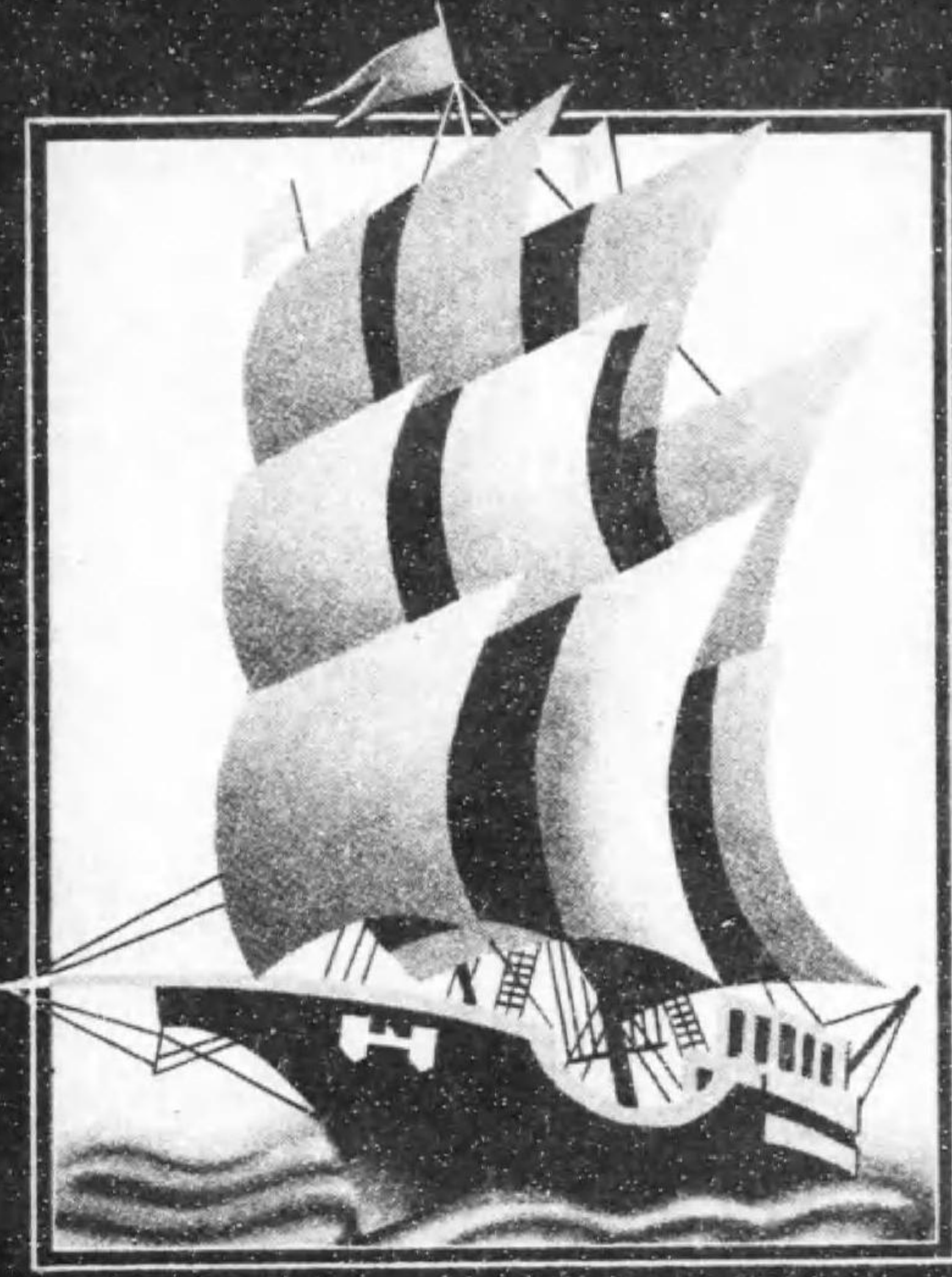


始



英文商業通信教本

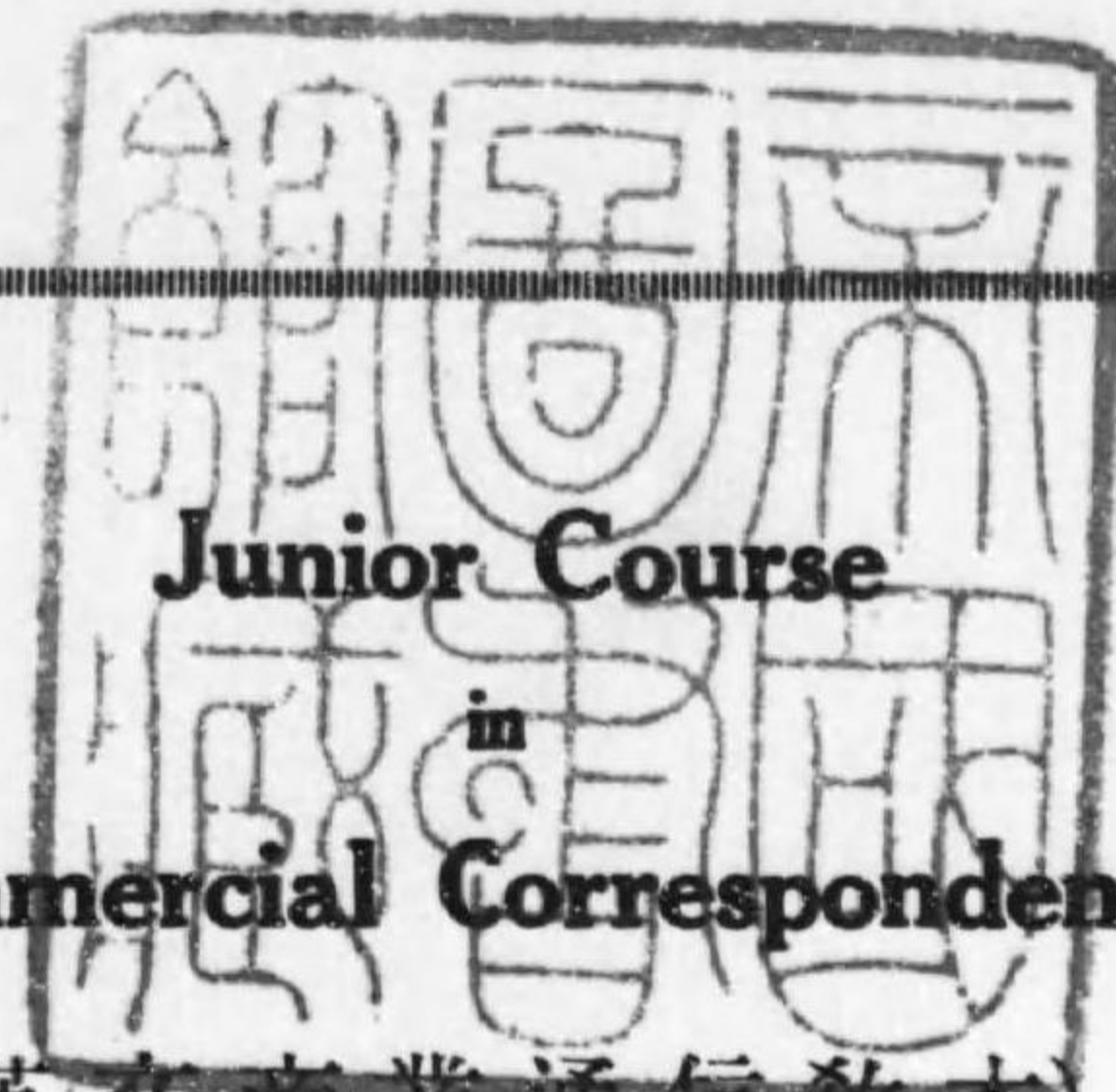
光井武八郎著



東京同文館大阪

355
1179

特220
799



Junior Course
in
Commercial Correspondence
(英文商業通信教本)

橫濱高等商業學校教授

光井武八郎著

東京・大阪
同文館



は し が き

國運の隆盛が外國貿易の發展に負ふ所如何に多きか、而して商業英語の活用が今日の外國貿易發展に如何に必要なるか、それは今更喋々するまでもない。

本書は商業英語の中心たる商業通信文に就て其の基本知識供給を目的としたもので、各章の文例は我國の外國貿易に實際使用される最新材料に基づき、苟も今日の商業教育を受ける者の常識として之だけは是非暗んじて居らねばならぬ程度のもので選擇したのである。

本書の使用が一般商業學生の商業英語基本知識の修得に貢獻し得るならば、それは單に著者の光榮のみではないであらう。

昭和十年十二月

著 者 識

CONTENTS

Lesson	Page
I. The Six Parts of a Business Letter	1
II. The Arrangement of a Business Letter ...	14
III. The Envelope	21
IV. Useful Expressions—I	26
V. Useful Expressions—II	31
VI. Inquiry for Merchandise	37
VII. Making Offers	40
VIII. Sales Letters	43
IX. Consignments	46
X. Orders	51
XI. Credit Information... ..	56
XII. Acknowledgement of Orders	60
XIII. Advice of Shipment and Draft	63
XIV. Marine Insurance	66
XV. Letters of Credit	69
XVI. Collection of Accounts	74
XVII. Remittances and Acknowledgements	76
XVIII. Adjusting Complaints	78
XIX. Announcements	82
XX. Letters of Application	85
XXI. Letters of Introduction and Recommendation	88

Junior Course
in
Commercial Correspondence

(英文商業通信教本)

LESSON I

THE SIX PARTS OF A BUSINESS LETTER

Business Letters: 日常社交に用ひる私信 (private letters, social letters) や官公吏又は委員會等の間に使用される公式通信 (official letters) と區別して、實業家が商業取引 (business transactions) に用ひる手紙を商業通信 (business letters, commercial letters) といふ。letters の意味で correspondence といふ語が屢々用ひられる。

private letter は octavo note-paper に、official letter は foolscap に、而して business letter は quarto 即ち $8'' \times 10\frac{1}{2}''$ 又は $8\frac{1}{2}'' \times 11''$ (American size) の letter-paper に認められるのが普通である。

商業通信、市況報告 (market report)、廣告 (advertisement)、其他凡て商業取引や經營に關して用ひる英語、即ち商業英語 (business English, commercial English) はその敘述が正確 (correct in statement) で、その意味が明瞭 (clear in meaning) であることが最も肝要である。聊かでも不明の點があつたり不正確である時は、忽ち、取引や經營の上に支障や損失を齎すであらう。

商業家には文字通りに *Time is money.* である。それ等の人々の間に用ひる通信文は、意味の明瞭と慇懃 (courteousness) を傷つけない範圍に於て、最も簡にして要を得た (concise) ものでなければならぬ。而かも、普通の作文の如く自己の思想を巧に發表しただけでは駄目であつて、必ず相手方を自己の希望する方向へ動かすといふ積極的反響 (active response) を目指すのが *business letter* の特色である。

The Heading: 用紙の頂上、中央より右方に寄せて發信者の所在 (writer's address) と手紙の日附 (date) を記入する。之を *heading* (頭書) と謂ふ。

發信者の名前と所在 (name and address) を用紙の頂上に印刷したものを *letterhead* と謂ふ。*letterhead* は廣告宣傳を兼ねたもので、發信者名と所在の間

123 Yamashita Cho, Naka Ku,
Yokohama, Japan,
April 8, 1936.

Messrs. Charles E. Smith & Co.,
98 East 42nd Street,
New York, U. S. A.

Gentlemen:

Please send me complete information regarding the floor coverings advertised in the *New York Times* of March 5. I would like samples of green and brown linoleum.

An early reply will be greatly appreciated.

Very truly yours,

Saburo Yamamoto.

CHARLES E. SMITH & CO.

Floor Coverings
98 EAST 42ND STREET
NEW YORK

May 7, 1936.

Mr. Saburo Yamamoto,
123 Yamashita Cho, Naka Ku,
Yokohama, Japan.

Dear Sir:

Thank you very much for your enquiry of April 8.

We inclose herewith a copy of the latest edition of our Illustrated Catalogue, and are sending you by the same mail, under separate cover, samples of green and brown linoleum in two qualities, for which we can quote you as follows:

Quality "A", @ 46¢ net per square foot
Quality "B", @ 40¢ " " " "

Our prices include delivery f.o.b. New York, and we are prepared to allow a special discount of 10 per cent. for quantities of over 50 pieces.

Your orders will be greatly esteemed, and shall have our best attention.

Cordially yours,

CHARLES E. SMITH & CO.

Wm. Stokes

Export Manager.

WS:MC

Catalogue inclosed.

JAMES C. WILLSON & CO.*Investment Securities*

39 BROADWAY
NEW YORK

NORDEN-HAUCK, INC.**RADIO APPARATUS**

OFFICES AND LABORATORIES

MARINE BUILDING

SOUTH STREET AND DELAWARE AVENUE

PHILADELPHIA, PENNSYLVANIA

☎ TELEPHONES HITCHCOCK 6363-4-5 ☎

CUNARD STATIONERY & PRINTING CO., Inc.*Wholesale Stationers*

136 LIBERTY STREET

NEW YORK, N. Y.

Rutkin Furs, Inc.

MANUFACTURING FURRIERS

208-210 WEST 30TH STREET

NEW YORK

LACKAWANNA 8751-8752

CHARLES P. RUTKIN
PRESIDENTMILTON S. NATHANSON
SECRETARY**AMERICAN HARDWARE AND STEEL PRODUCTS CO.**

COMMISSION
IMPORT AND EXPORT
MERCHANTS

501 FIRST AVENUE SOUTH

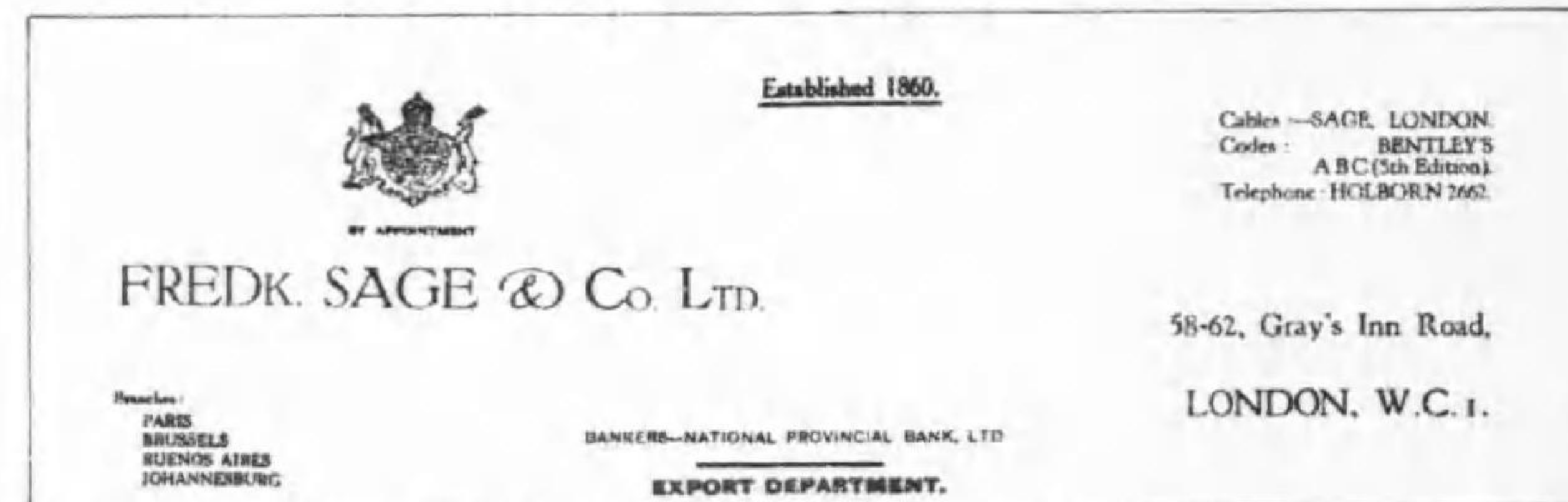
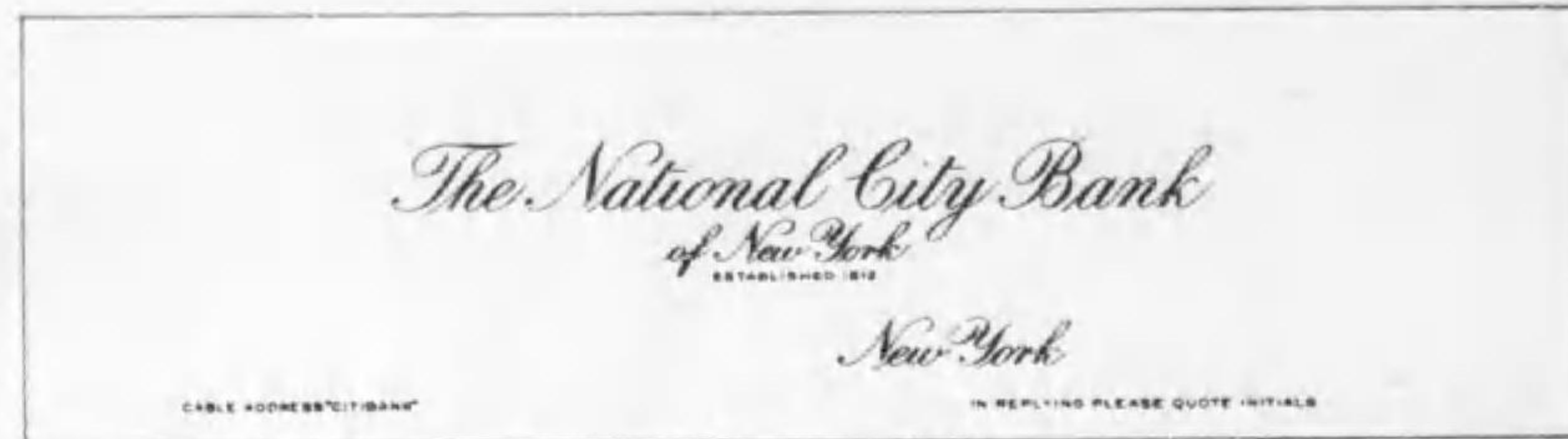
SEATTLE, U. S. A.

SEATTLE
NEW YORK
CHICAGO
TOKYO
YOKOHAMA
KOBE
OSAKA
SEKIUCHOSEN
PEKING
TIENTSIN
HANKOW
SHANGHAI
HONGKONG
MANILA

CABLE ADDRESS
"AMHARWA"

CODES
WESTERN UNION
BENTLEY'S
A B C 5TH EDITION
PRIVATE

IN REPLY REFER TO FILE



に, Importers and Exporters とか, Manufacturers of Fine Chocolates 等の如く, 其の營業の種類を挿入することが多い。其他, 電話番号 (telephone number), 電信略號 (telegraphic address, cable address), 使用電信暗號書名 (codes used), 營業主, 社長, 幹部等の氏名, 支店, 代理店の所在, 商標等を添へて印刷したものもある。

letterhead のある用紙を用ひる時は, heading の部分に新に記入を要するものは date だけである。

date には次の様な書方がある。

8th April, 1936. (英國式)

April 8th, 1936. (米國式)

April 8, 1936. (英米共通)

The Inside Address: heading の下方, 左に寄せて受信者の名前と其の所在を記入する。封筒に記す宛名 (envelope address) と全然同一のもので, 内部にある故に之を inside address と呼ぶ。

private letter や official letter の inside address は最後に, 署名 (signature) の下方, 左に寄せて之を記入する。但し, 親密な間柄の private letter には inside address を省略することが多い。

受信者の氏名には敬稱を附ける。

Mr. Saburo Yamamoto

Saburo Yamamoto, Esq.

Mr. は Mister の略字で男子に對する普通の敬稱である。Esq. は Esquire の略字、常に氏名の終りに付け、英國で普通に用ひられる丁重な敬稱である。米國では法律家に對して Esq. を用ひることはあるが、其他には殆んど之を用ひない。

Sir, Doctor, Professor 等の如き特別の肩書を有する人に對しては、その肩書を冠して、Mr., Esq. の如き普通の敬稱は用ひない。司法官、政府の高官、國會議員等に對しては、敬稱 Honourable を用ひる場合がある。

Sir. Isaac Pitman

Dr. James Atkins

Prof. W. E. Fletcher

Hon. M. C. Eliot

夫人に對しては Mrs. (Mistress の略字)を用ひ、未婚婦人には Miss を用ひ、又少年には Master を用ひる。

Mrs. William Stokes

Mrs. Mary Stokes (未亡人)

Miss Jane Stokes

Master Joseph Stokes

二人以上から成る商會、會社に對しては、それが

男子の組合ならば Messrs. (佛語 Messieurs の略字)を用ひ、婦人の組合ならば Mmes. (佛語 Mesdames の略字)を用ひる。Miss の複数は Misses で the を冠することが多い。

Messrs. Charles E. Smith & Co.

Messrs. Gray & Wilson

Mmes. Collingwood & North

The Misses Jane & Sarah Wilson

會社、銀行等の社長、支配人等に宛てる場合には、次の如き書方がある。

Mr. Henry Wyatt, President,

The American Trading Company, Inc.

The Manager,

The Yokohama Specie Bank, Ltd.

人名を含まない會社名には敬稱を用ひない。又人名でも株式會社の商號となつて居る場合は、自然人 (natural person) でなく、法人 (legal person) である故に、必ずしも敬稱を用ひるに及ばない。

The Formosan Product Company

John Smith & Co., Ltd.

Gimbel Brothers, Inc.

The Salutation: 本文を書き始める前に先づ相手方に敬意を表する語詞、即ち邦文通信の起首『拜啓』に相當するものを salutation (冒頭の挨拶)といふ。

business letter には次の如き salutation が普通用ひられる。

Dear Sir (一人の男子に對して)

Dear Madam (一人の婦人に對して)

Gentlemen (男子の組合に對して)

Ladies
Mesdames } (婦人の組合に對して)

英國では Gentlemen の代りに Dear Sirs を用ひることが多い。

official letter には Sir, Sirs, Madam を用ひる。之は極めて形式張つた様式である。

private letter には、親密の程度に應じて、Dear Mr. Brown, Dear Brown, Dear Miss Brown, Dear Mary 等の salutation を用ひる。米國では My dear Mr. (Mrs.) Brown は Dear Mr. (Mrs.) Brown よりも形式張つたものとなされて居るが、英國では反對に考へられて居る。

米國では、business letter にも、Dear Sir, Dear Madam の代りに、Dear Mr. (Mrs.) Brown を用ひて cordiality を表はす傾向がある。

salutation の終りに comma を用ひるのは英國式で、colon を用ひるのは米國式である。

The Body of the Letter: 手紙の本文 (body) は一箇又

は數箇の節 (paragraph) より成る。一つの手紙は一つの主要用件を傳へるために用ひ、全然別個の用件には別個の手紙を用ひるのが原則である。而して、一つの手紙の中では、paragraph を變へて思想の區切りを明かにすることが効果的 (effective) である。

手紙が二枚以上に互る時は、最初の一枚だけが letterhead sheet で、second sheet 以下は白紙の上部に受信者の名前又は其の頭文字、日附、頁數を記入する。first sheet には頁數を記さない。

- 2 -	
Messrs. Gray & Wilson.	18th April, 1936.

G. & W.	- 2 -	April 18, 1936.
---------	-------	-----------------

最終頁には必ず本文が一行以上記される様にしなければならない。

The Complimentary Close: 本文を書き終つて最後に敬意を表する語詞、即ち『敬具』『草々頓首』に相當するものを complimentary close (結辭) といふ。

business letter には普通次の如き complimentary close が用ひられる。

Yours truly,

Yours very truly,

Very truly yours,

英國では Yours faithfully, Faithfully yours が屢々用ひられる。

米國では往々 Yours cordially, Cordially yours を用ひて取引相手に對する友情を表はすことがある。

特別に尊敬の意を表はす場合には Yours respectfully, Respectfully yours, Yours very respectfully 等を用ひる。

親密なる間柄の private letter には Yours sincerely, Sincerely yours, Yours very sincerely 等を用ひる。

これ等の結辭の前に I am, I remain (二度目以後の通信)等を添加して complimentary close とすることもある。

I am, dear Sir,

Yours faithfully,

We remain, Gentlemen,

Very truly yours,

The Signature: 手紙の内容に對して責任を持つため, complimentary close の下方, 右に寄せて署名 (sign)

Very truly yours,

T. E. Division

TEN:AG

Cordially yours,

Walker & Florio

Yours faithfully,
FREDK. SAGE & CO. LTD.

Binns
EXPORT MANAGER.

Very truly yours,

HERBERT McLEAN PURDY & CO.

By *J. L. Tallon*
J. L. Tallon.

T-o

Cordially yours,

NORDEN-HAUCK, INC.

BY *M. Faden*

Vice President

MS/B
Enc.

ALL QUOTATIONS SUBJECT TO WITHDRAWAL WITHOUT NOTICE CABLE ADDRESS NORDEN-HAUCK.

する。個人としての signature は自己の姓名を書くだけであるけれども、会社其他の役員として署名する時は、夫々、一定の様式がある。

THE TOKYO MOTOR CAR COMPANY, LTD.

Takeo Akiyama

Managing Director.

For THE TOKYO MOTOR CAR COMPANY, LTD.

S. Sato

(英國式)

THE AMERICAN TRADING COMPANY, INC.

By *James E. Parker* (米國式)

合名会社 (partnership) の名前をそのままに署名し得る人は其の組合員 (partner) だけである。

Brown Watson & Co.

会社名の前に p. p. 又は per pro. の文字を冠して、その下に署名したものがあつた。之は会社より委任状 (letter of attorney) によつて特に代理権 (procurator) を與へられて居ることを示す。

p.p. BROWN WATSON & CO.

G. White

婦人は次の如く署名する。

(Miss) *Ruth Evans*

Mary Smith

(Mrs. William Smith)

(Mrs.) *Mary Smith* (未亡人)

Social letter には自己の姓名を書くだけで、括弧内の添加をしないのが普通である。

上に述べた様に business letter は the heading, the inside address, the salutation, the body, the complimentary close, the signature の六つの主要部分から成る。

LESSON II

THE ARRANGEMENT OF A BUSINESS LETTER

The Indented Style: inside address は二行乃至三行から成るのが普通で、一行目は左端から書き始め、二行目三行目は順次少し右へ引込めて書く。heading も date だけでなく、発信者の所在を冠して、二行以上に互る時は、同様の書方をする。

又本文 (body) の各節の第一行を少し右へ引込めて書き始める。

此の如き様式を indented style (斜線式)と謂ふ。本書第三頁所載の手紙はその様式によつたものである。

The Block Style: 各行の頭を揃へて同じ位置から書き始める様式を block style (垂直式)と謂ふ。本書第四頁の手紙はこの様式を示すものである。

indented style は type-written letter にも pen-written letter にも用ひられるが、block style は type-written letter にのみ用ひられるもので、type-writer 使用にはこの方が便利で、又新式である。

heading と inside address は block style に従ひ、body は indented style に従ふ混合形式 (mixed form) を用ひた例も澤山ある。

The Open and Closed Punctuation: heading, inside address の各行末の句讀點 comma, period を省く新しい様式がある。之を open punctuation といふ。之に對して、従來の如く各行末に句讀點を用ひる様式を closed punctuation といふ。

open punctuation に従ふ場合にも、行末の略字符 (.) は省かない。

OPEN PUNCTUATION

	100 Post Street San Francisco, Calif. May 20, 1936
Messrs. Ball and Grannis 256 Rose Avenue Chicago, Illinois	

CLOSED PUNCTUATION

	100 Post Street, San Francisco, Calif., May 20, 1936.
Messrs. Ball and Grannis, 256 Rose Avenue, Chicago, Illinois.	

The Margin: 手紙の左右の餘白 (margin) は各々一吋乃至一吋半, type-writer で十打乃至十五打をあけるのが普通である。短い手紙は左右に一層多くの margin をあけて, 用紙の中央部に體裁よく記載する必要がある。

letterhead sheet を用ひる場合は, 上部の margin は一定して居るけれども, 白紙を用ひる際には上部に一吋半位の margin をあけて置く。又下部の margin は上部の margin よりも少し廣い方がよい。従つて, 天地の margin は左右の margin より多少廣くなる。

手紙にとつて, 周囲の margin は額縁の如きもので, 其の均衡を適切に保たしめることは, 手紙の第一印象を良好ならしめる上に頗る大切なことである。

The Spacing: inside address, salutation, body 等, 一部分と他の部分との間隔 (spacing), 及び本文の paragraph と paragraph の間隔は一行置き (double space) にして, 同じ部分内や同じ節の行間は single space に詰めるのが普通である。

但し, 短い手紙は各行間を悉く double space にすることもある。

business letter には Lesson I に説明した六つの主

要部分の外に, 更に, 次の様な special data (特殊項目) の記入をすることがある。

The Special Address: 手紙は會社宛になつて居るが, それを社長, 支配人, 又は或特定の人に讀んで貰ひたい場合には, inside address と salutation との間, 又は salutation の行, 又は inside address の最終行等に Attention of Mr. 又は Attention: Mr. の如き special address (特別宛名) を挿入する。

The Tokyo Gramophone Company, Ltd.,
Marunouchi, Kojimachi Ku,
Tokyo.

Attention of Mr. S. Oyama, President.

Gentlemen,

The Tokyo Gramophone Company, Ltd.,
Marunouchi, Kojimachi Ku,
Tokyo.

Attention: Mr. S. Oyama, President.

Gentlemen,

Messrs. Grover & Simms
123 W. Main Street
Redwood City, California, U. S. A.

Gentlemen: Attention of Mr. G. N. Simms

Messrs. Grover & Simms,
123 W. Main Street,
Redwood City, Calif. Attention: Advertising Department.

Gentlemen:

The Letter Reference: special address の外に、手紙の綴込、参照等の便宜の爲に、次の如き文句を inside address の右方に記入することがある。

In your reply, please refer to file # A 355.

Please mention Ref. 563 when answering this letter.

Our file No. 208/36. Your reference No. 563.

これ等の文句は letterhead の一部分として印刷して、綴込番号だけを挿入すればよい様にして置くこともある。

The Letter Subject: 手紙の主題 (subject-matter) を salutation の次に、body の上方に記入して置くこ

とは、その手紙の用件が一見してわかるので便利である。

re First Quarter 1936 Account. (Re :.....)

Your order No. 601.

Quotation on Lumber.

Identification Marks: type-written letter には其の dictator (口授者、それは普通その手紙の署名者である) の氏名の頭文字と typist の頭文字又は番号を、その手紙の責任者識別記号として、signature の最終行又はその一二行下方の左隅に記入する。

Yours faithfully,

THE TOKYO MOTOR CAR COMPANY, LTD.

Takio Akijama
Managing Director.

TA:HY

dictator と typist の頭文字の間には colon の外に斜線又は hyphen も用ひる。

TA/HY TA-HY

Enclosure Directions: 同封物 (enclosure) ある時は、identification mark の下にこの事を指示する。同封物の数や其の名称を示すこともある。之は信書係

への注意と受信者の参考を兼ねたものである。

TA:HY
Enclosure

Enc. Encl. 2.

Cheque enclosed. 2 Enclosures.

The Postscript: 本文を書き終つた後に更に何かを書き添へる必要が生じた時に、之を **postscript** (追書)として用紙の最後の餘白に記入することがある。この場合、行首に **P.S.** (二伸、追伸に相當する)と書き、終りに自己の頭文字を記す。この方法は今日あまり用ひられない。本文を認めた後に発生した事柄ならば別に手紙を認めるべきであり、又本文中に記事の脱漏したものならばそれは發信者の不用意を示すものであり、何れにしても、**postscript** は今日の **business letter** には適當しない。

但し、商品の宣傳販賣等に用ひる手紙に於て、殊更に或事項に對して受信者の注意を引くために、わざと、之を **postscript** として最後に書き添へることがある。

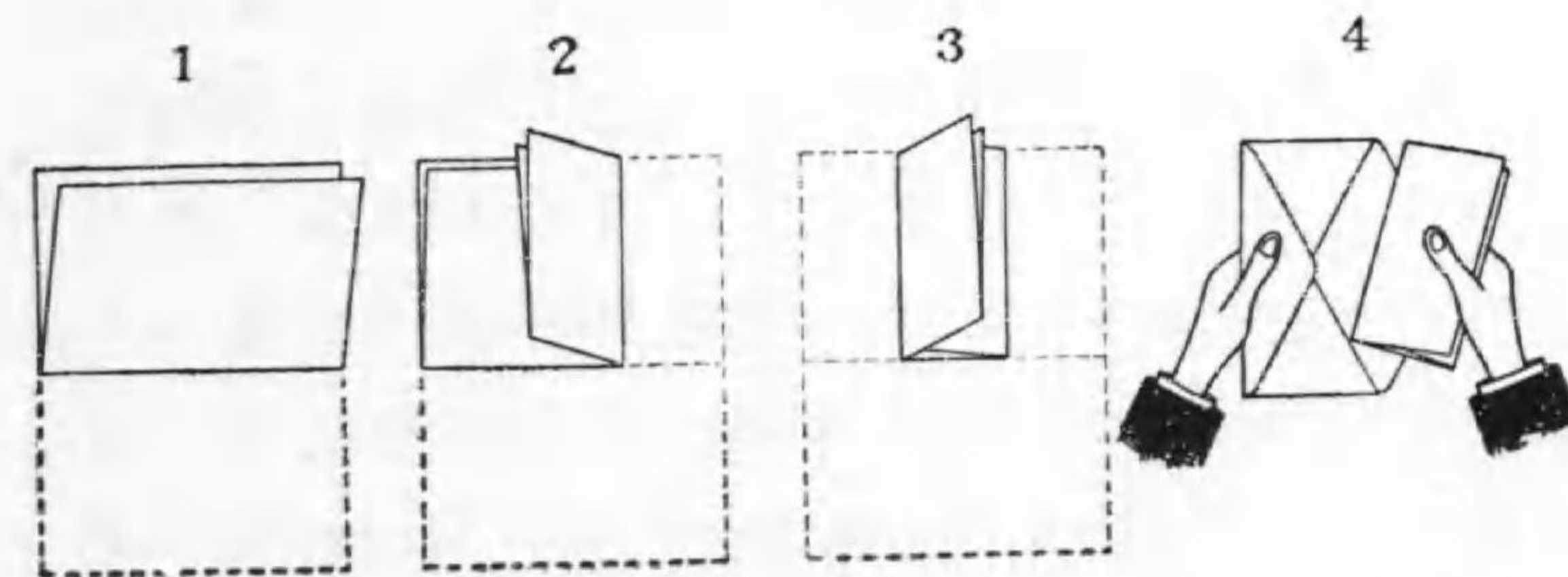
LESSON III

THE ENVELOPE

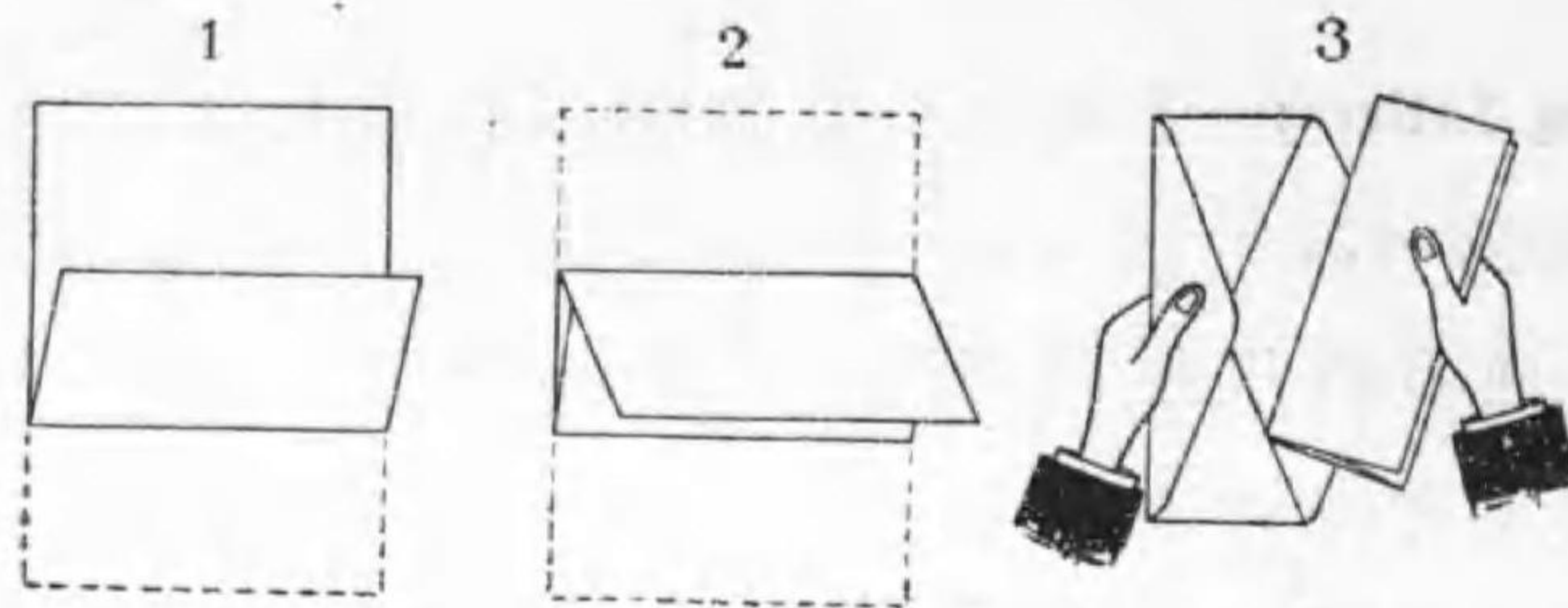
Folding Letters: 手紙の折方は封筒の種類によつて異なる。

普通の商用封筒 (3½"×6½" 前後) を用ひる時は、次の如く、六つ折りにして入れる。

1. 用紙の頂上が ¼ 吋ばかり突出る様に、下から上へ約半分に、左右の縁を揃へて折る。
2. 次に、右から用紙の幅の約 ⅓ の所を左へ向けて折る。
3. 最後に、右の折返した縁が ⅓ 吋弱突出る様に、左から右へ折る。
4. かやうに折つた手紙を右手に持つて、左手の封筒に入れる。



公式通信型の9吋又は10吋の長封筒を用ひる時は、用紙の下部 $\frac{1}{3}$ の所を上へ折り、次にその折目より少し内輪に上部を折返す。



window envelope (透し封筒)を用ひる時は、その封筒の下端から透し窓までの距離を計り、例へば、それが $\frac{1}{3}$ 吋あるとすれば、手紙の inside address 最終行より $\frac{1}{3}$ 吋の所まで用紙の下部を上へ折返す。次に、其場所から上部を向ふ側へ折返して、その窓から inside address が見える様に封筒に入れる。但し、之は長封筒を用ひたる場合であつて、普通の商用封筒を用ひる時は、上の如く折つた用紙の右の部分を後方へ、封筒の長さに應じて、更に折返す。最初に右の部分の折返しをする人もある。

window envelope を用ひる場合には、上に述べたる折方に適する位置に inside address を記入する必要がある。従つて、用紙に「 」の如き目標を印刷して typist の便利を計つたものが多い。

法律家、銀行家、其他専門職業に従事する人々が好んで使用する baronial 型 (4"×5" 前後) と稱する正方形に近い封筒がある。之を用ひる時は、用紙の中央を下から上へ、次に右から左へ、正しく四つに折り、折目を下に之を封筒に入れる。

The Envelope Address: 封筒の宛名、即ち表書 (superscription) は封筒の中央部以下に、なるべく左右の餘白が同じくなる様に記入する。配置様式 (block 又は indented) や句讀法 (open 又は closed) は inside address と同一の法式を用ひる。envelope address は、三行以上に互らない場合は、行間を double space にする方が読み易い。

window envelope を用ひる時は表書の手数が省ける。

配達不可能の場合の返送先 (return address) として發信者の宛名を封筒に印刷して置く。その位置は封筒表面の左上隅が最も普通であるが、又裏の蓋 (flap) に印刷することもある。return address には、屢々、次の如き文句が冠せられる。

If not delivered, please return to

If undelivered in 10 days, return to

After 10 days return to

Return in five days to

Special Envelope Data : return address の外に,封筒には次の如き special data を記入することがある。

Via Siberia

Per s. s. "Hakone Maru"

Registered

Poste Restante

Please forward

Personal

Private

Urgent

Introducing Mr.

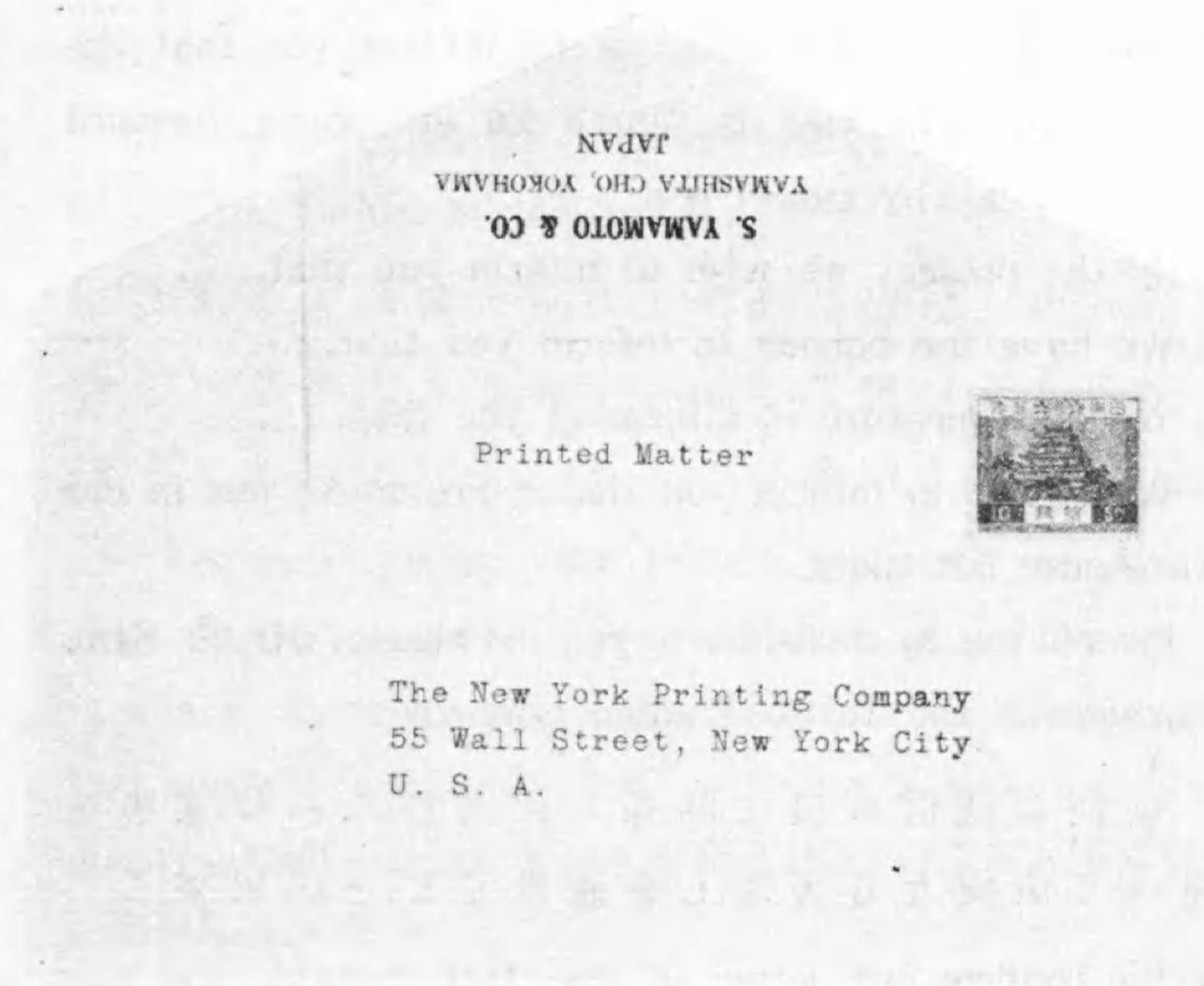
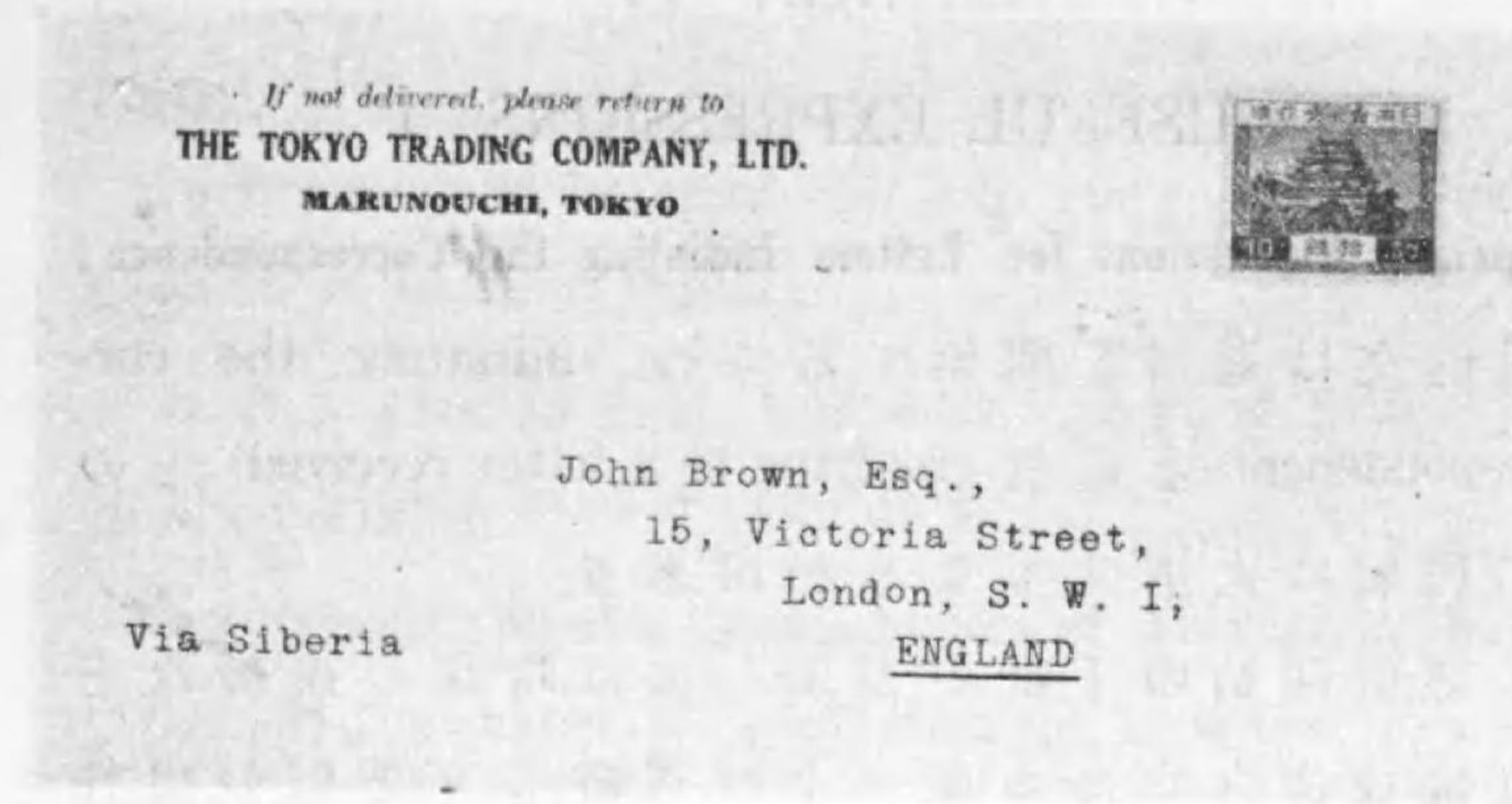
Through courtesy of Mr.

