



## THE PHOENIX NEST

Edited by Martin Levin

### Canto XVI

Anyone looking for an unusual  
rhyme?  
Yes, I'm.

—IRA WALLACH.

### Ages of Media-Man

ALL OF US know that for the last several years we have been living in the Atomic Age, the Space Age, the Ecumenical Age, or a combination of the three. Right? Not according to Standard Rate & Data Service, Inc. Their directory of business publications indicates that 75,500 persons subscribe to the old-fashioned idea that this is *The Iron Age* (although 5,000 people, who have presumably heard of aluminum frying pans, prefer to think of it as the *Light Metal Age*), 7,000 consider it the *Gas Age*, 14,000 believe it to be the *Coal Age*, another 14,000, apparently immune to the lure of both Jim Dooley and in-flight motion pictures, the *Railway Age*, and, despite alternate-side-of-the-street parking regulations, a whop-

ping 143,000 still regard our times as the *Motor Age*. At least those are the reported circulation figures for business magazines that go by those names.

According to SRDS, nobody is foolish enough to believe we're still living in the Bronze Age, but thousands of otherwise perfectly good Americans think it's the *Ceramic Age*, *Rubber Age*, *Hardware Age*, *Grain Age*, or *Feed Age*. That's five more Ages right there—the same number of ages into which we used to divide 1.5 billion years of the earth's history. Modern business methods have resulted in Age proliferation: *Frozen Food Age*, *Distribution Age*, *Paper Age*, *Adhesives Age*, *Detergent Age*, *Sports Age*, and *Swimming Pool Age*. Not to mention *Mandatory Retirement Age*. Through the magic of the SRDS index, it is possible to go from the *Chain Saw Age* directly into the *Chain Store Age*.

Arthur O'Shaughnessy, who wrote that "each age is a dream that is dying or one that is coming to birth," seemed unaware of the possibility of an Age merger. He'd probably be surprised to

### New Eras

learn of the existence of a publication called *Coinamatic Age combined with Launder-matic Age*. On the other hand, Voltaire seemed to have *Television Age*, *Advertising Age*, or *Aerosol Age* in mind when he said that "he who has not the spirit of the age has all the misery of it." Respectively, 11,000, 57,000, and 5,500 people have the spirit, or the subscription price, of these three Ages, while the rest of us are "out" and miserable.

Furriers, chair salesmen, and electricians don't think they're out, though. They go on deluding themselves that we're all in a golden age for their respective businesses. A few thousand of



them receive magazines called *Fur Age Weekly*, *Furniture Retailer and Furniture Age*, and *Volt Age*. No circulation figures are available for a magazine called *Scrap Age*. Standard Rate & Data Service notes, somewhat sadly, "After three requests, publisher has failed to file circulation statement on SRDS form." What's the rush? It sounds as though that *Age* isn't for an age, but for all time.

—LOU D'ANGELO.

# OLD HICKORY

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### Relatively Speaking

TWENTY-ODD years ago my wife Nelle decided she was going to fly to St. Louis and then work her way into the interior of Missouri, locate the town of Eldon where she was born and fetched up, and have a nice visit with her mother.

She got on a plane at LaGuardia Airport. As the B-nothing or whatever it was thumped along above Jersey, a young rabbi stood up and began praying in a loud voice and an alien tongue. Behind Nelle sat an elderly woman who picked up the cue and began frantically saying her rosary. A man kittygodlin across the aisle crossed himself twice. Nelle said she felt forlorn. She didn't have anything or anyone to appeal to in this non-emergency; she hadn't been at all apprehensive until her fellow passengers began showing desperate concern.

The plane clanked some, and rattled, but arrived safely at St. Louis and in another week or so, as it seemed, Nelle was in Eldon and there was a gathering of the female kin, and for want of something else to talk about, she told of what had happened on the plane. There was a silence, and then her ancient Aunt Grace spoke up, addressing Nelle's mother.

