

# BUY THE DIP



## HOW THE PUBLIC GETS MANIPULATED BY ADS

By AGWire™  
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BUY THE DIP! No, we don't mean Chew, Snuff, Copenhagen, Bandits, Skoal, or even Big League Chew! We mean THE DIP in metals prices as a result of bank trader manipulation. The market today is more erratic than ever, with \$2.00 price swings now being the norm, and soon to widen. Online bullion dealers index their pricing to spot price, so market fluctuations correspond to your online buy price. We recommend scoping out the inventory you're looking to buy, and try to strike your purchase at the low point of the spot price cycle when possible. Reality is that when we see \$50-100/oz silver, it won't really matter if you bought at \$29/oz or \$31/oz, but it sure feels good to buy the low. But how do new investors in precious metals know WHAT TO BUY? For those just getting into the market, it's hard not to notice the cheeky ads on networks such as Fox News on Rosland Capital, GoldCo or Lear Capital, expounding on the virtues of Gold and Silver investment, offering 'free' metals for substantial accounts. We see the ads come on strong every cycle, buy Gold or Silver, set up a Gold IRA retirement account and protect your wealth, narrated by a well known and trusted celebrity who likely has no skin in the game. It all sounds good, and many folks are convinced that these companies offer the right solution. "Get started with your own personal silver kit and get 10% free!" What's not to like?! But do they mention the 30% to 300%+/- premiums over what other bullion dealers will charge? Nope. Unfortunately, most unsuspecting and trusting new investors get duped into buying company-produced 'limited production' rounds and bars at extreme premiums, and these items will likely NEVER become collectible and are typically only worth their metal weight. Sure, William DeVane was a great actor, but he doesn't give a knot landing whether you buy from his sponsor or not, he got his paycheck for his confident smile when he says "It's the right thing to do," and that's what it's all about. We don't buy that hokey pokey.

IF your goal is to invest in Silver or Gold, then your goal should be to buy KNOWN metals that will always be in demand and easily transferrable, and at a fair market premium over spot without any future commitments or additional fees. A few of our personal favorite websites are, in no particular order, BullionExchanges.com, APMEX.com, JMBullion.com, KITCO.com, ProvidentMetals.com, GainsvilleCoins.com, MilesFranklin.com. We've missed some good ones no doubt, but the above mentioned bullion dealers sell both generic and collectible bullion at fair market prices, and have solid reputations from the buyer community. And quite often buyers are pleasantly surprised with the quality and rarity of the items they receive. Fact is, many major bullion dealers are not up to speed with collectible bullion values, so when you think you're buying generic, aka "secondary market," you may end up with rarer bars that make you smile and go back for more.

And at the same time, the TV ads keep pushing the consumer about this "One time offer to buy a 1oz limited production collectible silver round for only \$99.99 plus applicable fees". Very likely their 'rare' bar or round is and always will be worth spot price.

### **Here's what WE recommend buying:**

*Silver Bars with 999+ purity*                      1oz, 5oz, 10oz, 20oz, 25oz, 1 Kilo, 50oz, 100oz, 1000oz  
Generally the larger the bar size, the lower the premium over spot. We also recommend buying older bars if that is an option, as they are more likely to become collectible and benefit from added 'numismatic' value and were generally lower production than newer bars. Stick with the household names on generic, like Engelhard, Johnson Matthey, Royal Canadian Mint, Heraeus, SilverTowne, Sunshine Bullion, APMEX, Geiger...

*Silver Rounds with 999+ purity*                      U.S. Silver Eagles, Canadian MapleLeafs, Austrian Philharmonics, Mexican Onzas, Engelhard Prospectors, and many other notable refiner rounds.

*Constitutional Coins*                                      US pre-1965 90% dimes, quarters, halves and dollars. Some of the lowest premiums are available on circulated constitutional coins. Although these are widely recognized and easily tradable, they do not qualify for retirement accounts because they are not 999+ purity.

All of the above make the long cut. So You need to pick the poison of your fancy, you can take our advice, or spit it out. On that, we know collectors who have actually made out like 'bandits' on beautiful antique silver spittoons at antique shops, and they paid very little for them. What a great functional investment! But that's 'snuff on that.

Shop your deals, compare prices on spitting image bars with all bullion dealers, and if you like something but still think it's priced a bit too high but you have the funds to move forward, call up the sales department and make them an offer, hopefully not tongue in cheek. We've done that many times, and successfully. They want to move their inventory for a profit, and if you can be there at the right time, you might just get a lucky strike. But at the end of the day, just make sure you're not a dip and just buy the DIP!

Chew on that,  
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On a sad note, our Silver community mourns the recent passing of Ted Butler, our friend, mentor and shining star of our Silver world. Ted single-handedly uncovered Central Bank and COMEX silver market price manipulation in the late 1990's and has been on a life-long quest of petitioning the CFTC and Government to end the price manipulation. While the manipulation still exists, Ted is the one who brought it to the public knowledge fore-front, and ironically we're closer than ever to free market trading thanks to his efforts. Ed Steer crafted a beautiful tribute to Ted on June 18, 2024 which is entitled [Ted Butler Passes From Our Sight](#). RIP & GodSpeed with a Silver Lining to you, Ted!