

外文图书发行业务教材

中英对照  
**图书贸易通信**

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中国图书进出口总公司

中 英 对 照  
图 书 贸 易 通 信

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# 前 言

从事图书进出口贸易，经常要同外国出版家、书业界通信联系。阅读和书写外文信件，成为我们业务中的一项基本功，而图书贸易信函又有其独特的词汇、习语和风格。为了帮助同志们熟悉业务并掌握通信的基本技巧，我们特选编了一百件结合业务的信例，中译英，英译中的均有，以供具有基础英语水平的同志学习、参考。我们希望同志们通过学习熟记这些信例后，能够自行翻译或书写一般的英文书业信件。

这本业务学习用教材是我们的初步尝试，只举实例，并附译文作对照参考；只作些简单的说明，未作系统的语法注释。这是为了鼓励同志们自己分析、品味，在自学中通过本人的领会和反复推敲，借以加深对书业信函常用习语的理解，从而提高翻译和写作的技巧。当然，这也可作为课堂讲授用的一本基础教材。

既然是初步尝试，经验不足，加以水平有限，因此教材中一定会有许多缺点和错误，特别在选材范围，分类编排，实例取舍等方面更显不足，敬希读者批评指正，提出建设性的意见或提供具体的补充材料，以便我们进一步充实内容，加以修订、再版，以飨更多读者。

中国图书进出口总公司业务顾问室

一九八三年六月

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# 中英对照图书贸易通信

## 第一节 书业常用格式信

日常业务中经常处理的事务,如寄发订单,期刊催缺、查询,寄款等等,为了简化程序,加速处理,可以事先印好若干种固定格式的信件,称为“格式信”(Form Letter),使用时只需填上有关事项,即可发出。

格式信的文字应力求简炼,意思明确,最好是一事一信,便于对方迅速处理。

### 【例一：汇款】

#### 中文信稿：

信号：

日期：

致 .....

附上××号汇票一张,计款×××元,以支付××××之用。收到后请来函认收。

订购部启

#### 英文译稿：

Our Ref:

Date ....

Dear Sirs,

We are sending you herewith a draft No.....  
for a sum of.....  
in payment of.....

Kindly acknowledge upon receipt.

Order Department

(注：填发格式信时必须编上发信单位的信号——即 Our Ref: 栏，根据具体情况这个信号中可以包括年代、发信部门代号，顺序编号以及经办人缩写等内容。例如，这封信由“订购部”的王衡广经办发出，是1981年发出的第十四封格式信，则信号可编为81—OD/14—WHG。其中81代表1981年，OD是订购部Order Department的缩写，14是信的顺序号，WHG 是经办人王衡广的缩写。有了这个信号，对方回信时很快可以找到信稿留底和经办人，及时处理。此外，还必须填明发信日期。)

## 【例二：寄发订单】

### 中文信稿：

致××××

日期××××

随同此单寄上下列各号订单一批，收到后请在此单上签字后寄还我公司，表示认收。

订单号××××——××××

中国图书进出口总公司订购部

---

以上订单均已收到。

日期××××

收件人签字×××

### 英文译稿：

To:

Date:

---

Please sign and return this slip to us as your  
ACKNOWLEDGEMENT of the enclosed orders.  
O/Nos.

CHINA NATIONAL PUBLICATIONS  
IMPORT & EXPORT CORPORATION

Order. Department

.....  
Above orders received.

Date:

Signed:

**【例三：期刊催缺】**

**中文信稿：**

中国图书进出口总公司报刊部  
中国北京第88号信箱

催缺单

致：××××

日期：××××

下列各期刊物未收到，请即补寄，寄刊地址为中国北京第50号信箱我公司报刊部。同时请在此信上注明情况，寄还本信笺头所开地址。

(缺寄的期刊及期次)

**英文译稿：**

CHINA NATIONAL PUBLICATIONS  
IMPORT & EXPORT CORPORATION  
PERIODICAL DEPARTMENT  
P. O. BOX 88, Beijing, CHINA

CLAIM NOTICE

To:

Date:

The following issues found missing, please send them to CHINA NATIONAL PUBLICATIONS IMPORT & EXPORT CORP. Periodical Department, P. O. Box 50, Beijing, China, and return this form, specified with your report, to the letter-head address,

(注：请注意：在这封格式信中，要求对方补寄期刊的收件人地址——50号信箱——与发信人的地址——88号信箱——是不同的。在图书催缺格式信中，也会发生类似情况。例如，上海外文书店发出催缺单，但国外补寄图书后必须通知北京中图总公司，以便处理结帐等事宜。)

