

TRANSLATION ACES NEWS

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APRIL 2012

◆ OUR 75th ANNIVERSARY! ◆



The photo at left is actually from 1948, though our company was founded in 1937 in New York City by Lewis Bertrand (seated at center), a multi-lingual genius who collected translators and dictionaries, some still in our office today! Our name morphed from Language Service Center to Lewis Bertrand Languages which became Bertrand Languages, Inc. (affectionately known as BLINC), and a collegial relationship formed with Lekus & Lindner Languages, founded in 1952, which then became Lindner Translations in 1966, which in 1989 became **Translation Aces, Inc.** In 1998, we all merged under one roof, living happily ever after as Translation Aces. Whew!

And here at right, celebrating the merger of the previous year during the 1999 holidays, we're pondering -- as polyglots are wont to do -- the then-preoccupying Y2K millennium dilemma, double letters and all. And yes, there are a few colleagues in both photos: linguists have longevity! Even dinosaurs have come a long way from handwritten-note era to manual and then electric typewriters, from daisy-wheel printers to foreign-language computer keyboards.



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LINDNER TRANSLATIONS, INC.
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BERTRAND LANGUAGES INC.

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To our Friends and Clients,

On 1 October 1998, after an aggregate history of more than a century, we are merging our staffs, collaborator contacts, libraries and electronic facilities.

WE LOOK FORWARD TO SERVING YOU FOR ANOTHER CENTURY!

Sincerely,
Translation Aces/Bertrand Languages
29 Broadway • Suite 2301
New York, New York 10006

◆ 7 DECADES of HIGHLIGHTS ◆

In 1937, we translated German school transcripts – of course, on a manual typewriter!



- In 1949, we sent French interpreters to Washington DC for government meetings
- In 1952, we translated a 6,300-word Brazilian Building Code from Portuguese
- In 1968, we translated travel documents from Russian for the Soviet Embassy
- In 1973, we provided interpreters in 36 languages for Social Security hearings at NYS offices
- In 1983, we translated myriads of letters for AT&T (by fax, now!) from French re phone bills
- In 1991, we translated Mobil Corp.'s bid into Russian for oil exploration on Sakhalin Island
- In 2009, we provided Swahili tape transcriptions and translations for TV news broadcaster
- In 2010, we translated power station accident reports from Norwegian
- In 2011, we translated an international patent law firm's web site into 3 languages



◆ FEATURE ◆ **Lingua Quiz!**

1. Which of these are other terms for 75th Anniversary:
 - (a) Dodranscentennial
 - (b) Diamond jubilee
 - (c) Dodracentennial
 - (d) Dequascentennial
 - (e) Semisesquicentennial
 - (f) Demisesquicentennial
 - (g) Hemisesquicentennialis

2. MIX & MATCH -- Other famous 75th Anniversaries

(a) 2012	(1) Veuve Cliquot Champagne
(b) 2009	(2) Benz' claim to 1st patented automobile
(c) 2010	(3) IBM Incorporated
(d) 1986	(4) Social Security
(e) 1975	(5) Coca Cola
(f) 1956	(6) National Archives
(g) 1847	(7) Volkswagen

3. Which of these inventions were patented in 1937?
 - (a) Xerox machine by Chester Carlson, an American law student who'd been turned down by IBM (!); he later became a patent attorney
 - (b) First jet engine designed to power an aircraft in Rugby, England
 - (c) Aspirin in Germany
 - (d) Paper clip by Johan Valler, a Norwegian
 - (e) Spam (short for spiced meat) by Jay Hormel in Minnesota
 - (f) Shopping cart by Sylvan Goldman in Oklahoma
 - (g) Walkie-talkie by American Don Hings

ANSWERS:

1. All of them!
2. (a) = (7); (b) = (6); (c) = (4); (d) = (3); (e) = (5); (f) = (2) (g) = (1)
3. (a), (b), (e), (f) and (g) all patented in 1937; (c) pain-in-relever salicin was developed in 1828 but not patented as aspirin till 1900 by Bayer in Germany; (d) invented in 1899 but patented in 1901 in Germany, since Norway didn't have patent laws at the time!