

IMPERIAL CURRENCY

# New Orleans Gold



*New Orleans U.S. Mint*

THE NEW ORLEANS U.S. MINT



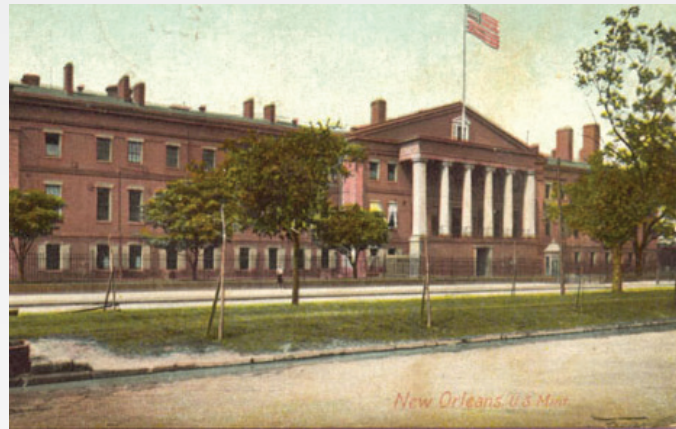
# New Orleans Gold

Steve Jobs said “Not try to do everything. Do one thing well.” Steven Paul “Steve” Jobs was an American entrepreneur, marketer, and inventor, who was the co-founder, chairman, and CEO of Apple Inc. in case you didn’t know. He is in many folks opinion one of the most successful American businessmen of the past 100 years.

What does Steve Jobs have to do with New Orleans mint gold coins? The topic of “Market Maker Strategy” or our “MMS” program. At Imperial Currency, we love pre 1933 branch mint gold coins and we believe one shines above the rest – the gold coins of the New Orleans mint. Specifically the \$5 and \$10 pieces. Why? Because a simple supply analysis shows us that there is not that many of these investment grade coins known to exist. Remember, the key to any market is supply and demand.

Take a look at the numbers. The N.O. mint produced only approximately 4.12 %(2,351,987) of \$5 and \$10 gold, compared to the main mint at Philadelphia (56+million) during the same time period. New Orleans produced many more silver coins than gold, thus making the mints gold coins exceedingly rare.

Part of the value we see here is **Rarity Factor** (RF). Rarity factor is a simple analysis derived by dividing the population of any coin into the most common date coin with the same grade of its series. In many New Orleans issues the RF is many times greater than that of its common date counterpart, yet in today’s market N.O. gold does not trade anywhere close to its RF in many dates and grades of the series. In fact many of the dates and grades trade for only a tiny premium over much more common coins.



*The New Orleans U.S. Mint*

The New Orleans Mint operated in New Orleans, Louisiana, as a branch mint of the United States Mint from 1838 to 1861 and from 1879 to 1909. It was closed during most of the American Civil War and Reconstruction. The New Orleans Mint has been designated a National Historic Landmark, and is currently the oldest surviving structure to have served as a U.S. Mint. The above image is circa 1907.

*Let’s look at one of the more common N.O. \$5 Liberties compared to the common 1881 \$5 Liberty as an example:*



1893-O \$5 MS62 population\* = 101 coins

VS.



1881 \$5 MS62 population\* = 8259 coins

\*populations as of 7.15.2014

1893-O (101) into 1881(8259) = Rarity factor of 81  
*But... The 1893-O doesn’t trade at 81 times the price of the 1881...*

In addition to rarity factor we should visit **Survival Rate**. These stats show us how many coins actually exist in each grade of investment quality coinage. These numbers are documentable with the two major third party grading services; all coins we deliver are certified and graded insuring that you will be able to get bids on your coins “sight unseen”. In many cases the survival rate of N.O. gold is less than 2% of its original mintage, take 1888-O \$10 Liberty for instance:



1888-O \$10 Gold Liberty - Original mintage 22,335

Mint State 62 Population 312 coins

MS62-Survival Rate 1.4% Populations \* as of 7.15.2014



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Most of the dates in this series boast similar statistics as the 1892-O \$5 and 1888-O \$10, making them some of the rarest gold coins produced in United States history. What this means to savvy investors is; the market depth is extremely shallow compared to many of the other types of coins touted by other “marketers” as “investment coins”, again the key to any market is supply vs. demand.

We believe that the demand for these coins; which have always been popular with collectors is beginning to increase, making the finite supply of these coins increasingly harder to locate in the open market place. With a presence at all major trade shows and auctions we are constantly scouring the market for quality examples for our clients.

