



# Une analyse syntaxique du texte publicitaire anglo-saxon (langage, langue et discours pédagogique)

Jacqueline Chocheyras-Widmer

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# UNE ANALYSE SYNTAXIQUE DU TEXTE PUBLICITAIRE ANGLO-SAXON

(LANGAGE, LANGUE ET DISCOURS PEDAGOGIQUE)

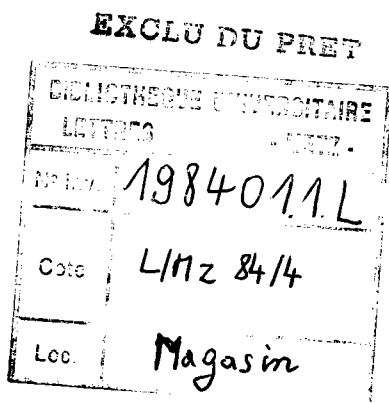
TOME II

CORPUS ET APPENDICES



Jacqueline CHOCHÉYRAS-WIDMER

Thèse de 3e cycle  
en linguistique anglaise  
sous la direction de  
Mme Janine GALLAIS-HAMONNO  
Professeur à l'Université  
de Metz  
U.E.R. de langues



LE CORPUS

You may think that bankers' necks are constantly protected by high, starched collars.

But we believe that the time has come to stick ours out a bit, at least as far as smaller businesses are concerned.

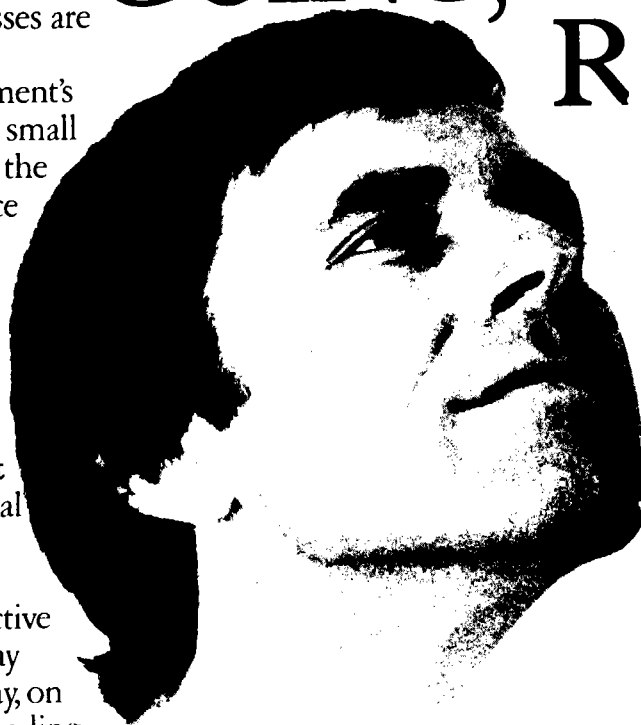
We share the Government's view that a lot of thriving small businesses can do much for the country's growth and reduce unemployment.

So we're using phrases not often found on bankers' lips, like "easy repayment terms" and "low security requirements".

**Our Business Start Loan** provides start-up capital for new projects: £5,000 to £50,000 for five years.

One of the most attractive features is that you don't pay interest in the traditional way, on the amount of the loan outstanding.

# TO GET YOUR BUSINESS GOING, WE'RE ADOPTING A RATHER UNUSUAL POSTURE.



You pay an agreed amount of royalty which is linked to your sales performance.

So the amount you pay is likely to be lower to start with, when interest payments are least affordable.

You repay no capital during the term of the loan, but you must repay it at the end. Unless we agree to convert it to a medium-term loan.

Security requirements are remarkably low. They boil down to a straightforward charge on the assets purchased. No personal security is needed at all.

**Our Business Expansion Loan** is designed to finance the purchase of plant, property or any other capital assets which small or medium sized businesses might need to expand.

You can borrow from £5,000 to £500,000 for up to twenty years.

Repayments are made monthly

and you can choose a fixed or variable rate of interest.

And because you may not make a profit initially from these assets, we can, where circumstances justify, grant a capital repayment "holiday" of up to two years.

Normally, the only security we require will be the capital assets purchased.

When "The Times" heard about our two new loans, they were not unimpressed. "Barclays Bank," they said, "is showing some imagination."

You might say we're sticking our neck out to give you a leg up.

A word with your local Barclays manager, or this coupon, will bring you more information on our new loans.

Name

Company

Address

**BARCLAYS BANK**

To: Dept. L, Small Business Unit, Barclays Bank Limited, Juxon House, 94 St. Paul's Churchyard, London EC4M 8EH.

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(texte réduit 2 fois)

The Economist April 14, 1981

Now, May 28, 1981

# BRITAIN LOOKS EVEN MORE ATTRACTIVE FROM A FEW THOUSAND MILES AWAY.

If you're a British national living outside the UK with spare cash to invest through Jersey, you have a reason greater even than patriotism for buying British government stock.

It's that the income is received free of tax.

At Barclays Unicorn International we have an investment plan designed to take advantage of this tax-free position. It's called the Overseas Income Fund and it invests solely in British government stock.

With the high rates of interest now prevailing in London, tax-free investment in Gilts is one of the best ways of investing your money to yield a high income.

The Fund is administered from Jersey, so that a non-UK resident can benefit from the available tax concessions there. The investment advisers are Barclays Bank Trust Company, one of the UK's largest investment houses.

This trust aims to provide a high income consistent with security of capital. Read through the investment details and decide which method suits you best.

And see that the sun never sets on your money.

## Regular Savings account.

If you wish to make regular savings, a savings account is available. Income is invested in further units following each half-yearly distribution enabling capital to build up at a faster rate. Under the savings account, units are registered in the name of Barclaytrust International Limited and held to your order. In place of

certificates you receive half-yearly statements with the Managers' Report.

## What you need to know.

Send the buying order to the Managers together with your cheque or draft which can be in any convertible currency. A contract note will be sent to you and the unit certificate will be dealt with in accordance with your instructions.

The offer price of units includes an initial charge of 5%, however there are discounts of 2% on purchases between £10,000 and £99,999; 3% on £100,000 or more. A management fee of 1% p.a. of the capital value of the Fund will be charged to the capital of the Fund on a monthly basis. The Managers will bear the cost of discounts, commissions, and administration.

The Managers will repurchase units on Friday of any week at a price not less than the realisation price calculated in accordance with the terms of the Agreement of Trust between the Managers and Barclaytrust International as Trustee.

Income is distributed twice a year on 28th February and 31st August.

The Overseas Income Fund is intended to be a long-term investment and you should remember that the price of units and the income from them can fluctuate.

The offer price of units on 11th May 1979 was 51.7 p. Estimated running yield - 11.75%.

## BARCLAYS OVERSEAS INCOME FUND.

### BUYING ORDER

To: Barclays Unicorn International (Channel Islands) Ltd. (the Managers)  
P.O. Box 152, Jersey, Channel Islands. Telex 4192000 Tel: (0534) 73741.

Minimum investment £250, or £100 initial investment in a Savings Plan with a minimum of £50 thereafter.

I enclose cheque/draft for \_\_\_\_\_ which please invest for me subject to the provisions of the

(any convertible currency acceptable)

Agreement of Trust at offer price in Unicorn Overseas Income Fund units.

The units are to be

☐ forwarded to my address given below

☐ delivered to \_\_\_\_\_

for safekeeping on my behalf.

☐ placed in a Savings Account to be opened in my name.

If your income is to be automatically reinvested please tick here ☐

Signed \_\_\_\_\_

Full names (IN BLOCK LETTERS) \_\_\_\_\_

Address \_\_\_\_\_

Date \_\_\_\_\_

I declare that I am over 20 years and not resident or ordinarily resident in the United Kingdom, Jersey or Guernsey for tax purposes and that I am not acquiring the units as the nominee(s) of any person(s) so resident. Furthermore, I undertake to notify the Trustee of the Fund within one month in the event that I (or the person(s) as nominee(s) of whom I am acquiring the units) become so resident while I continue to hold units in the Fund.

I declare that I am resident for Exchange Control purposes outside the Scheduled Territories (i.e. the United Kingdom, the Isle of Man, the Channel Islands, Republic of Ireland and Gibraltar) and that I am not acquiring the units as the nominee(s) of any person(s) resident within these Territories.

\* Please delete this declaration if it does NOT apply to you.

**BARCLAYS UNICORN GROUP**



# FOR INVESTORS, IT CAN BE GREENER ON THE OTHER SIDE.

If you are looking for a rewarding new area of investment, turn the globe around.

For in the Pacific Basin you'll find the high growth economic areas like Japan, Australia, Hong Kong, Singapore and the United States' Western Coast.

Areas that in recent years have become vitally important in the world of commerce, high technology or natural resources.

To take advantage of this, Barclays Unicorn International (Isle of Man) Ltd., offer units in Unicorn Greater Pacific Trust. Its aim is capital growth through investment in shares of companies operating in the Pacific.

There are two ways to invest: a lump sum or regular payments at chosen intervals.

Whichever way you choose, we are confident that as long as they continue to be successful in the Pacific Basin, you will have a share in the benefits.

Since its launch in 1972, the offer price of Unicorn Greater Pacific Trust units, including income accumulations, has risen by 307%.

## What you need to know.

For your guidance, the offer price of units on 3rd February, 1982 was 135.7p. Prices appear daily in the Financial Times.

Dealings take place on any Wednesday or Thursday at the price ruling on those days.

The estimated gross yield is 3.5%, subject to withholding taxes. However Unicorn Greater Pacific Trust is an

accumulator Trust so the net income attributed to its units is automatically retained within the Trust to increase their value.

As there is no initial charge when income is reinvested in this way, it provides an economical method of investing.

To invest, please fill in the application form below.

Units are available, from a minimum of 200, in multiples of ten and a discount will be given to round up your units to the nearest ten units above. To ensure this minimum allocation, we suggest you remit a sum of £300 or more.

A contract note will be sent showing the number of units acquired and a unit certificate will follow.

An initial charge of 5% is made which is included in the offer price of units and from which commission is paid to authorised agents. There is an annual charge of  $\frac{1}{8}\%$  (plus VAT) of the net asset value of the Trust deducted weekly from the income of the Trust. Managers' Reports are sent to unitholders annually in July.

You can sell back units on either dealing day at a price not less than the realisation price calculated in terms of the Trust Deed under which Barclaytrust Isle of Man Limited is Trustee.

So if you would like to invest in a warmer economic climate, choose Unicorn Greater Pacific Trust. After a few years your savings could be looking a lot healthier.

You should remember that the price of your units can go down as well as up and that fluctuations in exchange rates could affect the unit price.

## UNICORN GREATER PACIFIC TRUST

To: Barclays Unicorn International (Isle of Man) Limited (The Managers) : Thomas Street, Douglas, Isle of Man. Telex: 627153. Tel: (0624) 23252.

### Lump Sum Investment.

I/We enclose cheque/draft in your favour for £\_\_\_\_\_ which please invest for me/us in Unicorn Greater Pacific Trust units at the offer price ruling on the next dealing day following receipt of this application.

### Regular Savings.

I/We wish to make regular investment and enclose cheque/draft in your favour for £\_\_\_\_\_ being my/our first payment for investment in Unicorn Greater Pacific Trust units. Please send for completion a Bank Instruction Letter to cover further payments. (This must be for a minimum of £120 per annum). I/We declare that I am/we are over 18 years of age. For joint applications all must sign.

Signed \_\_\_\_\_

Full Names \_\_\_\_\_

Address \_\_\_\_\_

(IN BLOCK CAPITALS)

EC2702GP

Date \_\_\_\_\_



**BARCLAYS**

# WE'LL LOOK AFTER YOUR DEBTORS AND LEAVE YOU TO LOOK AFTER YOUR BUSINESS.

Even those companies that make good products and deliver promptly to grateful customers can still end up in Carey Street.

They go bust because their customers won't pay their bills.

This cash flow crisis has encouraged a lot of companies to make use of Barclays Factoring.

As long as you have a turnover of more than £100,000 a year, you could do the same.

It means Barclays Factoring could take over your sales ledger and guarantee you a regular income.

Using Barclays Factoring, a frozen food distributor was able to expand turnover by 50% in two years without any danger of over-trading.

How much and how often depends on your debtors.

We look at their record of payment and then work out the average time it takes them to pay.

For instance, the average might be sixty days, in which case we'll settle all invoices on the sixtieth day, no matter when your customers pay us.

If you like, you can have the money even sooner and we'll hold the interest down to between 2% and 4% per year above Barclays base rate.

We'll also provide 100% credit cover on approved sales. So if your customers go to the wall and can't pay, we will settle the account.

As to our methods, we don't put anyone's back up.

Our name alone carries a lot of weight. Muscle is implied, not flaunted.

Other than that, we rely on tact, politeness and experience.

It usually works. If it doesn't, we might take legal action but only after we've cleared it with you.

The cost depends on the size of your company, its average invoice value, the number of customer accounts, and so on.

Normally, it's between 1% and 2% of your gross turnover.

John Hartgill, our Business Development Manager, can give you facts and figures.

Contact him directly or through your local branch manager.

With a guaranteed cash flow, a firm making children's clothes is now buying material in bulk at a discount instead of ordering smaller quantities at a higher price.

The managing director of a plastics company reckons he was spending 60% of his time collecting cash. Now that Barclays Factoring does the work for him, he can get back to selling his firm's products.

Barclays Factoring Limited,  
Business Development Dept.,  
P.O. Box 9, Paddington House,  
Basingstoke, Hants. RG21 1BE.  
Tel: Basingstoke (0256) 56161.

**BARCLAYS FACTORING**

# HOW TO GET MORE OUT OF A BANK THAN A BANK GETS OUT OF YOU.

Believe us, it's perfectly possible to get more out of a bank than a bank gets out of you. At least, it is at Barclays. All you have to do is know the rules of the game and keep on your toes. Are you ready?

**Rule one:** always keep £50 in your personal cheque account, then you won't have to pay for cheques, standing orders and statements. Even if you drop below £50 you may still not have to pay bank charges.

Most of our personal customers who stay in credit don't pay a penny.

**Rule two:** if you have a surplus after you've paid your bills, make it work for you: invest it in a Bonus Savings Account. The interest rate is currently 15 $\frac{1}{2}$ % per annum

but you must save at least £10 a month for a year.

**Rule three:** apply for a Barclaycard to use as a cheque guarantee card. It will guarantee your cheques up to £100 in any Barclays branch, and up to £50 in shops anywhere in the UK. You can use it as a credit card too.

**Rule four:** make use of the bank even when it's closed.

Outside many branches of Barclays you'll find Barclaybank machines.

Assuming you have the money in your account, you can draw up to £100 a day, and order a statement. You can usually check the balance of your account too.

In some machines you can deposit money and leave a request for a cheque book or a letter for your branch.

**Rule five:** when you need a loan or insurance, apply to Barclays, in person or by post.

Ask us to insure your home, your household items and your car. As long as the premium is over £36 (excluding car and holiday insurance) you can spread the payment over 12 months without paying any interest.

Ask us for a Barclayloan when you need money to improve your home or to buy a car, season ticket or holiday.

No security is required. All we ask is that you're aged between 18 and 60 and in a steady job. You can borrow between £200 and £5,000.

**Rule six:** when you buy a home, ask Barclays for a mortgage. We'll nearly always give you a quick 'yes' or 'no'.

In fact, we can tell you now, if you're a first-time buyer saving between £100 and £250 per month for two years in our Mortgage Savings Scheme, our answer will be 'yes', subject to satisfactory security, credit assessment and valuation of the property.

**Rule seven:** get to know your bank manager, by name.

Now we realise that all banks tell you to do this, and that most people think it's just a wheeze to get them inside the door and sell them something.

But this isn't so.

Nine times out of ten a bank manager's advice is free (and at Barclays we'll tell you beforehand if it's going to cost you anything).

It's also unbiased and confidential. Use him shamelessly.

Finally, if there's anything else you think

Barclays can or should do, tell your bank manager or write to Tom Blake at the address below.

\* PLEASE FILL IN CORRECT ON 17.10.1981

For written details of the various services described, tick the appropriate box.

Mortgage Savings Scheme ☐ Mortgages ☐ Insurance Services ☐ Bank Charges ☐  
 Bonus Savings Account ☐ Barclaycard ☐ Barclayloans ☐ Barclaybank Card ☐  
 Opening a Bank Account ☐

Name

Address

Post to: Tom Blake, Barclays Bank Limited, Juxon House, 94 St. Paul's Churchyard, London EC4M 8EH.

**BARCLAYS**

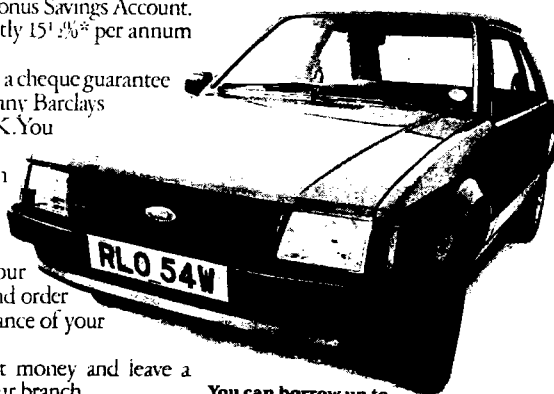
We'll arrange all your personal insurance. And you can usually pay the premium over 12 months without paying any interest.



Keep £50 in your cheque account and all your cheques, standing orders and statements will be free.



Use it as a cheque guarantee card.  
Use it as a credit card.

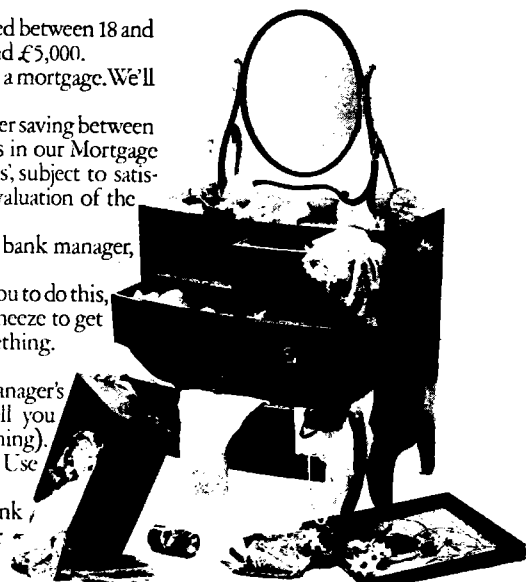


You can borrow up to £5,000 without even entering a bank. Apply through the post for a Barclayloan.



Unlike most building societies, we nearly always give quick decisions when you ask us for a mortgage.

Lounge Dining Room  
Kitchen  
4 bedrooms  
Bath/toilet  
& 2nd toilet  
Garage  
Well established garden



# Mortgages for people in a hurry to make a home their own.

After spending months house-hunting the last thing you want is the suspense of a slow mortgage decision.

So, talk to the Midland.

We've money to lend at a competitive rate. These are some typical examples of repayments over our maximum 25 year period:

Loan (25 years)	£15,000	£25,000	£40,000
Midland House Mortgage Rate	15%	15%	15%
Monthly Repayments	£189.18	£315.29	£504.47
Final Repayment	£170.79	£314.95	£485.33
APR*	15.8%	15.8%	15.8%

Rates correct at time of going to press, but may be varied from time to time. All loans must be repaid by retirement or 65 years of age, whichever is sooner.

We require that the property is covered by a suitable insurance policy against fire and other risks and that you take out a mortgage protection policy. We charge an arrangement fee of £2 per £1,000 on the amount lent. Borrowers will also have to pay the valuation fees and legal costs.

## GETTING A FOOT IN THE DOOR

It's easy to apply for a Midland mortgage. You simply have to be 18 years of age or over. You don't even have to be banking with us now, as long as you open a current account once the mortgage is agreed.

## TOGETHER OR SEPARATE

Applications can be made for a mortgage in single or joint names.

Singly, your ceiling is 2½ times your gross annual income, excluding overtime.

Jointly, your ceiling is 2½ times the higher income. Plus the

amount of the lower income.

In both cases, monthly payments must not exceed one third of your gross monthly income.

## HOW MUCH

We can provide 95% of the purchase price or valuation, whichever is lower, for loans up to £40,000. However, borrowers will be required to take out a suitable mortgage guarantee policy for advances over 90%. Loans over £40,000 are restricted to 80% of valuation or cost.

The maximum loan is £150,000 and the minimum £5,001. But, whatever the sum, as security we require a first mortgage on your property.

## FIXING THE REPAYMENTS

One of the main benefits of having a mortgage with the Midland is that repayments are fixed for 2 years at a time.

At the end of each 2 year period, we adjust your repay-

ments. This takes into account the way in which interest rates have fluctuated and ensures that your loan is repaid by the end of the agreed term.

## HOME SWEET HOME

We are happy to lend on new or older property; house, flat, maisonette, or bungalow subject to a satisfactory valuation (we will give you a copy on request). However it must be residential and owner occupied.\*\*

## STILL SAVING

The Midland also has a savings scheme called the Mortgage Deposit Account. It's for people who aren't quite ready to buy, but are thinking about it.

Save regularly with us for the next 2 years and (subject to our usual mortgage conditions) we'll guarantee you get a mortgage at the end of it.

## MAKING THE MOVE

Walk into your nearest Midland branch for full details. You'll be taking your first step towards making a home of your own.

\*The Annual Percentage Rate has been calculated to include estimated costs in taking the security, the valuation fees and an arrangement fee. Insurance premiums have been omitted.

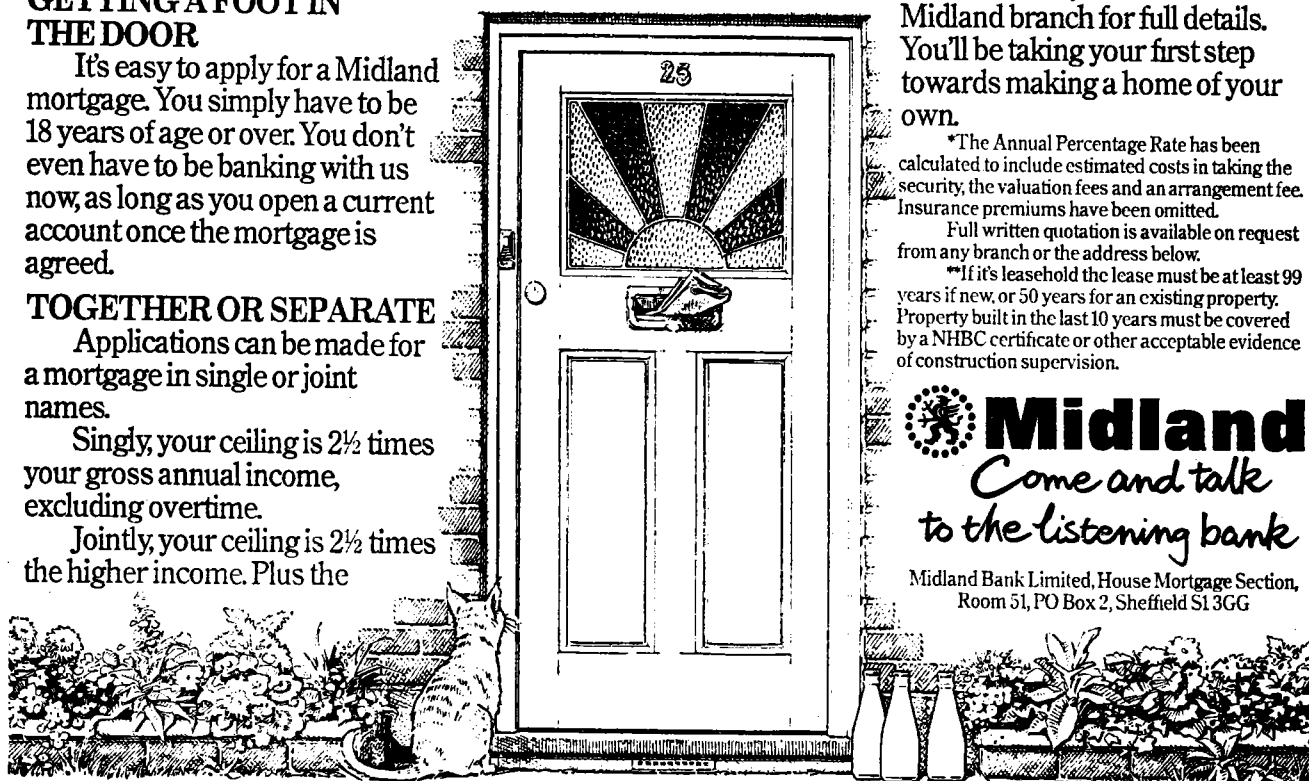
Full written quotation is available on request from any branch or the address below.

\*\*If it's leasehold the lease must be at least 99 years if new, or 50 years for an existing property. Property built in the last 10 years must be covered by a NHBC certificate or other acceptable evidence of construction supervision.