"Anna," says Aunt Grace, "you mind

SR/May 27, 1967

# This meal no longer exists.

It was eaten in Switzerland, by the writer of this ad, for \$2.55

And once for lunch, my wife and I even had half a chicken each, french fries, and salad for only 75¢.

We also got a big kick out of the Swiss custom of serving you enormous portions half at a time. The trouble was you felt like you were eating two meals instead of one. (Several times we ended up dividing one order between the two of us.)

We were also amazed at how reasonably priced the hotels were. Everywhere. In one resort area we found a great little chalet-hotel for just \$6 a day. It was a nice double room with a bath. We also had a marvelous view of those snow-capped mountains; great big fluffy feather bedcovers; and breakfast; and even a free shoeshine for our shoes that we put outside our door before we went to bed.

And I haven't even said anything about all those fantastic Swiss cheeses, those great Swiss fondues, that tasty Swiss wine and beer, those endless varieties of Swiss chocolates, that Swiss service and hospitality and cleanliness, those terrific Swiss trains, that romantic Swiss scenery and mountain air.

But, I guess I'll have to wait till my next ad to get into all these selling points.

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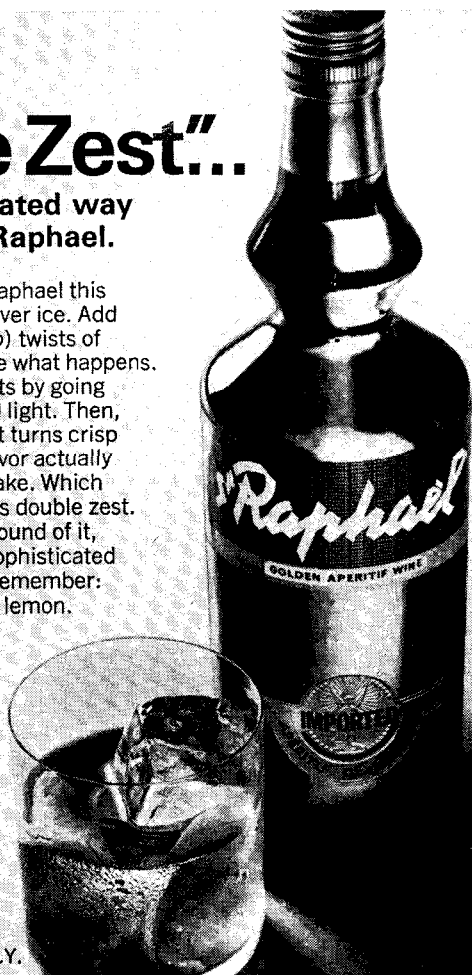
## "Double Zest..."

the sophisticated way  
to enjoy St. Raphael.

Try golden St. Raphael this way. Pour some over ice. Add two (repeat, two) twists of lemon, sip, and notice what happens.

St. Raphael starts by going down smooth and light. Then, right in mid-sip, it turns crisp and tangy. Its flavor actually does a double-take. Which gives St. Raphael its double zest.

If you like the sound of it, experience the sophisticated taste of it. But remember: two twists of lemon.



RENFIELD IMPORTERS, LTD., N.Y.

the time forty year ago, a Sundy, we was all down to Aurora Springs? Vol was on the Rock Island even then, and had his own handcar, so he invited Uncle Ed to ride it with him all the way from West Aurora to Eldon, and . . ."

"Three mile," put in Nelle's mother, with a wide smile.

". . . and just before he climbed on the handcar Uncle Ed got down on his knees, and then we all fell to *our* knees on the depot platform, and ever'body prayed for a safe journey. Three mile, it was, up to Eldon."

There is significance in this little story, though try as I will I am unable to locate it.

—H. ALLEN SMITH.

### Smain

ON JANUARY 31, 1967, Los Angeles newspapers headlined a newly-coined word to define the clotted weather that had permeated Southern California on January 30. The word was *smain*. I knew what it meant because I had driven through miles of *smain* on the way down from San Francisco.

*Smain*, the papers explained, admixes smog with rain. *Smog*, the papers reminded their afflicted readers, had been created, verbally and atmospherically, by combining man-made smoke with natural fog.

