



Littleton
Coin Company®



America's Favorite Coin Source • TRUSTED SINCE 1945

OUR MISSION

Throughout the ages, coin collecting has provided relaxation, and the excitement of history you can hold in your hand!

Littleton Coin Company makes it fun and easy to enjoy the numismatic hobby.

We strive to consistently meet and exceed our customers' expectations by providing world-class service and quality products.





“I love coins and bank notes. To be good at something, you have to enjoy it. Unless you are enthusiastic, you can’t convince good people to work for you and customers to buy from you. Also, unless you like what you do, you won’t take a long-term view. We like our product and it shows.”

DAVID SUNDMAN
President

Q: The emphasis here is on the hobbyist collecting for pleasure. Could you say that Littleton Coin Company markets fun, or is it more complicated?

A: *“Every year, there is more competition for entertainment, and people have only so much time. What we really offer is a way to make coin and bank note hobbies easy to enjoy. Our clubs and approval service, catalogs and website make it so simple that customers know that if they are spending time with us, every transaction will be satisfying.”*

Q: What is your earliest memory of your parents’ mail order business?

A: *“On Saturdays, in the 1950s – when we were very young – we went to the office, then in Tilton’s Opera House Block, with my dad. At the time, he was running lots of 10 cent ads to get new customer names. Often, when the staff opened envelopes, some of the dimes would fall out and lodge in the cracks between the old floorboards. Dad rewarded my younger brother and me for digging them out with a letter opener.”*

Born in 1948, several years after his parents relocated to Littleton from Connecticut, David Sundman grew up with his family’s mail order business, Littleton Stamp & Coin Company. At a young age, he was sorting through bags of coins, searching for better-date issues. By the time he was 10, he was working for the company after school and during summer vacations. He became so intrigued by the stories behind stamps and coins that he later majored in history at Gettysburg College in Pennsylvania.

After graduating from Gettysburg in 1970, David held a supervisory position with a chain of 52 retail clothing stores in the Washington–Baltimore area. Two years later, he joined the family business, and in 1985 was named president. At David’s recommendation, the company sold its stamp business to his brother at Mystic Stamp Company so that Littleton could concentrate solely on coins and paper money. David’s brother, Don Sundman, is president of Mystic Stamp Company, located in Camden, New York, the largest such firm in America.

A lifetime member of the American Numismatic Association (ANA), David frequently is a presenter at their conventions. In 2001, the ANA awarded him a Presidential Award, as well as its Glenn Smedley Memorial Award, recognizing those who have worked to better the association. Two years later, David, the ANA’s top membership recruiter, won its 2003 Medal of Merit for his active support of the association’s educational and promotional efforts. He also is a member of the Professional Numismatists Guild (PNG), which honored David with a Significant Contribution Award for his consumer protection efforts. In one case, David helped a gentleman sell a rare Civil War-era bank note for \$220,000 after two other non-PNG dealers offered the owner less than \$2,000 for the valuable note.

Long active in the community, he currently is a member of the Board of Governors of New Hampshire Public Television. Past activities include serving on the Littleton Planning Board and as a trustee of the Littleton Public Library, the personnel committee of the First Congregational Church, and as a trustee of Littleton’s Trust Funds.

In his leisure time, David collects vintage books and photos of New Hampshire’s White Mountains, including stereoviews, many from Littleton’s Kilburn Brothers Stereoscopic View Company, which, from 1867-1909, produced the world’s largest collection of stereoscopic views. Other activities include downhill skiing, walking, fishing, tennis and golf.



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“When I returned from Vietnam, I was on the staff of a local CPA firm. Later, after I had become a partner, David Sundman convinced me to join Littleton Coin Company. At the time, I thought I would be here three to five years. That was 23 years ago...”

ED HENNESSEY
Chief Financial Officer

Q: What first struck you about Littleton Coin Company?

A: *“The integrity and honesty of the people here.”*

Q: What makes Littleton’s Coins-on-Approval policy work?

A: *“People value trust. The more the world changes to the contrary, the more individuals appreciate our trust in them.”*

Littleton native Ed Hennessey has lived in the White Mountains most of his life. He graduated from the University of New Hampshire in 1966 with a B.A. in management, then served three years with the U.S. Army. Decorated for his service in Vietnam, Ed returned home following his discharge from the military. He soon joined a local accounting firm, which named him a partner in 1970. A year later, Ed assumed responsibility for the Littleton Coin Company account, beginning a trusted and enduring relationship. Ed joined the company as its treasurer and comptroller in 1981. Named general manager a year later, he now is an owner and Chief Financial Officer.

