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Vážení příznivci cizích jazyků,

Také v dalším roce – 2006 – Vám budeme přinášet novinky a informace o připravovaných projektech, událostech doma i v zahraničí a také zábavu i jazykovou pomoc v podobě newsletteru. Rádi přispějeme touto zábavnou formou k Vašemu dalšímu vzdělávání.

Příjemnou zábavu, hladký vstup do nového roku a hodně pracovních i osobních úspěchů Vám přeje tým spolupracovníků Liberecké jazykové školy, s. r. o., Pražské jazykové agentury s.r.o. a Boleslavské jazykové agentury s.r.o.

**1. A PACK OF SPANISH IDIOMS (SP),
THEIR ENGLISH EQUIVALENTS (ENG)
PLUS THEIR LITERAL TRANSLATIONS (TR)**

a) SP: A buen hambre no hay pan duro.

TR:

ENG: Anything tastes good when you're hungry.

b) SP: Al hierro caliente batir de repente.

TR:

ENG: Strike while the iron's hot.

c) SP: Antes que te cases mira lo que haces.

TR:

ENG: Look before you leap.

d) SP: Caras vemos, corazones no sabemos.

TR:

ENG: You can't judge a book by its cover.

e) SP: El agua es para los bueyes, el vino para los hombres.

TR:

ENG: Let the fish drink water.

CAN YOU FIND THE LITERAL ENGLISH TRANSLATIONS OF THESE SPANISH IDIOMS?

1. Water is for oxen, wine is for men.
2. Beat the hot iron at once.
3. Faces we see, hearts we don't know.
4. For good hunger there is no hard bread.

2. A LITTLE BIT EXOTIC PROVERBS

PERSIAN-ENGLISH PROVERBS



AS ARMENIANS SAY...



CAN YOU MATCH EACH SAYING WITH THE CORRECT PICTURE?

"The angry man ages sooner"

"The camel does not see its own hump"

"I pity you city, your king is a child"

3. FEIERTAGE IN DEUTSCHLAND 2006

Haben Sie vor, in diesem Jahr Ihren Urlaub in Deutschland zu verbringen, nach Deutschland auf die Dienstreise oder nur einfach einkaufen zu fahren? Wenn Ihre Antwort „JA“ lautet, hilft Ihnen bestimmt unsere Übersicht der deutschen Feiertage für das Jahr 2006. Oft passiert es nämlich, dass Sie in einem fremden Land ankommen und alle Geschäfte und Ämter geschlossen sind, kein Bus fährt oder die ausländischen Kollegen in ihren Büros per Telefon unerreichbar sind. Mit unserer kleinen Hilfe vermeiden Sie solche unangenehmen Missverständnisse, die ganz schön sauer machen können.

FEIERTAGE IN DEUTSCHLAND 2006

01.01.2006 (So.)	Neujahr	03.10.2006 (Di.)	Tag der Dt. Einheit
06.01.2006 (Fr.)	Heilige Drei Könige	31.10.2006 (Di.)	Halloween
14.02.2006 (Di.)	Valentinstag	31.10.2006 (Di.)	Reformationstag
27.02.2006 (Mo.)	Rosenmontag	01.11.2006 (Mi.)	Allerheiligen
28.02.2006 (Di.)	Fastnacht	19.11.2006 (So.)	Volkstrauertag
01.03.2006 (Mi.)	Aschermittwoch	22.11.2006 (Mi.)	Buß- und Betttag
14.04.2006 (Fr.)	Karfreitag	26.11.2006 (So.)	Totensonntag
16.04.2006 (So.)	Ostern	03.12.2006 (So.)	1. Advent
17.04.2006 (Mo.)	Ostermontag	04.12.2006 (Mo.)	Barbara
01.05.2006 (Mo.)	Maifeiertag	06.12.2006 (Mi.)	Nikolaus
14.05.2006 (So.)	Muttertag	10.12.2006 (So.)	2. Advent
25.05.2006 (Do.)	Christi Himmelfahrt	17.12.2006 (So.)	3. Advent
04.06.2006 (So.)	Pfingstsonntag	24.12.2006 (So.)	4. Advent
05.06.2006 (Mo.)	Pfingstmontag	24.12.2006 (So.)	Heiligabend
15.06.2006 (Do.)	Fronleichnam	25.12.2006 (Mo.)	1. Weihnachtstag
08.08.2006 (Di.)	Friedensfest	26.12.2006 (Di.)	2. Weihnachtstag
15.08.2006 (Di.)	Maria Himmelfahrt	31.12.2006 (So.)	Silvester
01.10.2006 (So.)	Erntedankfest		

