Lege/Bäse

GERMAN-ENGLISH SHORTHAND

Deutsch-Englische Kurzschrift

Übungsbuch

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GERMAN - ENGLISH SHORTHAND

Textbook

with transcription
into correspondence, quick and reporters' styles

Übungsbuch

mit Übertragung
in Verkehrs-, Eil- und Redeschrift

by
Dr. Klaus -Wilhelm Lege
and
Dr. Hans -Jürgen Bäse

Best.-Nr. 8914/1. Auflage, 1986

Winklers Verlag • Gebrüder Grimm
6100 Darmstadt

1. Experienced executive required

Advertisement: An executive[1] with | solid all round administrative and 20
sales experience is required for | old established Packaging Company. 40
Knowledge of costing and accountancy | would be an advantage. Age is not 60
particularly important. Write in | confidence, giving full particulars 80
of education and previous | experience, to 'The Managing Director'. 100

[1] executive = Leitender Angestellter, Direktor, Geschäftsführer

2. Business conditions USA

Gentlemen: In this latest issue of | 'Business conditions USA' we have 20
attempted to survey important | developments which have a bearing[1] on the 40
American economy and on | the strength of the dollar. Many banks and 60
organizations abroad have asked | us to send these booklets to clients who 80
find them useful. We welcome these requests | and will be pleased to receive the name 100

of anyone who might be interested | in these reports on economic trends. Truly yours, 120

[1]a bearing on = Einfluss auf, Zusammenhang mit

3. New catalogue

Dear Sirs, All prices in our new catalogue are subject to change without notice. 20
The prices of goods are net in the | United Kingdom. Prices marked by 40
two asterisks are temporary. Goods | marked by one asterisk have been 60
previously announced. In Australia | all goods are distributed through our 80
Australiansubsidiary. If you | require any further information 100

or experience any difficulty | in obtaining any of the goods 120
listed in this catalogue please get in | touch with us. Yours faithfully, Marketing Manager. 140

4. Group of companies

Gentlemen: Each of our companies | is a leader, either at or near the 20
top of its respective field. Each is | independent, yet all can work together 40
as a single force when needed. Working | as a group, one might manufacture vital 60
products, another extend favourable | credit, and still another supply 80
a worldwide distribution network. | With representatives in most of the 100

world's leading cities, our Group stands ready | to help businesses or governments 120
in dealings[1] involving practically | every aspect of the economy. 140
Should you require detailed | information, please contact us. Yours truly, 160

[1] dealing = Geschäft

5. Letter of recommendation

Dear Friend, The bearer of this letter has | one quality which I believe will carry 20
him far in business: He is burning | with ambition. Having been a 40
personnel director and having observed | thousands of young men - green as grass and just 60
starting out, I decided bong ago | that the first essential to success is 80
the desire to be 'somebody`. He has | it. I do not know a thing about his 100

specific abilities - where he is | weak or where he is strong. But I have 120
noticed that he is willing to do anything for anybody - always with 140
a smile. He told me that he was going | to see you about a job. I do believe 160
that he will tackle[1] any assignment[2] | you give him with more than the average 180
endeavour. He wants to get ahead, | so I think he will. Cordially, Yours, 200

[1]to tackle = in Angriff nehmen, fertig werden mit; [2] assignment = Aufgabe, Arbeit

6. Inflation and prices

Dear Consumer, The prices of many | goods and services have been rising 20
rapidly, and present indications are | that they may continue to do so. The 40
ultimate consumer of goods and |, services is at the receiving end 60
of these price increases, and is often | inclined to blame the person who sells 80
to him or her - that is, the retailer, the | hotel, the hairdresser, the dry-cleaner[1], 100

and so on. Like everyone else in | the community, the retailer or 120
other supplier is the victim of | circumstances beyond his control and 140
is suffering harm as the result of 1 inflation, or all-round price 160
rises, is of no long-term benefit | to commerce and other suppliers of 180
goods and services. Therefore commerce is urging that inflation be strongly fought. Yours faithfully, 200

[1] dry-cleaner = chemische Reinigung

7. Challenge of tomorrow

Dear Parents, The speed with which our world | is changing is frightening. What kind of 20
world will your children live in, in a | decade or so from now? What kind of work will 40
they do, what standard of living will they | enjoy ? The possibilities are 60
almost as unlimited as they are | uncertain, and will effect where and how 80
our children will live and what they will do | in tomorrow's computerized world. 100

You can be sure of one thing: Our present | scientific and technological 120
advances will mean a world quite different | from today. Over the past few years, 140
new types of job have been created in | electronics, medicine and 160
communication to mention a few, and in | the future many more will be open. 180
These jobs will demand special knowledge and | advanced mental skills. Learning and the 200

growth of knowledge is a lifelong pursuit[1] | to meet the challenge of tomorrow. Yours 240
sincerely, The Publishers of the greatest | and most complete resource centre of man's knowledge. 260

[1]pursuit = Streben

8. Import brokers

Gentlemen: The import broker, acting | as a mediator, brings together 20
the buyer and seller of an article. | The difference between him and the 40
agent or representative is that | a broker is not under contract to 60
act for a specific foreign supplier, | but introduces buyers and sellers 80
as the occasion arises. Nor | does he conclude contracts, like the agent 100

or representative, but leaves this to | the partners he has brought together. 120
However, regular business connections | are frequently established as a 140
result of this mediating activity. | Thus, in the foreign trade sector, 160
the broker arranges business for parties 1 offering foreign goods. Consequently, 180
it is one of the broker's chief tasks | to study the market situation 200

in respect of the products which it is his | business to represent. Today quite a 220
good proportion of overseas imports | come in through the mediation of 240
brokers. May we offer our services | in this capacity? Yours very truly, 260

9. Infant welfare centre

The Hon[1] Minister of Community | Development. Dear Sir, Almost 20
three years ago the Junior Chamber | of Commerce was approached by Child Welfare[2] 40
to assist in the arranging of | an infant welfare centre. An application to 60
your Department has been made | through Child Welfare, and we have been told that 80
Stand 300 in the area now | know as Golden Park will be allocated[3] 100

for this purpose. We have been fortunate | enough to raise sufficient funds[4] to 120
cover this project, but we find that we just | cannot get the go ahead from your 140
Department to commence with building | operations. Our organization, 160
together with Child Welfare, are only | interested in providing a 180
community service. We hope and will see | to it that this facility[5] is 200

used for the community and will in | fact be run by the community. We 220
are now in the position where we have | everything ready, funds, building plans, a 240
builder together with plenty of | enthusiasm. We cannot, however, 260
gain final approval for the | acquisition or even the allocation 280
of the land. Your assistance in this | matter would be greatly appreciated. Yours sincerely, 300

[1] Hon = Honourable shortened expression used to honour a person in an outstanding position; [2] Child Welfare = United Nations Children's Fund; [3] to allocate = zuweisen, [4] to raise funds = Gelder sammeln; [5] facility = Einrichtung

10. International Business Exhibition

Dear Company Director, The | International Business Exhibition is 20
the largest showcase for the business | equipment industry in the United 40
Kingdom of Great Britain and Northern Ireland. | More than 75 per cent of 60
its stand space has already been booked | ten months before the event. The exhibition 80
will attract more visitors than | other business shows when it opens its 100

doors in October. The event this year | incorporates some important new features. 120
Visitors will find the exhibition | stands easier to view. A survey 140
conducted during the last exhibition | reveals that increasingly senior 160
management is turning to the exhibition | as the main source of information 180
on new products and systems. Last year, | 20 per cent of all visitors were 200

company directors. Additionally, | 40 per cent of the visitors 220
attended no other business exhibition. | The report also showed that 240
visitors to the International | Business Exhibition are on the 260
increase from the Continent. Hoping that you | will also benefit from your participation 280
in the business exhibition. | Yours faithfully, Exhibithion Secretary. 300

11. General conditions of a travel agency

Notice to Clients. Hotel cancellation | fees are £ 2 per person prior 20
to June 30, and £ 4 after that | date. After the registration deadline[1] 40
there will no longer be a right to a | reservation in the desired hotel 60
category. In this case the travel | agency maintains the right to reserve 80
a room in another category. | Hotel downpayment[2] coupons which are 100

not used will be refunded. Furthermore, | there will be a charge for telephone 120
calls or telegrams and for empty beds | as well, if the hotel so demands. Tours 140
will only take place if a minimum | of participants have registered 160
by May 15. Should tours have to be | cancelled due to the insufficient 180
participation, all payments will be fully | refunded. Social programme bookings 200

have to be cancelled prior to June | 30; after that date no refund is 220
possible. The travel agency acts | only as agent and cannot be held 240
responsible for any loss, injury | or damage to any person or 260
property, whatever the cause may be. | The liability of persons and 280
enterprises providing means of | transportation or other services, however, 300

is not affected in any | way. The client takes part in all tours and 320
trips at his own risk. Verbal arrangements | are not binding unless confirmed in writing. 340

[1] deadline = Stichtag, letzter Termin; [2]tdownpayment = Barzahlung

12. Sky restaurant and show time

Dear Passenger, as soon as the 300 | tons of the aircraft have, with surprising 20
ease, become airborne[1] and the details | of the countryside are fading from toy-sized 40
proportions to the more abstract look of | a map, the loudspeakers will bring you the 60
crew's welcome aboard. Not long after this | will come the main meal served to you by 80
the hostesses and stewards, who come down | the corridor pushing the trolleys[2] on 100

which the trays[3] have been laid out. The first meal | is a hot one; another lighter one 120
will be served before you arrive, and | for this the passengers will be given 140
the chance to choose their own food from the buffets | set up at various points around 160
the cabin. This informal meal is a | novelty which adds still more to the 180
relaxed atmosphere in the passenger | cabins. The air hostess will offer you 200

[1] to become airborne = to be in flight; [22]trolleys = Servierwagen; [3] trays = Tabletts

headphones. Using your programme selector, | you will now be able to choose the concert to which you will listen - unless of | course you prefer to listen to the sound track[4] of the film which is also part of | the programme. For those who prefer music, the choice is wide and very varied. | There are separate channels, each corresponding to a number on the selector. | There is also a 'children's corner[6],

with a programme full of songs and tales for | our younger passengers. For passengers who are making a 2-way journey, | the programmes are different in each direction. Wishing you a pleasant flight with | plenty of intertainment. Your World Airlines Crew Chief.