**Midland**  
Come and talk  
to the listening bank

Midland Bank Limited, House Mortgage Section,  
Room 51, PO Box 2, Sheffield S1 3GG



**WORLD-WIDE FROM LONDON.**

# The range of international services no other bank offers:

## **International Finance. Competitively.**

Short-term and medium-term finance. Negotiating or discounting bills. Acceptance credits. Eurocurrency finance. Export factoring. International leasing and Instalment finance.

## **International Branch Network. Competitively.**

Being the exclusive U.K. member of European Banks International (Ebi) Midland can offer their clients the complete facilities of seven major independent European banks with 10,000 branches throughout Europe, and a world-wide network of joint ventures.

## **International Transfers. Competitively.**

Foreign exchange, spot and forward contracts. Clean payments, mail transfers, telegraphic transfers, drafts. Bills for collection, documentary credits.

## **International Corporate Travel. Competitively.**

Exclusive to Midland, direct access to the world's largest travel company - Thomas Cook - a member of the Midland Bank Group. The fastest growing company in business travel providing the most comprehensive business travel service including foreign exchange in 150 currencies, travellers cheques, V.I.P. Service Cards and over 900 offices and representative offices in 145 countries.

## **International Merchant Banking. Competitively.**

A complete range of international financial services from Samuel Montagu, a major merchant Bank and a member of the Midland Bank Group. Eurocurrency credits, bond issues, corporate and investment services.

Samuel Montagu are also major market makers in bullion, foreign exchange and Eurobonds.

## **International Marketing Services. Competitively.**

A unique range of marketing and export finance services through the London American International Corporation Limited, operating in over 100 countries. Information on regulations, tariffs and documentation procedures.

For a prompt answer contact your nearest Midland Bank Group Representative in any of these key centre offices: Athens, Bahrain, Brussels, Buenos Aires, Cairo, Frankfurt, Hong Kong, Madrid, Moscow, Paris, São Paulo, Sydney, Teheran, Tokyo or our International Division in London.

# We deliver.



# Test us.

## **Midland Bank International**

Midland Bank Limited, International Division, 60 Gracechurch Street, London EC3P 3BN. Tel: 01-606 9944.



Newsweek, April 7, 1980

Time, March 1979

# Our bankers helped build this builder's business.



American Express International Banking Corporation helps a thriving company go international.

This company is one of Europe's leading manufacturers of single-family prefabricated homes.

Now they're building new markets. With the help of an investor group formed by American Express Bank. Each member in the group has specialized knowledge of the international marketplace. And our banker is taking an active role in the company's expansion.

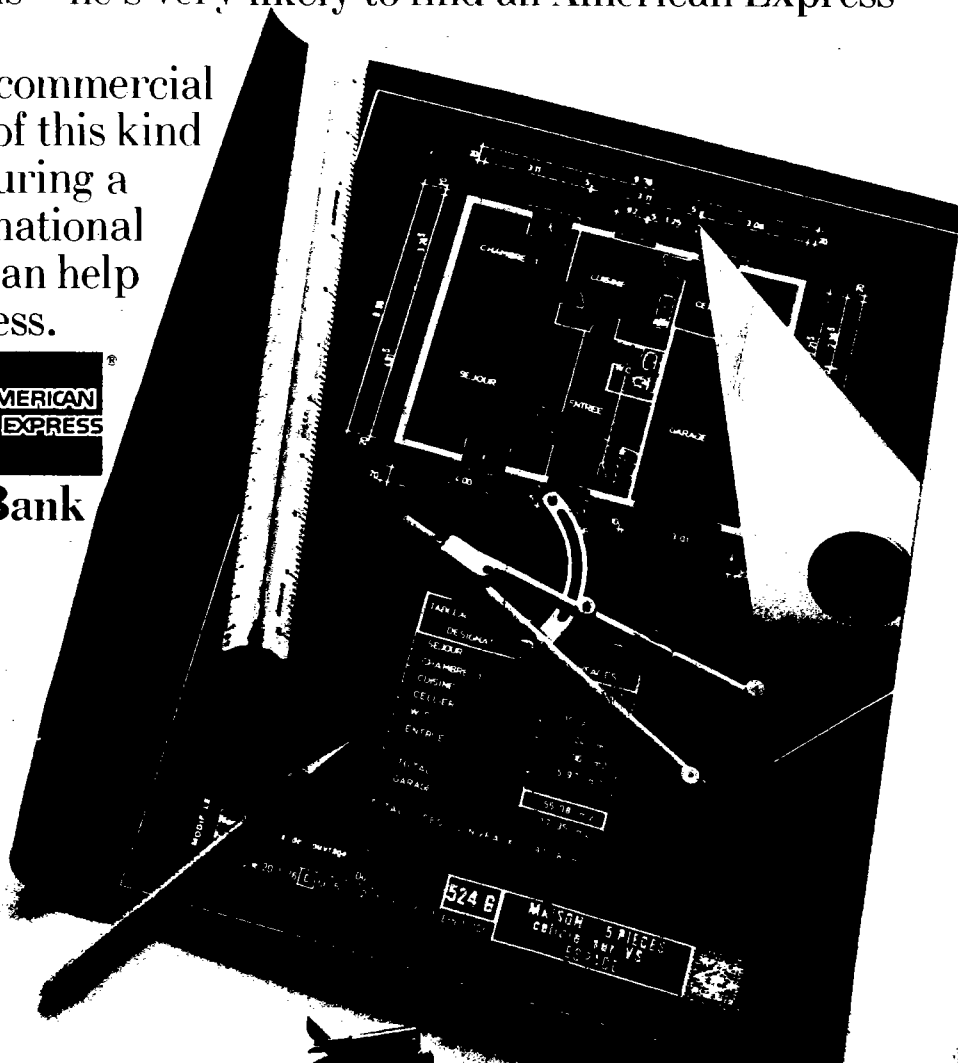
We have a network of offices and subsidiaries throughout Europe, Asia, the Middle East and Latin America. Plus a New York Agency.

So wherever our builder wants to build his business — including the developing nations — he's very likely to find an American Express Banker.

Investment and commercial banking capabilities of this kind can be very helpful during a company's first international ventures. Maybe we can help you build your business.



**American Express Bank**



# To keep a business rolling, it helps to have a banker with vision.



**American Express International Banking Corporation helps this manufacturer accelerate exports into a key market.**

When a European manufacturer of heavy-duty trucks was expanding his business in the developing world, American Express Bank helped by financing the importer's purchases.

So the trucks kept rolling. Into an important export market.

American Express Bank has a global network of commercial and investment banking branches and subsidiaries — 77 offices, covering all the major trade and financial centers of Europe, Asia, and the Middle East. Plus a New York Agency. And more than 2,000 active correspondent account relationships with banks around the world.

That gives us intimate knowledge of economic conditions in almost any country you can name.

If you're looking for new business opportunities, perhaps you should see a banker with vision.



**American Express Bank**

# Thanks to our banker, their paradise has a new wing.



American Express International Banking Corporation helps a major resort company grow.

Even a pleasure spot has to take care of business. So its banker has to think like a businessman.

That's why this resort owner came to our bankers in Europe for help in building an addition to one of his vacation properties in Greece.

Because of our history with the company, we knew the addition was a sound investment. So one of our branches in Athens put together a term loan—and invited other local banks to participate.

We arranged all the financing in local currency. So our client didn't have to assume a foreign exchange risk.

It takes an established international banking network—with local currency deposit bases—to meet all the special needs of international clients.

We helped them expand their piece of paradise. What can we do for you?



**American Express Bank**

Scenic photo courtesy of Greek National Tourist Organization.

**In the UK:** 120 Moorgate, London EC2P 2JY. **Representative Offices:** Birmingham, Edinburgh, Manchester. **International Headquarters/New York Agency,** 125 Broad Street, New York 10004. **Offices and subsidiaries** throughout Europe, the Middle East, Asia, Latin America.

The Economist, May 10, 1980

# Their banker gave them what a good wine needs most. Time.



American Express International Banking Corporation's Italian subsidiary finances stocks of wine, giving them time to mature.

The wine merchant wanted to increase his stocks dramatically. Because income was a few years off, he needed term finance.

Our subsidiary saw that the vintner's market was growing, and so gave him the financing he needed. In succeeding years, they gave him a lot more. Working capital for bottling and distribution.

And export finance, as well.

It takes a bank with an international network of branches and subsidiaries to handle all parts of an international client's business.

It takes a banker with imagination to finance wine from grape to glass, from exporter to importer — around the world.

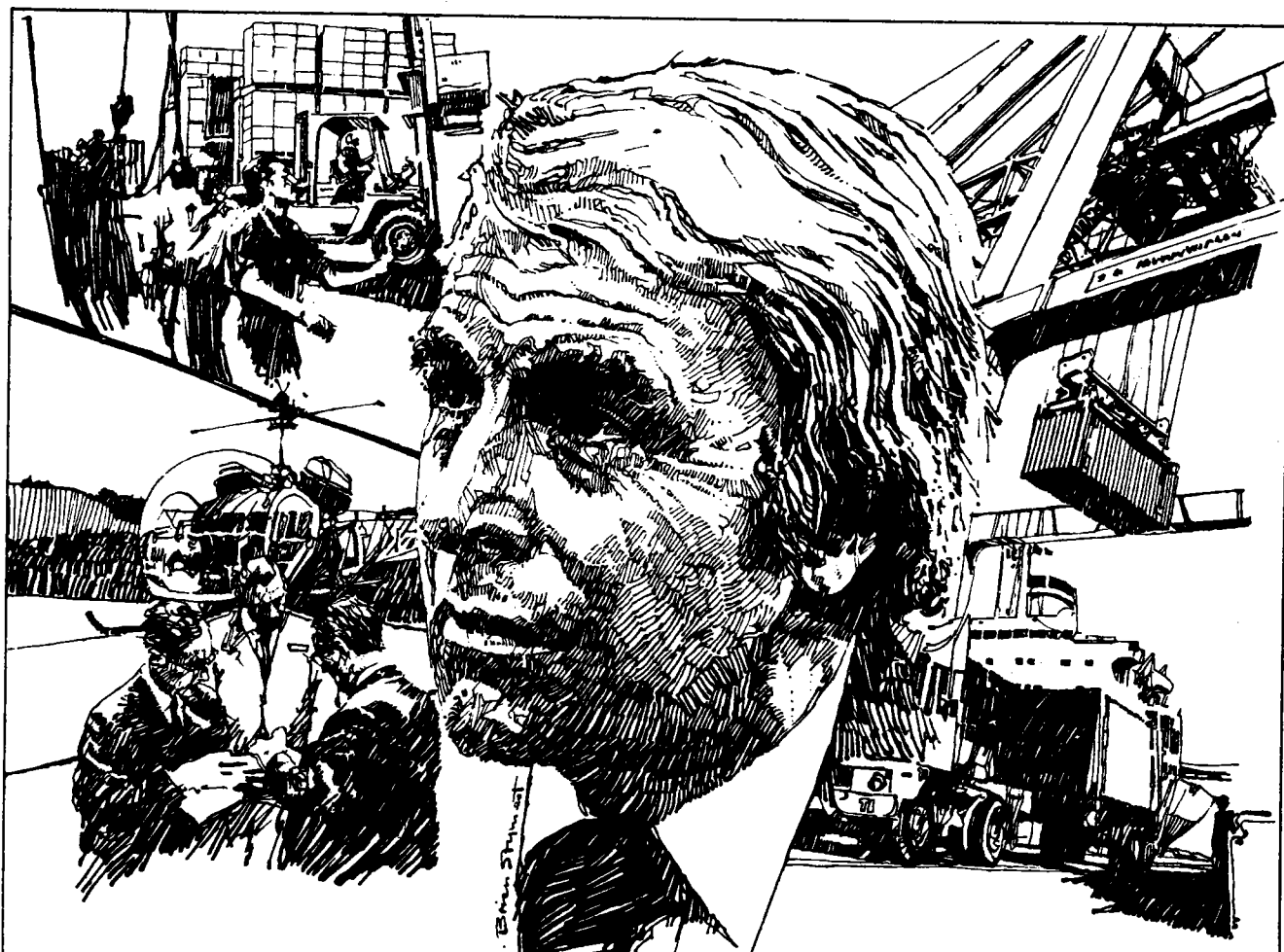
With the help of American Express Bank SpA, the winery has had a string of vintage years.

If you'd like some vintage years, maybe we can help.



**American Express Bank**

the UK: 120 Moorgate, London EC2P 2JY. Representative Offices: Birmingham, Edinburgh, Manchester. International Headquarters/New York Agency, 125 Broad Street, New York 10004. Offices and subsidiaries throughout Europe, the Middle East, Asia, Latin America.



## The man with exceptional goals needs an exceptional bank.

What makes Trade Development Bank exceptional? To start with, there is our policy of concentrating on things we do unusually well. For example, trade and export financing, foreign exchange and banknotes, money market transactions and precious metals.

Geographically, too, we work mainly in areas where we have something special to offer. This includes the U.S.A., where our subsidiary, Republic National Bank of New York, is one of America's 50 largest banks. It also includes a number of less familiar countries, where our exceptional knowledge of

local conditions can be an important advantage for clients.

What's more, we keep our back-office systems running abreast of our business. You may not notice this directly, but it shows up in quicker decisions and fewer errors.

While we move fast in serving our clients, we're distinctly traditionalist in our basic policies. At the heart of our business is the maintenance of a strong and diversified deposit base. Our portfolio of assets is also well-diversified, and it is a point of principle with us to keep a conservative ratio of capital to deposits and a high degree of

liquidity – sensible strategies in these uncertain times.

If TDB sounds like the sort of bank you would like to entrust with your business, get in touch with us. We're ready to serve you in most of the world's financial centers.

**TDB Holding Group:** US\$ 7.0 billion in assets; US\$ 585 million in capital and loan funds employed, as of December 31, 1979.

**Key Group offices:** Geneva, London, Paris, New York (Republic National Bank of New York). Other offices in Beirut, Bogotá, Buenos Aires, Caracas, Chiasso, Frankfurt, Hong Kong, Luxembourg, Mexico City, Miami, Montevideo, Nassau, Panama City, Rio de Janeiro, Santiago de Chile, São Paulo, Tokyo.



## Trade Development Bank

Shown at left, head office of Republic National Bank of New York, U.S. subsidiary of the Trade Development Bank Holding Group. The 41st largest bank in the United States, ranked by order of deposits, Republic is one of America's fastest-growing financial institutions.



## For gold in London, an exceptional bank.

Our experience in precious metals is based on a banking tradition that dates back more than a century. Today, the banks of the Trade Development Bank Holding Group are among the recognized world leaders in this highly technical field.

For example, our U.S. affiliate, Republic National Bank of New York, trades more gold than any other U.S. bank. (As a member of the major U.S. commodity exchanges, it is also active in the futures market.)

The prices of precious metals are affected by political and monetary events which are no respecters of the nine-to-five day. That's why we trade gold and silver round the clock through Group offices in London, Geneva,

Luxembourg, New York and Hong Kong.

Much of our precious metals trading is done on behalf of our individual private customers. It is significant, however, that more than 200 other banks, as well as major industrial users and governments, come to the TDBH Group for their gold transactions.

We buy directly from central banks, government mints and major refineries. Moreover, we can handle transactions of any size and look after all aspects of storage and transportation. As members of the principal market associations in the world's main precious metals trading centres, we can offer competitive terms, wherever the transaction is made.

Whether you're thinking of invest-

ing or disinvesting in gold these days, our expertise is worth having on your side. Call us in London at 638 1717. Or come in for a visit at 21 Aldermanbury, EC 2, or at our new West End branch, 32 Grosvenor Square.

*TDB Holding Group: US\$10.4 billion total assets; US\$887 million capital and loan funds employed, as of June 30, 1981.*

*Group banks: Geneva, London, Paris, Luxembourg, New York (Republic National Bank of New York), Athens, Buenos Aires, Chiasso, George Town, Hong Kong, Los Angeles, Miami, Monte Carlo, Montevideo, Nassau, Panama City, Punta del Este, Santiago de Chile. Representative offices: Beirut, Caracas, Frankfurt, Mexico City, Rio de Janeiro, São Paulo, Tokyo.*



## Trade Development Bank

At TDB London our experienced international staff provides a full range of banking services.

Time, November 9, 1981

**"The company has  
decided to use cars for  
business travel."**

**"The company has  
decided to use cars for  
business travel."**

**"The company has  
decided to use cars for  
business travel."**



Many companies hear no evil, see no evil and will speak no evil of the company car.

In fact the company car is so much taken for granted you may have long since ceased to evaluate its real effectiveness.

The company car no doubt has some advantages. But for longer trips it can be one of the slowest ways of getting from A to B.

And what exactly are your executives *doing* all the time they're in the car?

They can't prepare for business meetings, they can't relax, they can't even think.

And yet you pay them every moment they're in the car.

Pay them in effect for doing nothing.

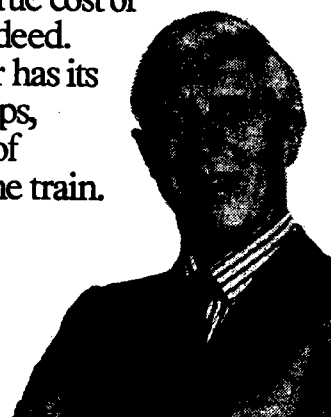
Now, suppose they leave the car behind and take the train. They will be safer.

They will almost certainly arrive quicker. They can relax in air-conditioned comfort on many trains, sit back in ergonomically designed seats, and give their full attention to any business problem that needs solving.

On Inter-City trains there is ample desk space and a virtual guarantee of freedom from interruptions. Which means an exceptionally high level of productivity. Perhaps even higher than that achieved in the office.

Which makes the true cost of train travel very low indeed.

Undeniably, the car has its place. But for longer trips, especially, there's a lot of wisdom in opting for the train.



**This is the age of the train ➡**

# Are you making the wrong sort of contacts on your business trips?

There are 18 million cars on the road. And in 1978 (the last available figures) there were 260,000 accidents.

Which means there's a fair chance you will be involved in some sort of road accident during your life.

The cost of repairing the car is often the least of your worries. There's the delay in your journey (no-one likes to arrive late for business meetings). There's the embarrassment of having to explain to your boss (it never seems to matter that it wasn't your fault). And there's your wife who, more than anyone, will worry about you.

There's no cure for road accidents. But there

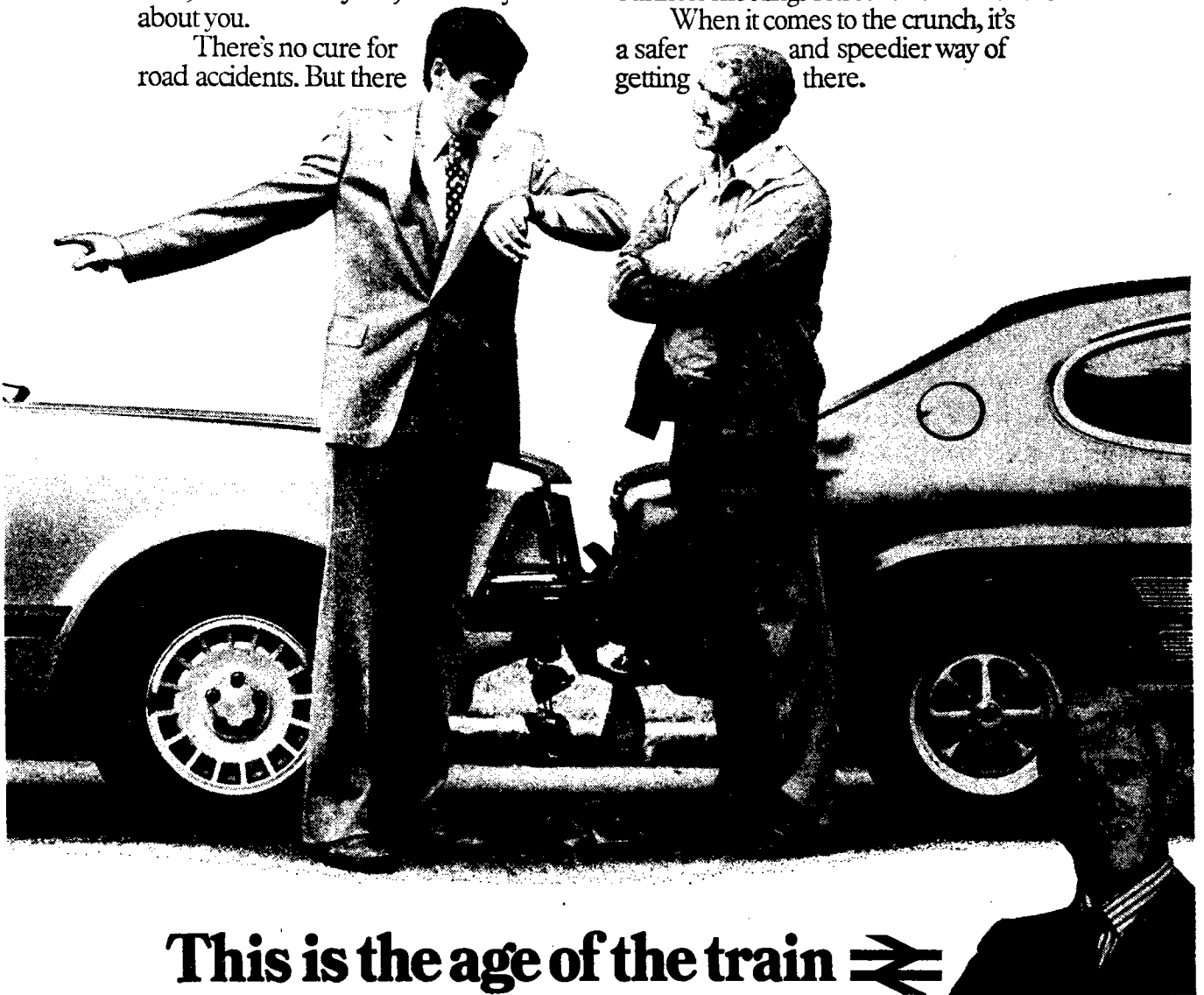
is a way of reducing their impact on your business efficiency.

It's called taking the train.

It's safer than the car (in 1980 not one passenger was killed in a train accident) and with the superb 125 service it's certainly quicker. Many Inter-City coaches are air-conditioned and all have ergonomically designed seats for an optimum working environment. So while others are playing dodgems on the motorway you can get down to some serious work.

The train ensures you arrive at business meetings refreshed and relaxed.

When it comes to the crunch, it's a safer and speedier way of getting there.



**This is the age of the train ➡**

(texte réduit 2 fois)

Sunday Times; May 23, 1980

# If you worry about your husband, drive this message home.



Men rarely worry about driving the car on business trips. They don't fret if they're late coming home. But like as not you do.

Even if you ignore the risk of an accident, long drives can be hard on your husband's health. In terms of stress. Pressure. Tension.

Fatigue is another factor. It makes your husband less effective in his work. And less able to enjoy what time he does get with you and the children.

And yet he needn't take the car on every journey. There's a safe, fast, reliable and civilized alternative:

The train.

Your husband can relax on the train. Stretch out. Walk about. He can read. Work. Or get his head down. Frequently he can get a meal. Or a drink. And the timetables are convenient for him (and for you).

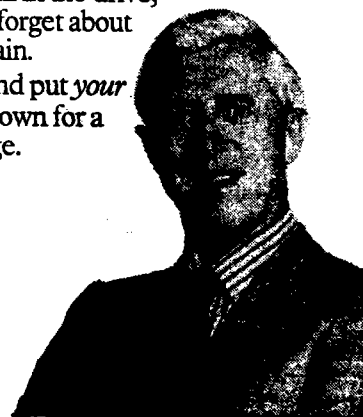
The train speeds from city centre to city centre, regardless of the weather. No parking problems. No traffic jams.

Now, couldn't you convince your husband to switch to the train?

Naturally no amount of nagging will get him to make the switch. But a bit of subtle pressure might encourage him, at least, to have a try.

How about it? When you hear his car pull in the drive, don't forget about the train.

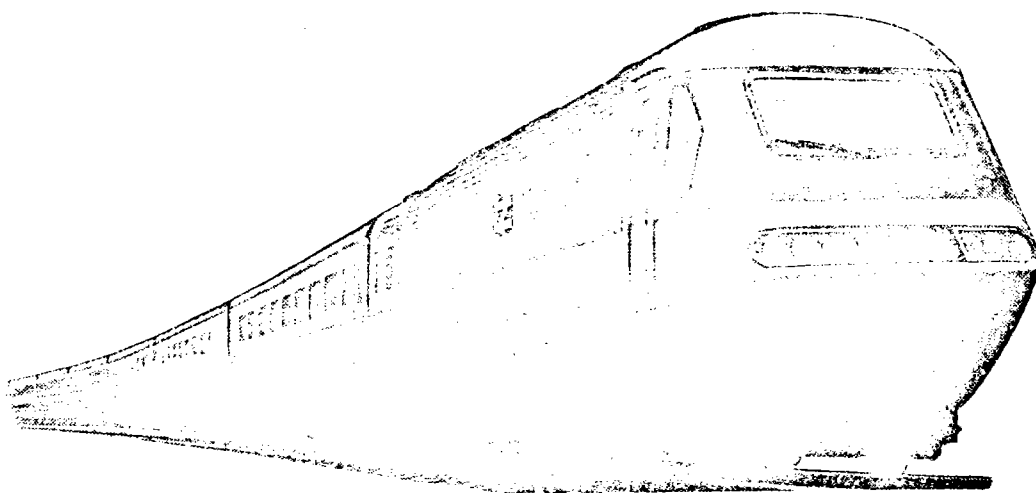
And put *your* foot down for a change.



