If you've read Thank You For the Giant Sea Tortoise (Viking, 1971) edited by Mary Ann Madden, you know what to expect from her more recent Son of Giant Sea Tortoise (Viking, 1975). If you haven't -- this is an even bigger (376 pages instead of 230) collection of results from 44 New York Magazine competitions.

The quality is as high as ever, as samples from three of the more logical competitions illustrate:

Repunctuated and redefined names: WALT W., HITMAN - dispenser of poetic justice; BENJAMIN (ISRAELI) - mideastern hallucinogenic; SAMMY D. AVIS, JR. - second-best U.S. entertainer

Invented words containing SPLA: ESPLANATION - the medium's message; MSPLANTAGENET - Eleanor of Aquitaine

Phrases translated by repunctuation: There was an old woman who lived in a shoe, she had so many children (she didn't know what to do); Nearer (my God!) to thee?

Other sections, both new and repeat, are equally clever:

Near misses: I feel rotten, Egypt, rotten; What's the best chicken? Tuna of the Coop; A man, a plan, a canal -- Suez!

Silly definitions: CACKLE - sound emitted when milk is poured onto a bowl of Chicken Krispies; CEREBRUNCLE - (1) a nearly identical nephew, (2) brother of your mother's carburetor

Invented names for occupations: UMBILICUS - Roman naval attaché; HEINZ ZEIT - German historian (follower of Forsyte)

One-letter misprints: Chock Full 0' Nuns - The Heavenly Coffee; Workers arise: You have nothing to lose but your chairs; Dime is money; When there's a will there's a wad

One-word inserts: Into the valley of death rode the six hundred dumbbells; He who hesitates is, uh, lost; Mene Mene Tekel Upharsin, Inc.; Love is just $5 around the corner

Terrible riddles: Why did the chicken cross the road? because it was there; What has four wheels and flies? Chitty Chitty Bang Bang; Why did the moron throw the clock out the window? who else but a moron would throw a clock out the window?

Puns on names: The first man in America - ADAM WEST; Offenbach revival - DUSTIN HOFFMAN; lighter burns - ZEFFO MARX

As Dave Silverman said of the first collection: "The worst of the hundreds of selections is good. The best will remain with you."

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