4. BAUERNREGELN IM DEUTSCHEN

Was bedeutet eine „Bauernregel“?

Eine **Bauernregel** ist eine **Regel**, die aus bestimmten Ereignissen (beispielsweise bestimmten Wetterlagen) versucht, **Vorhersagen** auf später kommende Ereignisse zu treffen. Bauernregeln sind zumeist aus der **Beobachtung** nacheinander folgender Umstände entstanden und wurden über Generationen weitergegeben. Die meisten befassen sich mit der **Wettervorhersage**, zum Beispiel ausgehend vom Wetter oder anderen natürlichen Ereignissen an bestimmten **Lostagen** eines Monats oder dem Wetter eines ganzen Monats. Auch der Bezug auf **Wetterboten** ist weit verbreitet.

BAUERNREGELN IM JANUAR

Obwohl die Tage nun wieder länger werden, schlägt der Winter im Januar erst so richtig zu. Was können die Bauernregeln über das Wetter im Januar verraten?

„Werden die Tage länger, wird der Winter strenger.“

Diese Bauernregel beschreibt einen Effekt, der tatsächlich stutzig machen kann: Nicht um Weihnachten, den kürzesten Tagen des Jahres, werden die tiefsten Tagesmitteltemperaturen gemessen, sondern erst Mitte Januar. Mit den Kaltlufteinbrüchen im Januar werden dann manchmal Werte um -25 Grad in Deutschland erreicht, obwohl die Tage wieder länger werden.

„Ist der Januar feucht und lau, wird das Frühjahr trocken und rau.“

Diese weit bekannte Bauernregel lässt sich statistisch kaum bestätigen. Es folgen mit gleicher Wahrscheinlichkeit feuchte und trockene Frühjahrsmonate.

"Wenn zu Antoni (17. Januar) die Luft ist klar, gibt es ein trockenes Jahr."

Tatsächlich erstaunlich: Ist zwischen dem 14. und 20. Januar die Sonnenscheindauer überdurchschnittlich hoch, dann fällt zu 70 % das Jahr insgesamt zu trocken aus!

"Friert es auf Vigilius (31. Januar), im Märzen Kälte kommen muss."

Auch diese Regel lässt sich bestätigen, denn zu 65 % treten im März mehr Frosttage auf, wenn es Ende Januar zu kalt ist.

„Je frostiger der Januar, je freudiger das ganze Jahr.“

Diese Bauernregel verspricht eine recht angenehme Entschädigung. Doch bestätigen lässt sie sich anhand der Wetteraufzeichnungen nicht.

"Ist bis Dreikönigtag kein (strenger) Winter, so kommt auch keiner dahinter."

Die langjährigen Wetterstatistiken zeigen: Ist es bis zum 6. Januar deutlich zu mild, dann bleibt es auch mit 70% Wahrscheinlichkeit den Rest des Monats wärmer als normal. Auch der Februar ist zu 60% zu mild. Ist es zu kalt und liegt eine Schneedecke, dann ist mit 80% Wahrscheinlichkeit auch insgesamt ein zu kalter Januar zu erwarten.

5. WOHIN AUF URLAUB?

Die Wintersaison hat begonnen und Sie wissen immer noch nicht, wohin Sie auf Winterurlaub fahren sollen. Einen schönen Winterurlaub können Sie in den Alpen verbringen. Hier haben Sie einen Tipp...

