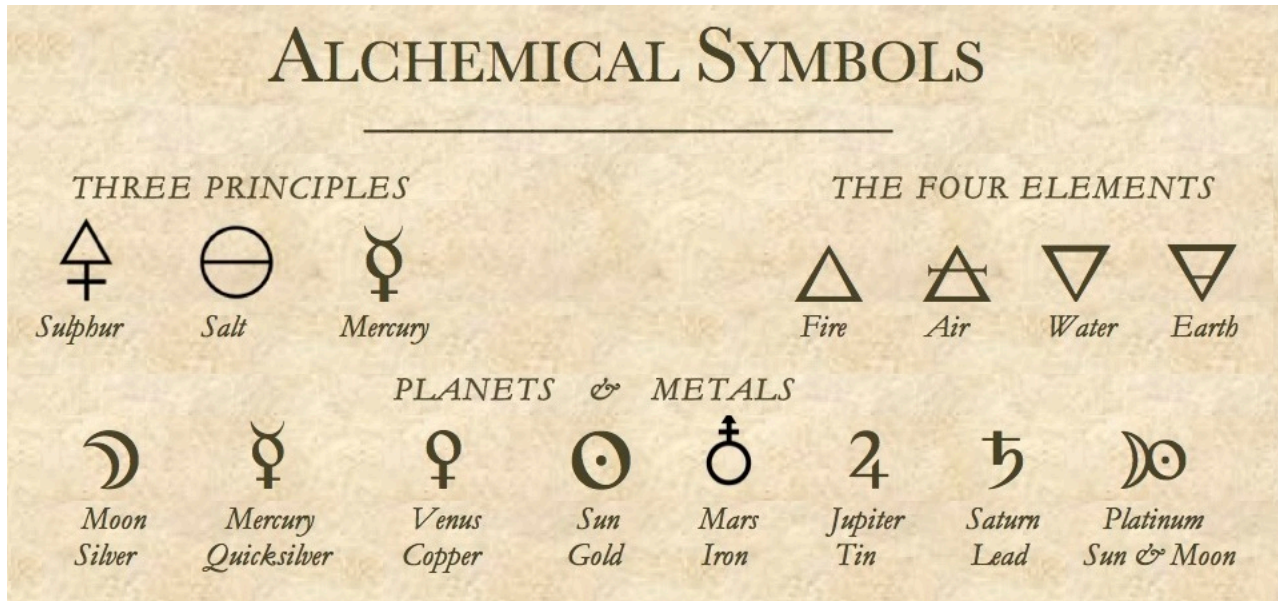


ENGELHARD'S ICONIC BULL STAMP

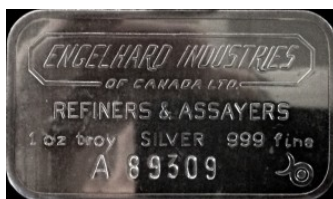
THE MEANING BEHIND THE MARK

By **AGWire™**
October 9, 2015



If you're an Engelhard collector, you will immediately recognize the Bull Logo stamp on most Canadian bars and ingots. But most collectors don't really know the meaning behind this iconic mark. If you're familiar with alchemical symbols, you know that a circle with a center dot represents the "Sun" and the more masculine metal "Gold", while a C or reversed C represents the "Moon" and "Silver" as the more feminine of these two precious metals. By combining the symbols of both gold and silver, the alchemical symbol for "Platinum" is formed. Engelhard Corporation, as the world's preeminent precious metals refiner of the 1970's and 1980's, adopted this alchemical symbol for "Platinum" as its trademark logo. Combining both gold and silver symbols into the strong Bull Logo image of platinum was an appropriate image for Engelhard at the time, as Engelhard was expanding rapidly into the development of industrial applications for platinum. So much, in fact, that Engelhard is credited with creating the first production catalytic converter in 1973. Charles Engelhard was so passionate for the refining and exploration of new uses for platinum during this period that he earned the moniker "Platinum King", a name he reportedly didn't much care for. This iconic Bull Logo image surely expresses a clear gold, silver and platinum correlation, with the likeness of a strong and resilient "Platinum Bull" as the company trademark.

Engelhard Canada introduced the bull stamp into their Engelhard hallmark on silver and gold ingots upon continuance of the U.S. 5-digit serial number run. Our information sources suggest that Engelhard Canada's serial range began at ingot serial number 85837¹ and progressed up through approximately 429999. All but a very few rare varieties of Engelhard Canada bars and ingots had bull stamps. If you view the AllEngelhard.com Definitive Pages you will see the iconic bull stamp on every size range of Canadian produced Engelhard silver bars and ingots. Engelhard 1oz bars were the only size where the Bull Logo was not located to the left of the Engelhard hallmark. EI-1 (Engelhard Industries of Canada) 1oz bars introduced the Bull Logo in the lower right corner, we believe with prototype bar serial number A89309 as shown here:



Engelhard Maple Leaf 1oz, 5oz and 10oz bars introduced the Bull Logo to the left of the serial number, as shown below:



Perhaps the most artfully created demonstration of the iconic mark is the extremely rare 16.075oz extruded Canadian bar, with an oversized Bull Logo to the left of a smaller and beautifully designed Engelhard hallmark, illustrated below:



¹ Ingot s/n 85837 in 10oz weight class is the lowest documented Engelhard Canada ingot with a Bull Logo.

Engelhard 1oz portrait bars (US and Australia) also incorporated the Bull Logo on their 1oz weight class, only the stamp was reversed, some believe this signified U.S. and Australian production rather than Canadian production. An example of this is shown below, with the Bull Logo to the right of the large "E":



So, if you hear a dealer or seller spouting off about the Bull Logo, you'll know immediately if they're in the know, or just plain full of BULL. Next time you look at an Engelhard ingot or bar with a Bull Logo, we hope this article brings a better understanding of its meaning and relative significance to Engelhard's production!

Bullishly,  AE

AGWire™ is a conduit of the AllEngelhard Society. All representations are opinion and not to be taken as financial advice. Visit AllEngelhard.com for more specific information on Engelhard bars and ingots. Additional readings are available at this link to the AllEngelhard.com website: <http://allengelhard.com/community-links/ae-in-the-news-2/>

###