

ANSWERS AND SOLUTIONS

Kickshaws David Morice

Two by Two Each poem is made up of pairs of rhyming syllables.

+ **Sulp** CAPS is a palindrome when there's SPACE on its left. The others are AIR IA (left side of page in the air), DIRT RID (now it's in the dirt), HOT OH (now it's on fire), SUN ON US (now it's lit by a shaft of sunlight), WON SNOW (and now the right side is lying in the snow).

Cheeze 'n' Crackers Got All Muddy Jesus Christ, God Almighty.

Spanish-American Cuisine PONQUE is pound cake.

What a Deal! My answer creates a paradox: "What is incorrect in the ad is that ten dollars won't be sent free to the first person who writes with the correct answer. Now send me the ten dollars." If I don't get the ten dollars, I know my answer was correct and the ad was a fraud. If I do get the ten dollars, my answer was incorrect, but why did I get the ten dollars?

Word Molecules Molecule A: Texas, Maine, Nevada; Molecule B: Kansas, Alaska; Molecule C: Mississippi; Molecule D: Massachusetts. Largest simple, Minnesota; largest complex, Pennsylvania; smallest simple, Ohio; smallest complex, Alabama, Indiana.

The Language of Business Leonard R. N. Ashley

1. overseeing (oversight) or just watching 2. gift trip for publicity or executive "perk" reasons 3. bribe to salesman to stress a particular product 4. fire people to make the company smaller (they are "outplaced" or simply "let go") 5. moving around to get the best career 6. organization consisting of otherwise unrelated companies 7. achieve the "market share" desired 8. mailers of press releases and other publicity 9. products used up quickly and often repurchased 10. the gimmick on which a publicity release or news story is "hung" (also, the "hook") 11. group from the general public queried as to opinions on a product, etc. 12. get things in order or preference or importance 13. creation of an atmosphere in which people can enjoy themselves and (hopefully) patronize the store 14. advertising sent by mail to specific targets 15. all-out effort 16. salesman 17. store selling discounted clearance goods 18. a demonstration model or tape 19. your sales as a percentage of all sales 20. non-obvious barrier to promotion 21. quick way to promotion 22. sell at no loss and no profit 23. store or advertising agency (short for "workshop") 24. many people under your direction 25. lessee pays rent plus all costs of upkeep and running of the property rented