## This is the age of the train ➡

(texte réduit 2 fois)

The Observer, November 8, 1981



## In theory, a monopoly has no competition...

It's true that British Rail operates the only national railway system in the country. By definition, that should make us a monopoly.

By implication, we should therefore enjoy a cosy existence, sheltered from competition, insensitive to customers' needs, complacent and unadventurous.

Nothing could be further from the truth.

### COMPETITION IN EVERY SECTOR

On the passenger side intense competition comes from over 15 million private and company cars owned in this country. Owners who use their own cars on business benefit from high car allowances. And people with company cars (of which Britain has more than anywhere else in Europe) usually have only to find marginal costs, like petrol out of their own pockets for their private travel. Not surprisingly, the incentive to use the car is considerable.

Air services provide vigorous competition for British Rail's Inter-City trains, and nowadays long distance coaches compete for our business much more actively than before.

In the freight sector, competition is similarly intense. We don't benefit, as road hauliers do, from

the UK licensing laws—for example, there is no "quantity" licensing, as in Germany and France, to limit the amount of freight to travel by road. What's more, the heaviest goods vehicles are continuing to receive considerable subsidies.

### FINANCIAL BURDENS—WHAT ABOUT FINANCIAL FLEXIBILITY?

We have a statutory obligation to run services which are socially necessary but financially unviable. This is known as the Public Service Obligation—the basis of the annual "contract" between the Government and British Rail. In these terms Britain has the least supported major railway in Europe.

If British Rail does not use up the whole of the contract payment in any year the residue cannot be "credited" to the next year.

Monopolies generally enjoy more financial flexibility—and muscle—than other business. But not British Rail. Instead British Rail is restricted by the rules and conventions which apply throughout the UK public sector where, for example each industry has its External Financing Limit. This represents the maximum sum in terms of "outside finance" that any public sector industry can call on each year.

### THE SERIOUS IMPLICATIONS

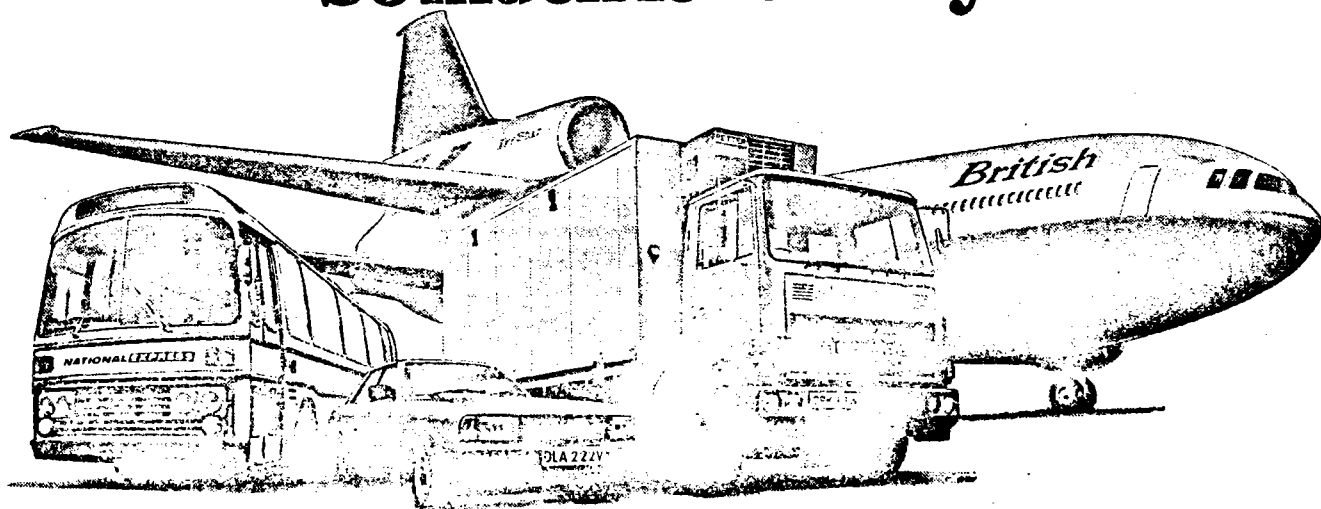
British Rail's investment per train/Km is lower than that of any other major railway in Western Europe. If Britain wants a worthwhile railway system in future, people will have to appreciate the importance of railways as they have done in other countries.

Investment in the railways is a sound and sensible use of money. This so-called monopoly can behave adventurously, can stand up to competition and can justify its role in the economy.

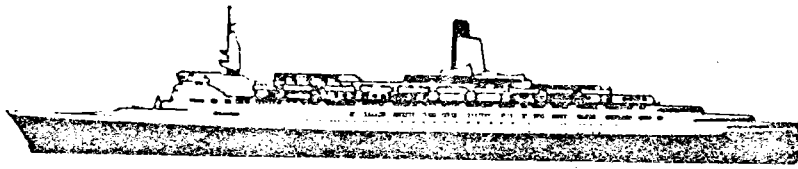
Do not forget that in 1979, before the recession, British Rail's recorded passenger miles were actually higher than in 1961, when the rail network was thirty per cent larger and there were only half as many cars on the road.

*This is one of a series of advertisements designed to increase public awareness of the position of the railways in the national transport system and also in the life of the community as a whole. Whilst the facts and figures contained in these advertisements are known and appreciated by those directly concerned in shaping the future, an industry as much in the limelight as ours has a duty to address itself to a wider audience, which needs to be well informed if it is to play its part in helping to form public opinion.*

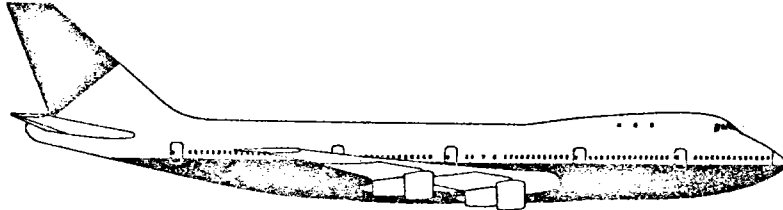
## So much for theory.



## This is the age of the train ➡



# SAIL TO NEW YORK.



# RETURN FREE.

It's the most civilised way to cross the Atlantic.  
And the cheapest way to come home.

Spend 5 days on the Queen Elizabeth 2 (to or from New York) and we will fly you free either to or from Frankfurt, Paris, Geneva, Zurich, Brussels, Amsterdam or London.

On the QE2 your cabin will be air-conditioned with its own bath (or shower), toilet, radio and telephone, and with a steward and stewardess on call.

There are four restaurants with food, wine and service that put most first-class hotels to shame; seven bars, three dance floors, a nightclub, theatre, cinema and shopping arcade.

As well as four swimming pools, we have a sauna, turkish baths, gymnasium and beauty salon.

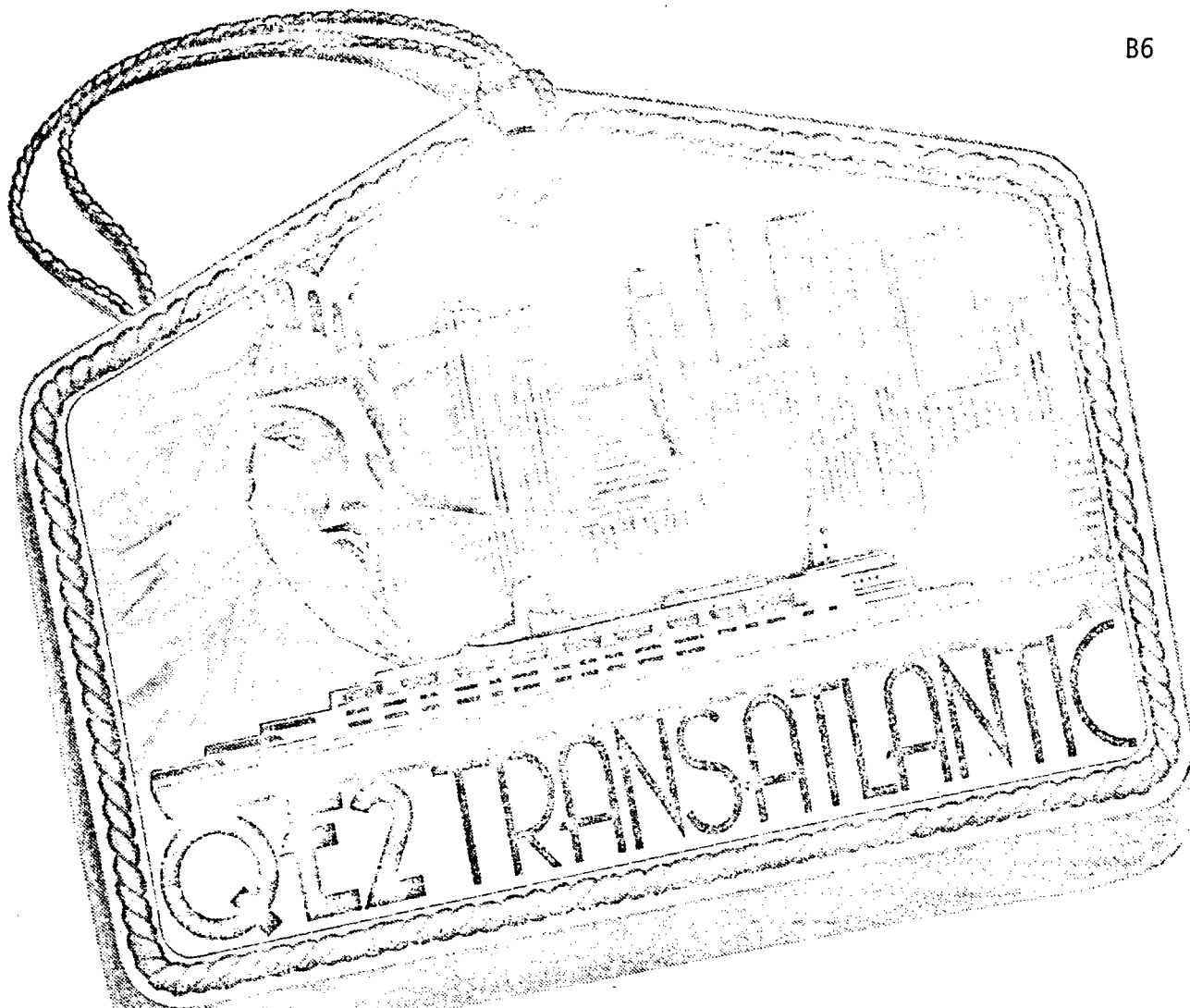
Less hectic diversions can be found in our lounges, libraries and card room.

Our offer applies to any of this year's sailings. Southampton to New York: July 12, 31, August 11, September 6, 17, October 3, 18, December 4. New York to Southampton: July 25, August 5, 23, September 11, 27, October 12, November 5.

For further information on the above offer and other attractive alternative fares, contact your travel agent or Cunard office in the UK or Europe.

# QUEEN ELIZABETH 2

CUNARD LINE LIMITED



# THE VOYAGE LASTS 5 DAYS. THE MEMORIES LAST A LIFETIME.

You can cross the Atlantic in a mere 3¼ hours. Or you can take five glorious days over it aboard QE2.

It's just a question of whether you want to rush the journey or relish it.

And QE2 is never simply a means of getting from A to B.

She makes a journey more like a holiday, spent in a particularly well appointed luxury hotel.

You'll be treated to a style of travelling which has all but disappeared. Fine cuisine, attentive service, and a host of facilities to suit your every mood and taste.

A transatlantic voyage aboard QE2 amounts to the most memorable journey you're ever likely to make.

For once, you'll find the pleasure of travelling will equal the pleasure of arriving.

## CATCH OUR SPECIAL FARE DEALS

QE2 sails across the Atlantic 24 times in 1982.

And during the year there are many attractive price offers.

One offer for instance, lets two people travel for the price of one. With another offer you pay £565 to sail one way and you get a free flight home with British Airways. Sailing both ways can cost as little as £695.

Find out all you need to know from our QE2 Transatlantic Brochure, or see your travel agent soon. We don't want you to miss the boat.

## QUEEN ELIZABETH 2

THE MOST CIVILISED WAY TO TRAVEL ANYWHERE IN THE WORLD.

I want to cross the Atlantic in a way I'll always remember. Please send me a copy of the 1982 QE2 Transatlantic Brochure.

Name (Mr/Mrs/Miss) \_\_\_\_\_

(BLOCK CAPITALS)

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Tel. No. \_\_\_\_\_

Post to: Cunard Line Ltd., South Western House, Southampton

SO9 1EA, or telephone 01-471 1770.

ST/1/11



## ONE WAY FARES. A GREAT DEAL FOR PEOPLE WHO ARE LEAVING EUROPE. (AND WANT TO TAKE A GREAT DEAL WITH THEM).

5 excitingly luxurious days aboard the greatest ship in the world is tempting enough for any transatlantic traveller. It's a holiday in itself.

But for anyone planning a long stay in the USA, our one-way fare



makes QE2 virtually irresistible. Because part of the deal is a very generous double baggage allowance. Which will probably cover everything you want to take.

Pay a little more and you can also bring your car. And your pets.

In fact, Europe's about all you

THE MOST CIVILISED WAY TO TRAVEL ANYWHERE IN THE WORLD.

need leave behind. One way fares start at £565, and children travel half-price.

### THERE ARE GREAT DEALS FOR TWO-WAY TRAVELLERS TOO.

Even if you're not planning a long stay in the USA there are many other attractive fare offers.

For instance, there's our Air-Sea offer. Pay to sail one way and you get a free flight back. Fares are from £565.

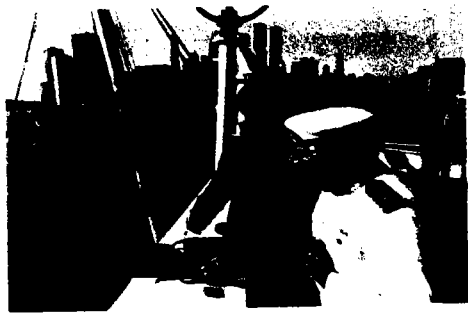
QE2 is the only liner crossing the Atlantic. And she's doing it 24 times this year.

You'll find a crossing to suit you. Then you can enjoy the most civilised way of travelling anywhere in the world. Contact your travel agent or Cunard Line Ltd., South Western House, Southampton SO9 1ZA.

# QUEEN ELIZABETH 2

CUNARD LINE LIMITED

# ANOTHER GOOD CLIPPER BUSINESS DECISION. CLASS.



Klaus Steingroever has to make on-the-spot business decisions in Hong Kong, Japan, Australia, the U.S., Mexico and other spots far away from his Cologne headquarters. He's General Manager of a company that makes precision instruments for measuring surface coatings (the thickness of a freighter's new paint job, for example).

So every year he spends two to three months on the road—closing deals, solving problems and demonstrating his products in three languages. He's an experienced international traveller, and very fussy: he

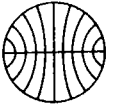
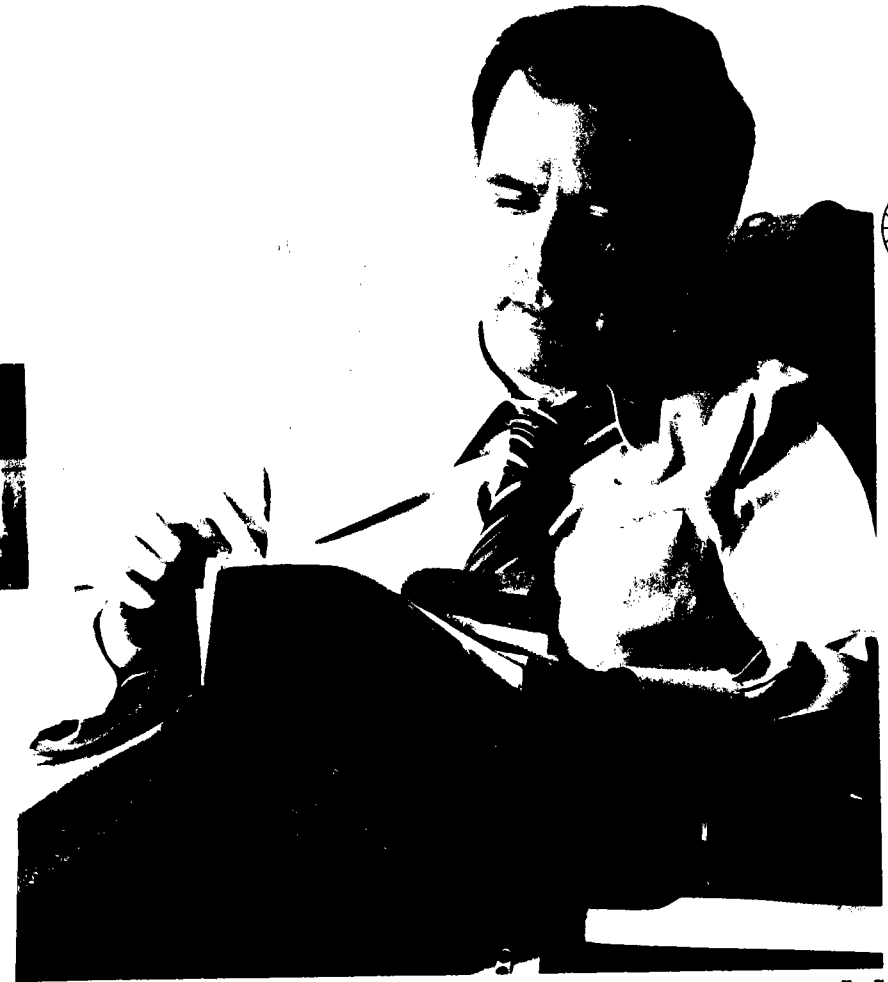


has to be fresh and alert at every stop. That's why Klaus Steingroever flies Pan Am's Clipper Class.

Clipper Class is a special section of the airplane for the business traveller—with special check-in service at most airports, free drinks and headsets, and an empty seat beside you whenever possible.

Clipper Class is also an attitude. We treat the business traveller as somebody special—with extra service and extra attention. So a Klaus Steingroever can arrive where he's going relaxed and ready to go to work.

Make your next business trip on Pan Am's Clipper Class, and you'll agree with thousands of business travellers—it's a smart decision.



PAN AM

**We fly the world  
the way the world wants to fly.**

(texte réduit 2 fois)

Time, February 25, 1980

# Pan Am's Clipper Class. Room to Think, Room to Work, a Civilised Alternative for the Business Traveller.



We've been understanding  
the business traveller for  
over 50 years.

When the first Pan Am flight took off back in 1927, our learning experience with business travellers began.

Naturally, we've learned a lot about them since then. And we've put this knowledge to good use, making life easier for those who have to fly to work.

For we were the first airline to realise that businessmen needed special attention, so we invented a special class of service. This we call Clipper<sup>™</sup> Class.

And we feel it's a civilised alternative to flying Economy when you're flying on business.

The first thing you'll notice about

Clipper Class is that it's in an entirely separate section of the aircraft.

Then, as you settle back, you'll realise the seats are wider and more comfortable. And there are fewer of them too. Which means that wherever you sit, you're never more than one seat away from the aisle.

It's peaceful and quiet in Clipper Class, so you can hear yourself think. And, again, thanks to the extra room, there's also extra privacy.

So you can discuss business without having strangers mind your business.

You can experience  
Pan Am from Europe to  
all these U.S. cities.

Atlanta	Tampa/St. Pete
Los Angeles	Houston
New York	Miami
San Francisco	Dallas/Fort Worth
Washington D.C.	Seattle
Pittsburgh	Detroit
Honolulu	New Orleans



When you treat someone  
special, he feels special.



The cuisine, too, is special in Clipper Class. It's prepared by the experienced master chefs in Pan Am's own kitchens. And then served



on genuine china as opposed to genuine plastic. Drinks on the plane are on the house.

And when you want to relax there is always the very latest movie or some music. The headsets are free.

You can experience Pan Am Clipper Class on all widebody 747 and L1011 flights around the world and within the US.

For details contact  
your Travel Agent or  
phone Pan Am.  
London 409 0688  
Frankfurt 25650  
Paris 266.45.45  
Rome 4773



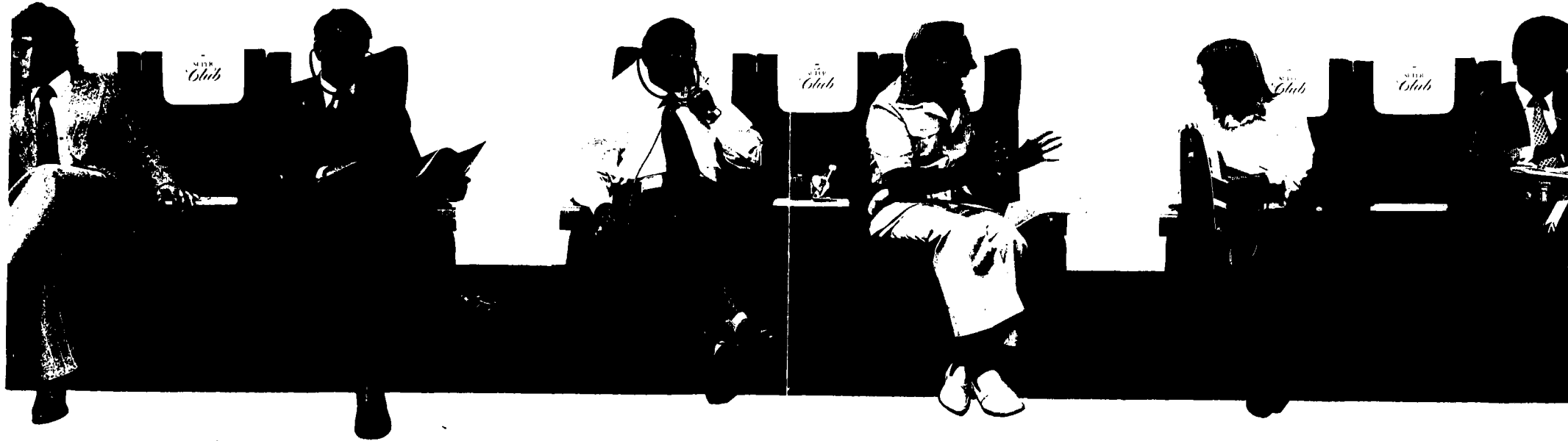
**Pan Am. You Can't Beat the Experience.<sup>SM</sup>**

B9

Time, May 24, 1982

22

# The widest way to the USA.



## 6-abreast seating in Super Club.

When you fly British Airways Super Club to the States, you'll find yourself reclining in a seat that has the distinction of being the widest airline seat in the world.

It has been ergonomically designed by computer to give you as much room and relaxation as possible.

And only British Airways has it. Next to you, instead of another passenger, you'll find a handy table for your drinks, books and paper.

And your legs will discover that we've made more room for them, too.

As you revel in all this new-found space and comfort, you'll also

be able to enjoy free drinks and in-flight entertainment, and a choice of main courses at meal times.

In fact, you'll find Super Club offers you just about everything you'd expect from first class on other airlines, except the price.

Six-abreast Super Club is now available on British Airways 747

non-stop flights from London to eight destinations in the USA.

**British**  
**airways** *SUPER Club*

We'll take more care of you.

B10

(texte réduit 2 fois)

Newsweek, August 10, 1981

## FLY CONCORDE FOR £398



## EGYPT TRIP — £795

As agents for British Airways Speedbird Holidays, Club Concorde are pleased to offer 2 supersonic Concorde trips.

On Saturday 23rd. January, Concorde will leave Heathrow at Noon for a 130 minute flight around the Bay of Biscay. A special meal with champagne will be served on board. The inclusive price is £398.

A day trip to sunny Egypt has been arranged on Saturday 30th. January. Concorde will leave London Heathrow at 8.15 a.m. and will arrive 200 minutes later at Cairo International Airport. A First Class hot meal with champagne will be served on board.

An English speaking guide will accompany passengers for sightseeing tours of the Pyramids and the Sphinx. Camels will be available for those who wish to ride.

After a poolside buffet, there will be visits to the Papyrus Institute and the Bazaar (time permitting), before returning by coach to the airport via the Mohamed Ali Mosque.

A First Class hot meal with champagne will be served on the return Concorde flight which arrives at Heathrow at 9.20 p.m. The inclusive price is £795.

On each trip, Concorde will fly almost to the edge of space at speeds of MACH 2 (1,340 m.p.h.) — twice the speed of sound and faster than a bullet.

Passengers will be invited to visit the flight deck and will be awarded a Certificate, signed by the crew, confirming they have flown supersonic on Concorde.

As only 100 seats are available on each flight, early reservation would be strongly recommended.



Concorde reservations will be accepted by Teledata operators at 01-200 0200, 24 hours a day.