The Imperial Currency team wants to take the guess work out of the decision making process for choosing the right coins for you and your family. We will be glad to present you single examples from N.O. and educate you on each but, what many of our customers choose to do is: decide an amount of funds to allocate to this area of their holdings and let our Chief Numismatist select coins to match the allocation, customizing your rare coin portfolio with the absolute best specimens available at the time of your purchase.

Many clients have a common concern - “Ok now I have followed your advice and I need to liquidate my coins. What do I do, who do we contact?” This concern is fully warranted. **The Answer:** We want to buy your coins back, being a

market maker includes both sides of the transaction; your purchase as well as the selling of your coins. Since we make a two way market in everything we sell, we will typically pay more than anyone else in the country for the coins we recommend.

Imperial Currency is truly a full service rare coin firm and we will always attempt to deliver whichever coins suit your needs but, for our customers who want rare coins that we believe provide long term safety for their money, diversity for their portfolio and a side benefit of increased value potential we recommend New Orleans minted gold.

New Orleans minted gold is our “One Thing”

NEW ORLEANS \$5 LIBERTY POPULATIONS  
As of September 2014

\$5 LIBERTY	AU50	AU53	AU55	AU58	MS60	MS61	MS62	MS63	MS64	TOTAL
1840-O	25	22	31	25	1	11	10	2		127
1842-O	8	7	10	2	1	1		1		30
1843-O LARGE	23	15	15	24	1	4	3	2	5	92
1843-O SMALL	7	15	25	10	1	2	1		2	63
1844-O	98	104	141	25	126	14	24	29	19	580
1845-O	22	19	28	33	4	9	4	3		122
1846-O	26	20	28	37	3	7	4	1		126
1847-O	9	12	12	5	1	2				41
1851-O	24	29	20	25	1	4	3	1	1	108
1854-O	36	23	45	43	3	9	3	4		166
1855-O	9	17	16	9	2	4				57
1856-O	8	11	14	9	2	4	1			49
1857-O	18	18	25	15		6	2	1		85
1892-O	5	7	10	19	5	22	14	1	1	84
1893-O	32	23	100	189	48	126	101	29	3	651
1894-O	46	32	105	155	29	18	18	4		407

Call your Imperial Currency Representative for pricing and availability

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NEW ORLEANS \$10 LIBERTY POPULATIONS

As of September 2014

\$10 LIBERTY	AU50	AU53	AU55	AU58	MS60	MS61	MS62	MS63	MS64	TOTAL
1841-O	13	7	10	2						32
1842-O	46	49	46	26	2	2	1	1		173
1843-O	76	89	77	55	1	7	4			309
1844-O	72	68	93	58	6	7	3	2		309
1845-O	48	52	50	25	2	7	3			187
1846-O	15	32	18	5	1		1			72
1847-O	192	157	157	92	5	15	4	3	3	628
1849-O	13	27	20	10	2	2				74
1850-O	46	37	33	17	3					136
1851-O	163	197	248	125	12	8	2		3	758
1852-O	23	27	38	11	2	1				102
1853-O	56	62	65	53		6				242
1854-O	24	50	53	27	1					155
1854-O	28	43	52	41	4	8		2	1	179
1855-O	31	27	18	10		2				88
1856-O	20	25	25	21	5					96
1857-O	20	19	17	15						71
1858-O	46	33	68	50	3	3	4	1		208
1859-O	12	12	10	3						37
1860-O	42	29	45	24	3	1	2	1		147

American Civil War & Reconstruction										
1879-O	11	9	10	14		2				46
1880-O	54	45	61	41	5	5	1		1	213
1881-O	40	45	46	42	10	6		1		190
1882-O	58	33	50	58	12	10	1	2		224
1883-O	7	10	4	7		2				30
1888-O	22	28	68	134	127	358	312	33		1082
1892-O	8	21	105	169	182	443	291	7		1226
1893-O	16	18	63	140	112	253	244	22		868
1894-O	77	82	224	365	118	203	104	25	3	1201
1895-O	30	30	164	337	117	271	169	29	1	1148
1897-O	14	19	70	210	53	132	100	21	14	633
1899-O	10	15	43	138	43	111	78	18	5	461
1901-O	8	13	59	172	72	217	211	75	17	844
1903-O	20	38	136	410	152	579	596	148	27	2106
1904-O	9	17	81	269	109	307	309	116	19	1236
1906-O	9	7	49	131	44	129	169	75	21	634