SCHLADMING

Die Stadt Schladming in der Dachstein-Tauern-Region (Österreich)



Schladming, das historisch gewachsene Bergstädtchen an der Enns, ist als zentraler Ort der Dachstein-Tauern-Region eingebettet zwischen dem schroffen Kalkgebirge des Dachsteinmassives und dem Urgestein der Schladminger Tauern.

Im Sommer ist Schladming seit über 100 Jahren beliebter und attraktiver Urlaubsort in einer äußerst vielfältigen Wanderregion. Der Schladminger Kultursommer offeriert ein ausgesuchtes Programm von klassischer Musik bis zur Volksmusik, Literatur und bildender Kunst.

Im Winter hat sich Schladming durch die Ausrichtung von zahlreichen Alpinen Ski-Weltcuprennen, der Abhaltung der Alpinen Skiweltmeisterschaften 1982 und der Special Olympics Weltwinterspiele 1993 international einen Namen gemacht.



Wer erinnert sich nicht gerne an den legendären Sieg 1973 von Franz Klammer, mit dem die großartige Karriere dieses Sportlers in Schladming begann. Viele der "Großen" des alpinen Schisports der letzten Jahrzehnte (F. Klammer, H. Weirather, H. Hinterseer, A. Tomba, H. Maier, B. Raich, B. Miller usw.) trugen sich in die Siegerlisten von Schladming ein. Der seit 1997 veranstaltete Weltcup-Nachtslalom (Nightrace) zählt zu den Klassikern im Skiweltcup. Mit der Planai ist die Stadt Schladming das Herzstück des größten Skiverbundes Österreichs "amadé". Zum neuen Spaß hat sich der Nachtskilauf entwickelt. Flutlichtpiste und beleuchtete Rodelbahn sind neue Urlaubsarenen. Die Bergwelt des Dachsteins und der Tauern ist auch Schauplatz für Skitouren. "Planai-X-treme" ist der sportliche Kick dafür.

Weitere Tipps suchen Sie z.B. unter:

www.ferien.at

www.skiamade.com

www.urlaub.de

www.reisebuchungonline.de/winterurlaub.htm

6. GOING DOWNHILL AT 50

A SKI-STORY BY CAROL MIDDLETON



Skiing begins at forty. Fifty in my case. There is a funny kind of stubborn determination to take new and adventurous challenges as you hit middle age and, after a misspent youth processing words, I felt ready for some healthy outdoor physical activity. I chose the three-day skiing program for the over-40s at Mt Buffalo.

The attraction was that I would be in a small group of virgin skiers of roughly my own age, far from the fashions and the nightclubs and the hyper trails of the busy ski resorts, and that I

could enjoy the traditional winter luxury of the Mt Buffalo Chalet.

I had been to Mt Buffalo before, had slipped over that 1337m cliff on the edge of a rope, in another age-defying exercise called abseiling. That was easy. Skiing requires more skill, even on the gentle slopes at Cresta Valley where we were **put through** our paces by instructors Kerry Lee Dodd and Rhonda Sloan.

The instructors for the program, which is in its third season, are all over 40 themselves, and all have great patience and a commitment to making a skier out of every one of their pupils. Rhonda told us the story of one 70-year-old skier, suffering a terminal illness, who was literally supported by two instructors while she learnt to ski. As long as the student doesn't **give up**, the instructor won't either. The groups are kept small - ours had only five members - so everyone has plenty of individual attention. The course is designed for those who would like to ski or to **pick it up** again. The oldest person in our group was Dennis, a very fit 73-year-old Sydneysider, who shamed us all by abstaining from all the sticky delights of the Chalet cuisine, and going to bed at 9pm. We were unable to persuade him to **take part in** the Chalet's nightly activities, including the hands-on massage session that was a hot favorite with the rest of the guests.

