

be helpful to you in advertising.

(83) We were surprised to learn from your letter of May 15 that you were charged \$15.15 for expressage on your order No. 251.

Before the box left our office on May 10, we prepaid the express charge and the yellow prepaid label was pasted on the box.

We are enclosing the receipt given to us by the Union Express Co. agent.

If you will show this receipt to the agent in Greenville, he will surely refund the \$12.50 which you paid.

We are very sorry that you have been inconvenienced by the express company and we thank you for informing us of the mistake.

次の(84)は二十四頁(5-1)の返信である。簡單明瞭で心持よく與へ可きものは始めから與へて居るのに注意せよ。

(84) Gentlemen:

Enclosed you will find a credit memorandum for \$5.00.

This will offset the charge for containers to which you called our attention in your letter of December 5.

The mistake was due to one of our yard men who failed to inform the office that he received your containers.

We are very sorry that we inconvenienced you and we thank you for calling our attention to the error.

Yours truly,

(85) Gentlemen:

We have received your letter of November 10 with receipt for our cheque value 348,000.00 yen in payment of our account.

We regret that we have had to delay the settlement, and apologize for any inconvenience it might occasioned you. We had hoped to remit the amount on due date, but owing to an oversight on the part of our cashier, accounts were paid very irregularly last month. But hereafter we will see to it that your account with us will be paid more regularly as done previously.

Yours faithfully,

(86) Dear Sirs:

We acknowledge with thanks the receipt of your letters of November 2 and 3, enclosing two drafts for 67,250.00 yen and 2,150.00 yen in payment of the goods you received from the Commercial Warehouse.

We thank you for your efforts in pushing sales of our goods. Please do your utmost to use up all what are still left in the Commercial Warehouse, and remit us payment as soon as possible. We are very anxious to dispose of these goods.

We feel sorry to hear that you are greatly inconvenienced with the shipment you received from our New York Branch. But we are much troubled to hear it by this time when all the matter was once satisfactorily settled. Now because you are the only house in the whole American market who are receiving our N. Y. P. ware you have unequal advantages to compete with others in bad or good times. So please do your best in making sales of our goods. We are depending the whole thing upon you.

..... Yours very truly,

.....

次の(87)は數回交渉後の adjustment letter である。(88)は同じ問題の最後の adjustment letter である。Logical expression に注意せよ。

(87) Gentlemen:

We are duly in receipt of your letter of March 24 in which you request us to answer by writing in regard to the loss in the shipment of crepe-de-chine per s.s. "Eastern."

As we have spoken many times in our conversations with you, there is no question whatever that the whole trouble has arisen from a gross negligence on the part of the carrier who should rightfully recover the damages to the consignee. Perhaps, we can help you to make clear of the case if we state logically.

Having ready for the shipment of 10 cases of crepe-de-chine, we asked the carrier to book the same as valuable cargo for Sydney. The carrier accepted, and issued a Shipping Order upon receipt of our Application Form. The Shipping Order was then handed to the ship's mate who in turn issued a Mate's Receipt saying that he received the cargo in apparent good order and condition.

The carrier upon receipt of the Mate's Receipt issued us a Clean Bill of Lading. Thus the Mate's Receipt and the Bill of Lading were all clean. If the Shipping Order was not correct, as you say, how could the carrier draw a Clean Bill of Lading?

Secondly, the carrier charged us the rate for valuable cargo and not the rate for general merchandise. Therefore they should have put the cargo in Store Room. Their negligence must not be shifted to others.

Thirdly, granted that the Shipping Order was incorrect. Are we responsible for that? No. What is a Shipping Order? It is an instruction issued by the carrier addressing to ship's mate to receive the goods mentioned in the instruction. Therefore we are not concerned with their working at all. How could we be responsible for their own inside work?

Fourthly, that the bank has also found the documents correct and duly negotiated our draft shows that we did everything right.

Under these circumstances we cannot owe the burden that should fall on other people. If it were our mistake we would

have settled the matter a long time ago. You have wrong idea altogether in that you make claim against us. We have no ill-will nor any unfriendly feeling toward you. You must tell that to your Main Office in Sydney.

If you see our reasoning and our innocent standing we shall be more than willing to assist you in recovering the damages from the carrier. Submitting the above explanation to your good consideration, we are,

Yours faithfully,

.....

(83)

Re: Pillaged Crepes ex "Eastern"

Gentlemen:

This is to confirm a telegram we despatched by order of Mr. J. A. Hobson on June 1, regarding our new proposal on the pillaged crepes ex s.s. "Eastern." Enclosed you will find the exact translation for the same.

As the result of our frequent consultations with Mr. Stanton, we finally arrived at that we shall pay you one third (1/3) of the total invoice value of the pillaged crepe de

chine, provided that the carrier will pay the other two third (2/3) of the loss. But please try to reduce our burden to one quarter if possible, as the carrier should have covered the full amount. Furthermore, we wish to make it clear that the above proposal was made not because we have admitted our fault, but in consideration of the fact that we feel sorry for your inconveniences and financial troubles incurring therefrom. We still believe and feel sure that had you been taking up the case actively through court you would have been quite satisfactorily settled with this matter.

Yours faithfully,

### 16. Credit Letters 掛賣狀

Credit letter 掛賣狀には

1. Credit を請願するものと
  2. Credit を承認、又は拒絶するものとある。
1. Credit を懇願する書信には、あまりに簡単過ぎて要領を缺くものが多い。例令は

Enclosed you will find my order for 500 sacks of cement.

I am willing to pay \$100. cash upon delivery and the balance within 60 days.

かかる Credit 請願書を受取つた商社では、請願發信者の如何なる人物か、如何なる商社か、その信用程度を見届けなければ、おそれと掛賣は出来ぬ。而してその商社の信用程度を檢べるには、大略次の如き方法がある。

- (1) 請願者所在地の二三の銀行に問合せる事
- (2) その地の商業會議所興信所 又は信用ある二三の商店に問合せる事
- (3) Dun's とか Bradstreet's とかいふ信用書を見る事、及びその report による事
- (4) 請願者へ直接 Financial statement その他の必要事項を問合せる事

處が、今は歐米先進國の progressive firm に於ては、『Business はお互だ』『Credit letter も business-like に』といふ觀念が普級さるゝと共に、請願者の方から、正直に私の店の財産は是丈で、借金はいくらで、當市での信用等及は何等で、尙詳細は何々銀行、何々信託會社、何々保險會社、何々商會、何々商店に御問合せを乞ふ、と卒直に申出る。斯くしてお互に business の迅速を計るのである。

故に Credit 請願書のあまりに簡單なのは、應々、その用をなさず、先方で檢ぶるのにも非常の手間がかかる。發信者は先方に favor を懇願するのであるか

ら正直に、丁寧に、正確に、完全に認め可きである。  
實例

(89) We desire to purchase from you men's ties, socks, handkerchiefs, and outing shirts, if you are willing to grant us terms of cash net 60 days.

We understand well the advantages of discounting bills. But we have a large number of customers who, although they always pay their bills, never pay cash. We have, moreover, just paid \$8,000 cash for improvements to our store.

Our company is listed in Dun's and Bradstreet's. Smith, Brown and Co., the Walters Hat Co., and the Gray Shoe Co. of New York have given us permission to refer to them. We bank with the First National Bank of Denver to which we should be glad to have you write.

During the past year we have done an average business of \$10,000. We have outstanding bills amounting to about \$4,000.

The directors of our company, as named in our letterhead, are men of good financial and moral standing.

During the past year we have done an average business of \$16,000 a month. Our expenses have averaged \$1,000. Our average profit has been \$1,500 a month.

We own the building in which our

store is located. Its assessed value is \$35,000. We have a stock valued at about \$4,000.

Our debts do not amount to more than \$7,500.

We should be glad to furnish you any additional information you may desire.

If you will give this your prompt attention, we shall be grateful. We wish to purchase our spring stock as soon as possible.

.....

(90) We wish to buy from you 1,500 tons of iron plates amounting about to \$12,000, the details of which you will find in the enclosed order.

We will make this order if you are willing to give us 60 days D/A credit.

We are listed in Dun's and Bradstreet's. You are also at liberty to ask about us from the Crocker National Bank, the Anglo and Paris-London Bank, the Yokohama Specie Bank of San Francisco.

We shall be very grateful if you will wire us in case you accept this order.

.....

2. Credit を承認する文は、成る可く嚴かに、先方が約束を履行するを信ずる故に Credit を與へるのであるといふ氣分を見せたがよい。

Credit を承認する文には、先方の申込み全部を承認するのと、一部分だけを承認して他は當方より條件を附するのと、承認はするも先方の條件は全部拒絶して當方よりの條件を附するものとある。實例 (91) は全部承認、(92) は一部修正の上承認、(93) は事實上全部修正の上承認の手紙である。

(91) We were very glad to receive your order of April 4, No. 245. And we are very glad to extend to you the terms of cash 60 days as you requested.

We have received Bradstreet's reports and letters from Messrs. John T. Gay and Co., Williamson Co., and Smith and Wright. These are all satisfactory.

From all of our customers we ask for financial information as indicated in the enclosed blank. Will you please fill out this blank and send it to us?

First orders give us particular pleasure for we welcome each opportunity to make a friend in business and extend our service.

On the success of our customers we know that our success depends. Our credit department has made a special study of credits in the hardware business and will be pleased to offer you assistance at any time. Will you write us frankly about your credit problems?

We have found that we have no difficulty in collections when we give due attention to credit problems. If we can help you

in solving your collection problems, we will gladly do so.

As soon as your order can be packed for shipment we shall send you our shipping notice.

We hope that this first order will be the beginning of relations pleasant and profitable for both of us.

Enc.

(92) In accordance with your request of March 5, we have received your rating from commercial agencies and a letter from Mr. F. B. Davidson. We will gladly extend to you terms of 50% cash, 25% in 30 days, and 25% in 60 days.

The information which we received indicates that you are in position to accept our offer of 50% discount for cash within 10 days of delivery of goods.

The constantly changing style in men's furnishings render it advisable to turn over the stock every two months. If you would turn over the stock every two months and avail yourselves of our cash discount of 50%, you would be earning 300% a year on the capital which you have invested in stock.

With the capital which you have available you could earn this 300% profit with no inconvenience. And we should be glad

to pay it, for we can obtain much better prices when we can pay cash for our goods than when we buy on credit.

We shall be glad to receive your orders on the terms you have requested, but we want you to consider our cash discount plan: Twenty of our customers who adopted it last year have written to thank us for suggesting it.

We should appreciate your view of the plan.

.....

(93) We have written to Mr. T. A. Thomas and Mr. G. R. Foster as you requested us to do in your letter of May 25. Their replies are such that we are glad to grant you 60 days on your order for \$3,000 worth of Mazda lamps.

We want to suggest, however, that your report indicates that you are overstocking your store with these lamps. Since your average sales are only 500 lamps a month, we feel that it is a mistake to purchase 10,000 lamps at one time.

The Mazda lamp is constantly being improved. The lamps you purchase now may be out of date 3 months from now. We recommend the purchase of a supply for not more than two months' sales.

Since we feel sure that you will agree

with us, we are shipping you only 500 lamps @ \$0.30, terms cash in 60 days.

If you wish us to ship the rest of the lamps, we shall do so as soon as we hear from you.

We thank you very much for this first order from you. We hope we may have many opportunities in the future to demonstrate the quality of our goods and our service.

Credit を拒絶する文は、Credit letters の中最も六ヶ敷い文と言はれてゐる。何んとなれば、通信者は請願を拒絶するにも拘らず、尙その請願者を customer として保留しなければならないからである。つまり請願者の感情を害さないやう、態よく断らねばならないからである。实例 (94) は店の policy であるからといふて断り、Cash purchases の利益を説き、(95) は同様店の policy であるから據無いと断り、商品の格安なるを説いて Cash purchases を勧め、(96) は貴店商略上半額を以て最上策と信ずる故半額丈けならば應ずると云ひ、(97) は期間短縮の利益を説いて、九十日を六十日に制限し、(98) は金額及期日の短縮を計り、(99) は Cash で非らざれば販賣せずと断りたる文例である。

(94) We thank you for your order of May 2, No. 45, for 3000 catalogs.

The plates are in good shape and we can begin the work on next Monday.

Since we received your order of last year our directors have made a rule not to grant credit for 60 days on any of our orders. Our orders are such that one rarely amounts to more than \$300. We found that by doing business on a cash basis we could benefit our customers by lower prices. And our customers are not inconvenienced, since our bills are always small ones.

We shall be glad to begin work on the catalogs as soon as we hear from you.

.....

95) We were very glad to receive your order No. 786 for 50,000 envelopes this morning.

On account of the constantly rising prices of paper we found it difficult to furnish our Gray's Linen Envelopes without an increase in price. But our manager decided that we could maintain the old price, if we were to do business on a cash basis. Hence we no longer grant credit for 60 days.

The Gray's Linen Envelopes have been recognized for years as the standard of strength. We can guarantee the paper to be the same as that which was used before war prices prevailed. For heavy booklets such as you mail no other envelope will be so satisfactory as Gray's Linen.

We shall ship the envelopes promptly as soon as we hear from you. We know that

they will give you the same satisfaction which they have given in the past.

.....

(96) We were very glad to receive your letter of April 15 regarding a credit account with us.

We thank you for the carefully prepared statement which you enclosed. This and the reports from commercial agencies convince us that we should make no mistake in granting credit to you.

But the amount of this credit should be determined by your sales. Our credit department, after a careful study of credit problems, has discovered that many merchants make the mistake of purchasing too much stock for a season in advance. The stock now purchased for the spring season should not be greater than 50% of what your spring sales will be.

Your statement indicates that that you will do a spring business of \$20,000, of which \$6,000 will represent your profit. The cost of the goods sold by you will be \$14.00. Hence you would not be justified in making an advance purchase of more than \$7,000. This amount of credit we will gladly grant you.

We regard credit as a matter of great importance. We feel an obligation to give all



of our customers the benefit of our study of credit. The amount of credit which you accept should be determined definitely by the amount of your capital.

We look forward with pleasure to your spring orders.

.....  
(97) We acknowledge with pleasure your letter of May 4, in which you ask credit for 90 days D/A on your future orders.