Printed Matter

Photo only

Third-Class Matter

これ等の事項を記入する位置は,封筒の左下隅が普通であるが, Printed Matter 等は,屢々,封筒の上部 return address と stamp の中間に記入される。



LESSON IV

USEFUL EXPRESSIONS—I

Opening Expressions for Letters Initiating the Correspondence:

通信文は通信を開始するもの (initiating the correspondence) と返信 (replying to a letter received) との二種類に大別することが出来る。

通信開始の手紙の書出しには、時候の挨拶など直接役にも立たぬ前口上は省略して、通信の用件を卒直に述べるべきである。

The object of this letter is to inform you that the goods ordered by you on March 20 are going forward to you to-day by parcel post.

By the present we wish to inform you that.....

We have the honour to inform you that.....

We take pleasure in informing you that.....

We regret to inform you that a fire broke out in our warehouse last night.

Permit me to introduce to you the bearer, Mr. S. Sato, manager of the Tokyo Trading Company.

前便の通信事項に關係した用件ならば、其事を述べて唐突なる書出しを避けることが出来る。

We confirm our letter of the 10th instant, and now

have pleasure in handing you invoice for 100 bales of Cotton.

Confirming our letter of the 10th inst., we now have pleasure in handing you.....

初めての通信先には、紹介者があれば、その名前を最初に記すのが普通である。

Our friends, Messrs. Smith & Co., of Yokohama, have given us the name of your firm as a house of good standing and reliability.

We have had your name and address given to us by Mr. Wm. Smith, of this city.

We are indebted for your address to a mutual friend, Mr. Wm. Smith, of this port.

商品の宣傳等に用ひる手紙の書出しには、受信者の注意を惹き、興味や好奇心を唆つて其手紙を讀ませる様に工夫したものが多。

When entertaining your friends, wouldn't you like to offer them an exclusive cigar—different from and superior in quality to those sold in an ordinary cigar store?—one that you will thoroughly enjoy—a cigar of superb quality at a reasonable price? You will find this in EL VANDOMA AMBASSADOR.

Winter is the season when you enjoy your home most, but only when it is properly and comfortably heated.

A "Windsor" stove in your home will give you an abundance of clean warmth—never overheated or underheated, regardless of outside weather.

Opening Expressions for Letters Replying: 先方からの通信に対する返事には、最初に先方の手紙入手の趣を述べる、而して之を謝するのが普通である。

Your letter of April 8 has duly come to hand.

Your letter of April 8 was received this morning.

I received on the 10th inst. your valued favour dated April 8.

We have the pleasure of acknowledging receipt of your two favours dated the 8th April and 10th idem respectively.

Your kind letter of the 10th inst. is received with thanks.

We are in receipt of your favour of the 10th inst., for which we thank you.

Thank you (We are obliged) for your esteemed favour of yesterday's date.

來信要旨を附記することは先方に於ける参照に便利を與へるものである。

We have received your letter of April 20 advising shipment of our Order No. 721 per s.s. "Hakone Maru."

We are glad to learn (We note) from yours of April

10 that you have shipped our Order No. 721 per s.s. "Hakone Maru."

We have to thank you for your favour of the 15th inst. inquiring about our product.

Your favour of the 15th inst. inquiring about our product is very much appreciated.

前便通信と入れちがひに先方の手紙を入手した時。

We wrote to you on the 7th inst., and in exchange for this have received your favour of the 5th, advising shipment of our order.

In exchange for our letter of the 7th inst., we have received yours of the 5th, the contents of which we have duly noted.

手紙の外に何かを同封又は別便にて入手した時。

We have for acknowledgment your letter of May 5, enclosing invoice for 100 bales of Cotton.

We have received your letter of May 5, together with your catalogue by the same post.

We beg to acknowledge receipt of your favour of the 8th inst., and also of the samples advised therein.

先方の手紙入手のことを述べると同時に之に對する返事を與へる書出しが多く用ひられる。

Replying (In reply, In answer) to your communication dated the 20th ult., we wish to inform you that the balance of your Indent No. 721 has been shipped to your address per s. s. "Fushimi Maru."

We hasten to reply to your favour of yesterday's date, and are happy to say that we shall be available for any work you may care to entrust with us during the summer.

We duly received your favour of May 15, and in reply we regret to announce our inability to comply with your request.

EXERCISE

1. 御注文の品は汽船白山丸にて御積送申上候。
2. 本月五日附の御書状忝く拜見仕候。
3. 貴店型録正に入手仕候,此段御禮申上候。

LESSON V

USEFUL EXPRESSIONS—II

Closing Expressions: 手紙は其の最初と最後が最も受信者の注意を惹く重要な部分である。

最初の部分は其手紙に對して受信者の興味を喚起する様に書き,最後の部分は其手紙の目的達成を確保する鍵となる様に書かなければならぬ。

手紙の結尾には次の如き文句が屢々用ひられる。

(a) 返事を求める場合。

We are looking forward with interest to hearing from you; we hope you will find it convenient to write us shortly.

We are anxiously awaiting your reply.

We shall be pleased to hear from you at your earliest convenience.

Kindly let us know your decision as soon as possible.

Have the kindness to confirm this arrangement by return of post.

To make sure this is brought to your personal attention I take the trouble to send this letter by registered mail—and I look for your reply at once.

(b) 返信用の葉書,封筒等を同封する場合。

We enclose a post-card for reply.

For your convenience in replying, we are enclosing a blank form and a stamped, self-addressed envelope.

(c) 至急手配を乞ふ場合。

Please give this matter your prompt attention.

Kindly let this matter receive your immediate attention.

We shall appreciate your giving this your prompt attention.

We trust you will give this order your prompt and careful attention.

(d) 問合せに対する回答の結尾には先方への好意友情を披瀝して親交の増進を計ることが多い。

You are welcome to this information, and we are pleased to have been able to serve you in the matter.

We trust the above information may be of service to you, and shall be pleased to give you any further particulars you may be in need of.

We place ourselves at your disposal for any further information you may require.

If there is any other way in which we can be of service, we shall be glad to hear from you.

(e) 餘は後便にて報告する場合。

I shall write to you further on the subject in the course of a few days.

We shall revert to this matter at a later date.

(f) 回答の延引を詫びる。

I must apologize (tender my apologies) for the delay in replying to your letters.

Please excuse our not replying to your letter ere this, but circumstances beyond our control delayed us.

(g) 迷惑をかけたことを詫びる。

Please accept our apologies for the inconvenience this matter has given you.

We regret the trouble we are causing you.

(h) 先方の希望に添ひ難きことに對して遺憾の意を表す。

We regret our inability to accept your proposal.

We are sorry not to be able to oblige you in this instance. Perhaps there is some other way in which we can be of help.

(i) 盡力を感謝する。

Thank you sincerely for the services rendered in this matter.

We thank you for your prompt and courteous attention to the matter.

(j) 愛顧を感謝して、更に將來に對する希望を

述べる。

We take this opportunity of thanking you for your kind support in the past and soliciting the favour of its continuance in the future.

We appreciate very much your patronage and trust that the future will produce even better relations.

(k) 季節の挨拶を述べる。

We send you (take this occasion to send you) our cordial Christmas greetings and very best wishes for success and increasing prosperity in the coming year.

We reciprocate your kind wishes for a merry Christmas and a happy New Year.

(l) 商品の宣傳に用ひる手紙の結尾は注文獲得を目的とする掉尾の努力をなすべき部分である。

It is our desire to serve you to your best advantage. Send us your order by return mail and we assure you that it will receive our very prompt and careful attention.

Send us your order in the enclosed envelope. NOW and it will receive our special attention.

Participial Close: 手紙の結尾に ...ing の語形 (participial construction) を用ひることが多い。

Hoping to hear from you soon,

Awaiting the favour of your further news,

Trusting to be favoured with your valued orders, which shall have our prompt attention,

Commending this order to your special attention,

Thanking you in anticipation of (in advance for) your prompt attention to the matter,

Wishing you the compliments of the season,

上に示した様な participial construction は語勢弱く、手紙の結尾としては完全なる確言的の文形を用ひる方が一層効果的である。例へば

We hope to hear from you soon.

We await the favour of your further news.

We trust to be favoured, etc.

Confirmation of Cablegrams: 至急を要する取引には電信を用ひる。電信の趣は更に手紙で申送るのが常である。此の如く電信を確認 (confirm) する場合には、次の如き語句を用ひる。

We cabled you to-day as follows:

“Ship immediately twenty-five dozen Yokohama Trading Company,”

which we now beg to confirm.

We duly received your cable reading—

“RIPTALERME YOKOTRAD,”

which we have decoded as follows:—

“RIPTALERME | Ship immediately twenty-five dozen
“YOKOTRAD” | Yokohama Trading Company

We have much pleasure in confirming the telegrams exchanged between us as per copies of translation herewith.

EXERCISE

1. 折返し御返事の程願上候。
2. 本日左の通り架電申上候。
3. この件に関しては特別の御盡力相煩し度存候。

LESSON VI

INQUIRY FOR MERCHANDISE

Letters Inquiring for Merchandise: 商品に関する問合せ状は、大體、次の部分から成る。

1. 入用品を明示する。
型録番號を記入し、又は参考見本を送る。
新に型録や見本を請求する。
2. 最低値段、支拂條件等を問合せる。
注文の豫定數量を示す。
3. 受渡期日を確認する。
4. 返事を要求する。

— EXAMPLE A —

Dear Sirs,

We are in the market for the following goods:

500 doz. No. 51 Stainless

Table Knives.

Please quote us your lowest price on the above, and also tell us when you could make shipment if an order should be placed with your firm.

An early reply will greatly oblige us.

Very truly yours,

— EXAMPLE B —

Gentlemen :

We shall be glad if you will kindly let us know your lowest price for the supply of Undershirts as per sample sent you this day under separate cover.

Our present requirements are for twenty of them. We presume you have these goods in stock, but, if not, kindly say how long you would require to complete an order for the quantity mentioned, as this parcel is urgently wanted.

We await your reply.

Yours truly,

— EXAMPLE C —

Gentlemen,

In response to an inquiry addressed to our friends, Messrs. Harrison & Co., of London, your name has been given to us as that of a reliable firm shipping woollen goods to this country.

We shall be glad if you will forward us by first mail your complete catalogue and a representative range of patterns, together with your lowest quotations and best terms.

We have not hitherto imported direct, but have bought from importers in Yokohama. This arrange-

ment, however, has not proved very satisfactory, and we are anxious to deal directly with the actual producers.

Your prompt reply will be appreciated.

Yours faithfully,

EXERCISE

1. 左記商品に對して最低値段御通知被下度候。
2. 茲許同封見本通りの書簡箋,目下御持合せ有之候や,御尋ね申上候。

LESSON VII

MAKING OFFERS

Letters Making Offers: 商品に關する問合せに對して、値段、條件等を通知する手紙は、大體、次の如き部分から成る。

1. 問合せ狀入手のことを述べる。

2. 問合せの事項に答へる。

型録、商品見本等の送付。

値段、支拂條件、引渡期日の通知。

3. 註文を待つ。

この種の問合せ、申込は電信を以てなされることが多い。その場合には、更に手紙を以て電信を確認する。

— EXAMPLE A —

Gentlemen:

We thank you for your letter of April 12 enquiring about our Habutae, and have much pleasure in quoting you as under:

200 pcs. No. 235 Kawamata in 28", at 85 cents per yard.

The price quoted is c. i. f. New York, and is subject to market fluctuations. Terms:—Net cash against

Shipping Documents in Yokohama under confirmed letter of credit.

As we have a large stock at this time, we could make immediate shipment.

We hope that we shall be favoured with your order, which we assure you will be given our best attention.

Very truly yours,

— EXAMPLE B —

Gentlemen:

We received to-day your cable enquiry which reads—

“Quote lowest cif price for two hundred pieces Kawamata Habutae shipment during September next.”

In reply we have cabled you as per the following confirmation:

“We offer you firm two hundred pieces Kawamata Habutae shipment during September next at eighty-five cents per yard subject to your cable reply in three days.”

We await the pleasure of serving you.

