

In many cultures, elephants are a symbol of good luck. Figures of elephants are set facing doorways to ward off evil, and replicas are employed as ornaments and lucky charms. A trunk upward is said to hold in good luck and the trunk hanging down pours out blessings wherever it points. Perhaps this modest contribution to history's celebration of the world's most massive and intriguing mammal—now tragically endangered—will help sustain elephant luck, so that elephants may continue to exist as universally revered animals in the wild, as well as in mythology, religion, art, literature, and popular culture.

Excerpt from AN ENCHANTMENT OF ELEPHANTS

JUMBO The Elephant Supreme

The word *jumbo* has become so entrenched in popular jargon that it is impossible to imagine the world of advertising without it. It all began with an elephant member of The Greatest Show on Earth, the most popular attraction in circus history.

A bull of the *loxodonta* (African) species, Jumbo was captured as a baby in Ethiopia. After a three-year stay in Paris at Les Jardins des Plantes, he was traded to the London Zoological Society, in exchange for a rhinoceros and two anteaters. The zoo named him Jumbo, short for Mumbo-Jumbo, and assigned Matthew "Scotty" Scott as his keeper. The two became inseparable.

Jumbo grew in popularity and in size. He was visited by Queen Victoria, Theodore Roosevelt, Winston Churchill, and hundreds of thousands of children and parents who rode in the howdah on his