[4] sound track = Tonspur

13. Subscription expired

Dear Friend, My name is Angela Jones. We | have never met, but for the past year it has been my pleasant task to look after | your subscription, so that your name is very familiar to me. And now I | am extremely sorry to see that your gift subscription has expired, and that | up to the time of writing this letter is has not been renewed. Nobody | likes to lose a friend, and I am no different

from anyone else. I just do | not want to lose your name from my list. So I am hoping that you will keep it there, | and that is why I sent you the January issue. As you are one of so | very few on my list whose subscriptions have not been renewed, I am being | allowed to make this special offer to you: If you yourself renew your | subscription now, you get a discount. A year's

subscription – twelve copies sent post-paid to your home from the date when your gift subscription expired - will cost you only half | of the standard subscription rate. Say 'yes´[6] to this bargain offer now, and your | subscription will go on without interruption. For your convenience a ready-addressed | envelope is enclosed. Simply return this letter in the | envelope provided, enclosing your cheque,

a postal order or money order. | Do this now, and you can look forward to enjoying all the stimulating | articles and Stories and the condensations of new best-selling books which our | Editors are preparing for you. Don't delay: The February issue is | waiting for you now. Please contact me for further information. Yours sincerely, | Angela, Circulations Manager.

14. Invitation to open a charge account

Dear Sir, With an account card you can shop | in the world's finest stores without using any form of cash. Just present the card, | and all our merchandise and services are yours. Take what you need and pay for | it later, at your convenience. Our special services are also open | to account holders. Telephone and mail orders are delivered without | delay by quoting your account number.

Our cashiers will cash your personal | cheques, up to £ 10, when you present your account card. Every account is given | a credit limit, which is the maximum amount allowed to be | outstanding at any time. All your purchases are recorded on a statement sent | to you every four weeks. You then have an option, either to pay the full | amount within 24 days and pay no

interest, or pay only a proportion | provided it is at least 15% 220
with a minimum of £5. | We will add a 1 % charge to the balance and 240
carry it forward to the | next statement, when you will have the same option. In other 260
words you can arrange | payments to suit your own personal budgeting. 280
How do you open an account? Simply | fill in the form overleaf and post 300

it to us. As long as you give references | which confirm your credit-worthiness 320
you can be Shopping in a few weeks, | depending on the speed of replies. The 340
account can be in your name, jointly as | husband and wife, or you can authorize 360
anyone to use the account on your | behalf by supplying their signatures 380
in the appropriate place. The choice is | yours. Please, visit us. Your Department Store Manager. 400

15. Insurance conditions

Dear Policy Holder[1], In consideration | of the payment of the premium 20
on the attached Certificate | of Insurance[2] the insurance company 40
is subject to the conditions stated | below: 1. Unless otherwise expressly 60
stated by endorsement3 nothing | contained herein shall give any rights 80
against the company to any person | other than the insured. Further, 100

the company shall not be bound by any | passing of the interest of the 120
insured otherwise than by death or | operation of law[4] unless and until 140
the company, shall by endorsement | hereon declare the insurance to be 160
continued. The extension of the | company's liability[5] in respect 180
of the property of any person | other than the insured shall give 200

no right of claim hereunder to such person. | The receipt of the insured in 220
any case shall discharge[6] the company's | liability hereunder. 240
2. If the property hereby insured | shall, at the time of any loss, be 260
collectively of greater value than the 1 sum insured thereon, then the 280
insured shall be considered as being | his own insurer for the difference, 300

and shall bear a rateable proportion | of the loss accordingly. Every 320
item, if more than one, of the schedule[7] | shall be separately subject to this 340
condition. 3. If at the time of | any loss, damage or liability 360
covered by this Policy there shall | be any other insurance covering 380
such loss, damage or liability | or any part thereof the company 400

shall not be liable for more than | its rateable proportion thereof. In 420
case of doubt the insurance company | will be glad to give you further details. Yours sincerely, 440

[1]policy holder = Versicherungsnehmer; [2] certificate of insurance = Versicherungsschein; [3]endorsement = Nachtrag; [4] by Operation of law = kraft Gesetzes; [5] liability = Haftung; [6] to discharge = befreien, entbinden; [7] schedule = Verzeichnis

16. English for Managers

Dear Sir, Dear Madam, Our Company is | one of the world's leading film and video 20
programme distributors, offering | a complete range of programmes. We are sure 40
that you will be interested to learn | that our most recent production is 'English 60
for Managers'. This programme is | designed for use during many hours of 80
classroom teaching. The programmes are intended | for viewing and reviewing in short 100

segments, thus making full use of the | facility of the video player. 120
The teacher's guide and the teaching aids are | intended to provide opportun- 140
nities for classroom exercises. The | programmes are also suitable for use on 160
a self-study basis. Each programme | comprises of a drama episode and 180
a series of teaching units | designed to make full use of the language 200

elements included in the drama. | The drama episodes tell the Story 220
of a multinational company | as it tries to combat recession by 240
expanding its market and production | activities. The company is the 260
European subsidiary of an | American corporation. Although 280
the staff is multinational, as in | many companies all communica- 300

tion is in English. Each section lasts about | 20 minutes and consists of five 320
short scenes. We will also send you other | information and will be pleased to answer 340
any questions you may have. The | programme and its support material have 360
already been purchased by language | schools in several European countries 380
despite the fact that we have only | recently announced its availability. 400

Please complete the enclosed from | or write for a quotation, which will give 420
details of terms of payment, delivery, | and so on. When writing for quotations, 440
please specify the exact standard | required. Yours faithfully, Sales Manager, Enclosures. 460

17. Agreement on double taxation

Dear Sir, This in reply to your inquiry | regarding the subject of double 20
taxation: The agreement an double | taxation applies to persons who are 40
residents of one or both of the | contracting states. It applies to taxes on 60
income and on capital imposed | on behalf of each contracting state, 80
irrespective of the manner in which they | are levied. The competent authorities 100

of the contracting states shall notify | each other of substantial changes 120
which are made in their respective taxation | laws. The profits of an enterprise 140
of a contracting state are taxable | only in that state unless the enter- 160
prise carries on business in the other | contracting state through a permanent 180
establishment situated therein. | Dividends paid by a company which is 200

a resident of a contracting state | to a resident of the other 220
contracting state may be taxed in that | other state. Interest arising in a 240
contracting state and paid to a resident | of the other contracting state may 260
be taxed in that other state. Royalties[1] | arising in a contracting state 280
and paid to a resident of the other | contracting state may be taxed in 300

[1] royalty Tantieme, Lizenzgebühr

that other state. Directors' fees[2] and | similar payments derived by a 320
board of directors of a company | which is a resident of the other 340
contracting state may be taxed in that | other state. Pensions and other similar 360
remuneration[3] paid in consideration | of past employment to a 380
resident of a contracting state and | any annuity[4] paid to such 400

resident are taxable only in that | contracting state. The term `annuity' 420
means a stated sum payable | periodically at stated times during 440
life or during a specified | period of time. We shall be glad to give 460
you further information on request. | Yours faithfully, Legal Consultants. 480

[2] directors' fee = Vergütung (eines Aufsichtsratsmitglieder); [3] remuneration = Entschädigung; [4]annüity =Rente

18. Presidential prize

The Right Honourable[1] State President. | Dear Mr President, You will be 20
interested to read about this new | project of the Junior Chamber of Commerce. 40
We have always been interested | in community development in 60
the widest sense and this is where we ask | for your encouragement and support. Over 80
the past few years there has been, from | various sources, a call for further exports 100

of all kinds from the Republic. In | fact, last week at the annual Banquet 120
of the Chamber of Commerce and Industries, | the President of the Reserve sank 140
mentioned that the promotion of | exports was on the top of the list of 160
economic priorities. We in the | Junior Chamber of Commerce have an idea 180
which we hope may benefit the | promotion of exports. We wish to inject 200

a spirit of competition into | exports from the Republic — this 220
competition would culminate in a prize | being awarded to the organization 240
having best benefitted the | Republic in its endeavours to increase 260
exports. We would like to call the | competition `The President's Prize for Exports'. 280
We are therefore requesting your | approval of the project which would end with 300

your giving a laudation and presenting the trophy. | The idea, which is still in its 320
initial stages, has received the | informal approval of the Chamber of 340
Commerce and Industries and the Institute | of Marketing. The prize winner would 360
be selected by a distinguished | panel[2] drawn from exceptional figures 380
in our community. Naturally | the final terms would be 400
referred
to you for examination before | publicizing the project. Your approval 420
for this project would be welcomed, as | we feel that the highest representative 440
of our Government in the only | person qualified to confer3 460
such an important honour. Our concern. | is the Future of our country 480
on the world markets. Will you be good enough | to reply by February 7. Yours faithfully, 500

[1]Right Honourable = title given to judges and some other officials; [22]panel = Gremium; [3] to confer = verleihen

19. Fiduciary[1] services

Dear Investor, A knowledge and | appreciation of the services we are 20
in a position to offer, may well | be of benefit to you. Apart from 40
a complete range of fiduciary | and other financial services our 60
objects include the administration | or distribution of testamental 80
estates[2]. Our traditional business | embraces all types of trusteeships, 100

and we act as agents for clients both | here and abroad. The Company also 120
undertakes the Investment of clients' | funds in participation bonds and 140
investments, which includes portfolio[3] 1 advice and administration not only 160
for inviduals but also | institutions. In faithfully performing 180
our duties, we have always maintained | a sympathetic and helpful 200

attitude to many beneficiaries[4] | who naturally look to it for wise 220
counsel[5] and guidance in family matters. | Conscientiously we have, through the 240
personal contact of our Executive | Directors and Senior Officers, 260
sen to the maintenance, education | and advancement in life of children who 280
have had the misfortune to lose either | one or both their parents, and our reward 300

has been the continued confidence and | trust of many families in all 320
circumstances. We have also been privileged | to be associated with 340
the promotion of education and | cultural occupations in estab- 360
lishing trustee funds, some of which are to | be held permanently; and the Company 380
is rightly proud of this association. | Today, with the increased 400

complexities of life, there is a growing | appreciation of the importance 420
of carefully planning family | affairs and estates[6], as well as the need for 440
capable and experienced advice | an and supervision of estate 460
plans, once established. As conditions | and circumstances are constantly changing, 480
it is the duty of each of us | to revise our estate plan at regular 500

intervals. If we be of | assistance to you too, please be in touch 520
with us. Ring us or write to our Post | Office Box. Yours sincerely, Managing Director. 540