Yours very truly,

EXERCISE

1. 川俣産羽二重第五百六十七號品二百反は、運賃保険料込、一碼九十仙にて御供給可申上候。
2. 御注文品は最も丁寧入念に御調達可申上、御用命の程奉待上候。

LESSON VIII**SALES LETTERS**

Sales Letters: 商品の賣捌を目的とする手紙には、次の四點が肝要である。

1. 受信者の注意を引くこと。商品に關して問合せに接したる時は、先方は既に多少の關心を有するものであるけれども、何等の問合せを受けることなくして突然に手紙を出す時は、受信者をしてその手紙を讀ませる考案をなさなければならぬ、然らざれば、その手紙は碌々讀まれないう紙屑籠の中に投込まれる危険がある。故に、この種の手紙は劈頭の文句が先以て受信者の注意を引くものであらねばならぬ。

2. 賣付けやうとする商品に對して受信者の興味を喚起すること。

3. 更に進んで、それが良い買物(a good purchase)であるといふ確信を受信者に與へること。

4. 注文獲得を目的とする掉尾の努力。

百貨店等の大賣出し案内狀や内覽狀も此種類に屬する手紙である。

— EXAMPLE A —

Dear Sir,

Here is an unusual opportunity.

We offer you an exclusive set of Shakespeare's works in five volumes bound in morocco at ¥ 5 a volume. The edition has been prepared under the direction of eminent scholars and is magnificently illustrated. Each play is followed by the best criticism of it that has yet been written, a feature which is not found in any other edition and is unusually interesting and valuable.

This wonderful opportunity is yours for ¥ 5 upon acceptance of the set, and ¥ 2 per month thereafter until the full amount is paid. Our present supply is limited, and after it is exhausted we shall not be able to duplicate. SIGN THE ENCLOSED CARD AND MAIL IT AT ONCE! We wish you to have one of these sets because we know you will prize it.

Very truly yours,

— EXAMPLE B —

Dear Madam :

SUMMER FURNITURE SALE

We desire to express our appreciation of the patronage you have accorded us, and take pleasure in advising you in advance of a coming big sale—the Summer Furniture

Sale, which will begin on Monday, June 10.

We shall make radical reductions from regular prices that will show you a saving in many cases of from 25 to 50 per cent.

Friday, June 7

Saturday, June 8

will be set aside for you to have first choice of the interesting values before the sale is announced to the public.

We hope you will come in one of the two Courtesy Days and take full advantage of this important Summer Sale.

Very truly yours,

EXERCISE

1. これ等の商品は供給に限り有之候へば、至急御注文願上候。
2. 家具の大賣出しを、本月十日より十六日まで一週間、開催可致候。

LESSON IX

CONSIGNMENTS

Letters Applying for or Offering Consignments: 販賣の引受又は委託を申込む手紙は、三つの主要部分を含む。

1. 申込の理由。

委託販賣 (consignment) の有望なることを述べる。

信用照會先を附記することがある。

2. 手数料、勘定支拂等に關する條件の提示。

3. 取引開始の促進。

Letters Accepting or Declining Proposals: 申込に對する承諾又は拒絶は次の如き部分を含む。

1. 申込を謝する。

2. 承諾又は拒絶の理由。

3. 希望事項。

4. 誠意の披瀝。

— EXAMPLE A —

Dear Sirs,

We are very frequently asked for Cutlery of the best class, and your name having been given us by our friends in London as makers of repute, we shall be

pleased to learn whether you would care for us to represent you in Japan. We are prepared to accept the agency on purchasing terms, provided you will reserve this market to us.

As we deal in Kitchen and Domestic Articles, we are in touch with the principal buyers in your line and it would therefore be an easy matter for us to handle your goods with our own.

As regards our standing and reliability, any of the firms noted below will be pleased to supply you with information.

Messrs. Newton & Co.,

72 Wigmore Street, London, W. 1.

Messrs. Norman & Hill, Ltd.,

40 Foster Lane, Cheapside,

London, E. C. 2.

The Northampton Polish Co., Ltd.,

22 and 24, St. Andrew's Street,

Northampton.

We are quite willing to meet you in the matter of terms, but trust that, should you decide to accede to our request, you will from the first put us on the very best footing.

We await the pleasure of hearing from you on the subject.

Yours faithfully,

— EXAMPLE B —

Gentlemen :

Your esteemed name and address having been given us by our friends, Messrs. Smith & Co., of this city, who inform us that your trade and connections in our line of business are of the best, we wish to enquire whether you would be disposed to work with us on a consignment basis.

We should like to introduce our Lamp-Shades into your market, and are convinced that, if you fall in with our ideas, a considerable business will result to our mutual advantage.

We therefore inclose you our retail price-list for these goods, and shall be pleased to allow you a trade discount of 20 per cent. on the quotations if you will stock our goods and push them to the exclusion of all other makes.

If, as we hope, you agree to our proposal, we shall immediately ship you a sample consignment, being guided in future shipments by your reports on the different grades which may be best suited for your market.

Account Sales to be rendered quarterly and to be covered by paper on Yokohama.

We are quite prepared to listen to any suggestions you may have to make in the matter, and should furnish

you with all necessary advertising matter, show-cards, price-lists, &c., for distribution.

We shall be pleased to hear from you at your earliest convenience.

Very truly yours,

— EXAMPLE C —

Dear Sirs,

We are much obliged for your esteemed communication of the 5th inst., and accept your proposal in regard to the shipment of consignments to you. We think you will find our product sell readily in your market, especially as our prices are closely calculated in order to compete with the product of our European competitors. You will convince yourselves of this by comparing our catalogue and price-list, which we enclose, with those of the German and French manufacturers.

A case of samples comprising—so far as we can judge—the most saleable lines, will be despatched to you by next mail steamer, and, as desired, we will draw upon you at sight for the amount of our invoice.

We trust that the sample case will reach you safely, and that we shall soon hear favourably from you.

Yours faithfully,

— EXAMPLE D —

Gentlemen :

We are in receipt of your favour of the 25th ult., and have perused the booklet which you sent us describing your products.

Whilst thanking you for your courtesy in offering us your representation here, we regret we cannot accept same, as the articles you mention are, you will realize, quite out of line to us as cotton merchants.

We refer you, however, to Messrs. A. Date & Co., of this city, who, we are sure, would make excellent agents. They stock such goods as you describe, and their financial position is sound.

We are, Gentlemen,
Yours very truly,

EXERCISE

1. 貴地に於て當方代理店御引受け下さるまじくや、御尋ね申上候。
2. 當方申込御承諾下され候はゞ、直に見本品御積送可申上候。
3. 御申込の件御引受致し難く、遺憾に存奉候。

LESSON X

ORDERS

Letters Ordering Goods: 注文状は三つの主要部分から成る。

1. 注文品の明示。

品名、品質、番號、寸法、色合等 (description).

數量 (quantity).

値段 (price).

2. 包装、記號、保險、積送の方法及び期日等を指定する。

3. 代金支拂に關する件。

現金注文 (cash with order) でなく、又從來の取引先でない場合には、信用照會先を附記する必要がある。

注文は、一定の用紙 (order blank, order sheet) に必要事項を記入したる注文書 (formal order) を作成し、之に簡単な手紙を添へて送ることが多い。

注文は直接に製造元又は發賣元へ之をなす外に、代理店又は特約取引店へ買付の委託 (indent) を送ることがある。但し、買付委託のみでなく、一般海外注文を indent と呼ぶことが多い。

— EXAMPLE A —

Dear Sirs,

Please send us the following goods, as shown on page 28 of your Catalogue No. 35 :

500 doz. No. 51 Stainless Table Knives,

@ 38/- per doz.

It is understood that the price includes delivery f. o. b. London. We wish these goods shipped per regular liner at the lowest possible rate of freight obtainable, and each package marked



Yokohama

and numbered consecutively. Marine insurance is to be effected by you, and claims are to be made payable at Tokyo.

To-day we requested the Yokohama Specie Bank, Ltd., of Tokyo, to forward instructions by cable to its branch office in London, authorizing it to purchase your draft drawn upon us for a sum not exceeding £ 1,000 against shipment of Cutlery.

We trust that shipment will be made immediately, as any delay might cause us serious inconvenience, owing

to the fact that our stock in this line has run somewhat low.

We await your advice.

Very truly yours,

— EXAMPLE B —

Gentlemen:

You will find enclosed a postal money order for two dollars and fifty cents, for which please send The Forum to my address for one year, beginning with the issue for September next.

Yours truly,

— EXAMPLE C —

Gentlemen,

We have to acknowledge the receipt of your favour of the 30th May, with quotation, and also of your Illustrated Catalogue, for which we are obliged.

We now have the pleasure of handing you an order for Worsted Tweeds as per order sheet enclosed herewith, recommending same to your usual careful attention.

Yours faithfully,

INDENT No. 305.

Tokyo, 16th June, 19 36.

To The Tweed Manufacturing Company, Ltd.,

London, W. 1.

From THE TOKYO TRADING COMPANY LIMITED.

Gentlemen,

Please ship to us the undermentioned goods:

GOODS 32 pieces 54 in. Worsted Tweeds, 30/32 yard each, No 278, patterns

A to H.

PRICE 3/6 per yard, f. o. b.

PACKED in tin-lined cases.

MARK AND NUMBER  over Yokohama. Nos. 21 onwards.

SHIPMENT from London on or before 31st August next.

FREIGHT to be paid in London and charged to us.

INSURANCE on invoice amount and charges plus 15 per cent. To be effected by you and charged to us.

INVOICES AND BILLS OF LADING in triplicate.

SAMPLES 1/4 yard each pattern, by mail not later than 20th August.

TERMS 60 d/s draft. Discount 1 1/2%.

Yours faithfully,

J. Sata

Manager.

EXERCISE

1. 別紙注文書の通り,羽二重二百反御注文申上候。
2. 本日横濱正金銀行に對して,當方宛振出しの手形面金額支拂の權限を同行倫敦支店に電信にて附與する様依頼致置候。

LESSON XI

CREDIT INFORMATION

Letters Asking for Credit Information: 貸賣取引を開始するに先だつて、先方の信用程度を問合せの手紙の主要部分は、大體、次の如きものである。

1. 問合せの主題を明示して、之に關する問合せの必要なる事情を述べる。
2. 問合せの事項を列擧して、その回答を依頼する。
3. 回答は祕密に付して、回答者の迷惑にならぬ様になし、又將來、必要ある場合には、先方のために同様の奉仕を喜んでなす旨を述べる。

Letters Giving Credit Information: 信用程度 of 問合せに對する返事には、是認し稱讚するもの (favourable) と、之に反するもの (unfavourable) の二種がある。報告の主題となる商店名は明記を避け、the person about whom you write, the firm in question 等の語句を用ひることが多い、好ましからざる報告をなす必要ある場合などは殊にさうである。

この種の報告は他人の名譽信用に關するものである故に、最も正鵠を得たるものでなければな

らぬと同時に、回答者自身が後日其の爲に迷惑を蒙ることのない様に用心して書くべきである。

手紙の劈頭には、問合せに對して極めて快く、率直に回答する態度を表し、結尾には相手に對して奉仕を喜ぶ所の好意を示すのが普通である。

— EXAMPLE A —

Gentlemen :

Mr. Joseph T. Smith, of 25 Main Street, Buffalo, who wishes to open an account with us, writes us that he is known to you.

May we ask you to give us such information about his financial standing, worthiness, and custom of paying bills as will be helpful to us in deciding what credit to extend to him? Any information you may give us will be held strictly confidential and for our files only. A stamped and addressed envelope is inclosed for your convenience.

We shall be happy at any time to reciprocate the courtesy.

Yours very truly,

— EXAMPLE B —

Gentlemen :

In reply to your enquiry of July 1, we are pleased to say that the gentleman you mention has had a charge

account with our store during the last five years. Our records show that he has always met our bills in a satisfactory manner. His account is noted for a monthly limit of \$ 300, but he has never reached it. Our own experience is that he is a desirable customer.

You are very welcome to this information or to any other it may be in our power to give you.

Yours very truly,

— EXAMPLE C —

Gentlemen,

In answer to your inquiry of July 20, we must express our surprise that the firm mentioned should take it upon themselves to give our name as a reference. They have never had an account with us. As far as we know they are sound enough, but we have no certain knowledge of their true financial position. The only transactions we have had with them during the past twelvemonth are two small orders, both of which were paid for in cash on delivery of goods.

We regret our inability to assist you in this matter.

