

國際貿易必讀

模範貿易書信

王中新編著

模範貿易書信

INTERNATIONAL TRADE & COMMUNICATION
Model Business Letters

王中新編著

Layout of the Business Letter

商業書信文的構成與配置

首 文	LETTERHEAD
日 期	Date
參照號碼	Reference
受 信 人	Inside Address.....
特定受信人	Attention:
信的開端	Salutation:
主 題	<u>Subject</u>
本 文 Body of the Letter.....
結 語	Complimentary Close,
公司名稱	COMPANY'S NAME
署 名	(Writer's Signature)
打字署名	Writer's Typed Name
職務名稱	Title
大寫字母	Initials (指姓名)
附 件	Enclosures
副本送達處	c.c.
附 啓 Postscript.....

Specimen Business Letter (A)

Semi-block form with open punctuation (American style)

LETTERHEAD-----> **PAN AMERICAN ELECTRONIC CORPORATION**

Telephone
955-6300

155 Park Avenue
New York, NY 10017

Telegram:
"PAMELEGO"
All Codes Used
Telex 223536

REFERENCE----->Your Ref. . . .
Our Ref. JB3/67

DATE----->29 April 19__

INSIDE Marusho Company, Ltd.
ADDRESS----->Central P. O. Box 801
Tokyo, Japan

ATTENTION----->Attention: Mr. Iiro Tanaka, Manager
Machinery Department II

SALUTATION----->Gentlemen:

SUBJECT-----> Agency Agreement

BODY OF THE LETTER-> Enclosed you will find a copy of our today's letter to your New York office concerning the subject agreement, which we hope will be self-explanatory.

The writer or Mr. Sharp or both are planning to visit Tokyo in the near future as the various points on the terms and conditions will be settled more speedily at a meeting. We discussed this with Mr. Takeuchi of your New York office and will cable you well in advance of our arrival so that you can make hotel reservations and appointments with the top officials of your company.

Without going into further particulars for the present, we look forward to the pleasure of a successful cooperation.

COMPLIMENTARY CLOSE-----> Very truly yours.

COMPANY'S NAME-----> PAN AMERICAN ELECTRONIC CORPORATION

SIGNATURE----->(Signed)..... *Robert B. Lodge*
(Typed)..... Robert B. Lodge

TITLE-----> Vice President

INITIALS----->RBL:es

ENCLOSURE----->Encl.

C. C.----->cc: Marusho-New York

Specimen Business Letter (B)

Indented form with closed punctuation (British style)

Established 1865

KING, GREEN & CO., LIMITED

LETTER- Telephone: City 6870 (10 Lines)
HEAD→

Home & Overseas Merchants

Cable Address: KINREN, LONDON

Directors: Wm. D. King
F. Ann Green

Second Floor, Milton House
75 Cannon Street
London, EC2 3AB

Codes Used: ABC 6th & 7th
Bentley's

Telex: UK21173

DATE → 21st November, 19__

REFERENCE → Ref. No. KL-125.

INSIDE The Secretary,
ADDRESS → Nippon Trade Center,
5, Kaigan-dori Nichome, Naka-ku,
Yokohama, 231 Japan.

SALUTATION → Dear Sir,

SUBJECT → Transistor Radio and TV Sets

BODY OF THE LETTER → We have been buying various types of transistor radio and TV sets from Hong Kong but our customers require a better quality. They do want something better than Hong Kong makes and we would like to have regular supplies from your country

Will you please recommend to us some of the most reliable manufacturers in this line. We would also appreciate receiving a list of such manufacturers so that we may contact them directly. A booklet showing the details of our company is being sent separately.

Hoping that you will do us the above favour, and thanking you, we remain, Dear Sir,

COMPLIMENTARY CLOSE → Yours faithfully

COMPANY'S NAME → KING, GREEN & CO., LIMITED

SIGNATURE → (Signed)..... *Wm. D. King*
(Typed)..... Wm. D. King,

TITLE → Managing Director.

INITIALS → WDK/JM

POSTSCRIPT → P.S. In anticipation of your kind reply, an international postal coupon is enclosed. *W. D. K.*

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PART ONE

THE MECHANICS OF BUSINESS LETTERS

商業書信程式

LESSON 1

LAYOUT OF THE BUSINESS LETTER

1. Parts of the letter

The main parts of the letter are:

The Heading (Letterhead and Date)

The Inside Address

The Salutation

The Body of the Letter

The Complimentary Close

The Signature

In addition, the following lines may be included in the business letter:

Reference (or File Number)

Attention (or Particular Address)

Subject

Initials (or Identification Marks)

Enclosures

Carbon Copy Notation (C.C. or c.c. or cc)

Postscript (P.S. or PS)

2. Forms of layout

There are two forms of layout: