

高等院校财经类教材

INTERNATIONAL BUSINESS
CORRESPONDENCE IN ENGLISH

新编

国际商务英语

函电

主 编 谢金领 徐以敬
副主编 杜江萍 吴易明



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内容简介

本书系统地介绍了国际商务过程的各个主要环节及在每个环节中所涉及的代表性英文函电。全书共十六章，按业务环节的先后顺序编排。其中第一章简要而系统地介绍了国际商务函电的基础知识，第二至第十四章为业务环节专题章节，每章都由五部分组成：（1）专题基本介绍，掌握要点，写作特点；（2）信函实例；（3）注释；（4）常用例句；（5）练习。第十五章概要介绍了当今国际商务中常用的各种电子商务函电，包括传真、电子邮件（E-mail）和电传等。第十六章特别推出了商务活动中所涉及的其他一些主要信函，包括便函、报告、个人简历、求职函、面谈后的感谢函、接受职位函和谢绝职位函等，并提供了大量翔实的信函实例，以供读者求职和工作时参考。书后的附录中提供有综合自测题和参考答案方便读者、特别是自学者了解对本书的掌握情况，此外还附有精选常用商业术语和缩略语。全书简明通俗，内容翔实，体例新颖，语言规范，版面独特，颇具实用价值，不但可供高等院校作财经类教材，也同样适用于自学考试考生和其他有志于从事国际商务的读者作自学参考之用。

前 言

国际商务英语函电作为国际商务往来经常使用的联系方式，是开展对外经济贸易业务和有关商务活动的重要工具。正确地掌握国际商务英语函电的基本知识，并能熟练地加以应用，是国际商务工作者必须具备的专业技能。

随着国际经济贸易的发展、社会的进步和我国对外开放的进一步扩大，国际商务函电通信从内容到方式都发生了巨大的变化，对人才的培养也提出了新的要求。为适应这一社会发展需要，我们在多年从事国际商务函电教学的基础上，广泛参阅国内外有关文献，力取众家之长，对我们的原《国际商务函电》教材进行了根本修订，重新编写了这本《新编国际商务英语函电》，旨在帮助学生系统地学习和掌握国际商务英语函电的格式、专业术语、行文方法、写作特点和常用例句，并了解和掌握国际商务函电通信的最新发展成果，以提高他们在国际商务活动中正确地使用英语的能力和对外进行各种通信活动的能力。

本书共十六章，全部用英语编写，其中第一章简要而系统地介绍了国际商务函电的基础知识，包括商业信函的格式、结构组成、文体特点和拟写原则等。第二至第十四章为业务环节专题章节，基本按业务过程的先后顺序编排，每章都由五部分组成：（1）专题基本介绍，掌握要点，写作特点；（2）信函实例；（3）注释；（4）常用例句；（5）练习。这些环节包括建立业务关系、资信调查、询盘、报盘、还盘、定货及确认、包装和标志、装运、保险、信用证支付、其他方式支付、索赔和理赔、以及促销等。此外还介绍了常见的贸易方式。第十五章概要介绍了当今国际商务中常用的各种电子商务函电，包括传真、电子邮件（E-mail）和电传等。第十六章特别列举了商务活动中所涉及的其他一些主要信函，包括便函、报告、个人简历、求职函、面谈后的感谢函、接受职位函和谢绝职位函等，并提供了大量翔实的信函实例，以供读者求职和工作时参考。书后的附录中提供有综合自测题和参考答案方便读者、特别是自学者了解对本书的掌握情况，此外还附有精选常用商业术语和缩略语，以便记忆检索。

本书由谢金领、徐以敬担任主编，杜江萍和吴易明担任副主编。具体分工为：谢金领担任第一、二、三、四、十六章及附录A、B的编写；徐以敬负责第五、七、九、十章的编写；杜江萍负责第六、十一、十三、十五章的编写；吴易明负责第八、十二、十四章的编写；史炬负责附录C、D的编写。全书由谢金领负责总纂定稿。荣获荷兰阿姆斯特丹大学博士学位的陈绵水教授在百忙之中审阅了书稿，对本书的出版提出了认真的推荐意见并予以积极的支持。我校国际学术交流中心主任林勇教授对本书给予肯定的评价和积极的推荐。我校教务处的领导也对本教材的建设给予关心和支持。在此我们一并表示诚挚的感谢。

全书简明通俗，内容翔实，体例新颖，语言规范，版面独特，颇具实用价值，不但可供高等院校作财经类教材，也同样适用于自学考试考生和其他有志于从事国际商务的读者作自学参考之用。

由于水平有限，时间仓促，难免有错误或不妥之外，敬请读者、同仁批评指正。

编 者

1999年6月于南昌

CONTENTS IN BRIEF

CHAPTER 1	BUSINESS CORRESPONDENCE BASICS.....	1
CHAPTER 2	ESTABLISHING BUSINESS RELATIONS.....	17
CHAPTER 3	STATUS ENQUIRIES.....	31
CHAPTER 4	INQUIRIES & REPLIES.....	40
CHAPTER 5	OFFERS AND COUNTER-OFFERS	52
CHAPTER 6	ORDERS AND ACKNOWLEDGEMENTS	66
CHAPTER 7	PACKING & MARKING.....	80
CHAPTER 8	SHIPMENT	92
CHAPTER 9	INSURANCE.....	104
CHAPTER 10	PAYMENT BY LETTER OF CREDIT.....	116
CHAPTER 11	PAYMENT BY OTHER METHODS.....	129
CHAPTER 12	COMPLAINTS AND ADJUSTMENTS.....	141
CHAPTER 13	SALES PROMOTION	154
CHAPTER 14	MODES OF TRADE.....	167
CHAPTER 15	ELECTRONIC CORRESPONDENCE.....	186
CHAPTER 16	MISCELLANEOUS CORRESPONDENCE	196
APPENDICES		211
BIBLIOGRAPHY.....		229

CONTENTS

CHAPTER 1	BUSINESS CORRESPONDENCE BASICS	1
1.1	Strong Communication Skills: Required for Success in Business.....	1
1.2	Written Business Correspondence	1
1.3	Formatting Your Business Letters.....	1
1.4	The Functional Elements of a Business Letter	6
1.4.1	Return Address	6
1.4.2	Date Line.....	6
1.4.3	Inside Address.....	6
1.4.4	Salutation	7
1.4.5	Subject Line	7
1.4.6	Body of the Letter	8
1.4.7	Complimentary Close	8
1.4.8	Signature, Name, and Official Title	9
1.4.9	Reference Information	9
1.5	Addressing the Envelope	12
1.6	Some Basic Guidelines for Effective Business Correspondence.....	12
1.6.1	Present your message clearly	13
1.6.2	Present your message concisely.....	13
1.6.3	Present your message considerately.....	13
1.6.4	Present your message correctly.....	13
1.7	Notes	15
1.8	Exercises	15
CHAPTER 2	ESTABLISHING BUSINESS RELATIONS	17
2.1	Introduction.....	17
2.2	Specimen Messages	18
2.2.1	An Exporter Writes to His Bank	18
2.2.2	Reply to the Above	19
2.2.3	A Firm Writes to a Firm Concerned	20
2.2.4	Reply to the Above Letter.....	21
2.2.5	A Firm Writes to a Firm Concerned	22
2.2.6	Reply to the Above	23
2.2.7	The First Inquiry	24
2.2.8	Reply to the Above	25
2.3	Notes	26
2.4	Useful Sentences.....	27
2.5	Exercises	28
CHAPTER 3	STATUS ENQUIRIES	31
3.1	Introduction.....	31
3.2	Specimen Messages	32
3.2.1	A Firm Writes to the Bank	32
3.2.2	A Favourable Reply	33
3.2.3	An Unfavorable Reply.....	34

