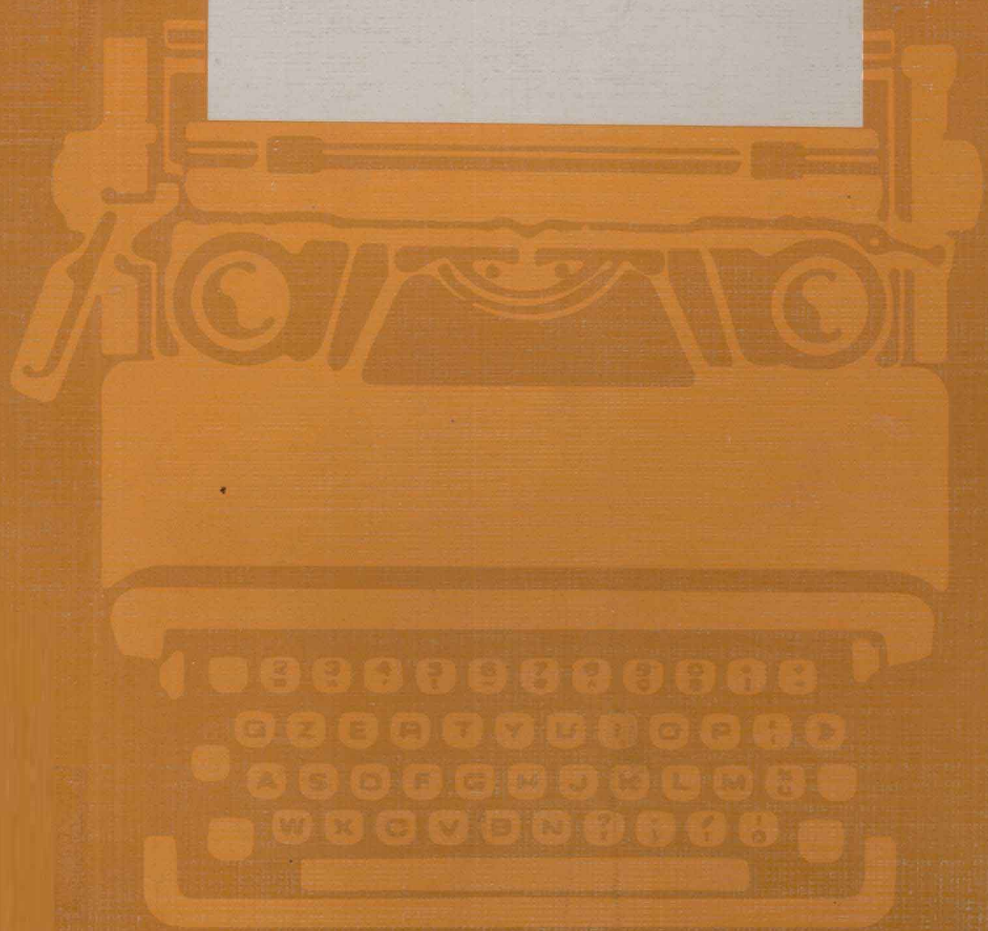


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BUSINESS LETTERS FOR ALL



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KUALA LUMPUR SINGAPORE JAKARTA HONG KONG TOKYO
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Introduction

Business Letters for All is intended for students of commerce, for all those people working in business, and for those in other walks of life too. It is clear that an executive, a department manager, a salesman, a secretary or a specialist in business and technology has to write English letters, but also many people will want to buy something abroad, accept an invitation, or congratulate a friend in English. This book offers readers model letters and phrases on typical business matters, as well as on those semi-social occasions that create goodwill in international contacts. The letters cover a wide range of international business communication on both sides of the Atlantic and of the Pacific.

The main text is divided into four sections:

I. The Form of a Letter. This section deals with the formal presentation of both business and personal letters, and gives examples of British and American layouts. Examples are also given of the various acceptable ways of writing the date and the inside address, and of beginning and ending a letter. Finally, rules and hints are given on the best way of addressing an envelope.

II. Letters on Business Situations. These are model letters ranging from inquiries, quotations, sales letters, counter proposals, orders, letters giving advice of dispatch or acknowledging payment, to complaints. Several examples are included in each of these sub-sections.

III. Letters on Social Situations. These include correspondence regarding appointments and travel arrangements, invitations, thanks for hospitality, job applications, and goodwill letters.

IV. Telegrams, Telex Messages. Here, the language of the telegram and telex is dealt with. The 'do's' and 'don't's' in formulation, as well as a list of the most common abbreviations, are included.

Questions on the Letter are to be found after most of the model letters. These are intended to test the learner's understanding of the contents, and to focus his attention on the key points. Each sub-section ends with a list of model English phrases, opposite which there is space for notes, your own additions, etc.

After the main text there are some exercises on practical letter writing. Model answers are given in a key at the very end of the book.

Finally there is a lengthy business vocabulary, of some 2000 headwords enlarged with typical practical examples, expressions and compound words. It covers the following areas:

- organization of business trips
- reception of foreign business clients
- discussions of common, business, economic and technical problems
- visits to fairs, exhibitions and conferences
- dealing with every kind of business correspondence
- telephoning, telegraphing, listening to the radio
- reading of economic articles in newspapers and magazines.