Yours faithfully,

EXERCISE

1. 左記商店の資産状態に關して、参考事項御通知被下度候。
2. 御通知事項は極祕に致すべく候。
3. 御照會相成候商店とは最近五箇年間取引關係を繼續致來り候。
4. 該商店の資力に關しては確乎たる事相分り申さず候。

LESSON XII

ACKNOWLEDGMENT OF ORDERS

Letters Acknowledging Orders: 注文が来た時は、早速其の受けをなさなければならぬ。注文品は、直に發送し得る場合と然らざる場合とある。又、注文條件その他に關して更に照會を要することがある。又、品切れ等のために調達不能のこともある。

注文引受の手紙は、次の如き要素を有するのが普通である。

1. 注文に對して感謝の意を表する。
注文書の日附、番號等を明示する。
注文と共に送金に接した場合は、之を領收したことを書添へる。
2. 注文品の調達積送に關する事項。
注文者に照會を要する事項あらば、それを記入する。
3. 注文者に對する好意を表示し、將來の愛顧を乞ふ。

— EXAMPLE A —

Gentlemen :

We have received your letter of August 3, and are obliged for your order for

2 tons of Green Peas at \$ 43 per ton.

Your instructions have been carefully noted; and we hope to ship the goods per s.s. "Kurama Maru," sailing on the 20th inst.

Our best services are always at your command.

Very truly yours,

— EXAMPLE B —

Gentlemen :

Your order of August 18, which just came in, is appreciated.

In going over the order, we find a few items that are not clear. Since a small error might mean no end of trouble, we want at once to check up all items.

We are inclosing another order blank, filled out to meet your requirements as we interpret them. If the filled order blank is accurate, just sign and return it in the inclosed stamped envelope. If not accurate, you can make up the order as you want it on the blank form and we will ship accordingly.

Yours very truly,

EXERCISE

1. 御注文品は九月二十五日出帆の箱根丸にて積送出来可申見込に有之候。
2. 御注文書中に不明瞭なる箇所二三有之候。
3. 御注文品は御返事入手次第直に御積送可申上候。

LESSON XIII

ADVICE OF SHIPMENT AND DRAFT

Letters Advising Shipment and Draft: 輸出業者は荷物積出しと同時に、送状 (invoice), 船荷証券 (bill of lading), 保険証券 (insurance policy) に荷爲替手形副證 (letter of hypothecation) を添へて、之を銀行に提供し、荷爲替を取組むのが普通である。かやうな場合に用ひる出荷案内 (advice of shipment) は、次の如き要素を含む。

1. 注文の日附、番號、品目等を明示して、其の積送方法、船名、出帆の日取等を記入する。
2. 送状を同封し、手形の振出しを通知する。
3. 荷受人に對する好意の表示。將來に向つての希望。

— EXAMPLE A —

Gentlemen :

Confirming our respects of the 1st inst., we now wish to advise shipment of your order dated August 3, viz., 2 tons of Green Peas, by s. s. "Kurama Maru," which is due to sail from Yokohama to-morrow.

Herewith we inclose copy of invoice, for the amount of which, together with bank charges, we have,

as arranged, drawn on you at 90 days' sight, and negotiated the draft, with documents attached, through the Yokohama Specie Bank, the documents to be given up on the draft being accepted.

We rely upon you to honour the draft on presentation, and await your further commands.

Yours very truly,

— EXAMPLE B —

Gentlemen,

As advised in our cablegram of yesterday's date, translation of which please find enclosed, we are shipping on the s. s. "Hakone Maru," which is due to sail tomorrow for your port, 3 cases of Silk Goods on your order by cable of the 28th ult.

For the invoice amount, viz., £400 10s. 6d., we have this day drawn upon you by Bill of Exchange No. 156 at 60 days' sight, documents attached, to the order of the Yokohama Specie Bank, Ltd., which we ask you to kindly protect.

In accordance with the instructions contained in your last letter we enclose Debit Note for cable expenses in reference to this transaction, the amount of which please remit at your convenience.

Thanking you for your order, and hoping that the merchandise will arrive in first-class condition and give

you every satisfaction,

We remain,

Yours very truly,

EXERCISE

1. 八月三日附第五百六十七號御註文の綿製品五箱は、明日當地出帆の北野丸にて御積送申上候。
2. 仕切書金額に對し、本日住友銀行經由、一覽後九十日拂爲替手形を貴店宛に振出し申候。
3. 右荷物は無事貴着、御満足を賜り候事を期待致候。

LESSON XIV

MARINE INSURANCE

Insurance Letters: 保険に關する手紙にも種々あるが、其の主なるものとして、次の三つの場合を考察することとする。

1. 保険契約の申込。
2. 保険証券の發行。
3. 損失填補。

— EXAMPLE A —

Dear Sirs,

Please insure against all risks £ 300, value of two cases of Silk Goods, marked



London

and shipped for account of Messrs. Samuel Smith & Sons, London, on board s. s. "Columbia", sailing on the 30th inst.

Be good enough to effect this at once, and let us have the policy in due course together with a note of the charges.

Yours truly,

— EXAMPLE B —

Dear Sirs,

We are in receipt of your favour of the 25th inst., and in compliance with your order we have effected insurance for £ 300 on two cases Silk Goods from Yokohama to London per s/s "Columbia", sailing on Monday next, at the low rate of 9/6 per cent., A. A. R.

We wish to hand you the policy herewith, also our account for £ 1 8s. 6d., for which amount kindly send us a remittance at your convenience.

We trust soon to be favoured with a repetition of your commands.

Yours faithfully,

— EXAMPLE C —

Dear Sirs,

S. S. "Columbia"

We are holders of your policy No. 3601 issued by your Japanese office on two cases Silk Goods valued at £ 300.

During the voyage the vessel encountered heavy weather and in consequence one case was damaged by sea water. We enclose Lloyd's survey report, also the policy, which is against all risks.

Kindly adjust the claim and hand us cheque in settlement at your early convenience.

Yours very truly,

— EXAMPLE D —

Dear Sirs,

S. S. "Columbia"

We are in receipt of your letter of the 20th inst. and have pleasure in handing you herewith a cheque for £ 16—1—0 in settlement of your claim.

The amount is made up as under:

1 case slightly damaged by sea water, with
an allowance of 10 %.

1 case sound.

Insured value: 2 cases at £ 300.

1 case in proportion at £ 150

depreciated 10 %..... £ 15—0—0

Survey fee 1—1—0

£ 16—1—0

We shall be glad to have your receipt in due course and remain,

Yours faithfully,

EXERCISE

1. 紐育 Smith 商會の勘定にて来る月曜日出帆の鞍馬丸積載の玩具參箱に對し、總ての危険擔保、金額五千圓也の保險御付け被下度候。

2. 鞍馬丸積載紐育行玩具參箱の内、壹箱損傷につき、保險證券並に鑑定書御送付申上候間、御精算願上候。

LESSON XV

LETTERS OF CREDIT

Letters of Credit: 信用狀には To our Agents and Correspondents throughout the World として世界各地の支店、代理店、取引店に宛てたる General Letter of Credit と、特定の銀行に宛て、發行したる Special Letter of Credit とある。

又、旅行者の便利のために發行される旅行信用狀 (Traveller's Letter of Credit) と、輸出入業者の間に使用される商業信用狀 (Commercial Letter of Credit) とある。

商業信用狀は輸入業者の依頼によつて發行されるもので、輸出業者が積出荷物の代金に對し信用狀發行銀行に宛て振出したる手形の引受支拂を發行銀行が約束するものを Confirmed Banker's Letter of Credit (確認銀行信用狀)と謂ふ。之は郵便によつて (by mail) 信用狀を取組む (establish a credit; open a credit) もので、發行銀行から直接輸出者へ郵送することもあるが、普通輸入者の手を通して郵送する。

又、荷物積送期日切迫の場合には、輸入者の依頼

により、銀行は輸出地所在の支店又は取引店に宛て、電報で (by cablegram ; by cable) 信用状取組の手續をすることがある。この場合には、正式の信用状を發行せず、輸出地の支店又は取引銀行が輸出者の振出したる手形の引受支拂に應ずる旨を輸出者に通知する。之を Bankers' Credit と稱し、手形の支拂に對して銀行がその責任を確認するものを Confirmed Bankers' Credit と呼び、又その終局の責任を輸入者に歸するものを Unconfirmed Bankers' Credit と呼ぶ。

信用状には其の有効期間が明示されてある。その期間内は銀行が契約を解除し得ないものを Irrevocable Letter of Credit と稱し、隨時之を解除し得るものを Revocable Letter of Credit と稱することがある。

次に示す文例 A は輸入者の依頼によつて銀行が輸出者宛に發行した荷爲替信用状(Documentary Credit)で、又 B は荷爲替信用状が電信で取組まれた場合、輸出地の銀行が手形面の金額支拂の權能を附與されたことを輸出者に通知する一種の信用状(之を Letter of Authority と呼ぶことがある)である。

— EXAMPLE A —

Gentlemen :

You are hereby authorized to draw on National Bank of Commerce, New York, N. Y. to the aggregate amount of TWO THOUSAND DOLLARS by your drafts at ninety (90) days' sight for account of The New York Trading Company, New York, N. Y. for the invoice value of Green Peas to be shipped during October, 1936, from Yokohama to New York. The drafts must be negotiated on or before November 30, 1936.

The undersigned agrees with the drawer and bona fide holders for value in due course of drafts drawn under, and in conformity with, and within the amount of this credit, that such drafts will be duly honored on presentation to National Bank of Commerce, New York, N. Y., if accompanied by invoice, consular invoice, marine and war risk insurance certificate and complete set of bills of lading for such goods, to the order of National Bank of Commerce.

All drafts drawn under this credit must be endorsed on the reverse hereof.

Drafts under this credit must bear on their face the following :

“Drawn under National Bank of Commerce L/Cr. No. 68577/36 dated New York, September 10, 1936,” and must be duly advised to National Bank of Commerce, New York, N. Y.

Respectfully,

— EXAMPLE B —

Dear Sirs,

We have been authorized by our Branch at Yokohama to negotiate your drafts drawn in duplicate on us at 90 days after sight, for account of The Tokyo Trading Company Limited, Tokyo, for the invoice value of Woollen Goods shipped from London to Yokohama during October 1936, to the extent of £400—0—0 (say Four Hundred Pounds Sterling), provided such drafts are accompanied by

Invoices, ^r in duplicate,

Marine Insurance, in duplicate,

Complete set of Bills of Lading made out to order and blank endorsed.

All drafts drawn hereunder must bear on their face the clause:—

DRAWN UNDER LETTER OF AUTHORITY

No. F 2378 Dated 4th October, 1936.

This authorization expires on 30th November, 1936.

Your drafts must be presented on or before that date.

Yours faithfully,

EXERCISE

1. 金五千圓を限度として、當行宛に、一覽後六十日拂爲替手形御振出しの權能を本信用狀によりて御承認申上候。

2. 本信用狀の通用期限は本年十二月三十一日限りに有之候。

LESSON XVI

COLLECTION OF ACCOUNTS

Collection Letters: 勘定取立状は顧客が条件通りに支拂はない時に用ひられるもので、金銭の取立をすることが目的であるけれども、そのために顧客の感情を害しない様に力めることが肝要である。

勘定取立の目的を達するまで、適當の時日をその間において數通の追求状を出すことが多い。

最初は計算書を同封して極めて簡單なる reminder を送り、次には速かに支拂を受けることの必要なる所以を説いて丁寧なる request を送る。

かやうにしても、なほ、顧客が支拂をなさざる時は、一定の期日を指定してその支拂を demand する、この場合には、訴訟その他最後の手段に出づることにも辭せざるが如き強硬態度を示すことがある。

— EXAMPLE A —

Dear Sir :

Herewith we are sending a statement of your account to date, amounting to ¥ 125.80. We should appreciate a remittance.

Yours truly,

— EXAMPLE B —

Dear Sir :

On October 30 we sent you a statement of your account, amounting to ¥ 125.80. We have not, however, had the pleasure of hearing from you. As we have some heavy bills to meet in a few days, could you not conveniently send us the amount, or, at least, let us have something on account?

