

"Keep It Simple

Strike three.  
Get your hand off my knee.  
You're overdrawn.  
Your horse won.  
Yes.  
No.  
You have the account.  
Walk.  
Don't walk.  
Mother's dead.  
Basic events  
require simple language.  
Idiosyncratically euphistic  
eccentricities are the  
promulgators of  
triturable obfuscation.  
What did you do last night?  
Enter into a meaningful  
romantic involvement  
or  
fall in love?  
What did you have for  
breakfast this morning?  
The upper part of a hog's  
hind leg with two oval  
bodies encased in a shell  
laid by a female bird  
or  
ham and eggs?  
David Belasco, the great  
American theatrical producer,  
once said, 'If you can't  
write your idea on the  
back of my calling  
card,  
you don't have a clear idea.' "

- United Technologies Corporation, Hartford,  
Connecticut 06101, A message as published in the Wall  
Street Journal.