With no television in the guest rooms, and diehards relegated to the smallest room in the place to watch the box, everyone is encouraged to socialise in the bar before dinner and maybe **get together** afterwards for table tennis, gluhwein (a spiced red wine), billy tea and damper ("I couldn't eat a thing") or even a dance in the ballroom.

Each morning, keen to meet the challenge of a day on the ski slopes, we would drag ourselves away from the endless lazy Chalet breakfasts, when we would **work our way** conscientiously **through** juices, cereals, fruit, porridge and a long list of cooked dishes, followed by tea, coffee and toast, with the excuse that we were about to **work it off** on the mountain. Meals at the chalet are more haute cuisine than country cooking, with the right-sized portions to tempt you right to the final course.

Mount Buffalo's Cresta Valley area, where the ski lessons are held, is serviced by five lifts in all (three pomas and two chair lifts), three of which are designed specially for beginners. We were confined to the novice poma and slope, **starting off** tentatively on the flat and slowly **working up** to the downhill run. Kerry or Rhonda would frequently show us how to make our turns on the slopes by taking hold of our hands and skiing backwards in front of us down the hill. I found that very reassuring.

By the second day, I was riding up the hill on the poma lift, and skiing down the gentle slope with less fear each time, and hopefully a little more grace. Gradually I found myself stopping, turning right or left to order, and avoiding obstacles and people.

But then, on the second night, it rained. The snow thawed and froze over again, forming an icy and, as it **turned out**, treacherous surface to ski on. The instructors offered to **take us over** to Falls Creek for the day, where we would be able to practise on better snow cover. Only two of our group accepted the offer. I wish I had.

On my first descent of the day, I gathered such speed on the icy surface that I lost control of my skis, and plunged headlong. I had fallen many times before – and accepted that as a part of the learning process - but this time it was not as painless. I had fractured my ankle. Fortunately, one of the ski school instructors, who works as a nurse in the warmer months, iced and bandaged my ankle in the first aid room, and told me how to **take care of** it until I could get to my doctor in Melbourne.

Skiing, I figured, is a risky business and I was one of the unlucky ones. I cannot fault the instructors, who were very careful with us and thorough in checking equipment.

It seems I am not destined to be a champion skier. But Mount Buffalo offers a wonderful holiday retreat, even for those with no desire to take to the slopes. The location alone is spectacular in all seasons, and guests can take a different guided walk into the Mount Buffalo National Park every morning of the week, throughout the year.

The Chalet, perched like an eagle's nest on the edge of the gorge above the Ovens Valley, has 360-degree views, and the lounge rooms have huge windows for contemplating the world. I would have been happy to spend hours in the quiet reading room, or in front of one of the log fires in the bar and lounges, reliving the days when life moved more slowly, more elegantly and with better taste.

There is wood panelling throughout the building and, in spite of the Chalet's timber clad exterior, the feeling is one of solidity and permanence. The 102 bedrooms do not all have the same sense of luxury as the reception rooms, although I did not **check out** the "more spacious view and tower rooms", mentioned in the brochure. Some single rooms are rather narrow, with just one single bed. But here the bedrooms are really only for sleeping, and the comfort is old-fashioned guesthouse style. The radiators were pumping out such vast amounts of heat that I left my window open to the clean, cold mountain air.

Mt Buffalo Chalet has been a popular holiday destination since it opened in 1910. It was operated by various government departments, in conjunction with the railways, until July 1993, when it was **taken over** by Dean and Gillian Belle. In the three years since they moved in, they have restored the grand old lady to her former glory, at the same time producing two children and entertaining a multitude of visitors. For an entrepreneur with such enthusiasm and creativity, Dean is a very relaxed host, spending much of his day chatting to the guests.

"Skiing Begins at 40" is just one of the programmes run by the Chalet throughout the year. Others are Opera in the Alps, Luxury Walking Holidays, Alpine Photography Week, Wild Flower Week and Murder Mystery weekends.

When it came time to leave, addresses were exchanged and promises made to return. This is a place where those promises are usually kept, a good place for a wedding or mid-lifers setting themselves unreasonable goals.