Beyond professional commitments, such as membership in the New Hampshire Society of Certified Public Accountants and the National Society of Certified Public Accountants, and serving on the board of the VT-NH Direct Marketing Group, Ed has always been involved in the community. He serves on the boards of the Littleton Industrial Development Corporation and the Littleton Area Learning Center. Most recently, he has joined the board of directors of the Littleton Museum of Fine Arts Inc., dedicated to featuring artwork of the White Mountains.

Past activities have included service as president of Littleton Water & Light Department and vice president of the Littleton Industrial Development Corporation. He also was on the executive committee of the Littleton Economic Development Task Force and a member of the Littleton Rotary Club.

A former director of the United Savers Bank and Dartmouth Bancorp, he still serves as a director of the Woodsville Guaranty Savings Bank.

For his many contributions, the Littleton Area Chamber of Commerce named Ed its 1997 Citizen of the Year. At the presentation, he was praised for his “insightful, direct, trust-creating and gentle guidance” in community work.

In his leisure time, Ed collects baseball cards and type coins. For him, the pleasure of the hobby lies in “the thrill of the hunt.” He’s also an eager reader of fiction, and plays competitive bridge. Ed’s outdoor activities include golfing, skiing and mountain biking. He and his wife Erin reside in Littleton.





"I love the ethic at Littleton Coin. I wanted to work as part of a team, and here, I've found it again – after 20 years in the city and every man for himself. What the owners are about – fair minded, decency of management – exactly fits my philosophy."

MIKE MORELLI
Chief Operating Officer

Q: Does the North Country work force have special qualities?

A: *"There is a strong work ethic here. There's a better spirit that comes with the North Country. Underlying it appears to be an attitude of, 'I do a good job because I take pride in what I do.'"*

Q: How would you describe the company philosophy regarding quality of life for employees?

A: *"We try to keep the employees tuned into the whole business. Twice a year, we bring everyone together for company meetings to fill them in on key things that we are doing.*

"And we show the employees that we care about their welfare through programs, such as exercises done throughout the day to help reduce repetitive motion-related problems. We also offer a Weight Watchers program and a yoga class – both came out of employee suggestions."

Mike Morelli, the company's Chief Operating Officer, has been collecting coins since early childhood, when he responded to a Littleton Coin Company ad that he recalls having seen in *Popular Mechanics* or another science magazine. Prior to joining Littleton Coin Company in 1991, Mike worked for 25 years as an engineer, manager, and executive in the electronics and computer industry. His past experience with Fortune 500 companies serves the company well as it continues to enjoy managed growth.

A native of Massachusetts, he earned a B.S. degree in electrical engineering from Tufts University and an M.S. degree from Northeastern University. He also holds an M.B.A. from Harvard Business School. He is a member of the American Management Association, the Direct Marketing Association, the American Numismatic Association, and the Central States Numismatic Society. To stay abreast of recent developments in business, he reads journals and attends professional seminars.

Early in his career, while a civilian employee of the United States Air Force, Mike and an associate launched their own small-scale mail order company carrying foreign coins and bank notes. They successfully ran it on the side, and later sold it at a profit.

In his leisure time, Mike enjoys working on his coin collections, amateur (ham) radio, playing the piano, working on electronics projects, and skiing. He also likes to read non-fiction. Mike and his wife Claire have residences in nearby Lincoln and Amherst, New Hampshire.



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“After growing up in Littleton, I had the opportunity to live in several different places. However, I never found the same sense of community that Littleton offers, or such a friendly atmosphere for raising a family. Littleton Coin Company shares those qualities of community and caring.”

JOHN HENNESSEY
Vice President of Marketing

Q: What were your impressions about Littleton Coin Company while growing up in Littleton?

A: *“Littleton Coin has played a major role in the town, as one of its largest employers and as one of the most generous contributors to community projects and causes. I worked at LCC one summer on school break, and always remembered the company’s trust and respect for both customers and employees.”*

Q: What has been most satisfying to you since coming to work here?