[1] fiduciary = treuhänderisch; [2] testamental estate = Erbmasse, Nachlaß; [3] portfolio = Wertpapierbestand (list of securities and investments [stocks, shares, etc.]); [4] beneficiary = Nützniеßer, Begünstigter; [5] counse] = Beratung; [6] estate = Vermögen

20. Management evaluation1

Dear Personnel Director, You interview an executive, and he seems to 20
measure up: He has a pleasant 1 personality, good qualifications and 40
broad experience. So you appoint him; 1 only to discover, months later, that 60
he is not producing results. It is an expensive way to find out he is the 80
wrong man. And in a large concern you 1 may never find out at all. All too often 100

job failure may be masked in the 1 bureaucracy of inter-departmental 120
organization. Because of these 1 reasons, many personnel directors 140
have adopted the use of management 1 consultancies, with differing results. 160
Some consultancies undertake the task 1 of recruiting suitable candidates 180
and leave the task of selection to the 1 company. Others undertake a small 200

[1] evaluation = Beürteilung, Bewertung

amount of personality research. | And one in particular deeply 220
analyses applicants' mental make-up | and characteristics. This is the firm 240
called Management Evaluation | Techniques : It is not a new Management 260
consultancy. Previously it was | known as Executive Selection 280
Consultants, a title which inadequately | described its total function. Its 300

role differs from similar companies | in a number of ways. First, we take a 320
look at your company and judge what kind | of men it needs. Then we find them, which entails[2] 340
a number of things. We have a | register of top-ranking people, open 360
to new appointments. But if none are | suitable, we advertise. So you are sure 380
of getting the right executive. Of | every candidate who appears 400

suitable, a thorough intelligence and | personality profile is prepared. 420
This takes time: a full day. But at the | end of that period, we know more about 440
that man and he would work in your | company than you would get to know in 460
months. The techniques used are approved | and respected by industrial 480
psychologists here, in Europe and in the | USA. Naturally, it is 500

impracticable to give many more | details here. However, a director of 520
the company will be glad to visit | you. It may take only half an hour of 540
your time. And it may well save you months of | misapplied manpower[3]. Yours faithfully, 560

[22]to entail erfordern, zür Folge haben; [3]manpower = Arbeitskraft

21. Education loan

Gentlemen: Our project will be supported | by a World Bank loan. The project is 20
the second phase of the Government's | education development plan. The first 40
phase was also assisted by a World | Bank loan to help finance the construction 60
of 50 junior secondary schools and the expansion of facilities for 80
teacher and technician training. The | World Bank loan for the second phase will assist 100

the further expansion and improvement | of secondary education 120
and vocational training[1], and the | improvement of primary and out-of-school 140
education. development The education | development plan aims at supplying a 160
growing labour market with middle-level | manpower and increasing the number 180
and quality of students trained to | meet professional requirements. At the 200

present time there is a high rate of | unemployment among the untrained, 220
particulary among school-leavers without | vocational training, and a great 240
demand for skilled labourers. Under | the new project a total of 40 260
junior and comprehensive secondary | schools[2], three teacher training insti- 280
tutions and two vocational training | centres will be built or expanded and 300

equipped. Part of the World Bank loan will | assist the extension of instructional 320
television programmes, which will be | increased from 29 to 55 340
per week. Present instructional programmes | are channeled[3] through the local television 360
station and have been effective | in aiding senior departments in 380
primary schools. Finally, the loan will | provide for technical assistance for 400

[1] vocational training = Berufsausbildung; [22]comprehensive school = Gesamtschüle; [3] to channel = lenken, leiten

educational planning and services | for the project's components. A Project 420
Unit in the Ministry of | Education which has the responsibility 440
of executing the project | under the earlier Bank loan, will be in 460
charge of implementing[4] the new project. | The long-term education development 480
plan was prepared by the Government | with assistance of the United 500
Nations Educational, Scientific | and Cultural Organization. 520
Besides the World Bank the country has | received or is receiving financial 540
and technical assistance to carry | out the plan from Canada, Germany, 560
the United Kingdom and the United | States. Certain that this project will be 580
of interest to you, we shall be pleased | to give you any further information. Yours truly, 600

[4] to implement = aüsführen, durchführen

22. German postal services

Welcome, tourists and visitors! We wish | you a pleasant stay with us. There will 20
certainly be an occasion when you want | to telephone, send letters, cards or 40
parcels, or cash a cheque. The following | information is entended to help you 60
do so. Where and how you can make a | telephone call? You can make a telephone 80
call from any post office or from any | of the many yellow call 100
You can phone from your hotel too, of course; | however, it is advisable to 120
make enquiries there beforehand about | the extra charges to be paid in 140
addition to the official charges. You | will recognize the call boxes from which 160
you can make calls to other countries | as well by the green sign. The telephone net- 180
work in the Federal Republic of | Germany is fully automatic. 200
That means you can dial al your inland | calls yourself, without the assistance of 220
an operator. Subscriber trunk | dialling[1] facilities are also 240
available to more than 90 other | countries. First of all, you dial the country 260
code, followed immediately | by the code for the local network 280
area you require and lastly the | subscriber's call number. You will find a 300
List of all the country codes for countries | which can be reached by the subscriber trunk 320
dialling and the most frequently used | codes for the local telephone 340
areas in a yellow booklet copies | of which are kept at all post offices 360
and also at your hotel. If you want | to send a message of greetings you need 380
stamps, of course. Postage stamps are obtainable | from every post office and postal 400
agency, frequently also from | where you buy your picture postcards. In 420
addition, there are stamp vending machines outside | post offices and in several 440
other places in town and country. If | you buy a book of stamps at the counter 460
or from a vending machine, you will always | have a small supply. If you want to 480
send a small package or parcel you can | do so at any post office or postal 500
agency. The postal staff will be | glad to give you further details, Moreover, 520
you can buy packing material | in the form of ´pack sets' there. This makes your 540
work considerably easier, as | the pack sets contain everything you 560
need, for instance string and sticking tape. | Trusting that you find our postal and 580
communications services satisfactory, | we wish you all the best. Yours, The Post Office. 600

[1] subscriber trunk dialling = Selbstwählferndienst

23. Container systems

Ladies and Gentlemen: The rapid | increase in the use of containers in 20
maritime traffic in the past year, | particularly in the North Atlantic trade, 40
has led to a rate to participate | in the `container revolution'. This 60
has given rise to the manufacture | of thousands of containers and has 80
illustrated the need for integrated | handling [1] systems to quickly and smoothly 100

move containers through all phases and modes | of transportation. International 120
standards are here and steamship operators | and harbour authorities are 140
busily instituting modern methods | of handling containers aboard ship and 160
in the loading and unloading processes. | Dozens of so-called container 180
systems have come into being, all of | which do a fine job on the port-to-port 200

Segment of the total container movement. | To take advantage of the economies 220
of scale[2] on land as a container-ship | does at sea, unit trains carry 240
freight at ton per mile costs as low as | container-ship ton-mile costs. A true container 260
system should link container-ships with | container unit trains for maximum 280
economy in the total movement | of goods. This concept is being projected 300

for a ´landbridge' whereby between | the Orient and Europe will by-pass[3] 320
the Panama or Suez Canals, and | will, instead, travel the short sea route across 340
the Pacific to the West Coast of | North America, thence by ran to the 360
East Coast of North America, and then | across the Atlantic to Europe. Not 380
only will costs be lower, but time in | transit will be cut by one-third or more. 400

Such a land bridge would take advantage of | single railroads running from coast-to-coast, 420
and would provide service between Europe | and the West Coast and between Japan and 440
the East Coast of North America. It | will also provide the Most economical 460
route from either the Orient | or Europe to the central portion of 480
North America. Just like a container-ship, | a container unit train should 500

make as few stops as possible, and the | stops should be of as short duration as 520
possible. Because of the necessity | of distribution, it is inevitable 540
that the container train makes | more stops than the ship, but as it is 560
capable of moving faster and costs as | much as a ship, its stops should be shorter. 580
A crane | or any other sophisticated4 equipment could load and unload 600

perhaps 20 containers. The big question | is then whether a given inland 620
terminal can justify the lost of | such equipment for 20 containers, 640
particularly when the traffic for | that point has still to be developed. 660
Then, if you can imagine the traffic | increasing to 30 containers — would 680
you require two of these costly pieces of loading | equipment? I would be obliged to have your comments, 700

[1] handling = Beförderung, Weiterleitung; [2]2economies of scale = Kostenersparnisse durch Vergrößerung des Betriebes bis zum optimalen Umfang; [3] to by-pass = ümgehen; [4] sophisticated = hochentwickelt

