

普通高等教育"十五"国家级规划教材



English for Industrial Art

《工艺美术英语》编写组 编



高等教育出版社 Higher Education Press



工艺美术英语第二版

English for Industrial Art

《工艺美术英语》编写组



内容提要

专门用途英语系列教材是教育部规划的高等学校(包括高等专科院校和高等职业院校)专业英语阶段的英语教材,也可供电大、各类成人院校及广大专业人员学习专业英语、提高涉外业务交际能力使用。

《工艺美术英语》(修订版)是该系列教材之一。本书根据近年来工艺美术行业的发展进行了修改,使之更符合专业人员实际工作的需要。教材选材新颖、点面结合、内容丰富、语言规范、练习兼具实用性和针对性。全书由10个单元组成,内容基本囊括了工艺美术的各个方面。每单元包括专业文献阅读与翻译、涉外业务应用文模拟套写和专业会话三部分。书后附有练习参考答案和课文参考译文。本书配有录音带。

图书在版编目(CIP)数据

工艺美术英语/《工艺美术英语》编写组编.-2版.

北京: 高等教育出版社, 2007.4

ISBN 978 - 7 - 04 - 021632 - 5

I. 工··· Ⅱ. 工··· Ⅲ. 工艺美术-英语 Ⅳ. H31

中国版本图书馆 CIP 数据核字 (2007) 第 049197 号

策划编辑 闪 阅 责任编辑 王琳琳 封面设计 王凌波版式设计 张 彤 责任校对 王琳琳 责任印制 尤 静

出版发行 高等教育出版社

杜 址 北京市西城区德外大街 4 号

邮政编码 100011

总 机 010-58581000

经 销 蓝色畅想图书发行有限公司

印 刷 北京四季青印刷厂

开 本 850×1168 1/16

印 张 15.75

字 数 400 000

购书热线 010-58581118

免费咨询 800-810-0598

M 址 http://www.hep.edu.cn

http://www.hep.com.cn

网上订购 http://www.landraco.com

http://www.landraco.com.cn

畅想教育 http://www.widedu.com

版 次 2000年7月第1版

2007年4月第2版

印 次 2007年4月第1次印刷

定 价 25.00元(含光盘)

本书如有缺页、倒页、脱页等质量问题,请到所购图书销售部门联系调换。

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物料号 21632-00

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传 真: (010) 82086060

E - mail: dd@hep.com.cn

通信地址:北京市西城区德外大街4号

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修订版前言

本教材自 2001 年出版以来,已历时六载。承蒙全国各地高校师生广泛使用,并给予鼓励和帮助, 我们收到了不少建议与意见,在此深表谢意。经过仔细研讨,特别是考虑到近年来工艺美术行业的迅 猛发展和社会对人才专业英语应用能力的需求变化,我们感到本教材很有修订的必要。

专门用途英语系列教材是教育部规划的高等学校专业英语阶段的英语教材。本系列教材从高级应用型人才培养的总体目标出发,结合学生毕业后的工作实际,力求为学生提供其未来工作岗位所需要的专业英语知识和技能,培养学生使用涉外业务英语的能力。

本教材修订版主要供高等院校(包括高等专科院校和高等职业院校)专业英语学习使用,也可供 电大、各类成人院校及广大专业人员学习专业英语,提高涉外业务交际能力使用。

本修订版保持了第一版的体系和风格,继承了第一版便于开展实用教学的人性化设计的优点,在以下几方面作了一些修改:替换了部分单元中 Reading A 和 Reading B 的内容;对课后的练习进行了部分更新,以使学生的练习内容更接近实践,力求做到学以致用。除此之外,我们还对全书的译文进行了调整,使行文更加专业和规范,并根据广大用户的教学实践和反馈意见,修订了原书中的错误。

《工艺美术英语》(修订版) 共 10 个单元,每单元包括三个部分:第一部分为"阅读与翻译" (Reading and Translating),第二部分为"模拟套写"(Simulated Writing),第三部分为"听力与会话"(Listening and Speaking)。

本教材构思独特、实用性强,尤其突出了工艺美术专业涉外业务的实际,选材新颖、点面结合、 内容丰富、语言规范、练习也兼具实用性和针对性。为便于学习,各单元均注有生词和短语,书末还 附有总词表。

