

SCIENCE NEWS

JUNE 21, 1980
VOL. 117, NO. 25



**CLOS
FOR ALL
SEASONS**

Will you invest \$2.70 a month to protect everything you have ever worked for?

Will you invest \$2.70 a month to protect everything you ever worked for?

When I ask people that question, they look at me as if I were crazy. The question is almost too silly.

Let me put it another way. Suppose I call on you every couple of weeks, for about half an hour. Suppose I bring along, each time, two or three of the world authorities on money. One week I bring Roger Klein and William Wolman. They tell you, *in advance*, what they expect in the way of inflation for 1980. Would that visit be worth \$1.35?

Two weeks later, I call on you again. This time I bring along Walter Perschke and Gerald Appel. Walter gives you his thoughts on gold for 1980. Gerald sums up his charts for you: what they presage for the market over the next two years. Would you pay \$1.35 for that visit?

I am proposing to do just that for you, twice a month over the next year. Obviously, I can't afford to make a personal visit with my experts—not even if you paid us \$1,000 for a half hour of our time. But I can bring you the thinking of two or three of them, every couple of weeks. Over the next year, I can cover every aspect of money management and investing — the whole spectrum. I can bring you the best ideas of some fifty or more of the shrewdest money men in the world. And I am the only financial advisory publisher who can make that statement.

Other financial letters give you the ideas of one or two men (often very good men). They charge anywhere from \$50 to over \$300—and sometimes they are worth it.

But I think we have a better way, and I want to see if you agree. We bring you *dozens* of experts. They cover every conceivable aspect of financial protection and growth. Yet we charge only a small fraction of what the others get. The one publication that brings you rich men's advice at everyday prices is . . .

PERSONAL FINANCE The Inflation Survival Letter

As the name implies, this financial advisory is actually two leading services, now merged into one. Late in 1978, we were honored when its former owners selected us as the new publishers of the PERSONAL FINANCE LETTER. We lost no time in merging it with our own award-winning INFLATION SURVIVAL LETTER. Result: the resources of both. . . the best of both—at no added cost to you.

Two Dangers You Face— And How PERSONAL FINANCE Protects You Against Both

"Put your money away and forget it." That old saw no longer works. The dollar you had ten years ago is now worth 50¢. So I don't have to tell you the first danger we all face: this murderous inflation. It might get a little better. It might well get a *lot* worse. But it's here to stay, for the foreseeable future.

And the second danger flows directly from that: a deep recession, perhaps even a 1930's style depression. It's only logical. When the value of our dollar keeps bleeding away, most

people can't keep up. So they spend less. . . invest less. That means recession—or depression.

But please don't succumb to gloom and doom. You can survive, and even prosper. Don't forget: gold is worth more than fifteen times what it was worth a decade ago. And don't forget: fortunes were made in the 1930's. Not by the people who sat paralyzed with fear, but by the men and women who saw the new opportunities, and acted.

This is the mission of PERSONAL FINANCE: to give you the edge you need to stay ahead in today's turmoil. We accomplish this in two ways—and, to the best of my knowledge, we are the *only* financial advisory that gives you coverage in both of these essential areas:

1) **NEW DEVELOPMENTS.** In every issue, "Capsule Advisory" brings you a crisp summary of what's going on in the stock and bond markets. . . where interest rates are heading. . . how the dollar and other currencies are behaving. . . the prospectus for gold and silver and other commodities—the whole picture, in just a few minutes.

2) **NEW IDEAS FOR YOU.** What good is mere information if you don't know how to put it to work? Many publications tell you what's happening—but they don't tell you *what to do*.

PERSONAL FINANCE does. Our experts guide you in every area of money management, from savings accounts to real estate to tax shelters. Rich men and women pay a fortune for the same guidance you get in every issue for a dollar and small change. (One of our contributors, Harry D. Schultz, charges private clients \$2,000 an hour.) Some of the ideas and tactics our experts explored recently:

- 17 ways to make sure you aren't paying too much in real estate taxes
- 6 ways to cut your borrowing costs
- Taking the mystery out of stock charts
- How to profit from them
- 6 rules for buying and selling commodities—by 6 experts
- Pitfalls of the cattle feeding tax shelter
- 4 tips for writing off personal expenses
- The myth of the Kondratieff business cycle
- 3 retirement havens
- Should you buy your own phones? How?
- Food storage: a guide for the prudent
- 7 companies that offer sample packs
- How to sell your home without a broker
- Which cars last longest?
- Switzerland as financial haven
- 6 common types of fraud
- 14 steps you should take to keep from being defrauded
- The newest real estate tax shelter
- How to pay **no** income tax this year—legally.