We pay cash within 60 days for all of the materials we buy. By assuming that all of our customers will pay within 60 days for their goods, we are able to offer special prices. Hence we can not grant credit for more than 60 days. If we should grant credit for a longer period, it is necessary for us to borrow money and pay interest. As a result our price would be higher.

The advantages of lower price will be clear to you. If you were to receive credit for 90 days, you would really be paying interest on the money involved for one month; for an amount equal to this interest would be added to the prices of the goods. There is no need to pay such interest. Your financial statement indicates that payment within 60 days will never be inconvenient for you.

We feel sure that our general rule will be satisfactory to you. Will you let us hear from you again as soon as possible.

.....

(98) We thank you for your financial statement dated June 4, in response to our request of June 1.

Last January Mr. J. T. Parsons, our president, announced the definite policy of our house in granting credit. According to this announcement, we are not to grant credit for orders amounting to more than half of the average cost of goods sold by a customer in a month. Since the cost of goods sold by you in one month is about \$7,500, we can not grant credit for more than \$3,750.

Your statement indicates that you have too many outstanding bills. In the past you have not been able to make payments promptly on account of these outstanding bills, although our terms were 60 days or 90 days. We feel that we should not be justified in extending you credit for more than 30 days.

If you speed up your collections, you would be able to pay your bills without difficulty in 30 days. If you accept credit for a longer period and do not speed up your collections, you would be putting your business in a dangerous position.

Our collection department has studied carefully the problems of special collection campaigns. They will be very glad to give you advice about collections at any time.

We are eager to cooperate with you.

Will you please give us your views of our credit proposals as soon as possible.

.....

(99) We have your letter of May 15 requesting immediate shipment of the sugar and rice ordered by you on April 15.

On April 16 we wrote to you and asked you to send us the financial statement which we require of all our credit customers. But no statement has been yet received by us.

Since we wrote to you we have been informed by the Johnson Grocery Co. that, although you have been doing a large business in sugar and rice, you have made no payment on their bill due over two months ago. We feel sure that you would have met this obligation promptly had you been able to pay. And since you were unable to do so, you will agree with us that at present it is best for you to pay cash for all goods purchased.

Probably you do not realize how serious becomes a request for credit from one who has not paid certain bills and has not given any reason for not paying them. Your reputation is in danger of being seriously impaired. By cash payments you will be able to establish a good standing in the business community.

On account of the high retail prices

you will be able to make unusual profits on sugar and rice purchased from us. We are able to sell these two staples at prices lower than those of our competitors, because we foresaw the rise of prices and filled our warehouse before the prices rose.

The consumption of rice is constantly increasing on account of the high cost of potatoes. The high food value of rice, however, is now becoming so widely recognized that your customers will continue to purchase rice after the price of potatoes falls.

We hope that you will instruct us to ship the goods on cash basis and that your sales will be large.

.....

### 17. Collection Letters 集金状

集金は、若し信用調査を厳にし掛賣の宜ろしきを得たならば minimum difficulties に reduce され可き筈である。にも拘らず集金は business に附纏債物の如く、よく遅滞する。いま、その理由を考るに、債務者が單に不注意のため支拂期日を忘却し或は思ひ違ひをなし居るもの或は天災地變のため、一般不景氣のため、或は販賣購賣兩者間に齟齬あるため、或

は債務者に全々支拂意志の無きため等である。随つて集金方法もその人々によつて態度をかへなければならぬ。然し如何なる場合にも脅嚇的よりも説諭的方法の方が好果あるものと心得られたし。謂ふ迄もなく Collection letter の目的とする處は先方の感情を害さず集金し、猶且つ先方を customer として留め置く事である。

Collection letter には下の如き two stages がある。

I. The first stage..... 債務者に支拂意志あり、

II. The second stage... 債務者に支拂意志なし、

I. The first stage の集金催促状は大略次の如き順序に依る。以下(1)より(10)迄の stage に就て勉べ。

(1) 出荷と共に勘定書を送る事。

(2) "This is for verification only" といふ stamp を押した勘定書を支拂期日二三日前に送り、verify させて置く事。

(3) 支拂当日に間に合うやう、This is to remind you that your account for the enclosed bill is due to day.

If the check is not on the way, we will appreciate your remittance.

といふやうな簡単な文句を添へて勘定書を出す。

(4) 支拂当日より十日程して未だ支拂なき場合は勘定書に次の如き簡単な催促状を添へて出す。

(100) This is a duplicate statement of your account which was due on Jan. 10. Probably you have overlooked it. We should be

pleased to have your check as soon as possible.

(101) Our collection department has called our attention to your invoice of December 10 amounting to \$320. This was due last January 10.

We think that this must have been overlooked by you. We should be glad to have your check for it now.

(5) 催促状は先方の商社と賣上げた商品によつて當方の態度や氣品が異ならなければならないが、あまり澤山催促状を出して悪いのもあり、良いものもある。The first stage の(4)位迄の催促状に對して未だに送金がない場合は、(5)から少しく念を入れた催促状を書かなければならぬ。

(102) Mr. Branson, the head of our collection department, has just informed me that you must have overlooked our statements of January 13 and January 23.

You will recall that the chairs which you received on December 10 were to be paid for within 30 days. Will you please send us your check?

I hope that you have disposed of these chairs. We still have 24 of them in stock. They should be easily disposed of on account of the unusually strong and comfortable box seats. The springs and the upholstery are the same as those of the

highest grade automobile cushions.

We should be pleased to hear what your customers think of them.

(103) We have not yet received your check for \$25, in payment of the cloth which was delivered on May 1.

Since your payments have never before been late, we are afraid that there may have been some mistake in the bill which we rendered. Therefore we are enclosing a duplicate. Will you please check it up and inform us of any error?

If the bill is correct, we should appreciate your check.

(104) In the rush of your inventory work you probably overlooked our statements of your account due May 20. We are anxious to receive your check so that you may have a clean slate in purchasing your summer stock.

The goods which we shipped to you in March have probably been disposed of. We have always been appreciated your summer orders.

This year we have a particularly good stock of the new straw hats. We should

advice you to place your order within the next few days so as to be able to take advantage of the most desirable styles.

(6) は (5) の催促状にて未だ返信のなき場合催促者は何かそこに理由が無ければならないと思ひ、其の理由を見出すことに努めなければならない。(6) の實例 (105) (106) (107) は即ちそれである。

(105) We wish that you would write to us about your account due January 28. Since our letters have not been answered, we feel sure that there is some good reason why you have not sent us your check for \$233.50.

Perhaps there is some error in our bill or perhaps you are dissatisfied with the goods which we sent to you. So far as we know the goods were what you ordered and they were billed at our catalog prices less 10%.

It is necessary for us to make our collections promptly in order to maintain our low prices. When we have accounts overdue we must borrow money and pay interest. This forces us to raise our prices. When we can pay cash for our goods we can give you the benefit of lower prices. Therefore we are desirous of making our collections promptly.

We shall be glad to make adjustments in your account if these are necessary. If no

adjustments are necessary, we should be very glad to receive your check at once.

.....

(106) We thank you for your order No. 897, dated May 2, for hats, caps, and shirts. All of the goods ordered are in stock and can be shipped immediately.

Owing to the policy of our manager, Mr. Brown, we cannot ship any orders to customers whose accounts are overdue. We understand that you are enlarging your store. You have probably been under unusually heavy expenses which render settlement of your account difficult at this time.

Our general policy was determined for the good of our customers. We felt that there was a tendency on the part of our customers to incur debts unwarranted by their yearly business.

We should be glad to hear from you promptly, because we have an unusually good stock of hats, caps, and shirts at present and because the prices of these goods will probably be raised within a month.

.....

(107) We should be glad to hear from you about your sales of the Branson Desk Pads. If you have had difficulty in disposing of them, we can give you plans for window

displays which attracted much attention and resulted in large sales in other cities.

We think that your difficulty in disposing of the pads may account for your failure to send us the \$40 due on April 15.

If the payments due us are not made promptly, we shall not be able to offer the pads at the present favorable terms. Our contract with the manufacturers gives us a discount of 10% for cash. Unless we can obtain this discount we cannot offer our customers the present price of \$1.50 a pad.

When this is clear to you, we feel sure that you will make an effort to send your check promptly.

.....

(7) 集金催促者が、第(6)の手紙の返信として債務者より不支拂の理由を書いて来た場合はよくその理由を調べて、支拂得る途を講じてやらねばならぬ。この場合商業家はよく、一部支拂を迫るが、應々にしてこの一部支拂といふ事が、先方では全部決済のつもりで居る事がある。故に(7)の手紙は、茲の處を最も明瞭に認めて置く必要がある。次の實例は第(6)に對する返信であるが、文面に現はれた先方の psychology と、手紙としての defective の點に注意せよ。

(108) は先方より (109) は當方よりの書信である。

(108) In reply to your letters: When your salesman was here last, I told him that goods you shipped were not what I ordered. He promised to fix things up but as a fixer he is no good because the second time I got is the worst lot of junk you ever saw.

Now I can tell you one thing, I don't intend to pay for that stuff you sent and I won't have anything more to do with it. I've done all the business I am going to do with you and if you want the stuff to send back, send your salesman after it.

.....

(109) Thank you for your letter of May 27. We did not know what was wrong and it has cleared the situation.

Investigation brings forth the fact that you certainly have a kick coming. We are not quite sure yet how a double error of this kind occurred but we are investigating with the end in view to see that it does not happen again.

We are sending you by express prepaid the goods as originally ordered. I have personally inspected each article. The goods were packed under my supervision. I can assure you that this time they are right. You may pay for them according to our agreement, cash 60 days from date of delivery,

or you may take our special 10% discount for cash within 10 days.

You may confer a favor upon us if you will let us know immediately when you are dissatisfied with Johnson goods or service. It is only through knowing that we can right them. And we believe that you have dealt with us long enough to know that our policy of "satisfaction to the customer" means exactly what it says.

This is the first instance of a double error of this kind that has come to my attention and we very sincerely regret the inconvenience it has caused you.

Please return the goods you have on hand at your convenience by freight collect.

.....

(110) We have not sent our check in payment of our account because we have been unable to sell the lamps which you shipped to us.

From day to day we have expected to sell them; but every one seems to have carbon lamps. Our customers see the virtues of Mazda lamps and will buy them when the carbon lamps burn out; but they will not throw away the carbon lamps which are in service.

We hope to be able to send you a check soon.

.....  
(111) I thank you for your prompt reply to my inquiry of March 4. We assured you that the sales of Mazda lamps would be large; and we shall be glad to aid you in disposing of them.

On March 12 our agent, Mr. J. F. Taylor, will give a Mazda lamp demonstration in your store if you will give him the use of one of your windows.

By means of meters, comparative tables, tests of candle power, etc. Mr. Taylor furnishes a very interesting and convincing exhibition. He shows clearly that it is profitable to replace the carbon lamps by Mazda lamps. In other cities this exhibition has let to enormous sales. We feel sure that you will sell many Mazda lamps in the days following the demonstration.

We wish to advice you, however, that, since there is no doubt that the lamps will be sold, it would be best for you to send us your check now. We understand your position but others may not understand it. An overdue account is always a detriment in business.

We feel confident that you will sell the lamps which you have and that you will soon

find it necessary to order a large stock of them.

.....  
(112) Replying to your favor of the 14th instant: thought you knew why we delayed payment of your bill for \$45.

We enlarged our store and increased our stock more than 75%. This took all our money. A few bills had to wait. We now owe \$6000 and we have available only \$3000. So we are going to let a few small bills wait till next month.

Don't worry you'll get your money.

.....  
(113) Thank you for the explanation given in your letter of May 16.

We are very glad to learn that you have enlarged your store and we feel sure that your business will increase. Never was there any doubt in our mind about receiving the \$45, due us, for our past dealings have convinced us of your trustworthiness.

However, we want to suggest that perhaps you may be making a serious mistake in paying your large bills and letting your small ones wait. Since you owe only \$6000, you are able to pay 50% of each bill which is due. If you give to each creditor the explanation you have given to us, he will

probably accept a partial payment without dissatisfaction.

If you make no payment and no explanation to a certain creditor, he may be greatly dissatisfied, even though the amount due him is small.

If you agree with us in this view, will you send us \$22.50 now?

.....

(114) Replying to yours of the 10th inst. expected to be able to settle account before this.

Death of J. H. Sumners tied up \$5,000 due us on 15th ult. Now Court advises we can't collect till 1st prox. Then we can send check for full amount.

If you need money immediately can send \$100 on account now.

After \$5,000 has been paid, we will be able to discount all bills as in the past.

Hoping you appreciate the proposition we are up against,

yours truly,  
.....

(115) Thank you for your letter of May 12 explaining your position in regard to your account with us.

We are in no pressing need for the money and are perfectly willing to wait until June 1.

By our letter to you we desired to ascertain whether we could be of any service to you. Your delayed payment surprised us because in the past you had always discounted your bills.

We are very glad, indeed, to learn that nothing has gone wrong.

.....

II. The second stage の集金催足状は、債務者に支拂意志無しと推定したる場合に出す可きものであるから、充分先方の事情を検べたる上、少しく烈しい文句を用ひてもよろし。例へば、within 3 days, immediately, must be paid, slow pay, bad debts, take other measures to collect the bill, otherwise we will take our final step. 等である。

然しながら支拂意志のなき債務者にも自ら二た通りの種類ある事を忘れてはならない。一つは ignorant の爲めに支拂を肯ぜないもの、他は始めより瞞着の考で居るものとである。第一の ignorant の債務者に對しては、先方の感情を害さず、膽長く educate してそれから支拂を履行さすべきである。第二の瞞着を極め込む悪漢に對しては始めより手強く出ねばいけない。

支拂未納は一時の出来事である、business relation は永遠である、故に催促状發信者は、常にこの事を



忘るゝ事なく、支拂は迫るもこれは矢張り一種の business であるといふ考で迫り、business relation は絶えず保留する事に努力せねばならぬ。

次の文例 (116) は瞞着の意志あるものに、(117) と (118) とは無智の Customer に、(119) は不正直者の悪漢に、(120) は含氣者の Customer に、(121) は吝嗇の強欲爺に、(122) と (123) とは draft の方法により、先方の取引銀行より取り立てゝしまうものである。

受信者の心理的解剖は、この stage に於て特に必要である。以下 action value のある箇所に注意せよ。

(116) We have received from you no response to our invoice of May 1, our statements of May 13, May 28, June 13, June 28, and July 13, and our letters of June 1, June 15, June 15, June 21, June 30, and July 1.

