

INVESTORS PROFIT ADVISORY



SPOTLIGHTING OUR NEWEST COLLECTING OPPORTUNITIES

Collectors On Collecting

An Exclusive Interview On the Legacy of Collecting
Coins, Sports Memorabilia, Antique Maps & Beer Cans

The hobby of coin collecting is perhaps at an all-time peak in popularity. In fact, interest in collecting in general seems to be more popular than ever. Innovative U.S. Mint Programs, like the State Quarters and Presidential Golden Dollars, have sparked a renewed interest among older collectors while bringing in a surge of new collectors. Some recent estimates have the number of coin collectors swelling from 2 million to 60 million in the last ten years. Within our own organization, obviously we have many avid coin collectors, but there are others whose collecting interests also run to outside areas that include everything from antique beer cans and maps to vinyl records and sports memorabilia. These are just a few of the many types of items that tickle the fancy of collectors. As we were discussing topics for this month's newsletter, we became interested to know just what it is that drives the interest of collectors. More importantly, we wanted to see what, if anything, a collector of antique beer cans or sports memorabilia had in common with coin collectors. So, with this goal in mind, we sat down with Trey Cox and Robert Verde, a couple of our senior executives, to ask them why they collect what they collect.



Trey, let's begin with you. In addition to collecting coins, you also collect antique beer cans and maps. How did you first get interested in collecting?

TC: The beer cans started out as just a childhood hobby. My mother used to take me out to scour the roadsides for cans. I would clean them up and began building a pretty nice collection. It never occurred to me they would one day have value. As I got into my teen years, my priorities changed and I kind of outgrew it, but I stored the cans in some boxes and they moved around with me wherever I went. Years later, I was renovating a house I was living in to turn it into a rental property. While cleaning out the attic, I came across the boxes with my beer cans. When I opened the box and saw all these cans I had collected so long ago, great memories came flooding in and I immediately felt reconnected to my past.

On a lark, I decided to do some research and I discovered there was an entire other world out there of beer can collectors I did not even know existed. All of a sudden what had once been just a childhood hobby became a serious pursuit. Since then, I have become somewhat of a specialist collector in the area of beer cans from Texas-based breweries. My most prized beer can was a "test" can for Grand Prize Beer that was produced by Gulf Brewery, a company owned by Howard Hughes in Houston. The can was one of only two that was created, but never approved for mass production. I like to imagine that Howard Hughes himself may have held the can as he was considering whether to approve it or not. For me, that is one of the biggest thrills of collecting is being able to touch a piece of history.



Trey Cox holds one of only two "test" cans created by Howard Hughes' Gulf Brewery for their Grand Prize Beer, which is the rarest specimen in his antique beer can collection.



Robert, your big area of interest is sports memorabilia. How did your pursuit get started?

RV: Having been an athlete and coach for most of my life, I've always been a very enthusiastic sports fan, especially of team sports. However, unlike Trey, my interest in collecting did not take hold until I was an adult. It began with a gift from a friend. Knowing that Mickey Mantle was my favorite baseball hero, my friend gave me a gift of a Mickey Mantle jersey. A little later after that, my wife gave me a very special Christmas gift, an authentic jersey of my favorite football hero, Johnny Unitas. To complete the trifecta, I acquired a Jerry West basketball jersey and so my sports memorabilia collection was founded on the jerseys of my three biggest sports heroes. After that, I was hooked. Since then, I have become quite a specialist in baseball memorabilia and love to collect autographed baseballs.



Trey, you also collect antique maps. How did that come about?