#### 【例四：图书查询格式信】

##### 中文信稿：

致：××××

日期：××××

事由：

信号：××××

上开事由，请见下述注有X的一段文字，予以处理：

——上述订单已开来发票，但未供应，请即发货。

——上述订单尚未执行，请即执行。

——请立即将上述订单注销，并复函确认。

——上述出版物，你处误寄另外一书，书名为××××

——出版物中缺××页（或期）；××页（或期）装订重复。

——寄来的出版物已损坏。

——寄来的出版物有空白页××——××

——有关的出版物已另邮寄还，请立即更换。

——请将上述订单的订数减少×册（即，原订××册，现改为××册）

——上列图书，请寄免费样本一册。

——请寄你社最新目录××份。



——其他事宜：

英文译稿：

To:

Date:

Re:

Ref:

With regard to the above, please note the following paragraph marked X.

—Above order already invoiced but not yet supplied. Please expedite shipment.

—Above order not yet executed. Please expedite execution.

—Please cancel the above order immediately and confirm cancellation.

—The publication supplied being wrong title:

—The publication supplied with missing pages/issue (s) : and pages/issue (s)——being duplicated.

—The publication supplied being damaged.

—The publication supplied with blank pages:

—The relative publication being returned by separate post for immediate replacement.

—Please reduce ——copy/copies of publications from the above order (i. e. supplying us with ——copy/copies instead of ——copies originally ordered)

—Please obtain for us/supply us with a FREE SAMPLE COPY of the above title.

—Please send us ——copy/copies of your latest catalog.

—Others:

(注: “事由”(Re: )一栏, 可以填一本具体的图书书名, 也可以填一个订单号或其他事项, 因事而异。英文中打×, 并非是“否定”的意思, 它的作用常常与√是相同的。)

**【例五: 国外用格式信答复】**

**英文原稿:**

Our Ref.

Date

Your Ref.

Journal: \_\_\_\_\_

Dear Sirs,

Thank you for your claim/letter/order dated....  
regarding .....subscription(s) to the above  
mentioned journal. Please excuse this form  
letter — but it does permit a speedy reply.

We confirm that the issue/s claimed  
were despatched at the time of publication.  
However, replacement issue/s have been  
sent.

This subscription starts from.....as  
previous issues are out of print.

Copies were stopped as we could not  
trace receipt of payment. If you have paid  
we would appreciate details.

We confirm that the issue/s claimed  
were despatched at the time of publication.  
We regret that these issues are now out of  
print and cannot be re—issued.

..... issue/s out of print, and we have extended your subscription in compensation. It now expires .....

We can find no trace of a subscription. Please send a copy of your order.

Your order has been actioned and the subscrip-tion commenced with the issue dated.... for a period of ..... and all copies have been despatched to date.

We confirm that the issue/s claimed were despatched at the time of publication. We, therefore, suggest that you/your customer contact the postal authorities at the local office.

Yours faithfully,

Subscription department

**中文译稿:**

贵方信号:

日期:

我方信号:

期刊刊名:

×月×日有关上述期刊×份的催缺单(或来信/或订单)已经收到,为及时将情况奉告,请原谅我们用这封格式信答复如下:

我们查明,所缺的××期次我们确已及时发出。但现仍补寄。

此刊从××期开始起订,以前各期已告绝版。

因未收到订款，此刊未寄。如贵处已将款项寄出，请告详情。

我们查明，所缺的××期次我们确已及时发出。各该期次现已绝版，并不再重印。

××各期已绝版，我们已将你们的期刊订期延长到××，以资补偿。

未见贵公司订过此刊，请寄来订单复本一份。

贵处订单正在执行，从××期开始，订期为\_\_\_\_年，各期刊物一直及时寄发无误，请洽。

我们查明，所催期次出版时即已及时寄上。建议贵公司（或贵公司的订户）向当地邮局查询。

### 【例六：国外用格式信答复】

#### 英文原稿：

Our ref:

Your ref:

Date:

Dear×××,

Re:

Requested replacement copies are being mailed under separate cover by surface mail/airmail.

The issue/s claimed has/have not yet been

published. Copies will be despatched to all subscribers immediately on publication.

Our records indicate the issue was despatched on .....

The title page/contents/author/subject index to Vol..... was mailed to subscribers on..... together with Vol. ....

I enclose a replacement copy of the title page/contents/author/subject index to Vol. ....