DO YOU KNOW THE HIGHLIGHTED PHRASAL VERBS? CAN YOU THINK OF THEIR MORE FORMAL EQUIVALENTS?

7. WINTER'S A BALL TIME AS WELL...

Let's take a look at some of these 19th-CENTURY RULES OF BALLROOM ETIQUETTE

recorded by author Richard A. Wells in 1893.

General Rules for a Ball Room

- A lady **will not cross** a ball room unattended.
- A gentleman **will not take** a vacant seat next to a lady who is a stranger to him. If she is an acquaintance, he may do so with her permission.
- White kid gloves **should be worn** at a ball, and only be taken off at supper-time.
- When entering a private ball or party, the visitor **should bow** to the company. No well-bred person would omit this courtesy in entering a drawing-room; although the entrance to a large assembly may be unnoticed.



When to Arrive

- We are not **obliged to go** exactly at the appointed hour; it is even fashionable to go an hour later.
- Married ladies are accompanied by their husbands; unmarried ones, by their mother, or by an escort.

Refusing to Dance

- A lady **cannot refuse** the invitation of a gentleman to dance, unless she has already accepted that of another...

Giving a Reason for Not Dancing

- When a young lady declines dancing with a gentleman, it is her duty to give him a reason why, although some thoughtless ones do not.
- No matter how frivolous it may be, it is simply an act of courtesy to offer him an excuse; while, on the other hand, no gentleman **ought** so far **to compromise** his self-respect as to take the slightest offence at seeing a lady by whom he has just been refused, dance immediately after with some one else.

How to Ask a Lady to Dance

- In inviting a lady to dance with you, the words, "**Will you honour** me with your hand for a quadrille?" or, "**Shall I have** the *honour* of dancing this set with you?" are more used now than "**Shall I have** the *pleasure*?" or, "**Will you give** me the *pleasure* of dancing with you?"

Leaving a Ball Room

- Married or young ladies **cannot leave** a ball-room or any other party, alone.
- The former **should be accompanied** by one or two other married ladies, and the latter by their mother, or by a lady to represent her.

Talking Too Much

- Ladies **should avoid** talking too much; it is desirable just to make occasional remarks.
- It has also a bad appearance to whisper continually in the ear of your partner.

WHICH OF THE HIGHLIGHTED WORDS DO WE USE TO EXPRESS:
NECESSITY?
ADVICE?
PERMISSION?
PROHIBITION?
REQUEST?

LET'S HAVE A PARTY...

TOP 10 PARTY SPOTS

By Valerie Connors

Beautiful people, famous locations, world-class DJs and cocktails galore all add up to wild parties in phenomenal places. And you haven't *really* partied until you've visited one of our 10 spectacular party spots. Whether it's carrying out a crazy costumed fantasy, dancing on a tropical beach under a full moon, or living it up in lingerie — these wild parties welcome it all.

Here are the **10 hottest and craziest parties in the world** ... and they're sure to make anyone sizzle!

1. Midsummer Night's Dream Party, California
2. Mardi Gras, New Orleans
3. Ibiza, Spain
4. The Full Moon Party, Thailand
5. New Year's in Times Square, New York
6. Cabo San Lucas, Mexico
7. Hedonism II, Jamaica
8. Quebec Winter Carnival, Canada
9. Fetish and Fantasy Ball, Las Vegas
10. Lake Havasu, Arizona



The Full Moon Party

Location: Haad Rin Bay, Koh Phangan, Thailand

What's Cool: **Vendors** along the beach **dish out** authentic Thai foods and some wild pre-party body painting.

The coming of each full moon means it's time to get down and party on the tropical island of Koh Phangan, where Full Moon Parties **draw** close to 10,000 people each month. The **crescent-shaped** beach of Haad Rin Bay is transformed into nearly 20 pulsing nightclubs where DJs **spin beats** of trip hop and trance music, bonfires **dot** the beach and bars **line** the sands. **Camaraderie** among the **revellers** grows intense as night **fades** into day and the partying **hits full tilt**. **Hordes** of dancing bodies, on the sand and in the water, **last** far into the following day — surrounded by some of the funkier rhythms and one of the most spectacular party **scenes** in the world.

