

Five Facts About Gold

That Could Boost Your Net Worth!



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THE PRECIOUS METAL LEADERS

By Dave Engstrom

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INTRODUCTION

Few have traveled along the “road to affluence” without taking along some gold. It is one of the greatest prescriptions for prosperity of our time. It is part of a known wealth equation that has propelled countless nations and civilizations to societal splendor.

For the wealthy, acquiring gold is less about making an investment and more about maintaining a lifestyle. The rich tend not to speculate or sweat the day-to-day fluctuations of supply, demand and price because they know that in the end, gold has always maintained its value.

Unlike silver, gold does not lead a double life as an industrial metal and a precious metal. Gold’s life is one of universal veneration, a supranational store of value, and a globally accepted form of physical money. When we consider gold’s performance over the past forty years, its relative scarcity, the increasing instability of paper money, Asia’s rising gold fever, and the “gold-interest rate correlation” ... a portrait of an enduring store of wealth emerges that has captivated smart investors for centuries.

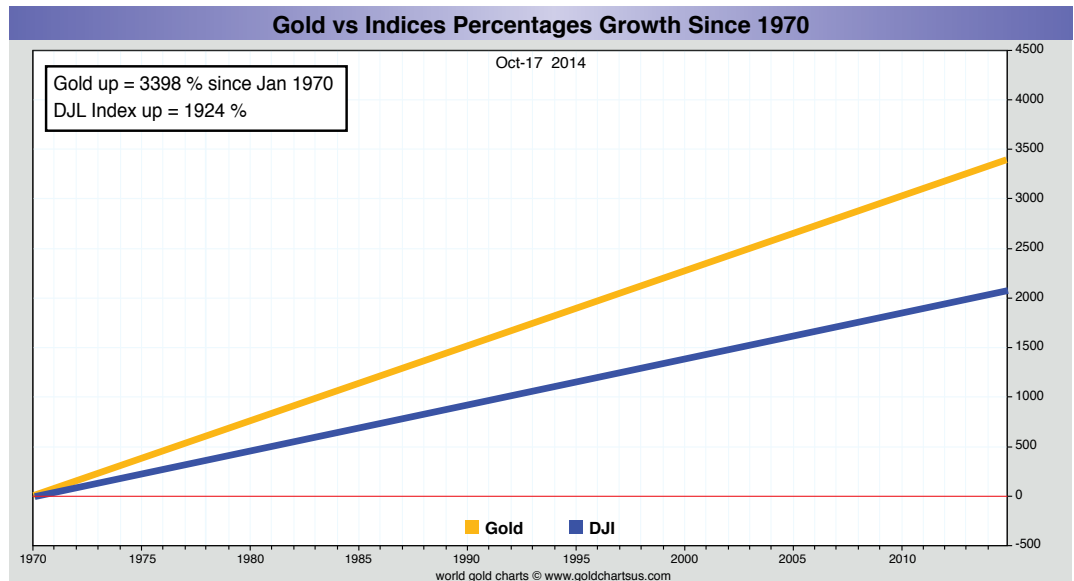
Here are FIVE REASONS why the **Smartest Investors in the World own Gold!**

REASON #1: GOLD HAS OUTPERFORMED THE STOCK MARKET SINCE 1970

Shortly after the end of World War II, the Bretton Woods accord pegged the dollar to gold at \$35 oz. But, when the Fed started printing money to ease unemployment, gold coverage of the dollar slipped and foreign nations came to collect ... dangerously depleting US gold reserves.

By 1971, foreign banks were holding more dollars than the US had gold to back them, and the greenback plunged in value creating an exchange crisis. In August of that year, President Richard Nixon issued executive order # 11615 or the Economic Stabilization Act of 1970 and announced that the US would no longer redeem currency for gold.

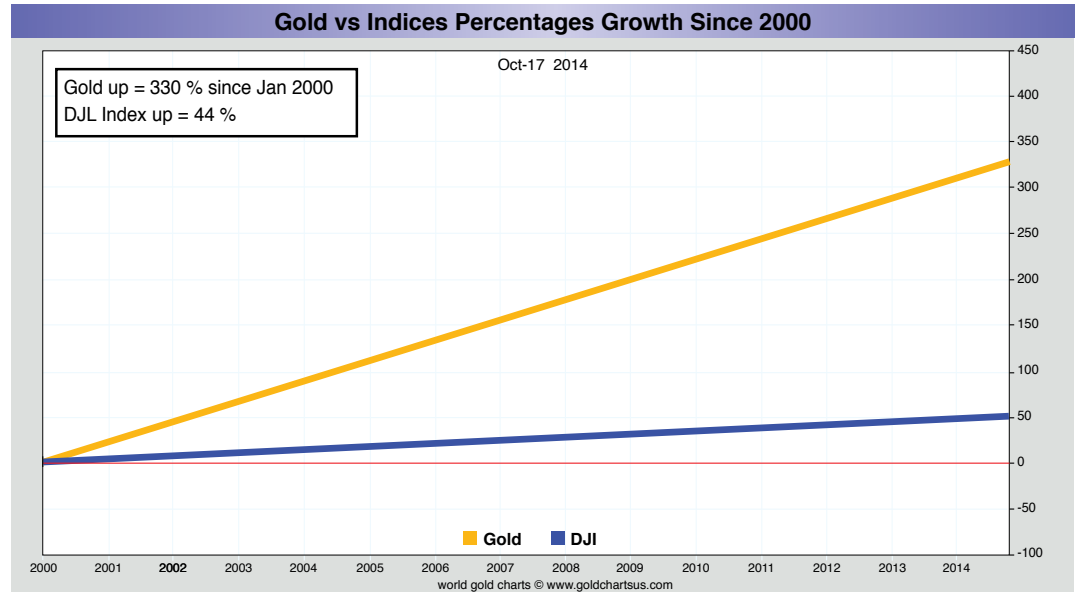
With the stroke of Nixon’s pen, the gold standard disappeared from every major economy in the world ushering in a new era of monetary volatility. As the gold standard came to an end, the modern gold trade was born. Propelled by debt, deficits, inflation, war, rampant unemployment, sagging stocks, and oil embargoes ... demand for gold soared in the 1970’s. By 1980 gold had increased from \$35 oz. to over \$850 oz.