Just one such article could pay for your subscription many times over—even open up a whole new investment opportunity for you. And here again, we show you *how*. PERSONAL FINANCE is registered with the SEC, so we give you *specific stocks and bonds* to buy or sell—or short. We give you the names and addresses of new services. . . discount brokers. . . banks that offer unusual advantages. . . survival products—anything and everything to give you an edge with your money.

Though we try to anticipate every question, readers do come up with some we haven't covered. So we serve them, too, with "Answers to Your Money Questions." Please feel free to

send any question along. No charge, of course. It's just another service you receive as a member of our PERSONAL FINANCE family.

Try PERSONAL FINANCE at Half Price — Entirely at My Risk

When I tell you that PERSONAL FINANCE gives you more, far more, than any other financial advisory, that isn't puff. But I don't expect you to take my word for it. Judge for yourself—and let me take all the risk.

And what is the cost? Less, far less—than you might have expected. As a new subscriber you may try PERSONAL FINANCE for a full year—24 issues—for only \$32.50. (That's half of our regular rate of \$65.00 per year.) And the risk is all mine! And here is something else to keep in mind: by using PERSONAL FINANCE for investment or tax information, the subscription cost is tax deductible. For most of our readers this has the effect of cutting the cost in half.

A Very Important New Book— Yours Free!

One of our regular writers has just written a book called "Mark Skousen's Complete Guide to Financial Privacy." You have probably seen it advertised at \$14.95 in *The Wall Street Journal*, *Business Week*, *Fortune*, *Barron's* and other leading business and financial publications. Over 35,000 copies are now in print and it's selling like hotcakes. The book tells you everything you need to know about keeping your financial affairs absolutely private and out of the reach of government snoopers and credit bureaus alike. It's yours without any strings attached when you subscribe to PERSONAL FINANCE. It's yours to keep even if you decide to cancel and ask for a refund.

How To Subscribe

Here's how to take advantage of this risk-free trial subscription offer: Just print your name, address and the words "24 issues and Privacy Book" on a blank sheet of paper. Mail it along with your check for \$32.50 to me, Robert Kephart, Publisher, PERSONAL FINANCE, Department 6680, 901 N. Washington Street, Alexandria, Virginia 22314.

Remember: you are protected by this *unconditional guarantee*. Read three or four issues. Then if you decide that PERSONAL FINANCE isn't giving you all that I promised and more, just drop me a line and ask for a refund. No need to explain. I will send you a check for the entire unfulfilled portion of your subscription.

I realize this offer is wide open but I'm not worried. I know what PERSONAL FINANCE will do for you. I ask only that you let me prove it to your entire satisfaction.

Sincerely,



Robert D. Kephart
Publisher

executive health

the report that briefs you on what to watch

©WORLD COPYRIGHT RESERVED 1979 BY EXECUTIVE HEALTH PUBLICATIONS

Volume XIV, Number 10 • Pickfair Building, Rancho Santa Fe, California 92067 • Area 714:756-2600

New research findings . . .

ON WALKING . . . nature's own amazing "anti-age antibiotic"!

Not running, not jogging, but *walking*
is your most *efficient* form of exercise
and the *only* one you can *safely*
follow *all* the years of your life!

Today, after some 2000 years, modern medical researchers are demonstrating (somewhat to their surprise) that Hippocrates, "the father of medicine" was right . . . walking is man's best "medicine"!

Take one example. At a three-day conference on *Exercise in Aging—Its Role in Prevention of Physical Decline* (held October 27-29, 1977, at the National Institute of Health, Bethesda, Maryland) researchers from across the United States, Canada and Western Europe presented papers on this (until now) largely neglected area of research. As their papers were presented, these important points of agreement emerged:

(1) Walking is the most *efficient* form of exercise . . . and the only one you can safely follow all the years of your life.

