and Medicaid fraud is estimated to exceed \$1 Trillion annually! Finally, we are told that banks and governments around the world are stockpiling gold. These conditions support the increase in all commodities prices against the US Dollar.

Five fixes: Grow the economy, aggressively hunt down and claw back the hundreds of billions if not a trillion in fraud schemes ripping off and diverting government

entitlement programs, reform social security, reform Medicare, and drop the price of oil.

I do not have great confidence these fixes will be taken, but even if they are, it will take years to actually feel the outcome. Thus, the current trends – as well as we can determine – are likely to continue. Here's the takeaway: No matter how these issues are resolved, over time, the value of the dollar will continue to slide against gold and silver and many other commodities for that matter, including the focus of this writing: Gold, silver and numismatic coins.

The predictable drop in dollar value against commodities over time makes now a great time to buy these durable assets. This is especially true for numismatic coins with significant gold or silver content. For example, some truly rare \$20 Gold Liberties and \$20 St. Gaudens can now be obtained for not much more than double their gold value, and might be superb performers going into the future. This is especially true if prices of gold and silver – and other commodities for that matter

– continue to increase vs. the US dollar. I believe this to be likely.

This creates some great opportunities for buyers, and also puts the coin seller in a strong position: The drastic price increases gold and silver have experienced over the last three years has driven up the value and the demand for collector coins. I expect that trend to continue.

Supporting that trend, The Certified Coin Exchange (dealer network) exhibits many more buyers than sellers, and the continued requests repeat on a regular basis. Also, companies like What Not and Walmart are now entering the numismatic retail market, which will likely serve to increase demand for coins. The world might be going to hell in a hand basket, but the numismatic market appears to be strengthening. Let the good times roll!

NOTES FROM THE OWNER'S DESK

This summer has been a time for family. One of the highlights was taking my granddaughters (ages 6 and 10) on a one day camping trip to the desert to see the Persied meteor shower and sleep under the stars. A friend and high level amateur astronomer brought giant binoculars powerful enough to see the Andromeda galaxy, and a rare triple star which fascinated them. They have never camped out before and being able to see shooting stars and a black sky unaffected by moonlight or city lights was a real treat.



Lawrence D. Goldberg, PNG,
owner CNP, Inc.

I also took them to see two plays by Shakespeare, "Coriolanus," and "Comedy of Errors" performed in Griffith Park by the Independent Shakespeare Company located in Atwater Village. Both productions were excellently performed, and as someone who has read virtually everything Shakespeare ever wrote, I thoroughly enjoyed not only the performances themselves, but also took great pleasure seeing my granddaughters get their first introduction to the talent and imagination of the Bard from Stratford-upon-Avon. While they didn't understand everything, they thoroughly enjoyed the performances, especially considering that in their current venue, the audience sits in close proximity to the actors.

It's a great reminder as to how satisfying it is to see other people happy as a result one's efforts. This of course applies to coin aficionados. It makes me happy when I can make the experience of buying and/or selling coins a rewarding one for everyone involved.

WHOLESALE TO YOU

How It Works

I buy many collections and to achieve fast turnover and satisfy cash flow needs I often “flip” package coin deals to other dealers.

My “Wholesale to You” program, allows me to offer – by email – coins and coin packages to my customers at prices similar to what I would charge other dealers – before I sell to other dealers.

This is a great “win-win.” I get the fast liquidity I need, and my customers get deals they can’t get anywhere else! Because I personally assemble these deals, you know they will be good value, accurately described and delivered as promised.

Make sure you are on the “Wholesale to You” list by emailing me at Lawrence@CNPCoins.com or Frank.Ariagno@CNPCoins.com.



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Lawrence@CNPcoins.com**

COIN SHOW CIRCUIT



Come by my table at the following shows:

**Long Beach Expo,
The Collectibles Show**
Wednesday-Friday, September 9-11
Table 702

Long Beach Convention Center, Hall C
100 South Pine Ave, Long Beach, CA 90802
www.longbeachexpo.com
Hours: Wed-Thu 10 a.m.-6:30 p.m.
Fri 10 a.m.-5:00 p.m.

NOTE: I will not be attending the Buena Park Coin Show, September 12-13.

Las Vegas National Coin Show
Thursday-Saturday, October 29-31
Tuscany Suites and Casino (Tuscanylv.com)
255 E. Flamingo Road, Las Vegas, NV 89169
Hours: Thu-Fri 10 a.m.-6 p.m., Sat 10 a.m.-5 p.m.

South Bay/Sunnyvale Coin Show
Friday-Saturday, November 13-14
Domain Hotel
1085 East El Camino Real, Sunnyvale, CA 94087
Hours: Fri 10 a.m.-6 p.m., Sat 10 a.m.-4 p.m.