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From 1970 to October of 2014, gold has risen 3398%, beating the Dow by 1474% and the S&P 500 by 1469%.

But we don't have to go back an entire generation to see gold's positive performance pattern. In the new Millennium gold surged after the 9/11 attacks, the dotcom bust, the real estate collapse, and throughout the Great Recession. It has continued to rise in light of global unrest, market volatility, and our dramatically escalating global debt crisis.



We continue to live in volatile and explosive times. Wall Street has been unstable, emerging markets have been unpredictable, US foreign policy has been unclear, lawmakers have been at odds, and there seems to be far more global conflict than there is global accord. With Russia re-hanging the iron curtain, Iran moving toward a nuclear weapon, violence surging in Iraq, economies contracting across Europe, and terror rising around the globe ... gold is an attractive safe haven alternative to the unknown and the uncertain.

From 2000 to 2011 gold beat every major equity class in the world! Since January of 2000, Gold is up 289% while the Dow even at record highs is only up 56% and the S&P 500 is up just 43%.

THE TAKEAWAY: The smartest investors in the world understand the historical power of gold. The rest of us are often shocked to learn that gold has outperformed the Dow over both long and short economic periods. Over the past forty years, gold has increased more than 35 times. Smart investors know that paper money and paper markets are volatile and gold has always provided a safe investment haven and critical wealth protection regardless of the economic climate. Savvy investors also know that when gold is low, it's an opportune time to buy more.



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REASON #2: GOLD'S EVER-RISING PRODUCTION COSTS

Gold has fallen roughly 11% from its yearly high back in March of 2014 while gold spot prices have moved lower, production costs have risen, energy costs have increased, and mining operating costs have ticked higher making gold production a more challenging and less profitable business than ever before..

Rarely do we think about the mining process or the cost of exploring, excavating, and extracting precious metals from rock, soil or caves deep inside the earth. Seldom do we ponder the dirty business of finding and refining metals ... the men, the machines, and the terrain. Gold is not only getting harder to find ... it is also getting much more expensive to look for. The new investment and innovation put in place by the gold mining sector has simply not been supported by the marketplace, resulting in production gaps.

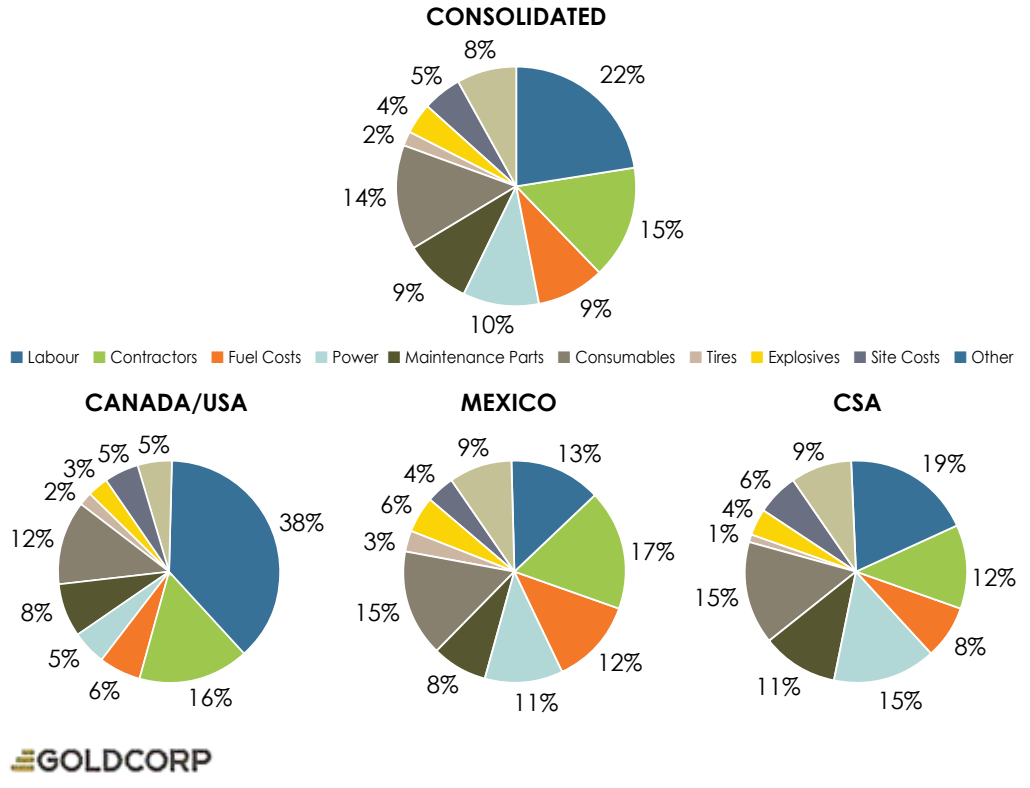
In the early 70s, annual gold production, reached 1500 tons but dropped off dramatically as the cost of mining began to outweigh the benefit. Gold prices had not risen in more than 30 years, but in 1972 that changed. President Nixon once again legalized gold ownership and by August 1974 individuals began buying gold near the \$150 per ounce level. Production, previously in decline had suddenly stabilized.

In 1980, gold was the talk of the investing world as it rose to \$850 an ounce. Miners once again saw the opportunity for big profit and began to ramp up production. By 1999 mines were churning out 2600 tons of gold and in 2001 mine production reached an all-time high while gold prices dropped to a multi-year low.

But, 2002 would prove to be the beginning of a new era. It was in the year that China made it legal for its citizens to own gold. This time, however, miners could not respond to the surge in demand. All of the low-hanging fruit had been picked and finding new gold meant more excavation and more expansion. In 1975, South African Mines were producing 60% of the world's gold but by 2002, that level dropped near 17% and today, despite new state-of-the-art mining techniques, South Africa produces less than 6% of the world's demand.

Appendix E

2014 OPERATING COST BREAKDOWN



By 2003, the world was running out of gold and gold prices began to run. Why? Because all of the gold that's easy to get to ... is gone!

