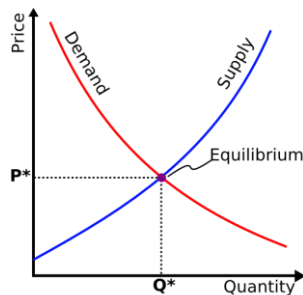


RARE COIN INVESTMENTS (RCI)
P.O. BOX C
Ironia, NJ 07845
(973) 252-4000; (973) 252-0481 FAX
E-MAIL: FEYMS@AOL.COM
[Http://www.rcicoins.com](http://www.rcicoins.com)

FOR IMMEDIATE RELEASE
April 27, 2010

PRESS CONTACT: MICHAEL S. FEY
(973) 252-4000



Supply & Demand Curve
Source: Wikipedia

Insights into Pricing Coins

Ironia, NJ-April 27, 2010. RCI's Spring, 2010 *Top 100 Insights* newsletter offered guidelines to help today's collector better understand how coins are priced with respect to supply and demand. After more than a decade of publishing a value price guide for *Top 100* Morgan dollar varieties, Michael S. Fey, author of the newsletter, provides a perspective on retail pricing, wholesale pricing, pricing for raw and certified coins, proof-likes, varieties and the prices generated from the sales venue from which these coins may be purchased. In light of the new "+" grading by PCGS and NGC, pricing coins will only become detailed.

The market for premium Morgan dollar varieties this past quarter compared favorable with the last quarter indicating that the market may be settling

down from prior weakness. Still there were many record VAM sales. An 1878 8TF *ultra rarity* PCGS 64 DMPL VAM 14.7 sold for a whopping \$18,975 in a Heritage auction. A relatively low circulated 1878 8TF VAM 14.12 in PCGS 35 sold for a record \$3750 on eBay, while a very low grade PCGS 10 1878 7/5 TF VAM 44 considered the “King” of Morgan dollar varieties sold for a record \$1741 on Teletrade.

VAM is an acronym for Leroy Van Allen and A. George Mallis who were first to catalog varieties of obverse and reverse dies, called die pairs, by a VAM number. VAM numbers are given along with photographs of each in the *Comprehensive Catalog and Encyclopedia of Morgan & Peace Dollars (4th Ed)* normally referred to as the VAM book.

For further information, please contact Michael S. Fey, Ph.D., at RCI, P.O. Box C, Ironia, NJ 07845 or call (973) 252-4000; FAX (973) 252-0481; E-Mail: Feyms@aol.com Information on *Top 100* pricing can be found in RCI’s quarterly newsletter, *Top 100 Insights & Value Guide* at <http://www.rcicoins.com>
