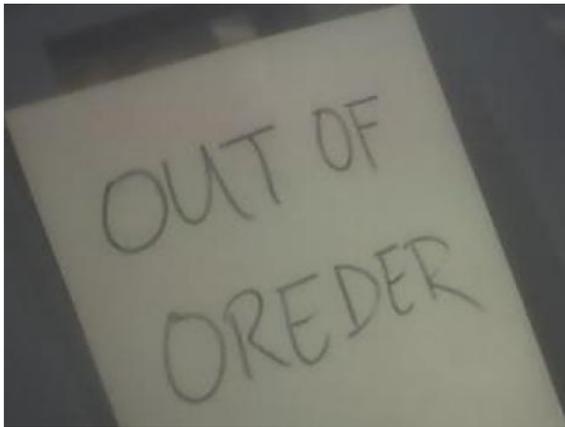


SEPTEMBER 2012

◆ PROOFING IS IN THE PUDDING AT TRANSLATION ACES! ◆



INDEED!

Why you need our proofreading services, no matter your language, industry, profession, hobby, vocation, avocation or vacation:

This month's tagline catchphrase originated as "The proof of the pudding is in the eating," meaning the true value or quality of something can only be judged when it's actually used. But proofreading originated as checking printer's galleys, almost obsolete nowadays. Still, you DO want our professional eyeballs to go over every single written thing you produce – in every language, wherever it's going to be seen.

We linguists love to collect typo stories, photos and language disasters, especially menusements (menu amusements, to us) the world over; some may know broccoli rabé is also broccoletti in southern Italy, but you might not know *pâte* on a French menu includes spaghetti [*pasta*], and not duck liver *paté*! Anyway, rushing even English texts into publication or to court or perhaps trusting your printer or sign-maker without a second look can be embarrassing as well as costly. Our eyeballs and brains are those of professional multilingual editors and proofreaders, so **ASK US FIRST!**



There's already an A in there, why waste another?

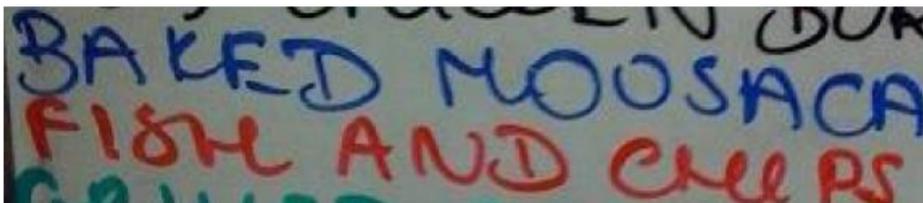


Wouldn't everyone love to share a 3-suite office for that price!

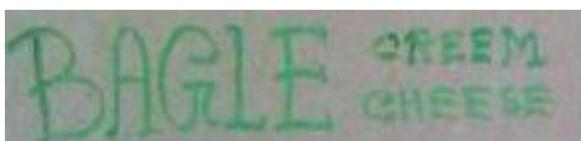
◆ MENU HIGHLIGHTS DEPARTMENT ◆



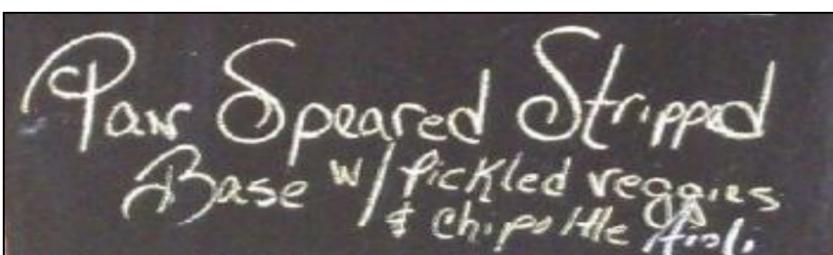
Don't get us started with apostrophes!



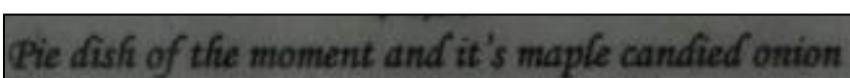
Maybe that's how they serve moussaka in Canada, and chips are cheap with fish!



Bogles the mind... especially if creamy!



Hope that aioli sauce can help ease the pain for the stripped base getting speared in the pan!



Does the maple-candied onion pie last only a moment?



Can you take any coat with tails [or tux] you want after brunch?

◆ THIS MONTH'S HIGHLIGHT ◆

We are completing a project translating a major international hotel chain's promotional brochure into **seven** languages for visitors to New York City



60,000 square feet of flexible event space configured in 43 traditional-style rooms. The 11,000-square-foot Executive Conference Center provides an ultra-exclusive location affording privacy away from noise and distractions, as well as a highly personalized level of service.

60,000 平方英尺的灵活活动空间改装为 43 个传统风格的房间。11,000-平方英尺的执行会议中心提供远离噪音和分心来源并且高度个人化的服务水平的绝佳位置。

◆ FEATURE ◆ Lingua Quiz!

1. MIX & MATCH these proofreader's marks with their meaning:

- | | |
|-------------------------------------|---------------------------------|
| (a) <i>STET</i> | (1) Begin new paragraph |
| (b) <u>look</u> (double underscore) | (2) Insert period |
| (c) ^ (caret) | (3) Delete |
| (d) strikethrough | (4) Use lower case |
| (e) <i>lc</i> | (5) Transpose |
| (f) ⊙ | (6) Use caps |
| (g) # | (7) Delete |
| (h) ¶ | (8) Do not delete, let it stand |
| (i) ⋈ | (9) Insert space |
| (j) ~ | (10) Insert |

2. TRUE or FALSE – Which of these spelling variations are correct?

- (a) 1 - Driver License, or 2 - Drivers License or 3 - Driver's License
- (b) 1 - Protester or 2 - protestor
- (c) 1 - Endeavor or 2 - Endeavour
- (d) 1 - Millennium or 2 - Millenium

3. For whom was the oft-typo-ridden CAESAR salad named?

- (a) Julius
- (b) Sid
- (c) Cardini

ANSWERS:

1. (a) = (8); (b) = (6); (c) = (10); (d) = (7); (e) = (4); (f) = (2); (g) = (9); (h) = (1); (i) = (7); (j) = (5)
2. (a) 1 is correct in NY; 2 is never correct; 3 is correct in CT; (b) both are correct, especially if occupying Wall St. [see our Nov. 2011 Newsletter!]; (c) 1 is correct if a noun, 2 is correct if the name of a vessel or space shuttle; (d) 1 is correct if a noun, 2 is only correct if you're staying at that NYC hotel while visiting our offices.
3. (c) Italian chef Caesar Cardini invented it after running out of standard salad ingredients in his San Diego restaurant in 1924 – he was said to be opposed to using anchovies, by the way!