Yours very truly,

— EXAMPLE C —

Dear Sir :

We have written you repeatedly concerning your account for ¥ 125.80, which has now been standing for some time, but up to the present time we have not heard from you. We trust that you will give this matter your immediate attention, for we feel obliged to say that, unless this account is settled before the 25th inst., we shall be compelled to take legal steps for its collection.

Yours very truly,

EXERCISE

1. 九月末日までの御計算書同封御送付申上候。
2. 本月三十日までに御支拂無之候節は、已むを得ず、法律上の手續可致候。

LESSON XVII**REMITTANCES AND ACKNOWLEDGEMENTS**

Remittances and Acknowledgements: 送金通知状には,其の金額,方法及び目的を明示する。

領收の通知状には,送金を感謝し,引續き愛顧を乞ふ旨を記す。金額不足等の場合には,その事情を説明して,適當の處置を通知する。

— EXAMPLE A —

Gentlemen,

I am obliged by your promptness in forwarding the washing machine, which was delivered yesterday, in apparent good order and condition. When I have had an opportunity of thoroughly testing it, I will communicate with you again.

I have the pleasure to enclose cheque for ¥86.00, and shall be glad to have your receipt in due course.

Yours faithfully,

— EXAMPLE B —

Gentlemen,

Enclosed you will find a cheque on The Union Bank, Ltd., for £ 117 10s. 2d., which, together with £ 1 9s. 9d. or 1½% discount, squares your invoice of £ 118 19s. 11d., due October 26 next.

Kindly acknowledge receipt in due course.

Yours truly,

— EXAMPLE C —

Gentlemen,

We are returning your cheque No. 3586, dated October 20, for £ 117 10s. 2d., because you deducted 1½% discount on our invoice of August 27, although the discount date on this item expired on September 26.

We trust that you will send us your corrected cheque in full payment of this invoice promptly, so that we may keep your account perfectly straight.

We hope sincerely you will, in the future, continue to avail yourselves of the advantage of our discounts, instructing your bookkeeper to send us cheques promptly, so that they may reach us in time in order that discounts may be regularly allowed.

Very truly yours,

EXERCISE

1. 九月三十日附御計算書支拂のため,金六百五拾圓也三菱銀行小切手同封御送り申上候。
2. 本月五日附御書狀拜見仕候,三菱銀行小切手金六百五拾圓也御同封被下難有正に入手仕候。

LESSON XVIII

ADJUSTING COMPLAINTS

Claims and Complaints: 注文品調達上の間違い,品質の劣悪,破損,積送の遅延,勘定書の誤謬等に対しては,苦情(complaint)を申出で,相当の要求(claim)をする。これらの目的のために用ひる手紙は,次の要素を含む。

1. 『何に關して如何なる間違いがなされたか』を明示する。
2. その間違いのために生ずる迷惑又は損害。
3. 解決,辨償の要求。

Adjustment Letters: 苦情の解決(adjustment)に用ひる手紙は次の部分から成る。

1. 先方の迷惑に對して同情の意を表す。
2. 解決,辨償の要求に對する諾否。
3. 事由の釋明。
4. 誠意を開陳して愛顧の繼續を乞ふ。

— EXAMPLE A —

Gentlemen :

On January 12 we ordered from you three # 105 writing-desks. To-day when the shipment arrived, we

discovered that you had sent us three # 105 typewriter desks.

This mistake leaves us without the desks that we want, and want very badly, and with three desks that we do not want at all.

Please fill this order correctly at once. We are holding the typewriter desks at your disposal.

Yours truly,

— EXAMPLE B —

Gentlemen :

The goods that you shipped to us in accordance with our order of November 15, 1936, arrived to-day, and are not satisfactory. The material of the coats does not seem to be the same as that of the sample.

Such goods are really of no use to us, but if you wish us to keep them we will do so to oblige you; only in that case we naturally expect you to make us a special allowance of 10 % at least.

Should you prefer to dispose of them elsewhere, kindly let us have shipping instructions.

Yours truly,

— EXAMPLE C —

Gentlemen :

Your letter of the 20th inst. has just reached us, and we are sorry to hear that the shipment of goods

which you have received was not exactly what you wanted.

Our records indicate that the correct goods were sent, and we cannot locate the place where the mistake crept in. However, we are preparing a second shipment and it is leaving our warehouse to-day. Kindly return the incorrect shipment to us at our expense.

Feel assured that we always want to do everything we can to give our customers complete satisfaction.

Yours very truly,

— EXAMPLE D —

Dear Madam,

We are very sorry to hear that the goods on your order did not exactly suit you when you received them.

You know from the low prices we offer that our margin of profit on things we sell is very small. If we were to take back goods in such instances as this, you understand that the extra cost of handling, packing and unpacking, putting the goods back in the store room, the extra carriage charges, and so on, would quickly eat up our profits and work a hardship on every one of our customers. We would have to raise prices all along the line.

This is why we make it a rule to describe everything fully to our friends and then not to take back

goods unless they are actually damaged. You would not, we are sure, want us to make an exception for you under the present circumstances.

We have read your letter carefully. We feel that when you come to use these goods they will be more satisfactory than you had expected; and the values themselves are real bargains.

We believe that this explanation will prove entirely satisfactory to you.

Yours faithfully,

EXERCISE

1. 御積送相成候商品は見本品と相違有之、御引受致兼候。
2. 先日御積送申上候商品、貴意に適せざる趣、遺憾に奉存候。
3. 該商品は、運賃當方負擔にて、御返送願上候。

LESSON XIX ANNOUNCEMENTS

Announcements: 開店披露状は次の如き部分から成るのが普通である。

(a) 営業場所及び名義。

(b) 営業方針,能力,顧客の利便等を説立て、愛顧を求める。

(c) 署名の紹介。

披露状には,新規開店の外に,會社組織の變更,社員の異動,敷地の移轉等の場合もある。

— EXAMPLE A —

Gentlemen :

We have the honour to announce that we have this day opened a Commission House at the above address under the style of

OTA & GOTO.

In soliciting your patronage we assure you that we will always endeavour to deserve your confidence by a punctual and conscientious attention to your orders.

Our knowledge and experience in this business, our ample capital, and our many friends enable us to guarantee entire satisfaction and adequate security to those entrusting matters to our charge.

We trust that we may have the pleasure of serving you.

Yours very truly,

— EXAMPLE B —

Gentlemen,

We have much pleasure in informing you of the amalgamation which has taken place under the above date of the two firms mentioned at foot, who will henceforth trade in the same manner as heretofore, but under the style of

THE ORIENTAL TRADING COMPANY.

Kindly transfer all pending accounts to the new firm and continue to honour us with your confidence.

Yours respectfully,

— EXAMPLE C —

Dear Sirs,

The present serves to inform you that Mr. James White ceases to act as our Agent from this date and is consequently no longer authorized to transact any business or to receive any moneys on our behalf.

We are pleased to add that we have appointed Mr. Ichiro Oyama in the above capacity, and that this gentleman will shortly have the pleasure of calling upon

you in our interests, when we trust you will favour him with your valued orders.

Yours faithfully,

— EXAMPLE D —

Dear Sirs,

Having secured more commodious premises, a necessity imposed upon us by the constant extension of our trade, we beg you will in future address all communications to the new address given above, and remain,

Yours faithfully,

EXERCISE

1. 私儀本日上記の場所にて、富田商店名義を以て、問屋業を開始仕候間、此段御披露申上候。
2. 貴地富田商店を當店代理店に任命致候間、今後同店へ御用命の程奉願上候。

LESSON XX

LETTERS OF APPLICATION

Letters of Application: 就職申込状は三つの主要部分から成る。

1. 申込をなすに至つた事情。
2. 申込者の資格、自信、覺悟。
3. 身許其他に關する照會先、會見希望。

就職の申込は勤勞 (service) を商品 (merchandise) として offer する一種の販賣工作 (sales effort) と見るべく、申込先の興味を喚起し信頼を獲得する様に努めなければならない。

— EXAMPLE —

Gentlemen: Attention of Export Manager.

On my graduation next month from The Showa Commercial School, of which I am a student at present, I am desirous of securing a position that will offer me opportunity in the field of foreign trade. Knowing something of the scope and enterprise of your huge export department, I thought perhaps you would keep me in mind for a possible opening.

I am seventeen years of age, strong and alert. My father was manager of The Tokyo Book Company

for many years, and I have a brother with The Rising Sun Oil Company, Yokohama. I have had no business experience, but my school record has been good, especially in English and mathematics. I enclose a copy of my curriculum vitae.

Mr. A. Saito, the principal of The Showa Commercial School, will be pleased to give you more information about my character and ability.

Opportunity is all I ask—opportunity to secure foothold in the export business. After that I believe I shall be able to make my way to your complete satisfaction. If you care to see me, I shall be glad to call at your convenience.

Very truly yours,

EXERCISE

1. 來春本校を卒業の上は、外國貿易の方面に就職希望に有之候。
2. 小生の人物手腕に關しては、東京高田商會支配人山田春雄氏に御照會被下度候。
3. 御面會を賜り候はゞ、何時にても參上可致候。

Curriculum Vitae

Name in Full : Masao Kawata.
 Date of Birth : January 28, 1920.
 Family Relation : Second son of Daizaburo Kawata.
 Permanent Domicile : 18 Konya Cho, Okayama.
 Present Address : 25 Sueyoshi Cho, Naka Ku, Yokohama.
 Education : Entered The Showa Commercial School, Yokohama, April, 1932; expect to graduate from the same, March, 1937.
 Rewards : Was awarded scholarship of The Showa Commercial School, April, 1936.
 Won first place in the Secondary School Students' English Oratorical Contest held under the auspices of the Yokohama College of Commerce, September 15, 1936.
 Military Service : Due for medical examination in 1940.

I hereby declare upon my honour the above to be a true and correct statement.

Masao Kawata

Yokohama, February 20, 1937.

LESSON XXI

LETTERS OF INTRODUCTION AND
RECOMMENDATION

Introduction and Recommendation: 紹介状は、次の如き部分から成る。

1. 被紹介者の氏名、身分、及び紹介の理由。
2. 推薦。
3. 被紹介者に対する好意を感謝する。

紹介状は開封のまゝにして、封筒の表面左下隅に *Introducing Mr.* の語を記入するのが普通である。

推薦状には、特定の宛名を有するものと、また、*To Whom It May Concern* として一般の関係者に宛てるものとある。

— EXAMPLE A —

Dear Mr. Young:

The bearer of this letter, Mr. Saburo Ota, is one of my particular friends. On his way to New York he will stay in your city for a few days.

May I ask you to give him the benefit of your friendly advice, which will be of great service to him, this being his first visit to Chicago?

Any kindness shown to him will be considered as a personal favour.

Yours sincerely,

— EXAMPLE B —

Gentlemen: Attention of Mr. H. Smith, Manager.

Mr. Masazo Harada, who, we understand, is applying for a position with your company, was in our employ as a salesman for about five years, during which time he did very satisfactory work.

We think very highly of his ability and integrity, and might also state that he left our employ of his own accord.

Very truly yours,

— EXAMPLE C —

TO WHOM IT MAY CONCERN:

This is to certify that Mr. Masazo Harada was graduated from our school in March, 1931, with an A-1 rating. During the five years he was a pupil here, Mr. Harada showed himself to be industrious and faithful in his work, and attentive to his duties. He was always punctual in attendance, and was regarded by his teachers as a very satisfactory student.

It gives me pleasure, as the principal of this


looking for a reliable and trustworthy employee.

Akira Saito

Principal.

EXERCISE

1. 本狀持參者太田三郎氏は小生の親友に有之候。
2. 同氏に對して御示し被下候御好意は、小生への御芳情として、深く感佩可致候。
3. 安藤秀雄氏は、簿記係として、五箇年間、當社に勤務致したる人に有之候。

製複許不  印檢者著		昭和十年十二月十日印刷 昭和十年十二月十五日發行
發 兌 株式會社 同 文 館 振替 東京一三五番 大阪二二二八番	印刷者 東京市本所區東駒形三丁目一〇番地 文化印刷株式會社 西野末雄	著者 光井武八郎 發行者 東京市神田區神保町一丁目二三番地 株式會社 同 文 館 森山章雄
英文商業通信教本 定價金參拾五錢		

略稱 英文通信教本

【本製京東】

特 220
799



終