ATOL: 187

# HERE'S WHAT WE'RE DOING ABOUT IT.

The rumors of our country's retirement have been greatly exaggerated.

True, there's been enough bad news lately, much of it suggesting that American business is well past its prime and that we soon won't be able to compete with the rest of the world.

But this crisis has a certain advantage over others we can think of.

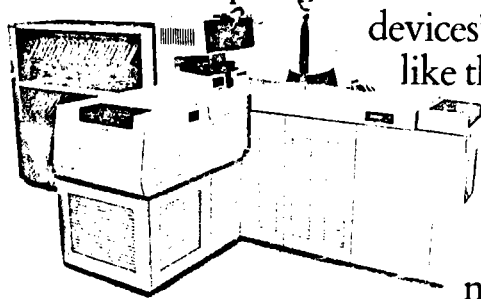
We won't have to look halfway across the world, or depend on the kindness of strangers, to solve it. The solution is right here at home.

It's productivity — getting more work done, better and more affordably.

At Xerox, helping business do that is our business.

For example, we were making "productivity-enhancing devices" long before there were terms like that to describe them. That was twenty-two years ago, and the device was called a Xerox copier.

Today we make Xerox machines that not only make



high-quality copies, but also reduce, collate and even staple sets together — automatically.

We also make Xerox machines that let you electronically create, edit, store and retrieve information. Saving hours of wasted effort in the process.

Since waiting is a highly unproductive activity, we make Xerox machines that take information directly from computers — and then print it out in any format or typeface you choose, at an incredible two pages a second. And Xerox machines that send copies over ordinary telephone lines — coast to coast in as little as a minute.

And a service that gives you the speed and efficiency of a computer without the problems of owning one.

There's even a special cable — called the Ethernet cable — that joins office machines together so they can work together.

Multiplying the amount of work that could be done otherwise.

So when we say that the problems of American business are solvable, it isn't just based on optimism.

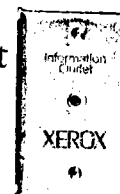
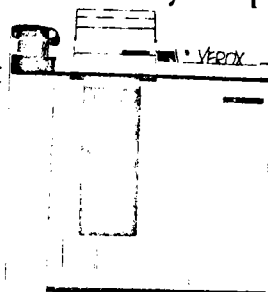
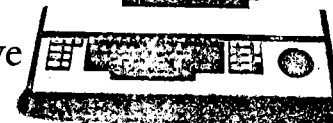
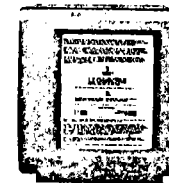
It's based on the fact that our products and services, and those of other companies, are already increasing productivity at every level of business.

For our part, we have every intention of offering such products and services for the next two hundred and five years or so.

After all, twenty-two is too young to retire, too.

**XEROX**

XEROX® and Ethernet are trademarks of XEROX CORPORATION.



(texte réduit 2 fois)

Fortune, March 9, 1981

C1

25

# The supremeduplicator. Everywhere.



The Xerox 9500 is the world's supreme large-capacity duplicator.

A new toner and imaging process sets print standards head and shoulders over even those Rank Xerox has achieved before.

With automatic document feed, two-sided copying and automatic sorting into sets, not to mention size reduction and a speed of two prints every second, the Xerox 9500 is winning friends – and orders – all over the world.

Nearer home, there are all the advantages of Rank Xerox's unrivalled service and after-sales supplies organisation, together with a range of financing plans – rental, lease or purchase – to suit your company's requirements.

When it comes to large-scale duplicating needs, you could do no better than to look at the Xerox 9500.

For more information, contact your local Rank Xerox company or write to Roger Wilson, Rank Xerox Limited, 338 Euston Road, London, England NW1 3BH.

## RANK XEROX

## EVERY DAY THE AVERAGE BUSINESSMAN COMMUTES TO THE NINETEENTH CENTURY.

It wouldn't take very long for the average twentieth century businessman to feel right at home in the average nineteenth century office.

Because for the most part, the way office workers and executives work and the tools they use are merely refinements of procedures and products invented in the 1800s or before.

The typewriter was patented in 1827. The pencil with an eraser attached was patented in 1858. The telephone was invented in 1876 and the ball-point pen dates from 1888.

No wonder productivity in the office isn't keeping pace with the times.

At Xerox, helping people work more productively is our business.

Today we produce advanced machines that not only make copies of incredible quality, but automatically reduce, collate and staple sets together.

Machines that create, store and retrieve documents faster than humanly possible. Machines that print out computer information faster than ordinary computer printers.

And machines that help business professionals, who earn 77% of the salaries paid by American business, create reports with charts, tables and graphics, in hours instead of days.

There's even a special cable—called the Xerox Ethernet cable—that can connect these machines into an information network. So that the people in your office and in offices around the country can have the information they need to get their jobs done.

In fact, Xerox people, machines and services can not only help you stay on top of your job, but even get ahead of it.

Which can put you a century ahead of where you were yesterday.

# XEROX

XEROX® is a trademark of XEROX CORPORATION.

Time, November 2, 1981

(texte réduit 2 fois)

# The first school that encourages copying.

You would think that people who go to school to learn the fine points of copying would get into trouble.

At Xerox international training centers, they often get high honors.

Each year, thousands of Xerox employees attend our schools in North America, Europe, Australia, New Zealand, Latin America, and Japan.

They study subjects that range from Boolean Algebra to Marketing Concepts, so when they graduate they'll know everything they need to know to help their customers. Whether it's deciding which copier would be just right for them. Or servicing one of the most advanced information processors ever created.

In service alone, Xerox currently has over 30,000 trained Technical Representatives utilizing their education in companies throughout the world, at Xerox, Rank Xerox, Xerox Canada, Inc., Fuji Xerox and Xerox Latinamerican Group.

And because we're always developing new and better equipment we continually send our people back for postgraduate courses.

You see, one of the reasons Xerox machines work so well in your office is because Xerox men and women work so hard in school.

**RANK XEROX**



XEROX is a trademark of XEROX CORPORATION.

(texte réduit 2 fois)

# MOZART HAS IMPROVED PRODUCTIVITY IN HEN HOUSES. NOW, WHAT CAN BE DONE FOR OFFICES?

It's been said that if you assemble an audience of chickens, sit them on nests and have them listen to string quartets, productivity will increase.

This suggests many possibilities for poultry farms, but not too many for offices.

Which is exactly our point. It's ironic that so much effort has been expended helping chickens become more productive, while productivity for office workers and executives continues to decline.

Ever since we introduced the first plain paper copier in 1959, we've been developing machines that help people become more productive. Including electronic printers and information processors which let you manage information better than ever before.

We don't just have advanced machines throughout the world. We also have advanced people. At Xerox, Rank Xerox, Xerox Canada Inc., Fuji Xerox and Xerox Latinamerican Group.

Each year, thousands of service and sales representatives attend our international training centers. Moreover, Xerox scientists and engineers are constantly exploring new technologies at our research centers.

So no matter where you go, Xerox people, machines and services are helping businesses save literally millions of dollars in wasted time and effort.

That may not be Mozart. But in its own way, it can be just as enriching.

**RANK XEROX**

Time, September 7, 1981

Newsweek, September 28, 1981

The Economist, November 28, 1981

# The Xerox 2350 reduction copier.

**Every business needs one.  
Now every business  
can afford one.**

## The versatile, cost-conscious copier.

Until recently, producing small-sized copies of outsized documents was something you could do only on bigger, more expensive copiers. That's all changed with the low-priced Xerox 2350, the copier that reduces... everything. Your copy costs, your paperwork, your postage and, of course, your filing.

The Xerox 2350 will handle documents up to A3 size.

It offers a choice of two reduction ratios: A3 to B4, A3 to A4.

So now, on the same sheet you can copy a customer's letter and your reply, or statements and receipts, indeed, all 'pairs' of documentation.

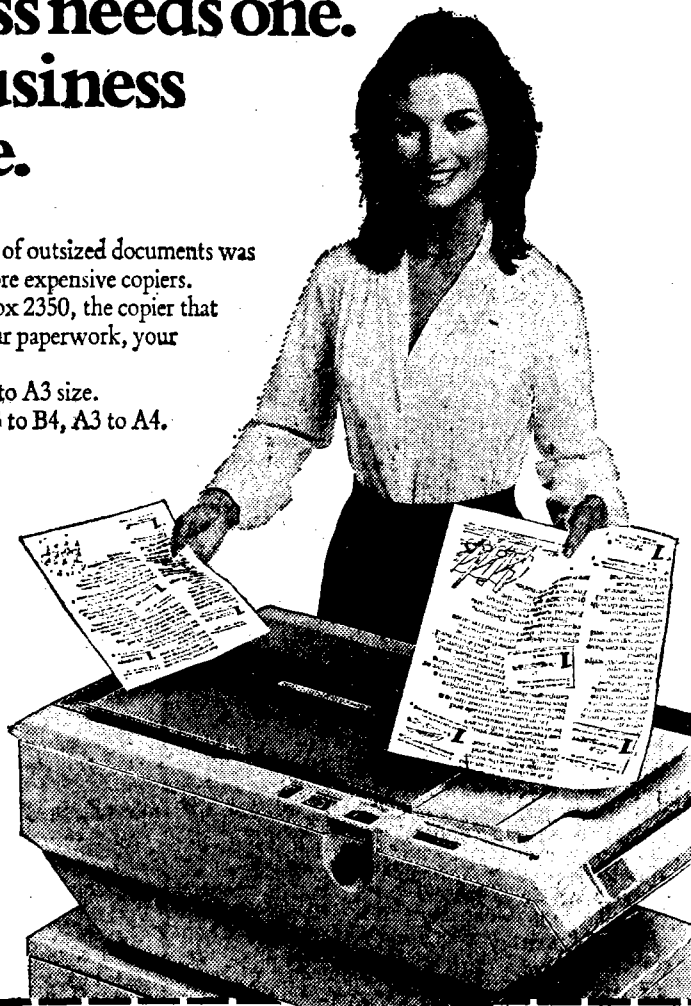
## Copies just about anything. On to just about anything.

The Xerox 2350 will copy on to plain and coloured paper of varying weights and sizes, punched paper, self-adhesive labels - even transparencies. This means you can handle virtually any copying job in the office... invoice copying, presentation documents and reports, even addressing.

Simple controls make the 2350 easy to use, with clear, crisp copies every time. You have the benefit of nationwide service, too. With more than 1600 service engineers, Rank Xerox offer you Britain's largest service network, the best organised, the most geographically widespread.

## Find out more today.

Freepost the coupon. Or dial 100 and ask the operator for Freefone 2279. Alternatively dial 01-380 1418 right now.



**FREEPOST THIS COUPON TODAY. NO STAMP REQUIRED.**

**To: Rank Xerox (UK) Ltd, Freepost, 22 Stephenson Way, London NW1 1YH.**  
Please let me have, without obligation, further information on the Xerox 2350 reduction copier.

Name  Position

Company/Organisation

Address

Postcode

Type of business

☐ Please tick if you are a Rank Xerox customer

24-HOUR INFORMATION SERVICE. ASK THE OPERATOR FOR

**FREEFONE 2279**

OR DIAL 01-380 1418. ST 31.1.82

# RANK XEROX

© Xerox and Rank Xerox are registered trade marks of Rank Xerox Ltd.

# **HOW TO TELL THE REAL XEROX FROM A XEROX COPY.**

automatically.

And a Xerox personal computer can simplify word and data processing, and managing and storing information for virtually everyone in business.

You can use each and every Xerox work station by itself or as part of a flexible information system by connecting

them on an Ethernet network.

Which can help everyone work more effectively and companies work more productively.

#### ELECTRONIC PRINTERS: COPIES WITHOUT ORIGINALS.

Working with Xerox work stations, Xerox electronic printers are 40 times faster than ordinary word processing printers. They can print directly from digital information.

And send and receive a page of text in 3 seconds, as well as handle mainframe and remote computer printing, direct copying and electronic mail.

Developing electronic printing and offering features like these have made the real Xerox the world leader in this field.

#### XEROX PEOPLE: THE MOST ORIGINAL OF ALL.

We began by inventing new technologies to solve productivity problems in the office. Today Xerox scientists and engineers are combining xerographic,

computer, laser and communications technologies. And developing new ones to continue expanding the boundaries of the state of the art in office productivity.

The results of these efforts are not only at work inside office buildings but also in outer space, aboard Voyagers I and II, bringing back pictures of Jupiter and Saturn.

Meanwhile back on Earth, we have one of the world's largest sales and service organizations—55,000 strong—at your beck and call. And they're constantly being trained on our new products and familiarized

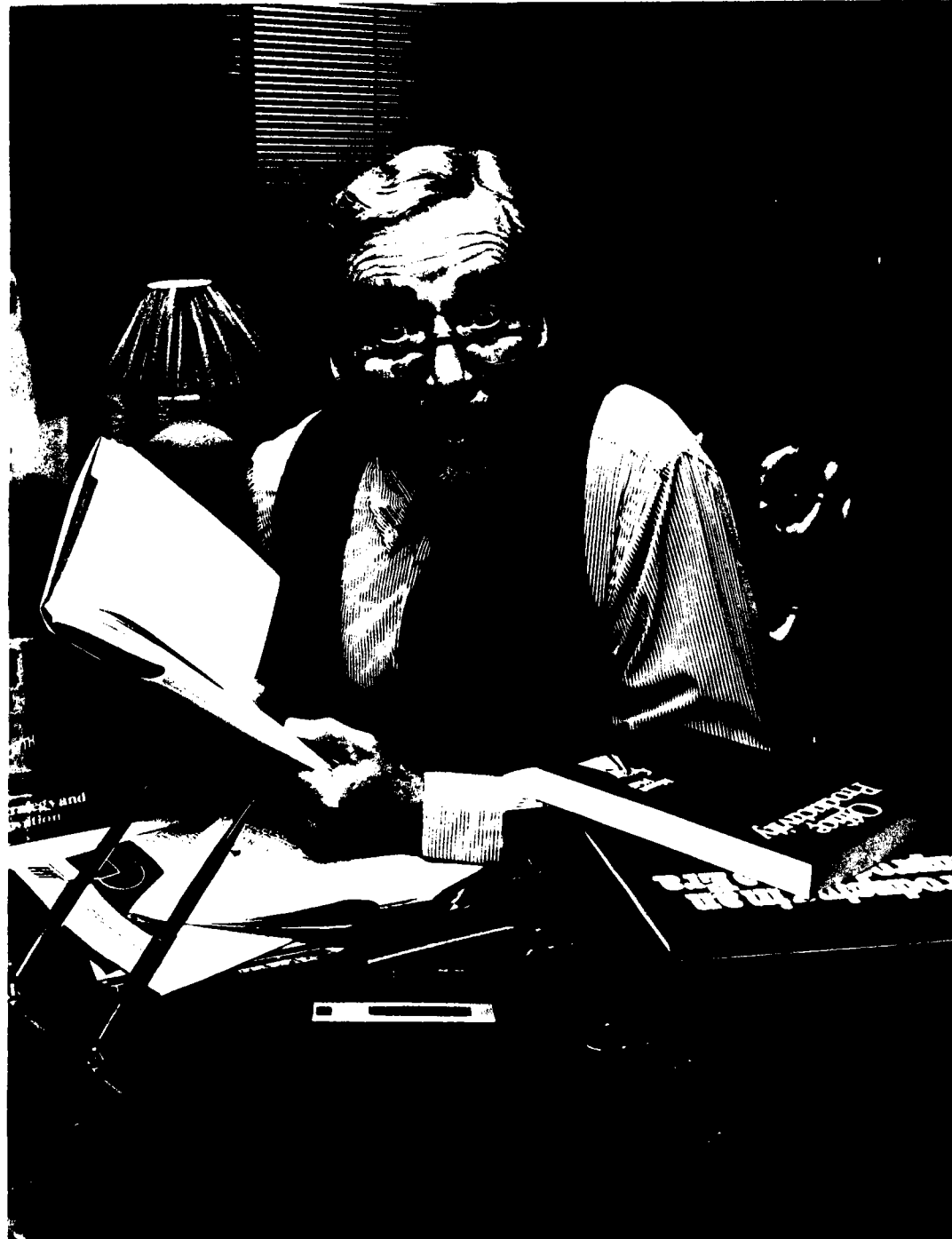
with new technologies at our international training centers in 13 countries.

All this is just some of what Xerox, Rank Xerox, Xerox

Canada Inc., Fuji Xerox and the companies of Xerox Latin-

american Group have to offer. But it should give you some idea of the difference between the real Xerox and a mere copy.

**XEROX**



# IF YOU'RE LOOKING FOR WAYS TO INCREASE OFFICE PRODUCTIVITY, HAVE YOU CONSIDERED THE LASER BEAM?

These concentrated beams of light perform incredibly precise micro-surgery, serve as signal lamps for space communications and track tiny shifts in the earth's crust.

But it was Xerox scientists who saw the laser as a ray of hope for increasing productivity and introduced it into the office. First they developed a laser scanner for Telecopier transceivers which brought new speed and clarity to facsimile transmission.

Xerox lasers are also used in another Xerox innovation: electronic printing. And we offer you the widest line of electronic printers available.

Xerox electronic printers are the most advanced information output systems in the business. They take digital information from computers and word processors and print out crisp, clear images at speeds of up to 120 pages a minute. They also let you choose from hundreds of different typefaces in a wide variety of sizes.

So you can make mundane facts and figures more memorable as well as more readable. And you can print texts, training and service manuals with new efficiencies. Which can help get information into people's hands and minds more effectively.

What's more, the Xerox 9700 Electronic Printing System, above, can actually create, store and print forms as they're needed with all the appropriate information filled in—like tax forms or insurance policies. You might say it's the world's smallest forms warehouse.

With it a corporation, or government agency, can eliminate their need to pre-print and store hundreds of thousands of forms. And no one gets stuck with obsolete forms.

The Xerox 5700 Electronic Printing System, at the left, works in the office with work stations and prints up to 40 times faster than ordinary word processing printers. It also handles electronic mail, remote computer printing and direct copying. (After all, it is a Xerox machine.)

And new Xerox electronic printers and accessory equipment are currently being introduced, along with expanded software and communications capabilities. All of which will bring the benefits of electronic printing to more and more businesses of all sizes.

So if you'd like to harness the speed of light to increase productivity in your office, consider Xerox.

## XEROX

XEROX, TELECOPIER, FAX, FAX COPY, and FAX COPY are registered trademarks of XEROX CORPORATION.

# TO IMPROVE OUR COPIES XEROX HAD TO IMPROVE YOUR ORIGINALS.

Xerox copiers make copies so faithful to the original that it's difficult to tell them apart. But think about this for a second: Are your originals the best they can be?

Xerox has developed a wide selection of machines to help you answer yes. Machines that not only produce better looking originals, but also help people improve the quality of information in those originals.

There's the new Xerox electronic typewriter, for example, that helps typists and secretaries produce letter-perfect letters with new ease and speed. It has a memory that does away with tedious repetitive typing and retyping. And it can erase mistakes automatically, entire lines at a time. So secretaries get extra time to do more productive and satisfying work and assist their bosses even more.

To help managers and professionals create reports, proposals, presentations and the like, Xerox invented the professional work station. Using it, they can draw upon a virtually unlimited store of information. And change it, add to it, include visuals and graphics, and create new and more useful information. The end result can be printed, assembled and distributed with speed, accuracy and clarity.

Then for everyone who's putting more and more information into computers and word processors, Xerox offers the most advanced information output machines available. These include everything from daisy wheel printers to electronic printing systems and electrostatic printer/plotters. They turn computerized digital data into printed originals when you want them, where you want them and the way you want them, better than ever before.

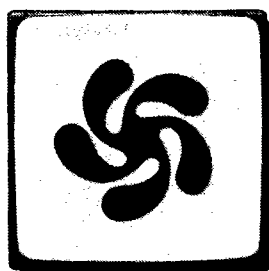
The originals Xerox can help you improve aren't limited to those on printed pages either. A Xerox color slide system can add a new dimension of excitement and memorability to presentations and speeches. Which can do wonders for your company's image, not to mention your own.

All these machines help people produce better information for faster, more effective communications, which makes an office a lot more productive. And Xerox people can give you some very original ideas on how your office can make all this happen.

## XEROX

XEROX and the image of XEROX are registered trademarks.

# Don't you wish you could just push a button to make your Print Room more cost-effective?



The button on the left of the page can be found on the Xerox 9500—a machine that can automatically make black and white offset quality prints in seconds.

When you consider the equipment, time and manpower it can take to make a litho print, this represents a way in which you can effectively reduce the costs of running your Print Room.

At the touch of a button, the advanced technology of the Xerox 9500 can perform in one, the combined functions of three items of Print Room equipment. There is no plate-making, no drying time, no photographic work, and it will collate the finished documents automatically.

It is the perfect answer to all those "wanted yesterday" jobs which take up so much of your Print Room's time and effort.

And you won't be sacrificing quality for speed. The Xerox 9500 will produce perfect matt black prints of text, illustrations, photographs and charts—everything your organisation is likely to need to print.

And, by doing nearly all your black and white printing, the 9500 will increase the capacity of your Print Room by enabling your offset and other Print Room facilities to be used to tackle the more complex work they were designed for, like colour work and long runs.

The 9500 will produce letterheads, forms, presentation reports and booklets. It can reduce awkward sized originals and will automatically print on both sides of the paper.

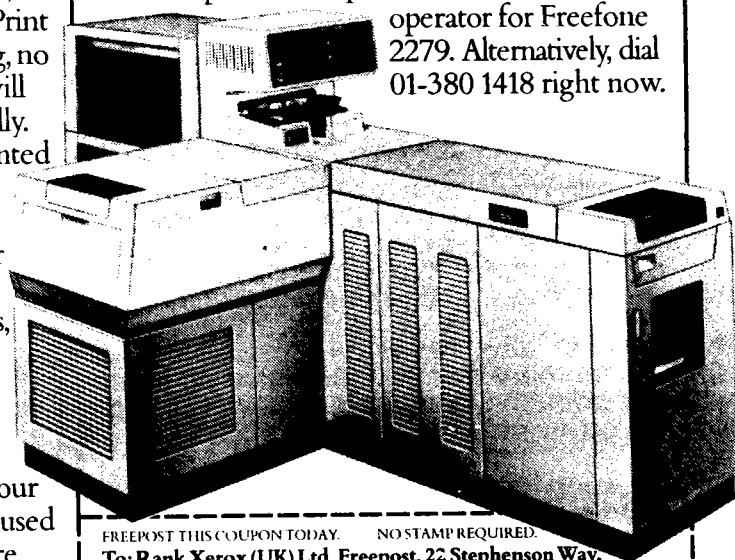
And all this can be achieved at the touch of

a button. Even those who are inexperienced in print work can confidently achieve high quality, high-speed results, yet the experienced professional still has full control over quality and performance.

The impressive savings in productivity are matched by a choice of financing methods including inflation-proof leasing plans of up to seven years.

Discover for yourself how the versatility and productivity of the Xerox 9500 can make your Print Room more cost-effective.

Freepost the coupon, or dial 100 and ask the operator for Freefone 2279. Alternatively, dial 01-380 1418 right now.



## RANK XEROX

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FREEPOST THIS COUPON TODAY. NO STAMP REQUIRED.

To: Rank Xerox (UK) Ltd, Freepost, 22 Stephenson Way, London NW1 1YH.

Please let me have, without obligation, further information on the Xerox 9500.

Name \_\_\_\_\_ Position \_\_\_\_\_

Company/Organisation \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Type of business \_\_\_\_\_

☐ Please tick if you are a Rank Xerox customer

24-HOUR INFORMATION SERVICE. ASK THE OPERATOR FOR

**FREEPHONE 2279**

OR DIAL 01-380 1418.

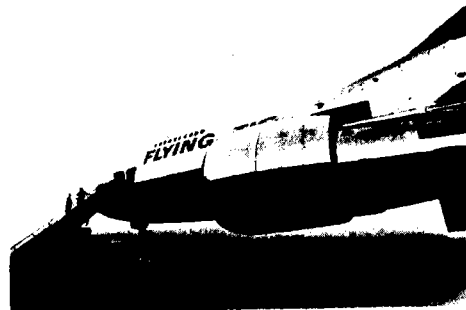
E.S.I.

# Digital's computers are changing the way the world thinks.

When we introduced the Mini-computer, over 20 years ago, we immediately established ourselves as industry pioneers. For the first time, computers were taken out of the computer room and made available to people who were not necessarily computer experts. It was a major change, the first of many we've made since then.

Over the years, we've made computers smaller yet more powerful, less expensive yet more reliable, more versatile yet easier to use. We've specialised in systems that

put information exactly where it's needed, in the hands of the people who actually use it in their work.



*In the United States, Boeing Aerospace engineers exchange data instantly, thanks to Digital's state-of-the-art computer networking technology.*

These changes have allowed us to bring computer technology to whole new fields, changing them in turn.

Now, with over 63,000 people in over 40 countries, with over \$3,000 million in annual sales, we're one of the world's biggest, most respected computer companies. And we'd like to share our experience with you.

