

**10 Reasons the World Loves Gold ...  
and 10 More Reasons  
the World Loves Silver!**



**A Breaking Gold News Publication**

[www.BreakingGoldNews.com](http://www.BreakingGoldNews.com)



## **10 Reasons the World Loves Gold ... And 10 More Reasons the World Loves Silver!**

**“The desire of gold is not for gold. It is for the means of freedom and benefit.”  
Ralph Waldo Emerson**

Gold and silver investors know that owning an asset with intrinsic value has many benefits. What does that mean exactly? It means that despite economic conditions, market volatility, sovereign debt, housing price fluctuations, inflation, deflation, war, global instability, and the value of your currency ... you can own and possess a physical metal with fundamental and innate worth.

What makes these two investments different? Gold and silver do not derive their value from any government or monetary system. They are a value standard unto themselves and both, at one time in their history, backed the circulating money of their day.

Gold and silver have always functioned as “paper money insurance” and have served as an enduring hedge against struggling economies and devalued currencies. With US Debt soaring into unprecedented territory, an ongoing Eurozone monetary crisis, explosive Mideast wars, and the steady threat of global terrorism ... savvy investors have been diversifying their retirement and savings accounts with both precious metals for generations. Those that have solely saved for their future in paper money and paper assets have undoubtedly been losing wealth.

So what are the main reasons that so many investors, governments, financial advisors and portfolio managers love gold and silver? Let's take a closer look and review the **10 Reasons that the World Loves Both.**



## GOLD

Things that are quintessentially golden include ... a watch, a handshake, a crown, a palace, a parachute, a rule, an eagle, earrings, and of course hopes and dreams.



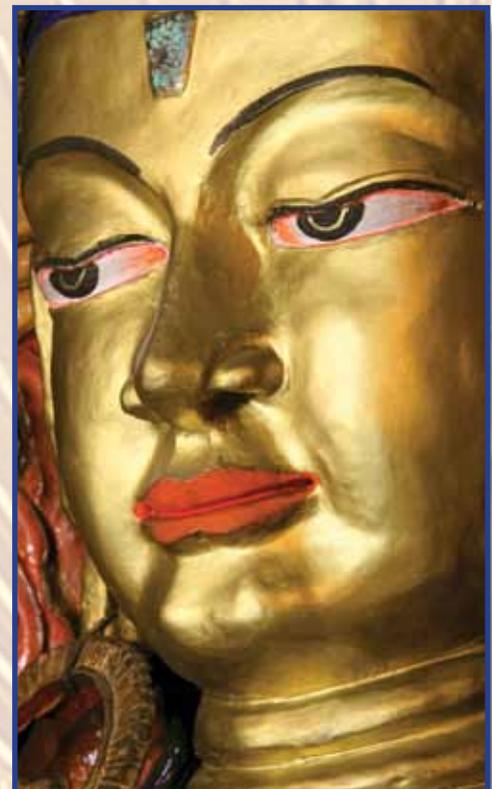
Gold has been the universal symbol of wealth, prosperity, and affluence for civilizations. Ancient cultures used gold as some of the earliest forms of money. Thousands of years later the allure of gold endures. Not only has our infatuation with this beautiful metal remained undiminished through time, but the critical uses of gold in modern society, its longstanding value, and its everlasting beauty have only increased the world's fascination.

**Gold continues to be the powerhouse of tangible assets. It has seen a dramatic value surge over the past 30-40 years and recent data indicates that it has closely followed the rise in World Debt for decades.**

On the American Front, the parallel between the increase in US Debt, and the steady rise of the value of gold seems tightly aligned. These ratios have held for decades and have come into even closer association in the new Millennium.

### Here are 10 Reasons that World Loves Gold!

- **Gold** is a malleable and soft metal that can be hammered, polished, and molded into different shapes and forms. It has been used in jewelry, art and coinage for thousands of years.
- **Gold** will not tarnish, rust, oxidize or corrode. It is a lustrous metal that is strongly reflective and highly radiant.
- **Gold** has tremendous heirloom value. Gold art, jewelry and collectibles can be handed down generation after generation since they not only retain their beauty but tend to increase in value.
- **The power of gold** is a modern as well as an ancient phenomenon. Gold has been associated with healing, protection, restoration, prophecy, and the powers of good fortune for thousands of years.
- **Gold** lasts. It is perhaps the most enduring element on earth as evidenced by the countless examples of gold art, jewelry, vessels, coinage, manuscripts, furniture, and other golden artifacts on display in museums around the world.



- **Gold** is an ideal asset diversification method since it negatively correlates to other types of investments, meaning when stocks and paper assets drop ... gold tends to rise.
- **Gold** is tightly aligned with rising sovereign debt, meaning the more indebted a given nation is, the weaker its currency and the higher the value of gold.
- **Gold** is global money. It is highly liquid, universally accepted, and can be converted into cash at anytime.
- **The gold** bubble has lasted for thousands of years and shows no indication of bursting. Over the past 15 years, gold has increased in value over 400%.
- **Gold** has never been worth zero and is exempt from collapse, quantitative easing, and government manipulation.