A: *“While Littleton Coin has experienced impressive growth over the years, the company has never evolved away from the values of trust, loyalty and service upon which Maynard Sundman founded the business. Each employee works diligently to provide the best possible experience for collectors.”*

Growing up in the Littleton area, John Hennessey took advantage of the beautiful surrounding White Mountains region through skiing, hiking and other outdoor endeavors. He participated in numerous sports and activities at Littleton High School, and then attended Boston College, where he was active in school and volunteer organizations, and was an enthusiastic follower of BC athletics. He graduated Magna Cum Laude with a Dean’s Commendation in May 1998, receiving his Bachelor of Science degree in Accounting and subsequent license as a Certified Public Accountant.

After college, John joined PricewaterhouseCoopers, the nation’s largest accounting firm. As a Senior Associate, his responsibilities included audits and financial consulting services for clients in a broad range of industries.

In 2002, he relocated to San Diego, California, and went to work for AMN Healthcare Services Inc., the nation’s largest healthcare staffing company. As a Senior Director, John had several finance and accounting departments under his leadership. His managerial capacities and skills, experience in developing new staff, and decision-making responsibilities would later open up a new opportunity in a familiar location.

When John and his wife Erin, whom he met during college, started a family, they began exploring their options for returning to New England. They were seeking the friendly community environment they had known growing up, as well as the appealing four-season climate offered in the Northeast. The opportunity in marketing at Littleton Coin Company was timely and attractive on both a personal and professional basis. John was able to return to his hometown to work for one of the area’s largest employers, he could again enjoy skiing, hiking and golfing in the beautiful White Mountains, and the Hennesseys could look forward to raising their children in the safe and caring community of Littleton.



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“I was so busy building the business that I couldn’t collect in a major way. But, I’ve had many of the same pleasures. I find a huge stock fascinating to walk around and see.”

MAYNARD SUNDMAN

Founder, 1915 – 2007

Born October 17, 1915, Maynard Sundman, founder of Littleton Coin Company, grew up in Bristol, Connecticut, where a childhood friend introduced him to stamp collecting. After graduating from high school in 1935, he turned the hobby that had become his passion into a mail order stamp concern, operating from his parents’ home.

By 1939, his business, the Maynard Sundman Stamp Company, had soon captured the attention of Bostonian H. E. Harris, founder of what was then the world’s largest stamp company. Harris taught Sundman key lessons about mail order and later extended him a generous line of credit.

In April 1941, Maynard married Fannie Kasper of Terryville, Connecticut. Six months later, he entered the U.S. Army. He spent two years stateside and two more overseas, primarily serving with a military police company in the 5th Army.

The recipient of the Bronze Star and the Good Conduct Medal, then Sergeant Maynard Sundman left active duty in 1945. Several weeks later, the Sundmans moved to Littleton, New Hampshire, and founded the Littleton Stamp Company. The couple also started a family. Eventually, their three sons all would become involved in the family business.

In 1954, Maynard changed the firm’s name to Littleton Stamp & Coin, reflecting the addition of coins to the company’s inventory. By Littleton’s 25th anniversary, nearly 100 employees were preparing to

relocate to its new 19,000-square-foot headquarters at 646 Union Street.

Maynard branched out in 1974, purchasing Mystic Stamp Company of Camden, New York. In the 1980s, he combined the Littleton and Mystic businesses, making the Mystic Stamp Company America’s largest “Stamps-on-Approval” business. From that point on, Littleton Coin Company devoted itself to coins and paper money, utilizing the innovative advertising and marketing strategies, coupled with trusted supplier and customer relationships, that would always distinguish Maynard’s career.

Maynard and his family have given generously to the Littleton region and the state, and also donated significant holdings to national collections at the Smithsonian Institution in Washington, D.C. They also have made a strong commitment to education, establishing several scholarships for children of employees and the Fannie Sundman Scholarship, a memorial to Maynard’s wife, who died in the early 1990s.

Over the years, Maynard frequently expressed his belief that no one ever succeeds alone. He took special pride in saying, “I never could have done it without all the fine people who joined me.”

For their contributions, the Littleton Area Chamber of Commerce named Fannie and Maynard Sundman 1993 Citizens of the Year.