《工艺美术英语》原书总主编为大连理工大学孔庆炎教授,主编为深圳职业技术学院周玉林副教授。编者为彭朝林、邹渝刚、孙靖。

《工艺美术英语》(修订版) 主编为周玉林,编者为黄晓彤、彭朝林、邹渝刚。

本书虽经修订,但由于水平和条件所限,还会有不少缺点和错误,诚恳欢迎读者批评指正。衷心希望大家对本书提出修改意见和建议,使之能不断地提高和改进。

编者 2007年2月

第一版前言

专门用途英语系列教材是教育部规划的高等学校专业英语阶段的英语教材,本系列教材从培养高级应用型人才的总体目标出发,结合学生毕业后的工作实际,力求向学生提供其未来工作岗位所需要的专业英语知识和技能,培养学生使用涉外业务英语的能力。

本系列教材每册书都由 10 个单元组成,每单元包括阅读与翻译、模拟套鞋和听力与会话三部分。 本系列教材主要供高等院校(包括高等专科院校和高等职业院校)专业英语教学使用,也可供 电大、各类成人院校及广大专业人员学习专业英语,提高涉外业务交际能力使用。

《工艺美术英语》系专门用途英语系列教材中的一种,旨在提高工艺美术专业的学生和从业人员在工业美术领域的涉外业务英语交际能力,其中包括专业文献阅读、翻译、写作和口头交际的能力。 《工艺美术英语》共10个单元,每个单元包括三个部分:

第一部分:"阅读与翻译"(Reading and Translating),旨在培养学生阅读和翻译工艺美术专业英语的能力。本部分收入了两类文章:第一类为专业技术性文章,用来培养学生阅读和翻译工艺美术专业技术文献的能力,内容涉及雕塑、园林与刺绣、广告、包装设计、时装设计、陶瓷设计、珠宝设计、室内装饰、家具设计等;第二类为有关工艺美术专业领域的实用性文章,内容涉及工艺美术展览前言、刺绣协会简介、设计精美的包装说明、艺术品拍卖规章、服装设计师工作单、陶瓷工作室注意事项、首饰广告、室内设计年度大奖赛评述、北美家具标准等。每篇文章后均配有适量的阅读和翻译练习。

第二部分"模拟套写"(Simulated Wrting),旨在培养学生参照范例用英语模拟套写和翻译工艺美术领域的涉外信函、传真、电子邮件、广告、艺术品拍卖出价表、保险单、销售合同、发票、汇票和信用证等实用性单证、文件的能力。本部分提供了一定数量的工艺美术专业领域的涉外应用文范文,同时还设计了必要的翻译、套写练习。

第三部分"听力与会话"(Listening and Speaking),旨在培养学生进行工艺美术专业涉外口语交际的能力。内容涉及零售、产品介绍、广告、包装、展会与拍卖、代理、索赔、合同谈判和组建合资企业等。每单元均配有四个情景对话,并编配了涉外业务口语交际的常用表达法,供学习者学习临摹,力求做到"学中用,用中学"。

本教材构思独特、实用性强,尤其突出了工艺美术英语专业涉外业务的实际,选材新颖、点面结合、内容丰富、语言规范,练习兼具实用性和针对性。为便于学习,各单元每一部分均注有生词和短语,书后还附有总词汇表、练习答案和参考译文。

《工艺美术英语》的总主编为大连理工大学孔庆炎教授,主编为深圳职业技术学院周玉林副教授。《工艺美术英语》的编者为彭朝林、邹渝刚、孙靖。

本书承工艺美术界有关专家及深圳职业技术学院的外籍教师 Katherine O'leary、Alan Miller、Ruth Follos 审阅,并提出宝贵意见。大学英语部的教师参加了教材的资料收集、校对和编排打印工作,深圳职业技术学院的领导和有关教师对教材的编写给予了大力支持,在此一并表示感谢。

由于编者水平有限,加以时间仓促,疏漏和不妥之处在所难免,恳请读者不吝指正。

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Industrial Design

Part I

Reading and Translating

Reading A

Read the following passage, paying attention to the questions on the left.

Industrial Design

 What is a successful industrial art? Industrial design is the art and science involved in the creation of machine-made products. It is concerned with aesthetic appearance as well as with functional efficiency. The success of a design is measured by the profit it yields its manufacturer and the service and pleasure it affords its owner.

2. What are the criteria of an effective industrial design?

Under prevailing standards of design, a product should have beauty of line, color, proportion, and texture; high efficiency and safety of operation; convenience or comfort in use; ease of maintenance and repair; durability; and expression of function in terms of form. The relative importance of any of these standards may vary depending on the object. Thus, line and proportion may be more desirable in a sofa than in a tractor, where durability and easy maintenance



may be paramount. A consideration basic to all good designs is the factor of realistic cost. Thus, effective industrial design requires, besides artistic ability, combined knowledge of engineering principles and materials, production techniques and cost, and marketing conditions.

