

# English as "She are translate"

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# CIBA-GEIGY 1978 WORLD SALES

Ciba-Geigy Group sales, expressed in terms of local currencies, increased by 11% in 1978. Expressed in Swiss francs, this growth was transformed by currency fluctuations into a 10% fall. Group sales, at 8,930 million Swiss francs, showed a drop of about 1,000 million francs as compared with the 1977 figure.

Despite the unsatisfactory state of activity in individual customer industries, the Dyestuffs and Chemicals Division achieved some volume growth during the year, but sales in value terms were impaired by sustained pressure on prices and by exchange losses. The 9% fall in the Pharmaceuticals Division's sales is due solely to the unfavourable developments in the currency sector.

On a local currency basis, good results in some sizeable markets, plus noteworthy growth in the leader products, have led to gratifying overall growth (+12%). The

Sales	1978	1977	Change, per cent	
	Sw.Fr. m	Sw.Fr. m	(1)	(2)
Dyestuffs and Chemicals Division	1,720	1,970	-13	+ 8
Pharmaceuticals Division	2,560	2,810	- 9	+12
Agrochemicals Division	2,080	2,470	-16	+ 4
Plastics and Additives Division	1,640	1,780	- 8	+14
Airwick Group	390	390	+ 1	+30
Ilford and Gretag/CX Group	540	520	+ 4	+26
Group Total	8,930	9,940	-10	+11

- (1) Calculated on the Group sales figures expressed in Swiss francs.  
 (2) Local currency basis.

Agrochemicals Division was able to expand its business further in the majority of markets. As a result of exchange losses, however, the preceding year's Swiss franc sales value was not attained.

In the Plastics and Additives Division local currency sales values showed 14% growth, with the high

grade additives, in particular, making considerable progress. The successful launching of new products brought the Airwick Group a notable increase in sales on a local currency basis. The sales growth recorded for the Ilford and Gretag/CX Group is the result of the acquisition of CX Corporation.

## ENGLISH AS "SHE ARE TRANSLATE"

### Colin Farmer writes from Berne

Derek Hartley-Brown, jovial chairman of Inter Hotels Britain and Ireland, had them rolling in the aisles in Switzerland at a New Year celebration party marking the opening of new Inter Hotels' Europe headquarters in Berne.

He opened his speech seriously enough, stressing the importance of increased co-operation between the 400 Inter Hotels of Britain, Ireland, Switzerland, Italy and France.

But he went on to warn of the linguistic pitfalls to be avoided in producing translated sales material for the national groupings — and then ended by producing himself these gems of mis-translations which, he said, he had been collecting over the years during his visits to other continental hotels:—

- \* Our hotel is situated in the shadiest part of town
- \* There is a French widow in every bedroom
- \* We are good in bed but bad in bath
- \* We make tea from a bag, just like mother
- \* If this is your first visit to our hotel, you are welcome to it
- \* You cannot fail to remark from the window the odours of the pine trees and our swimming pool
- \* You are not likely to forget quickly your experience with us
- \* If you wish for breakfast, lift the

telephone and our waitress will arrive. This will be enough to bring your food up

- \* All water used for cooking in this hotel has been passed by the

manager personally

- \* On gala nights our chef throws his best dishes
- \* Ladies are requested not to have their babies in the cocktail bar



Derek Hartley-Brown gets into the party spirit in Berne with a welcome kiss from Inter Hotels Swiss misses Rosemarie Buehler (left) and Franceska Leuenberger. Photo by Colin Farmer.