

Feel Lucky?

Did you ever have a Krugerrand or similar gold bullion coin in your hand? I have to tell you, they are IMPRESSIVE. They are big, bright, handsome, massive, and make a satisfying "CHING" when plunked onto a glass table or marble surface. Every serious investor, manager, or curious citizen should get a chance to examine them. One of these coins is the ONLY artifact of high, universally recognized, concentrated value you can hold in your hand. Also, you aren't tempted to spend it as you would a pocket full of cash.

I bought one some time ago, mostly for entertainment value. I particularly enjoy the expression on the face of an acquaintance when she/he hefts one for the first time. After I passed it around a small group recently, several folks asked to feel it again, and just silently gazed at it and gently bounced it in their hand. The 'concentrated perceived value' characteristic is distinct from whatever market value it has, whether \$500 or \$2000.

A new application for one of these coins is what I call, 'the ultimate lucky charm'. Any other amulet one can carry only has only symbolic or nostalgic value. This one can buy the bearer an airplane ticket to just about anywhere, or a good usable automobile, or many things we consider essential to modern life or even *survival*.

THAT would constitute, in troubled times, GENUINE good luck.

Krugerrands are COOL.

Your Neighbor, John Kessler