All of these could not have been lost in the mails. Our terms of cash, 30 days were clearly understood when we filled your order, No. 532, for \$250 worth of men's overcoats.

Unless we hear from you within 5 days we shall be forced to take other measures to collect the bill which is now long overdue.

(117) Since we have received no answers to our letters concerning the \$46.50 due us on May 1, we wish to point out to you one of

the disadvantages of being regarded as not good pay.

On May 16, Smith and Jones asked us for information about your financial standing. When we informed them that your account was 15 days overdue, they refused to grant you the credit which you desired.

We know that you can pay us \$4650.00 without any inconvenience. We know too that \$4650.00 will be a trifle in comparison with the damage you will do yourself by losing your reputation for good pay.

Can you afford to lose your reputation? Every refusal of credit lowers your financial standing. You must not be blind to the consequences of a refusal to pay a just debt.

We expect you to mail us your check immediately.

(118) This is to inform you that we were obliged to give your account with us to Messrs. Ozmo and Mason with whom, we were informed, you were trying to open a credit account.

We will, however, try to protect your interest by telling them frankly that you paid our bill in full as soon as we receive a check from you. Messrs. Ozmo and Mason and we have been more than friend in business

for the past 10 years. They will take our word as we do theirs.

Your payment now, therefore, means a great deal to your future business. So let us have your check for \$21,000 within 3 days.

(119) Several letters which we wrote to you remained unanswered.

An investigation disclosed the fact that you have refused to pay bills of less than \$50.00 to five different firms in this city. These firms have not brought suit against you on account of the small amount involved.

Our San Francisco Office is a branch office under the direction of the home office in New York. The home office has given us definite directions concerning steps to be taken in collections irrespective of the amount involved. With you we have taken all but the final steps.

The final steps always result in the payment of what is due us.

Unless we receive \$50 from you before March 15 we will take the final steps which will force you to pay us and expose your dishonest methods to the whole community.

(120) On May 15 you paid \$1090 cash for an automobile for your personal pleasure.

Was it fair or right to this before you paid the \$37.53 due us for the shingles received by you on Jan. 15, your order No. 47?

Will you really take pleasure in your automobile if you do not pay your debts?

You wrote to us about your difficulties, your honest efforts to pay us, etc. We were lenient. But we cannot listen to hard luck stories now.

A man who can buy an automobile ought to be too proud to refuse to pay for his shingles.

Send us your check immediately.

(121) Your letter of May 16 has made your attitude quite clear to us. You state it would be foolish to use for payment of a debt money which, it undisturbed, would double itself in one year.

Now let me explain that the payment of a debt under these conditions would not be foolish after all. If the debt remains unpaid, the result will be an attachment, a law suit, a forced payment of the money you owe us in addition to the costs of the suit.

In the end you will be withdrawing from one of your investments more money than it is necessary to draw now. In the end you will be paying with ill feeling and

damaged reputation money which you can pay now with good will.

We are sure that when you think over the matter you will mail us your check for \$268,000.

(122) We are very sorry that you have not replied to our letter of July 6.

Since we have heard nothing from you about the \$45.00 due on May 4, we shall draw on you, July 25, through the Merchants' National Bank of Los Angeles, unless we hear from you before this date.

Please be prepared to honor the draft when it is presented.

(123) I have reviewed carefully your account with me.

According to my books, my invoices of May 1 and May 5 amounting to \$385.00 have not been paid. Statements have been sent to you regularly. Several urgent letters from me remained unanswered. I cannot account for your attitude, since you acknowledged that the goods were satisfactory and since you agreed to pay for them within 30 days.

I hope that you will send me your check for \$385.00 as soon as you receive this letter.

If you do not reply to this letter before August 15, I shall draw on you through the First National Bank of San Francisco for the amount. Please honor the draft upon presentation.

If the draft is dishonored, it will be necessary for me to place the matter in the hands of my attorney.

I have already put too much annoyance in my efforts to collect this \$385.00. I know that a law suit will be very inconvenient and very expensive to both of us. I sincerely hope that such a step will not be necessary.

### 18. Letters Settling Accounts

#### 勘定決済状

勘定決済とは商業上では多く勘定の支拂を意味する。勘定の支拂方法には

- (1) 物品支拂
- (2) 現金支拂
- (3) 証券支拂 (小切手、爲替手形、約束手形其の他商券)

の三方法あるが、内國貿易には (1) 及 (2) の方法最も多く、同じ内國貿易にても大會社、大商店、卸屋、製

造家等は (3) の方法最も多く、而して外國貿易には殆んど (3) の證券支拂のみと云ふも過言ではあるまい。随つて英文通信をする程のものは、(3) の證券支拂に就ても明確な知識を要する。(注意事項参照)然しながら英文勘定決済状(集金状に非らず)は極く簡單なもののみで、特に習う必要もないと思ふが、参考迄に八九の代表的作例のみ次に掲ぐ。

(124) Gentlemen:

Complying with your request of May 10, we have valued upon you through Sumitomo Bank for £825.00 at 30 days' sight.

We ask your kind acceptance and ultimate protection for this bill of exchange, which forms the exact balance of our account up to April 1, 1920.

Yours truly,

(125) Gentlemen:

Enclosed you will find a statement and a copy of invoice relative to shipment of 3 cases of Cotton Crapes per s.s. "Nankin" last June 14.

Kindly examine same, and remit your check for this small amount at your earliest convenience.

Yours faithfully,

(126) Dear Sirs,

Your letter of June 20 enclosing your Statement No. 234 and invoice of 3 cases of Cotton Crapes ex s.s. "Nankin" is now at our hand.

Upon inspection we find the goods are satisfactory.

Herewith we send you Sumitomo's Bank Demand Draft instead of our check for yen 3,500.00 covering the full payment of your account with us.

Kindly acknowledge receipt and oblige.

Yours truly,

(127) Gentlemen:

We enclose herewith Statement of Account up to June 31 showing a balance in our favor of yen 350.00 for which please send your check in due course.

Yours truly,

(128) Gentlemen:

Your Statement of Account up to June 31 is now before us. Herewith we send you our check No. 123 for yen 350.00 for which please acknowledge receipt.

Yours truly,

(129) Dear Sirs,

Herewith I beg to hand you Postal Money Order for *yen* 17.50 in payment of my book order herein enclosed.

Kindly send the books immediately upon receipt of this letter.

Yours truly,

(130) Gentlemen:

We have duly received your letter of Sept. 9 requesting us to remit the check in settlement of your invoice dated Oct. 10.

Herewith we enclose a check for *yen* 1,250.00 and a post-dated check for *yen* 1,250.00 for the full payment of the above invoice.

Permit us to explain why we enclosed a post-dated check. As we ordered of you on Oct. 1 we particularly specified the quantity of the goods. Not in spite of that you have sent us just twice as many barrels we originally ordered. Therefore we think it right to send you one half of the amount by a post-dated check. Trusting this mode of payment will be satisfactory to you, we remain,

Yours truly,

(131) Gentlemen:

In answer to your letter of Aug. 19 we beg to ask you to kindly draw upon us a clean bill of exchange for the full invoice amount in *yen* currency at 3 months' sight with 7% interest added thereto.

We ask this favor because we honestly confess that we are at present in a very serious financial condition that unless our close business friends, including your goodselves, allow us some extension of payment our firm may have to be liquidated in which case our friends may incur far greater loss. As the whole trouble has arisen from the recent "run-up" of the 34th Bank, we are sure that as soon as the Bank reopens next November our financial condition will be restored and will be as much sound and reliable as ever before.

So we trust you will have sufficient confidence in us to accede to our request without entertaining any feelings of misgiving concerning the general stability of our firm.

Yours very truly,

□ 注 意 事 項 □

- (a) due
- (1) Your draft will fall due on next Monday.
  - (2) We hope you will honor our draft on due date.
  - (3) s.s. "Fushimi Maru" is due here March 3.
  - (4) s.s. "Fushimi Maru" is due to leave here on March 5 for Seattle.
  - (5) We anticipate your reply in due course.
- (b) to draw=to value
- We have drawn (valued) upon you a sight draft for yen 3,000.00 in settlement of your account with us. (to overdraw=當座貸越)
- (c) to honor
- (1) Kindly honor our D/A draft No. 356 when it is presented to you by the Yokohama Specie Bank. (引受)
  - (2) Please do not fail to honor the draft at maturity. (支拂)
- (d) overcharge vs undercharge
- Allow us to correct an overcharge in the invoice of May 15 and an undercharge in the Statement rendered on April 3.
- (e) to square an account
- = to clear an account
  - = to balance an account

- = to settle an account
  - = to close an account
  - = to finish an account
- (f) check=cheque
- crossed check 横線小切手  
銀行を通うして現金にするもの
  - certified check 支拂保證小切手  
銀行の支拂保證をしたるもの
  - open check 普通小切手
- (g) two named paper; three named paper
- 小切手或は手形に發行人と宛名人と二名の署名あればそれは two named paper, もし裏書人或は保證人と三人の名前があれば three named paper となる。
- (h) 小切手は必ず銀行に當座預金があつて、それに対して振出すもの。
- 手形には約束手形と爲替手形と二つある。約束手形 promisory note は何年何月何日金額何圓何之某に何所に於て支拂するといふ様なもの。
- 爲替手形 (bill of exchange 或は draft) には
- (1) clean draft (或は單に "clean")  
書類の付かざる爲替手形
  - (2) documentary draft  
書類の付いたもの即ち荷爲替

(2) を又分けると次の如くなる

(a) D/A (引受によつて書類を渡すもの)

(b) D/P (支拂によつて書類を渡すもの)

Sight bill とは demand draft とも云ひ一覽して直ちに支拂う可きもの即ち一覽拂手形。

Term bill とは長期手形と云ひ大既一覽後三十日とか六十日後支拂ふ可きもの。

Collection bill とは代金取立手形の事をいふ。

Interest bill とは利息付手形の事を云ふ。而して何れの爲替手形にも手形には必ず

(1) drawer 手形發行人

(2) drawee 手形支拂人

(3) payee 受取人あるものとす。

(i) 引受拂手形の支拂人 (drawee) はその手形引受人なる故 acceptor ともいふ。即ち引受 (acceptance) する人をいふ。

(j) 小切手或は手形の流通は裏書 (endorsement) に依つて流通するがその裏書する人の事を endorser といふ。

(k) 爲替手形を支拂期限に依つて區別する時は

(1) 一覽拂手形 (sight bill ; demand bill)

(2) 定期拂手形 (term bill ; time bill)

となり定期拂手形は又分けて short bill と long bill となり、short bill は十日十五日位の期限拂を云ひ long bill はそれ以上のものをいふ。又之

を after sight (一覽後) と after date (日附後) との二つに分ける事も出来る。

(l) At maturity ; on due date (支拂満期日)

Dishonored bill (不渡手形)

Protect (支拂拒絶證書)

Telegraphic transfer (電報送金)

(m) 手形が唯一通なる時は sola bill (單獨手形) といふが、通常の手形は同じものが一號二號と組手形 (set of bills) となる。

(n) Value received which place to account 代り金領收した故勘定に記入してくれ、といふ意。

(o) Dollar bill とは手形面に米貨を以て記入されたるを云ひ、同様に Sterling bill とは英貨手形、Franc bill とは佛貨手形、Mark bill は獨貨手形、Yen bill とは圓貨手形をいふ。

### 19. Sales Letters 販賣狀

Sales letter の目的は、商品、財産、株式、公債、勞力等を賣り捌くことにあるは勿論である、Sales letter は Business letters の中でも、the business letter であると謂はれてゐる程、vital で fundamental である。何んとなれば business man の功、不成功は一つに懸つて商品販賣の能力にあるからである。若し business man に "make sales" が出来ないならば、彼には最早 order の必要も、credit, collection 等の

手紙を書く機会もなくなる。“Buy cheap; sell high.”  
 ……これが business man の motto であるが、假令 Buy high でも sell higher が出来たなら、矢張り “Buy cheap; sell high” の意義に背かない事になる。であるから business letters の中でも sales letter が一番六ヶ敷くて又肝心である事を知つてもらひたい。

Sales letter の必要條件は salesman の必要條件と毫も異なる所ない、即ち sales letter は外形的の general appearance がうまくなければならない。汚い小僧が賣る candy は買ひ度くもないが、愛嬌のある美しい Fair sex が賣る candy ならば一弗のものを一弗五十仙出しても厭はぬといふのが人情である。Sales letter もその通り一寸の外見が人好きのするやうに mechanical arrangement がなつてなければならぬ。

然しながら Sales letter は外見ばかりでは駄目だ、丁度 candy 屋の賣子が外見ばかりでよいなら護謨人形で足りそうなものであるが、實際は之に反し顔付きは悪くも愛嬌のあるものでなければ、月々の profit が擧らないやうに、sales letter も亦その内容が充實したもので tactfull のもので無ければその効を奏せない。

内容とは、之を心理的に解剖すると即ち

1. The magnet 磁力
2. The exposition 解説
3. The argument 論證

4. The persuasion 説得
5. The hurry-call 呼出し
6. The lock 止め

の六大 qualities である。

勿論、どの Sales letter も如上の 6 qualities を帯びて無ければならないといふのではない。受信人によつては argument と lock のみで充分なものもあらう、persuasion と hurry-call だけにて用の足るものもあらう。茲には普通の場合の普通の sales letter に於て述べてゐるのである。その應用は、購買人と商品との別によつて、それぞれ異なるものであらねばならぬ事は云ふ迄もない、始め全體の qualities に就て述べ、次に各 quality に就て論じやう。

#### 文例

(123)

<sup>1)</sup> With what kind of rings are you going to equip your playground? With the clumsy, heavy iron rings that rust and are harsh on the hands or with our light, strong, rust-proof rings?

<sup>2</sup> We know you will want the latter. They are made of steel over which an aluminum jacket is cast. They are suspended from the frame by case-hardened ball bearing hangers, which practically eliminate all friction at the point of greatest wear. The chains are of the latest improved Bull Dog pattern, tested to a tensile strength of 2000 pounds.



(3) These rings are in use in nearly every large municipal playground on the Pacific Coast, where they have been giving the utmost satisfaction to both children and instructors. We installed a set in the Moss Wood Park Grounds, Oakland, over seven years ago. Will you examine them? They are still in use and still in good condition.

