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THE PHOENIX NEST

Edited by Martin Levin

### The Truth Hertz

"Please observe,"  
Said the old-time bachelor,  
"This truth from your TV set:  
It's a man they put  
In the driver's seat,  
But never his wife, as yet.  
It's a typical male American,  
But never his lady fair:  
For you can't put a person  
In the driver's seat  
When the person  
Is already there."

—FRED SAIDY.

### The Legal Mind

(Pages from the record of the trial of Morton Grove III for the theft of a button, proving the truth of W. S. Gilbert's statement that the law is the true embodiment of everything that's excellent.)

Q.: Would you tell His Honor and the jury where you got the button.

A.: Well, you see, I had an old shirt . . .

Judge (interrupting): You are referring to that shirt you are wearing?

Mr. Wumble (for defense): If Your Honor please, I think the question tends to embarrass the witness. While his shirt certainly is not new, I think we may overlook it and assume he is referring to another shirt—shall we perhaps say an older one than the one he is wearing.

Judge: Please continue, Counselor.

Q.: Thank you, sir. Now you say you had an old shirt.

A.: Yes, I had this old shirt in my locker.

Q.: Is it a big locker?

A.: Fairly big. About this size (demonstrates with hands).

Judge: Will the clerk note that witness indicated locker about eight feet tall by two feet wide and two in depth, furnished with a top shelf, a rack, and coat hangers. I think we may assume the locker is the repository for other clothing and such things as the office worker usually accumulates—razor, comb, brush, a bottle or two.

Q.: If I may, Your Honor.

Judge: Yes, please proceed. I don't understand how we got on this track, who opened the door, so to speak, to this line of questioning, but go on.

Q.: You had this locker and in the locker was—

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A.: An old shirt, or several shirts, I should say.

Q.: Go on.

A.: So I found one with a button at the collar and removed the button. I was now in a position to have a button sewed on and needed only someone to sew it for me.

Q.: You needed a button and you took one from a shirt in your locker. You did not steal the button.

A.: No, sir.

Q.: Thank you. Your witness (to District Attorney).

District Attorney: Your Honor, the prosecution is willing to concede that such a locker, however inadequately described by the witness, does exist. Nobody would be foolish enough to invent it. Now (to witness) you always keep old shirts in your locker.

A.: Yes, sir.

Q.: How many?

A.: Not many.

Q.: How many? Would you say ten or eight, six or twelve? Try to remember.

A.: Never more than four or five.

Q.: What is their color?

A.: Always white or blue.

Q.: No black?

A.: There may be an old black, but the locker room is dark and the back of the locker is dark and there may be an old black shirt back there that would not be visible to me from where I stand.

Mr. Wumble (for defense): If Your Honor doesn't mind, I'd like to call the jury's attention to the witness's size. He is a large man. It is evident that when he opens his locker and faces it he blocks off the light and that makes it difficult for him to know if there is a black shirt in the locker. For all he knows there could be six black shirts.

Witness: No, I'm sure there aren't six. I never owned more than three but then maybe someone left black shirts in my locker.

Judge: Do other people use your locker? Are you suggesting that?

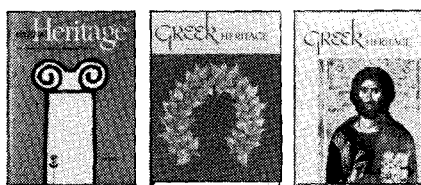
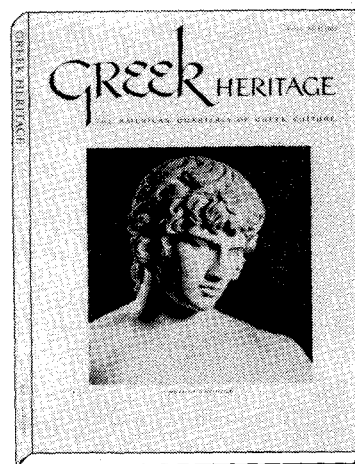
A.: Sometimes people put things in if I forget to lock the door. Maybe somebody put black shirts in my locker.

