

Zeitschrift: The Swiss observer : the journal of the Federation of Swiss Societies in the UK
Herausgeber: Federation of Swiss Societies in the United Kingdom
Band: - (1979)
Heft: 1751

Artikel: English as "She are translate"
Autor: Farmer, Colin
DOI: <https://doi.org/10.5169/seals-689323>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 28.03.2026

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

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.