(4) When you put our rings in your yard, you will know that your children are engaging in a healthy form of exercise, that the rings are safe and pleasant to handle, and that you will not be bothered with the necessity of making constant repairs and adjustments.

(5) It would be to your advantage to place your order at once. The price of one pair of the rings is now \$8.00. Within ten days the prices of steel goods will be increased 20%

(6) If you will sign the enclosed card, we will make immediate delivery.

.....

上記文例に 6 paragraphs ある中、(1)は.....  
.....light, strong, rust-proof rings といふ主題で受信者の第一注意を引き、(2)は..... the aluminum jacket,.....the ball bearing hangers, ..... the strong chains の 3 advantages を擧げて exposit し、(3)は Pacific Coast の playground 特に Mosswood Park

Grounds に使用され、品質の優秀なる事を論證し、(4)は.....our rings in your yard,.....your children,.....healthy exercise と personal appeal を以つて迫り、(5)は値段の騰らない中に求められよと hurry-call し、最後の(6)にて.....enclosed card の注文状に署名しろと止めを刺してゐるのである。

次の文例 (133) は Northwestern University の商業通信科教授 スマータ博士によつて文範として用ひられたるアメリカの或る一植木商の書きたる sales letter である。心理的の arrangement に注意せよ。

(133) Your Christmas tree is waiting for you out here on my farm at Kinsvale. Don't you want your evergreens and tree brought straight to your fireside from the woods?

I have a number of straight, bushy little hemlock and pine trees ranging from 3 to 8 feet in height. They will make splendid Christmas trees. Many smaller ones are suitable for table decoration. Wreaths will be made of hemlock juniper, and evergreen, 12 and 18 inches in diameter. They will be carefully and firmly woven, with plenty of cones and abundant material.

You cannot buy fresher and better trees, wreaths, and greenery than these. I have inquired the prices of florists and dealers in the city, and find that I can deliver them much cheaper than you can get them

in town. Read the enclosed list of comparative prices.

Will it not make your Christmas merrier, if the wreaths, the tree, the festoons' are greener, less broken, fresher, and more fragrant than those cut a week earlier, and shipped into town by freight?

Drive over, pick out your tree, tag it, if you wish. I'll cut it down. I will also mount the smaller trees, if you desire, on wooden bases. My prices cover delivery to your door. All orders must be received before December 21. Don't bother to send money. In case of my regular customers for farm products, sales will be charged to their monthly accounts.

Remember I can fill only the earliest orders received. Please fill in the enclosed postal order blank and mail it to day.

.....

### 1. The Magnet 磁 力

書信の磁力といふのは手紙の first paragraph 特に first sentence の attractiveness を謂ふのである。つまり書信の attention value である。その目的は受信者が手紙の全體を興味を以つて讀了するやうしむけるにある。謂ゆる冒頭用語なる

“Replying to your esteemed favor of the 4th inst. addressed to our Department of Publicity, we take pleasure in handing you herewith one of our latest catalogues.”  
等の如きは magnet の能力殆んど無く、かゝる opening sentence は sales letter には決して使用せざるやう努めねばならぬ。

繰り返して云ふが sales letter は、受信人と商品との別によつて其の tone が全然異ならねばならぬ事、即ち同質の齒磨粉を賣るにも貴婦人と下女とに發する sales letter は其の着眼點が異ひ、appeal の仕方が異なる事に常に注意されたい。

Magnet は (1) reference, (2) command, (3) curiosity, (4) scare-head 等に依つて讀者の注意を惹起することが出来る。

#### 文例

(1) Yesterday, Mr. Brown, your cashier, told me that you would be interested in the

new electric adding machine installed in the office of Benson and Co.

(2) Cut your bill in half! You use 10 tons of coal each month. This costs you \$150. You can save \$75. Do it!

Don't go to the beach! The San Francisco climate is the sea-shore climate. Change is what counts. Why not spend your vocation in the mountains? Yosemite is the most wonderful place for summer resort.

(3) It costs only one-half cent to produce the egg for which you pay 5 cents.

Confucius said, "Learning without thought is labor lost."

The Western Motor Company writes, "We have adopted the improved Union Lens as part of the regular equipment of all Western Motor Cars."

At a banquet in Edingburgh, after the health of Pitt had been drunk, Robert Burns rose and said, "I propose a toast to a greater and better man, George Washington."

A very ambitious old maid was riding on a moonlight night with a very reserved

young man. The old maid sighed. The young man made no response. Finally the old maid exclaimed, "Nobody loves me and my hands are cold." "You are quite wrong," exclaimed the young man, "Your mother loves you and God loves you and you can sit on your hands."

(4) Why not make profits?

Why don't you pay your bills?

Another market breaks.

上の如き scare-head は sales letter の第一行に大きく type するものであるが、かゝる magnet は特別の場合の外あまり使用されないものと心得られたし。

## 2. The Exposition 解説

解説は賣捌かんとする商品の説明であるが、その要訣は簡單明瞭で然かも要點を指摘してゐることにある。

文例

(781) "There would be big money in hogs, if it were not for hog cholera."

Many farmer has said this. Perhaps you have said it.

Now we may say that there *is* big money in hogs, because hog cholera may be positively prevented by vaccination with No. 60—H C vaccine.

A person never has smallpox more than once. If he recovers from one attack, no matter how heavy or how light that attack may be, he is immune from the disease for a long period of years. If a hog survives an attack of hog cholera, it is immuned from the disease for the rest of its life.

When you are vaccinated against smallpox, you are really subjected to a very mild and harmless attack of the disease itself. This renders you immune. When a hog is vaccinated with No. 60 H C vaccine, that hog is subjected to a very light harmless form of cholera. This renders the hog immune.

A hog is vaccinated as follows: The needle at the end of a syringe is thrust into the fleshy part of the back leg of the hog. The valve is pushed down by the thumb, the needle is withdrawn, and the hog is released. The syringe furnished by us contains 5 charges and it is so constructed that when the valve is pushed down the right amount is injected into the hog. It is impossible to inject too much or too little. When the valve rises automatically the second charge is ready.

Thus the actual operation does not take more than 4 or 5 seconds. One man can do all of the work, although generally a first man holds the hog while the second injects the vaccine.

No immediate effect of the vaccine on the hog is apparent. Immediately after the injection they will eat, sleep, root, or wallow as at any other time. Moreover, no harmful effects are developed later. The vaccinated hog increases in size and weight as rapidly as does the unvaccinated hog.

No. 60 H C vaccine renders a hog absolutely immune from hog cholera. This was proved by a series of tests and experiments before the vaccine was put on the market. In April, 1915, Mr. J. B. Smith of Suisun had on his ranch 480 hogs. Of these all but 31 died of cholera before July 15.

In April, 1916, we placed upon Mr. Smith's ranch under the same conditions as those of the previous year 500 hogs vaccinated with No. 60 H C vaccine. Not one of these hogs died of cholera. Two hogs were killed by dogs and three died from injuries caused by a falling roof. In April, 1917, 495 hogs of the original 500 hogs were alive and well.

Moreover, in May, 1916, 25 hogs affected with cholera were placed with the

vaccinated hogs. All of the 25 affected hogs died before July 1, 1916, but not one of the vaccinated hogs showed signs of cholera.

In July, 1916, 25 unvaccinated but healthy hogs were placed with the vaccinated ones. Before Aug. 1, 1919, 20 of the unvaccinated hogs had died.

Through it all not one of the vaccinated hogs was affected by cholera.

No. 60 H C vaccine comes in tubes, each of which contains 5 syringe loads or enough to vaccinate 25 hogs. The syringe is furnished free. The price of one tube of vaccine is \$1.00. A dozen tubes are sold for \$10.00.

You can vaccinate 100 hogs for \$4.00 or 300 hogs for \$10.00. Thus you can render over a hundred hogs absolutely immune from cholera for less than the value of a single hog.

You will find enclosed an order blank.

Buy one tube, vaccinated 25 hogs, and keep a record of them. The results will convince you that all loss by cholera is unnecessary.

### 3. The Argument 論 證

論證には三段論的の演繹法と、統計學的の歸納法との二種あるが、前者は pure theory であるが故に藥品なりの Sales letter に應用宜ろしかる可きも、後者の歸納法は一般商品販賣に用ひてよろし。大概の商業通信に用ひらるゝ論證は實證的の歸納法であるが、兩者を併用せば、その効大なる事は云ふ迄もなし。

Sales letter には是非 argument が必要であるが、然しその argument が、きざに理屈ぼくではいけない。

文例

(135)

Make a sandwich with a slice of meat and two slices of Star pineapple. After 15 minutes examine the meat. It has changed color. It falls to pieces as you handle it. The pineapple juices are digesting the meat.

(136)

Your grocers, Davis and Brown, will give you a handful of Pennant-Cross dried peaches and two fresh peaches. Soak the dried peaches over night. Then stew separately the dried peaches and the fresh peaches. Use less sugar with the dried than the fresh. Your husband will not be able to tell one from the other.

Make the test. Bet a hat on the result.

上記は少しも理屈ぼくない。然も evidence を用ひた論法である。

#### 4. The Persuasion 説得

Magnet によつて受信者の interest を惹起し、exposition によつて商品の要點を説明し、其の効力を argument によつて論證したる後、發信者は更に受信者の購賣慾を増進させねばならぬ。而しその役目が persuasion である。

Persuasion にも、種々 appeal の仕方があるが、概して云へば、先方受信人の人物とその性格とを考へて、其の人の受け入れそうな personal appeal を directly に爲することである。(137)は「赤十字社の爲めに」といふ説得である。先方の心理的作用に注意せよ。

(137) We are giving to the Red Cross 20% of our profits on Brown Collars. Our profit on each collar is 5 cents, of which 1 cent goes to the Red Cross. Last month we sold 354,000 collars and have contributed \$3,540.

Purchase Brown Collars in any style at 15 cents, the regular price, and aid the Red Cross.

#### 5. The Hurry-Call 呼び出し

Hurry-Call は受信者が「ぢや、買う」といふ動機を作らす處の呼び出しである。「今日の午後五時迄は石炭一噸二十圓ですが明日からは廿五圓に騰ります、

買うなら今買ひなさい」と云ふ石炭屋は販賣の最後の手段たる呼び出しを掛けてゐるのである。

呼び出しには上記の如く期日に制限を加へるのと安賣りとの二法ある。安賣とは云ふ迄もなく、Coupon を附けるとか、賞を出すとか、何割引とか云ふのである。

次の文例に就いて「呼び出し」をよく見よ。勿論「呼び出し」に就いてのみの部分的文例である。

(138) On September 1, 1917 the price of the Union Motor Car will be raised to \$2,600. Present price is \$2,250.

.....  
We strongly recommend by all means that you place your order at once, for all steel playground equipment will advance 15% in price within the next 15 days.

.....  
Look for the free tooth brush coupon in each package of Dr. Lyon's Perfect Tooth Powder.

.....  
We shall return your money immediately and ask no questions if you do not wish to keep the book after inspection.

.....  
To each of the 25 purchasers of the Universal History we will send free the com-

plete works of Poe in 5 volumes. Each of these volumes has one page slightly defective. We cannot offer them for sale on account of a rule of the Company. However, not one man in ten would notice the defective page.

6. The Lock 止め

Business 行爲の最後は止めである、lock である。Sales letter にて止めを刺すには Coupon に署名せよとか、order blank に注文せよとか、check を書けとか、電信で約束するとか、contract に sign するとか、云ふ事である。つまり最後の責任ある行動を採らす事である。

この際最も注意を要すべき事は lock に使用する言語である。尠しでも不明瞭の處、疑問を挟む餘地があるならば、折角 order blank に書き入れ始めた注文者でも躊躇してしまふ。Thanking you in advance for your esteemed order,.....とか Welcoming for your first order, we remain なるの常套的の語尾用語より、以下の文例の方が如何に psychologically に effective であるとして如何に action value に富み居るかに注意せよ。

文例

(139) Just pin your check for \$2.00 to this letter and return it in the enclosed envelope. The book will be mailed to you within two hours after we receive your check.

(140) Fill out the enclosed post card. It will bring to you a cake of Antiseptic Soap large enough for a week's use.....not a little sample cake, but a regular 25 cent cake.

(141) This coupon, No. 432, guarantees the Rogers Rings to be 18 k. gold. If you present this coupon with a Rogers Ring to James and Smith of San Francisco the full price of the ring will be refunded. No questions will be asked. The money will be refunded cheerfully. You don't even have to sign your name. Mark X after the ring you want and mail the postal.

(142) Simply take the receiver from the phone and tell us to install the new temperature regulating, automatic fan. Do it now. The wires will be changed by one man. The current will not be turned off for one moment. No noise. No mess. No derangement of office routine. Three hours later the fan will be at work.

20. The Follow-up Letters 連続販賣状

Sales letter を連続して出すものを連続販賣状といふ。その目的は 高價貴重品を販賣するのに一本の販

賣状では到底充分に非らざるを以つて series に認め、先方を説服するにある。Follow-up letter は、先方の interest のある所を出来得る丈け探索し、先方の購賣心を起すやう personally に educationally に書かなければならない。随つてその入費も普通の Sales letter と異つて餘分にかかる事であるから充分儲けのある商品販賣に使用しなければ收支償はない。

連続販賣状といふても、同一文句の販賣状を連続して出すのではない。度毎に new element を含んで商品の説明を段々にする。故に repetition と variety と先方の interest を見ることゝは Follow-up を成功させる Key である。

先づ、先方の interest に投合する事に就て述んに、大體に於て次の如き三階級の interest のある事を知らねばならぬ。即ち (1) 一般購買者、(2) 知識階級、(3) 婦人購買者である。次は米國にて一箇卅仙内外する齒磨粉販賣の實例である。(143) は一般購買者へ、(144) は知識階級へ、(145) は婦人購買者へ宛てたるものである。

#### 文例

(143) Let's talk about our teeth for a moment.

Do you know why they become discolored and stained in spite of constant washing and brushing? An Albuminous film forms over them. It feels slimy when you touch it with the tip of your tongue.

Tartar is lime precipitated in this film from the saliva of the mouth.

The film absorbs stains, particularly those of nicotine.

The film holds minute particles of food which ferment and form the acids which eat through the enamel and cause teeth to decay.