24. Investments and remittances

Gentlemen: Capital investments[1] must | be sold to banks authorized to deal in exchange. Registration of any foreign | investment with the Central Bank is mandatory[2] within 30 days of | its entrance into the country both for control purposes and in order to | obtain approval of eventual remittances of profits abroad. | Reinvestment of profits must be registered

within the same period, counting | from the date of approval of the respective entry in the books. Contracts | relative to royalties[3], technical, administrative and scientific | assistance and other similar payment obligations fall under the same | provision. Registration of foreign capital is made in the currency | of the country of origin, while

reinvestment of profits is made | simultaneously in local currency and in the currency of the country to | which they could have been remitted. Conversion[4] is made at the average exchange | rate for the period during which the reinvestment was effectively made. | If the capital is in kind[5], registration is made at the price of the goods | in the country of origin or, in

the absente of satisfactory | supporting documentation, at the value given in the accounts of the | recipient[6] or upon the basis of official appraisal[7] to be determined | by appropriate regulations. The law also stipulates[8] that whenever| there is any grave disequilibrium in the country's balance of payment[9] | or serious reason to suspect

the imminence[10] of such a situation, | the Central Bank may impose restrictions for a limited period on | imports and remittances. In the event of the Central Bank imposing these | restrictions, remittances for account of repatriation of capital1| shall be prohibited and annual remittances of profits limited to | 12 per cent of approved registered

capital, while remittances for account | of royalty payments, technical and administrative assistance and | the like may be limited to a maximum annual cumulative limit | of five per cent gross sales[12] of the company. There will be no restrictions, | however, on remittances for interest and amortization payments | stipulated in duly registered

loan agreements. Profits and dividends | accruing[13] to individuals and companies resident or situate | abroad are subject to a supplementary income tax whenever the | average of annual remittances in a three-year period exceeds | 12 per cent of capital and reinvestments registered. This supplementary | tax will be collected on a 50 per cent basis. Yours truly,

[1]capital investment = here: money investment; [2]mandatory = zwingend; [3]royalty = Lizenzgebühr; [4] conversion Umwechslung; [5] in kind = dt. in natüra, engl. in goods (not in money); [6] recipient = Empfänger; [7] appraisal = Schätzung, Bewertung; [8] to stipulate = festsetzen; [9] diseqüilibriüm in the balances of payment = Unausgeglichenheit der Zahlungsbilanzen; [10] imminente = drohende Gefahr; [11] repatriation of capital = Rückführung von Kapital; [12] gross sales = Bruttoumsatz; [113]to accrue = zufließen

25. Conference on business relations

To all Conference Delegates. Notice | of Agenda. The agenda for the fifth session of the conference on | business relations is wide-ranging. It includes within the scope virtually all | the major concerns in the area of international co-operation | for development, the major issues[1] of relevance to the North-South-dialogue | and the essential themes of the

New International Economic | Order. No single issue dominates the agenda to the exclusion of | others. No single issue has been the subject of intensive pre-conference | negotiations, as was the commodity[2] issue prior to the fourth | session held at Nairobi. For this reason, the fifth session needs to be seen as | affording the international

community an opportunity to | progress along a broad front, to provide new orientations anc credibility and confidence to the | very concept of international economic co-operation. The | issues incorporated in the agenda for the fifth session of the conference | are relevant to many of the

essential concerns of the | international community in the current situation. They reflect the major | problems at present facing the developing countries in the area | of international economic relations. But they also reflect | problems that must be of vital concern to the developed countries themselves. The | problem of weak and fluctuating terms

of trade[3] continues to be one of the | predominant concerns of the developing countries in the present context. | The question of access to markets for the products of their emergent | manufacturing sectors has acquired a new urgency against the background of | a trend towards protectionism in industrialized countries. The | severe inadequacy of the prevailing

network of financial facilities | and indeed the limitations of the International Monetary | System as a whole have been underlined by the vast shifts in the payments | positions of developed and developing countries in recent times. The need | for much wider economic co-operation among the developing | countries themselves has come to be highlighted[4]

by the persistence of their dependence | on a few metropolitan powers for trade, technology and finance. | All these issues figure prominently on the agenda for the fifth session. | Taken together with issues in the fields of technology and of trade | between countries with different economic and social systems, they make up a | wide and well-rounded agenda for the

fifth session of the conference. The | issues by themeselves are not new. Indeed, it is important to recognize the | continuity that exists between the fifth session and the fourth session. The | dependence of developing countries on the developed has for long been | emphasized. Should any further information be required, kindly contact | the Conference Secretary.

[1]issue = Problem, (Streit-)Frage; [2] commodity = Ware; [3] terms of trade = Austauschverhältnis (Preisverhältnis von Waren, die zwei Länder im Außenhandel miteinander austauschen); [4] to highlight = ein starkes Licht werfen

26. Marketing of minerals and metals

Gentlemen: The past year provided an | excellent environment for the Company's worldwide operations. Foreign | and domestic activity rose to new levels in income and results. We | are confident that our minerals and metals division easily | maintained its status as one of the world's leading suppliers of basic raw | materials. Its global business extended

to almost every mineral | and metal used in material quantities by industry. The | materials marketed by the division considerably exceed one hundred | in number. The important characteristic for us is that the Company | basically deals in each one of these items in each area of the world, | because these commodities are truly

international in character. This | can readily be seen from an enumeration of just some of the | materials which made an important profit contribution last year: copper in all | its forms, chrome and iron ore, and zinc. Prices of these raw materials fluctuate | because the conditions that affect their value do not remain fixed. Thus, | the essential element for

estimating value of these materials | is an intimate knowledge of these varying conditions and of the factors | influencing them on a global basis. We maintain close local contact with | producers and consumers, and with markets. Political, financial and | economic developments are followed-up constantly and information | is interchanged swiftly. Thus, we are

enabled to form judgements on which | we base our contractual arrangements with our numerous suppliers | and customers. The validity of these judgements' depends essentially on | the capability and experience of our personnel in each of | its offices. It is for this reason that one of the main activities of | the leading officials of the division

is the training of staff. Since | flexibility is vital in this trade, we are prepared to act in any one | of a number of capacities, as constant agent, principal or an | appropriate combination of these relationships. Thus, though we most often | act as a principal, our business is that of a service organization. | There is no strict correlation

between operating income[1] and profits. | It is apparent that, calculated as a percentage of sales and income | the overall profit margins[2] are moderate. This is on purpose for it makes | the employment of our services attractive to our numerous | suppliers and customers. The success of this policy is reflected in the | growth of our business and the eminently

satisfactory return on | investment. Another characteristic of our organization is | that in times of high demand our access to supplies tends to ensure to our | consumer clients the materials they require. Trusting that we have been | sufficiently explicit in describing our services we await your | contacting us in order to arrange an agreement. Yours truly,

[1] operating income = Betriebseinkommen; [22]profit margin = Gewinnspanne

27. Research in the Federal Republic of Germany

Memorandum. Reference: Research in | the Federal Republic of Germany. 20
In the Federal Republic of | Germany there are three spheres in which the 40
pursuit of research is untertaken: | universities, research insti- 60
tutions independent of the | universities and industry. That 80
the university teacher should engage in | research is a long-standing 100
tradition

in Germany. Since the beginning of | the 19th century 6the Identity 120
of Research and Instruction' has been | a basic principle of German 140
university life; and in the universities there are still to be found very 160
many of the traditional kinds | of researcher, who work alone or with a 180
few assistants at some self-imposed | task. It is a type that will continue 200

to be indispensable. Certain | research projects especially in the 220
Natural Sciences, however, | involve a sensational departure from 240
the old pattern. These can only be | accomplished by team work and with the help 260
of large-scale equipment and their financial | needs run into millions. One plant in 280
Hamburg for example has a team of | more than 1 000 and costs more than 90 300

million marks a year to maintain. Modern | research on such a large scale is under- 320
taken especially in institutes | separate from the universities 340
and with no teaching functions. The state-sup | ported Research Centres for Nuclear 360
Energy, Space-travel, and so on, are | of this kind. In the fields of Human- 380
ities and Social Sciences the | tendency towards large-scale research is 400

less marked but there is an example | of somewhat the same kind in the Insti- 420
tute for German Language which is applying | modern techniques of electronic 440
data-processing to its research | into the German language. The third sphere 460
is industry. In general it holds | good that those branches of industry which 480
conduct intensive research are most able | to stand their position in 500
the

market. One Major German chemical concern, | for instance, has during the last fifteen 520
years developed in its own | research laboratories about 40% 540
of all the products it manufactures. | A great deal of technical know 560
how is exported but it is nevertheless | outweighed by imports of the 580
same kind. Altogether there are more than | 140 000 people 600

employed in research in the Federal | Republic of Germany. How muck is 620
spent every year on research in the | Federal Republic of Germany 640
can only be estimated. In the | universities research and teaching and 660
in industry research and development | are so intimately bound up with 680
one another that what is expended | on research pure and simple is difficult 700

to calculate. Half of the money comes | from private enterprise, the other half 720
from the State. It is not to be understood | that the term 'the State6 implies that there 740
is a central administrative | authority: There are in fact numerous 760
more or less autonomous agencies. | The universities which are financed 780
by the States administer themselves, | and the institutions for large-scale 800

research, which are predominantly maintained | by the Federal Government carry 820
on their work with a large degree of | autonomy. Public assistance is 840
made available for research in | various ways, for example through the 860
Deutsche Forschungsgemeinschaft, which is an | independent organization for the 880
promotion of science. Copies to: | Research Department, Legal Department. 900

28. Investment consultants

Dear Sir, Like many busy executives | you may not have the time to manage 20
either your personal portfolio[1] | or your company's portfolio of 40
listed securities as efficiently | or as profitably as you would 60
like to. We have that time. Our vast resources | of information and experience 80
can mean money in your pocket: Let | us discuss your portfolio with you. 100

We will agree on how it should be | managed — then you leave the work to us. Of 120
course, if you have other investment or | financial management problems — either 140
in your private capacity or your | company — we can help you to solve those, 160
too. The investments' research team | continually analyses changes in 180
world trade, in the national economy, | in specific industries and in 200

many, many companies. Our staff | absorb every bit of information 220
companies publish, from annual | reports and accounts to press releases2. 240
Beyond that they have a constant programme of | personal visits to significant 260
companies to see how they work and to | interview top management. The Securities 280
Department rounds off the Group's | investment services by handling all 300

routine detail in the settlement of share | purchase and sale transactions, etc. 320
Pension Trustees provide for employers, | either on a fee basis as 340
consultants or as pensions brokers[3], a | complete consultancy and administrative 360
service in the complex and specialized | field of pension planning. They 380
design, install and administer every | type of pension fund, whether the plan 400

be underwritten by a life assurance | office or privately administered. 420
In addition, they offer their | services as corporate trustees where 440
this facility is required. The | specialist staff of the Group is equipped 460
to handle every aspect of | retirement benefits[4] planning and 480
administration, including the initial | calculations needed to set up 500

a pension fund; the establishment of | membership records; the day-to-day 520
operation of the Funds; the preparation | of documents; negotiations 540
with the Inland Revenue and Pension | Fund authorities; and constant 560
review of Funds as new plans are introduced | and legislation changes. The Group 580
is in a particulary favourable | position to provide both 600

