LIGHT REFRACTIONS

Confusion Confounded

I DON'T KNOW WHY, but *stink* used to be considered a word that wasn't quite polite. When I was a child, I was told not to say that something stinks. It was all right to say, "It smells bad," but not, "It stinks." In a scene in *The Philadelphia Story* the mother tells her younger daughter that she should not say *stinks*. "Say 'smells," she says, "but not 'stinks."

These days, when almost anything goes and good authors who once knew better words now only use four-letter words, you'd think *stinks* would be quite acceptable. But I suppose it isn't. I say this because I noticed that in Franco Zeffirelli's big television film, *Jesus of Nazareth*, Lazarus' sister Martha, leading Jesus to her brother's tomb, says, "He hath been dead four days, and by this time his body must be decaying."

I am by no means a Bible scholar, but I know those are not the words that appear in the King James version. For after I had been told not to say something stinks, I saw in the Bible that Martha's words are, "Lord, by this time he stinketh: for he hath been dead four days." Verily I rejoiced, saying "Aha! How come I'm not supposed to say *stink*, and here it is, right in the Bible?"

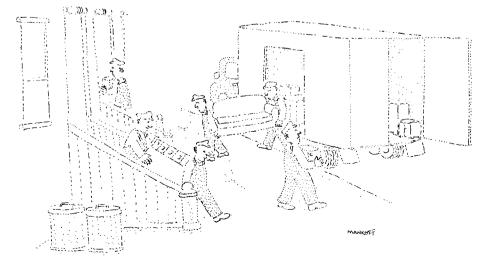
When I heard the line in Zeffirelli's film, I wrote it on a scrap of paper and filed it away. Then, out of curiosity, I went to the New English Bible to see how they handled the line. There, Martha says, "Sir, by now there will be a stench. He has been there four days." Evidently, *stink* is still in disrepute.

Just now I said I had filed that scrap of paper. This is perhaps as good a time as any for a confession. I do, in fact, have filing cabinets full of thousands of "Fans Double-Crostics," but for everything except Double-Crostics, my filing areas are desk tops, table tops, a day bed, wicker baskets, plastic baskets, cardboard boxes, bookcases, drawers, pigeonholes, clips glued to the walls, and, occasionally, chairs. So the truth is that I filed Martha's dialogue in a desk drawer under an ancient Remington electric shaver. When I dug it out yesterday. I found next to it another slip of paper with, "Olivier: I'll make a ghost of him that hinders me."

I'm not sure when I committed that jotting, but I suppose I must have been watching Sir Laurence's film of *Hamlet* on television, and obviously I was struck by his having altered Shakespeare to conform to today's English—with good reason, I think.

The line is from the scene in which Hamlet wants to follow his father's ghost. Horatio and Marcellus try to stop him, Horatio warning him of how foolhardy it is to follow ghosts. When his two friends grab Hamlet, he says, "Hold off your hands." Still they try to hold him, so he says, "Unhand me, gentlemen, By heaven! I'll make a ghost of him that lets me!"

For years I—and, I suspect, millions of others—thought that Hamlet's "of him that lets me" meant "of him that permits me," that he was saying something like, "If you get in my way, you'll have to let



Even if you're only moving next door, it's best to have it done professionally.

me run you through with my sword."

Actually, Hamlet's *let* is the *let* that barely exists today. It is the archaic *let* of "without *let* or hindrance" and tennis's *let ball*, a serve that is impeded in its flight over the net.

Let is one of those words with two almost diametrically opposite meanings. It has meant both to permit and to prevent. There are lots of other words that seem to contradict themselves, although only a few come to mind immediately: cleave, meaning both to unite and to divide; overlook, meaning to inspect or examine as well as to ignore or disregard; and fast (a superfast man can run a hundred yards in nine seconds, while a superfast dye does not run at all).

I first noticed a word with opposite meanings when I was in my teens and my favorite Shakespearean play was, of course, *Macbeth*. *Macbeth* is, or at least used to be, irresistible to adolescent boys, with its blood-gouted blades, murder most foul, gory locks, and eyes that glare without speculation.