The albuminous film forms an ideal breeding place for germs.

If you can get rid of the film, you can get rid of nearly all the ills of the teeth. Soapy dentifrices, because they contain alkali, harden the film; they never remove it. Up to the present time careful cleaning in a dentist's chair has been necessary to remove the harmful film.

Now, however, we have a safe, sure, quick, cheap way of keeping the teeth free from film. Albumen will not dissolve until it is digested. It can be dissolved by pepsin if the pepsin is made active by an acid. Most acids cannot be used because they are harmful to the teeth.

But Pepsin Paste contains a newly discovered harmless acid made from calcium phosphate. This combined with pepsin dissolves the albumen film and a phosphate removes the dissolved film.

You have received a tube of Pepsin Paste sufficient for a week. Use it and see how clean your teeth look and feel.



When you order Pepsin Paste, please use the enclosed card.

Enc.

(144) If you brush your teeth with any old-time dentifrice, the albuminous film will remain. You may prove this by applying a stain like iodine to the teeth you consider clean. Rinse the mouth. The iodine readily rinses from clean surfaces. The stain on the teeth shows the presence of film.

Teeth are not cleaned by ordinary brushing. They become discolored, coated with tartar, and decayed. An acid eats through the enamel and bacteria penetrate the cavity and destroy the inner structure of the tooth.

Alkali was used in dentifrices to counteract the acid; but teeth continued to decay. Germicides were used to kill the bacteria; but teeth continued to decay. Finally emetine was used to kill the amoebae which some men believed caused pyorrhea; but teeth continued to decay.

Dentifrices were compounded to counteract the results of the film on teeth rather than to destroy the film itself.

Pepsin Paste contains pepsin so activated as to dissolve the film. When the film is removed, particles of food do not stick to the teeth and form acids; acids do not eat holes into which bacteria may penetrate. After you have used Pepsin Paste for two weeks, try to

stain the teeth with iodine. After applying the iodine rinse the mouth with water. No traces of stain will remain. The teeth will be absolutely clean.

In no substance do germs breed more readily than in the albuminous film. One of the most dangerous of these is the streptococcus. This often travels to the gums, the tonsils, and the other tissues of the mouth and nose. It gains entrance to the blood stream and is carried to lungs, heart, kidneys, liver, appendix, gall bladder, joints, muscles, nerves and blood vessels. Most serious bodily ills may begin in an apparently harmless film on the teeth.

Enc.

(145) The albuminous film which covers the teeth may be digested by pepsin activated by an acid. The common activating acids can not be employed in dentifrices because they harm the teeth.

In Pepsin Tooth Paste we use a neutralized acid made from calcium phosphate. This activates the pepsin without harm to the teeth. The pepsin dissolves the film and the phosphate removes it when dissolved.

The Watson School of Preventive Dentistry uses Pepsin Tooth Paste exclusively as a dentifrice in its clinic rooms and recommends it to all patients.

We are sending you a tube sufficient for

a week. Will you use it and observe its results? We should be pleased to have your opinion of it.

Eradicate the cause of tooth decay and many bodily ills. Remove the albuminous film.

One washing with Pepsin Paste will convince you of its cleansing properties. Do not expect too much. Old thick films cannot be removed by one cleaning. But if you use Pepsin Paste for a week, your doubts will be removed and you will never cease to use it.

Pepsin Paste should be in every home. Children, especially, should use it, so that for them the ills of teeth will never start. Let the youngsters begin right.

With each regular tube of Pepsin Paste purchased before October 15 we shall give free a tooth brush guaranteed for 6 months. The Pepsin Paste and the free tooth brush may be obtained from your druggist or from us. Write your name and address on the enclosed post card. Within 8 days your druggist will deliver the Pepsin Paste and the tooth brush at your door.

次の文例は Mark Twain 全集を賣らむとする五本の連続販賣状である。手紙は一週間毎に發信するものと心得られたし。

文例

(146) Mark Twain wanted you to own a set of his books.

One of his last requests was: "Don't make fine editions. Don't make editions to sell for \$200 and \$300 and \$1,000. Make good books, books good to look at and easy to read, and make their price low." He authorized us to publish the *Author's National Edition*.

In the set there are 25 *good* books. Each volume is beautifully bound in dark green, substantial cloth stamped in gold. Each volume is printed on light, strong, opaque paper, in clear type.

Mark Twain is the greatest of America's writers. He is a clean, sincere humorist, a fascinating story teller, a fresh observing writer of travels, a genuine, deep-feeling essayist, and a dramatic, accurate historian.

The National Edition contains everything that is in the most expensive edition. It should be in your home and in every other home, as Mark Twain wanted it to be.

It will be impossible to obtain Mark Twain's works at the present price when the present edition is exhausted.

Send us the enclosed card. It will put you under no obligation.

Enc.

受信人の便宜のために、(146)の如き手紙に同封すべき葉書注文状は、次の如き意味のものよし。これは注文者自身が書く可きものを當方で書いてあげるの

であるから、疑惑を起さしめないやう文意明瞭を必要とする。

Send, prepaid, for examination the Author's National Edition of Mark Twain in 25 volumes. It is agreed that I may retain the books for 10 days. At the expiration of that time if I do not wish to keep them, I will return them at your expense. If I keep them I will remit \$2 00 within 10 days from the receipt of the books and \$2 00 a month for 12 months.

Name .....

Street No. ....

City .....

State.....

The books will arrive packed in a hinged box so that you will have no trouble in repacking them.

(147) "The report of my death is greatly exaggerated." This was Mark Twain's greeting to the messenger who came to him in London after the papers had printed a report that he was dead.

Typical of him was this whimsically humorous remark. Typical is it of the strong, clean humor throughout his works.

The materials used in the Author's National Edition of Mark Twain's works were purchased by us under contracts made before the war. These contracts are expiring. The

prices of paper, ink, cloth and thread are now so high that it will be necessary for us to raise our prices as soon as the present edition is exhausted.

On July 1 we shall publish a second edition of the National Edition. The price of this will be \$35. The present price is only \$26, payable in installments of \$2.00 a month.

Every American reader should own a set of Mark Twain, America's greatest writer. You will surely want one. You will never again be able to buy a good edition—good to look at and easy to read—at the present price.

The card will bring the set for your examination. It will put you under no obligation. Send for the set now before the rise of price.

Enc.

(147) と同封すべき葉書注文状は次の如きもの。簡単明瞭で、而かも云はんとする所を云ひ盡してゐるのに注意せよ。

Send for examination the Author's National Edition of Mark Twain in 25 volumes beautifully bound in dark green, substantial cloth stamped in gold and printed on light, strong, opaque paper in clear type.

It is agreed that I may retain the books for 10 days. At the expiration of that time, if I do not wish to keep them, I will return them at your expense. If I keep them I will remit \$2.00 within 10 days from the receipt of the books and \$2.00 a month for 12 months.

Name .....

Street No. ....

City .....

State .....

The books will arrive packed in a hinged box so that you will have no trouble in repacking them.

(148) Do you remember how you chuckled when you first read Huckleberry Finn? Your mother said, "Great Godness! You look too silly! Stop laughing aloud over that book." And you couldn't stop.

If you read it now you will laugh again. But you will feel too the wonderfully deep humor bordering on pathos. Don't let your boys grow up without reading Huckleberry Finn.

A gale of laughter swept over this country when Mark Twain published Innocents Abroad; and Europe laughed heartily at itself.

You know that there never was a better story than the Jumping Frog of Calaveras County.

Mark Twain's humor is American; yet it appeals to all men because it runs as deep as life. Mark Twain has been translated into more foreign languages than has any other American author.

The Chinese, the Bohemians, the Italians, the Russians, the Hebrews, the Hungarians, the

Poles, the Norse, and French must have him. You, an American, cannot do without him.

Now you may obtain the Author's National Edition, complete in 25 volumes, beautifully bound and printed at a price \$9.00 less than that which will be charged on July 1. Save \$9.00 by ordering now on the enclosed card.

If you already own a set of Mark Twain, will you hand this letter to one of your friends who does not? We are sure that every owner of a set of Mark Twain will gladly recommend it to his friends.

Enc.

(148) と同封すべき葉書注文状は、(147) の時と同じものを用ひてよし。

(149) In a shabby little town on the Mississippi, 'he could not know, standing there in his bare feet and his rough clothes, with his little schooling, that kings would do him honor when he died, and that all men who read would mourn a friend.'

Mark Twain made us laugh so heartily that many failed to stop long enough to see that his style was almost biblical in its simplicity. Joseph H. Choate says, "He is as much read in England as here. Like Franklin, he needed no other school than a printing-house, and in this printing-house school and his post-graduate days as a river pilot, he learned more than he

could have got from a course at Yale or Harvard. Not since Bunyan has so clear and simple English been written."

Mark Twain was not merely a humorist and a great good friend. He was not only the greatest of American writers in his time but also the greatest prose writer of the world. Joan of Arc is one of the most spiritual and lofty books that have ever been produced, the most sublime work that has come from the pen of any American.

The works of Mark Twain are literature in the strictest sense of the term. They should be in every good library. Encourage men, women, and children to read the American Classics.

Only because Mark Twain sacrificed some of his royalties we were able to issue the Author's National Edition of his complete works at the present price. Never again can there be a set of Mark Twain at this price.

Your signature on the enclosed card will bring the 25 volumes promptly for your inspection.

Enc.

(149) と同封すべき注文状は(147)の時と同じもの。

(150) Woodrow Wilson speaks of Mark Twain as "an American who spoke much of the spirit of America in speaking his native thoughts,"

The spirit of democracy and simplicity which at times seems to be fading away, our ideals, our humor, our individuality, our impatience under oppression,—that intangible finer American spirit the world may find in Mark Twain. His works should be where you and your children can put your hands on them.

The 25 volumes of the authorized Author's National Edition are good books,—books good to look at and easy to read, beautifully, and durably bound in dark green cloth and printed on creamy white, strong, opaque paper in clear type.

The set contains all that may be found in any expensive set,—the complete works of the greatest American humorist, story-teller, novelist, essayist and historian.

On July 1 the price of the set will be raised to \$35. The constantly increasing cost of paper, cloth, ink and thread render it impossible for us to maintain the old price of less than \$1.05 a volume.

The American home without Mark Twain lacks the greatest exponent of our country's spirit.

Order your set today by signing the enclosed card. Use the books for 10 days with no obligation to keep them. You cannot lose anything by this trial order. The last of the edition is in sight. Take advantage of our offer,

because there will never again be a set of Mark Twain at the present price.

Enc.

(150) は最後の連続販買状であるから、同封すべき (146) の如き葉書注文状に更らに次の如き文言を終尾に入れたものを用ゆる。

"This card is the final notice of the rise of price. Mail it before July 1, when the price goes up."

Follow-up には又 announce 式のものがある。わかりきつた商品の説明を長たらしく書いたのでは貴族富豪等の上流者には嫌がられる。かゝる階級の人々には、high class の用紙を用ひて次の如き販賣状を月一回乃至二回位づゝ發信する。

(151) When your roof leaks, you seek a roofer, not a cabinet maker.

When you desire a knowledge of automobile law, you should seek an automobile lawyer, not an admiralty lawyer.

I have made a specialty of the law of automobiles. I am prepared to advise you in matters of law in reference to the manufacture and sale of machines, to guarantees, to licenses, to insurance, and to transfer of ownership.

You will probably have need for expert advice on automobile law. Will you keep the enclosed card for reference?

.....

(152) Jolinson and Brown have received from Europe a rare collection of Oriental Rugs.

Among them are three camel hair rugs larger than any others which have been sent to this country.

You will find Mr. Davis glad to show them to you whenever you find it possible to call.

.....

(153) On account of the war in Europe it is impossible to obtain from abroad any Royal Bokhara rugs. The Royal Bokhara, as you know, has been in demand in America more than has any other Oriental rug.

Eastern dealers have informed us that the prices of Bokhara rugs will rise greatly within the next few months.

We have in stock over 300 Bokhara rugs priced as they were before the war. You may purchase any of these rugs, as long as they last, at the old prices.

The 300 rugs will more than meet the demand during the coming year. Do not overstock your store on account of rumors of rise of prices. We think that the rug business will be harmed by an unnecessary rise of price.

.....

(154) Mrs. C. P. Browning came to us last Wednesday to buy a Beloochistan rug. She

really knew nothing about Belochistans. A friend had recommended one priced at \$75.

After she had looked at the Belochistans she was disappointed. She remarked, "How could she recommend an ugly piece of junk like that?" She termed several other rugs junk. But finally she spotted an undyed camel hair and exclaimed, "There! That's a beauty."

To our surprise she paid us \$150 cash for the camel hair rug.

Many of our sales lately have been due to the completeness of our collection.

We should be glad to aid you at any time, if you should want to make your collection more representative.

連続販賣状の一種として頗る効力なる御禮旁々御伺状なるものがある。それはすでに一度販賣済になつた商品に就いて御禮の意で書くのであるが、其の實は有力なる販賣勧誘状になるのである。始めは實例(155)の如く商品に就てはさう御満足であらう、御氣に召さない所があらば御知らせを願ひたい、といふ意味に限られてゐるが、第二第三になると、漸次に Another sale を目的とする連続販賣状になる。

實例

(1)

(155)

(21)

ROOS BROS.  
INC.

"House of Courtesy"

Outfitters of Men Women & Children

303 5TH AVE.  
NEW YORK.

May 7, 1919

Mr. S. Furuya,  
1739 Euclid Ave.,  
Berkeley, Cal

Dear Mr. Furuya:

On February 10, we had the pleasure of selling you a suit.

In buying these clothes our understanding is that you have paid for satisfaction---we want to be sure that you get it.

If you are not absolutely satisfied with your purchase, kindly let us know promptly, because we want to make right anything that is not right.

At your service,

ROOS BROS.

N. L. Bourgeault,  
MANAGER

(156)

**M. Gottesman & Co.**

Incorporated

**Chemicals**

13 East 41st Street

New York

May 18, 1918.

Furuya & Co.  
Kobe, Japan.

Gentlemen:

A short time ago we had the pleasure of selling you some of our specialities and again are glad to submit to you our new schedule of prices.

SULPHATE OF AMMONIA 24/25% in double bags for export . . . . . \$8.35 per 100 lbs.