(2) Exercise can enable your body to maintain a *vital reserve* which has a protective effect during stress.

(3) Exercised *bones* do not demineralize. As a result they are far less likely to break or lose their range of motion.

(4) Exercised *lungs* still exhibit the emphysema-like changes of age, but are far less diminished in their capacity compared to the lungs of sedentary people.

(5) Exercised *cardiovascular systems* show a similar maximum preservation of function.

(6) The benefits of exercise in preventing or correcting obesity are striking.

(7) Late-onset diabetes is almost entirely reversible by exercise if you are overweight.

(8) Daily exercise permits greater food intake and better blood circulation, thus improving each body cell's nourishment while preventing obesity.

(9) The physically impaired, particularly the arthritic, can perhaps benefit the most from exercise . . .

EDITORIAL ADVISORY BOARD

Sir Hans Krebs, M.D., F.R.C.P. (England), Nobel Laureate in Physiology and Medicine. Emeritus Professor of Biochemistry, Oxford University, Metabolic Research Laboratory, Nuffield Department of Clinical Medicine, Radcliffe Infirmary, Oxford, England.

Richard L. Bohannon, M.D., F.A.C.P., Lieutenant-General, United States Air Force (Ret.); Medical Director, The Institute for Aerobics Research, Dallas, Texas.

James F. Toole, M.D., F.A.C.P., The Walter C. Teagle Professor of Neurology, Bowman Gray School of Medicine, Wake Forest University, Winston-Salem, North Carolina.

Leonard Hayflick, Ph.D., Senior Research Cell Biologist, Children's Hospital Medical Center, Bruce Lyon Memorial Research Laboratory, Oakland, California.

Albert Szent-Gyorgyi, M.D., Ph.D., Nobel Laureate for Physiology and Medicine, Scientific Director, The National Foundation for Cancer Research, Woods Hole, Massachusetts.

John Stirling Meyer, M.D., Professor, Department of Neurology, Baylor College of Medicine; Chief, Cerebrovascular Research, V.A. Medical Center; Principal Investigator, Baylor Center for Cerebrovascular Research.

Alton Ochsner, M.D., Senior Consultant in Surgery, Ochsner Clinic and Ochsner Foundation Hospital and Emeritus Professor of Surgery, Tulane University School of Medicine, New Orleans, Louisiana.

Roger J. Williams, Ph.D., D.Sc., Professor of Chemistry, Co-founder and Consultant, Clayton Foundation Biochemical Institute, The University of Texas; Past President, The American Chemical Society, Austin, Texas.

Linus Pauling, Ph.D., Nobel Laureate in Chemistry and in Peace; Emeritus Professor of Chemistry, Stanford University, Stanford, California. Research Professor, Linus Pauling Institute of Science and Medicine, Menlo Park, California.

Solon Palmer, Jr., M.D., Scripps Clinic and Research Foundation, La Jolla, California.

Hans Selye, C.C., M.D., Ph.D., D.Sc., F.R.S. (C), Emeritus Professor and Director of the Institute of Experimental Medicine and Surgery; President, International Institute of Stress, University of Montreal, Quebec, Canada.

John K. Lattimer, M.D., Sc.D., F.A.C.S., Professor and Chairman, Department of Urology, College of Physicians and Surgeons, Columbia University; Director, Squier Urological Clinic and Director, Urological Service, Presbyterian Hospital, New York.

How Long Will You Live?

Ignorance about how to take care of yourself can be the mistake that kills you in your 50's or 60's . . . "the dangerous years"!

Discover what research scientists now know about how to take the best care you can of the only body you will ever have.

Do as so many thousands of executives do. Subscribe to Executive Health Report. The members of our *Editorial Advisory Board* are among the world's most distinguished authorities on *preventive medicine*. Their wise advice can help you not only live longer but enjoy those extra years! (Note their high qualifications.)

Executive Health Report is not sold on newsstands but only by private subscription of \$24 (U.S. Funds) a year in the U.S.A. and its possessions, Canada and Mexico. Individual reports (back issues) \$2.00 per copy. All other countries \$26 by surface mail, \$30 by air mail. (Only International Money Order or check cashable on U.S. bank will be acceptable.)

Subscribe now under this unusual introductory offer:

(1) Your choice of any three of the reports listed below (\$2.00 each) FREE!