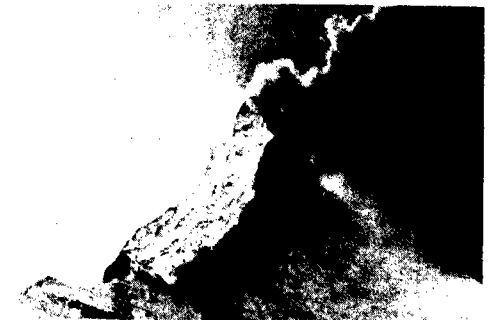
We manufacture one of the broadest lines of proven equipment in the industry,

so we can offer you a system that's as large as you need, but no larger. When you need more capacity, the extensive compatibility of our systems, lets you add it on gradually, without sacrificing your original investment.

As for follow-through support, Digital is second to none. We have over 16,000 service people worldwide, devoted only to maintaining your equipment, training your people and keeping your system running smoothly for as long as you use it.

So if you want the technology, the expertise, and the follow-through

capabilities of a leader in the industry, talk to us.



*In Switzerland, Digital's computers analyse data from 60 weather stations every 10 minutes, giving accurate forecasts of the capricious Alpine weather.*

**Digital Equipment Corporation (International) Europe**, 12 avenue des Morgines, 1213, Petit-Lancy I, Geneva, Switzerland.



*In Milan, Italy, Digital brought computers right to the floor of the Alfa Romeo factory, to perform extensive dynamic testing on every engine produced.*

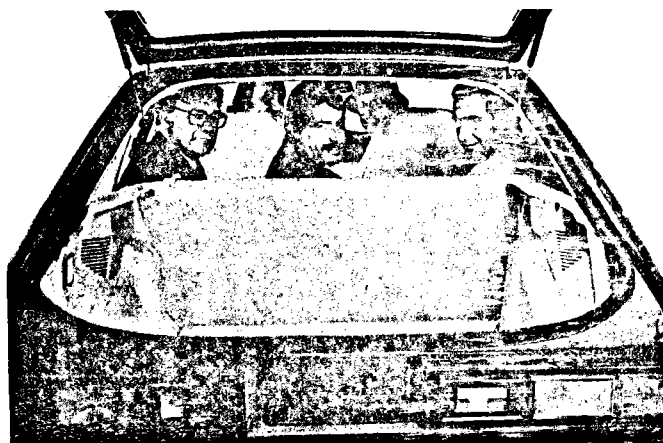
**digital**

**We change the way the world thinks.**



*In Brisbane, Australia, the Courier-Mail uses Digital's computers to produce one of the world's largest newspaper classified advertising sections more quickly, accurately, and economically than ever before.*

# TWO-IN-ONE BUY.



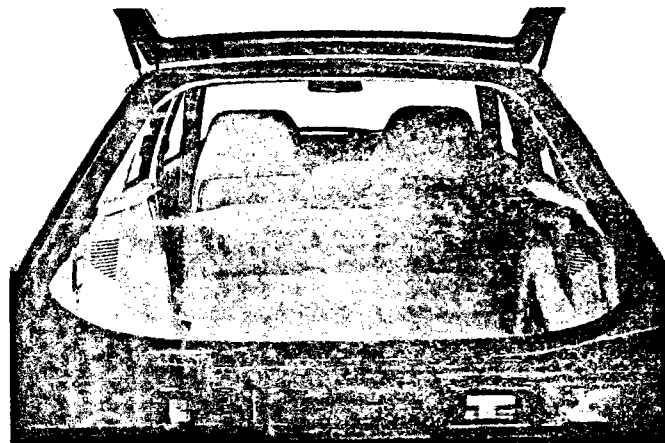
## 1. A 5-passenger sedan.

As you can see, you can get a great deal out of a Chevy Citation.

Up to 19.7 cu. ft. from the concealed trunk area. A whopping 41 cu. ft. with the rear seat down.

And because it's a Chevrolet, all without putting next quarter's profits into it.

So if your business involves carting a salesman, 4 customers and the kitchen sink across town or across state, with Citation's front-wheel drive and sensible 4-cylinder engine



## 2. Virtually the space of a station wagon.

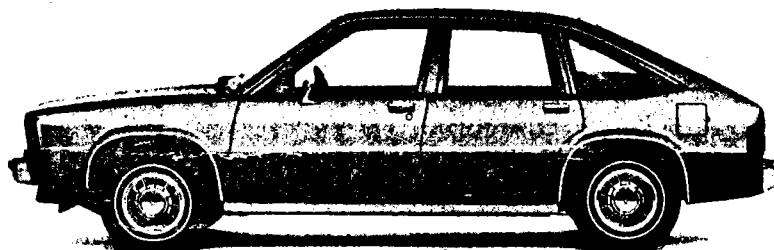
you've the well-nigh perfect vehicle.

And if your business includes bath tubs, you can demonstrate that, too. (Something you can't do with most expensive-nameplate front-wheel-drive cars.)

Which helps explain why, at last count, over 123,000 Citations have been delivered to fleets.

In the battle for the bottom line, the winners these days are those who not only get their money's worth.

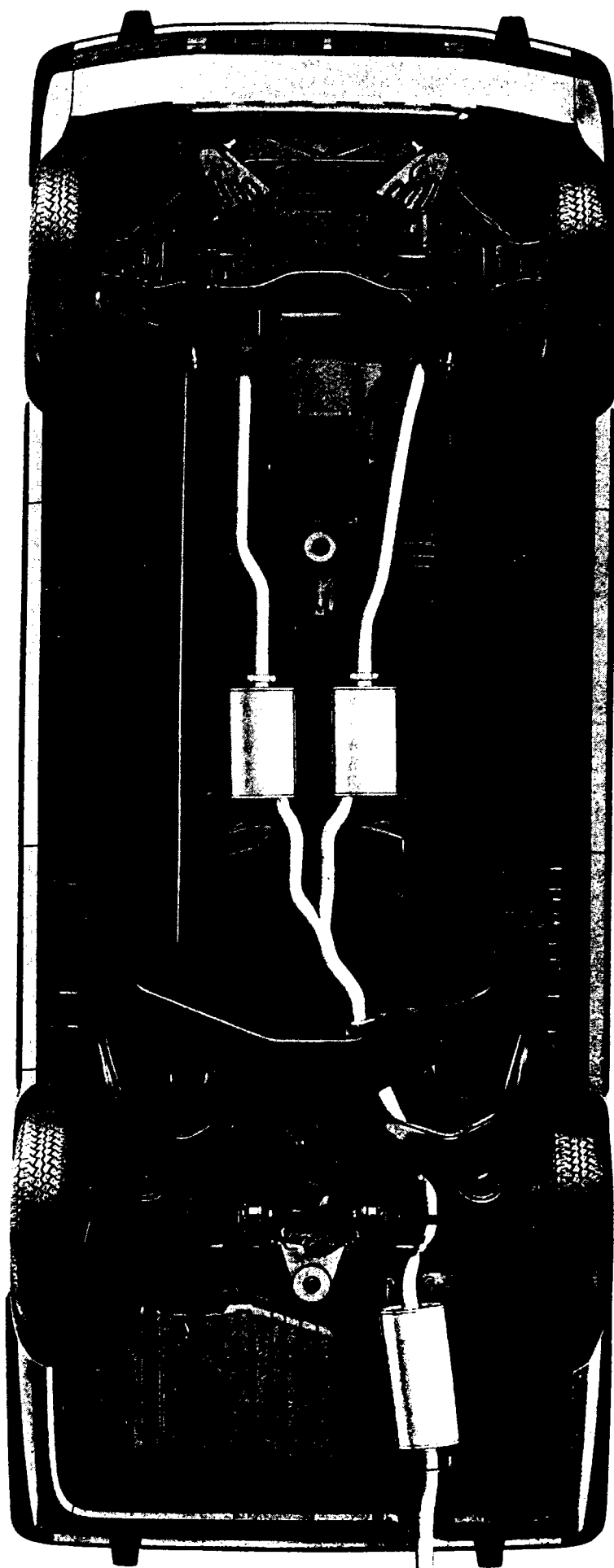
But a great deal more.



**Chevrolet**

**CHEVROLET  
FLEET SALES**





## **At Ford, we don't mind discussing this side of our business.**

When it comes to talking about cars, corrosion can be a rotten subject to bring up.

At Ford, on the other hand, we're positively delighted to tell you about the extensive measures we've taken to stop the rot.

Take our most recent development: Ford Long-Life Exhaust Systems. After intensive studies of all areas prone to corrosion, the use of aluminium coated plates and stainless steel on the most vulnerable parts has now put rust and corrosion on a starvation diet.

But that's not all.

Our use of advanced primer protection, PVC facings, cavity wax injection, spray wax coatings and stone-chip protection finishes also combine to make the general underside of a Ford a virtual no man's land for corrosion.

So the next time you're contemplating buying a car remember Ford's Long-Life Exhaust System and Anti-Corrosion protection measures.

They're your assurance that Ford cars are built to last.

From top to bottom, or should we say from bottom to top.

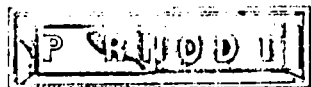


FORD  
LTD

## The automatic overdrive comes standard. The highway mileage comes easy.

For 1982, Ford LTD remains a member of a special class of automobile. Full-sized. Full of room and quiet and comfort for the drivers who want and need it.

LTD offers up-to-the-minute technology that keeps this six-passenger car contemporary and efficient. For 1982, a 4.2 liter V-8 engine\* and Ford's Auto-

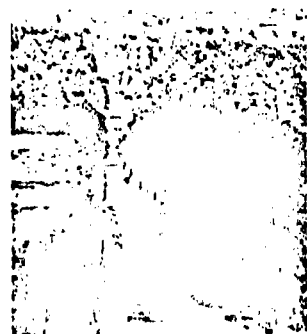


matic Overdrive transmission are standard. At about 40 MPH the Automatic Overdrive engages.

\*4.2 liter engine not available in California.

cutting engine RPMs by about one third, reducing wear on engine parts and helping improve highway fuel economy.

**26 18**  
EST HWY EPA EST MPG  
For comparison. Your mileage may differ depending upon speed, distance and weather. Actual highway mileage will be lower. Calif. and wagon ratings lower.



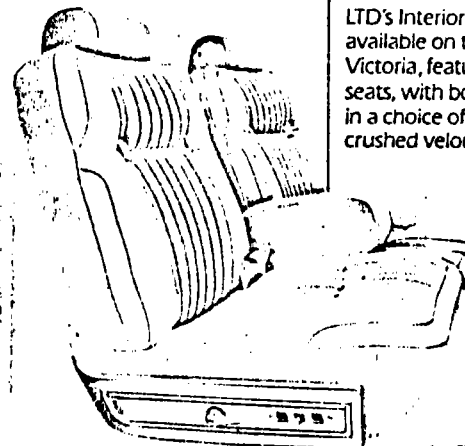
### The quiet miles.

You needn't give up a quiet, comfortable ride to get this kind of highway mileage either. LTD

features extensive sound insulation and a system of rubber body mountings tuned to minimize objectionable noise, vibration and harshness.



LTD's frame of steel.

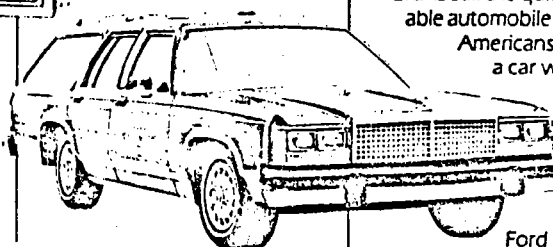


LTD's Interior Luxury Group, available on the LTD Crown Victoria, features split bench seats, with both sides reclinable, in a choice of super-soft vinyl or crushed velour upholstery.

**Country Squire wagon.**  
**Luxuriously practical.**  
With the rear seat down, LTD Country Squire wagon offers

### Full-sized comfort.

LTD is still built with body-on-frame construction. This frame of steel forms a solid base for a fine automobile. Of course, your comfort is of prime interest, too.



almost 90 cubic feet of cargo room and the same sort of luxurious touches found in LTD's top-of-the-line Crown Victoria.

### Tripfinder<sup>®</sup> computer.

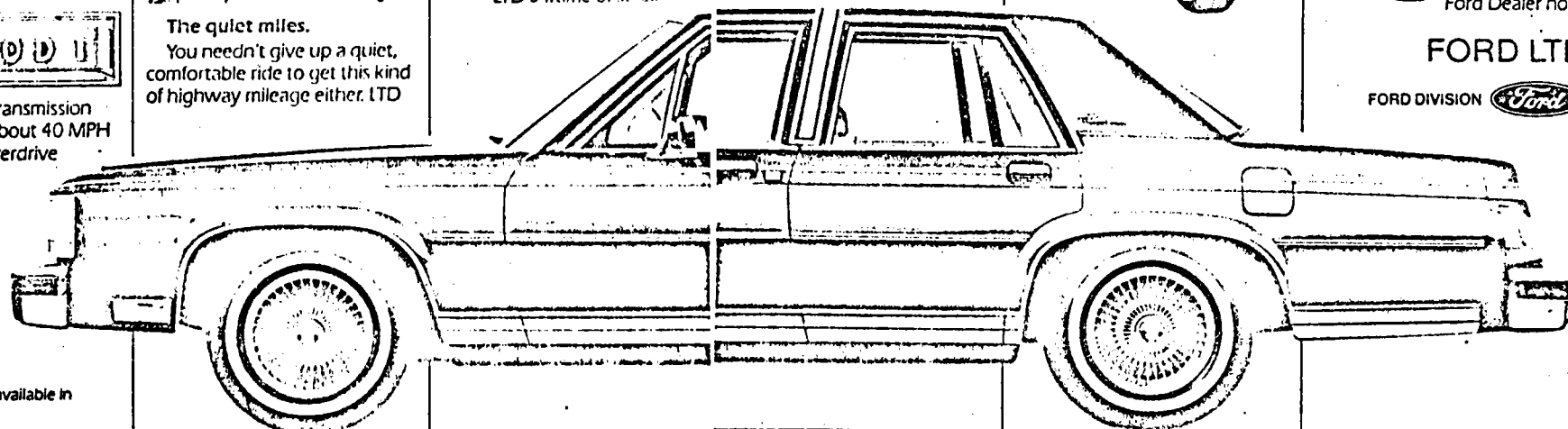
The Tripfinder<sup>®</sup> computer option, new to LTD, displays time, elapsed time, trip average speed, current fuel economy, trip average fuel economy, total fuel used and more, all at the touch of a finger.



LTD is still the quiet, comfortable automobile so many Americans want. It's a car with a proud tradition. Whether you buy or lease, see LTD at your Ford Dealer now.

**FORD LTD**

FORD DIVISION 



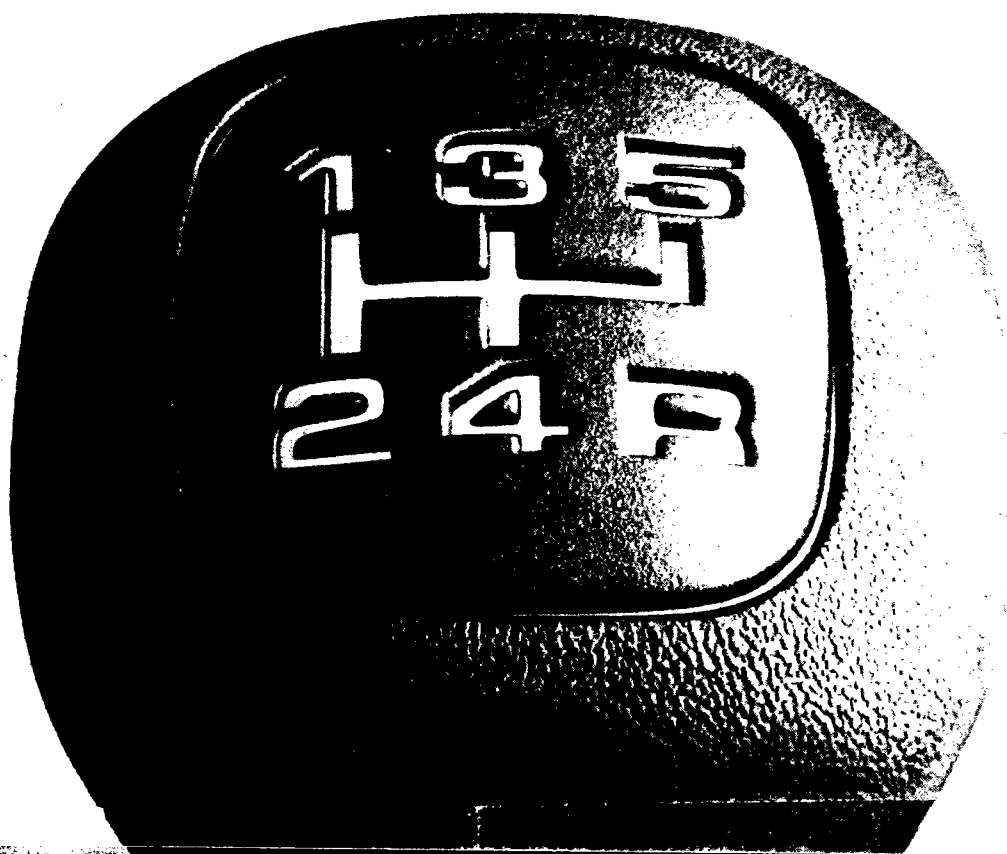
# LOOK OUT WORLD HERE COMES FORD



{texte réduit 2 fois}

Revue américaine non identifiée, January 1982





# Ford gives it five.

A new breed of long-legged Escorts has just been born.

The highly sophisticated 'Car of the Year 1981' is now being produced with a five speed gearbox, making it more economical, more efficient and altogether more of an Escort.

#### More Economy

Examine the fuel figures and you'll see immediately that the already frugal Escort is doing a lot more work for its gallon of fuel.

An astonishing 21 per cent improvement is the maximum gain at a constant 56 mph\* in the XR3.

Government fuel consumption test figures\* mpg (litres/100km)

Constant 56 mph (90 km/h)	4 speed	5 speed
1600cc Escort XR3	40.9 (6.9)	49.5 (5.7)
1600cc Saloons	44.1 (6.4)	49.5 (5.7)
1300cc Saloons	47.1 (6.0)	52.3 (5.4)

#### More Efficiency

This means the Escort is working less hard at speed. Slip into fifth on the motorway and it becomes very apparent.

The engine revs drop. It's a quieter ride and the efficiency factor climbs.

#### A Great Deal More

The Escort is the best-selling small family car in the UK today.

And with constant improvements like the inclusion of this elegant piece of engineering (standard on the XR3 and the 1600 range and available as an option on the 1300s) it is no doubt destined to stay so.

The new five speed Escorts will be at your local Ford dealer soon.

Go and see them. You'll find just one more gear, but so much more efficiency.

Government fuel consumption test figures mpg (litres/100km)			
Model	4 speed	5 speed	Urban
1300cc Saloon	47.1 (6.0)	52.3 (5.4)	26.5 (9.9)
1600cc Saloon	44.1 (6.4)	49.5 (5.7)	26.5 (9.9)
1600cc XR3	40.9 (6.9)	49.5 (5.7)	26.5 (9.9)

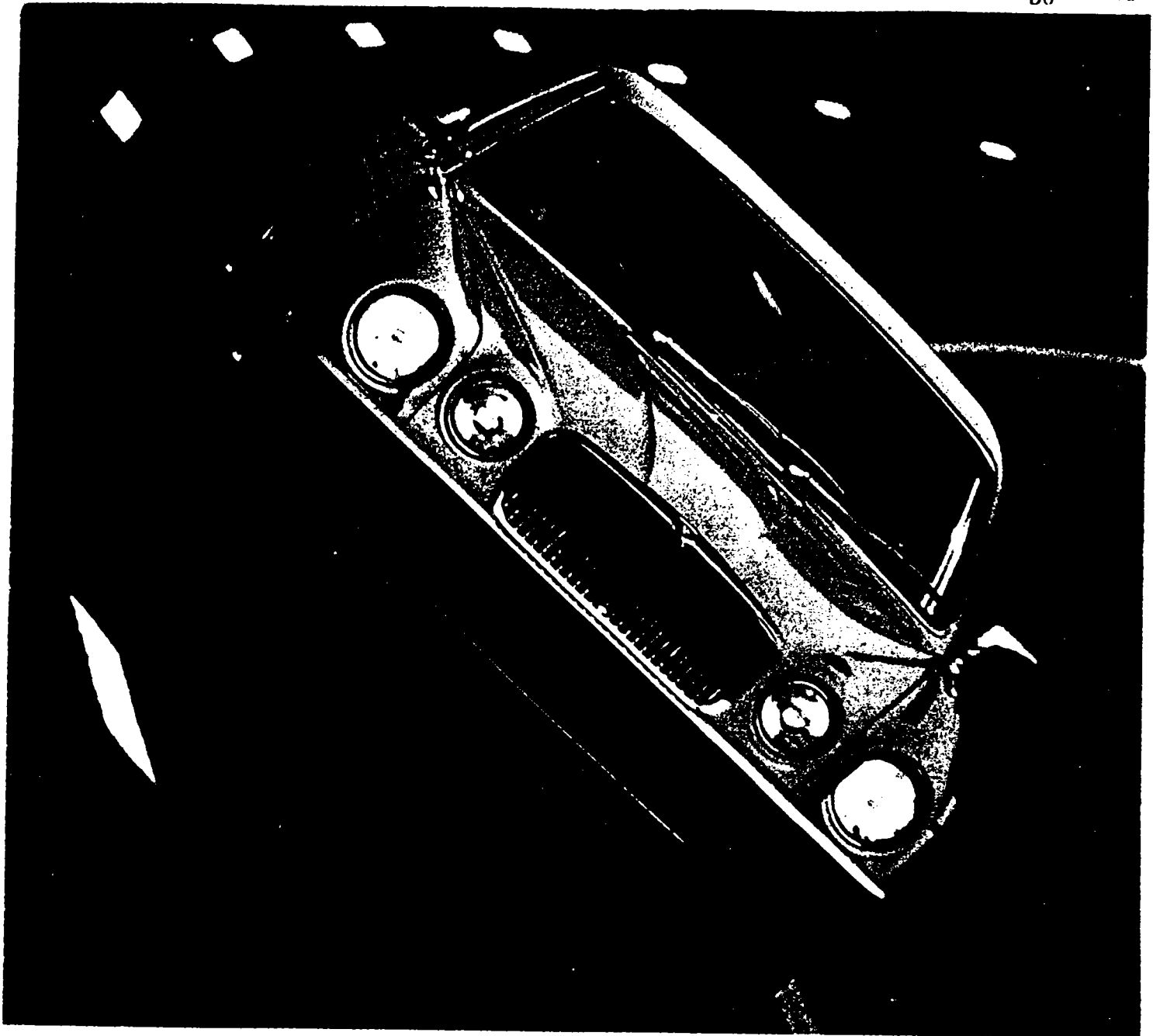


Car illustrated is a Ford Escort XR3.

**FORD ESCORT**

**Ford gives you more.**





At 127 m.p.h. the loudest noise comes from the competition.

The Jaguar XJ series has more than once earned the epithet "the finest car in the world."

So it is not surprising that the XJ6 4.2 has become the standard against which makers of imported cars in the same price range seek to compare themselves.

Needless to say, it takes more than a few carefully selected statistics to prove how brilliantly a car will perform.

And we would be the first to admit that the 4.2's 127 m.p.h. maximum speed\* is, in normal circumstances, academic.

More important by far is the way it travels at high speed. The sure-footed ease and almost uncanny silence that place the XJ6 4.2 in a class of its own.

Design features that spring directly from Jaguar's motor racing inheritance.

Like the fully-independent anti-dive suspension system—completely isolated from the body shell by sophisticated front and rear sub-frames.

Fail-safe servo-assisted disc brakes on all four wheels—ventilated in front, inboard at the rear.

A race-bred 205 BHP 4.2 litre twin-cam engine.

And a new electronic fuel-injection system that manages the impossible—a dramatic improvement both in performance and fuel economy.

The XJ6 is the quietest car ever tested

for interior noise level by MOTOR magazine. Its high-speed stopping power also proved superior to every other car tested\*\*

Inside, the 4.2 surrounds driver and passengers with the sumptuous comfort of leather seating with adjustable lumbar support on the front seats, deep-pile carpeting and the rare delight of individually matched walnut veneering.

While statistics shout, the XJ6 4.2 continues in its quiet way to provide a totally unparalleled motoring experience.

For confirmation we recommend a simple course of action: a test drive.

**JAGUAR XJ6 4.2**

There has never been a better time to go for the best

# WALES. YOUR WINNING MOVE.

Join the fast expanding group of dynamic enterprises operating profitably in Wales. Now.

Wales is a land with a fresh outlook on life, a land of opportunity with much to offer.

The high technology industries of electronics and instrument engineering, petro-chemicals and pharmaceuticals are already well established and expanding.

