

# THE WONDERFUL WORLD OF OZ

*ENGELHARD OZ, THAT IS!*

## A RELATIVE COMPARISON OF COLLECTIBLES

By **AGWire™**

December 18, 2015



We recently conducted a quick survey of the above collectables available on eBay auction, and came up with the following information to ponder:

ITEM:	ACTIVE eBay AUCTIONS <sup>1</sup> :
1914-D Lincoln	588
1955 Franklin Half Dollar	840
1932-D Washington Quarter	882
1921 Peace Dollar	1198
US Silver Eagle	4,990
Pete Rose TOPPS Baseball Card	7,456
Action Comics	24,645
Beanie Babies	96,099
<b>ENGELHARD SILVER BAR</b>	<b>569</b>

What this information tells us is that the Engelhard market is ***much*** smaller than most people would realize. Imagine the notion that the entire Engelhard online auction market is smaller than the 1914-D Lincoln Cent market! In other words, the market representation of the ***entire 28-year production run*** of Engelhard silver bullion bars and ingots is smaller than that of a specific single-date year and mint mark of a rare 100+ year old Lincoln cent. This precisely explains why when you go to a coin and bullion show you might be lucky to only see one or two Engelhard bars, if that, and a whole lot of everything else. So where does that put the ultra rare Tier 1 Engelhard Market?! Hint: Get your microscope out... because when it comes to this market, it's a small world after all!

<sup>1</sup> These numbers were taken at 7:00pm EST on December 18, 2015. These numbers fluctuate based on market conditions; however, we have found them to remain proportionately constant on a relative basis.

There's a reason why a 1966 Shelby 427 Cobra "Super Snake" sold recently at Barrett Jackson Auction for \$5.5 million. There's a reason why a 1794 Flowing Hair silver dollar sold in 2013 for over \$10 million. And there's a reason why an Action Comics #1 issue sold last year for over \$3.2 million.

The reason is simple. Collectibles that are desirable and scarce are appealing and intriguing to investors, collectors and buyers alike, and are valued according to the level of interest and demand they generate. These final sale values have nothing to do with the material composition of the items, and everything to do with their visual appeal, intrigue, quality, and foremost . . . *scarcity!*

Engelhard bullion is no different than the examples above, aside from the fact that even the most rare of Engelhard ingots are still extremely undervalued! The highest documented sale price to date of an Engelhard ingot is the 2oz ingot that sold in March of 2015 for \$5,000, a mere pittance considering its mintage of less than 50, with only three known surviving examples today. If you compare the same age and scarcity scenario to a rare comic book, the value might well be in the millions. In recent conversations with our core group, it's clear many buyers still tie Engelhard values to a factor of the silver spot price, and this very much influences their buying decisions, even on the rarest of ingots. But wouldn't that be like trying to tie the value of a 1914-D Lincoln Cent to the copper price?! Or the 1966 Shelby 427 to the price of Aluminum, or the Action comic book to the price of paper? There's a point in time when rare bullion will genuinely break from its relationship to compositional value and take on its own numismatic collectible valuation based on scarcity and demand. We believe that time is very close at hand, and that the market will continue to build further momentum as the investor base expands internationally. In the world of all things collectable, Engelhard is the proverbial 'needle in the haystack,' and the quintessential underdog of all underdogs. Dare to repeat ourselves, Engelhard is unequivocally the world's most well recognized and collectible bullion, bar none. Or perhaps that should be BAR ALL! Hmmm...

Viva Engelhard!

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**ENGELHARD, ENGELHARD, ENGEL ALL THE WAY . . .**

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