

Press Release October 26, 2011

Eileen Eichhorn of Eichhorn Jewelry, Inc. in Decatur presented ***50 Things You May or May Not Know About Gold*** this past Sunday afternoon for the 50th Anniversary of the Three Rivers Gem and Mineral Show in Ft. Wayne.

With the price of the gold soaring to historic levels recently hitting \$1,920. per ounce, Eichhorn explained people are still buying and selling the precious commodity. Whether selling unwanted jewelry during the current economic conditions, trading-in toward more fashionable styles or just purchasing a legacy gift for a loved one, gold continues to capture the allure as it has since the beginning of civilization.

With most of her information furnished from the **World Gold Council** Ms. Eichhorn explained her fascination began 46 years ago when she began working in her father's jewelry shop when gold was \$35. per ounce.

Some of the highlights of the lecture included examples of the earliest known jewelry dating from about 6000 years ago. As a status of wealth and power, gold has held a universal and compelling appeal. Today's gold uses include electronics, medicine, nanotechnology, automotive applications, space, and engineering. 60%, however, is still used in the manufacture of jewelry. Despite its volatility, gold is also renowned for its indestructibility.