For years, weather folklorists believed rain would cleanse, rinse, or dissemble smog. Then, before 1967 was one full month old, a heavy rain had failed to wash the smog out of the Los Angeles air. The rain had merely soaked the smog into *smain*.

As man and nature continue to compound new weather phenomena, new words may have to be invented, coined, or constructed to define the conditions.

If *smain*, why not *smight*, too? Areas may be struck with *smight* and *smain*. *Smight* is night smog.

Other words that come to mind immediately as possible definitives in the future are:

SMEET: smog and sleet.

SMAIL: smog and hail.

SMUNDER: smog and thunder.

SMOW: smog and snow. *Snog?*

Pow: pollutants and wind. *Wip?*

HEHUM: heat and humidity.

WHA: wind and humidity and acrid odors.

After *smain*, nothing is improbable. For as *smain* goes, so goes the nation.

—DAVID STEINBERG.





## Chess Corner—No. 115

THE big asset in the technique of the United States chess champion, Bobby Fischer of Brooklyn, is his coolness in complexity. He is best when most of the pieces are cluttered in a maze, presenting a plethora of variations theoretically too involved for solution under time-control.

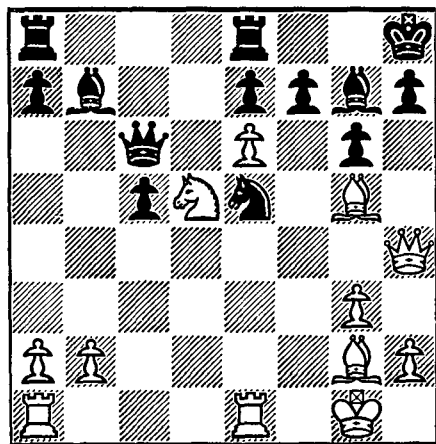
Characteristic of Fischer's style is the Blumenfeld Counter Gambit, from the last Olympiad in Havana, 1966, S. Johannessen of Norway vs. Fischer. Most of the commentators agreed that the Norwegian's position was superior until he played 19 P-K5. Though intrinsically good, the move should have been preceded by 19 QR-Q1.

In the diagrammed position, after 22 . . . N-K4, quite a few post-mortem analysts asserted that White could have prevailed—and they unfolded reams of notes to show how.

Be that as it may, Fischer knew that post-mortem decisions never garnered points. When White played 23 RxN, Fischer saw to it that the sacrifice failed. And, after 26 . . . RxN, White did not jeopardize any chances by resigning.

### BLUMENFELD COUNTER GAMBIT

Johan- nessen	Fischer	Johan- nessen	Fischer
White	Black	White	Black
1 P-Q4	N-KB3	12 Q-R4	Q-B1
2 N-KB3	P-B4	13 N-R5	N-N3
3 P-Q5	P-QN4	14 Q-R4	R-K1
4 P-B4	B-N2	15 B-N5	Q-B2
5 P-KN3	P-N3	16 N-B6	B-N2
6 B-N2	PxP	17 P-K4	N/N-Q2
7 N-B3	B-N2	18 P-B4	K-R1
8 O-O	O-O	19 P-K5	PxP
9 N-K5	Q-Q3	20 PxP	NxQP
10 NxQBP	QN-Q2	21 NxN	QxN
11 R-K1	B-QR3	22 P-K6	N-K4



23 RxN BxR 26 N-B4 RxN  
24 PxP R-KB1 Resigns  
25 P-KR3 RxP

—AL HOROWITZ.

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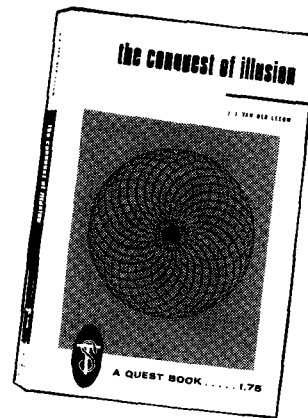
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