CAUSTIC SODA white 78/78% in drums . . . . . \$165.00 per ton.

FORMALDEHYDE . . . . . 65 cent. per lb.

PHENOL CRYSTALS in drums of about 450 lbs 51 cent per lb

PARAFFINE WAX 125/1270 M P in double bags for export . . . . . 13 cent. per lb.

ROSIN B in barrels of about 500 lbs . . . . . \$21.00 per 280 lbs gross

The above prices are all on 1% of Japanese ports and are subject to our cable confirmation.

We shall thank you if you will submit to us your valuable inquiries, preferably by cable, stating article, quantity and port of destination desired, and no doubt we will be able to make an attractive price.

Yours very truly,

M. GOTTESMAN & COMPANY, I

E. A. Pita

GAP/ADM

21. Letters of Guarantee

保 證 狀

この處に於て保證狀と稱するは、一般商事關係に於て甲が乙に保證狀を差入れ置くが如き事あり、例へば神戸より紐育迄貨物を送るに、運賃先拂なる時は、船會社は普通荷主より、もし先方にて運賃支拂ざる場合は當方にて支拂ふ事を保證さするが如き、かゝるものを保證狀といふ。或は單に“Guarantee”とも云ふ。

次の(157)は運賃保證狀、(158)は支拂保證狀である。保證狀は通信としては簡單で容易なるものであるが、最も注意を要する點は Completeness と Correctness とである。文言の不用意又は不備の點から思はぬ損害を蒙る事屢々あり、實務家の大いに注意すべき所である。

(157) Gentlemen:

In consideration of your issuing us a set of three Bill of Lading covering the shipment of 50 cases of canned crabs per s.s. "Mikuni Maru" on its 44th voyage to Seattle, and the freight being unpaid here, we hereby guarantee that in case the consignee fails to pay the due freight charges we will pay the same on this side at any time upon receipt of advice.

Yours very truly,



(158) Gentlemen:

This is to guarantee that I will pay you the sum of *yen* 35,000.00 on or before April 10, 1920 at your office in Kobe. And should I fail to do this, you are at your liberty to confiscate without any legal proceedings all of my securities deposited with you.

Yours truly,

.....

次の(159)及(160)は荷爲替などを取組場合銀行に差入れる保証状である。(猶銀行通信参照)

(159) Gentlemen:

In consideration of your buying our draft as particulars hereunder against a Confirmed Letter of Credit dated Oct. 15, 1919 of the Australian Bank of Commerce, Ltd., Sydney, we hereby guarantee to indemnify you against any claim that may be made on account of absence of phrase in respect to shipment destined to Brisbane.

Draft No. 8662.

Amount £248-10-8.

Drawn on The Australian Bank of Commerce, Ltd.,

London against Sydney Credit dated October 20, 1919.

Against shipment of 13 packages of merchandise per s.s. "Awa Maru" from Yokohama of present voyage to Messrs. Friendson, Sydney.

Yours sincerely,

...

(161) To.....Bank,

Gentlemen:

In consideration of your negotiating the draft (or drafts) at sight drawn by ourselves on Messrs. Yankee & Co. with documents deliverable on Payment only, for any sum not exceeding *yen* 10,000 00 only, we hereby guarantee the due payment of such bills and in the event of dishonor, agree to retire them in Yokohama on receipt of advice to that effect, at the Bank's current selling rate on New York plus charges.

Yours faithfully,

.....

22. Bank Correspondence

銀行通信

英文銀行通信を必要とする所は重に爲替銀行であるが、其の他の銀行にても大都市にある小し大きな銀行では屢々その必要を感じる場合がある。

銀行に關する書信中、信用問合狀、手形發行案内狀等はすべて問合狀、勘定決濟狀、其の他の題目の下に述べてあるから、茲では當座預金、送金、信用狀、貸付等に關する代表的作例のみを揚ぐる事にする。

(161) Gentlemen:

Wishing to open a Current Deposit Account with your bank, I herewith tender this application for your kind consideration.

I am an exchange broker and represent the firm of Miyake Exchange Company. I have been in business in Osaka for the last ten years during which I have enjoyed the unlimited credit of Mitsui Bank, Sumitomo Bank, and Yokohama Specie Bank to whom I wish you to refer for my character and financial standing.

Should this application meet with your approval, I shall be glad to receive Check Book, Paying-in-Book, and Pass Book as required for the purpose.

Enclosed please find my specimen signature for your guidance and protection.

Yours faithfully,

.....

(162) Dear Sir,

We thank you for your letter of yesterday informing us of your wish to open an account with our bank.

As our manager, Mr. T. H. Smith, wishes to see you personally before we enter into any relation with your firm, please call at our office next Tuesday morning or Wednesday morning.

Yours very truly,

.....

(163) Gentlemen:

We beg to call your attention to the fact that the credit of *yen* 15,000.00, which we granted you on March 7, has been already overdrawn to the extent of *yen* 1,000.00.

As you have been particularly careful in a matter like this, please send us a sufficient amount of funds to cover the difference at your earliest convenience.

Yours truly,

(164) は海外に旅行せんとする人が旅行信用状を  
とるため銀行に差出す可き旅行信用状発行申込状であ  
る。(165) はその信用状である。この旅行信用状の下  
に旅行者は海外の各関係銀行に行つて手形を發行しそ  
の銀行に買取つてもらふのである。(166) は手形取組  
みの場合筆蹟証明書 (letter of indication) に依つて自己  
の正しき者なる事を證明するのである。

(164) To the Manager,  
The International Bank, Ltd.,  
Kobe.

Dear Sir,

I request you to issue a Letter of  
Credit in favor of myself authorizing me to  
draw drafts at sight on your Bank, to the ex-  
tent of *yen* 50,000. available at the following  
places: San Francisco, Chicago, New York,  
London, Paris, Berlin, Roma, Bombay, Shang-  
hai, and to remain in force until March 1,  
1921.

I herewith deposit with you the sum  
of *yen* 50,000. which is to be applied for the  
payments of the drafts drawn under the Letter  
of Credit aforesaid.

Yours faithfully,

.....

(165) To the Correspondents and Agents  
of the International Bank, Ltd.

Gentlemen:

This Circular Letter of Credit will be  
presented to you by Mr. Yoshisada Furuya  
whose specimen signature you will find on  
our Letter of Indication bearing the number  
of this Credit.

We request you to pay him any sum  
or sums required, less your charges, to the  
aggregate extent of £5,000 say Five Thousand  
Pound Sterlings against sight drafts on the  
International Bank, Limited, London, which  
will meet with due honor on presentation at  
the above mentioned office, if drawn on or  
before March 1, 1921.

All drafts negotiated under this Credit  
are to be marked as "Drawn under the Inter-  
national Bank, Limited, Letter of Credit G. C.  
No. 123, dated May 1, 1919," and the amount  
so drawn must be written by you on the back  
hereof, and this Letter should be attached to  
the last draft when exhausted or expired.

Yours faithfully,

For the International Bank, Ltd.,

.....  
Manager.

(166) LETTER OF INDICATION.

Gentlemen :

We beg to introduce to you the bearer of our Letter of Credit G. C. No. 123 Mr. Yoshisada Furuya and request you to negotiate his draft or drafts in accordance with the provisions of the Letter of Credit above named.

The specimen signature appearing at below hereof will serve you to identify the signature of Mr. Yoshisada Furuya.

Yours faithfully,

For the International Bank, Ltd.,

.....  
Manager.

以上は旅行者の場合の信用状であるが、外國貿易などに於て用ゆる謂ゆる荷爲替信用状 Documentary Letter of Credit は (168) の如きものである。即ち輸入商は (167) の如き申込状を先づ銀行に差入れ、然る後ち (168) の如き信用状を受け取りて、之を海外の輸出商に送くる。輸出商はその信用状の下に荷爲替を發行して、銀行に買ひ取らせ、銀行はその買ひ取りたる書類付荷爲替を輸入商の國の銀行に廻送し來り、委託されたる銀行は輸入商より代金の取立てをするのである。荷爲替信用状にも種々種類あり、且つ手形發行等

に就ても種々の規定方法等があるが、それらに就ては専門の外國爲替論に就て見られたし。

(167) Dear Sir,

Being desirous of opening a Documentary Letter of Credit with your bank in favor of *The New York Trading Co., New York* to the extent of *U. S. Gold Twenty-five thousand Dollars only* to be availed of by their draft or drafts on us at usance not exceeding *three months after sight*, against shipments of *general merchandise* and in consideration of such drafts being negotiated by your bank at *New York*, we hereby engage duly to accept and pay at maturity, provided they shall not exceed in the aggregate the sum of *U. S. Gold Twenty-five thousand Dollars only* as aforesaid, and provided such draft or drafts be so negotiated within *twelve calendar months from the date hereof*.

We further engage that Marine Insurance shall be effected on the shipments to the full value thereof; and Insurance to be made available for your benefit by deposit of the Policies or otherwise, to your satisfaction, and in case of default you are at liberty to

effect Insurance thereon, and we engage to repay you the premiums and expenses connected herewith.

Yours faithfully,

Kobe Trading Co.,

Manager.

次は (168) の如き信用状のある時は勿論、無い時にも一般荷爲替の時には使用される爲替手形である。手形には次の如く二通組もあり、又三通組のものもある。

No. ....	No. ....
Date .....	Exchange for ..... 19...
Amount ¥.....	after sight of this <b>FIRST</b> of Exchange
@ Exchange.....	(Second of the same tenor and date being unpaid) pay to the order of.....the Sum of
Amount.....	Value received, as per attached documents
Favor of.....	per .....
On.....	To.....
Acct. of.....	No. ....
.....	Exchange for ..... 19...
.....	after sight of this <b>SECOND</b> of Exchange
.....	(First of the same tenor and date being unpaid) pay to the order of.....the Sum of
.....	Value received, as per attached documents
.....	per .....
.....	To.....

(168)

The International Bank, Limited.

L. C. No. 1234

March 25, 1920.

To New York Trading Co.,

12 Broadway, New York.

Dear Sirs:

You are hereby authorized to draw on this Bank at three months after sight for account of Kobe Trading Co., Kobe, to the extent of U. S. Gold Twenty five thousand Dollars only against shipment of General Merchandise.

All drafts under this Credit must be drawn within twelve months from this date and contain the clause "Drawn under Credit No. 1234 dated March 25, 1920," and each draft must be accompanied by a full set of shipping documents consisting of Bills of Lading filled up to order (blank endorsed), Invoice, Policy of Marine Insurance with final instruction for Insurance (Certificate of origin if necessary.)

And this Bank hereby agrees with the Drawers, Endorsers and Bonafide holders of drafts drawn in compliance with the terms of the Credit that the same shall be duly honored on presentation provided the shipping Documents be surrendered to us against acceptance and also requests that all drafts shall be written off by the purchasers on the back of this Letter.

We are, Yours faithfully,

For the International Bank, Ltd.

Manager.

This letter is to be returned to us when the Credit is exhausted or expired.

上記 (168) の信用状は日本の輸入商が銀行より受け取つて米國の輸出商に宛て、郵送する所のものであるが、商賈に依つては至急を要する場合がある。かかる時は銀行に依頼して、銀行より直接海外の關係銀行に打電し、受電したる關係銀行は次の如き、信用状に代る可き書信を輸出商に渡す、輸出商はその書信の下に荷爲替を組むのである。下記参照。

(169) Gentlemen:

We have received the following will from the National Bank of Australasia, Ltd., Melbourne, dated April 30th.

" You are authorized to negotiate the 3 months drafts of Suzuki & Co, Kobe, drawn upon this bank, London Office for full invoice value of shipment of merchandise to a port or ports in Australia, including cost, freight, and charges, not exceeding in all the sum of £2000.-0-0 on a/c of International Agency Co., Melbourne, provided such drafts are accompanied by your certificate that invoice, bill of lading, and insurance policy duly endorsed have been sent to this Bank's Office at port of discharge by the vessel carrying the the goods, and particulars advised to this Office. Drafts

negotiated are to be described as " Drawn under Credit issued by this Office No. 161, Insurance Policy No. 345."

Very truly yours,

.....

而してもし手形が信用状なしに發行されて、輸入商が non-acceptance (引受不参加) 或は non-payment (不支拂) によつて protest 拒絶された場合には、關係銀行は直ちに最初の取組銀行にその旨打電する、打電されたる銀行は直ちに次の如き通知状を輸出商に出して、資金を廻收するものとす。

(170)

THE YOKOHAMA SPECIE BANK, LTD.

To..... Kobe,.....  
Kobe.

Dear Sirs,

We beg to notify you that we are in receipt of a telegram from our.....in....., advising that the undermentioned Bill of Exchange has been noted for non..... protested

We therefore request you to refund us the equivalent of the same as per the statement at foot hereof. As to the charges and the expenses incurred incidental to this transaction, not included into this statement, we look to you for their payment hereafter as soon as we are in receipt of full advise thereof.

We also request you to give us full instructions regarding the disposal of the relative goods.

Yours faithfully,  
For the Yokohama Specie Bank, Ltd.,

.....  
Manager.

The Bill of Exchange above Referred to and the Statement of Acc.

Our No.....	Bill No.....	Amount of Bill, .....
Bill Dated.....		Exchange @..... Yen.....
Drawn by.....		Less rebate or plus interest for past due date .....
Drawn upon.....		.....days @....., .....
Endorsed by.....and		Yen.....
negotiated to us on the...		Charges .....
.....		Amount to be re-funded Yen .....

Received Payment.  
For the Yokohama Specie Bank, Ltd.,

Stamp .....  
Manager.

輸入商が貨物は輸入したが、資金がないので、手形を支拂ふ事が出来ないと云ふ様な場合には、銀行は Trust Receipt なるものを輸入商に差出させ、貨物の関係書類を貸與する場合がある。(171)は即ち輸入商が銀行に差出す可き Trust Receipt である。

(171) Gentlemen:

Having this day received from your Bank the following documents, viz.:

- .....B/L.
- .....Invoice.
- .....Certificate of Origin.
- .....Policy of Marine Insurance.

for goods described on the back hereof which constitute your Security for due payment of the draft, Bank No. 1234 amounting yen 12,000. drawn upon us by New York Trading Co., New York, and accepted by us, we hereby acknowledge that the goods are owned by your Bank and we hereby undertake as your Agents and Factor to land them on your behalf and deliver them to your Godown at 32 Sakae Machi, Kobe, or hand you approved Godown Warrant when received.