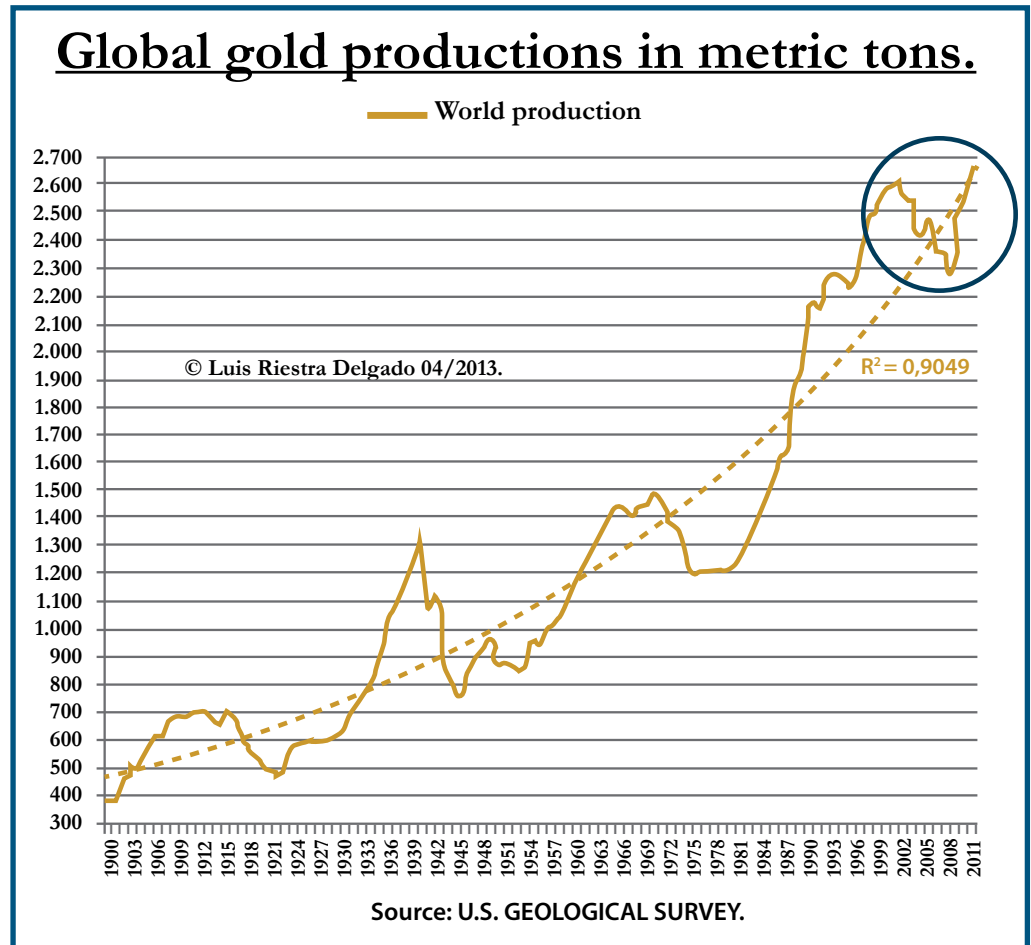
By 2008, mine production fell to a 13 year low and gold prices reached a record nominal high of \$947 an ounce. In 2009, miners were able to boost production to 2584 tons, but there still wasn't enough gold. There was a new player in the gold game. For the first time in over 20 years, Central Banks became net buyers of gold. In the decade leading up to 2009, Central Banks had dumped more than 4000 tons of gold on the market. Suddenly with the rise of paper money printing, they wanted all of their solid gold back.

By 2013, the production-to-demand shortfall reached 1890 tons, more than double 2009 levels. With all the latest mining innovation, miners are

barely able to produce as much new gold as they did 15 years ago. The inability to produce more gold has now become key to rising prices.

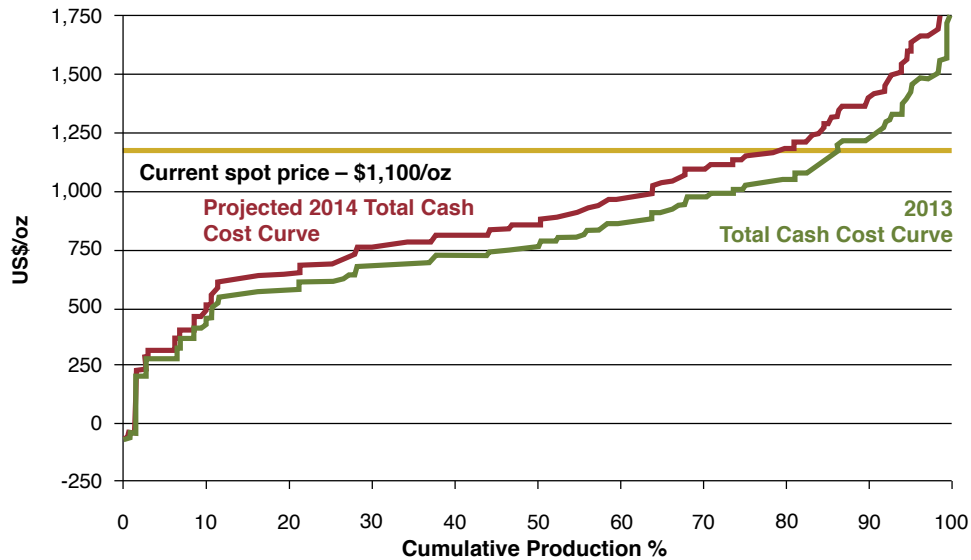
If gold prices hover around the \$1100 mark, according to Thomson Reuters GFMS, about 76% of gold mines will remain under water and be forced to slash exploration costs and other costs that may negatively affect long term operations. This, even though production costs are expected to go down to an average of \$1335 per ounce.

With the above ground gold supply vanishing and the below ground supply now virtually worthless, declining production could serve as a catalyst to quickly drive gold prices above \$1350 an ounce. Once this happens, the gold price will be free to rise to levels never before seen. This production-profit crisis not only impacts existing supply but future production levels as well. With most of the larger and more established gold producers now operating at "breakeven" levels, they have subsequently reduced exploration, curbed excavation, and downsized current mining operations while smaller mines have simply shuttered up or sat idle in the hope of being acquired.