CAN YOU SORT OUT THE HIGHLIGHTED WORDS?
- NOUNS
- VERBS
- ADJECTIVES

8. MINIDICTIONARY OF ABBREVIATIONS FOR INSURANCE BROKERS AND SIMILAR PROFESSIONS

a.a.r. – **against all risks** – proti všem rizikům
b.o. – **brought over** – převedeno
C.Cs. – **Court of Claims** – správní soud
D.D. – **damage done** – způsobená škoda
e.o.h.p. – **except otherwise herein provided** – není-li dále uvedeno jinak
FMV – **fair market value** – přiměřená tržní hodnota, tržní cena
G.T.C., g. t. c. – **good till cancelled** – platí do odvolání
h.c. – **held covered** – předběžně pojištěn
i.a.w. – **in accordance with** – v souladu s, podle
JE – **joint enterprise** – sdružení osob za společným účelem, společný podnik
LIP – **life insurance policy** – životní pojistka
mdse – **merchandise** – zboží (zejm. přepravované)
n.l.o.w. – **no limit or warranty** – bez omezení nebo podmínky
O.R., o.r. – **owner's risk** – riziko majitele, vlastníka
pd – **property damage** – majetková, hmotná škoda
R.C.L. – **Ruling Case Law** – precedentní zákon, sbírka soudních rozhodnutí (US)
STD – **short term disability** – krátkodobá pracovní neschopnost
T.U. – **trade union** – odbory, svaz zaměstnanců
U.I. – **Unemployment Insurance** – pojištění pro případ ztráty zaměstnání
vs. – **versus** – proti
w.e.f. – **with effect from** – s účinností od

9. HOROSCOPES FOR 2006

Aries



This year hidden things will be revealed. This discovery will give you strength and hope. You will experience intuitive insights into problems and find new solutions to your hardships. A wise or inspired woman will influence you this year. Treat this woman with respect because she will be a source of creative talent. As a result of her influence, you will experience dramatic changes in your life in 2006.

May is the pivotal month in the year. July brings a culmination of plans and a distinct step forward. September is emotional, requiring adjustments, tact, and inner resolve.

Taurus



This will be a year filled with creativity and originality. It is a fertile time for you, virility is at its peak. Now is the time for conception if you want children. The primal energy and vigour of the element of fire predominates in your life this year. It is dominated by the masculine, positive power of origination. The faculty of intuition will play a major part in your affairs. You will experience the natural fertility of nature. February brings important changes in your environment; June sees the completion of a project, and July signals a new beginning. August can be emotional, as can November.

Gemini



This year will be the beginning of something new! Now is the time to launch a fresh enterprise. It is also the time to lay the foundation of future success and abundance. Artistic inspirations should be given free reign this year. Let the inventor in you invent. Be an innovator. This is the year to start a fortune, begin a new romance. It is the year for the birth of your spirit. You have in you the creative power of the human spirit. It should be used.

Taking a break from a relationship that has become rather confining allows you to follow your own heart instead of the plans that someone has made for you without finding out if you are in agreement with those plans. This will be a year for many farewells.

Cancer



This will be a year of great possibility, but will require the exercise of courage and determination if it is to be realized. There will be powerful competition, but victory can be achieved through sustained effort. You can triumph over the changes of fate through personal valour. This year there will be opposition and obstacles. You will be faced with adversities, but remember that the promise of success is within reach. This is a year in which change takes place constantly, and particularly so in April and May. September can be intense, while October requires tact and balance, especially in relationships.

Leo



You will engage in travel or receive an advancement this year. You will meet a person who is a defender of the spiritual side of life and may cause some changes. This may be a change of residence, outlook, or location. This person is basically friendly and will love to initiate things. He or she will sometimes be a bit hasty and impetuous -- even fiery -- but will make a generous friend or lover. May will be an emotional month filled with the promise and the stress of imminent changes. June is a breakthrough and a relief. December brings a sense of completion and fulfilment.