(2) If you are not satisfied with your first issue, your money will be promptly refunded.

Please study the reports listed here and circle your three choices:

New research findings On Walking . . . nature's own amazing "anti-age antibiotic"! Not running, not jogging, but walking is your most efficient form of exercise and the only one you can safely follow all the years of your life!

Linus Pauling, Ph.D.: For the best of health, how much vitamin C do you need? People who take the optimum amount of vitamin C may well have, at each age, only one quarter as much illness and chance of dying as those who do not take extra vitamin C.

New research findings On Zinc . . . the amazing metal so essential to your health.

On The Syndrome Of Longevity. Key factors dependably present ("constants") in the way of life of men who have outlived other men born when they were by a generation!

Roger J. Williams, Ph.D., D.Sc.: On Your Startling Biochemical Individuality. Some amazing facts about your body you need to know if you want to understand yourself (and other people) better.

Leonard Hayflick, Ph.D.: A New Theory On The Cause Of Heart Disease And Strokes . . . Vitamin B₆ may be the key. What new research has revealed that may downgrade cholesterol as the main predisposing factor . . . and why.

John K. Lattimer, M.D., Sc.D.: On that treacherous gland, your prostate — especially as you approach 50.

John K. Lattimer, M.D., Sc.D., F.A.C.S.: On The Improved New Blood Test For Cancer Of The Prostate — a giant step forward in the fight to outwit man's dread enemy.

Linus Pauling, Ph.D.: What About Vitamin E? Eminent investigators now suspect it may be one of the key factors to help resist disease and slow the aging process.

Hugh C. Trowell, M.D., F.R.C.P.: A New Dietary Explanation for the cause of Essential Hypertension . . . the dramatic and significant African experience (1929-1958).

Go easy gentlemen, too much social drinking damages your liver (even though you may feel well, eat well, and never get tight!).

On stress and the executive. Dr. Hans Selye, world-famous endocrinologist, explains why hard work is the secret of living a long, satisfying and successful life.

The truth about the right diet and exercise to lose weight safely and stay slender for life.

Alton Ochsner, M.D.: On "The Chair Disease" . . . Why blood clots in your veins are a little-realized hazard of "desk-bound" executives.

Stephen R. Elek, M.D. On "The Hurry-up Disease." Why it may be a key factor that triggers heart attacks as early as age 40.

If you sit at a desk all day . . . How to avoid a Pot-Belly and Double-Chin (or get rid of them for good!)

Jan Koch-Weser, M.D.: On Systolic Hypertension, more common than diastolic hypertension and as dangerous. What it is, what it does, and what to do about it.

Ewan Cameron, M.D., Ch.B., F.R.C.S. (Glasgow), F.R.C.S. (Edinburgh) and Linus Pauling, Ph.D.: On Cancer and Vitamin C. A consideration of the nature, causes, prevention and treatment of cancer with special reference to vitamin C.

Leonard Hayflick, Ph.D.: On Getting A Good Night's Sleep! What research scientists now know about this mysterious process we so calmly call "sleep."

Albert Szent-Gyorgyi, M.D., Ph.D.: On A Substance That Can Make Us Sick (If We Do Not Eat It!) One of the world's most honored scientists, winner of the 1937 Nobel Prize for Physiology and Medicine explains the fascinating paradox of vitamins.

Denis P. Burkitt, M.D., D.Sc., F.R.C.S., F.R.S.: Is Dietary Fibre Protective Against Disease? The drop in our consumption of potatoes and whole grains may have something to do with the increase in intestinal cancer, diabetes and heart disease—to name a few!

Please use the coupon below under our special money-back guarantee.

EXECUTIVE HEALTH, Pickfair Bldg., Rancho Santa Fe, CA 92067
Gentlemen: Enclosed is my check for \$_____ for a year's subscription to Executive Health to start with this month's issue. I have circled the three \$2.00 reports I am to receive free. It is understood that if I am not satisfied with my first issue, my money will be refunded. In addition, send me a list of some 100 other reports of yours still in print. There may be some from which I might greatly benefit and would otherwise miss.

Firm/Name (Please print clearly) _____
Street & No./Route _____ Suite or Apt. _____
City, State, Country _____ Zip _____ SN-1