3.2.4	A Favourable Reply with Suggestion	35
3.3	Notes	36
3.4	Useful Sentences.....	36
3.5	Exercises	37
CHAPTER 4	INQUIRIES & REPLIES.....	40
4.1	Introduction.....	40
4.2	Specimen Messages	41
4.2.1	General Inquiry	41
4.2.2	Reply to the Above	42
4.2.3	Specific Inquiry.....	43
4.2.4	Reply to the Letter above.....	44
4.2.5	An Inquiry	45
4.2.6	Reply to the Previous Letter	46
4.3	Notes	47
4.4	Useful Sentences.....	48
4.5	Exercises	49
CHAPTER 5	OFFERS AND COUNTER-OFFERS	52
5.1	Introduction.....	52
5.2	Specimen Messages	53
5.2.1	An Offer in Reply to the Buyer.....	53
5.2.2	An Offer in Reply to an Enquiry.....	54
5.2.3	An Offer Initiated by the Seller	55
5.2.4	An Offer in Reply to an Inquiry.....	56
5.2.5	A Counter-offer to the Above	57
5.2.6	The Seller's Counter-offer to the Above	58
5.2.7	A Request for a Proforma Invoice	59
5.2.8	The Reply to the letter above	60
5.3	Notes	61
5.4	Useful Sentences.....	62
5.5	Exercises	63
CHAPTER 6	ORDERS AND ACKNOWLEDGEMENTS	66
6.1	Introduction.....	66
6.2	Specimen Messages	67
6.2.1	Placing an Order with a Covering Letter	67
6.2.2	The Attached Printed Order Form	68
6.2.3	Acknowledgement of Order (Reply to Letter 6.2.1).....	69
6.2.4	Placing an Order by Letter	70
6.2.5	Acknowledgement of Order (Reply to Letter 6.2.4).....	71
6.2.6	Acknowledgement of Countersigned S/C.....	72
6.2.7	Refusing an Order.....	73
6.3	Notes	74
6.4	Useful Sentences.....	76
6.5	Exercises	77
CHAPTER 7	PACKING & MARKING	80
7.1	Introduction.....	80
7.2	Specimen Messages	81
7.2.1	Discussing the Packing	81
7.2.2	Discussing Packing	82

7.2.3	Discussing Packing Requirements.....	83
7.2.4	Accepting the Terms of Packing.....	84
7.2.5	Clarifying the Packing Requirements.....	85
7.2.6	The Seller Advises the Buyer of the Packing.....	86
7.3	Notes.....	87
7.4	Useful Sentences.....	88
7.5	Exercises.....	89
CHAPTER 8	SHIPMENT.....	92
8.1	Introduction.....	92
8.2	Specimen Messages.....	93
8.2.1	Charterer's Letter to a Broker to Charter a Ship.....	93
8.2.2	The Broker's Reply to the Above.....	94
8.2.3	Shipping Instructions.....	95
8.2.4	Request for Allowing Transshipment.....	96
8.2.5	Shipping Advice.....	97
8.2.6	Request for Prompt Shipment.....	98
8.3	Notes.....	99
8.4	Useful Sentences.....	100
8.5	Exercise.....	101
CHAPTER 9	INSURANCE.....	104
9.1	Introduction.....	104
9.2	Specimen Messages.....	105
9.2.1	The Buyer Requests Insurance.....	105
9.2.2	The Reply to the Above Letter.....	106
9.2.3	Reply to an Inquiry about Insurance.....	107
9.2.4	Inquiry about Insurance Terms.....	108
9.2.5	Reply to the Above Letter.....	109
9.2.6	Request for Canceling Breakage Risk.....	110
9.3	Notes.....	111
9.4	Useful Sentences.....	112
9.5	Exercises.....	113
CHAPTER 10	PAYMENT BY LETTER OF CREDIT.....	116
10.1	Introduction.....	116
10.2	Specimen Messages.....	117
10.2.1	The Seller Rushes L/C against Christmas Market.....	117
10.2.2	The Seller Rushes the Buyer to Open L/C.....	118
10.2.3	The Seller Requests to Amend the L/C.....	119
10.2.4	The Seller Requests to Amend the L/C.....	120
10.2.5	Requesting Extension of the L/C.....	121
10.2.6	Granting Extension of the L/C.....	122
10.2.7	Refusing Extension of the L/C.....	123
10.3	Notes.....	124
10.4	Useful Sentences.....	124
10.5	Exercises.....	126
CHAPTER 11	PAYMENT BY OTHER METHODS.....	129
11.1	Introduction.....	129
11.2	Specimen Messages.....	130
11.2.1	Asking for Easier Terms of Payment.....	130