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Gold Cash Costs, 2013 & 2014



Source: Metal Focus

While investors have traditionally focused on the safe haven merits of gold and silver as tangible assets with intrinsic value, a new conversation is now emerging about cash costs and critical supply, and it is perhaps the most powerful market development to overtake precious metals in decades.

THE TAKEAWAY: Gold production costs have been rising roughly 7% a year since 2002 due to the soaring price of exploration, excavation, site fees, and labor. With mines trading water, they are reducing exploration and long term reinvestment in operations to minimize losses. If prices stay this low much longer, closures will be inevitable and total output will be drastically reduced. This has created a pullback in output and a veritable price floor that gold is unlikely to breach. How many investments provide that kind of built-in protection? As mining production costs continue to come under pressure and profits increasingly get squeezed, experts are predicting a supply crunch that could push spot gold prices to new heights.

REASON #3: SOARING MONEY SUPPLY

It seems that every monetary crisis in history shares the common attributes of loose credit, excess money, and mounting debt all made possible by paper currency. So what is it about paper that makes civilization so reckless? Is the temptation to abuse fiat money so great that countless generations have been unable to exercise fiscal restraint?

Despite carrying debt through much of our history ... this moment in time seems very different. America's public debt rose significantly during the Civil War, WWI, The Depression, WWII and the most recent Recession of 2008. We are now dealing with the massive price-tag of our so-called "recovery," and we are by no means out of the woods.

In an effort to save automobile companies, prop up banks, rescue housing, float the unemployed, and bolster the markets ... we are now saddled with heavy balance sheets. Our national debt is now well above the \$18 trillion mark putting us at risk for rising interest rates, the return of inflation, slower economic growth, and an investment community that remains firmly fixed on the sidelines ... refusing to spend, fund, capitalize or participate in our tenuous, debt-driven recovery.

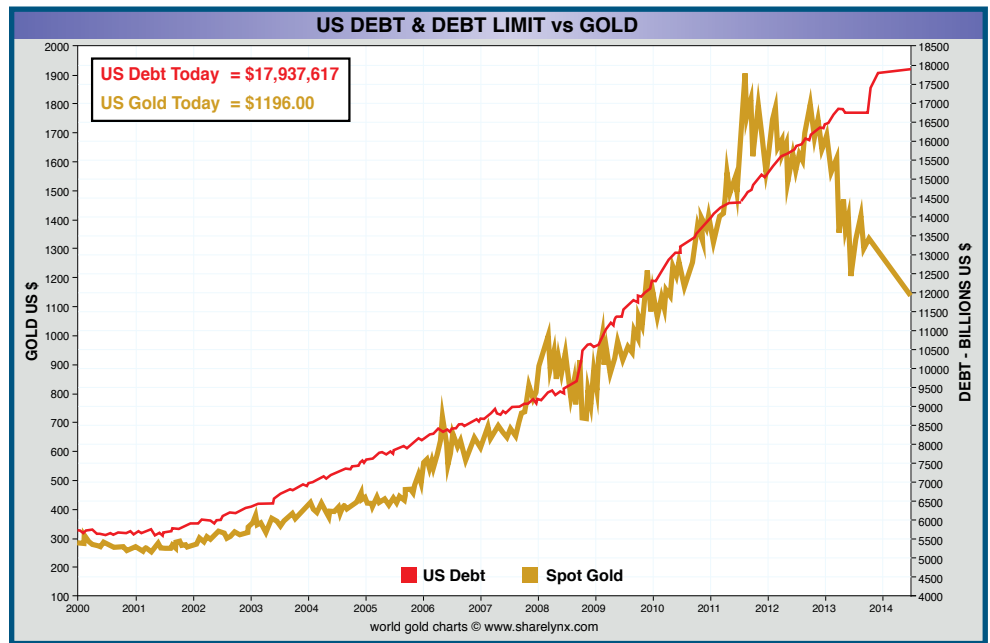


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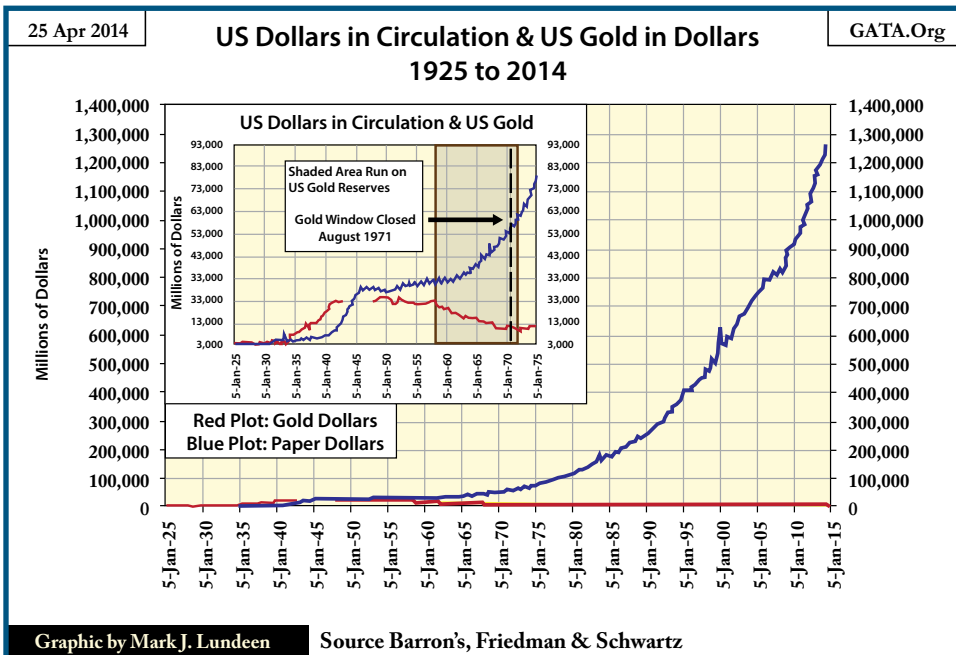
There is an uncanny correlation between gold and debt particularly since the beginning of the new Millennium. While gold has fallen out of correlation since late in 2011 due to extreme government intervention in the markets, it is clearly due to re-correlate soon particularly since the levels of intervention have now been pulled back.