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Trey Cox

Chief Numismatist at Imperial Currency



Trey Cox

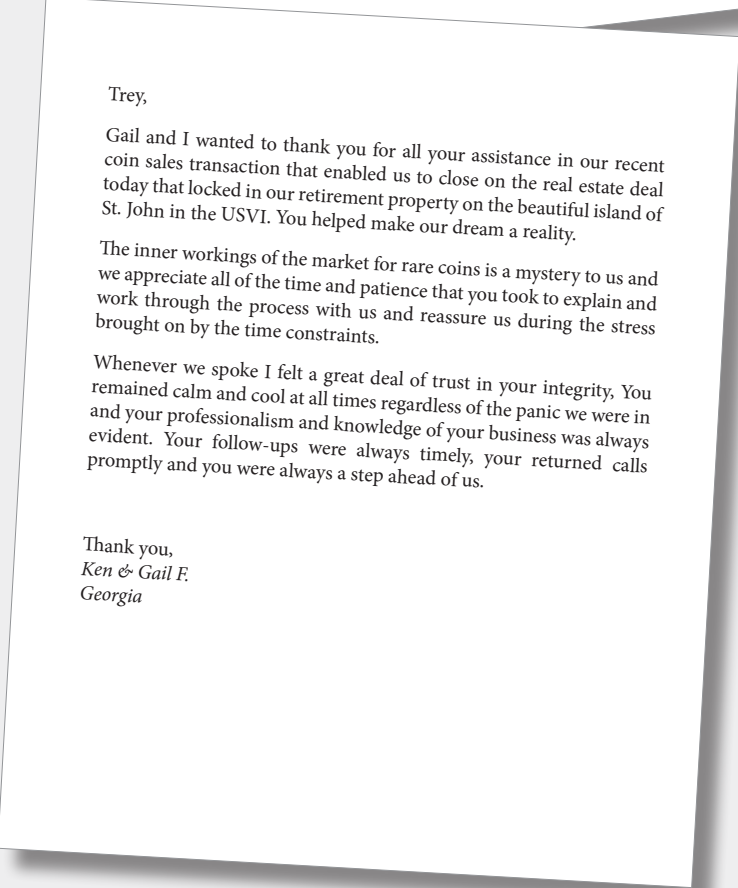
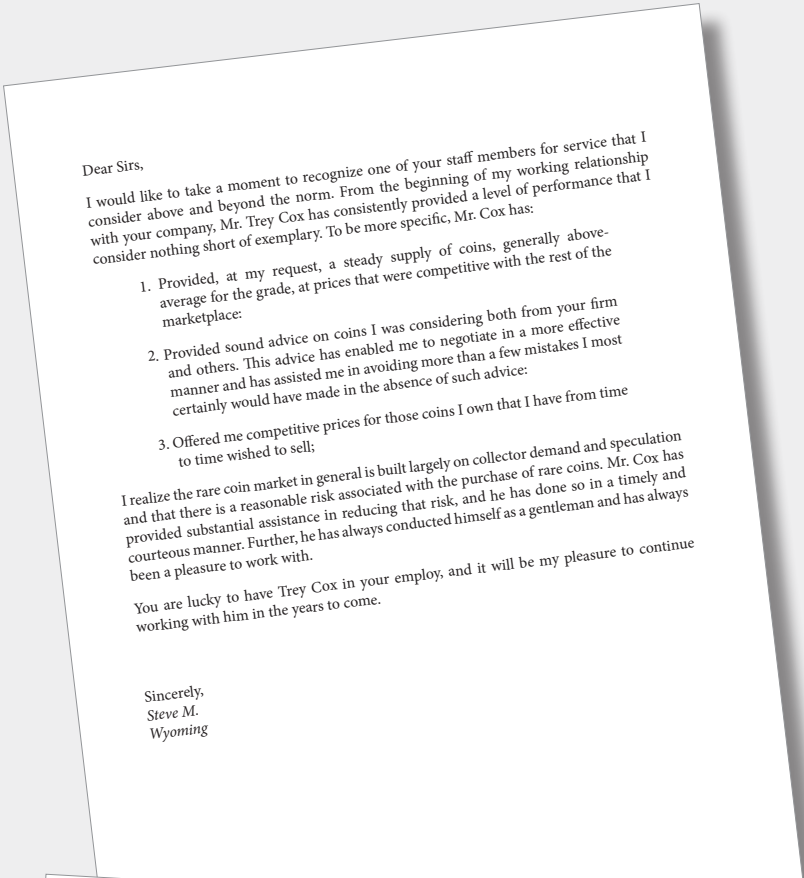
Trey was introduced to numismatics by his father at an early age through an old time collection of Morgan and Peace Silver Dollars and has been fascinated ever since. He became a professional dealer in 1990 and has handled many numismatic treasures during the past 24 years in our industry. His consulting career in the numismatic field has allowed him to write articles that have appeared in main stream coin business areas and has contributed to several award winning books on pre 1933 American gold coins.