Judge: Now if we can only proceed instead of wasting the court's time. The issue is where the button came from. The fact that the witness is a large man, that he owns black shirts he never wears, that his eyesight is so poor that he can't tell a black shirt from a white shirt in his own locker, and that he sometimes leaves the door open seems to be irrelevant, immaterial, and nonresponsive. I must instruct the witness not to be

SR/February 20, 1965

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Lindos  
on the island  
of Rhodes

G. B. Biggs

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frivolous. He is wasting the court's time.  
District Attorney: Where is the button?

Judge: Gentlemen, I think the jury is hungry. I know I am. I shall adjourn court for two hours. —JOHN FERRIS.

### The Magazine Medium

THE other day there appeared the results of a survey disclosing that one-third of those replying to a questionnaire stated that they were regular readers of *Collier's*. This seemed reasonable enough, but hardly news, until the mists lifted, revealing an office peopled with researchers who were having fits of giggles. Will they stop sniggering, I wonder, when they realize that they have just put themselves out of business? No reader of *Collier's* will ever again fill out a form he suspects was designed for the purpose of making fun of him. Neither will followers of *Judge*, *Vanity Fair*, or any other periodical that goes back to the opulent Twenties become victims of such trickery.

The truth is that a lot of us are not responding to the kind of life offered to us by today's magazines. Not for us are one-dish oven meals, plans for eighty-by-ten-foot A-frame ski lodges and out-of-focus photography. We choose to bathe in the aura cast by Vilma Banky and Rod LaRoque instead of yawning over the tepid observations of some television type who claims she makes her own curtains. For illustrations we have the pastels of John LaGatta, whose characters are always on their way to a black tie dance at the country club. Our preference in automobiles runs to maroon touring cars with jump seats and green wire wheels, and the only household advice we get is how to store a duck press and a warning not to let Mrs. New-money borrow our maids. I could go on, but my neighbor has just stopped in with all eight installments of a Mary Roberts Rinehart serial. Remember? It's the one in which the old lady removes the tea service before setting fire to the thirty-room summer cottage in Maine.

—PHILIP HOLLIDAY.

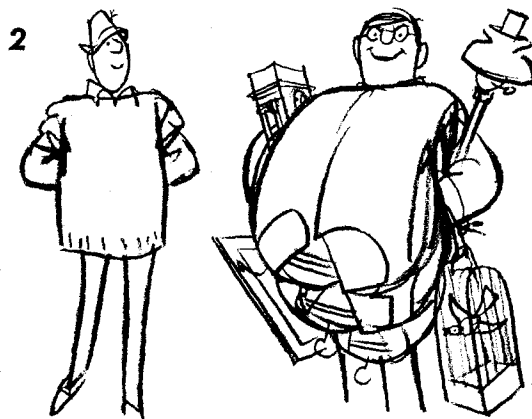


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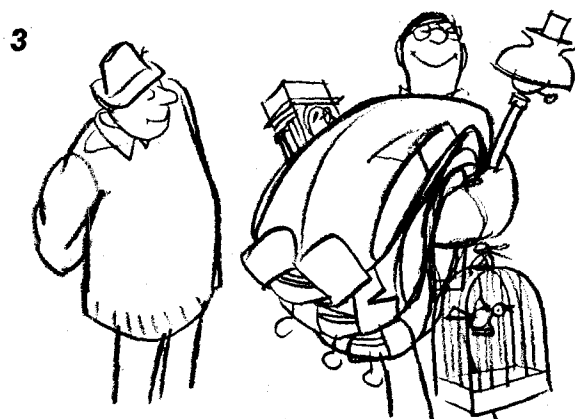
Moving today?

Bottletop, Wyoming,  
here I come!



Really?

I'm taking the advice of  
that famous old sage,  
Horace Greenleaf.



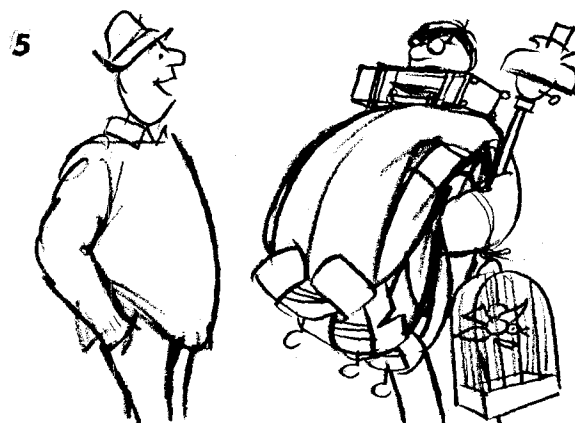
You are?

Yessiree, I'm doing just  
what he said, "Go West  
there, youngster."



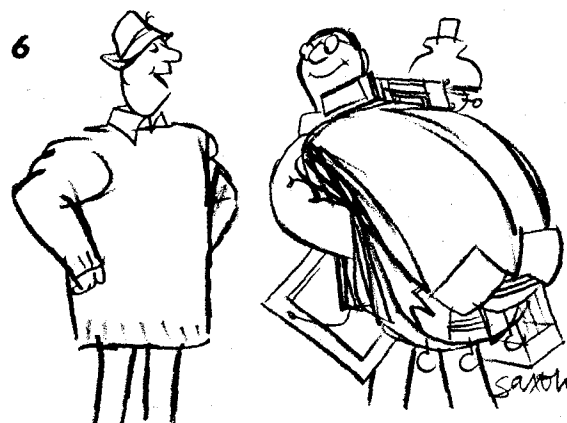
And you decided  
on Bottletop?

It's the land of opportunity.



Well, if you ever need any  
more advice—and I'm sure  
you will—you'll have the  
opportunity to get it  
even in Bottletop.

How's that?



Wherever you move in the  
U.S.A. there's a man from  
Equitable nearby. Equitable  
has 760 offices throughout the  
country. Which means that  
whenever you need advice  
or service, you can get it  
fast with Living Insurance  
from Equitable.

In two years, I'll be the  
soda pop king of Bottletop.



Look ahead with Living Insurance

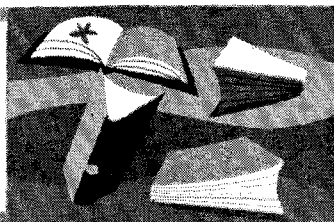
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# Trade Winds



On Tuesday, January 26, barely two days after Sir Winston Churchill had died, the producer of BBC's *Tonight* program walked past a bookstall in London. On the racks was a handsomely bound paperback titled *Churchill in Memoriam: His Life, His Death, His Wit and Wisdom*. Assuming it to be a pre-published book released in irreverent haste, she scanned it and discovered that it contained not only John Masefield's poem about Churchill but also Anthony Lewis's full story of the death, tributes from leaders all over the world, and the *New York Times* editorial of the previous day. She also noticed that the book had



been printed and published in the United States. Unable to believe her eyes, she picked up the transatlantic phone and called the New York publishers, Bantam Books, to find out just how such a miracle had come about.

The miracle was the result of one of the best-planned operations in book publishing. Feeling that such a publication should be more thorough than hasty, Bantam Books began making plans, in cooperation with the editors of the *New York Times*, when it became evident that Sir Winston was entering a terminal illness. The two publishers had worked together successfully in bringing promptly to the public two books on the Warren Commission; the present memorial text was to be shaped along the same lines.