Today industrial design has been applied to practically all consumer products, notably to home appliances, office equipment, electronic communications equipment, bathroom and lighting fixtures, furniture, hardware and tableware, automobiles, and photographic equipment. Industrial design is applied also to products involved in distribution, such as trucks and automatic vending machines, and to industrial materials and equipment.



The industrial designer must be concerned not only with product design but with the conditions under which products are sold. In planning retail stores and display areas, for example, the industrial designer works with the architect to increase the revenue-producing interior space and to create arrangements

and atmosphere conducive to sales. Industrial designers also work to facilitate the profitable operation of railroad stations, airports, hotels, shopping centers, exhibitions, restaurants, public auditoriums, television stations, and offices.

The fundamental problem of design in packaging is to provide all the essential information, such as the instructions for the use of the product and the legally required identification of its contents, while fulfilling the broader purpose of selling the product. Because of the current trend toward self-service in merchandising, the importance of packaging increases constantly.

What are the main applications of industrial art?

Industrial design has made valuable contributions in the field of transportation. Only the largest industrial-design offices are equipped to design the interior of ocean liners, aircraft, trains, buses, and other public vehicles. The exterior and dynamic characteristics of these highly complex mechanisms impose strict interior design limitations. In jet airliners, for example, interior space must be maximally utilized to increase the payload without sacrificing the comfort of the passengers.

Every design problem requires special procedures, timing, and techniques, but there is a general routine applicable to all. After the industrial designer is informed of the needs of the client, specialists associated with the designer conduct a study of competitive products and an extensive field survey of the

manufacturer's plant. A design program is planned, and preliminary designs of the proposed product are then sketched on the basis of the available plant facilities. Rough sketches are chosen for further refinement and study, and the client is then presented with design studies, often in the form of a small model or of a mock-up. Following the selection of the approved design, working drawings



are prepared. A handmade working model is then manufactured and submitted to the client for approval. In the case of an automobile, for example, one or several are handmade and tested at proving grounds before final machine dies are ordered and production begins.

4. Can you say something about the methods of industrial design?

The industrial designer is essentially the creator of a pattern to guide the operations of skilled persons or machines. The development of industrial design led to the creation of new procedures, such as the method of encasing a product to be redesigned in soft modeling clay, in order that the modifications in the design may be molded directly from the old products. Another industrial design method is based on the fact that small models do not reflect accurately the design characteristics of the full-scale product. Distortion often occurs in magnification as a result of highlights and shadows that change basic spatial relationships. To view the design in full scale, the profession employs a photographic system in which a small drawing is projected to full scale on a section of a wall. Revisions of the design are then made directly on the wall projection by the industrial designers.

NEW WORDS AND EXPRESSIONS

aesthetic /i:s'θetɪk/ a. aircraft / səkra:ft/n. architect /a:kitekt/ n. auditorium /.p:dr'tp:rrem/ n. conducive /kən'dju:sɪv/ a. die /dai/ n. distortion /dis'to: [en/ n. durability /djuərəbiliti/ n. dynamic /dar'næmrk/ a. encase /in'keis/ v. exterior /ik'stiəriə(r)/ n. facilitate /fe'sɪlɪteɪt/ v. fixture /'fikst(e(r)/n. fundamental /.fnndə'mentəl/ a. impose /im'pauz/ v. legal /'li:qəl/ a. magnification / mæqnifi'kei (ən/ n. maintenance /meintenens/ n. mechanism / mekənizəm/n. merchandise /ma:t[endaiz/ v.

美学的 航空器:飞机 建筑 礼堂 有助于…的 Check Year Richtsteadige 硬模, 冲模 Mark the following statements with T (b) 耐久性; 耐用 回路的 8 10 88 9950 8 911 1 有活力的^{lused} even bluons touborg A.S. 装入。包住 n templaso landauoni enT .8 conditions under which the produke 使容易 Itil abarn and npizeb lahteupnt .4 (5. Every design problem requir 胃装守固 基本的is of aldabiliggs anduor Isranep hardware /ha:dwsə(r)/n. sa shife the shift fall ablation to the major even on T. 8 (强加于 interior /ɪn'tɪərɪə(r)/ n. lash tarilaybar a you in 室内 uode ribum au allet epasasg en T. 8 法制的; 合法的 放大 alld lie Your Vocabalery 维护; 保养 机制; 机械系统 经商

a. relationship between

paramount /pæremaunt/ a.
payload /peɪleud/ n.
prevailing /prɪ'veɪlɪŋ/ a.
proportion /preʊˈpɔ:ʃən/ n.
revenue /revenju:/ n.
routine /ru:'ti:n/ n.
specification /.spesɪfɪ'keɪʃən/ n.
tableware /'teɪblwɛə(r)/ n.
texture /'tekstʃə(r)/ n.
yield /ji:ld/ v.