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A FAMILY COMPANY



Memories & Milestones

A BRIEF HISTORY of LITTLETON COIN COMPANY

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Corporal Sundman shown while serving with a military police company assigned to the 5th Army in Italy during WWII

THE SHAPING of a COLLECTOR – *Maynard Sundman's Early Life*

Maynard Sundman, founder of Littleton Coin Company, came of age in the 1930s and 1940s. He and his contemporaries grew up in the shadow of the Great Depression and spent their youth fighting Nazi tyranny. As the adults who'd helped win the peace, they used their boundless energy, abiding optimism, and strong work ethic to create an impressive period of prosperity during America's post-WWII era.

Maynard Sundman's personal legacy is one of the world's largest coin and paper money companies.

Born October 17, 1915, Maynard grew up in Bristol, Connecticut, where a childhood surprise determined the course of his future. In 1927, a friend showed 12-year-old Maynard his stamp collection, after rain had forced the boys inside. From then on, young Sundman was hooked on collecting and began to dream of doing what he loved as his life's work.

After graduating from Bristol High School in 1935, Maynard announced that he was ready to launch his own stamp business using \$400 in savings. With the unconditional support of his parents, Fred and Rae, the Maynard Sundman Stamp Company began operating from the family table.

Enter Two Trusted Advisors...

By 1939, the company had gained four employees and the attention of Bostonian H. E. Harris, owner and founder of what was then the world's largest stamp company. This budding friendship between Maynard and Harris was pivotal, as the older professional served as a mentor, teaching young Sundman

1930



The articles of H. E. Harris, founder of "The World's Largest Stamp Firm," inspired Maynard throughout his high school years.



1935

These are some of the original approval selections and price lists that Maynard sent out to his early customers from 1935-1941.

1930-1945

key lessons about the mail order business. He also extended a line of credit that showed supreme confidence in Maynard's future.

By April 1941, Maynard had another trusted advisor, his bride, Fannie Kasper. His dream became hers.

Six months later, the U.S. Army called Maynard for active duty. He spent two years stateside and two more in Africa and Italy.

While her husband was away at war, the resourceful Fannie worked full-time as a dress buyer and saved their collective salaries for the future business they were planning. By 1944, the fund had grown to \$4,000.



Maynard and Fannie with Maynard's army buddy Francis Haley (right), who remained a lifelong friend.

Scenery, Fresh Air – Even a Dream Post Office!

Frequent childhood visits to the country home of his Sundman grandparents had taught Maynard to appreciate small communities. He wanted to reestablish his mail order business in a small New England town. A chance conversation at a Saugus, Massachusetts, military base introduced Maynard to the glorious country "north of the Notch." His informant was Lancaster, New Hampshire native Francis Haley.

Meanwhile, Fannie was advised by several New York business contacts to look at Littleton, New Hampshire. She traveled by train to investigate the North Country community and was won over by the stunning mountain scenery and friendly people. The town's surprisingly spacious post office was also a determining factor.

1945

In October 1945, Maynard, shown earlier with his mom and dad, is discharged from the military. He and Fannie relocate to Littleton, N.H., and on December 3, 1945, Littleton Stamp Company begins.



The Tilton Opera Block on Main Street in Littleton was constructed in 1881. This solid brick building served as Littleton Stamp Company's first home until 1964.

1945-1954

THUMBS UP from an INDUSTRY TITAN

Sergeant Maynard Sundman returned to the states in 1945 bearing the Bronze Star and the Good Conduct Medal. Less than two weeks later, the Sundmans traveled to Littleton to find office space and a place to live. For \$50 a month, Littleton Stamp Company rented two second-story rooms in Tilton's Opera Block. Maynard and Fannie rented a one-room "apartment," in which they were, as Maynard recalled, "pretty well restricted to a bed and a sink."

By the end of five years, 36 employees had joined the original four. From Boston, H. E. Harris, once called the "boy wonder" of the stamp world, marveled that a small firm in northern New Hampshire was achieving "the fastest rate of growth in the history of the stamp business."

A Bold Departure...

In the late 1940s, Maynard tried a revolutionary advertising approach. Other coin companies had not believed it was feasible to advertise nationally outside of trade magazines. Maynard proved them wrong. His ads running in comic books, Sunday newspaper supplements and



Maynard's daring in placing this ad in national general interest publications led to a blizzard of orders.

general interest magazines offered a free set of 10 Bohemia-Moravia stamps featuring the 20th century's arch villain, Adolph Hitler. The ad campaign generated orders from all over the country. Limiting each customer to one set, the tiny North Country business shipped out over half a million sets – exhausting the world's supply! This innovative approach dramatically increased Littleton's customer base – allowing the firm to broaden its U.S. line.