TC: Map collecting is a relatively new interest for me and like the beer cans, it started kind of by accident. I've always been intrigued by ancient maps and how they reflected our changing view of the world over the course of time. For example, some early maps treated California as if it were an island. So, I had purchased a few reproductions of early maps and had them hanging on the walls in my office. One day about five years ago, a business associate in the coin industry was visiting and he noticed my replicas on the wall. Little did I know, he was an avid collector of authentic maps and he questioned why I was buying replicas when, for virtually no or very little additional money, I could purchase authentic maps. Once again, my eyes were opened to a whole new world I was unaware even existed. Early mapmaking was considered an art. Nowadays, mapmaking is merely a mechanical or digital reproduction and the art of it has been lost. So, for me antique maps are like collecting pieces of a lost art and looking at them gives me a real sense of connection to history and how our knowledge of the world has grown and changed over centuries.

RV: I agree with Trey about the connection to history. That is probably the biggest reason why I collect. Owning pieces of sports history connects me with specific moments in the lives of my sports heroes. By now, I have amassed quite a collection and it is well-known in my family that these items are to be passed on to my daughters and one day to their children, and hopefully even their children's children and beyond. In this way, they will not only be connected to those moments in sports history that I cherish, but, on a personal level, they will be connected to me as well, even when I'm not around. As a father, that is a connection that transcends any price I might pay.



So you're saying you would never resell your memorabilia?

RV: Well, never is a long-time. However, the only scenario I can ever imagine selling items from my collection would be if I had to meet the basic survival needs of my family. As I said before, my motivation for collecting is connecting to specific moments in history. While I am not interested in losing a bunch of money, making a profit does not motivate me. Both of my daughters have already stated to me they would never sell the collection, because for them it is a unique connection to me and my life. For them, that is worth more than any amount of money they would receive from selling. Unlike many other areas where I could spend my discretionary money, there should always be some interest and collector value in these items. From my point of view, if an authentic Mickey Mantle or Johnny Unitas jersey is desirable today, then it's future desirability is likely to be higher, especially in the generations of my grandchildren and great-grandchildren.



Trey, when did you first become interested in coin collecting and does that pursuit have anything in common with the beer cans or the antique maps?

TC: Like many coin collectors, I first became interested by my father's collection. He used to collect all kinds of coins, nothing really important, just coins he had come across in pocket change or life circumstances. He used to keep them in a box and every once in a while I would pull them out and, with a coin collecting reference book in hand, I would look up each coin and read all about them. I did this over and over, and would read about the history and specifications of the same coins repeatedly. Over time, I became very interested in silver dollars. I liked them because they felt so substantial when I held them in my hand. So, I saved my money and purchased one for myself and that is how my own coin collection began. Of course, this was years before I was ever in the coin business, and I did not even have an idea that one day I would be. During my college years, I began working for this organization and never left.



The first two items in Robert Verde's sports memorabilia collection: Autographed player jerseys of Mickey Mantle and Jerry West.

It's really interesting, even though I do collect coins, I consider myself a collector first. For me, whether it is coins or beer cans or maps, or anything else for that matter, the thrill of connecting to history, of holding something in my hands that has made its way through long periods of time and human events to find its way to me, is the most exciting part. Imagining the course that an antique map or a 19th century silver dollar has tracked, what hands it has passed through or what it has been used for before it came into my possession provides hours of satisfaction and enjoyment in the contemplation. From my point of view, it doesn't really matter if it's a coin, an antique map, a beer can or like in Robert's case a sports jersey, I feel the thrill is exactly the same. Money, and for that matter, many collectibles are truly history in your hands.



Do you feel the same Robert?

RV: Absolutely, although I doubt I would ever be thrilled over an old beer can. Then again, Trey is probably not all that excited by an autographed baseball. But, I do feel the thrill is the exactly the same. We just have different interests. There is another individual in our organization that is also a musician and a great lover of music. He has a sizable vinyl record collection and I know he derives great joy from it. He loves listening to the music on them and studying the artwork and the history behind the making of the records he collects. While I am not as excited about that as he is, I feel comfortable in saying the excitement he derives from his records is the same as mine when contemplating a jersey worn by Jerry West in a big game. I also know that he intends to pass his collection on to his daughter just as I will pass my sports memorabilia on to mine. For collectors of all types, the idea of building a collection that becomes a legacy that we pass down through our families is

something we all have in common, no matter what it is we are collecting. At the end of the day, that becomes our own personal history and the intersection where our lives connect with the larger history of the world. Sharing that with our families, even the generations that have yet to be born, that is the biggest thrill of all.