automatic vending machine display area home appliance mock-up ocean liner public vehicles project to 至关重要的 有效载荷 流行的 比例 收入;税收 程序,常规

程序,常规规格

餐具质地

自动售货机

展区 and at powerb flame

家用电器

(供试验的机器等的)大模型

Can you say something

远洋班轮

公用交通工具

投射于

零售店



retail store

Check Your Understanding

- . Mark the following statements with T (true) or F (false) according to the passage.
 -) 1. The success of a design is measured by the beauty it yields its manufacturer.
 -) 2. A product should have beauty of line, color, proportion, texture and so on.
 -) 3. The industrial designer must be concerned not only with product design but with the conditions under which the products are sold.
 -) 4. Industrial design has made little contributions in the field of transportation.
 - Every design problem requires special procedures, timing, and techniques, so there is no general routine applicable to all.
 -) 6. The development of industrial design didn't lead to the creation of new procedures.
 - Distortion often occurs in magnification as a result of highlights and shadows that change basic spatial relationships.
 -) 8. The passage tells us much about the history of industrial design.



Build Up Your Vocabulary

II. Match the items listed in the following two columns.

Α

В

1. interior

a. relationship between one part and another in size

aesthetic
 proportion
 texture
 architect
 dynamic
 routine

8. exterior

9. aircraft

10. yield

- b. quality of roughness or smoothness of a substance
- c. inside of something
- d. regularly fixed way of doing things
- e. produce
- f. powerful and active
- g. flying machine
- h. art of building
- i. outside of something
- j. science of beauty, esp. in art

III. Fill in the following table by giving the corresponding translation.

English	Chinese
automatic vending machine	The second of the transportation of the second of
vitaevid) eft mail staebilts bee sole	家用电器
retail store & nAnchonnag and me	ine Arls, and the University of Wolvedte
oeticl ent to managements this map	graverul nor the active pour XX in
durability	half Clorary, and collectures in this
	美学的 超机切构机图 可被物的
proportion	nemen opening are marks our materia
married in the second decide	质地





Translation

١٧.		implete the following sentences by translating the Chinese given in the brackets.
	1.	The new underground railway(将为去机
		场提供方便). (facilitate)
	2.	The new policy(已经产生了积极效果). (yield)
	3.	I'm afraid the drawing of the children (比例失调)
		(proportion); they make arms and legs look like sticks.
	4.	(他建立起了新的生活秩序) after retirement and he feels
		quite happy. (routine)
	5.	The material of which the new skirt is made(手感像丝绸). (texture)

6. The new manager ______(是一个能干的、充满活力的人). (dynamic)

V. Translate the following into Chinese paying special attention to the underlined words.

- 1. This research has been in progress since 2000 and has now yielded a lot of information.
- 2. To many people light music can create an atmosphere conducive to sleep.

- 3. There is no use in manufacturing an item unless you can merchandise it.
- 4. Her convictions were absolute, yet not once did she attempted to impose these upon me.
- 5. It is a helpless distortion of truth.
- 6. She wore her hair in the prevailing fashion.
- 7. A canal was being built to facilitate commerce between these two cities.
- 8. The interior walls of the building were painted green.

Reading B

Foreword to an Exhibition

It is my modest belief that this exhibition, "New Glass Economy: Contemporary British Glass from the University of Wolverhampton" could, with time acquire historical significance, presenting as it does the first substantial exposure of new British glass practices in art and design to a contemporary Chinese audience.

It is the first public statement of a long-term academic and professional collaboration that is bringing together artists, designers, makers, academics and students from the University of Shanghai, College of Fine Arts, and the University of Wolverhampton, School of Art & Design.

We are grateful for the active partnership, support and encouragement of the Directorate of the new Shanghai Library, and colleagues in the Culture and Education Section of the British Consulate-General in Shanghai.

This exhibition opening also marks our installation of the first public glass sculpture commission in China as a permanent feature of the main entrance hall of the new Shanghai Library. This work, designed and made by the glass sculptor Golin Reid, is a contemporary interpretation, on a monumental scale and in new materials, of ancient Chinese literary artifacts.

Ancient and modern. Knowledge and creativity. There could be no more appropriate venue for these linked events.

NOTES

College of Fine Arts

Golin Reid School of Art & Design

the Culture and Education Co.

the Culture and Education Section of the

British Consulate-General in Shanghai

the University of Wolverhampton

艺术学院

戈林•瑞德

艺术及设计学院

英国驻上海总领事馆文化教育参赞处

伍尔弗汉普顿大学

New Words

academic /ækə'demik/ a. acquire /ə'kwaiə/ v. artifact /'q:tifækt/ n.

学术的

获得: 学到

手工艺品

colle	ooration /kəlæbəˈreɪ∫ <i>ə</i> n/ <i>n</i> .	协作		
COIICE	ague /ˈkɔliːg/ <i>n</i> .	同事; 同僚		
comn	nission /kəˈmɪ∫ <i>ə</i> n/ <i>n</i> .	委托;委任;佣金;回扣;中介费		
direct	torate /dɪˈrektərɪt/ <i>n</i> .	理事会		
expo	sure /ɪksˈpəʊʒə/ <i>n</i> .	陈列; 暴露		
forew	ord /ˈfɔːwɜːd/ <i>n</i> .	前言; 序		
instal	lation /ɪnstəˈleɪ∫ <i>ə</i> n/ <i>n</i> .	安装		
interp	oretation /ɪntɜːprɪˈteɪ∫ <i>ə</i> n/ <i>n</i> .	解释: 诠释		
monu	ımental /mɔnjʊˈmentl/ <i>a</i> .	纪念碑的;不朽的		
partn	ership /'pa:tnə∫ıp/ <i>n</i> .	合作关系		
substantial /səb'stænʃəl/ a.		真实的;充实的		
venu	e /'venju:/ <i>n.</i>	会合地点; 集合地点		
hel	p open the international market for	人所见) that the development of the high-tech products w r us. II(随着时间的推移显现		
	e merge of the two companies will 要的历史意义).	"(炮有时 미的推传业块		
	•	(学术和专业上的长期合作) between the two universities.		
		(10)		
	•	(以宏大的规模) in China.		
		()		
ive L	orief answers to the following au	uestions.		
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. W h	- -	nportant?		
. Wh	y was the exhibition particularly im	nportant?		
. Wh	y was the exhibition particularly im	ed for preparing the exhibition?		

ı.

II.

III.

placed as a permanent feature.

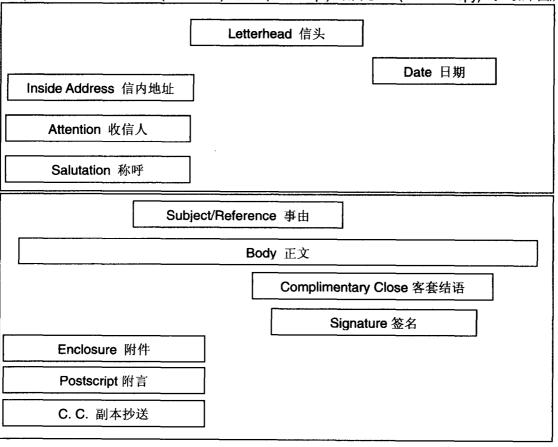
) 5. The exhibition features the marvelous combination of the ancient style with the modern style on the one hand and knowledge with creativity on the other.



Simulated Writing

Commercial Letters

英语商务信函主要包含: 信头 (Letterhead)、日期 (Date)、信内地址 (Inside Address)、收信人 (Attention)、称呼 (Salutation)、事由 (Subject or Reference)、正文 (Body)、客套结语 (Complimentary Close)、签名 (Signature)。有些信件还包括: 附件 (Enclosure)、附言 (Postscript)、副本抄送 (Carbon Copy) 等。如下图所示:



英文书信的格式通常有3种:缩进式、齐头式和混合式。

1. 缩进式 (Indented Style) 信每段开头通常缩进 4 个字母。在地址等需要分行的地方,后行比前行缩进 2~3 个字母。



Sample Reading 1

Unison International 1400 Bayhill Drive, #228

Bronx, New York 13350

August 22, 2006

Calnap Trading Co.
Steward Street

Birmingham B36 7AF

Attn: Sales Manager

Dear Sir or Madam,

Re: Inquiry about Jewelry

With reference to your advertisement in last month's *Jewelry* magazine, kindly send me the full details, prices and pictures of your jewelry.

Yours faithfully,

John Smith Marketing Manager

NOTES

attn.

attention 的缩写: 经手人

with reference to

关于…

2. 齐头式 (Block Style) 除信头之外,所有部分的每一行都从最左边对齐,成一垂线。

Sample Reading 2

Calnap Trading Co.

Steward Street
Birmingham B36 7AF

September 10, 2006

Marketing Manager Unison International 1400 Bayhill Drive, #228