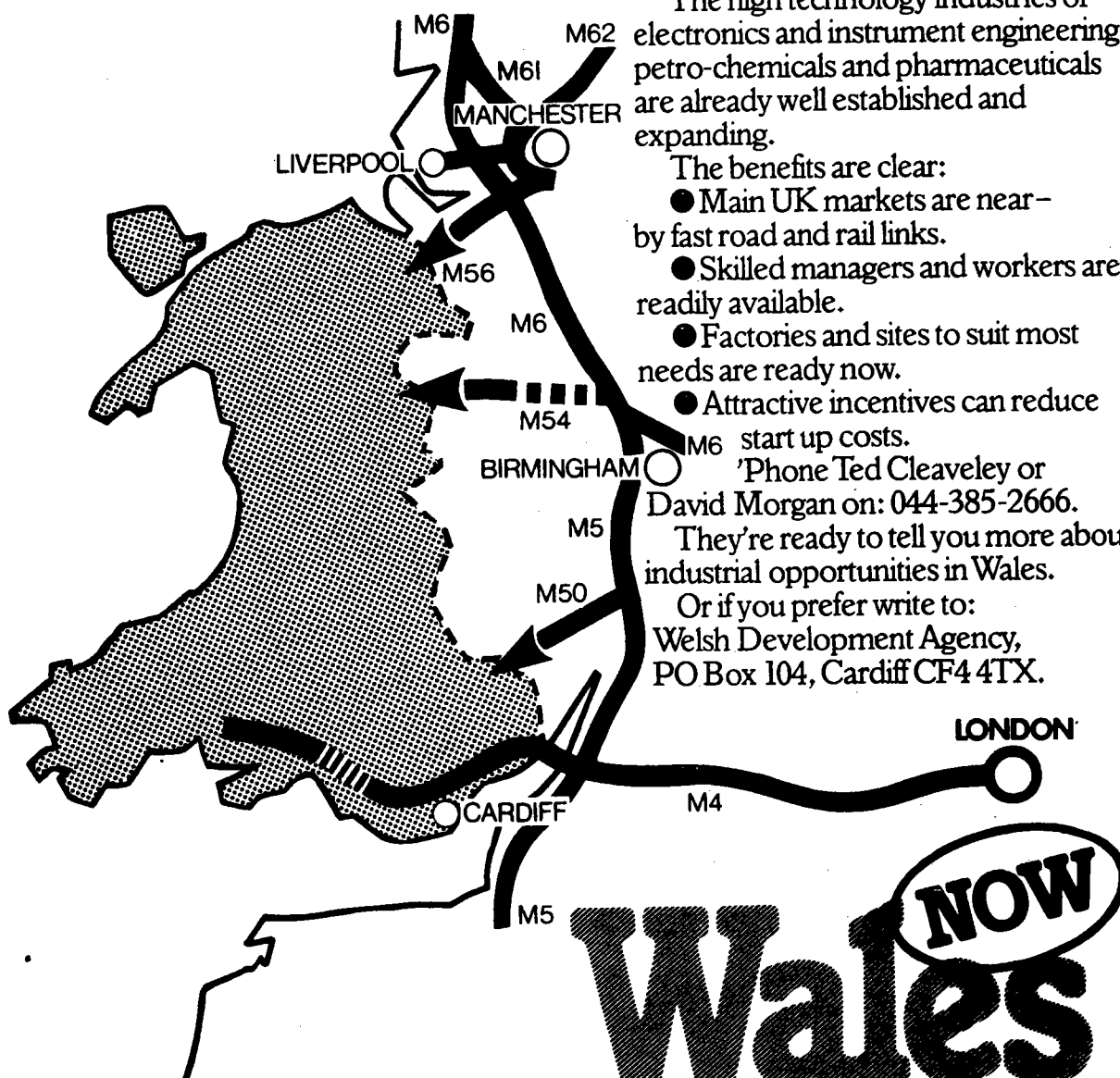
The benefits are clear:

- Main UK markets are near—by fast road and rail links.
- Skilled managers and workers are readily available.
- Factories and sites to suit most needs are ready now.
- Attractive incentives can reduce start up costs.

'Phone Ted Cleaveley or David Morgan on: 044-385-2666.

They're ready to tell you more about industrial opportunities in Wales.

Or if you prefer write to:  
Welsh Development Agency,  
PO Box 104, Cardiff CF4 4TX.



**Wales**  
Welsh Development Agency

# LET US EXPAND ON THE BUSINESS ADVANTAGES OF WALES.

Wales is well placed to help the company looking to expand. It's an assisted area close to the major markets of London, the South East, the Midlands and the continent.

Which means that incoming and expanding industry may qualify for useful Government help.

The Welsh Development Agency has sites in many

areas where you can build a factory or we may be able to provide one. We are currently building factories from 1500sq.ft. to 50,000sq.ft. Many of them allow for at least 100% expansion.

Factory rents in Wales are attractive. In some areas they could be about half what you might pay in London or the South East. You may qualify for a rent-free period.

Communications to and from Wales are good. With fast road and rail links to the major markets. London, for example, is less than two hours by train from South Wales.

Skilled labour is also readily available, much of which has experience in high technology industry.

The advantages of working and living in such a pleasant environment add up to many good business reasons why you should consider Wales. Post the coupon and we'll tell you more. **Welsh Development Agency**

To: Welsh Development Agency, Treforest Industrial Estate, Pontypridd, Mid Glamorgan, CF37 5UT. Tel: Treforest (044 385) 2666. Telex: 497516.  
Please tell me more about industrial opportunities in Wales.

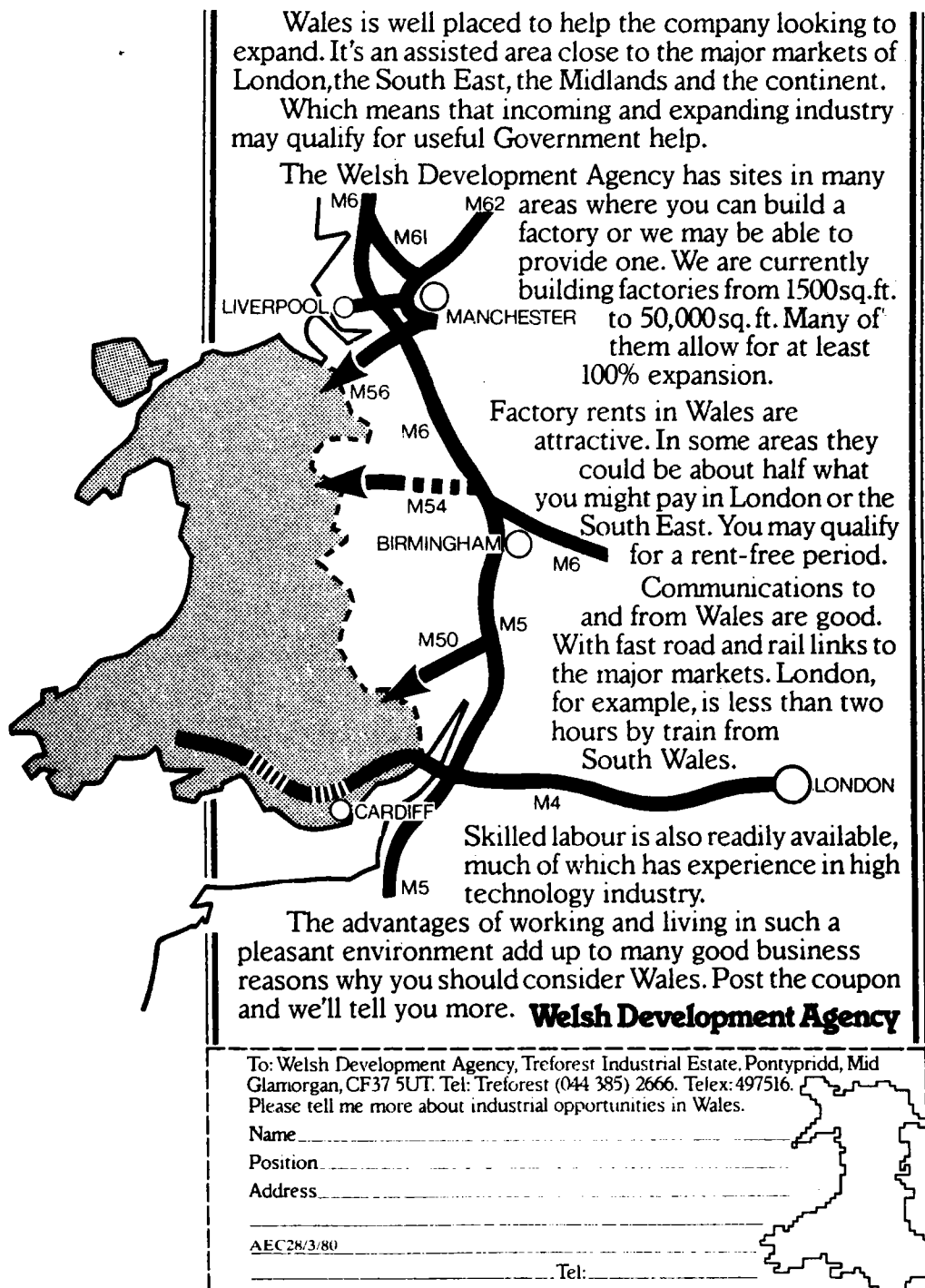
Name \_\_\_\_\_

Position \_\_\_\_\_

Address \_\_\_\_\_

AEC28/3/80

Tel: \_\_\_\_\_



# Glasgow's unique attraction for new-technology industries dates from 1451

There are many parts of the world which are superficially attractive for new industries – but where you would have to start from scratch.

Not so in Glasgow.

There is already a concentration of new-technology industries in and around the city. So there is an existing pool of experienced technicians, research engineers and experienced labour. There are electronics design consultants. And there are sub-contractors and marketing organisations.

But there is yet another attraction which Glasgow possesses. Glasgow is, and has been since 1451, a university city. And its two universities – Glasgow and Strathclyde – have been exceptionally responsive to the new industrial technologies. Both have large electronics departments. Both provide consultancy, and undertake projects for industry.

So, when Honeywell brought a new research unit to the Glasgow area, its Managing Director, James McGregor, could say:

"There already exists in Scotland a heavy concentration of micro-electronics industries.

"This, together with our excellent relationship with many Scottish academic institutions, was the principal factor in steering the Solid State Applications Centre to Scotland."

Maybe Glasgow could provide what your company needs for its development plans. It would be worth finding out.

Contact Stuart Logan, Industrial Development Officer, Estates Department, Glasgow District Council. He's at 116 West Regent Street, Glasgow G2 2RW.  
Telephone 041-332 9700.



**GLASGOW**  
city to build on

Glasgow University  
buildings date from  
the 1860's – The  
University itself was  
founded in 1451.

# The change of surroundings would do you good.

If ever opportunity knocked, it's knocking now in Dudley. Because the Enterprise Zone will open a rich vein of business possibilities for firms located in and around the Zone.

Because all the resources are here to help companies exploit that booming market.

Because there's a large, skilled labour force.

A major freightliner terminal. Close and easy access to the M5/M6/M1 motorway network and the N.E.C./Birmingham Airport complex.

So for a full list of the industrial and commercial sites and premises currently available within the Borough, agents to contact and details about the Enterprise Zone, either return the coupon or phone our Industrial Development Unit.

It could do you, and your company, a power of good.

Post to: The Industrial Development Unit,  
Dudley Metropolitan Borough Council,  
The Council House, Dudley,  
West Midlands DY1 1HF.  
Tel: Dudley 55433, ext 4499.

## Move to Dudley.

More enterprise per square mile.

"Will you miss the business opportunities available in and around the Dudley Enterprise Zone?"

Please send me the Dudley File.

Name

Position

Company

Address

Tel:

**DUDLEY**  
Metropolitan Borough

# HOW READY IS YOUR READY-MADE FACTORY?

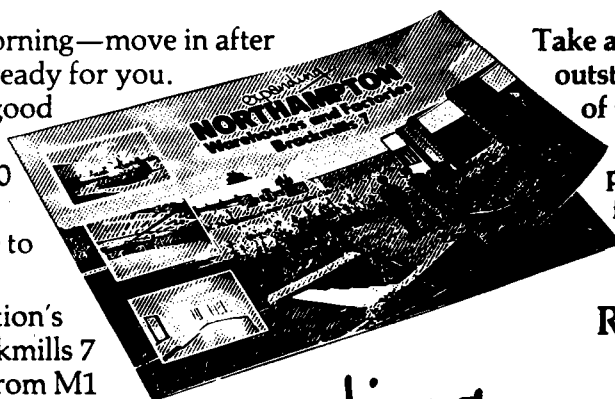
You know the set-up. No heat. No power. No offices. Sign tomorrow then three months before you can move in. Make the best of it. Look for your blessings and then try to count them.

Well, you can forget all that, now Northampton can offer you Brackmills 7. These are the last word in ready-made factories. All the amenities are there. Waiting for you. Ready. Right down to car-parking and landscaping. Everything you need.

Sign in the morning—move in after lunch. We're that ready for you. And there's more good news. Rents go from £2.05 to £2.20 per square foot. Sizes go from 5000 to 20 000 square feet.

Even the location's on your side. Brackmills 7 is only 5 minutes from M1 junction 15.

And Northampton's not just another new town. It's been growing for 6000 years. Expanding. Maturing. Developing one of the best labour relations records in the country. Adding schools. Social facilities. Homes. Getting Ready for you.



Take a closer look at the outstanding specification of these industrial units and write or phone today for a full colour brochure.

**Brackmills 7  
Ready-made and  
Ready now**

*expanding*

## NORTHAMPTON

Contact Donald McLean on 0604 34734

Northampton Development Corporation, 2-3 Market Square, Northampton NN1 2EN

# We're rich in the resource international service companies need most.



People. The right people. That's the first need for an international services company. And that's why Ireland is attracting more and more Computer Software, Architectural, Engineering Design and Technical Consulting Companies.

Because Ireland is a country where over 50% of the population is under 25. Young people who have grown up with an educational system tailored to equip them for this technological age. Each year sees a further upsurge in the resources devoted to higher education in technical areas. Fields like engineering and computer science.

Today Ireland provides a workforce potential unequalled anywhere in Europe or the US.

But Ireland is more than a rich source of skilled staff. In Ireland you will find an attractive incentive package specially designed to meet the needs of international services companies; companies where personnel is the key factor.

There are 100% training grants to new companies and generous employment grants. And these are just two of the cash grant programmes available. In addition, you'll find that Ireland has the lowest corporate tax structure in Europe.

And, in an age where employees rightly expect their job to permit an attractive lifestyle, as well as a good salary, Ireland offers a working environment that is second to none. In Ireland we have found that it is possible to keep pace with this technological age without sacrificing the good things in our values and way of life.

Find out more about Ireland. Contact the nearest office of IDA Ireland for further details. We'll be glad to help.

## REPUBLIC OF IRELAND

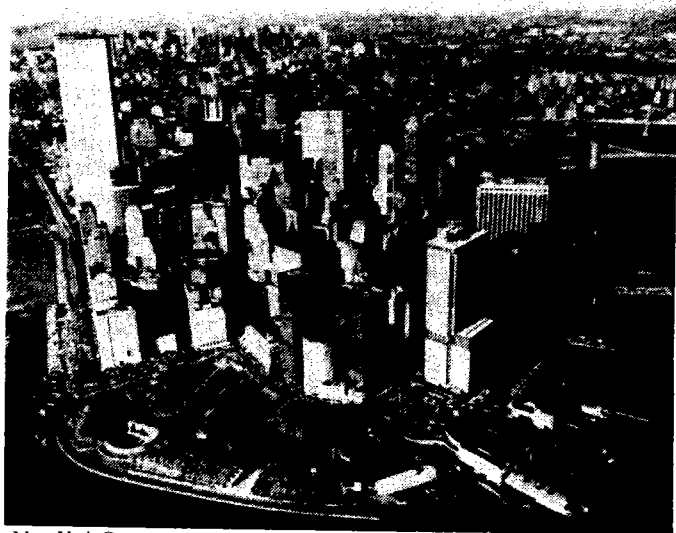
The intelligent location  
in Europe for international services

**IDA Ireland**   
INDUSTRIAL DEVELOPMENT AUTHORITY

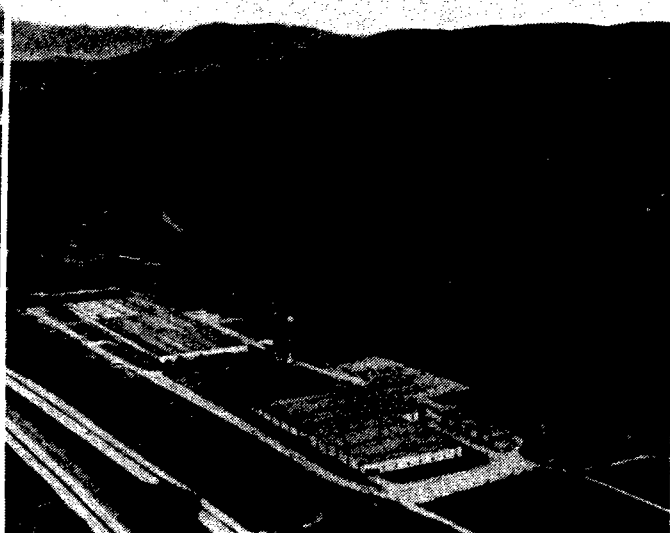
The Irish government's industrial development agency has offices in Dublin (Head Office). Tel: (01) 686633. London: (01) 629-5941. Tokyo: (03) 262 7621. Sydney: (02) 233 5999. Offices also in Cologne, Stuttgart, Paris, Amsterdam, Copenhagen, Milan, Madrid, New York, Chicago, Houston, Los Angeles, Cleveland, San Francisco, Boston, Fort Lauderdale.

SEE YOU AT THE  
WORLD COMPUTER SERVICES CONFERENCE.  
COPENHAGEN, 21-23 JUNE, 1982.

# WHY 35,000 MANUFACTURERS ARE IN ONE NEW YORK OR THE OTHER.



New York City



New York State

It's no surprise thousands of manufacturers have made New York City their home—20,000 of them. It's the Business Capital of America.

What may be surprising is how many manufacturers are prospering in the *other* New York: the 50,000 square miles that is New York State. Thousands of plants and factories are thriving in one of the most diverse manufacturing areas in America. Together, the two New Yorks offer more than any other state in the US.

## **The Best Financial Incentives in America.**

No other state offers business more tax credits and exemptions. In the last two years, Governor Hugh Carey has increased the profit potential by cutting \$1.8 billion in State taxes—more than any other state. And of the ten leading industrial states, we were one of only two states to reduce personal income taxes.

## **Resources:**

## **Both Man-Made and Natural.**

We have the largest and richest

consumer market in the Western Hemisphere. So rich, that if New York were a country by itself, it would be the 10th-ranking economic power of the world.

Here you can employ one of America's most productive labor forces—at an hourly wage well below that of 25 other states. And we offer you hundreds of plant sites, with plentiful fuel and water supplies.

## **Put Your Company in Good Company.**

RCA, Pfizer, Kodak, Naarden, Xerox, IBM, GM, International Computers Ltd., Unilever, Ciba-Geigy, Nestle—manufacturers both large and small are thriving in their New York environment.

## **The Best Move You Can Make.**

We make you feel at home with hundreds of international schools, social clubs and cultural organizations. To find out more about all that New York State offers, simply fill in the coupon below. Or write to:

William D. Hassett, Jr.,

Commissioner of Commerce, 99 Washington Avenue, Albany, New York 12245. For faster action call him directly at: 518-473-7311. If you prefer, call our Director for Europe, Carlos Basaldua, at: 01-839-5070.

Whatever you manufacture, you'll find there's a New York made for you.

## **NEW YORK STATE** **We've got the best business advantages in America.**

Carlos Basaldua, Director for Europe New York State Dept. of Commerce 25 Haymarket, London SW1Y 4EN, England Please send me more information on New York State business advantages.	
Name _____	
Title _____	
Company _____	
Address _____	
City _____	
Country _____	Post Code _____

# FREE YOUR ENTERPRISE.



Expand it into Florida, where it will thrive in the sunshine of one of America's freest, most favourable business environments.

An environment which offers your company more freedom to earn money and your management and employees more freedom to spend it.

Where an industrial labour force nearly four million strong (and growing) average £3.21 per hour and lose next to no time at all (.05%) to work stoppages. Because Florida's long, sunny days, mild weather, and high quality of life combine to create an excellent working climate.

Our Constitution mandates a balanced state budget, so our corporate tax rate is one of the lowest. As a new

industry, you pay no sales tax on new machinery and equipment. You pay no property taxes on your inventory or goods-in-process.

Unlike all the other Southeastern states, neither you nor your employees will have to pay Florida a penny in personal income tax.

Learn more about the freedom your business will enjoy in Florida. And how our large, trained labour force, our excellent access to Central and South America as well as the Caribbean, and our complete infrastructure of suppliers and support services can help you make the most of it.

Post the coupon below. Because when it comes to freedom of enterprise, all states are not created equal.

For more information, please post to:  
David V. Pittman, Director, Florida Dept. of Commerce,  
Room EC-1-1, Zeppelinstr., 19A, 7 Stuttgart 1,  
W. Germany. Tel: 0711 29 27 82. Telex: 721698  
Richard N. Brock, Chief, Florida Bureau of Int'l Trade,  
Room EC-1-1, Collins Bldg., Tallahassee, Florida 32301  
U.S.A. Tel: (904) 488-6124, TWX: 810-931-3655

Name

Title

Company

Address

City/Country

**FLORIDA**  
Freer Enterprise

# The State that only produces cars produces 5 billion pounds of milk.

Automobiles aren't the *only* things that roll off the production lines of Michigan.

So do almost \$½ billion in pharmaceuticals, more than that in flour and grain mill products, \$¾ billion in paper products

and so on, up to an annual total of \$40 billion in value-added by 7,800 manufacturers.

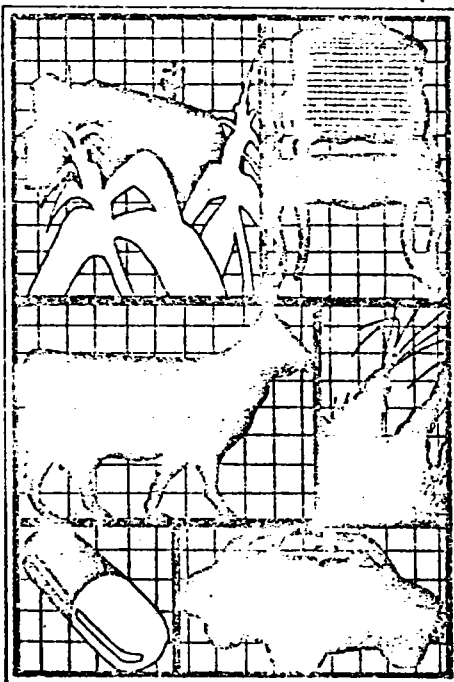
Although the auto industry is the largest, it claims only about a third of the total.

And, more than manufacturing produces income for Michigan. So do millions of tourists each year. And so do

millions of acres of farmland.

So whatever the pace of the nation's "Big Three," Michigan's diverse economy is a solid base for Consumers Power Company, a gas and electric utility serving 67

of the 68 counties in the State's Lower Peninsula. That solid base includes more than 2.25 million residential and almost 214,000 industrial and commercial customers. Year after year, they allow Consumers Power to produce a continuous flow of dividends and earnings for its shareholders.



