

Superior Galleries, ANA's Official New York Auctioneer, Planning Big Sale in the Big Apple

Superior Galleries of Beverly Hills, California, is preparing for what it calls "America's best auction" for the American Numismatic Association (ANA) World's Fair of MoneySM at the Marriott Marquis Hotel in New York City, July 31 to August 4, 2002.

"With the combination of the year's biggest numismatic event coupled with the greatest location - New York City - we are anticipating an almost certain record auction," says Steve Deeds, president of Superior Galleries. "We are offering our consignors the opportunity to participate in incredible deals, including interest-free advances, wholesale commission rates to the public, zero-percent sales commissions and exclusive free offers. Some restrictions apply, but we are structuring the sale to benefit the collecting community."

The ANA selected Superior Galleries as the official auctioneer for this convention in 2000, citing not only its experience and reputation within the numismatic community but also its ability to conduct the auction in this specific locale.

Superior will hold six auction sessions, beginning on the opening day of the show, Wednesday, July 31, and ending on Saturday, August 3, at the convention site. Auction lot viewing will be open Monday, July 29, through Friday, August 2.

Deeds says Superior plans to offer national and cable television advertising to promote the event, "so you can be assured that everyone will know about this sale! Superior wants to ensure that this will be the best ANA sale ever."

In addition to live bidding from the floor, Superior, which is one of only a handful of trading partners with e-Bay, will offer a special format for on-line auction participation.

Superior Galleries and its parent company, Tangible Asset Galleries, have a history of setting auction records, including selling the Eliasberg 1913 Liberty Head nickel at the ANA's National Money Show 2001 in Salt Lake City for \$1.84 million, setting an auction record for a gold coin with the sale of the Norweb 1907 Ultra High Relief Saint-Gaudens \$20 piece and serving as a consultant on the \$15.2 million Trompeter Proof Gold Collection.

Consignment deadline for Superior's ANA auction is June 14. For more information about the auction, call Superior Galleries toll free at 800/421-0754, fax 310/203-0496 or visit its web site at www.superiorgalleries.com.

For those planning to attend the World's Fair of Money, the ANA has arranged for airfare discounts of 5 to 15 percent on Delta Air Lines (call Delta Meeting Network[®] Reservations at 1-800-241-6760 and refer to File No. 182323A) and 5- to 10-percent discounts on United Airlines (call United Meeting Specialists at 1-800-521-4041 and refer to ID# 500BX).

For more information about the ANA World's Fair of Money 2002, including hotel reservations and discount travel, contact the ANA Convention Department, 818 N. Cascade Ave., Colorado Springs, CO 80903-3279; telephone 719/632-2646; fax 719/634-4085; E-mail convention@money.org; or visit the ANA web site at www.money.org.

The American Numismatic Association is a congressionally chartered nonprofit educational organization dedicated to encouraging people to study and collect money and related items. The ANA helps its 28,000 members and the public discover and explore the world of money through its vast array of education and outreach programs, as well as its museum, library, publications, conventions and seminars. For more information, call 719-632-2646 or go to www.money.org.