[1] portfolio = Wertpapierbestand; [2] press re]ease = Mitteilung für die Presse; [3] pensions broker = Makler in Rentenange]egenheiten, Pensionsange]egenheiten; [4] retirement benefits (US) = Pensionsbezüge, Altersbezüge

management and investment advisory | services to employers having or 620
contemplating the establishment of | a privately-funded retirement 640
benefits plan. The Group occupies a leading | position amongst advisers on 660
insured pension schemes and with its | associated companies administers 680
plans on behalf of approximately | 8 000 employers. It is thus 700

particulary well equipped to | deal with the varied problems of 720
corporations operating in a number | of countries. The Life Brokerage 740
Division of the Group provides expert | advice to individuals and partner- 760
ships on life assurance contracts, retirement | annuity[5] funds and related 780
subjects. The Group can also offer expert | advice on all insurance problems 800

and can arrange the management of | company and personal insurance port 820
folios. As insurance brokers we | are in constant touch with developments 840
in insurance techniques. And every | year, when your policy falls due for 860
renewal, it will be reviewed. So you | are assured of the most economical 880
renewal of your policy | from year to year. Looking forward to act as you advisers. Yours faithfully, 900

[5] retirement annuity bei der Pensionierung aüsgezahlte Versicherungsrente

29. Business Review

Dear Sir, The circulation of Business | Review all over the world has increased 20
rapidly in the Aast two years. This | growth indicates that more and more leading 40
executives such as yourself are | discovering the one unique publication 60
which speaks in the universal | language of practical businessmen 80
everywhere. The growth of world trade, the | increasingly swift transit of goods, money and 100

personnel from country to country, the | large number of common markets, trade blocs 120
and free-trade areas have created | exceptional interest in 140
international business – an area in | which the Business Review is a recognized 160
source of decision-making | information. You will find reliable 180
guidance in the pages of Business Review. | The resources which our editors 200

draw upon are unequalled in business | publishing. Our articles and 220
departments inspire the confidence of | down-to-earth businessmen wherever they may 240
be, and this confidence is seen in the | frequency with which the Business Review 260
is quoted, circulated and | recirculated. Our subscribers now number 280
more than 100 000 at home and | abroad, and this figure is particulary 300

significant when you realize | that the Business Review has always 320
confined its circulation efforts | to the relatively limited public 340
for which it is specifically | edited – those business executives 360
and professional leaders who determine | the course of business through the cumu- 380
lative effect of their day-to-day | decisions. We invite you to see for your- 400

self how well off you are when you have | access to patterns of success. Please take a moment with this invitation. Very | briefly, we invite you to join the inner circle of management decision | makers worldwide who receive bi-monthly issues of the Business Review. The Review | is a unique publication; it is not for everyone in business. | The Business Review is totally

devoted to subjects which are of the greatest | concern to executives at the upper levels of the business universe – | those who comprise the decision-making management community. The | Business Review seeks to provide the executive with the best business thinking | available. Its aim is to be analytical and informative. The | executive who reads the Review is the

responsible manager. He does not | turn to the Review for relaxation or entertainment. He reads the Review | purposefully to increase his professional managerial competence. | People who are not profoundly and specifically interested in | management may regard the Review as dull or complex. But those who care about what | they do, care about their careers and care

about those who depend upon their skills, | find it absorbing[1] and indispensable. You will discover that the Review | is a magnet drawing you back a second and third time to a thought or a | technique that you would never have been exposed to anywhere else. Unique input | to help you shape the managerial answers you must provide. From the first | issue you receive we are sure you will

appreciate the wide range of business | subjects covered, as for instance marketing, administration, finance and | every other discipline of modern management. We invite you then to learn | for yourself the impact[2] the Business Review can have upon your own business | decisions. This is our offer to you: 1. Enter an introductory | subscription to receive one year of service –

the next six issues of the Business Review. | 2. Each issue will be air-speeded to you so that you will be receiving | the Review at same time as your fellow subscribers all over the world. | To subscribe to the Business Review simply check and return the enclosed card. | If you act now, you will be in plenty

of time to receive the next issue of | the Business Review. We look forward to serving you. Most cordially,

[1]absorbing fesselnd, packend; [2] impact = Einfluss

30. International organization for regulating world trade

Mr President, Ladies and Gentlemen, | the idea of an international body under United Nations | auspices that would be responsible for regulating world trade goes back | to the very beginnings of the Organization. The Havana conference | in 1947 actually agreed to set up | an International Trade Organi

zation, but the Havana Charter was | never ratified and for the succeeding decade the international | community had to be satisfied with an essentially provisional | institutional structure: the Interin Committee for the Co-ordination | of International Commodity Agreements which had been set up by, the | United Nations Economic and

Social Council at the beginning of | 1947, and the General 220
Agreement on Tariffs and Trade. Throughout | most of the 1950s the only 240
countries to campain for the | International Trade Organization were 260
the Soviet Union and the East European | countries who found themselves excluded 280
from the progressive liberalization | of trade between the market 300

economy countries through the General | Agreement on Tariffs and Trade and the 320
Organization for European | Economic Co-operation and 340
who hoped to use the International | Trade Organization to obtain 360
an end to discrimination on | European markets. However, by the 380
end of the 1950s the growing | dissatisfaction with the post-war 400

international trading system among | the developing countries led a number 420
of them to take up the idea | of an International Trade Organi- 440
zation which would reflect their interest | and preoccupations[1]. The decision 460
to establish the 1960s | as the ´United Nations Development 480
Decade' marked a major breakthrough: | Both the developed and the developing 500

countries committed themselves to | intensifying their efforts to 520
achieve by 1970 self-sustained[2] | economic growth for the developing 540
countries in general and a | minimum annual rate of growth of 560
the aggregate national income[3] of | 5 % in particular. In 580
August 1962, the Economic | and Social Council decided to 600

convene a United Nations Conference | on Trade and Development. The 620
Conference met in Geneva from March to | June 1964 and revealed 640
the existence of a common front of | all the developing countries who came 660
together in the so-called Group of | 75 to demand a new deal 680
in international trade. After | teetering[4] on the verge[5] of a breakdown the 700

Conference concluded with the adoption | of a certain number of compromise 720
resolutions negotiated | between the 75 and the 740
industrialized market-economy | countries and, most important of all, an 760
agreement on the setting up of | permanent institutional machinery 780
To continue the work initiated | by the Conference and to 800

implement[6] its recommendations and | conclusions. The United Nations Conference 820
on Trade and Development was | accordingly established a few months 840
later as an organ of the General | Assembly. The intervening 860
period has seen the United Nations | Conference an Trade and Development 880
acquire all the components of a large-scale | international organization: 900

a permanent head-quarters in | Geneva, a secretariat, assisted 920
by four permanent Committees and | a number of intergovernmental 940
or expert groups. After initial troubles, | the organization has begun 960
to function well as far as the execution | of its programme of work is con- 980
cerned. Where it has been less successful | so far, is in the implementation of trade liberalisation 1000

[1] preoccupation Hauptbeschäftigung; [2] self-sustained = ohne fremde Hilfe auskommend; [3] aggregate national income = gesamtes Volkseinkommen; [4] to teeter = schwanken; [5] verge = Rand; [6] to implement = ausführen, durchführen

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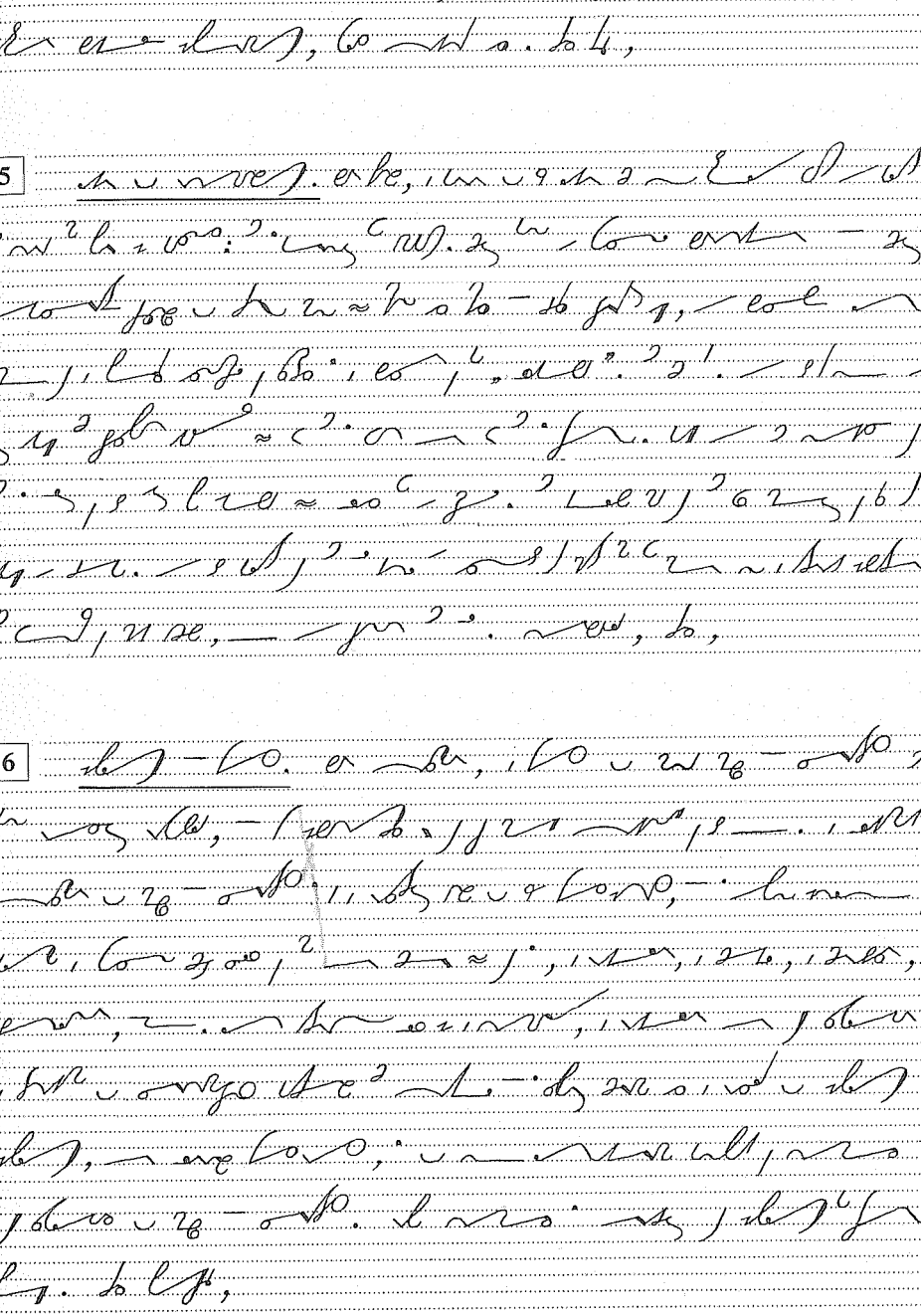