Arcadia Coin Show
Saturday & Sunday, December 19-20
Arcadia Masonic Lodge
50 W Duarte Road
Arcadia, CA 91007
Hours: Sat 10 a.m.-5 p.m., Sun 10 a.m.-4 p.m.

Is the Coin Market Expanding?

Two interesting trends appear to be emerging regarding the strength of the collectible coin market. The first area is online. Dealers have been selling coins online for decades, using sophisticated marketing websites that they control. Some of the big companies, like Heritage and Bowers hold regular auctions which include on line bidding. Now, even Walmart is getting into the act and has approached me about listing coins on their website. I haven't made up my mind on that one yet.

There is another avenue that might be

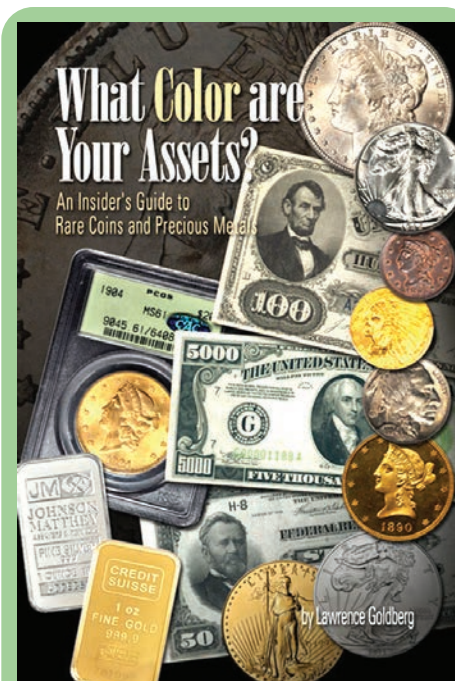
a gauge, and that was at the recent Valley Coin Show, held in the midst of a heat wave in Southern California. During the two days of the show I saw many new faces, and several people I spoke with were new collectors or collectors who are just getting back into the hobby. Some of these new faces indicated they attended the show as a result of the individual recruiting efforts of Scott McNatt and Aimee. However, it also indicates that there is a large un-tapped market of coin collectors just waiting to be contacted.



Our Coin Return Policy

I guarantee your satisfaction. If, for any reason, you are unsatisfied with any numismatic coin you purchase from us sight unseen, or from our want list program, you can return it for replacement or a 100% refund. Fortunately, I am a picky buyer, and am committed to accurate descriptions. Due to price fluctuations, bullion coins are excluded.

If you would like to receive the Rare Coin Report via email or for a friend, please send a request to frank.ariagno@cnpcoins.com



What Color are Your Assets? *An Insider's Guide to Rare Coins and Precious Metals*

by Lawrence D. Goldberg

My book, *What Color are Your Assets?*, received a great review in *Coinage Magazine*, and is getting great reactions at coin shows and from fellow dealers.

What Color Are Your Assets? was written for the beginning and intermediate coin collector/accumulator. It presents the essential information everyone who buys or wants to sell coins and precious metals needs to know to avoid rip-offs and be successful in this area.

It is available for purchase on Amazon.com, where you can also post your reviews; and I'm happy to say almost all of those overwhelmingly positive reviews give this book 5 stars!

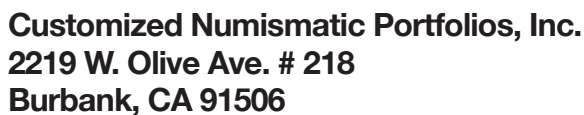


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Pretty much every task is enhanced if we turn it into a game. Washing dishes, mowing the lawn...the list goes on and on. The same is true about accumulating coins. Following are some of the popular games people play with collectible coins, all of which can be modified according to the grade, type of manufacture (mint state, proof, burnished, etc.), the mint mark, price, toning, etc.

Type/Denomination set: All dates of a certain denomination and type of coin. For example, all dates and mint marks of Peace Dollars, or Carson City mint Morgan silver dollars.

Date Set: All denominations minted during a particular year, say 1915, or 1934.

Type set: all denominations and types of coins minted during a particular time period, for example a 20th Century Type Set. Note that this might include or exclude gold coins, your choice.

Denomination type set, for example one of each type of half dollar minted by the US since 1800.

Random accumulation: Buy what “catches your eye” (and pocket book).

These are just a few of games of coin collecting you can play....or...make up your own, but most important, make it a fun, exciting, or stimulating game to play.



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As a member of the Professional Numismatists Guild (PNG) with extensive experience working with Estate and Probate Attorneys, you can rest assured your issues will be handled professionally, securely, and according to the highest business standards.

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