Virgo



This year will mark the conclusion of many of your problems. There will be the reunion of friends or partners. You will experience a victory. As a result, you will have a feeling of fulfilment. There will be solace and healing in your life this year. Enterprises you engage upon will be satisfactorily terminated. This will result in your hopes being fulfilled. A marriage or birth will cause you great happiness this year. It will mark the coming to realization of something which was conceived in love. The key months in your year ahead are March, in which you are able to lay the foundation to your new plans and April, in which unexpected changes take place, such as a change of residence or career. October marks a coalescing of your plans into a final form.

Libra



This year will be a year for remembering happy memories of a pleasant childhood. It will be a year that holds out the promise of wisdom that will grow from past experiences. You will reap the benefits of happiness built on past efforts. It will be a year of harmony, well-being, pleasant memories, and perhaps the realization of a dream. Things of the past will bring pleasure in the present. New elements will enter your life this year which are linked in some way with the past, but which will cause a renewal of activity in the present. The past, working through the present, will create your future.

This is a year of growth and advancement, but through gentle means and the indirect use of your personal power. August sees things becoming more understandable and October brings a new beginning.

Scorpio



This will be a year of contentment, especially as it relates to the family. Human love and friendships will prosper. This year holds an important augury because it promises that happiness is on the way. Some unexpected, or even long-awaited happiness is about to enter your life. Be aware that you must give up something old so that something new can take its place. This year, things that are out-dated and superfluous will be removed from your affairs in order that you may move forward into the future.

July is your breakthrough, a time to enjoy life, while October requires tact and balance, especially in your relationships with others.

Sagittarius



This year you will be faced with either balanced forces or stalemates. A person whom you don't know now, or perhaps a past enemy, will become amiable and friendly. You may receive a gift as a sort of peace offering. The interplay of the opposing forces of the universe, known as equilibrium, will be in your life this year. As a result, truth and beauty will rise from strife and dissent. Powerful forces will interplay in your life this year.

March requires self-reflection and reshaping of your plans. It is a good time to meditate on what lies ahead. October brings a sense of chaos. You may feel threatened by the changes that are on the horizon. December puts it all into focus.

Capricorn



This year marks the beginning of, or the creation of, material prosperity for you. It signifies the birth of physical security. Wealth and material comfort will bring contentment. This year is a token of new wealth. You may come into an inheritance. You may be part of a profitable business venture. This will come as the result of your ability to create in solid, down-to-earth senses. Your physical endurance will grow.

In March you are able to lay the foundation to your plans and April brings advancement. October brings self-reflection and readjustments.

Aquarius



This year you will grow as the result of effort and hard work. As a result, you may acquire money through a business. A loan will be granted. Your ingenuity may pay off. You will have a meeting with a potentially desirable mate or partner. There is a favourable omen for you concerning financial matters. Money or a gift of some kind will be given to you this year. However, you must combat inertia to grasp success. Efforts you made in the past are being wasted by your present inaction. March and July mark a time when you will see the fruits of your labours begin to take place, and October represents a major turn in events. Some of those events may be fraught with emotional turmoil."

Pisces



The effort you put out this year will be extended to bring about lasting success in your future. Your talents and energy will work for your good. This year you may begin training for a job or skill. You will begin practice on a talent. Remember that this is just a preparatory stage. This is the year for patient training. Beware not to concentrate too much on immediate success at the expense of long term success.

February brings opportunity and a change in your environment, and could be one of the most promising times of your life. In August, an unexpected reward comes that strengthens your foundation in life. November brings to the forefront a long-standing problem that can no longer be ignored regarding a relationship with someone close to you.

10. BUSINESS WORLD ON-LINE

FOR ALL BUSINESS ENGLISH LEARNERS!