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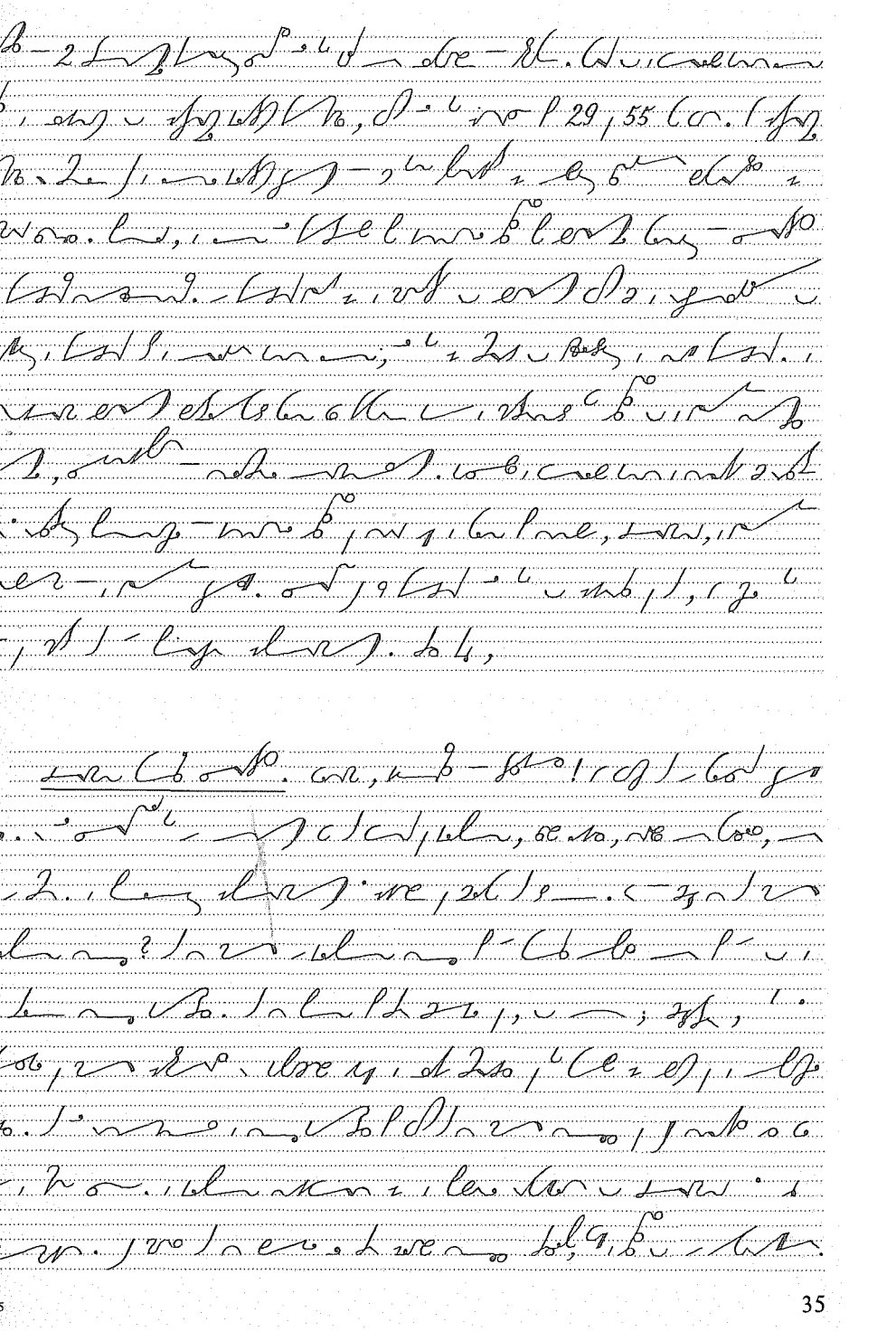

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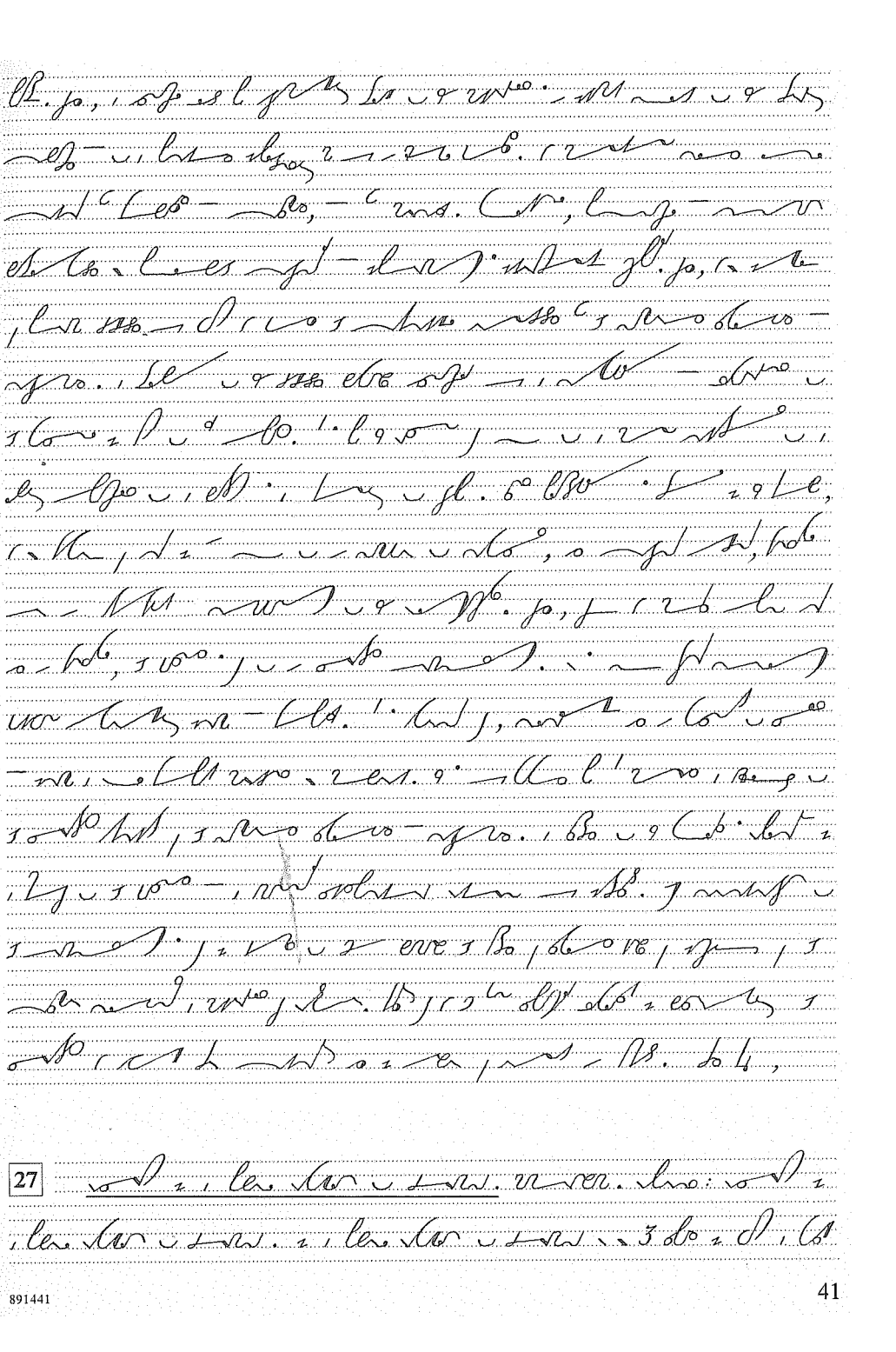