The reference vocabulary is based on a careful analysis of economic and business materials such as advertisements, publicity and information material, newspaper and magazine articles, business letters. Taken into consideration equally are American and British English.

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Business Letters for All

Bertha J. Naterop

Erich Weis

Eva Haberfellner

**KUALA LUMPUR
OXFORD UNIVERSITY PRESS
TOKYO JAKARTA SINGAPORE HONG KONG**

1. Layout: British Style

1 RELIANCE HOLDINGS FINANCE GROUP
88 Martins Lane London EC2V 6BH
Telephone 01-588 3782

3 14th November 19__

5 **Attention: Mr. P. James**

7 Up-to-date list of addresses

We have pleasure in enclosing this brochure, showing the location of all our branches and agencies at home and abroad.

S.S. Pearson

10 **S.S. Carson**
Group Organization
RELIANCE HOLDINGS

1. Layout: British Style



- | | | |
|----|----------------------------|---|
| 1 | Printed letter head | Includes name, address, telephone number of the sender, and may contain a description of the business, trade-mark, telegraphic address, telex, etc. |
| 2 | Reference | Initials, number or both. Addressee's reference, where known, is typed first. |
| 3 | Date | Abbreviations may be used for Jan. Feb. Aug. Sept. Oct. Nov. Dec. but do not write the month in figures. No mention of town. |
| 4 | Inside address | See page 6 and 7 for examples. |
| | | |
| 5 | Attention line | May also be omitted. |
| 6 | Salutation | Starts with a capital letter and is usually followed by a comma (see also page 8). |
| 7 | Subject line | May also be omitted. |
| 8 | Body of letter | First paragraph starts with a capital letter. |
| | | |
| 9 | Complimentary Close | Starts with capital letter, and is usually followed by a comma (see also page 8). |
| 10 | Signature | Followed by writer's position or status in company. |
| | | |
| 11 | Enclosure | (if any) |

b) The form of a personal letter

The writer's address does not usually include the name, which is shown by the signature.

The inside address (which may be omitted) disturbs the personal tone of the letter less when it is written in the bottom left-hand corner.

49 Northwick Avenue
Kenton, Middlesex
14th February, 19__

Dear Josef,

I was so sorry to have missed you when you came to London last week. I heard from my sister that you had called, but as I had joined Frank on a business trip to Amsterdam, we were out of town while you were here.

However, you will be over again in June, I hear, and we are sure to be at home then. So we look forward to seeing you next time. And don't forget—we have a spare room, and would be delighted if you made use of it.

With best wishes,

Yours sincerely,



Harry Roston

Gulf Services Inc.
P.O. Box 388
Jeddah
Saudi Arabia

2. Layout: American Style



TOWER
STATE
BANK

P.O. Box 2369
1314 North 38th Street
Kansas City, Kansas 66110
1-3100
January 31, 19__

Mr. George M. Cooper
2954 Wyandotte Lane
Greensleaves, Wyoming 90786

Dear Mr. Cooper:

Welcome to Tower State Bank Land!

We are pleased to learn that you have moved into the area served by Wyandotte County's newest bank. We cordially invite you to do your banking business here.

Checking and savings accounts, loans for all purposes, and complete banking services are available to you at our convenient location.

Our drive-in banking windows are open Monday through Thursday until 5:30 p.m., Friday 6:30 p.m., and Saturday from 9:30 a.m. to 12:30 p.m. Lobby hours are 9:30 a.m. to 2:00 p.m. Monday through Friday, and 3:30 p.m. to 6:30 p.m. Friday.

Plan to come in for 'eager to please' bank service.

Yours very truly,



Arthur J. Green
President

AJG: bt

3. Dates and Addresses

These examples show the most widely used methods of writing dates. There is a tendency to decrease the amount of punctuation in correspondence, so that in the last few years it has become fashionable to write the date as **4 August 1976**. Also in the address, salutation and complimentary close, commas considered to be superfluous are frequently omitted.

For computer use the International Standards Organization (ISO) recommends writing the date in all-numeric form, with the year first, followed by the month and the date as 1976-08-04 or 19760804.

British style	American style
Date	
12th November, 19__	November 12, 19__
12 November 19__	
12 Nov. 19__	
Inside address (company)	
Messrs Black & Sons, 159 Knightsbridge, London SWL 87C	International Trading Company Sabas Building 507 A. Flores Street Manila Philippines
The International Trading Company 24 Churchill Avenue Maidstone, Kent ZH8 92B	The American Magazine 119 Sixth Avenue New York, NY 11011