Although the title page/contents/author index is regularly issued for each volume, this journal does not publish a subject index.

Annual indexes are not published for this journal

If you reply, please enclose your original letter as we have not retained a copy:

Yours faithfully

**中文译稿:**

我方信号:

贵方信号:

日期:

致×××

事由:

要求更换的卷册已另行平邮（航邮）寄上。

所催缺的期次尚未出版。出版后当立即寄给所有的订户。

根据我们的记录，此期已于×月×日寄出。

第×卷的刊名页（目次页／作者索引／主题索引）已于×月×日随同第×卷一起寄给订户。

随此补寄第×卷的刊名页（目次页／作者／主题索引）一份。本刊每一卷都定期出版刊名页（目次页／作者索引），但不出版主题索引。

本刊不出版年度索引。

复信时请随附贵公司前次来信的副本，因我公司并未保留贵公司的信件。

## 第二节 建立业务关系

国际贸易范围内建立业务关系，通常是由卖方向买方主动写信联系，进行自我介绍。就书业这一行业而言，也就是外国出版商、书商（卖方）向象我们中国图书进出口总公司这样的买主进行联络。我们经常收到这一类信件，他们联络的方式是多样化的，有的先通过我驻外使馆联络，有的在外国图书博览会上找我们，有的直接致函北京我公司自我介绍。现选录几封文笔较顺的信件实例，载译如下：

### 【例七：通过国际图书博览会接触后再作自我介绍】

英文原稿：

Dear Mr. ×××,

I visited your booth at the Frankfurt Book Fair. You were not available at the time; however, I had a very interesting and informative conversation with Mr. ×××.

Our firm is the largest company in the world, specializing in supplying university and large public libraries with periodicals and reference works. We buy and sell sets of journals in all languages and in all disciplines. We reprint over 500 scholarly journals, and we publish original reference works in the humanities. Approximately 15 years ago, we supplied to China a large number of backsets of periodicals through Guozi Shudian. The division of our company which handled this business was called at the time Periodicals Export Corporation, located in Mamaroneck, New York.

I am enclosing herewith a copy of a General Catalogue issued by one of our divisions. We have operating divisions both in the U. S. and Europe. We are most interested in renewing the business relationship we once had with China. We work with libraries in almost every

other country of the world. I am confident that our service of supplying a complete set of virtually any journal required by a university library could be of great benefit to the People's Republic of China.

I would be most happy to meet with a representative of the China National Publications Import Corporation in the US, or I would be most pleased to have the opportunity to visit your country and explain in person our services. I do hope that we can work together.

### 中文译稿：

×××先生：

在法兰克福图书博览会上曾访问贵公司的展台，适值先生不在，但已与×××先生进行了十分有益的交谈。

本公司是专向大学和大型公共图书馆供应期刊和参考工具书的世界最大的公司。我们购销各语种各学科的成套期刊。我们影印五百余种学术期刊，并出版人文科学类的原版参考工具书。大约在十五年以前，我们曾通过国际书店向中国供应过大批成套过期刊物。当时我公司承办这一业务的部门是“期刊出口公司”，设在纽约州的马默罗内克。

附上我公司某一部门的综合目录一册。我公司在美国和欧洲设有好几个业务部门。我们对重新恢复曾一度同中国建立过的业务关系深感兴趣。我们同世界上几乎每一个国家的图书馆都有业务往来。我相信，通过我们的服务，向一家大学图书馆供应该馆所需要的任何一整套期刊，都会对中华人民共和国是有益的。

我将十分乐于在美国会见中国图书进口公司的一位代表，我



也将十分乐于前往贵国访问，当面向你们介绍我公司的业务。希望我们能共同合作。

【例八：通过同我驻外机构接触后，再来信联系】

英文原稿：

Dear . . . . .,

I had the pleasure of visiting with Mr. Chao—Hsiang Hsu, First Secretary at the People's Republic of China Liaison Office in Washington, D. C.

During my visit, we discussed the resuming of a relationship that our company's had in supplying to the People's Republic of China books, periodicals, reference works, etc. during the late 1950's. Mr. Hsu seemed to think that now was an appropriate time because of the resurgence of interest in building university libraries, with a particular interest at this time in science and technology.

I left with Mr. Hsu many of our most recent catalogs and lists. I have taken the liberty of attaching herewith a similar group, which will give you an idea of the scope of the materials we handle. As the world's largest supplier of reprints, backfiles and antiquarian books, we feel we can best serve your needs in helping you develop your library's collections.