After Macbeth has made Duncan's quietus with a bare bodkin, he tells his wife about the voice that cried:

"Sleep no more!

Macbeth does murder sleep!"

the innocent sleep, Sleep that knits up the ravell'd sleave of care.

Naturally, I pictured the sleave of the image as one of my sweater sleeves, whose elbows and cuffs had a tendency to become ravell'd or unravell'd.

It wasn't until years after I'd been graduated from college that I learned that Shakespeare's *sleave* had nothing to do with a *sleeve*. A sleave is a thin strand of silk obtained by separating a thicker thread. Because Macbeth's line is so well known and so often quoted, *sleave* has come to mean also simply a "tangle." And, speaking of a tangle, let's go back to *ravel*: *The Random House Dictionary* says *ravel* means "to disentangle ... to involve; confuse; perplex ... to make clear; unravel." Is that clear?

Macbeth wants to get some innocent sleep that will knit up his ravelled, or unravelled, sleave of care, but he hears a voice that won't let him, or, as Hamlet might have said, *will* let him.

Contemplating these linguistic aberrations in conjunction with my filing system, I can only sigh, "Confusion now hath made his masterpiece."

-Thomas H. Middleton

HOW GM "PROJECT CENTERS" CREATE CARS

FROM CONCEPT TO CUSTOMER IN THREE YEARS AND THREE BILLION DOLLARS

Throughout the history of the automobile industry, product change was almost always evolutionary. But in 1973, GM determined that the times required revolutionary changes. It started its first Project Centerwhich by itself heralded a revolution in the use of science and technology to meet the changing demands of the marketplace. A few months later, the Arab countries launched the oil embargo. Fortunately, machinery was already in motion in GM to create and develop new cars and components in a new way and faster than ever before.

GM's first Project Center brought out totally new fullsize cars: smaller, yet roomier, and far more efficient than their predecessors. The advertisements said they were "designed and engineered for a changing world"---and they were. Another Project Center, begun in 1975, developed the immensely popular GM X-cars.

Led by the five car divisions, Project Centers gather people, ideas, and knowledge from all 30 divisions and staffs of General Motors. In the first stage, which we call "concepting," experimental engineers, environmental scientists, forward planners, and marketing experts pool their thinking. Their objective: what the marketplace will require. This is the most important stage. Here we must determine not only what kind of car, but how many we might be able to build and sell years later. Economics, customer tastes, availability of various kinds of fuels must be compared with state-of-the-art technology—and what steps must be taken to advance that technology quickly yet surely.

In the "concepting" stage, a new car is conceived. If the car is to be sold to customers three years later, construction of new plants must begin and basic tooling must be ordered.

The second phase of the Project Center takes 24 to 30 months. It encompasses development, design, structural analysis, handling analysis, emissions, noise and vibration, safety, reliability, serviceability and repairability, manufacturing, assembly, marketing, financing.

Advanced product engineers and research scientists work with the one hundred fifty to two hundred people at the Project Center and thousands more in the staffs and divisions to transfer new science and technology to the new car. Components are hand-built and "cobbled" into existing models for road testing.

Prototype cars are handbuilt at a cost of more than \$250,000 each. These enable the Project Center team to determine how newly developed, pretested components operate as a unit. Then, pilot models will be built from production tooling and tested some more. New technology, such as structural analysis by computer, saves time. Lead time has been reduced by 25% from ten years ago, when cars were far less complex.

After almost four million miles, nearly three billion dollars, and nearly three years of work, the new cars—quite unlike anything before them start coming off the production line at a rate of better than one a minute.

There are now eight Project Centers in General Motors. Four are developing new cars using hydrocarbon fuels, one is creating an electric car, and others are working on computerized engines and emission controls, a new kind of automatic transmission, and the inflatable restraint system.

New and revolutionary cars can't be mass produced for the road overnight. But by putting all the parts of General Motors to work together, we found a way to speed up the process. We have integrated the creativity of thousands of human minds to make invention into reality when it's needed.