Consumers  
Power  
Company

**CMS.....FULL POWER AHEAD**

## APPENDICE 1

### LES CONCEPTS OPERATOIRES

## I - LES CONCEPTS OPERATOIRES

Ils comportent différents types de formation ;

### 1. Un seul terme

#### A. Concepts objets d'analyse

<i>the bank</i>	1.5
<i>a bank</i>	1.5. (cinq occurrences)
<i>the Fund</i>	1.2
<i>the group</i>	3.1
<i>the Midland</i>	2.1 (quatre occurrences)
<i>the Trust</i>	1.3 (trois occurrences)

#### A. Concepts outils d'analyse

<i>the advice</i>	1.6
<i>the amount</i>	1.1
<i>the balance</i>	1.5
<i>the cost</i>	1.4
<i>a discount</i>	1.3-1.4
<i>the end</i>	1.1
<i>a home</i>	2.1 (deux occurrences)
<i>the income</i>	1.2
<i>an insurance</i>	1.5
<i>the interest</i>	1.4
<i>the lease</i>	2.1
<i>a loan</i>	1.5
<i>a letter</i>	1.5
<i>the Managers</i>	1.2

<i>the minimum</i>	2.1
<i>a mortgage</i>	1.5 - 2.1 (deux occurrences)
<i>the Pacific</i>	1.3 (deux occurrences)
<i>the payment</i>	1.5
<i>the premium</i>	1.5
<i>the price</i>	1.2 - 1.3 (trois occurrences)
<i>the property</i>	2.1
<i>the security</i>	2.1
<i>a statement</i>	1.5
<i>the sum</i>	2.1
<i>a surplus</i>	1.5
<i>the transaction</i>	4.1
<i>a turnover</i>	1.4
<i>the world</i>	3.2

#### B. Concepts objets d'analyse

<i>the plane</i>	9
<i>a monopoly</i>	4
<i>the train</i>	1 - 1 - 2 - 2 - 3 - 3 - 3 - 3
<i>the voyage</i>	6

#### B. Concepts outils d'analyse

<i>the aircraft</i>	9
<i>the airport</i>	11
<i>the Atlantic</i>	5 - 6 - 7
<i>an attitude</i>	8
<i>the boat</i>	6
<i>the car</i>	3 - 3 - 4
<i>a certificate</i>	11
<i>the company</i>	11

<i>a choice</i>	10
<i>the cost</i>	2
<i>the crew</i>	11
<i>a crossing</i>	7
<i>the cuisine</i>	9
<i>the delay</i>	2
<i>a drink</i>	2
<i>the drive</i>	3
<i>the embarrassment</i>	2
<i>a holiday</i>	7
<i>the head sets</i>	9
<i>an industry</i>	4
<i>the journey</i>	6
<i>a journey</i>	6
<i>a meal</i>	3
<i>the pleasure</i>	6 - 6
<i>the price</i>	10
<i>the residue</i>	4
<i>the risk</i>	3
<i>a sauna</i>	5
<i>a seat</i>	10
<i>the seats</i>	9
<i>the States</i>	10
<i>a steward</i>	5
<i>a stewardess</i>	5
<i>the timetables</i>	3
<i>the UK</i>	5
<i>the US</i>	9
<i>the USA</i>	7 - 10 - 10
<i>the weather</i>	3
<i>the world</i>	10

C. Concepts objets d'analyse

<i>the copier</i>	6
<i>a machine</i>	7 - 7
<i>the Xerox</i>	2
<i>the 2350</i>	6
<i>the 9500</i>	10 - 10

C. Concepts outils d'analyse

<i>a button</i>	10 - 10
<i>a computer</i>	1
<i>a company</i>	7
<i>the companies</i>	7
<i>the coupon</i>	7 - 10
<i>the expertise</i>	11
<i>the industry</i>	11
<i>the laser</i>	8
<i>a leader</i>	11
<i>a memory</i>	7 - 9
<i>the original</i>	9
<i>the originals</i>	9
<i>the operator</i>	6 - 10
<i>the paper</i>	10
<i>a screen</i>	7
<i>a service</i>	1
<i>a speed</i>	2
<i>the technology</i>	11

D. Concepts objets d'analyse

<i>a car</i>	2 - 6
<i>a Chevrolet</i>	1
<i>an Escort</i>	5

<i>the Escort</i>	5 - 5
<i>a Granada</i>	4
<i>the Injection</i>	4
<i>the rot</i>	2
<i>the XJ6</i>	6
<i>the XR3</i>	5 - 5
<i>the 4.2</i>	6

#### D. Concepts outils d'analyse

<i>the brakes</i>	4 - 4 - 4
<i>the driver</i>	4
<i>the engine</i>	4
<i>the fuel</i>	5
<i>the instruments</i>	4
<i>the seat</i>	4
<i>the speed</i>	4
<i>the springs</i>	4
<i>the steering</i>	4
<i>the stereo</i>	4
<i>the suspension</i>	4
<i>the tail</i>	4
<i>the throttle</i>	4

#### E. Concepts objets d'analyse

<i>the city</i>	3
<i>a country</i>	6 - 7
<i>the State</i>	9
<i>the Zone</i>	4

### E. Concepts outils d'analyse

<i>the Borough</i>	4
<i>the Carribean</i>	8
<i>an environment</i>	8
<i>a factory</i>	2
<i>the freedom</i>	8
<i>the resources</i>	6
<i>the U.S.</i>	6

2. Concepts travaillés en compréhension désignés par un syntagme dont le premier terme est emprunté à une science donnée ou à une spécialité.

#### 2.1 Syntagmes à deux éléments

##### substantifs précédés d'un substantif

substantifs utilisés par la science ou la spécialité concernée.

### A. Concepts objets d'analyse

aucun

### A. Concepts outils d'analyse

<i>an investment plan</i>	1.2
<i>a capital repayment</i>	1.1
<i>a contract note</i>	1.2 - 1.3
<i>the futures market</i>	4.1
<i>the interest rate</i>	1.5
<i>the investment advisers</i>	1.2
<i>the investment details</i>	1.3
<i>an investor group</i>	3.1
<i>a lump sum</i>	1.3
<i>a key market</i>	3.1

<i>a management fee</i>	1.2
<i>the purchase price</i>	2.1
<i>the realisation price</i>	1.3
<i>a savings account</i>	1.1
<i>a savings scheme</i>	2.1
<i>a term loan</i>	3.3
<i>the unit certificate</i>	1.2 - 1.3
<i>the unit price</i>	1.3
<i>the valuation fees</i>	1.3

#### B. Concepts objets d'analyse

néant

#### B. Concepts outils d'analyse

<i>the business traveller</i>	8 - 8 - 9 - 9
<i>the contract payment</i>	4
<i>the flight deck</i>	11
<i>the freight sector</i>	4
<i>the passenger side</i>	4
<i>a poolside buffet</i>	11

#### C. Concepts objets d'analyse

néant

#### E. Concepts outils d'analyse

<i>a university city</i>	3
<i>the profit potential</i>	7
<i>the auto industry</i>	9

### Substantifs précédés d'un cas possessif

Nous n'en trouvons que parmi les outils d'analyse de la série A.

A. <i>the company's expansion</i>	3
<i>the country's growth</i>	1. 1
<i>the Manager's report</i>	1. 2
<i>the exporter's cashflow</i>	1. 4

### Substantif nom propre + substantif général

#### A. Concepts objets d'analyse

néant

#### Concepts outils d'analyse

<i>a Barclays office</i>	1.6
<i>a Barclay loan</i>	1.5
<i>a Barclays card</i>	1.5
<i>a Midland mortgage</i>	2.1
<i>the Trust Deed</i>	1.3
<i>a New York Agency</i>	3.1

#### B. Concept objet d'analyse

<i>the Queen Elizabeth II</i>	5
-------------------------------	---

#### B. Concept outil d'analyse

néant

#### C. Concepts objets d'analyse

<i>a Xerox copier</i>	1
<i>a Xerox machine</i>	7

#### C. Concepts outils d'analyse

néant

D. Concepts objets d'analyse

*a Chevy Citation* 1

D. Concept outils d'analyse

néant

E. Concepts objets d'analyse

*the Enterprise Zone* 4

*the Dudley file* 4

Substantif général + substantif nom propreA. Concept objet d'analyse

*an accumulation Trust* A1.3

Les deux substantifs sont des noms géographiquesConcept outil d'analyse

E. *the South East* 2

Substantifs précédés d'un adjectif

Le substantif est un nom commun

A. Concepts objets d'analyse

aucun

A. Concepts outils d'analyse

*an annual charge* 1.3

*the average time* 1.4

*a British national* 1.2

*a competitive rate* 2.1

*a conservative ratio* 4.1

*an initial charge* 1.2 - 1.3

*the maximum loan* 2.1

*the net income* 1.3

*a straightforward charge* 1.1

B. Concept objet d'analyse

*a transatlantic voyage* 6

B. Concepts outils d'analyse

*the annual contract* 4

*an empty seat* 8

*the experienced masterchiefs* 9

*the extra room* 9

*a free flight* 6. 7

*the inclusive price* 11

*a long stay* 7 (deux occurrences)

*the maximum sum* 4

*a statutory obligation* 4

C. Concepts outils d'analyse

*a personal computer* 7

D. Concepts objets d'analyse

*the automatic overdrive* 3 (deux occurrences)

*a racing car* 4

D. Concepts outils d'analyse

néant

E. Concepts objets ou outils d'analyse

néant

Substantifs précédés d'une forme participe passé employée comme adjectif

Nous avons trouvé cinq exemples de concepts outils d'analyse dans cette catégorie :

A. <i>a guaranteed cash flow</i>	1.4
C. <i>the advanced technology</i>	10
<i>the combined functions</i>	10
<i>the finished documents</i>	10
E. <i>an assisted area</i>	

### Le substantif est un nom propre géographique

#### A. Concepts objets d'analyse

néant

#### Concepts outils d'analyse

<i>the Middle East</i>	3 (deux occurrences)
<i>the Pacific Basin</i>	3 (deux occurrences)

On peut ajouter à cette catégorie :

- *the U.K.* (A1.2) où *United Kingdom* apparaît sous forme d'abréviation.
- *the Mini computer* (C11) où *Mini* est adjectif et où il entre dans la constitution d'un nom de marque (M majuscule).

### Substantif précédé d'une forme en "ing"

#### Concepts objets d'analyse

néant

#### Concepts outils d'analyse

A. <i>the buying order</i>	1.2
<i>the developing nations</i>	3.1
<i>the developing world</i>	3.1
D. <i>the warming lights</i>	4
E. <i>a working environment</i>	6

### Substantif nom propre + numéro de série

#### D. Concept objet d'analyse

*the Jaguar XJ* 6

Sigle + adj. numéral *the XJ6 4.2* D6

*the XJ6* D6

adj. numéral *the 4.2* D6

adj. numéral + substantif *the 1600 range* D5

sigle + substantif *the TDBH Group* A4.2

*a NHBC certificate* A2.1

### Substantif + participe passé

A. *the assets purchased.* 1.1

### Substantif + adverbe

A. *the address below* 2.1

## 2.2 Syntagmes à trois éléments

### a) syntagmes formés de trois substantifs

les substantifs sont des noms communs.

Aucun concept objet d'analyse n'appartient à cette catégorie.

### Concepts outils d'analyse

A. *a bonus savings account*

*a cheque guarantee card*

*a mortgage protection policy* 2.1

*the Mortgage deposit account* 2.1

*the savings account unit* 1.2

B. *the return Concorde flight* 11

D. néant

E. *a work force potential* (6)  
*the cash grant programmes* 6

Le premier substantif est un nom géographique

E. *the Dudley Enterprise Zone* 4 concent objet d'analyse.

b) le premier substantif est un nom propre de marque au cas possessif

D. *the Granada's front seats* 4

c) syntagmes formés de l'adjectif + deux substantifs

Seuls des concepts outils d'analyse appartiennent à cette catégorie.

Les substantifs sont des noms communs

A. *the annual percentage rate* 2.1

*a foreign exchange risk* 3

*the International market place* 3

B. *the Public Service Obligation* 4

C. *a flexible information system* 7

D. néant

E. *an international services company* 6

*a balanced state budget* 8 (où *balanced* est un participe passé jouant le rôle d'adjectif)

*an industrial labour force* 8

*the professional work station* 9

Le syntagme constitue un nom propre

concept outil

- A. *an American Express Banker* 3.1
- E. *the Industrial Development Unit* 4
- the Welsh Development Agency* 2

d) Deux substantifs + sigle (nom propre de marque)

concept objet

- D. *a Ford Escort XR3* 5

e) Sigle + deux substantifs (nom propre de marque)

concept objet

- D. *the LTD Crown Victoria* 3.

Un substantif (nom propre de marque + adjectif + substantif)

- A. *the Barclays International Group* 1.6
- C. *a Xerox personal computer* 7

Substantif (nom géographique au cas possessif + adj. au comparatif + substantif)

- E. *the State's Lower Peninsular* 9

Deux adjectifs + un substantif (nom propre de marque)

- D. *the steely green Granada* 3

Un adverbe + deux substantifs

Concept objet

- A. *the Overseas Income Fund* 1.5

Un adjectif comparé + un substantif

Cette catégorie bien représentée ne comporte que des concepts outils

d'analyse.

- A. *a first-time buyer* 1.5
- a long-term investment* 1.2
- a medium-term loan* 1.1

B. *a 130-minute flight*

- D. *a 5-passenger sedan*
- a five-speed gearbox* 5
- the sure-footed ease* 6

B. *an English-speaking guide* 11

E. *a rent-free period* 2

C. *the follow-through capabilities*

Un adjectif + participe passé + un substantif

D. *the remote controlled mirrors* 4

Deux formes en "ing" + un substantif

D. *the tilting / sliding sunroof* 4

Un adjectif numéral + groupe d'initiales + un sigle

*the 150 bhp V6* 4

### 2.3 Syntagmes à trois éléments

Deux substantifs + un adjectif + un substantif

A. concept objet d'analyse

*the Barclays Bank International Group* 1.6

Participe passé + adjectif + forme en *ing* + substantif

A. Concept outil d'analyse

*an established International banking network.*

Nom propre + adjectif numéral + deux substantifs

C. Concept objet d'analyse

*the Xerox 2350 reduction copier 6*

Forme en *ing* + adjectif numéral + deux abréviations

D. Concept outil d'analyse

*a whopping 41 cu ft 1*

Adjectif numéral + substantif + sigle + substantif

D. Concept outil d'analyse

*a 4.2 liter V8 engine*

Abréviation + un nom propre + deux substantifs

E. Concept outil d'analyse

*the N.E.C./Birmingham Airport complex 4*

Cas possessif + adjectif numéral + abréviation + adjectif + substantif

D. *the 4.2's 127 m.p.h. maximum speed 6*

Cas possessif (adj. + subst.) + adj. + deux substantifs

E. *the Irish Government's industrial development agency 6*

Adjectif + trois substantifs

E. Concepts outils d'analyse

*the Solid State ApplicationsCenter 3.*

#### 4. Syntagmes à cinq éléments

##### Substantif + deux adjectifs + substantif + sigle

###### A. Concept outil d'analyse

*the London American International Corporation Ltd\_2.2*

##### Trois sigles + deux substantifs

###### E. Concept outil d'analyse

*the M5 / M6 / M1 motorway network - 4*

##### Adverbe + adjectif + adjectif composé + deux substantifs

###### D. Concept outil d'analyse

*the fully independent anti-dive suspension system - 6*

##### Adjectif composé + adj. numéral et sigle + adj. numéral et substantif + adj. composé + substantif

E. *A race-bred 205 BHP 4.2 litre twin-cam engine 6*

#### 3. Concepts travaillés en extension

##### 3.1 Utilisation de la préposition of

###### 3.1.1 Un substantif + of + un substantif précédé de the

A. *the income of the Trust 1.3*

*a network of offices 3.1*

*the size of the company 1.4*

*the term of the loan 1.1*

B. *the importance of railways 4*

*the Bay of Biscay 11*

*the age of the train* 1 - 2 - 3 (le 2e substantif est précédé de *the*)

C. *a page of text* 7

E. *a land of opportunity* 1

*the change of surroundings* 4

### 3.1.2 Deux substantifs + of + un substantif

ou un concept en compréhension + of + un substantif

A. *the offer price of units* 1.2 - 1.3 - 1.3

*the capital value of the Fund* 1.2 (le 2e substantif est précédé de *the*)

E. *the production lines of Michigan* 4

### 3.1.3 Un adjectif + un substantif + of + un substantif

A. *a continuous line of credit* 1.6

*an agreed amount of royalty* 1.1

*an international network of branches* 3.2

### 3.1.4 Un substantif auquel est antéposé un adjectif + of + adjectif + substantif

C. *the broadest lines of proven equipment* 11

### 3.1.5 Un substantif auquel est antéposé un adjectif + of + trois syntagmes de langue

E. *an existing pool of experienced technicians, research engineers and experienced labour*

### 3.1.6 Un adjectif + un substantif + of + 4 substantifs dont trois précédés de the

E. *the major markets of London, the South East, the Midlands and the Continent* 2

### Autres formulations :

Un substantif + of + un syntagme de Langage travaillé en compréhension  
(adj. + trois substantifs)

A. *a member of the major US commodity exchanges* 4.2  
(adj. + trois substantifs)

Deux subst. + syntagme de Langage travaillé en compréhension  
(subst. + adj. au comparatif + adj. + 2 subst.)

*the offer price of Unicorn Greater Pacific Trust units.*

Un substantif + of + un syntagme de langue (adj. + deux substantifs)

E. *a concentration of new technology industries* 3

Deux adjectifs reliés par or + subst. + of + substantif

A. *the net or variable rate of interest* 1.1

Adjectif + deux substantifs + of + substantif précédé de the

A. *the net asset value of the Trust* 1.3

Adjectif + deux substantifs + of + substantif + and + deux substantifs + un substantif + and + substantif

E. *the high technology industries of electronics and instrument engineering, petro-chemicals and pharmaceuticals* 1

Adjectif composé + adjectif + substantif + of + substantif précédé de

E. *the 10<sup>th</sup> -ranking economic power of the world* 7 the

### 3.2 Utilisation de la préposition with

Un substantif + with + un concept de Langage travaillé en extension  
(adj. + substantif + on + substantif)

E. *a land with a fresh outlook on life* 1

Un adjectif composé + un adjectif + un substantif + *with* + un substantif

B. *a first-class hot meal with champagne* 11

## II - CONCEPTS OPERATOIRES DESIGNES PAR UN SYNTAGME DONT LE PREMIER TERME EST APPRECIATIF

### 1. Concepts travaillés en compréhension

#### 1.1 Syntagmes à deux éléments

Substantifs précédés d'un adjectif

##### A. Concept objet d'analyse

*an exceptional bank* 4.1 - 4.2

*a high income* 1.2 (deux occurrences)

*a regular income* 1.4

*a sound investment* 3.1

##### B. Concept objet d'analyse

*a great deal* 7 (deux occurrences)

##### B. Concepts outils d'analyse

*a handy table* 10

*the first airline* 9

*the only airline* 7

- . a smart decision 8
- . a civilized alternative 9
  
- C. Concept objets d'analyse
  - the supreme duplicator 2
  - the real Xerox 7 (cinq occurrences)
  
- C. Concepts outils d'analyse
  - a new toner 1
  - a special cable 1
  
- D. Concepts objets d'analyse
  - the perfect vehicle
  - the big Granada
  - the unfamiliar car
  
- D. Concepts outils d'analyse
  - the wide tyres
  
- E. Concepts objets d'analyse
  - the other New York 7
  - the two New Yorks
  
- E. Concepts outils d'analyse
  - the major markets 2
  - an attractive life-style 6
  - a good salary 6
  - the right people 6

Substantifs précédés d'un adjectif au comparatif

- A. Concept outil d'analyse
  - a faster rate 1.2

### Substantifs précédés d'un adjectif au superlatif

#### B. Concepts outils d'analyse

*the first airline* 9

*the cheapest way* 5

*the greatest ship* 7

#### C. Concept objet d'analyse

*the first school* 4

## 1.2 Syntagmes à trois éléments

### Deux substantifs précédés d'un adjectif

#### A. Concepts outils d'analyse

*a slow mortgage decision* 2.1

*a suitable insurance policy* 2.1

*a suitable mortgage guarantee* 2.1

#### D. Concept objet d'analyse

*the new Granada Injection* 4 (deux occurrences)

#### E. Concepts outils d'analyse

*a major freightliner terminal* 4

*an attractive incentive package* 6

### Deux substantifs précédés d'un adjectif au superlatif

#### B. Concept objet d'analyse

*the widest airline seat* 1.1

Deux adjectifs séparés par une virgule + un substantif

*the great, comfortable automobile* 3

Un adjectif + un adjectif numéral + un substantif

B. *the superb 125 service* 2

Un adjectif au superlatif + un substantif

B. *the most civilized way* 5.7

Un adjectif + une forme en *ing* + un substantif

C. *a new imaging process* 1

E. *an excellent working climate* 8

Un adjectif composé + un adjectif + un substantif

B. *a first class hot meal* 11

Un adjectif composé + un substantif nom de marque + un numéro de série

C. *the low-priced Xerox 2350* 6

Un adverbe + un adjectif au superlatif + un substantif

B. *the very latest movie* 7

Un adverbe + un adjectif + un substantif

B. *an entirely separate section* 9

Un substantif au cas possessif + un adjectif + un substantif

C. *the world's supreme duplicator* 1

### 1.3 Syntagmes à quatre éléments

#### Deux adjectifs + deux substantifs

##### C. Concept objet d'analyse

*the first plain paper copier* 3.5

##### D. Concepts outils d'analyse

*the new five speed Escorts* 5

*a new electronic fuel-injection system* 6

##### C. Concept outil d'analyse

*the new Xerox electronic typewriter* 7

#### Un adjectif au superlatif + adjectif + deux substantifs

##### E. Concept outil d'analyse

*the lowest corporate tax structure*

#### Un adjectif au superlatif + une forme en *ing* + substantif

##### E. Concept outil d'analyse

*the most diverse manufacturing areas* 7

#### Un adjectif composé au superlatif + un adjectif + deux substantifs

##### D. Concept objet d'analyse

*the best-selling small family car* 5

#### Utilisation de la virgule

#### Deux adjectifs séparés par une virgule + deux substantifs

##### E. Concept outil d'analyse

*a large, skilled labour force* 3

Trois adjectifs séparés par une virgule + un substantif

B. Concept outil d'analyse

*a safe, fast, reliable alternative* 3

Utilisation de *and*

A. Concepts outils d'analyse

*the major trade and financial centres* 3.2

*a strong and diversified deposit base* 4.2

1.4 Syntagmes à cinq éléments

Adverbes + deux adjectifs + deux substantifs

B. Concept outil d'analyse

*a very generous double baggage allowance* 7

Deux adjectifs + un substantif + un adjectif + un substantif

C. Concept outil d'analyse

*the brand new Xerox electronic typewriter* 7

Participe passé employé comme adj. au superlatif + trois substantifs

C. Concept objet d'analyse définition

*the most advanced information output system* 9

1.5 Syntagmes à six éléments

Substantif au cas possessif + deux adj. au superlatif + deux subst.

C. Concept outil d'analyse

*the world's biggest, most respected computer companies* 11.

## 2. Concepts en extension

### 2.1 Utilisation de la préposition of

#### Un adjectif + un substantif + of un substantif

B11 *a special class of service*

a [(special) (section of the airplane)]

1                      1                      2

#### Un adj. + un subst. + of + un adj. + un subst.

E6 *a [(rich) (source of skilled staff)]*

1                      1                      2

#### Un adj. + un subst. + of + un syntagme de langue

D4 *a [(long line) of (Ford high performance cars)]*

1    2

E3 *a [(heavy concentration) of (micro electronics industries)]*

1    1                      2

#### Un adverbe + une forme en ing + un subst. + of + adj. + subst.

E1 *the [(fast expanding) (group)] of (dynamic enterprises)]*

1                      2                      1                      2

1    2

### 2.2 Utilisation de la préposition with

#### Un substantif + with + un substantif

A3.2 *A (banker) with (vision)*

A3.4 *A [(banker) with (imagination)]*

1    2

Un subst. + with + un concept en compréhension précédé de *a*

D3 A [(car) with (a proud tradition)]

Un subst. + with + un concept en extension sous forme de langue

D4 [(a machine) with [(racing) in (its blood)]]

### Utilisation de la préposition *in*

Un adj. + un subst. + in + un subst. + for + un adj. + un subst.

E6 the (intelligent location) in (Europe) for (international services)

Deux adj. + deux subst. + *in* + *the* + concept en compréhension

E7 the  $\left[ \left[ \left( \text{largest and richest} \right) \left( \text{location market} \right) \right] \text{ in } \left( \text{the Western Hemisphere} \right) \right]$

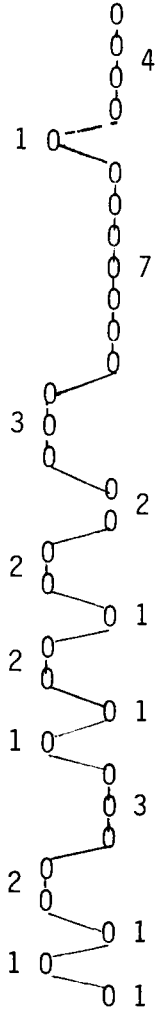
## APPENDICE 2

### REPARTITION LANGAGE/LANGUE

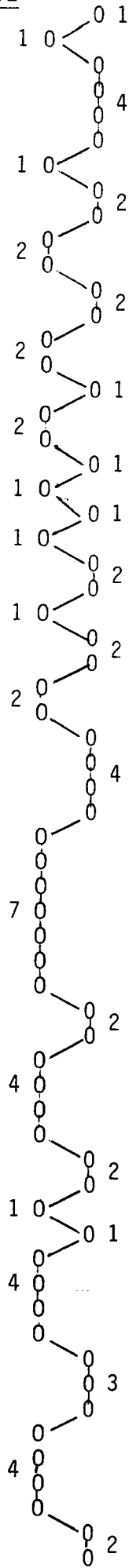
- A. Domaine de la banque
- B. Moyens de transport
- C. Les copieurs
- D. Les voitures
- E. Les zones à développement.

Dans chaque colonne les chiffres de gauche indiquent le nombre de concepts par module et ceux de droite le nombre de notions.