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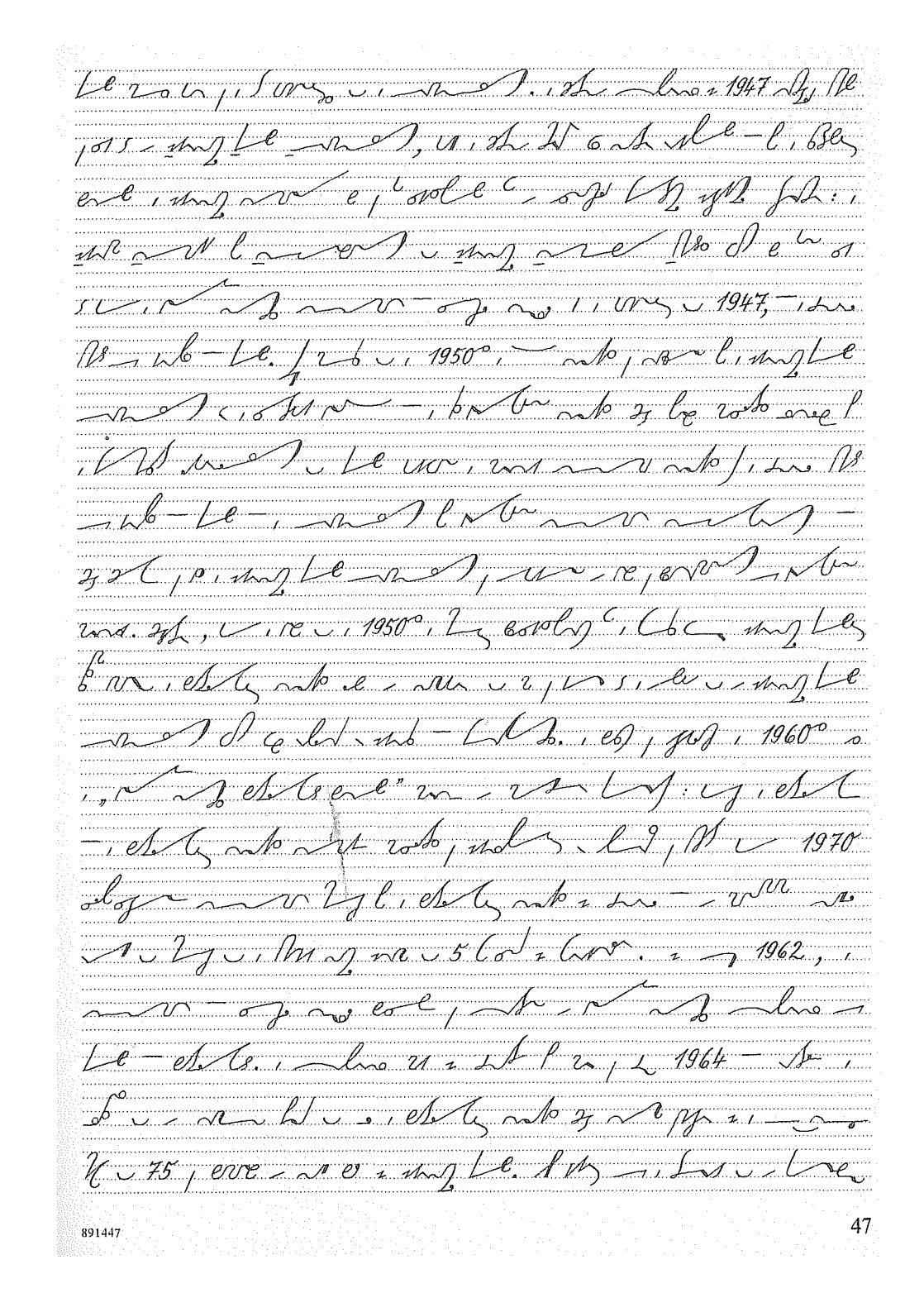

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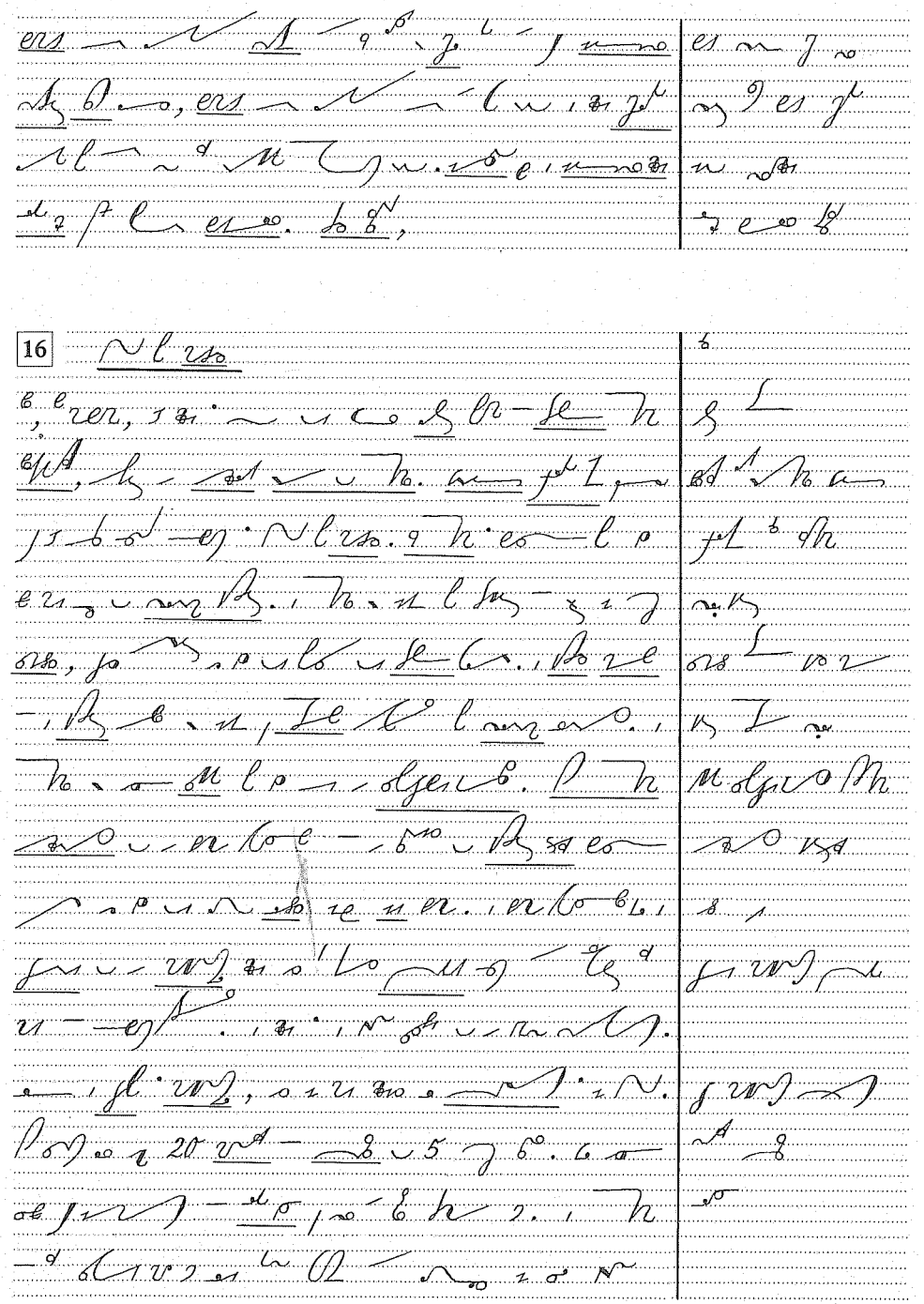

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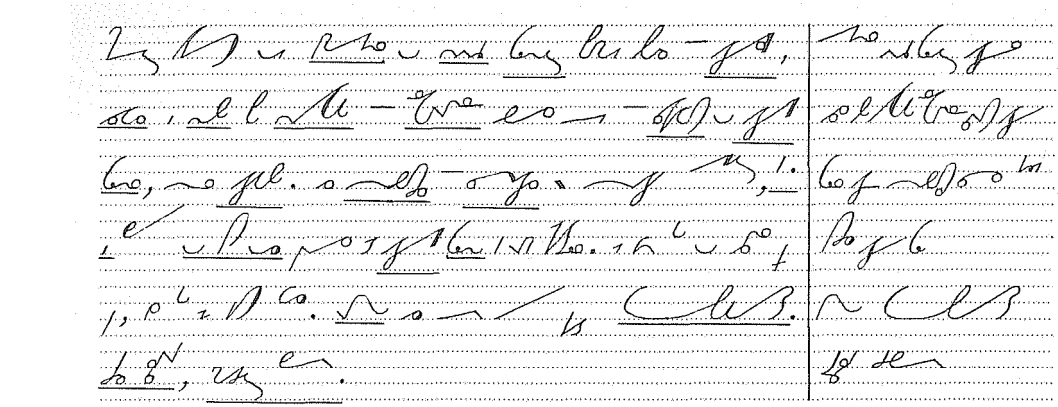

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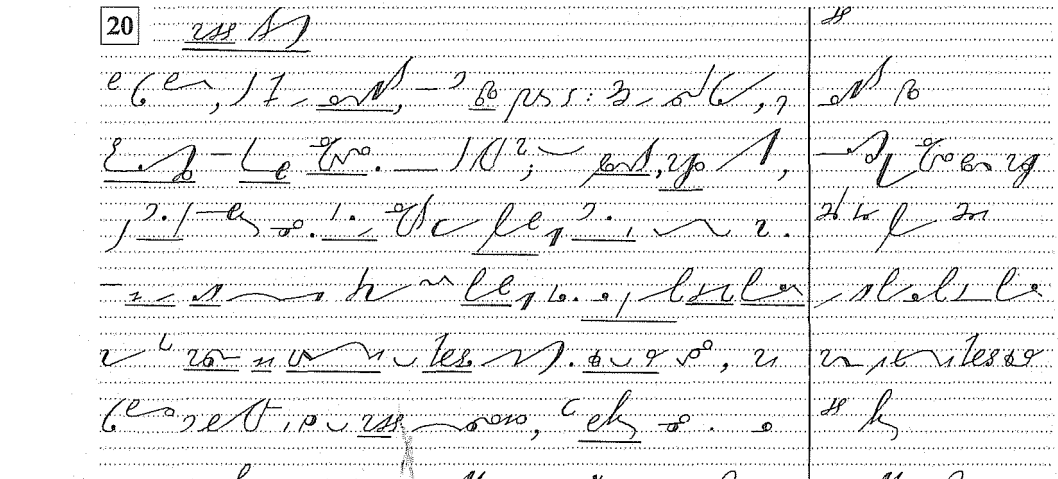