British style	American style
Addressing an individual on company business	
<p>The Manager The Hongkong and Shanghai Banking Corporation Main Office Kuala Lumpur Malaysia</p> <p>Dear Sir,</p> <p>Messrs Mahmoud & Son 329 Coast Road Karachi, Pakistan</p> <p><u>For the attention of Mr. R. Singh</u></p> <p>Dear Sirs,</p>	<p>Mr. C.C. Pan Far East Jewellery Co. 68 Queen's Road East Hong Kong</p> <p>Dear Sir:</p> <p>The Standard Oil Company Midland Building Cleveland, Ohio 44115</p> <p><u>Attention: Mr. E.G. Glass, Jr.</u></p> <p>Gentlemen:</p>
Addressing an individual on private business	
<p>T. Hardy, Esq., c/o Waltons Ltd., 230 Snow Street, Birmingham, England</p> <p>Dear Tom,</p> <p>Miss Claire Waterson c/o Miller & Sons Pty. Ltd. Box 309 Sydney NSW 2000 Australia</p> <p>Dear Miss Waterson,</p>	<p>Mr. C. Manzi Credito Milano Via Cavour 86 Milan Italy</p> <p>Dear Mr. Manzi,</p> <p>Continental Supply Company 312 Surawongse Bangkok Thailand</p> <p><u>Attention: Mr. P. Wilson, Jr.</u></p> <p>Dear Peter,</p>

4. Beginning and Ending a Letter

Every English letter needs a *salutation* (e.g. Dear Sirs) and a *complimentary close* (e.g. Yours faithfully). The only exceptions are the occasional sales letters written in 'advertising style', which may begin

'Are you sure you remembered to turn the cooker off . . .?'

a) Salutation

	British	American
Formal or Routine	Dear Sir, Dear Sirs, Dear Madam, Mesdames,	Dear Sir: Gentlemen: Dear Mr. Brown: Dear Miss Smith: Dear Mrs. Brown:
Informal	Dear Mr. Brown, Dear Miss Smith,	Dear Mr. Brown: Dear Miss Roberts:
Personal	Dear Mr. Brown, My dear Brown, Dear Jim,	Dear Mr. Brown, My dear Mr. Brown, Dear George,

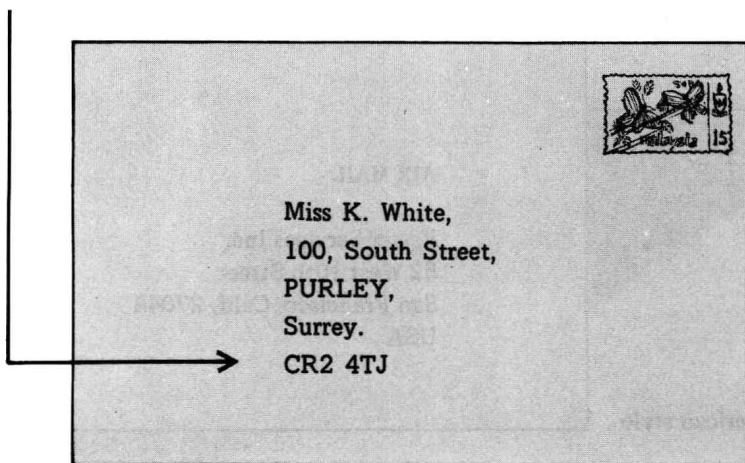
b) Complimentary Close

	British	American
Formal or Routine	Yours faithfully,	Very truly yours, Sincerely yours, Yours very truly,
Informal	Yours sincerely, Yours truly,	Sincerely yours, Cordially yours,
Personal	Yours sincerely, Sincerely, With best wishes, Yours,	Sincerely yours, With kind regards, With best regards, Sincerely, Yours,

5. Addressing an Envelope

Here are a few simple rules about the best way of addressing an envelope:

1. Use separate lines for the name or company, post box or house name, number and street, town and county or city and state, postcode.
2. The number precedes the street name. Words like Street, Square, Avenue are written separately, each word starting with a capital letter.
3. Commas may be placed at the end of each line (closed punctuation), or only between city and state or county (open punctuation). Use the same form as in the letter.
4. The British *postcode* is written below the address. The American *zip code* is on the same line as city and state.
5. The postcode should always be the *last item* of information in the address, and in block capitals.
6. Whenever possible place the postcode on a *line by itself* at the end of the address.
7. When an address formerly included Postal District letters and/or numbers, these will usually be incorporated in the postcode.
8. *Do not use full stops* or any other punctuation marks between or at the end of the characters of the postcode.
9. Always leave a *clear space*, at least equivalent to one character, between the two halves of the postcode.
10. *Never underline* the postcode.
11. *Never join the characters* of a postcode in any way.
12. No writing should appear below the postcode. It is better to show return addresses on the back of an envelope rather than in the bottom corners of the front. 'For the attention of ...' and similar messages should be shown above the address, not below it.



If you use private reference numbers on letters for your own purposes, they too should be placed immediately above the address, or be kept to the upper left-hand side of the address panel.

13. Postal indications are:

Air Mail (or AIRMAIL)	Private	Sample
Express	Confidential	Fragile—with care
Urgent	To be called for	Printed matter
Registered	Please forward	

British style

Messrs Black & Sons
P.O. Box 135
Liverpool
AB3 DE 4

Registered

C.V. Tapatex
Jl Tiang Bendera 4
Jakarta
Indonesia

American style

AIR MAIL

Faster Services Inc.
82 West 10th Street
San Francisco, Calif. 27044
USA