While the presiding wisdom over the past six years has been that we had to print, spend and stimulate our way to economic stability, we now

find ourselves with a National Debt that is over 100% of GDP. Of course, the Fed does not actually fill up the ink wells and “print” anything. It has gotten far easier than that and creating paper money faster than gold, will ultimately drive prices higher. From today’s \$1100 oz. level, if gold moves to re-correlate it could result in a 50% increase in spot price.



So how much money have we actually printed? From the steady expansion of our monetary base in the 1970’s and 1980’s, we have witnessed a histrionic rise since 2008 with the implementation of recurring rounds of Quantitative Easing.



The good news for precious metals investors is that gold prices rise along with the money supply. Why? Because we cannot create gold out of thin air. The supply of gold is finite and strictly limited to how much physical gold can be pulled out of the ground.

Historically, gold is a reflection of the true value of currency. The more currency you create the less the currency is worth and more the price of gold rises in response.



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Paper money is, of course, “fiat” which means it is not backed by anything solid ... just the good faith and best intentions of government. The word “fiat,” after all, is derived from Latin and translates to “it shall be” and “let it be done” so it is essentially money by decree. The problem with currency by proclamation is that governments can create an endless supply which may grease the palms of day traders but ultimately creates massive asset bubbles, overvalued paper wealth, immense income inequality, and the prospect of runaway inflation.

Today’s money is really electronic debt and every time we increase the “money supply” we merely add to our massive national liability. There are not many long-term bright spots for nations that spend too much. Government indebtedness creates a volatile environment of inflation, loss of purchasing power, rising interest rates, and tumbling growth rates. Our current economic climate reflects the type of uncertainty that has sent millions flocking to gold the last few decades and its dramatic value surge over the past 30-40 years has closely followed the rise in world debt.

Decades of data show the price of gold has risen not only in direct correlation to money supply but debt as well. As debt rises our dollar value decreases and again, gold serves to balance the scale, preserving both wealth and purchasing power.

Since the creation of the Federal Reserve in 1913:

- **Our national debt has risen 595,100%;**
- **Our Dollar has lost 96% of its purchasing power;**
- **Debt per man, woman and child has risen from \$30 to \$57,000: and**
- **Our true debt, including unfunded liabilities, has risen to \$115 trillion dollars.**

It was 1975 when national debt began to skyrocket along with gold prices in an 86% correlation. By 1999 that correlation tightened to 98%. By this measure, gold should be trading today at between \$2500 and \$3000 per ounce.

THE TAKEAWAY: There is a finite amount of gold in existence and central banks are printing paper money to buy as much of it as they can. Wouldn't you do that if you could? When the paper money supply increases faster than gold ... it ultimately drives prices higher. And, we have printed so much money that paper currency is heading for a corrective crash and gold may be the only real money left standing.



REASON #4: RISING CHINA DEMAND

Smart investors also understand the new significance of China. The economic giant has been roused from sleep and its gold demand is mounting a potential challenge to the dollar.

Consider this quick comparative. Back in 1933, US President Roosevelt signed Executive Order #6102 which criminalized the possession of gold and authorized its recall from US citizens. The order remained in effect until 1971 when President Nixon suspended the convertibility of the US

dollar to gold. In the decade that followed, gold rose more than 796% due to pent up demand; it has continued to rise ever since.



Now imagine this ... until 2002 Chinese citizens were also barred from owning physical gold. That policy has not only been dropped, but the Chinese government now actively promotes gold ownership among its citizens. By comparison, the population of the US in 1971 was 207.66 million. The current population of China is 1.3 billion or 19% of entire world population. Since China legalized private gold ownership it has opened the Shanghai Gold Exchange and even started to encourage gold ownership via Chinese Central Television. They have made gold available in all banks and are experimenting with vending machines that dispense gold.

So why the big gold push? Private Chinese gold ownership is being encouraged to combat the nation's expanding money supply and to help boost overall wealth. The former President of the China Gold Association (CGA), Sun Zhaoxue, wrote about the importance of gold ownership in his article "Building a Strong Economic and Financial Security Barrier for China", published in Qiushi magazine in 2012, the academic journal of the Chinese Communist Party's Central Committee:

"Individual investment demand is an important component of China's gold reserve system, we should encourage individual investment demand for gold. Practice shows that gold possession by citizens is an effective supplement to national reserves and is very important to national financial security." – Sun Zhaoxue

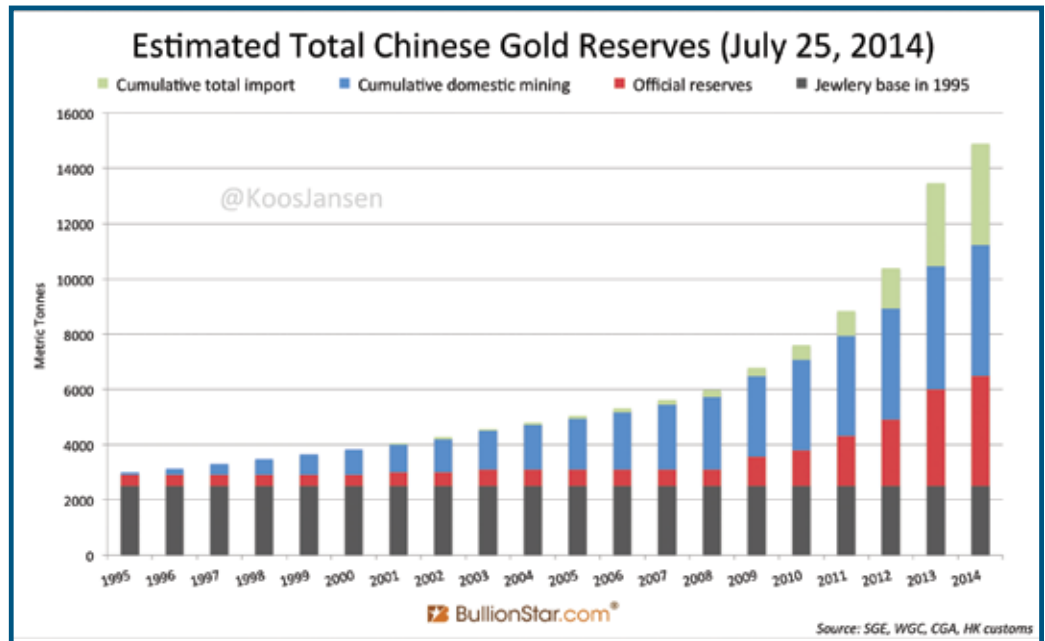


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China's appetite for gold has been a significant, new driver of demand. The Communist State has now surpassed India as the largest consumer of gold in the world.