Bartlett "Bart" McKinney, in charge of operations, was a key figure at Littleton for over 30 years.

circa 1954

Customers who spoke with spirited customer service representative Rena Hood (top center) often ended up sending her fan mail.



1954-1971

ONWARD to the QUARTER CENTURY MARK

By 1954, the company's name had been changed to Littleton Stamp & Coin. Its 60 employees overflowed the third story of the Opera Building into three more offices in the JAX JR. theater building across the street. The Sundman family also had increased by three – sons David, born in 1948, Rick, two years later, and Don, who arrived in 1954. From early childhood, they shared their father's fascination for stamp and coin collecting.



Maynard with sons David and Rick back in 1957. Both boys developed a love of collecting.

Putting It All Under One Roof

A 1964 move to the Kelly Building consolidated 70 employees and all operations in one building. But, only eight years later – its 25th anniversary – the company was planning its relocation to a new 19,000-square-foot headquarters at 646 Union Street.

The annual payroll was approaching half a million dollars. Some of the firm's 90 employees had been on that payroll more than 20 years. Another 35 had worked there more than a decade. All were busy processing and shipping out orders at a rate of 25 mailbags each day.

Maynard finally located a highly regarded foreign coin supplier with sufficient inventory to allow Littleton to sell quality foreign coins on a larger scale. He and Max Yas of Montreal transacted millions of dollars of business from 1960 to 1985.

mid-1960s



Ever since copywriter John Gayton launched this unique rewards program in 1954, customers have welcomed 10 Profit Shares for each \$1 spent.



This mid-1960s photo captures Littleton's warm camaraderie at the retirement party for Ruth Pearce (seated), one of the first employees.

1971-1985

A SECOND GENERATION COMES ABOARD



David Sundman became president of Littleton Coin Company in 1985. David had been immersed in stamp and coin collecting since childhood.

In 1972, David, the eldest Sundman son, returned to Littleton following his graduation from Gettysburg College and two years working for a Washington, D.C., retailer. Eventually, he assumed leadership of the company's advertising, marketing, promotions, customer service and long-term business planning.

Two years later, Rick also joined the company, bringing his expertise in coin evaluation. But by the late 1980s, Rick's entrepreneurial instincts led him to pursue private investment ventures.

Enter Mystic Stamp...

Don, the youngest, launched a business at age 12 with \$1,000 borrowed from Maynard. His aquarium and tropical fish retail concern did so well that he paid off the loan in a year and a half. Don's energy and early grasp of business made him a natural to take charge at Mystic Stamp Company when Maynard purchased it in 1974. Maynard's confidence in his youngest was well placed. By the late 1980s, Mystic Stamp, located in Camden, N.Y., had become the nation's leading stamp dealer, with Don as its president.

The Rise of Coins

By the mid-1970s, Littleton was selling more coins than stamps. The company's relationship with the Madison Avenue agency Schwab-Beatty, then America's leading direct-response advertising agency, yielded national strategies that earned Littleton an even larger market share.



1978

During the late '70s and early '80s, this ad caught the interest and imagination of everyone who saw it.



1979

Don Sundman, shown here with his mother in 1979, proved to be the right man for the presidency of Mystic Stamp Company.

1985-2005

LOOKING AHEAD

U.S. coins accounted for the major share of company sales by the 1980s. During this period, the company sold its stamp inventory to Mystic Stamp, allowing it to concentrate on coins and paper money under its new name, Littleton Coin Company.

Orders from the company catalogs *Showcase* and *Hard to Find Coins* and direct mailings have fueled phenomenal growth for a business over half a century old. The pages of *Hard to Find Coins* bristle with offers for historically significant U.S. paper money and coins, ancient to modern. Issued quarterly, it's become America's favorite coin and currency catalog. Offerings include coins that may range in value from 10 cents to \$30,000 or more. Customers get a 45-day money back guarantee on every Littleton order – no matter the size.



The latest entry in Littleton's catalog line is the Rare Coin Gallery featuring scarce and rare one-of-a-kind coins and paper money.



In 1999, Littleton Coin moved into its new 65,000-square-foot headquarters. In 2005, ground was broken to expand the facility by 20,000 square feet. A modern design utilizing natural light, it is the largest structure in North America dedicated solely to coin and paper money collecting. Increasing numbers of U.S. and foreign visitors are enjoying company tours.

The firm's influence extends beyond its walls. President David Sundman divides his time between exploring initiatives for Littleton Coin and serving as an ambassador for the industry.

1996

Littleton Coin purchased the Vermont Yankee Hoard. Found under floorboards in an old farm property, it yielded rare merchant tokens, hundreds of Morgan and Peace silver dollars, and more.



2005



Maynard, shown here with son David, remained characteristically modest about the current large scale of his initial two-room operation.

Reaching out

LITTLETON COIN GIVES BACK



Maynard and Fannie Sundman, 1988.

In 1993, the Littleton Area Chamber of Commerce named Fannie and Maynard Sundman "Citizens of the Year." At the ceremony, the presenter commented on the Sundmans' influence, observing that many Littleton Coin employees had followed their example of "quiet giving to the community in time and money."

Over the years, Maynard expressed his belief that often no one ever succeeds alone. That philosophy, along with 60 years of hard work and keen insight, has made Littleton Coin Company a leader in the coin collecting world.



THE LITTLETON *Pledge*

We pledge...

- To provide you with the **most accurately graded** coins and paper money available.
- To continuously deliver the **highest quality** products to you.
- To provide you with the **best overall value** for the products and services you receive.
- To bring you the **widest variety** of U.S., world, rare and ancient coins and paper money.
- To make it **fun and easy** for you to build a nice collection of coins and paper money, while sharing with you the history of the designers, time period, and culture surrounding these items.
- To provide **fast, friendly and courteous service** by a **knowledgeable and highly trained staff**.
- To **listen** to your individual collecting wants and needs and provide custom guidance when requested.
- To respond in a **quick and sensitive** manner to your requests so we can enhance your collecting experience.
- To protect your privacy by **never selling or giving your information** to any other organization for any reason.
- To reward every purchase you make with **exclusive Littleton Profit Shares** so you can redeem them for **FREE** coins, paper money and collecting supplies.
- To continue our **leadership role** in numismatics to promote the hobby, protect consumers and ensure honesty, integrity and trustworthiness in the field.
- To deliver your orders in a **timely and efficient** manner that **meets or exceeds your expectations**.
- That all Littleton albums and folders will be **Made in America**, and made of archival-quality, currency-friendly materials.
- That you must be **completely satisfied** with every purchase you make from Littleton. If not, simply return it within 45 days for a prompt exchange or refund, whichever you prefer.



Littleton
Coin Company

America's Favorite Coin Source • TRUSTED SINCE 1945

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"We would like to commend you on the professional operation of Littleton Coin Company... We found reassurance from our initial contact with your company."

ANONYMOUS SELLERS
of the 1863 \$20 Gold Certificate
(Friedberg #1166b)



A buyer paid a fortune for this rare \$20 bill which turned up in a family's old papers.

OLD-FASHIONED VALUES PREVAIL *at* LITTLETON

Third time was a charm for one family unaware the \$20 bill they found was worth \$242,000!

When a New England family discovered an old \$20 bill (shown above) among their possessions, they contacted two local dealers. The first offered them \$1,153 and the second \$1,900 for their entire collection, including the now rare \$20 bill. Fortunately, they sought a third opinion and contacted Littleton Coin Company.



DAVID SUNDMAN
President

For his consumer protection efforts, David Sundman received the 2001 Professional Numismatists Guild's Significant Achievement Award.

"THAT'S A RARE NOTE!"

One look was all it took!

Littleton's President David Sundman was about five feet away when he saw the note and exclaimed, "That's a rare note!" The \$20 bill turned out to be the extremely rare 1863 Gold Certificate (Friedberg #1166b) – one of only six known to exist. With Littleton's advice in directing the note to the right venue, this rare Gold Certificate sold in seconds for \$242,000!

For decades, people just like these satisfied family members have counted on Littleton to get the most for their coins and paper money. Those who've inherited collections or think they might have something special can be confident that Littleton holds their best interests at heart. We often purchase coins right on the spot. But if selling at auction is a better option for the seller, customers can rest assured that Littleton will let them know that, too. With over 100 years of combined experience on our buying team, nothing is overlooked.



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"I was always working for the company, even at ages 5 and 6... Dad ran a lot of 10-cent ads, so we had all these dimes. He would give us kids 10 percent of Red Book for what we found."

DAVID SUNDMAN
President

SUNDMAN GREW UP IN BIZ *By Peter Lindblad*

David Sundman began working in the family business while he was barely out of kindergarten. His compensation came in the form of coins his dad brought home from work. "I was always working for the company, even at ages 5 and 6," said David Sundman, president of Littleton Coin Co., in New Hampshire. "Dad was always going to the bank and bringing home coins. He'd bring home coins from customers. Dad ran a lot of 10-cent ads, so we had all these dimes. He would give us kids 10 percent of Red Book for what we found."

Littleton is an off-shoot of the stamp business his father, Maynard, started in 1945. As for the numismatic operation, it's grown quite a bit over the years. "We have over 350 people working for us – about 300 full-time," said the younger Sundman, "and we just added 20,000 square feet to our facility to make it about 85,000 square feet." Littleton's numismatic business started in the late 1940s, when the company started selling world bank notes to its stamp customers. Eventually, those customers started asking for coins, and then U.S. coins in the early 1950s.

"Dad was the first buyer of all that stuff," said Sundman. To build up inventory, Maynard would go to banks and "...buy up all kinds of coins," said Sundman. "After we did the dishes, we'd pile the coin bags on the kitchen table and go through the coins. We did that through the 1960s." Sundman's interest in the hobby was piqued by the doubled-die Lincoln cent discovery of 1955. He also remembers the Lincoln cent speculation of 1958, when "...prices were crazy high and then it collapsed."

Spurred on by his interest in coins, Sundman studied history at Gettysburg College in Pennsylvania, spending the summers working for the family business. After graduating, he went to work as a supervisor for a chain of 52 retail clothing stores in the Washington-Baltimore area. "I wanted to get some retail experience," said Sundman. "I always knew I'd come back to the family business. But it's good to get some experience outside of working for a family business so that you can bring something from the outside to it."

Sundman met his wife in college. They married in 1971 and moved back to David's hometown of Littleton, N.H. "It was a shock for her," said Sundman. "There were no sidewalks in Littleton and she was kind of a city girl." Sundman was named president of the Littleton Coin Co. in 1985. The biggest change since then has been the 6,000 orders a day being sent and \$70 million in business. The constant has been the popularity of U.S. coins and Littleton's focus on one customer type. "Our business is 100 percent aimed at the organized collector," said Sundman. "We're always selling coins to people who want to collect. We don't use the word 'investment.'"

Littleton's focus is helping people build collections. Over time, Sundman thinks that mode of operation is the more prudent financial course. "If they're smart, a collector always has the advantage over someone who's just in it for speculation," said Sundman. "Whereas the speculator just buys and spends all his money at once, the collector buys regularly. There's not a month that goes by when they aren't buying and that's to their advantage because they're always in touch with the market." Sundman appreciates the collector mentality. "For them, it's the chase and the acquisition that are important," he said. ♦

COIN COMPANY CELEBRATES 60th YEAR with OPENING of NEW ADDITION

“The company’s continued growth and success are thanks to the excellent staff we have now, and to all those who’ve been a vital part of the company in the past. This latest expansion is a testament to their outstanding work as an organization.”

David Sundman
President

LITTLETON – With a flourish of scissors, Littleton Coin Company president David Sundman snipped a paper ribbon (made fittingly of authentic paper money from around the world) and officially launched operations in his company’s new 20,000-square-foot addition. Surrounded by company officers, Sundman formally initiated production in the expanded space at the Coin Company’s Mt. Eustis Road headquarters. “The company’s continued growth and success are thanks to the excellent staff we have now, and to all those who’ve been a vital part of the company in the past. This latest expansion is a testament to their outstanding work as an organization,” he remarked.

Designed to meet an increased need for storage and operational space, the expansion project was initiated in July 2005. “Our building was originally constructed knowing we’d most likely need to add space at some point. The company’s continued growth made it clear about a year ago that it was time to act,” stated controller and project coordinator Stan Fillion. From initial planning to completion, the total project took about 9-10 months and enlarged the building to 85,000 square feet. Local contractor Daniel Hebert of Daniel Hebert Inc. in Colebrook, New Hampshire, completed the work in December 2005. Directors David Wilson, Jackie Fulford and Peggy Hughes then began the formidable task of moving operations into the newly expanded area. The Order Fulfillment, Inventory and Assembly departments now utilize the additional space.