We agree to pay landing and other charges as well as Import Duty and Consumption Tax, if any, in relation to these goods.

In case of any damage occurring to the goods we shall do the needful for due recovery from the shipping or insurance company as the case may be.

Yours faithfully,

Kobe Trading Co.,

Manager.

for goods described on the back hereof which constitute your security for the payment of the draft, bank No. 1234 amounting to \$1000. drawn upon us by New York Trading Co., New York, and accepted by us, we hereby acknowledge that the goods are owned by your bank and we hereby undertake as your Agent and Factor to land them on your behalf and deliver them to your Godown at 32 Sakae Street, Kobe, or land you approved Godown. We warrant when received. We agree to pay landing and other charges as well as Import Duty and Consumption Tax if any, in relation to these goods.

五、商業通信の心理的要素

總論

十人は十色の顔を持つてゐるやうに、受信者の心理、特に購買者の心理は千差萬別である。購買力も interest も、使用目的も、習慣も、流行も異ふといふ風に一々受信者の心理は異ふ。それを發信者は推測して、一々受信者によく適合するやう努めねばならぬ。つまり發信者は imagination, judgment, suggestion, association 等の根本心理を應用して、先方の attention, memory, interest, action 等と呼び起して我意の如く先方を動かさしむるのが商業通信の心理的要素である。

而してかゝる心的作用を起すには Business English の用ひ方一つに依る。即ち words の撰擇、sentence の長短、paragraph の切り方、mood の用ひ方、impression の付け所、argument のしかた等に依る。いま、これを語學上より區分すると次の四大要素となる。

- 1. Language
- 2. Mood
- 3. Character
- 4. Substance.

1. Language 言語

(1) Words, sentence 及び paragraph 等の撰擇及



びその用ひ方は受信者の理解範囲に止め、殊更らに難解の文字を用ひて受信者を困らせてはならない。又 slang や colloquialism 等は成る可く避く可きである。

(2) same, herewith, beg, esteemed, apprise, favor, ultimo, proximo, instant, have the honor 等の unnatural words は避く可きである。然らざれば personal な intimate の tone が得られない。

(3) I, my, we, our, mine, ours 等の一人稱は成る可く避けて、you, your, yours, your business, your profits, your welfare と、先方の attention や interest を引くため、出来得る丈け二人稱を用ゆる。次の文例によつて attention value, interest value のある所に注意せよ。

Wrong: We beg to announce that we are putting out on the market our new bathrobe. We should like to sell you some of these because we know that our bathrobes are the best on the market.

Right: You can sell even better bathrobes at the price you have been charging your customers, and thus further develop your trade by the most effective of all advertising—the recommendation of man to man.

(4) 成る可く conversational tone に書いて先方と親しむ。例へば

Yours with reference to the shortage made in our last shipment received.

と云ふとの

We regret to learn from your letter of January 10 that there was a shortage in our last shipment. と書く

- (5) Referring to your letter.....
- Answering to your favor.....
- Replying to your esteemed favor.....

の如き participle は成る可く避けて

- In answer to your letter.....
- In response to your letter.....
- In compliance with your request.....

等の phrase を用ゆる。

(6) 成る可く relative pronoun や conjunction は使はずして、short sentence を用ゆる。

例へば  
I write in regard to the engine which I ordered of you Jan. 10 and which I have not received. を次の如く書き代ゆ。

I have not received the engine which I ordered of you Jan. 10.

(7) Spelling や punctuation や grammar やその他の error があると、手紙の subject matter よりもその方に受信者の attention が引かるゝ故、誤謬のなきやう注意し、受信者の attention を書信の subject matter に集中するやう努めねばならぬ。

(8) Yours of recent date is at my hand. とか

Your letter of recent date などと recent date を用ゆる時は、受信者はこれは自分の書信に充分の注意を拂つてくれないから、的確の日附も知らないのだと思ふ故、決して recent date を用ひてはならない。若し返信に日附を書き入る場合は必ず definite date を誌るす、例へば I have received your letter of March 3. の如く。

(9) 日本人はよく「これにて御満足に非らざる場合は何卒御返信被下度く、然る上は尙一増勉強して取り検ぶ可く候」といふ意味の文句を使うが、これではその商社が常に親切丁寧に最善の努力を爲し居るといふ商針を裏切るものであつて、謂ゆる、いゝ加減の取扱しかしてゐないと云ふ事を自ら告白してゐるやうなものである。かゝる書き方を心理學上 negative suggestion と云ふ。Business letter には絶対に避く可きである。

例へば

If this arrangement is not satisfactory to you, please write us again. と云ふのを

We feel sure that this arrangement is satisfactory to you. と書く。

Negative suggestion は連続販賣状によくある。次の (a) より (e)迄は negative suggestion の文例である。

(a) We have done everything in our power to convince you that you ought to cook on an electric range. We feel sure that if you do not buy one now, you will never buy one. Any

further arguments on our part will be useless. This is our last letter to you.

(b) On page 29 of our booklet on Spark Plugs, which I suppose you were too busy to read, you might have found valuable information.

(c) I think you did not read the letter which I wrote to you on Sept. 10. No reply has been received by us. We have looked into the mail each morning for a letter from you. But we have not found even a post card. Don't you think we deserve the courtesy of a reply?

(d) The letter I wrote you on August 10 must have annoyed you. It is but natural for a busy man to become interested in birds and to buy them.

(e) I hope that you will find time to write to me in the enclosed envelope even though I have no right to bother such a busy man as you are.

(10) 苦情申込状に對する拒絶状、掛賣申込状に對する拒絶状、及びその他の拒絶状には、拒絶の文意は成る可く middle paragraph に書き、last paragraph には流行商品販賣の事にてても書く。要は先方の interest を他に向けて感情を害せぬやう注意する。

(11) 受信人が怒つてゐる場合、或は先方が婦人、或は農業者の場合には long letter を、先方が慣れた商人、専門技師等ならば short letter を出す。

(12) Collection letter の終りには次の如き sharp words を用ゆる。

Please mail your check of \$500.00 by July 10.

Please send us your check at your earliest convenience.

We are looking for your early remittance.

## 2. Mood 氣 嫌

商業通信者は受信者の言葉に投ずると同時に又氣嫌にも適合するやう自らがその氣分になつて、若い者には若々しい氣分を、年寄りには年寄の氣分を書信の上に現さねばならない。この氣分に投ずる、即ち氣嫌をとるといふ事は云ふ可くして中々六ヶ敷い事であるが、大略次の如き態度をとつて差支へない。

(1) Complaint に對しては friendly に sincere に sympathetic に、

(2) Indifferent に對しては enthusiastic に、

(3) Antagonistic に對しては tactful に diplomatic に、

(4) Credit letter に對しては conservative に、

(5) 學生、學者、醫者、技師、等に對しては知識慾に訴へ、

(6) 紳士には名譽慾、利慾に訴へ、

(7) 婦人子供に對しては家庭の interest に訴ふ。

(8) Conservative firm に對しては non-colloquial に formal に dignified した language を用ひ、

(9) Progressive firm に對しては short に brisk に appeal し、

(10) Bond house や bank に對しては Conservative の氣分に充たす。

## 3. Character 品 格

書信には又氣品がなければならぬ、personality がなければならぬ。でないと手紙が生きて來ない。

書信に現れる personality は、商社を代表する精神であるが、それも受信者の眼に依つて受くる所の impression は一々異ふ。故に當方の精神は一貫して居つても受信人によつて、その現はし方を一々替へなければならぬ。いま、personality を現す書信の外形的要素を擧ぐると實に次の如くである。

(1) Business policy.

(2) „ position.

(3) Establishment.

- (4) Credit rating.
- (5) Commercial connection and relations.
- (6) Branches and agencies.
- (7) Nationality.
- (8) Codes used.
- (9) Tones and styles of writing.
- (10) Letter-materials and heading.

然しながら氣品は到底作る可きものではない。Letter-writer の精神によつて生る可きものである。正しい人間であるならば、自然と正しい氣品が生れる。

#### 4. Substance 實質

Language と Mood と Character とに於て受信人に適合しても substance に於て adopt しなければ駄目である。Substance に於て adopt すると云ふ意味は、受信人の experience と interests に最も近い idea を撰擇するといふ事である。

斯ふ云ふ方面から、斯ふいふ論理から、斯ふいふ情實から、斯ふいふ縁故から approach してやらうと其の idea が正しくなければならぬ。而してそれを正しく視るのには、どふしても受信人の (experience と interests と) をよく知る必要がある。受信人を動す所の

ものは受信人の interests である。それを視ずして發信するものは丁度的を見ずして弓を引くやうな阿呆である。“Consider the reader first” と云ふ格言は letter-writer の常に尊重すべき motto である。

#### 結 論

商業通信の心理的要素は、之を要するに受信者の心理的作用を豫想して、彼の好みその言葉を使用し、彼の氣分に投じ、彼の interests のある所の使ひ方に訴へて、我が意の如くに動かさしむる本質的の文字にある。而して受信者の attention を引くにも、memory を呼び起すにも、interest を起して action を取らすにも、之れ皆受信者の如何なる人物か、如何なる商社か、よく知らなければならぬ。又知ることによつて努力しなければならぬ。如何なる資本級の如何なる信用程度の、古い會社か新設の商店か、店員は conservative か progressive か、それらをよく見ねばならぬ。又支那人には支那人式に、印度人には印度流に、米國人には米國式に、英國人には英國氣質に投ずる様、文體も變へて行かねばならぬ。斯の如くにして凡ては受信者の心的作用を中心として手紙を書くことに努めなければ、到底有效なる心的要素はその手紙に含まれて來ぬのである。

## 六、商業通信の心理的構成法

商業通信には Unity と Coherence と Emphasis との three principles がある。之は Rhetoric の法則といふよりも寧ろ商業通信の實驗上より得たる ideas や thoughts の心理的の arrangement である。

### I. The Principle of Unity

#### 統一法

(1) 發信者は手紙を書く前に先づ考へ、手紙の目的を clear にする。そしてその目的を達す可き main idea が明つたならば、その idea を盟主として援助す可き他の points や facts を集中する。然しながら凡ての facts 凡ての points を悉く書き盡す譯には行かない。故に有力なる分丈けを選択する。つまりこの所に writer の經驗を基とする selection や judgment が行はるゝ譯である。

(2) Unity といふ事は essential の事柄を抱合するのみでなく、non-essential の exclusion である。一言一句でも冗長の文句が這入つて居つたならば、それ丈け書信の Unity を缺き、message の efficiency が劣る。

(3) 書信は又必ず一信一用であらねばならぬ。

同一の手紙に credit と sales letter を認めたり、recommendation と complaint とを書き入れたりなすしてはならない。苟も外國貿易にでも従事するものは、僅かの印紙代を惜んで、二用も三用もある書信を一信に認め、通信の統一を缺き、剩へ先方の filing に面倒を掛けるやうな事があつてはならない。

(4) 書信の統一は又各 paragraph が心理的に聯絡されてなければならぬ。次の文例は complaint に對する answer であるが、始めの paragraph に於ては先方の氣嫌をとつて conciliate し、(2) に事件を説明して事の真相を明にし、(3) に於て如何に處置せしかに就て述べ、最後に reparation に就て述べてゐる。之を excuse のみに満ちた abrupt の書信に比して、如何ばかり smooth で unity に富んでゐるかに充分注意せられたし。

#### 文例 (1)

Conciliates { We desire to thank you for your letter of July 15, in which you called our attention to the fact that you have not received the goods ordered by you on June 20. Allow us to express our regret also for any inconvenience caused you by the non-arrival of the shipment.

States the fact { We have gone over our records and have found that your order left the shipping department on June 23. According to our schedule these goods

in the case } should have been received by you by July 7 at the very latest. It occasionally happens that the railroad misplaces or unnecessarily delays shipments, and this has probably happened with your order.

Tells what has been done { Already we have started a tracer to find out what the trouble is, but if we cannot locate the goods within the next four days, we shall send you a duplicate shipment.

A bid for a Continuation of business { We are extremely sorry that there has been this delay, but it is one of those cases that are out of our hands. We know that you will understand that it is not the fault of our house, but that of the railroad company. We shall do everything in our power to see that such a delay does not occur again.

## 2. The Principle of Coherence

### 聯絡法

(1) The Principle of Coherence は、すでに選擇したる ideas を logically に naturally に、換言せば smooth に arrange する idea の配列法である。

(2) Ideas を聯絡するには二つの考ふ可き點が

ある。一つは order 即ち Logical arrangement of Ideas 他は connection 即ち Smoothness in connection である。

(3) 先づ前者の Ideas の理論的配列から述むに、商業通信に於ては、誰でも書信を受取つた場合第一に知り度いのは彼等自身の interests である。そこで發信者は "you" の態度を持つて、受信者の viewpoint から書き始め、漸次に自己の viewpoint の方に引張つて来る。而してその引張つて来る順序は常に論理的でなければならぬ。論理は歸納法でもよいが、商人は academic の臭を嫌うからその臭のないやう氣を附けねばならぬ。

(4) 然しながら Ideas を選擇して、それを唯論理的に配列したのみでは、ぼきりぼきりして居つて、それを讀む受信者の心的作用は easily に swiftly に且つ smoothly に運れない。そこで或る種の connection が必要になつてくる。即ち connectives, repetition, transitional sentences, transitional paragraphs 等である。

(5) Connectives は paragraph と paragraph とを logically に然して naturally に結び合する例令ば first, second, third, とか、therefore, hence, accordingly, as a result, this, that, these, those, he, she, it, they 等の字である。是等の字が paragraph の始めにあると自然前の paragraph に結び合さるのである。

(6) 時としては repetition が非常に有効なる connective に用ひらる場合がある。

文例

May we inquire whether you have given any consideration to our recent requests to consult you regarding the interior decorating contemplated for your new residence?

As interior decorating is our specialty, we are prepared to supply what is required to make a home attractive.

(7) Transitional paragraph といふのは、その paragraph 自身が、前の paragraph と後に来る paragraph とを結び付けるのである。

文例

The quality of this typewriting machine is the same as that of the standard typewriting machine and I need not go into further detail in regard to its construction, its easy running properties, and its durability.