The gold world has waited with bated breath since 2009 for an updated gold reserve figure from the Chinese central bank, the People's Bank of China (PBOC). Estimates based on the amounts of gold moving into China plus their mining outputs were between 5,000 and 6,000 tons! Imagine the surprise when they announced just recently an increase of only 57% to 1658 tons! Many still suspect the actual number to be much larger, but that they could have chosen to report a

smaller number because they are still aggressively accumulating. In 2009 when they reported that their gold holdings had quadrupled, it sent the price of gold to a record \$1921 an ounce! Why would you do this to an asset price again if you are still a major buyer? So there is reason to question how much gold China really has.



James Rickards, a renowned analyst and former CIA insider, claims war has been declared on the US dollar and gold is the weapon of choice against the dollar's reserve currency status. If this is the case, why would China show its hand before its position was set? China is under no obligation to report anything or tell the truth, but if suspicions are correct, when China gets ready to make her move, all bets could be off.

China has long been suspected of hoarding gold. Large stashes of above ground supplies of gold are literally vanishing before our eyes, and recent stories of missing tonnage have not gotten the attention they perhaps deserve:

- **April 9, 2013 - Comex Gold Inventories Collapse By Largest Amount Ever**
- **August 10, 2013 - 1200 tons of gold missing from Bank of England**
- **January 24, 2014 - Record One-Day Withdrawal of Gold from JP Morgan**
- **March 18, 2014 - 500 Tons Gold Missing From Global Market**

There is overwhelming evidence that gold demand is far greater than that reported in the media. If the evidence holds, the implications are staggering. Eric Sprott of Sprott Asset Management, questions whether Western Central Banks have any gold left. Sprott warns that Gold has moved from the West to the East with much of the West's former holdings now in the hands of China, Russia and India. Both China and Russia have made it clear they want the U.S Dollar replaced as the world's reserve currency.



The table below shows China's net imports of gold for the first two months of 2014. China's monthly import average is around 204 tons, an increase of about 30% over the prior year. When we consider that total mine supply (excluding China and Russia) averaged about 192 tons per month in 2013, the size of the Chinese gold grab becomes clear as they are essentially consuming the world's total monthly mine production and then some.

| Chinese Gold Net Imports (tonnes) | | | | | |
|-------------------------------------|-----|------|------------|-----------------|----------------------|
| | Jan | Feb | Total | Monthly Average | 2013 Monthly Average |
| Hong Kong Net Imports | 117 | 50 | 166 | 83.2 | 92.3 |
| China Net Imports from HK | 84 | 109 | 193 | 96.4 | 50.7 |
| Swiss Net Exports to Mainland China | 12 | 36.9 | 49 | 24.6 | NA |
| | | | 408 | 204.2 | 143.0 |

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With rising wealth, booming industrialization, increased urban sprawl, an expanding middle class, and a gold affirming central government ... China has become the most dynamic gold marketplace on the planet. As its residents continue to get wealthier and wealthier, Chinese gold demand is expected to soar in the coming years.

Gold is revered in China and ultra-tight government controls of the past have created the gold-hungry populace of the present. Chinese citizens can now purchase gold and increase their personal wealth for the first time in their lives. And they are doing just that. Chinese consumer demand for gold in 2014 was 973 tons according to the World Gold Council. This moves them past India for the world's #1 consumer of gold.

THE TAKEAWAY: China invented paper money back in the 9th century but in 2015, they have completely lost faith in it. As a result billions of people in the East are amassing gold and accumulating wealth at historic levels. We would be wise to take note of the critical migration of capital and the economic power that accompanies it.



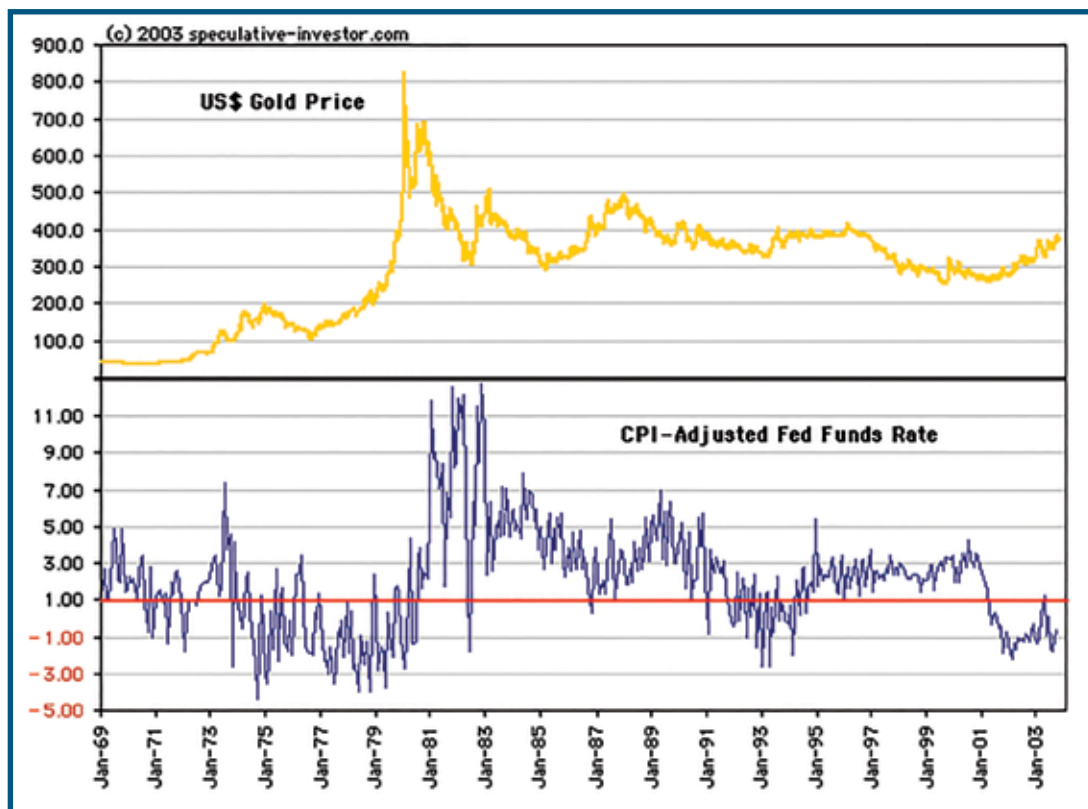
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REASON #5: INTEREST RATES – THE TICKING TIME BOMB

Another thing that smart investors understand is the real relationship between interest rates, stocks and the price of gold.