11.2.2	Agreeing with Easier Terms of Payment	131
11.2.3	Requesting for Payment by D/A	132
11.2.4	Granting the Request for Payment by D/A	133
11.2.5	Suggesting the Payment by D/P	134
11.2.6	Modified Terms of Payment	135
11.3	Notes	136
11.4	Useful Sentences	137
11.5	Exercises	138
CHAPTER 12	COMPLAINTS AND ADJUSTMENTS	141
12.1	Introduction	141
12.2	Specimen Messages	142
12.2.1	Claim on Wrong Goods	142
12.2.2	Reply to the Claim on Wrong Goods	143
12.2.3	Claim for Short-weight and Inferior Quality	144
12.2.4	Reply to the Above Letter	145
12.2.5	Claim against a Carrier	146
12.2.6	Refusal of an Adjustment	147
12.3	Notes	148
12.4	Useful Sentences	149
12.5	Exercises	150
CHAPTER 13	SALES PROMOTION	154
13.1	Introduction	154
13.2	Specimen Messages	155
13.2.1	Establishing Business Relations	155
13.2.2	Resuming Business Relations	156
13.2.3	Recommending AP Air-conditioners	157
13.2.4	Recommending Ladies' Dresses	158
13.2.5	Product Promotion	159
13.2.6	A "Follow-up" Letter	160
13.3	Notes	161
13.4	Useful Sentences	162
13.5	Exercises	163
CHAPTER 14	MODES OF TRADE	167
14.1	Introduction	167
14.1.1	Agency	167
14.1.2	Compensation Trade	167
14.1.3	Processing Trade	167
14.1.4	Joint Venture	168
14.1.5	Leasing Trade	168
14.1.6	Consignment	168
14.2	Specimen Messages	169
14.2.1	Application for Sole Agency	169
14.2.2	Stating the Main Points for an Agency Agreement	170
14.2.3	Principal's Complaint of His Agent's Inactivity	171
14.2.4	Proposal for Compensation Trade	172
14.2.5	Sending Compensation Trade Agreement	173
14.2.6	Proposal for Processing Trade	174
14.2.7	Reply to Proposal for a Joint Venture	176

14.2.8	Reply to the Above Letter.....	177
14.2.9	Leasing Order	178
14.2.10	Reply	178
14.2.11	Accepting the Proposal for Consignment	179
14.3	Notes	180
14.4	Useful Sentences.....	181
14.5	Exercises	182
CHAPTER 15	ELECTRONIC CORRESPONDENCE.....	186
15.1	Introduction.....	186
15.1.1	Fax	186
15.1.2	Electronic Mail (E-mail).....	186
15.1.3	TELEX.....	187
15.2	Specimen Message.....	189
15.2.1	A Fax Message.....	189
15.2.2	An Outgoing E-mail.....	190
15.2.3	An Incoming E-mail	191
15.2.4	Telex Message 1.....	192
15.2.5	Telex Message 2.....	192
15.2.6	Telex Message 3	192
15.3	Notes	193
15.4	Useful Sentences.....	193
15.5	Exercises	194
CHAPTER 16	MISCELLANEOUS CORRESPONDENCE	196
16.1	Introduction.....	196
16.2	Specimen Messages	197
16.2.1	A Common and Effective Memo Format	197
16.2.2	Memo with Clear Purpose and Statement of Action	198
16.2.3	Effective Persuasive Memo	199
16.2.4	Example of Report in a Memo Format	200
16.2.5	Example Résumé 1 (As a College Junior)	202
16.2.6	Example Résumé 2 (As a Graduating Senior)	203
16.2.7	Example Résumé 3 (After Completing a Master's Degree).....	204
16.2.8	Sample of Solicited Application Letter.....	205
16.2.9	Sample of Unsolicited Application Letter	206
16.2.10	A Thank You Letter After the Interview.....	207
16.2.11	A Job Acceptance Letter.....	208
16.2.12	A Job Rejection Letter	209
16.3	Notes	210
APPENDICES	211
Appendix A	Comprehensive Self Test.....	211
Appendix B	Key to Comprehensive Self Test	216
Appendix C	Vocabulary Commonly Used in International Business	219
Appendix D	Abbreviations Commonly Used in International Business	227
BIBLIOGRAPHY	229

CHAPTER 1

BUSINESS CORRESPONDENCE BASICS

1.1 Strong Communication Skills: Required for Success in Business

Communication plays a major role in business. It facilitates business action and is regarded as the oil that lubricates business machinery. When communication breaks down, business activities are hurt. Therefore, strong communication skills are required for success in business. You will be expected to use strong business communication skills in any job you hold. Survey results show that communication skills---written, oral, and nonverbal--are among those that employers find most attractive in potential employees. By acquiring these skills, you will learn how to organize and use your ideas to get what you want from others. You will present your messages with confidence, and these messages will say what you want them to say.