The addition was completed nearly to the day of the 60th anniversary of Littleton Coin Company, which was founded on December 3, 1945. The expansion was fitting for the company, which has enjoyed over 60 consecutive years of growth.

Based in Littleton, New Hampshire, Littleton Coin Company was founded in 1945 by Maynard Sundman and has set the bar for industry standards for more than 60 years. As one of the largest buyers and sellers of coins and paper money in the world, Littleton is renowned for providing friendly, reliable, and expert service to collectors around the globe. It employs over 350 local residents and is currently led by President David Sundman. To learn more about Littleton Coin Company, visit the company’s website at LittletonCoin.com.



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LittletonCoin.com

"You do have a very remarkable company, whereas the service, information, and quality of your inventory is really exceptional. For a learned collector you are fair and above the competitors' offers, for the new just learning collector, you truly offer a great opportunity for obtaining and learning about a great collection profile. Thank you for your commitment to collecting and educating..."

W.H., LUSBY, MD



Now, easier than ever with Littleton Coin's website...

"I checked out your website – very interesting and impressive. This may well be the birth of a new 'obsession' for me!!"

K.C., New Canaan, CT

Trust and regard power Littleton's Service...

"I'm a longtime customer of yours and can honestly say that you have one of the most pleasant Customer Service departments that I have ever met."

C.S., Ocoee, FL

"I was extremely pleased with my order. The speed of delivery and talking with the very helpful and informative people on the phone is what I like most about doing business with Littleton."

G.H., Centralia, WA

We pledge...

- To provide you with the **most accurately graded** coins and paper money available.
- To continuously deliver the **highest quality** products to you.
- To provide you with the **best overall value** for the products and services you receive.
- To bring you the **widest variety** of U.S., world, rare and ancient coins and paper money.
- To make it **fun and easy** for you to build a nice collection of coins and paper money, while sharing with you the history of the designers, time period, and culture surrounding these items.
- To provide **fast, friendly and courteous service** by a **knowledgeable and highly trained staff**.
- To **listen** to your individual collecting wants and needs and provide custom guidance when requested.
- To respond in a **quick and sensitive** manner to your requests so we can enhance your collecting experience.
- To **never sell, rent or give your name, address, phone number or e-mail address** to any other organization for any reason.
- To reward every purchase you make with **exclusive Littleton Profit Shares** so you can redeem them for **FREE** coins, paper money and collecting supplies.
- To continue our **leadership role** in numismatics to promote the hobby, protect consumers and ensure honesty, integrity and trustworthiness in the field.
- To deliver your orders in a **timely and efficient manner that meets or exceeds your expectations**.
- That all Littleton albums and folders will be **Made in America**, and made of archival-quality, currency-friendly materials.
- That you must be **completely satisfied** with every purchase you make from Littleton. If not, simply return it within 45 days for a prompt exchange or refund, whichever you prefer.



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OUR MISSION

Throughout the ages, coin collecting has provided relaxation, and the excitement of history you can hold in your hand! Littleton Coin Company makes it fun and easy to enjoy the numismatic hobby.

We strive to consistently meet and exceed our customers' expectations by providing world-class service and quality products.



LITTLETON COIN COMPANY • CORE VALUES, PURPOSE & OBJECTIVES



Littleton Coin Company's core values and purpose define the enduring character of the company, i.e., its consistent identity that transcends products, market life cycles, technological breakthroughs, and management fads. It provides a bond that has held the organization together as it has grown, evolved, diversified, and developed workplace diversity.

CORE VALUES

The essential and enduring tenets of Littleton Coin Company are...

- Corporate social responsibility within the community, including fairness to employees and providing them a pleasant work environment
- To provide outstanding service to collectors
- Honesty, integrity, and excellent business reputation, particularly within the collecting community
- Continual self-improvement – to never be complacent

CORE PURPOSE

The most fundamental and idealistic reason for Littleton Coin Company's existence is to bring the pleasure and excitement of collecting to a wide audience, and to make it fun and easy for them to enjoy the hobby.

OBJECTIVES

- Provide a quality of products and services that consistently meets or exceeds our customers' needs and expectations
- Develop and maintain a market leadership position and image that provide Littleton Coin Company with a sustainable competitive advantage
- Develop a management system that promotes an environment which encourages and recognizes personal and professional growth
- Develop and maintain a commitment to quality that permeates all functions of the business
- Ensure that communications, both internal and external, are comprehensive, clear, and timely

