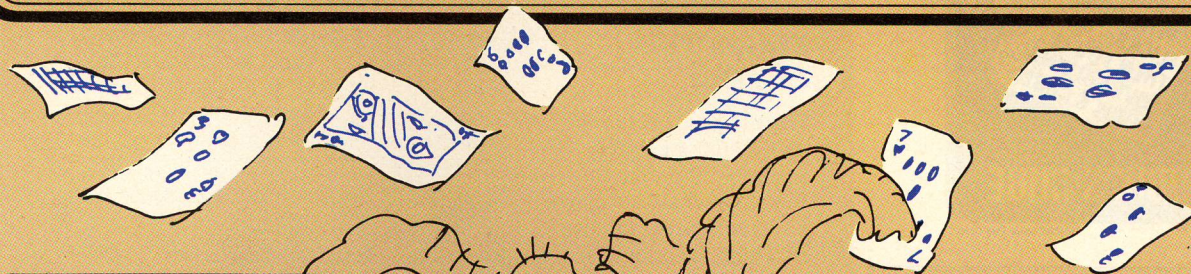


★☆☆ WILD CARDS ★☆☆

Edited by Lisa Feder



No Kidding



The Bottom Line

When the waiter handed Mr. Essen the bill for his meal, Essen wrote on it, "102004180!" and strode out of the restaurant. Can you figure out what this meant? (Hint: it was not his American Express number.)

—John Steinhardt

Answer, page 74

Teasers

How Well Do You Noel?

Name Santa's reindeer.



Answer, page 74

If..., Then...



A Family, Treed

Four children and their father were strolling in the park. As they approached a small cluster of trees, the family stopped.

"These trees, which we will call A, B, C, and D, are four different kinds: pine, oak, ash, and elm. Can you tell which is which?" the father asked his children.

Sandy, the oldest, guessed first: "A is pine; B is oak; C is ash; and D is elm." Theo quickly offered: "I agree with Sandy on A, but B is elm, C is oak, and D is ash." Ursula heartily disagreed: "A is elm, B is pine, C is ash, and D is oak!" Victor, only eight but quite precocious, rapidly shook his head. "A is ash, B is oak, C is pine, and D is elm," he pronounced with authority.

"Not bad," said their dad, "but not great. Three of you have two right, but one of you got them all wrong." What were the correct answers?

—Henry R. Plante

Answer, page 74

Hall of Fame



Characteristic Initials

If Linda Ronstadt is "Lovely Rocker," and Charles Bronson is "Cinema Brawler," who are the other famous people described here?

1. Famous Depression Ringleader
2. Ancestor Hunter
3. Baby Specialist
4. Bing's Heckler
5. Jabbing Demon
6. Brazen Weporter
7. Zany, Zaftig Gabber
8. Tosses Shutouts
9. Hermit Transcendentalist
10. Surrealist Dada
11. Bonneted Activist
12. Incredible Author
13. Chicken Sultan
14. Eastern Governor
15. Leads Federation O' Basketball
16. Baptist "Guru"
17. Bravissima Singer
18. Generally Somewhat Pugnacious

Answer, page 74

For the Record

Pitch Hits

Maybe the French poet Blaise Cendrars was right when he declared advertising "one of the seven wonders of the modern world." Certainly many modern Americans can hum their favorite jingle more readily than Beethoven's Fifth. Here are 10 examples of Madison Avenue's memorable efforts: see if you can identify the products being pitched.

1. It's the real thing.
2. Melts in your mouth, not in your hands.
3. I can't believe I ate the whole thing.
4. Reach out and touch someone.
5. When you need it bad, we've got it good.
6. We are driven.
7. You, you're the one.
8. Double your pleasure, double your fun.
9. The more you look, the more you like.
10. Ring around the collar. —C.S.

Answer, page 74