The total communication package, not just the words you use, conveys your message. Strong communication skills enhance the way others view you and make you a more valuable employee. They open the door to other opportunities, both inside and outside the firm for which you work.

1.2 Written Business Correspondence

We transmit most messages through verbal or nonverbal media. Verbal communication consists of messages transmitted through words, both written and spoken. Nonverbal communication consists of messages transmitted in ways other than by words.

Written business communication can be categorized as either reports or correspondence. External written correspondence--correspondence sent to people outside the organization--usually takes the form of a letter, which is one of the main forms of writing you will do on the job. In this book we will focus on written business correspondence in the context of international business. *Learning how to write international business correspondence in English is an important theme of this book.*

1.3 Formatting Your Business Letters

The way a message is formatted sends a favorable or unfavorable impression to recipients. A pleasing format invites the recipients to read the message right away. A less pleasing format might have a negative effect on readers and cause them to delay reading. The formats suggested here will give your correspondence a professional look that reflects positively on you and your company.

You may have noticed that business letters come in many formats. Of these formats, some are more acceptable and commonly used than others. They have become acceptable

because they make messages easy to read and understand. In this part of the chapter, you'll see the three basic styles of letters that are commonly used today in the United States and many other countries: block style, modified block style, and simplified style.

You will use the following nine elements of letters in almost all letter styles. The first two styles include all nine, in the following order:

1. Return address
2. Date
3. Inside address
4. Salutation
5. Letter body
6. Complimentary close
7. Signature
8. Typed name and title
9. Reference information

The third letter style eliminates the need to use the salutation and the complimentary close. However, it does use the other seven elements. Figure 1.1, Figure 1.2, and Figure 1.3 illustrate the three types of letter styles. The body of each letter describes its particular style and format features and shows the appropriate vertical spacing for various elements.

Block Style. Block style is the easiest style to use because every letter feature begins at the left margin. Because it's easy to key, it's also one of the most widely used. However, block style can give the letter a left-heavy appearance. You may want to avoid this minor flaw by using modified block style.

Modified Block Style. The modified block style letter uses the basic block format. However, the following parts of the letter begin at the horizontal center of the page: the return address, the date, the complimentary close, the signature, the sender's typed or keyed name, and the sender's official title. (Do *not* center these on the page, just use the center as the left margin for these items only.)

Using the center at a left margin for these elements gives the letter a more balanced look. Writers can also use blocked paragraphs, as in block-style letters, or indent the first line five spaces if you are using a word processor. Usually a letter with short paragraphs looks better blocked. A letter with longer paragraphs looks better indented.

Simplified Style. The simplified style lets writers drop traditional letter parts such as the salutation and complimentary close. Instead of using a salutation to open the letter, the simplified style letter opens with a subject line. The subject line serves as a title to the letter.

LETTERHEAD

-- or --

- Return Street Address
City, State/Province ZIP
Country
Date

- Addressee's Name
Street Address
City, State/Province ZIP
Country

→
Salutation:

→
SUBJECT: THIS LETTER EXPLAINS THE BLOCK STYLE.
(The subject line in this style is optional and often not included.)

→
This letter-style example is presented using block style.

→
In the block style, every letter part used begins at the left margin. This feature makes the block-style letter one of the easiest and quickest to produce.

→
You will generally prepare business letters in block style on letterhead stationery. Typing or keying in the return address is not necessary if the business letterhead stationery has the return address preprinted. For those cases, the date line begins the letter. Present paragraphs in a single-spaced format. A double space separates the paragraphs.

→
Because of its easy-to-produce features, the block style is among the most widely used letter styles.

→
Complimentary close,

→
→(Signature)

→
Sender's Typed Name
Sender's Official Title

→
Reference Information

Figure 1.1 Block-Style Letter (• Equals variable spacing depending on letter length; → Equals one blank space)

LETTERHEAD

-- or --

Return Street Address
City, State/Province ZIP
Country
Date

•
Addressee's Name
Street Address
City, State/Province ZIP
Country

→

Salutation:

→

**SUBJECT: THIS LETTER ILLUSTRATES THE MODIFIED BLOCK
STYLE.** (The subject line in this style is optional and often not
included.)