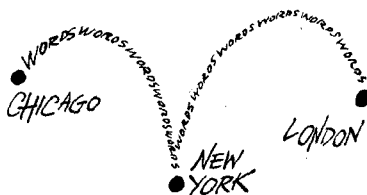
The sections on Sir Winston's life and times—and on his wit and wisdom—were prepared in advance by the staff of the *New York Times*. The six-color cover, prepared by the Regensteiner Corporation in Chicago, required one day for each color to dry on the special cover stock. Twelve pages were kept open for the final tributes to the statesman and for the actual news report of the event.

Sir Winston died on Sunday, January 24, shortly after 8 A.M., London time. In New York, Jack Stewart, in charge of the book development division of the *Times*, phoned Bantam editors Marc

Jaffe and Marcia Nasatir to advise them that the inevitable had happened, and they were ready to proceed with the dispatches that were to make up the first twelve pages of the book. It was not until after lunch on that day, however, that the bulk of the story began coming in over the cables. Stewart, who likes to play indoor tennis in the winter months, showed up in tennis clothes, and Miss Nasatir made her way through one of New York's more snowy mornings in ski clothes. Along with Marc Jaffe, they began sorting out the thousands of words coming over the cable from London.

In turn, they cleared the Telex machine for teletyping the finished story to Chicago, where the W. F. Hall Printing Company stood by to begin immediate typesetting and printing. By coincidence, Oscar Dystel, the president of Bantam, was in Chicago for a book wholesaler's meeting, and he took over the editorial chores at that end of the Telex.

Sending editorial matter by Telex presents some problems. The material comes out the other end in a continuous yellow sheet, entirely in capital letters. In rushing copy through for the Warren Report book, Bantam had planned the entire operation carefully—except that they forgot all about having a Telex



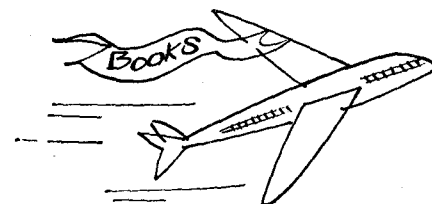
operator on hand. A Bantam editor took over the job, performing admirably except that she couldn't get the machine to move down a line. Finally the New York expert teletyped to her: WILL U PLSE BE QUIET NOW AND LET ME DO THE TALKING?

With the Churchill book, there were frequent queries from Chicago asking such things as: ARE YOU SURE THAT'S A COMMA? But the biggest snarl came when the Telex reported that the undergraduates of Harrow, where Sir Winston had gone to school, sang the song "Forty Years On" in his honor. Chicago teletyped back: R U SURE THERE IS SUCH A SONG? Only when Miss Nasatir checked an English reporter was the song title confirmed. One other delay was experi-

enced when Masefield's tribute came over the machines in verse pattern, a form that doesn't take kindly to the automated letters of electronic transmission.

The machines were kept busy from 3 P.M. to 8 P.M. that Sunday, with frequent checking and dictation by phone. The words skipped from London to New York to Chicago, where they were set in type and put into offset page proofs, known in the trade as "silver sheets."

Dystel waited impatiently for the final page proofs in his room at the Drake



Hotel, and the messenger showed up on Monday at 2 A.M. Chicago time. By 8 that morning the presses were rolling at the rate of 12,500 copies per hour, grinding out a total print order of 450,000.

At 10:57 Monday morning the first bound copy was ready. The remainder of the 25,000 books allocated for England were rushed through the binding, trimming, and packing process and whisked to Chicago's O'Hare Airport at about 3 in the afternoon. By 5 o'clock Monday evening, Chicago time, the books were sealed into the freight compartment of a Pan American flight for London, reaching there Tuesday.

It was shortly after this that the BBC producer saw the book on the racks in London. In the broadcast of the *English Tonight* show, commentator Cliff Michelmore said: "What was a newspaper yesterday is now a bound book today." Thanks to the *New York Times* and Bantam Books, he was right. The book not only accomplished the impossible but at the same time beat the news weeklies to the punch.

—JOHN G. FULLER.

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