Penguin Books



This month we are going to look at Penguin Books. Penguin is one of the most recognized brands in the world of publishing. Penguin started as part of the Bodley Head publishing company in 1935, so this year Penguin celebrates its 70th birthday.

In 1935, if you wanted to read a good book, you had to have either a lot of money or a library card. Cheap paperbacks were available but they were of very poor quality – the paper and printing were poor and the quality of the text was poor.

“Allen Lane did not invent the paperback, but he did realise its potential.”

One weekend in 1935, Allen Lane travelled from London to Exeter where he would have a meeting with Agatha Christie, the writer of crime stories. In 1935 the train journey to Exeter took more than four hours. When Allen Lane was at Exeter Station for his return journey, he was looking for something to read on the train. All he could find were popular magazines and reprints of Victorian novels.

With nothing to read during the journey, Allen Lane thought about the publishing business and his problems at Exeter station. He decided to produce a series of cheap, modern books which might be suitable for travellers.

Back in his office he explained his idea to his secretary Joan Coles and asked her to suggest a name for the series. He said he wanted something ‘dignified but flippant’, perhaps the name of an animal or bird. Joan Coles suggested a penguin. An artist was sent to London Zoo to do some sketches of penguins. Soon one of the most popular logos was created.

The first Penguin books were a risky business venture. In 1935 most serious books cost about 8 shillings. Allen Lane wanted to sell his books for sixpence – one sixteenth of the price of a normal hard cover book.

Allen Lane told the *Bookseller* magazine in 1938: “I would be the first to admit that there is no fortune in this series for anyone concerned. ... These Penguins are a means of converting book borrowers into book buyers.”

Allen Lane was referring to the fact that many readers borrowed their books from public libraries. They did not buy books for themselves.

Following activities:

Read the text as quickly as you can and find the answers to these questions.

- **How old is Penguin this year?**
 - 20
 - 50
 - 70
- **Who did Allen Lane go to Exeter to see?**
 - Agatha Christie
 - Joan Coles
 - George Orwell
- **What did he want to buy at Exeter station?**
 - Something to drink.
 - Something to eat.
 - Something to read.
- **Who thought of using a penguin for the series?**
 - Agatha Christie
 - Allen Lane
 - Allen Lane 's secretary
- **How much were the first Penguin Books?**
 - one sixteenth
 - six pence
 - 8 shillings
- **Did Allen Lane expect to make a fortune?**
 - Yes
 - No

Now read the text again more carefully and answer these questions.

- How did most people who had little money manage to read good books in 1935?
- Why were Penguin books 'a risky business'?
- How did Allen Lane want to expand the market for books?
- Why did Allen Lane think he would succeed?

Discuss:

- One of the normal principles of business is that you should charge the highest price the market will bear whilst giving you the turnover and profits you require. Did Penguin follow this principle? If not, why was it successful?

Some people say the book is dead. In future all text will be distributed on line digitally. People will download and print their own books. Do you think this will happen?

11. EINE KLEINE WINTERPOESIE ...

Wenn es Winter wird

Der See hat eine Haut bekommen,
so dass man fast drauf gehen kann,
und kommt ein großer Fisch geschwommen,
so stößt er mit der Nase an.

Und nimmst du einen Kieselstein
und wirfst ihn drauf, so macht es klirr
und titscher - titscher - titscher - dirr...
Heißa, du lustiger Kieselstein!

Er zwitschert wie ein Vögelein
und tut grad wie ein Schwälblein fliegen.
Doch endlich bleibt mein Kieselstein
ganz weit, ganz weit auf dem See draußen liegen.

Da kommen die Fische haufenweis
und schau durch das klare Fenster von Eis
und denken, der Stein wär etwas zum Essen.
Doch so sehr sie die Nase ans Eis auch pressen,
das Eis ist zu dick, das Eis ist zu alt,
sie machen sich nur die Nasen kalt.

Aber bald, aber bald
werden wir selbst auf eignen Sohlen
hinausgehen können und den Stein wieder holen.

(Christian Morgenstern)