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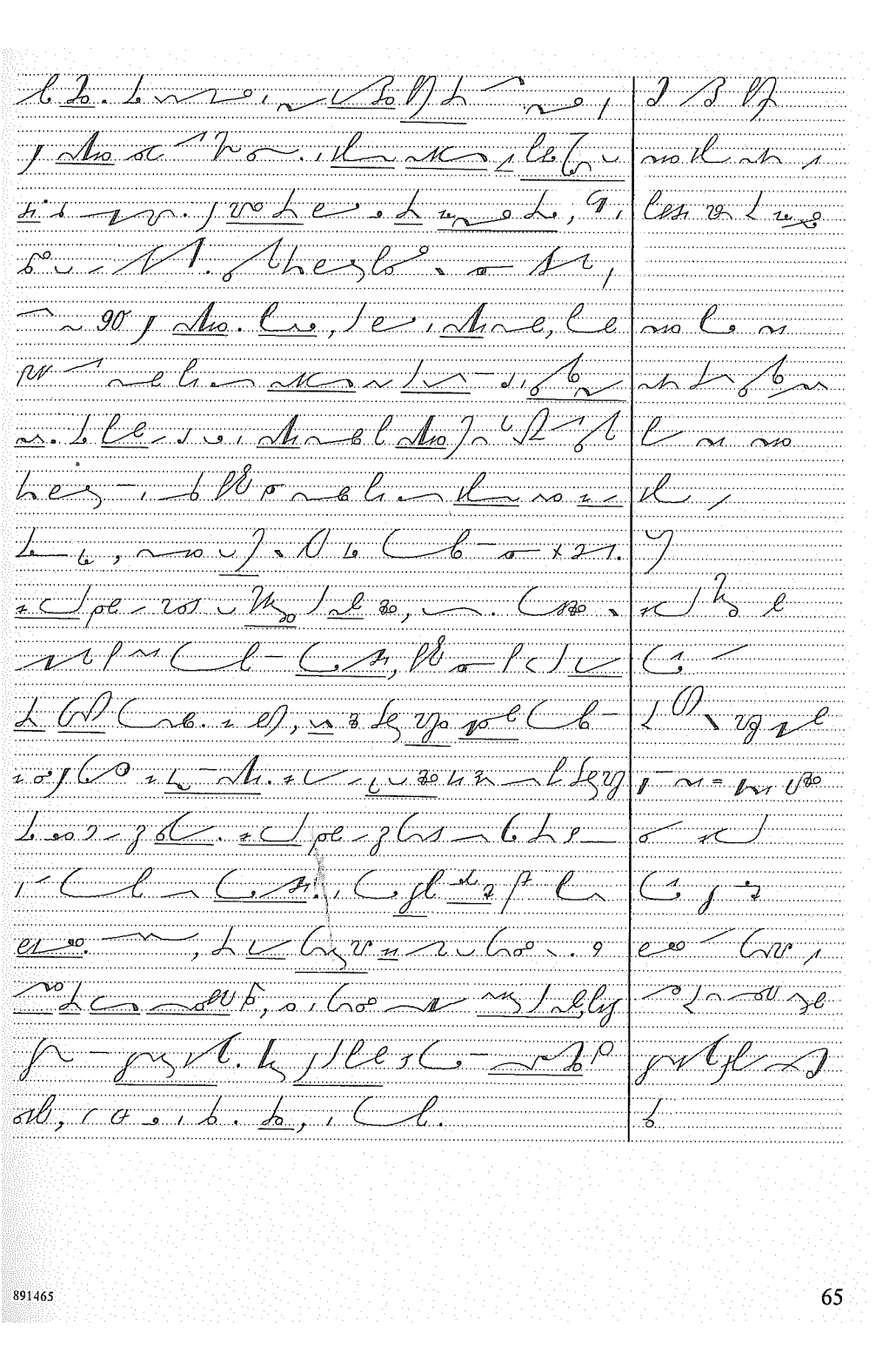

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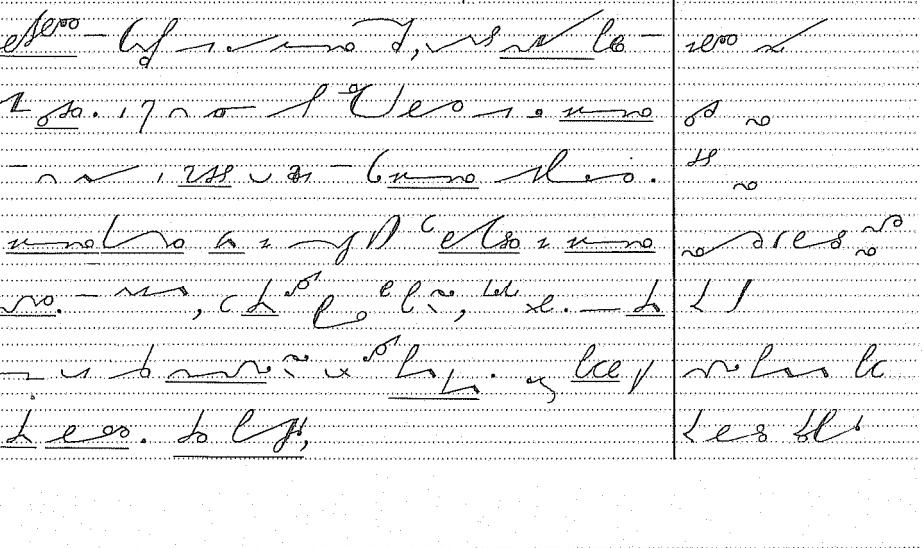

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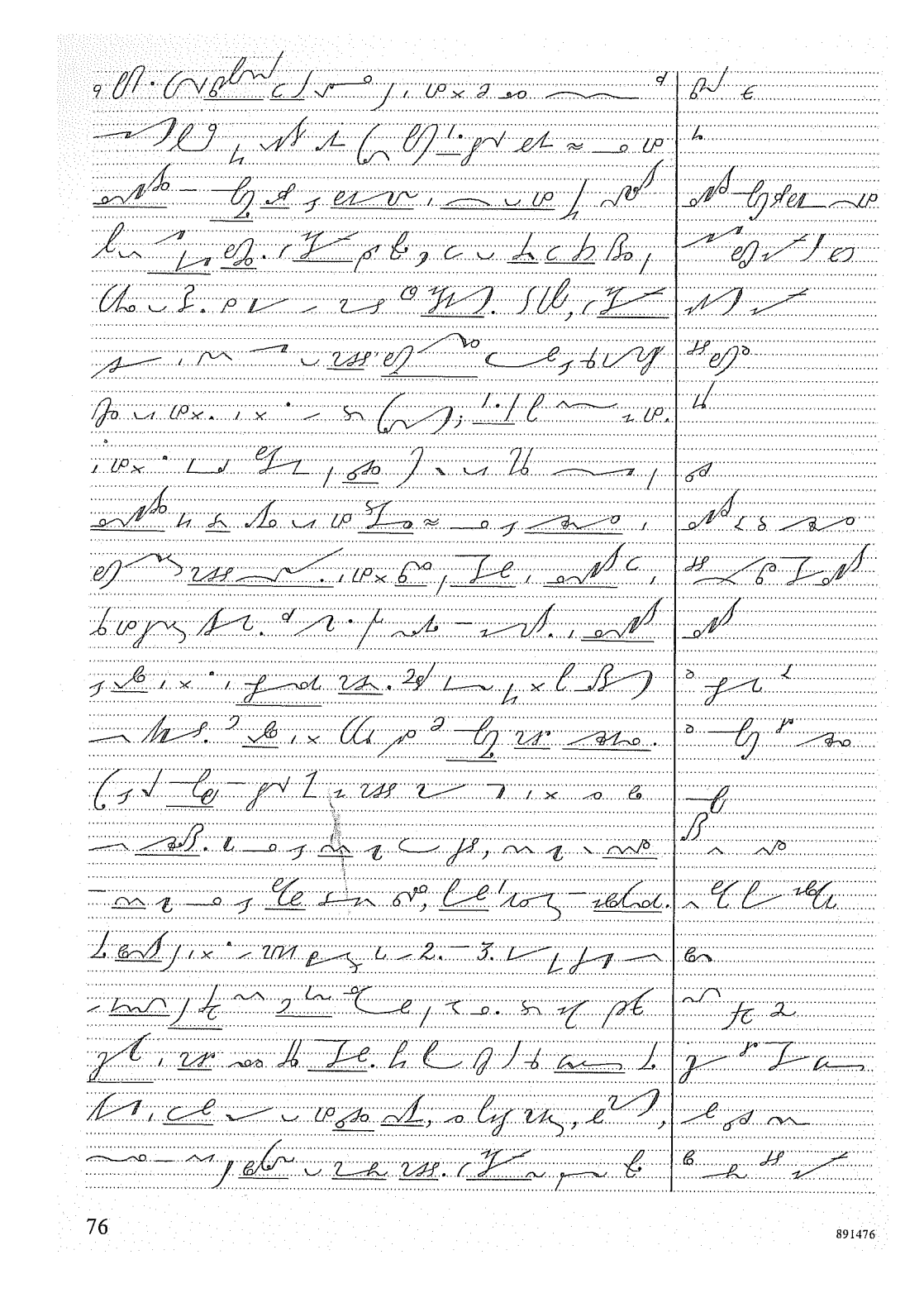

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1950 50

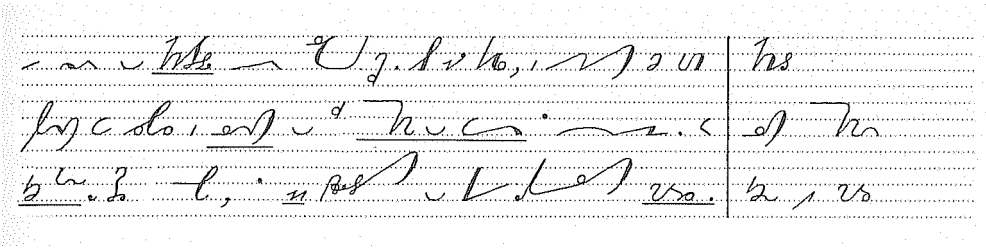
1960 60

1970 70

1962 62

1964 64

75 75



Alphabetical list of Reporters' style short-cuts and short forms

The numbers mark the texts where short-cuts and short forms are to be found. Words in brackets may be omitted in some cases.

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