The common assumption has been that rising interest rates make gold less appealing since investors prefer to hold interest-bearing accounts when rates are elevated. This reasoning, however, is not proven out by history where a rise in the Federal funds rate has resulted in a correlating rise in the price of gold.

A quick look back at the bull market from 1971 to 1974 shows the Fed funds rate doubling as gold rose nearly six-fold. The rate soared again from 1977 to 1980, peaking at more than 20% as gold reached a similar peak of \$850 oz. As interest rates rose from 2004 to 2007, we saw a similar rise in gold as it hit its \$1000 oz. benchmark.



As a matter of fact the correlation between gold prices and the Fed Funds rate was tight most of the 1970's, 1980's and early into the new Millennium.

What is in play here is the reality of the marketplace. When interest rates fall, banks can borrow cheap money in order to buy higher yielding assets. But when borrowing rates rise it makes those higher yielding assets less attractive and those non-yield dependent assets with intrinsic value like gold become far more appealing.

Over the past 40 years interest rates have risen from 1.75% in 1965 to a peak of 15% in 1980, and have fallen back to near zero today. This is not a unique sequence in the chronicles of financial history. In fact, it's a cycle that repeats itself.



On the Interest Rate Triangle at right, locate where interest rates currently stand. Now look back at 1965. What asset appears poised for another upward surge?

In order to grasp the buying opportunity of the correlation, we must consider two simple but important questions:

Are interest rates HIGH and coming DOWN? Or are interest rates LOW and likely to RISE?

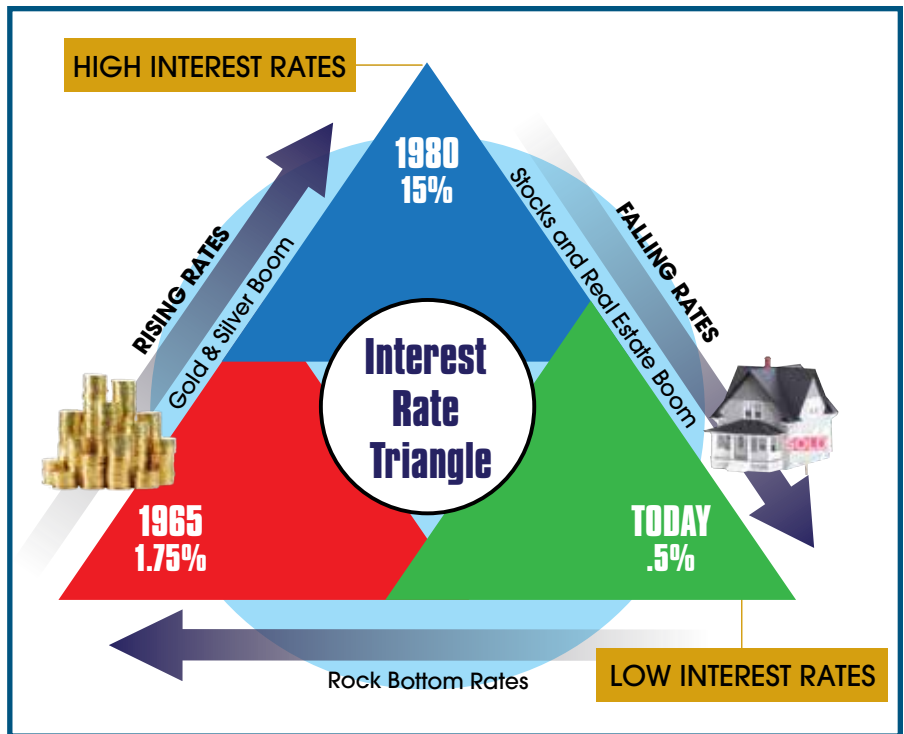
The answers to these questions and your subsequent investment choices will directly impact your prospects for lasting financial security.

What does history tell us? Back in 1965 Lyndon Johnson was

President. The average home price was under \$14,000. Gas was 31 cents per gallon, and a new car was only about \$2650 ...and it was the perfect time to invest in gold and silver which were about to skyrocket in lock step with rising interest rates!

While the nation watched Bonanza and crooned about "A Ticket to Ride," precious metals began a boom that stretched 15 years before peaking in 1980. In fact, gold rose from a low of \$35 to over \$850 an ounce giving investors a whopping 2,400% profit. Silver was also up over 1,500% during the same period. Meanwhile from 1965 to 1982 stocks rose just one-point from a DJIA of 856 to 857. That's a mere one percentage "gain" or just .001% over seventeen years. And, in the same period, interest rates rocketed up from 1.75% in 1965 to a peak of 15% in 1980, effectively crushing the real estate market.

From 1980 to today, interest rates have been steadily plummeting. As a matter of fact rates have fallen 14.75 points during this 34-year period, dropping an average of .49 of a point each year. A historic bull market has coincided exactly with this drop in rates. The DOW rose from 857 in 1982 to an astounding 11,722 in January of 2000 while the NASDAQ rose from 189 to over 5,000 in February of 2000. History tells us that interest rates are not only ready to rise again but must rise in order to combat our growing debt and to sustain some level of much needed economic expansion. In addition, the Fed has indicated that a rate hike will likely occur sometime in 2015.



THE TAKEAWAY: We have clearly been here before, and we have seen this trend repeat itself. Time and time again when interest rates rise ... gold and silver valuations boom. There is no reason not to expect gold and silver to follow the post 1965 trajectory and rise to new heights just as they did from 1965 to 1980. Smart investors know that history always repeats itself ... and now you do as well.