TC: I agree. Oftentimes, I will half jokingly point to my beer can collection and tell my 12-year old daughter that one day this will be your inheritance. She just rolls her eyes. But, I'm serious too. She doesn't understand the idea of "legacy" collections yet, but one day she will. When she does, she will look at my collection in an

entirely new way and realize what a unique connection it provides not only to a larger sense of history, but to the personal history we share as a family and that is like icing on the cake. Best of all, through my collections my daughter will get to know me in a very special way even long after I'm gone.



Q: When should someone start a collection?

RV: As soon as possible. My experience has been that prices trend higher over time for popular collectibles. Waiting, especially on the "key" collectibles, has often resulted in me paying higher prices later, assuming the item I desire is even available at all. I like to keep in mind an adage: buy it now or risk paying more later, or losing out all together. It is the same with rare coins. Especially in the current market, it is usually better to buy sooner rather than later. It could save you money.

Call (800) 459-2646 and acquire your key coins today.

IMPORTANT DISCLOSURE NOTIFICATION: In the opinion of the Publisher, all statements made herein by third parties are believed to be reliable, truthful and accurate to the best knowledge of the Publisher. However, the Publisher disclaims and is not liable for any liability or losses, which may be incurred by other third parties, while relying on information published herein. All readers are encouraged and advised to independently verify all representations made herein, or by its representatives, before making investment or collecting decisions. Universal Coin & Bullion wants you to carefully examine the collectible coins you ordered. Except for special orders, bullion related items and trades, if you are not 100% satisfied with the value of your purchases, please return them in the original packaging within ten days of receipt for a refund. Other returns of numismatic items may be subject to restocking fee of up to 20%. Our policy is that payments for coins received and confirmed for liquidation or refund by UCB will be processed and sent in 10-15 business days after receipt and confirmation unless specified otherwise in writing by management. Please read important terms and conditions that may accompany any purchased products. Some experts may recommend that in typical times, a diversified investor's portfolio contain a rare coin or precious metals component of 5% minimum to 25% maximum. The collectible coin market is speculative and unregulated. Many areas of numismatics lend themselves to third party grading and authentication. Certification does not eliminate all risks associated with the grading of coins. Coin collecting recommendations are meant for those who are financially suited for the risks and holding times involved, which may span up to 5 years, or possibly more. We encourage you to not overextend yourself in your numismatic pursuits. Past performance is not a guarantee of future results. Universal Coin & Bullion, its principals and representatives do not guarantee a profit, or guarantee that losses may not be incurred as a result of following its coin collecting recommendations, or upon liquidation of coins bought from Universal Coin & Bullion. They may also have positions in areas they recommend. We may contact you from time to time regarding items of interest. Readers should not look at this publication as giving legal or investment advice. Customer agrees the exclusive and mandatory venue and jurisdiction of any dispute or suit arising between Universal Coin & Bullion and customer shall be in a federal or state court located in Jefferson County, Texas. Customer agrees to pay all costs, including, but not limited to, attorney's fees and prejudgment interest, for any action brought by Universal Coin & Bullion to collect payment of unpaid invoices, and for any action brought by customer against Universal Coin & Bullion, in which Universal Coin & Bullion prevails based upon the provisions in these terms and conditions, or regarding any unpaid invoice. Please allow 2-3 weeks for shipping after receipt of good funds. Reproduction or quotation is prohibited without written permission of Universal Coin & Bullion. The principal offices of Universal Coin & Bullion, Ltd.™ are located at 7410 Phelan Blvd., Beaumont, Texas 77706

Vault Verification: UINTLNL1107



Board Member: ICTA / Member: PCGS, NGC • 24 Hours A Day • 7 Days A Week