→

This letter is presented using modified block style. The detail in the
paragraphs explains some differences from the block style.

→

Letters using modified block style begin the return address and the
date line at the horizontal center of the page. The complimentary close,
sender's typed name, sender's signature, and sender's official title also begin
at the horizontal center of the page. Vertical spacing is the same as for the
block style.

→

In using the modified block style, the writer chooses either to indent
the paragraphs or to use blocked paragraphs. This example shows the use of
indented paragraphs.

→

Many letter writers choose the modified block style because of its more
balanced appearance. However, beginning as many as six lines at the center and
indenting paragraphs does take a little more time to produce.

→

Complimentary close,

→

→(Signature)

→

Sender's Typed Name

Sender's Official Title

→

Reference Information

*Figure 1.2 Modified Block-Style Letter (• Equals variable spacing depending on
letter length; → Equals one blank space)*

LETTERHEAD

-- or --

- Return Street Address
City, State/Province ZIP
Country
Date

- Addressee's Name
Address
City, State/Province ZIP
Country

→

→

SUBJECT: USE THE LESS TRADITIONAL SIMPLIFIED STYLE.

→

→

This letter presents the use of the simplified letter style, a less traditional but more streamlined approach.

→

Two major features are missing in the simplified style when compared to the block or modified block styles. The simplified style uses no salutation, and it uses no complimentary close.

→

In the place of the salutation, it uses a subject line. The subject line serves as the "title" of the message being presented in the letter. Although the subject line is optional in block and modified block letters, the simplified style requires its use.

→

The simplified style uses a blocked format, and every feature begins at the left margin. This characteristic requires no tabbing to the center and no paragraph indentation.

→

Many people don't wish to call their message receivers "Dear," or feel that complimentary closes aren't sincere. Thus, they may prefer using this matter-of-fact, direct approach for formatting their letters.

→

→ *(Signature)*

→

Sender's Typed Name
Sender's Official Title

→

Reference Information

Figure 1.3 Simplified Letter (• Equals variable spacing depending on letter length;
→ Equals one blank space)

1.4 The Functional Elements of a Business Letter

All the elements included in these sample letters have business functions that can help you clearly and concisely get your message across. In this section, we review these elements and explain their functions. Every letter does not need all these elements, and in writing your letters, you must choose those elements most appropriate to the situation.

Most often, when readers receive a letter, they quickly scan the parts of the letter that precede and follow the paragraphs. They want to know the company where the letter originated, whom the letter is from, if any enclosures are included, and who received a copy. The following elements give such information quickly.

1.4.1 Return Address

You will prepare most business letters on letterhead stationery that clearly identifies the return address of the sender. By using letterhead stationery, you do not have to key in your return address. For personal business letters that you send from home, place your return address at the top of the letter. Figure 1.1, Figure 1.2, and Figure 1.3 illustrate proper placement of the return address in the three letter styles.

1.4.2 Date Line

If the company's name and return address appears on the letterhead, the letter begins with the date. On personal business letters that include a return address, the date appears directly below the country line. Figure 1.1, Figure 1.2, and Figure 1.3 illustrate the placement of the date in the various letter styles.

Spell out the name of the month, and do not show the date in figure like 11/9/1997 to avoid confusion. That is because there are two ways in writing the date. In business letters, the correct date is vital.

1.4.3 Inside Address

Although it may seem unnecessary to include the addressee's address on the letter, it is appropriate and necessary to do so for two reasons: (1) it is expected practice by all parties in business practice, and (2) the inside address serves as a future reference on the copy the sender keeps.

The inside address usually consists of name of the person to whom the letter is sent, often with a social title and his or her company title, the name of the firm, and the mailing address of the firm.

An inside address should appear word for word as the address appears on the envelope, but not in all capital letters as on the envelope. Place the information included in the address in the standard order that the post office will need to deliver the letter. Examine the order of information in following address:

Ms. Georgia Dolton
Sales Manager
Potsdam Manufacturing Enterprises
145 South Airport Drive
Potsdam, New York NY 10435
USA

If you use window envelopes where the inside address shows through the window,