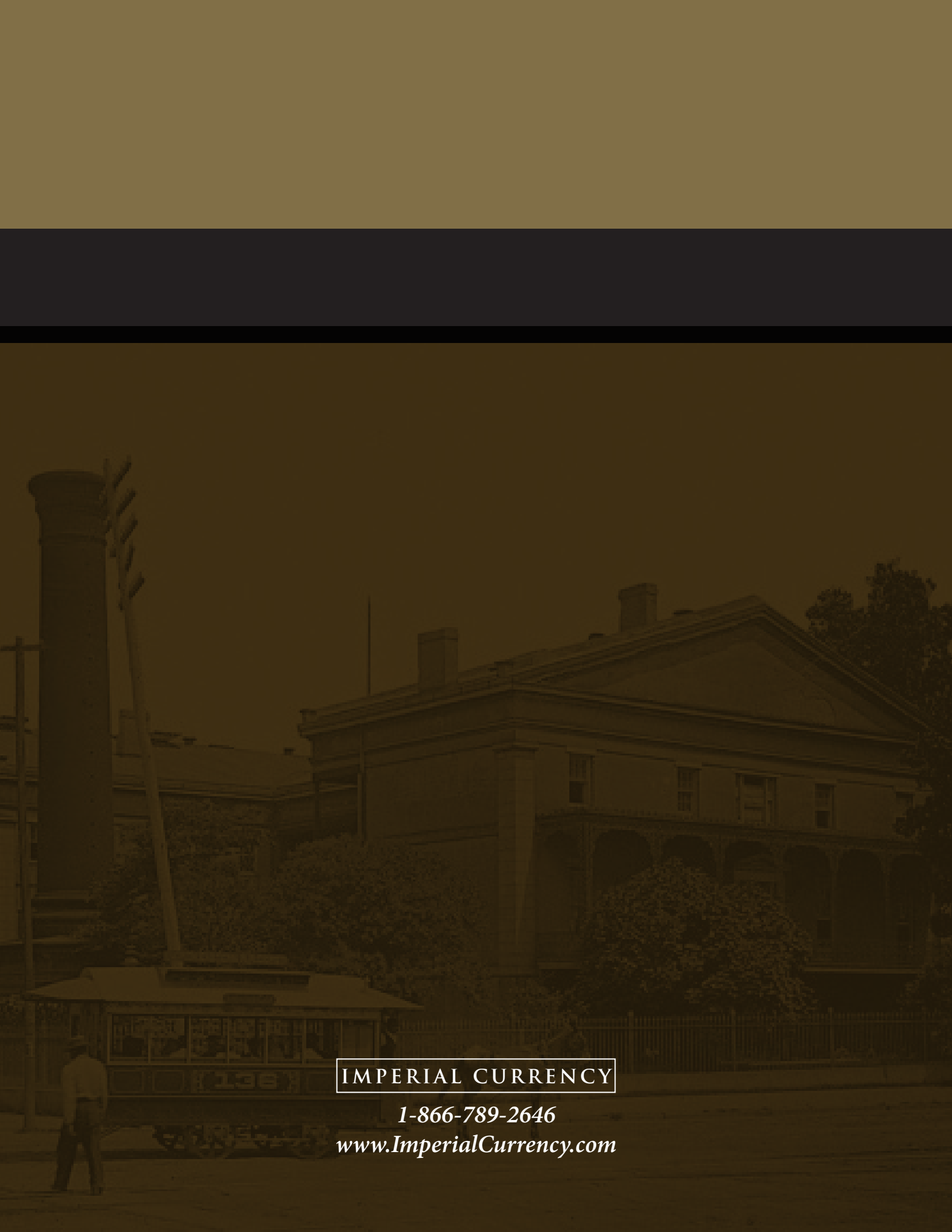
He enjoys coaching and has coached one of his three daughters competitive soccer teams over the past 10 years, is an avid hunter, NRA member and loves to cook for his family and friends. Trey currently serves on the board of directors of the Chris Gafford Memorial Fund, a local charity which raises money for the Wounded Warrior Project and has helped raise hundreds of thousands of dollars for local veterans.

His collecting interests do not only run in coins as he is one of the preeminent collectors of pre 1950 Texas breweriana and related advertising pieces. His current coin collecting focus is high end branch mint Morgan Dollars.

We understand at Imperial that collectors-investors who are procuring expensive numismatic rarities appreciate candid, expert, ethical advice. “Trey has earned a top notch reputation in the numismatic community for providing clients exactly that kind of advice and service.” We are extremely pleased that he is leading our team here at Imperial.

Byronn Garrett  
Owner and President of Imperial Currency LLC.





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