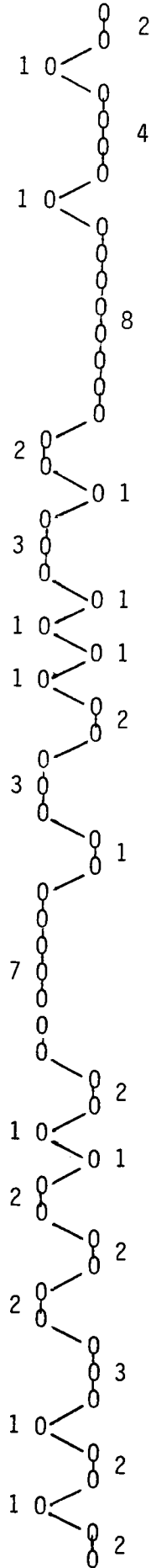
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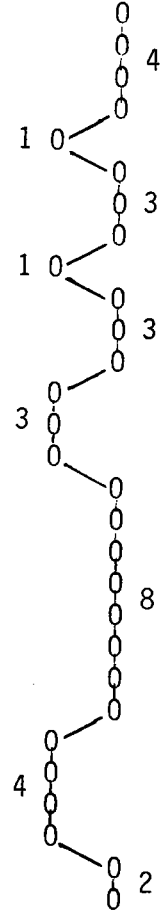
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A1.3

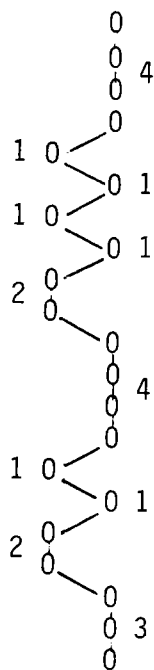


A1.4

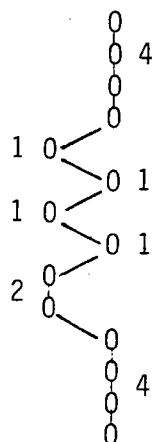




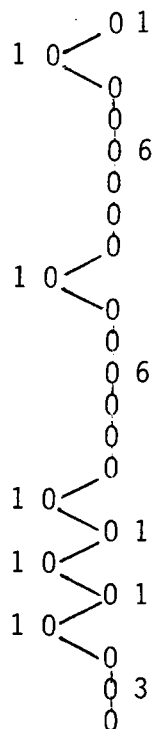
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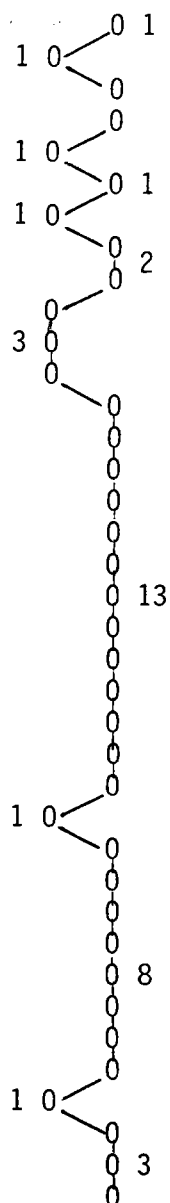
### A3.3



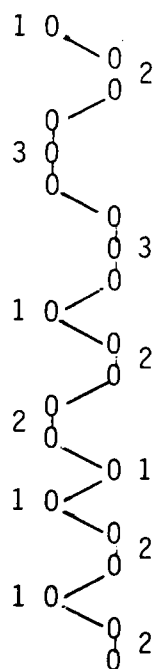
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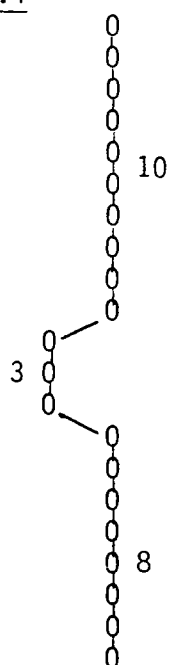
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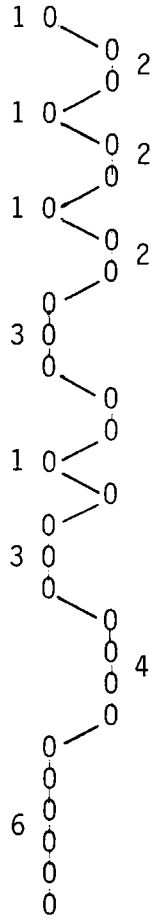
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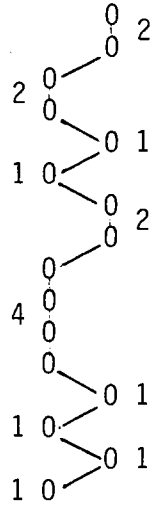
### A3.4



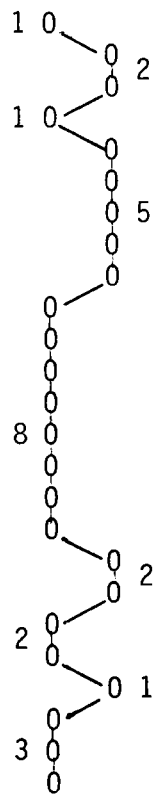
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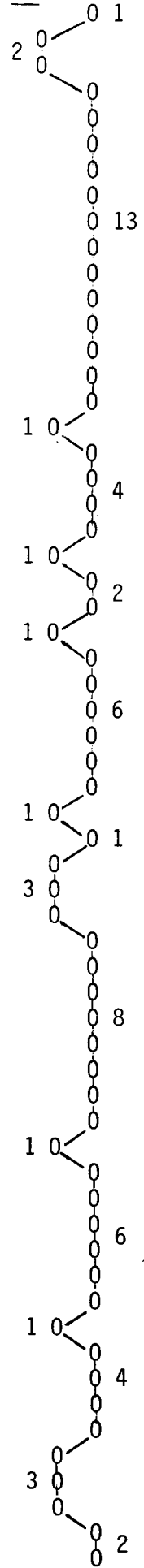
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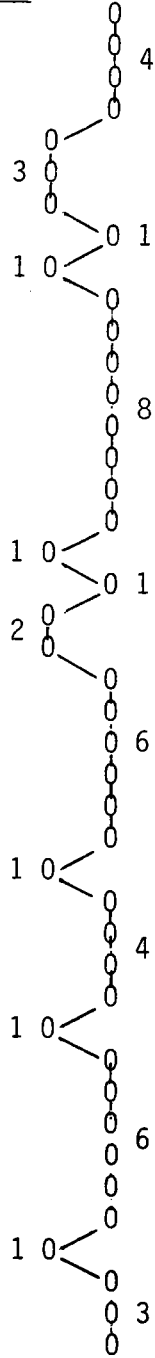
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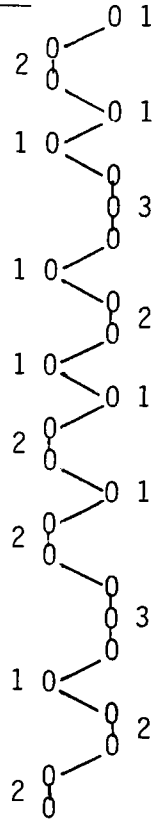
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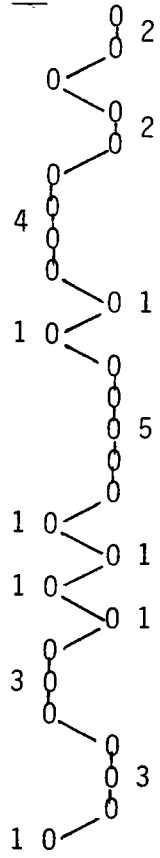
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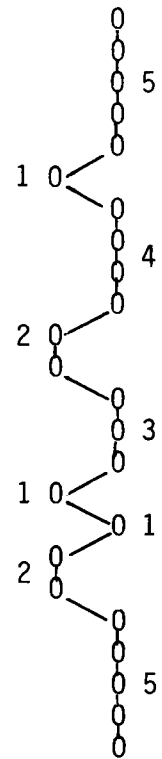
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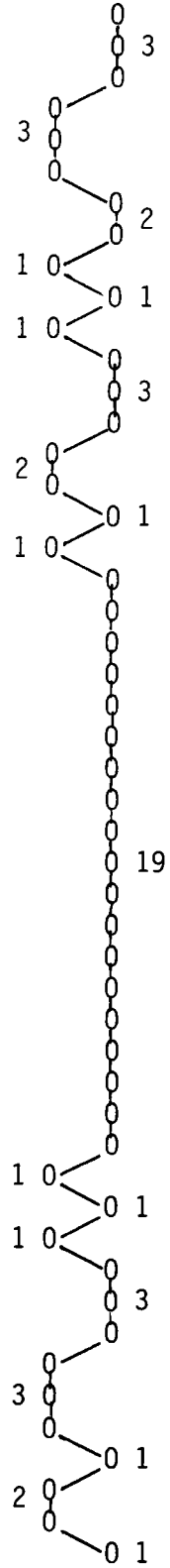
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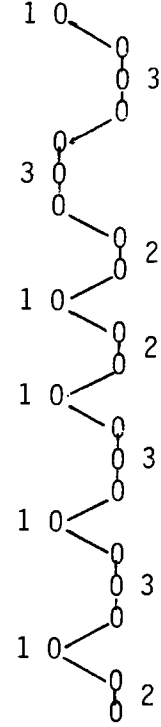
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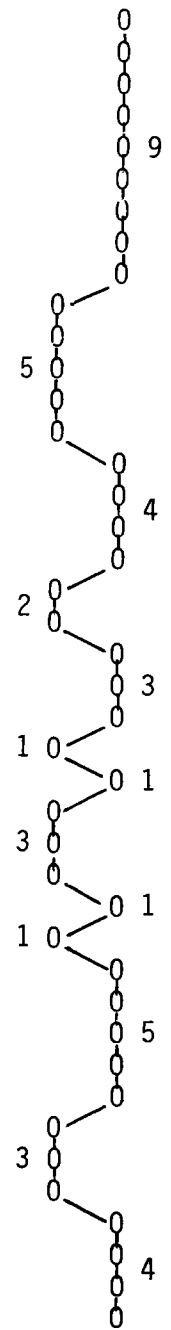
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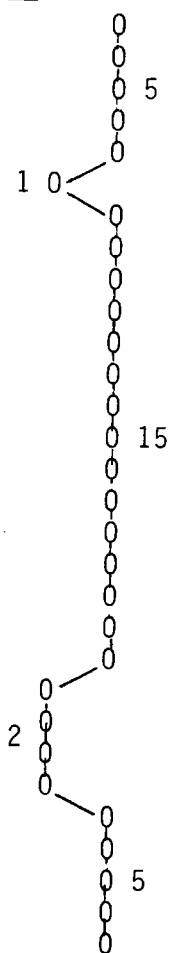
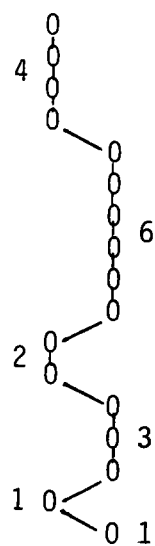
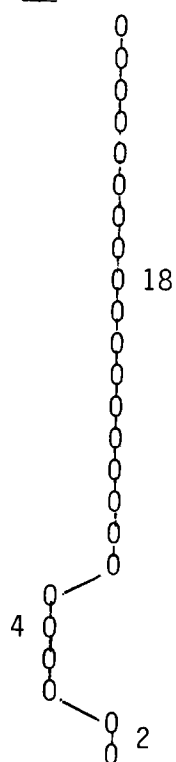
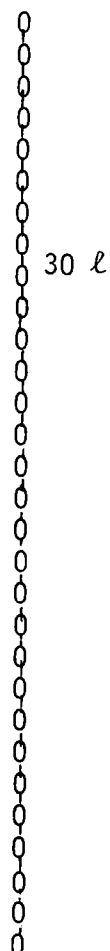
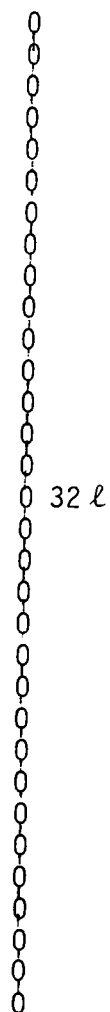
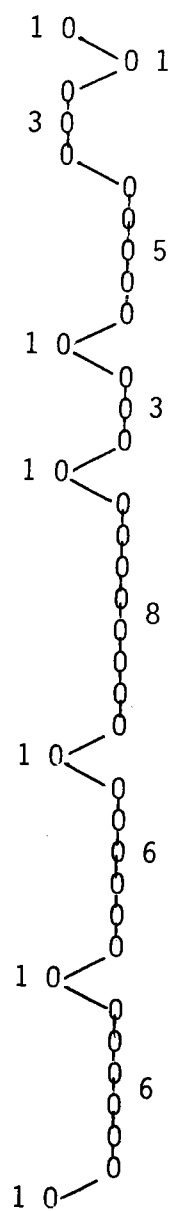


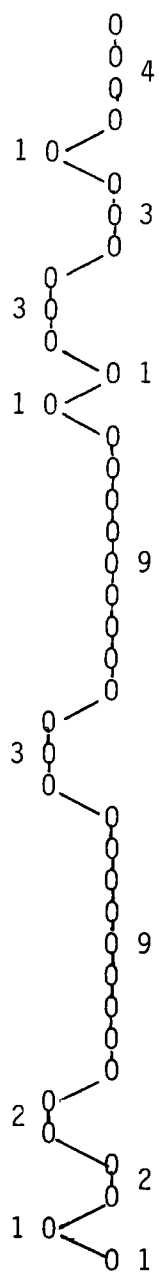
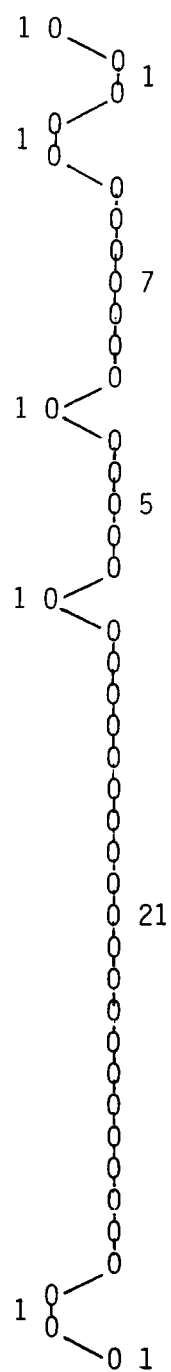
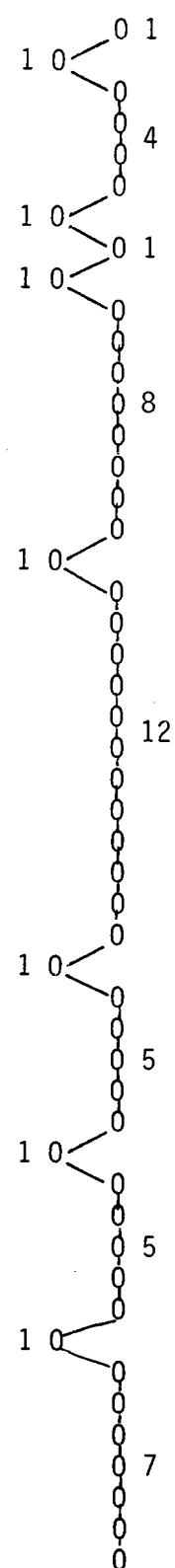
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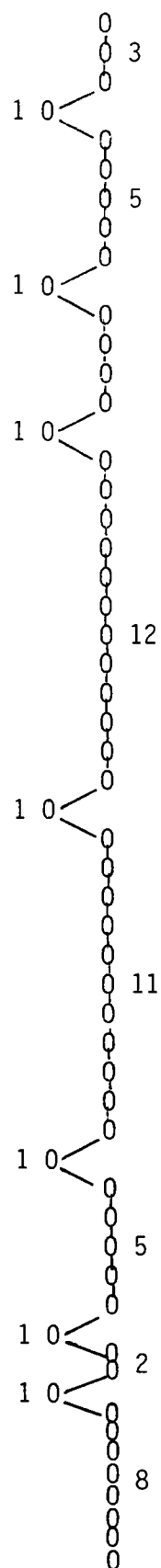
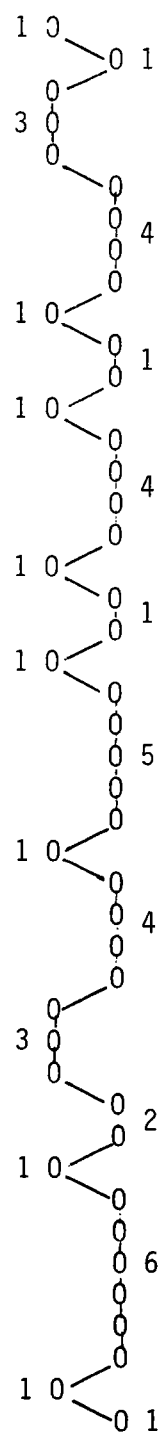
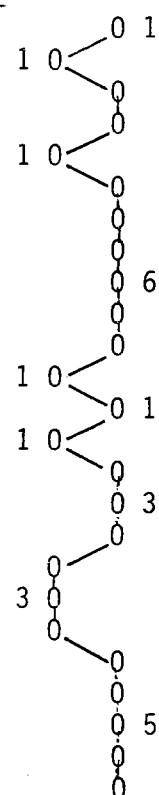


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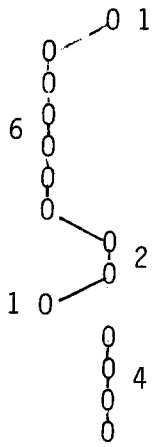


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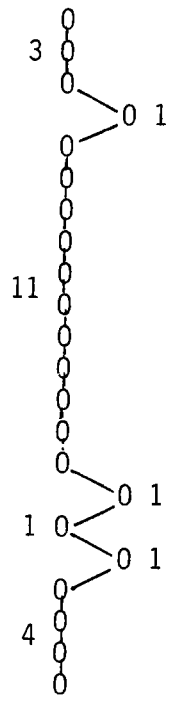
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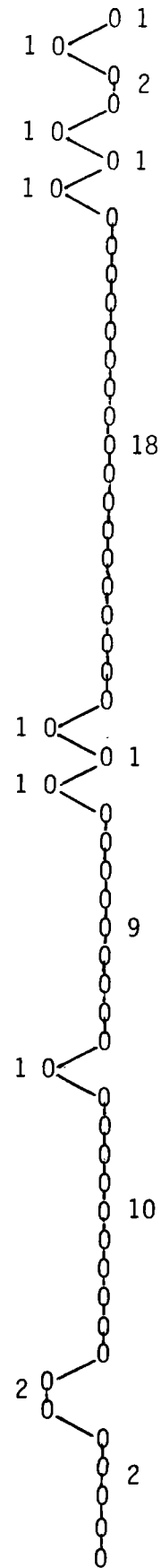
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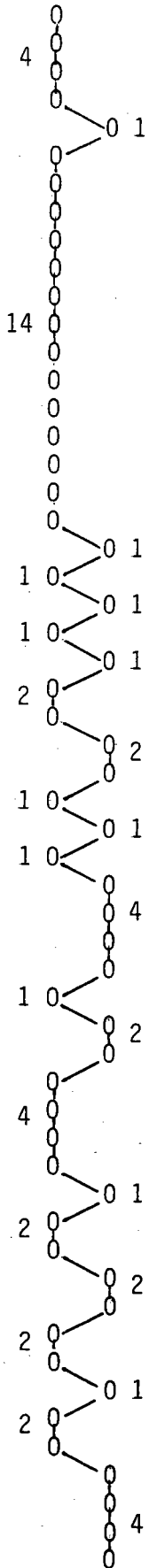
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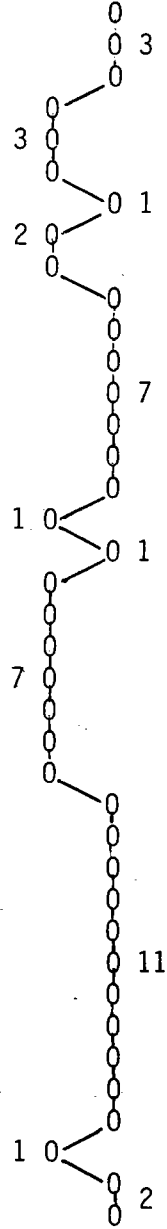
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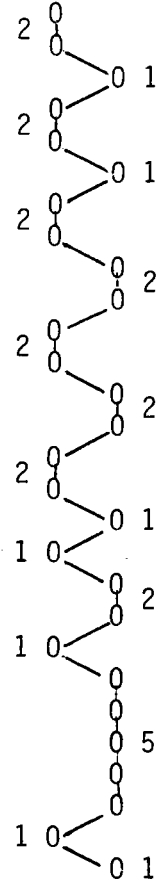
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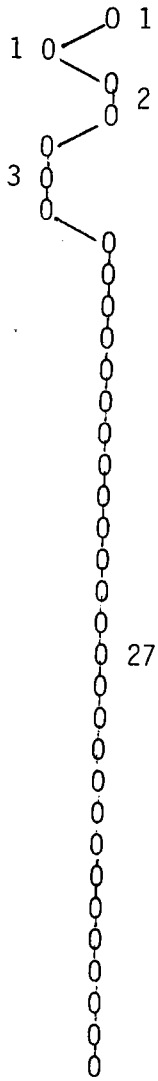
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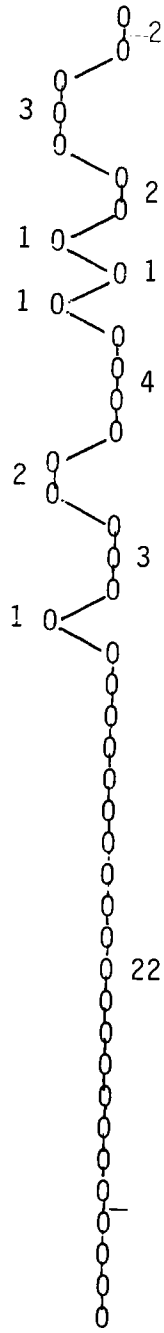
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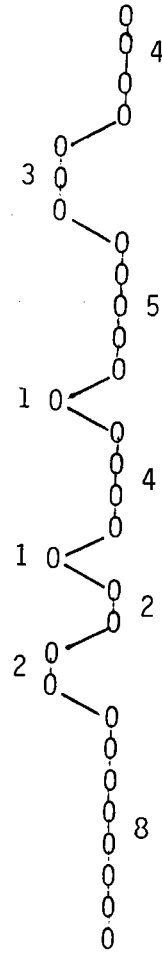
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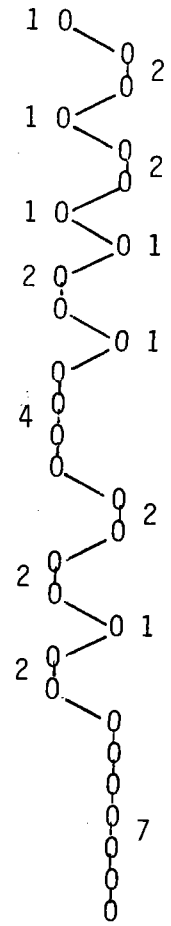
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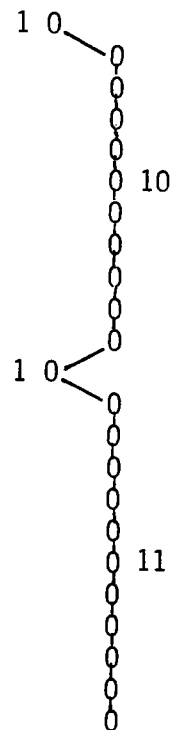
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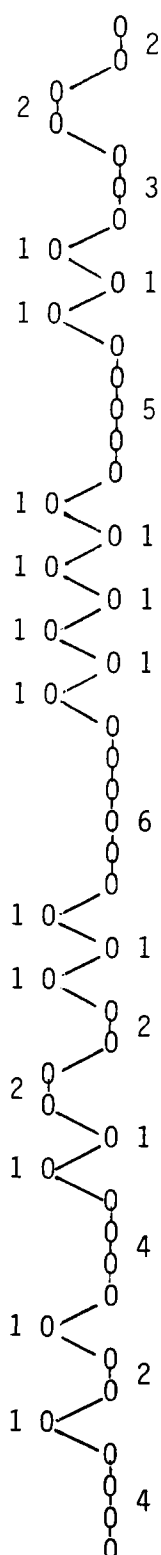
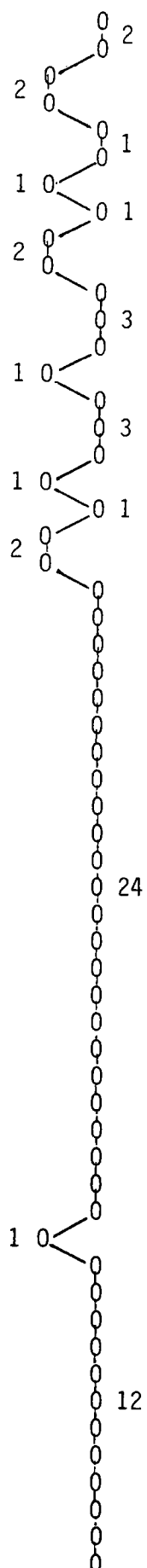
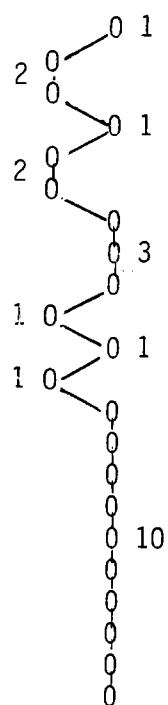


E4



E5



E6E7E8E9