This advertisement is part of our continuing effort to give customers useful information about their cars and trucks and the company that builds them.

General Motors People building transportation to serve people

TOP OF MY HEAD

Humor Through Adversity

ASKED AN attractive young woman of my acquaintance, who is shopping for a husband, what she expects her husband-to-be to be. "Well," she said, "first and foremost, he must have a terrific sense of humor." Or to quote her exactly, "a terrific sensa humor."

"That's a good start," I conceded. "But tell me young woman, what other qualifications do you fondly seek?"

"I fondly seek," she replied, "a man who will be compatible, gentle, compassionate, magnanimous, thoughtful, considerate, kindly, and well off."

I tried to plumb the depths of each of these high qualifications, but she sidestepped the plumbing and said, "He will understand what I mean after we are married, because we will both have terrific sensa humors."

Please join me, if you will, in an indepth examination of her long laundry list of angelic prerequisites for a blissful marriage:

Compatible: easy to mold.

Gentle: to her mother.

Compassionate: no children for three years.

Magnanimous: separate checkbooks and credit cards.

Thoughtful: phone from his office hourly.

Considerate: never bring unexpected guests to dinner.

Kindly: see magnanimous, thoughtful. Well off: he is but he doesn't realize it.

Now we know. You don't have to be a psychiatrist to recognize that this gal is preparing to enter the state of matrimony with Fear and Trepidation-the handmaidens of practically every new bride. She anticipates a bouquet of early adversities that her groom will accept with grace and laughter. The little things, such as bent fenders, burnt dinners with the ever-present night after night after night after night of the same vegetable course-asparagus tips vinaigrette. To say nothing of her weird monthly myth math on her checkbook stubs-because she has a great deal of difficulty counting to 20 without taking off both her shoes.

However, his joining her in laughter through the semiserious, semicomic incidentals of everyday life takes time, years, and a heap of living together legitimately of course. I've been avoiding the word, but it's the "molding" she is depending upon to create her ideal man.

If I may inject a bit of personal biography, I confess I was the moldiest man a woman ever molded. Throughout our 50 years of marriage, I never realized I was being molded. I guess that was because I loved her. Better still, I liked her. There's a difference, you know.

Some years ago, someone (I) composed



"If you really loved me you wouldn't have that man in your bathrobe."

a couplet about that:

Like is always understanding, Love is often too demanding.

You may have noticed, a lot of people fall out of love, but rarely do they fall out of like.

Our adversity began even before we were married. During the two-month period that was then known as "going together," Jane mentioned a diamond engagement ring. My take-home pay from the newspaper where I worked was \$40 a week. You can readily see how those two components-\$40 dollars a week and a diamond ring-might lead to a slight adversity. So what did I do? I said, "Of course, a diamond ring." And I went to a friend, a jeweler, and bought a ring, a small diamond ring, a minuscule diamond ring, that tried its hardest to sparkle when Jane showed it off to her girl friends. Jane reported they were underwhelmed. If that bothered her, she didn't show it. All she said was, "You forgot to have it engraved inside. Something like, 'I love Jane,' or 'To my one and only." So back to the jeweler I went and had him engrave it, but not with either of her two creative suggestions. I used a line of humor to hurdle the adversity. This would shake 'em up and get their minds off the size of this pitiful little diamond. The engraving read, "In case of fire, break glass."

It worked. Jane was often asked to show off her ring, and she invited one and all to read the engraving. It became a conversation piece, and, best of all, Jane was happy with it. Humor through adversity. It worked throughout our long marriage. It became an unspoken code between us. At a party, say, when things became dull, all either of us had to do was to look at the other and softly ask, "Break glass?" and we would leave. Humor through adversity.

As to the above-mentioned young woman on the prowl for a husband who will laugh off all early domestic problems, I believe she is indulging in an exercise in futility. I sadly foresee for her a long series of short engagements. Searching for a man with a matching sense of humor will keep her busy a long time, returning bridal shower gifts of matching salt and pepper shakers and monogrammed doorstops, to say nothing of returning engagements rings engraved "To whom it may concern."

-Goodman Ace