## SILVER

Silver has long been considered the “poor man’s gold” but this historical and highly useful metal has a history and a store of value all its own. It can be traced back to the Bronze Age where it proved invaluable to the ancients for use in jewelry, vases, bowls, figurines and art. Much like yellow gold, early silver was rust-free, durable and possessed unique anti-microbial characteristics that made it an ideal vessel for food and wine storage. It is one of the celebrated “seven metals of antiquity” which also includes gold, copper, iron, tin, lead and mercury.

Silver actually became the first metal to be used as currency when silver ingots were employed in trade over 4,000 years ago in ancient Greece. An official “Silver Standard” was adopted after the fall of the Roman Empire extending throughout China and India, into Great Britain and ultimately the United States. It came to an “official” end as recently as 1935 in favor of the celebrated “Gold Standard.”

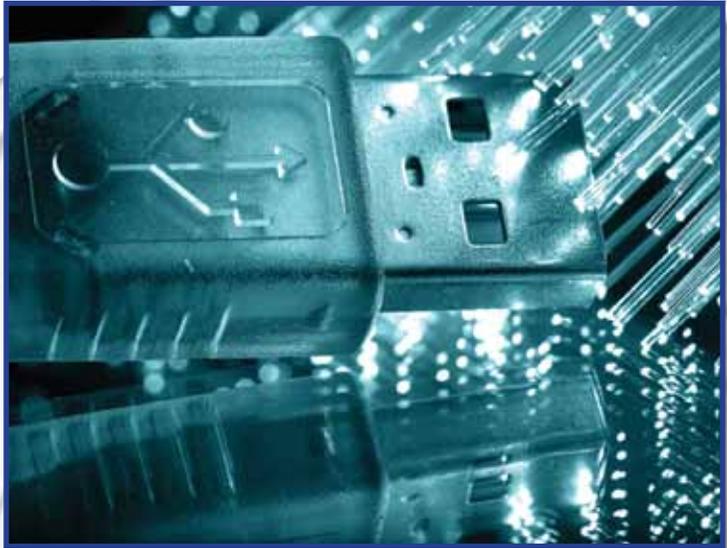
**While silver is the least valuable precious metal by weight, it is in very limited global supply.**

With multiple uses and increasing modern demand, history demonstrates silver’s propensity to soar in market value.



## And Ten More Reasons the World Loves Silver!

- **Silver** is prized for its many uses including jewelry, tableware, artwork, medicine, dentistry, photography, optics, instruments as well as currency.
- **Silver** is a dazzling, white-based metal that can be polished to a very high shine giving it endless applications in art, glass work and decorative coatings.
- **Silver** is one of the few metals that can be pulled thin and long to make strong wire giving it extensive electronic applications.
- **Silver** is the most reflective of all metals. Without it mankind would never have seen his own likeness since it is the main component in mirrors.
- **Silver** holds a unique position over any other metal as both a precious and an industrial metal making it an alluring investment choice.
- **The current demand for silver** is staggering since it is a touchstone of the digital age and used in modern cell phones, solar panels, computers, satellites, switches, robotics, and almost all digital technologies.
- **In the last 60 years**, the world has consumed 5,000 years of silver and world inventory is now at its lowest level in over 200 years.



- **The US Mint** has halted production twice this year due to a shortage of silver inventory.
- **With limited supply** and exploding global demand, silver seems poised for a value surge that could extend for decades.
- **Silver** has enjoyed an average growth of 20% per year over the past decade, outperforming the Dow Jones by 86%.

## The Take Away

The world has had a long and storied love affair with gold and silver that is as much tied to their beauty, luster and shine as their enduring value. Because of their ancient roots and timeless qualities, both metals have always been a safe haven for investors during tough economic times and periods of financial crisis. They remain a critical component of well-diversified portfolios and an increasingly popular rollover destination for retirement and savings accounts.



As our modern world continues to trudge along in economic uncertainty and prop up weak currencies, physical assets are becoming the final frontier for your financial future. It's important to save with an asset that cannot be manipulated, reproduced, re-printed or devalued.

There is much evidence to suggest that those who have been saving in paper dollars have been flat-out losing wealth for years, and the best cure for "the paper money blues" is and always will be gold and silver.

**Remember ... it is gold and only gold, that sits in a pot at the end of a rainbow and every dark cloud does indeed have a silver lining!**



### **Editor's Note:**

If you would like to find out about purchasing gold or silver bullion, numismatic coins, or rolling over a portion of your IRA into precious metals, drop us a note at [query@BreakingGoldNews.com](mailto:query@BreakingGoldNews.com). We'd be happy to send you some suggestions for getting started.