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REASONS SUMMARY:



- 1: Gold's long-term performance over the past 44-45 years is well documented. Throughout good economic times and bad, gold has outperformed other assets. It is the go-to investment of uncertain, changing, and highly unpredictable times in history.



- 2: Gold is also approaching a supply crisis. It is becoming harder to find and more expensive to mine. Higher costs and lower prices have pushed an entire industry to near shut down. With miners cutting output, we have a classic case of reduced supply and rising demand leaving gold prices sitting on the brink of a massive correction.



- 3: A ballooning paper money supply is escalating dramatically all around the globe via various forms of stimulus. Time and time again, gold prices increase alongside fiat money expansion. Ironically, more currency needs to be circulated to cover more debt and central banks have been printing massive amounts of cash and secretly buying gold to achieve long-term stability.

- 4: The Chinese stockpiling of gold is not only increasing world demand but dramatically altering the playgrounds of power, influence, and global wealth. Gold is coveted on every level of Chinese society. It is handed down generation after generation and held long-term for its enduring value. Rising Chinese prosperity will continue to fuel gold demand for decades to come.



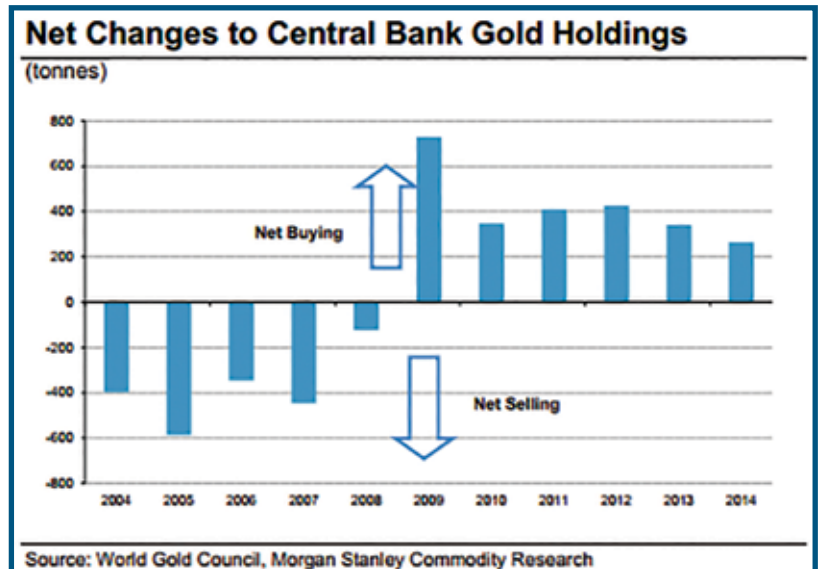
- 5: Lastly, we must consider the powerful correlation between gold prices and interest rates. Our current rates are at historic lows and are undoubtedly set to rise. The Fed has already indicated this will happen and our economic growth depends upon it. When rates do go up, likely in the next year, gold prices will follow just as they did in the 1970's, the 1980's and early in this new Millennium.



CONCLUSION

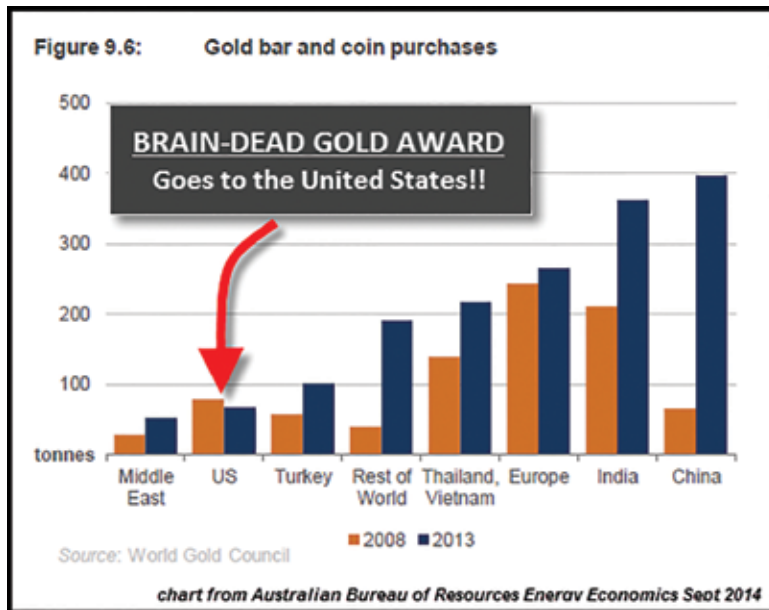
Smart investors know that world governments and their central banks are more out of control now than they were last week, last month, last year, or last decade.

The world repeatedly turns to gold because it is perhaps the only antidote for fiscal recklessness and a vital asset in a propped up financial system. Gold is the default investment when central governments and central banks have lost their grasp of “normal,” debased their sense of value, and mismanaged themselves into a crisis.



There are now so many paper risks for investors that our standard warning systems no longer seem to be working. Diversifying with something solid, just makes sense.

Smart investors understand all of the historical trends that we’ve outlined. They are also aware of current economic conditions ... soaring debt, market volatility, falling labor rates, global terror threats, a weakened Eurozone, rising healthcare costs, slow GDP growth, stagnant real estate markets and an inevitable stock correction. The smart citizens of the world are resoundingly and unilaterally turning to gold ... all except the majority of the US population.



So how many red flags do you need? Five? Ten? Twenty? How many historical trends do you need to see before you secure your retirement? How many secrets of smart investors do you need to be privy to before finally taking some action?

If you are looking to safeguard your portfolio and protect your wealth like the smartest investors in the world then you have to think like they do and hold physical gold ... it is perhaps the most liquid and convertible asset man has ever known and an “everything hedge” against economic, political and fiscal mismanagement.

**THINK SMART! Call Lear Capital. America’s Precious Metals Leader.
We are waiting to hear from you!
CALL: 1-800-576-9355 or go to: www.learcapital.com**



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For those looking to diversify their portfolio, Lear Capital can provide the assistance you require. You may contact a representative at LearCapital.com anytime from 9:00am to 6:00pm PST at 1.800.576.9355 or by fax at 310.571.0194.

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