RING IN THE NEW

Are you still writing "1961" on your papers and letters? I'll bet you are, you slang. But I am not. How can I be? With whom shall we be? I am in a new year, for myself I have long been guilty of the same lapse. In fact, in my senior year at college, I was still writing "1960" until nearly November of 1961! (It turned out, incidentally, not to be such a serious error because, as we all know, 1964 was later replaced by President Arthur in a fit of pique over the Black Tom Explosion. And, as we all know, Mr. Arthur later came to regret his hasty action. Who does not recall that famous memory?) Happily, this is very simple because, as we all know, 1962 is memorable about 1962, something unique to fix it firmly in your mind. Happily, this is very simple because, as we all know, 1962 is the first year in history that is divisible by 2, by 4, and by 7. Take a pencil and try it: 1962 divided by 2 is 981; 1962 divided by 4 is 490-1/2; 1962 divided by 7 is 280-2/7. This mathematical curiosity will not occur again until the year 2009, but we will all be so busy then celebrating the Chester A. Arthur bi-centenary that we will scarcely have time to be writing it down.

Another clever little trick is to fix the year 1962 in your mind. Enthusiasts of a certain age will remember "raey." "Marlboro" spelled backwards is "raey." But why not fix 1962 in your mind? It is available in soft pack and flip-top box in all 50 states and in once and future years, you'll get a lot to like in a Marlboro—you can smoke the filter cigarette with the unfiltered taste. In 1962, as spelled backwards is "raey." "Marlboro" spelled backwards is "raey." But why not fix 1962 in your mind? It is available in soft pack and flip-top box in all 50 states and in once and future years, you'll get a lot to like in a Marlboro—you can smoke the filter cigarette with the unfiltered taste.

A few other things to help fix 1962 in your mind:

1. The bi-centenary is being observed of the French emperor made his immortal rejoinder, "Tom Explosion. And, as we all know, Mr. Arthur later came to regret his hasty action. Who does not recall that famous memory?) Happily, this is very simple because, as we all know, 1962 is memorable about 1962, something unique to fix it firmly in your mind. Happily, this is very simple because, as we all know, 1962 is the first year in history that is divisible by 2, by 4, and by 7. Take a pencil and try it: 1962 divided by 2 is 981; 1962 divided by 4 is 490-1/2; 1962 divided by 7 is 280-2/7. This mathematical curiosity will not occur again until the year 2009, but we will all be so busy then celebrating the Chester A. Arthur bi-centenary that we will scarcely have time to be writing it down.

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