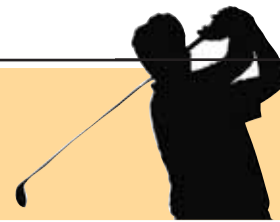


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# Treasure chest beats bank as gold shines

## Trade in precious metal and pawnbroking soar in crunch

By Laura Enfield  
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WITH confidence in the banks crumbling and credit in short supply, Maidenheadians have been turning back to gold.

The precious metal has always held a unique appeal and is fast becoming the favourite trading asset for customers at jeweller Anthony Paul.

Owner Anthony Paul Jackson has set up Maidenhead's first pawnbroking service and with traditional loans drying up has seen a steady flow of customers bringing in their jewellery.

Demand for physical gold is also at an all-time high and the Queen Street trader has started selling gold bars and coins.

Anthony opened the branch in 2000 and runs it with his 16-year-old son Joe.

The 50-year-old said people want quick cash and gold has shot up in value over the last year.

"It appears physical gold has reverted back to being more of a currency," he said.

"Worldwide the demand for it is huge at the moment."

Normally gold is bought on paper and is never actually seen by the customer. But Anthony has already shifted a handful of the 100g Swiss produced bars, which are 99.999 per cent gold and will currently set you back £2,400.

The Marlow resident thinks the trend is understandable in



**ALWAYS BELIEVE IN:** Gold coins and a 100g gold bar worth £2,400. Ref:102774-2

the current climate.

"People want the material in their hands because it is tangible and they can see it and feel it in their pockets.

"I think because of the banking crisis people don't trust paper so much."

The price of gold goes up in line with demand and he predicted it will continue to rise.

"I think the more uncertainty there is in the world the stronger gold will become."

It has already seen a massive 37 per cent increase in the last year and that combined with the credit crunch has also seen the shop inundated with customers looking to sell off unwanted jewellery.

Business has tripled in the last few months and Anthony said: "Unfortunately we get quite a lot of engagement rings which is sad to see.



**MIDAS TOUCH:** Jeweller Anthony Jackson has a growing trade in gold. Ref:102774-10

"But a lot of it is also jewellery that is out of fashion like nine carat bangles that have been sat in the back of peoples drawers.

Many people don't want to part with their baubles for good though and the former Charters pupil has cashed in on this by setting up the pawnbroking service.

The shop offers loans from £75 to £1,000s against jewellery, and father and son have seen a steady flow of residents looking for financial help.

"We get all sorts coming in from wealthy to not so wealthy," said Anthony. "Poor and rich they are all finding they are short of money at the moment."



## Great energy

**PERFECT PANELS:** Connor Foggarty, 11, Tom Murphy, seven, Georgina Dwyer, 11, Laura Franks, seven, Elli Beavis, 10, and Lili Omar, seven, meet the Co-op's mascot Sunny Solar. Ref:102777-3

SOLAR panels have been switched on by pupils in Cox Green to herald a new environmentally-friendly era for a primary school.

The £20,000 panels at Wessex Primary School, in St Adrians Close, were half-funded by The Co-operative as part of its green energy for schools scheme.

The other half was given by the Government's low carbon

building programme, with the school one of only 80 in the UK to receive them.

Twenty-four photovoltaic panels have been installed on the school's rooftop, and are set to generate about 3,300kw of electricity each year.

The panels were delivered and put in place on Tuesday and The Co-operative's colourful climate change character,

Sunny Solar, also turned up to meet the students.

Headteacher Nick Stevens, said: "We are proud to be among the schools leading the way on renewable energy."

Staff and children at the school can track how much renewable energy they generate, and the amount of carbon dioxide saved, by checking a monitor in the school building.

## Bundled puppy still missing

A PUPPY stolen from the driveway of a farm in Shurlock Row is still missing.

Nine-month-old Nelly, a black labrador and Staffordshire cross, was snatched from the drive of Whitfields Farm on the evening of March 12.

The owners are still reeling from the loss of their pet pooch, who was bundled into a 4x4 vehicle by heartless criminals.

Nelly's owner Anita Hall, 38, said: "There have been no sightings and we heard nothing. We are still so upset and just hope for some news soon."

Anita and her husband Mark, are offering a £200 reward for Nelly's safe return.

Anyone with any information should contact PC Adam Marks at the police enquiry centre on 0845 8 505505.

## 'Buy Local' campaign to help beat credit crunch

DON'T miss next week's Advertiser for the launch of our 'Buy Local' campaign to help Maidenhead beat the credit crunch.

The Advertiser has teamed up with the Chamber of Commerce, Town Centre Partnership and Nicholsons Centre in a drive to boost the town's economy.

From next week we will be publishing a page of vouchers for great money-saving offers from a wide range of shops and businesses in Maidenhead.

Advertiser editor Martin Trepte said: "The aim of the 'Buy Local' campaign is both to help readers save money and at the same time give them an added incentive to use shops and businesses in Maidenhead, generating welcome extra custom for traders in the town who might be feeling the effects of the credit crunch."

Chamber of commerce president Eddie Pearce added: "In this difficult climate it's more important than



LOOK out for the Buy Local logo.

ever that businesses and consumers buy locally, so I am delighted the Chamber, Town Centre Partnership, Nicholsons Centre and Advertiser have joined forces in a campaign to help our local economy."

'Buy Local' starts in the next edition of the Advertiser on April 2.

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