Since I have discussed the matter of the quality of the machine, I should also take up the matter of price, because you want to know not so much about the quality of the machine, but whether or not you are getting value for your money.

The price of the machine is \$60. This, as you will note, is \$40. less than the price of the standard machine.

3. Emphasis 文勢

Emphasis は重に arrangement の principle であつて、その任務は、書信の重要な箇所を力めて先方の impression を深くするにある。

Emphasis は字の選擇にも依り、文章の style にも依るが、字の arrangement にも大いに依る所がある。

(1) 書信の最も emphasis を必要とする所は書信の始めと終りとである、introduction と conclusion とである。書信の始めは受信者に first impression を與へる所であるから最も大切の所である。若し始めが悪かつたなら受信者は読み方中ばにして紙屑籠の中に入れてしまひ、始めが良かつたならば、假令自分にとつては不必要の商品販賣状であると思ふても、皆讀んでしまふ。

(2) 書信の始めは若し返信であるならば receipt の acknowledgement に次いで、書信の目的を topic sentence 或は key-sentence で書くがよろし。兎に角、受信者が一見して、之は何んに就ての手紙であると判断せしめる丈けに書かなければならぬ。

“Yours of the 29th ult. just to hand and contents noted. In reply would say.....” なすは斷じていけない。

(3) Complaint の返信はなる可く受信者の立場

から書いて、決して excuse から始めない。次の如きは良き作例である。

Dear Madam:

Thank you for your candid letter of Jan. 19 in which you call our attention to the fact that the shirtwaist you purchased on Jan. 14 does not come up to the usual high standard of goods handled by our store. You can rest assured that everything will be satisfactorily arranged.....

(4) 大概の商業通信が ending は實に weak な unimportant の expression でその場を塞いでゐるといふ有様であるが、それでは書信の action value は極く尠い。

(5) 形ちに囚はれた人達は We beg to remain を書かなければ、手紙を結ぶことが出来ないと心得て居るが、之は大なる誤謬である。次の文例を見て、その action value を比較して見よ。

(a) Hoping that you will find this arrangement satisfactory and trusting that we may hear from you soon, we beg to remain.

Yours truly,

(b) We sincerely hope that you will find this arrangement satisfactory.

Yours truly,

(6) Emphasis は又 proportion に依つて、例をば五つの paragraphs のある書信ならば、一番重要なる

要件を含む paragraph に space を多く費して、外形的に文勢を強める事が出来る。

(7) 又 climax を一番終りに附けても emphasis が得られる。

文例

(a) By thinking of Gold Medal Flour—  
And reading of Gold Medal Flour—  
And hearing of Gold Medal Flour—  
You will Eventually come to having  
Gold Medal Flour—  
With much satisfaction and Economy  
to yourself.

Why Not Now?

(b) For its absolute correctness of construction, for the perfect control and noiselessness of its power, for its inspiring dignity of appearance, and for studied attention to every smallest detail that provides complete comfort and relaxation, the White Berline stands unequalled.

(8) Pause を以つて emphasis を附ける事も出来る。例へば

We have been lacking something that we needed most—efficiency.

For the best cleanser, for an aid to a cleaner complexion, for something that is more than mere soap, there is only one thing—Palmolive.



(9) Emphasis は又 mechanical means に依つても得らるゝが、商業通信には多く用ひられてゐるのは

(a) Capital や bold face type にして例へば

We will let YOU be the judge.

(b) Italic にして

But you must send in your order before tonight.

(c) 字に spacing をして

Sapolio uses up s-l-o-w-l-y.

(d) 字に underline して

Take advantage of this offer now!

(e) Clause の各字の間に spacing して

This agency is yours if—you—will—act—now!

(f) 時としては又 emphasize する字の前に dash を用ひて、例へば

The one thing that you need most in your office is—efficiency.

(g) Emphasis は又 typing の style を變へ或は ribbon の青や、赤や、黒を用ひて、附ける事も出来る。

## 七、手紙の書き始め

### (How to Begin the Letter)

手紙の書き始めは、最も大切な箇所で、心理的にも最も delicate の所である。如何に書き出すかは手紙の種類によつて一樣には行かぬ。けれど書き初めは必ず受信者に了解され易い最も近い點から、つまり reader の point of view から出發する。而して自己にとつて重要な point は後廻にする。

假令ば complaint に對する adjustment letter の如き、初學者は往々當方の excuses のみを並べ立てやうとするが、それはよくない start である。先づ苦情申込者の側に立ち、conciliatory の同情のある文句を以つて接つし、然る後ち除々に當方の理由を述べ可きてある。

一般の場合は first sentence は topic sentence 即ち書信の目的を藏したる sentence でなければならぬ。topic sentence さへうまく書いたなら、それから後の sentences は唯その topic sentence の要點要點を順序に amplify して行けば宜ろしい。

返信の場合は receipt を必ず acknowledge しなければならぬ。けれども謂る習慣的の文句、例へば、

Yours of the 15th inst. just to hand and contents noted.

式のものでは優れた手紙とは云はれない。けれども、いま一步進んで

We regret to learn by your letter of May 15 that you were inconvenienced in clearing the shipment we sent per s. s. "Katori Maru" last January, because the Bill of Lading pertaining to it was not correctly drawn.

としたならば単なる acknowledgment でなく、立派な topic sentence になる。

以下は first sentence の first part の例である、

1. General 一般の場合

We take pleasure to address you that.....  
May we have the honor to inform you that.....  
We are pleased to inform you that.....  
We take pleasure to inform you that.....  
We have the honor to tell you that.....  
We take this opportunity to approach you.....

2. Letters acknowledging receipt 返信の書き始め

We are in receipt of your letter of.....  
We thank you for your letter of.....  
We acknowledge receipt of your letter of.....  
In reply to your letter of.....  
We are obliged for your letter of.....  
We are duly in receipt of your letter of.....  
With reference to your letter of.....

We note with pleasure the contents of your letter of.....

In compliance with your request of.....

Many thanks for your letter of.....

3. Letters of Advice 通知状の書き始め

We inform you that.....  
We have to advise you that.....  
We advise you that.....  
We request you to note that.....  
We feel sorry to inform you that.....  
We regret to announce that.....

4. Letters containing Enclosures 加封する場合

Enclosed you will find.....  
Enclosed please find.....  
We are enclosing herewith.....  
We are pleased to enclose herewith.....  
We have pleasure in enclosing herewith.....  
Enclosed please find an order for.....

## 八、手紙の書き終り

### (How to End the Letter)

通信の最も發信者にとって重要な箇所は ending である。Beginning も大切であるが、ending はもつと大切である。故に手紙の終りには決して、有つても無くても、よい様な不必要な文句は一切排斥すべきである。

これ迄の商業通信文には殆んど十通が十通迄

Hoping that you will find this arrangement satisfactory and trusting that we may hear from you soon, we beg to remain.

式のものが多かつたが、今の新らしい書信は、かゝる無用の長物は一切つかはなくなつた。しかし今でも多くの日本人は participial ending が無ければ、手紙は終つたものでないかの如く思つてゐるが、大なる誤謬である。

若し強いて上記のやうな意味を含せたいなら何故 definite statement で現さないのか、definite statement なら、participial statement よりもつと strong で、もつと effective ではないか。

Hoping that you will find this arrangement satisfactory, we remain.

と云ふかはりに次の様な definite statement にする。

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We sincerely hope that you will find this arrangement satisfactory.

Yours very truly,

以下は普通に用ひられる本文の終りの文句である。

#### 1. General 一般の場合

Yours early reply will be much appreciated by us.

May we hear from you soon?

We are hoping to hear from you soon.

We trust that you will communicate us at your earliest convenience.

We shall be much obliged for your early reply.

We feel sure that the above proposal will meet with your approval.

May we call your best attention to this order?

We shall be much obliged to you for your early answer.

其の他、以下の如き closing phrases もあるが、然し之等は間違ひではないが、up-to-date のもので無い事は記憶されたい。

Awaiting the favor of an early reply we are.

Hoping to hear from you soon, we remain.

Trusting you will execute this order with your usual promptitude, we are.

Trusting this will meet with your approval, we are.

Thanking you for your past favors and wishing the continuance of the same, we respectfully remain.

Your prompt reply will greatly oblige.

Assuring you our best attention, we remain.

## 九. Dictation に 就 て

日本には未だ英語を速記でとる stenographer が、あまり見えないが、歐米では通信は皆 dictation 即ち通信者が dictate するのを stenographer に速記でとらして、通信するのを普通としてゐる。で大概の typist は shorthand (速記) をよくする。

Dictation は、思ふ事を立派な文句で、口にどしどし出すのであるから、餘程英語の力がつひて手紙が上手になつてないと、なかなかうまくゆくものではない。そこで、海外に出張する支店員なうは、是非共 dictation を習ふて置かねばならぬ。

### □ Dictate する時の注意 □

1. Dictate する前に自己の言はんとする事柄を明瞭にする事、つまり thought を concentrate すること。
2. 事柄が明瞭になつたら、それらの points の順序を考ふること。
3. 除々と dictate すること。この際 stenographer の美しい顔なぞ見ながら dictate すると attention をその方に取りられる恐れあるを以つて、自然書信はチタチタになる。返信ならば受信したる letter を見ながら、re-

port なら Order Book なり、Contract Book などの材料を見ながら、confirmation なら telegram を見ながらと云ふ風に、書信に關したものを見ながら、除々に dictate するのが最も得策とする。

4. 初學者はなる可く容易なものから始めて、相當自信のついた時、六ヶ敷いものに這入る。
5. 發言は成る可く clear に、pharase, phrase に dictate して行く。
6. Dictate したならば、必ずその場に於て stenographer に読み返させ、直ちに correction をすること。
7. Dictation には比較的 grammatical mistake が多い故、特に注意すること。
8. Punctuation には特に注意して、六ヶ敷い所があつたら、stenographer の判断に任ぜず、自ら period, comma, semi-colon, colon, dash, question mark, exclamation mark, paragraph と命じて行く。
9. Dictate する時には、先方は如何なる人か、よく考へて、然る後ち、その受信者と恰も話してるかの如き態度で、成る可く friendly に然かも dignity を以つて向ふ。
10. 初學者は、多く讀んで多く作ることを心掛け、うまい文句を見出した場合は、それらを暗誦して口にならすこと。

11. Dictation による手紙は、語呂はよいが往々簡單過ぎて明瞭を缺く場合が多いから氣を附けること。
12. Conversational tone にする事は勿論であるが、多少の潤飾を施すことも忘れない事。
13. Dictation による手紙は又往々疎忽に陥り易いが、courtesy は充分現すこと。
14. 手紙を書くことは畢竟、遊戯や藝等ではない、手紙に自己を現し、自己の擴張を計る丈けの徹底した自覺がなければならぬ。

## 十、電報文

電報文には内地電報 Telegram と外國電報 Cablegram との別がある。Telegram には官營制度の國に於ては料金及び使用法皆一定してゐるが、米國みたやうな私有制度の國に於ては各會社によつて、それぞれ様子が異う。米國には Western Union; Postal Telegram, Commercial Cable; Federal Telegram 等の會社があつて、各會社とも國內電報は勿論、國外にも連絡があつて外國電報を取扱ひ、各社とも、大いに勉強して競争してゐる。

Cablegram には code と cipher と兩方ある。Code には Bentley's とか Western Union とか A.B.C. とか Lieber's とかといふ Codes Book があつて、それから略字電文を見出して打ち、受け取つた電文も亦 Code Book によつて譯して見る。而して目下の處外國貿易に於て最も多く使用されてゐるのものは、之等の代表的の Codes 即ち Bentley's Phrase Code, Western Union, 5 letter; A.B.C. 5th Improved; 及び Private Code 等である。Cipher は重に羅馬數字によつて表す電報暗字であるが、之れは private のものが多い。つまり大きな商社になると自分の店のためのみ用ゆる特定の Ciphers Codes を作つて置いてそれを使用する。

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電報文の特徴は速促と簡單とにある。が簡單過ぎて、意味が通じないやうでは何んにもならない。Economy を計つて十字の電文を五字に縮めるのは良い、がそれは必ず我が思ふ一つの意味より外には解されないやうな確かなものでなければならない。外國貿易なうで一字の電報の間違から何萬圓何十萬圓と云ふ損害を蒙ることは決して珍らしい話ではない。

普通英語で電報を打つ場合は成る可く簡單に然かも要領を得るやうに書かねばならぬ。初學者は文字を省略する事に努むるより、寧ろ意義を徹底せしむる事に努力せねばならぬ。

以下實例 (b) は (a) を省略せるもの、

(a) Our telegram number 53,  
Dated January 17, 1918.  
We offer 1000 bags of Siam Usual Rice at  
seven dollars and fifty cents a bag c.i.f. San  
Francisco. Shipment will be during May.  
Please reply by cable.

.....  
(b) Fivethree seventeenth  
onethousand bags Siam Usual sevenfifty cif  
Frisco shipment May reply.  
.....

今度は例令ば London の John Bull & Co. から、  
次の様な暗號電報が入電したとする。

LYEY I RAD I M    CAMPHOR  
UGHUDRADMA    MENTHOL

以上四字の内、第一と第三字とは Codes である。  
故に Western Union の 5 letter edition の Code Book を  
見ると次の様な譯文を見出すことが出来る。

TRANSLATION OF TELEGRAM RECEIVED		
From Messrs. John Bull & Co., London.		
Dated January 10, 1910.    Received January 12, 1919.		
Nos. of word in Message	Code Words.	Translation.
	<u>WESTERN UNION, 5 LETTER CODE:</u>	
1	LYEY I RAD I M	Quote lowest price & time of delivery 10 Cases
2	CAMPHOR	Camphor
3	UGHUD RADMA	.25 lb. 20 Cases
4	MENTHOL	Menthol
	.....	.....

又若し New York の J. P. Morgan & Co. から次  
の様な暗號電報が這入つたとする。

FIRENUDDDI    CAMPHOR  
OZUEDUDDUZ    MENTHOL

矢張り第一字と第三字とは Code であるか A.B.C.  
5th Improved の Code Book を取り出して見ると、次  
の如き意味の電報であると分かる。

	Code	譯 文
1	FIREN UGDDI	Please quote for the articles n med 10 Cases
2	CAMPHOR	Camphor
3	OZUED UDDUZ	$\frac{1}{4}$ lb. 20 Cases
4	MENTHOL	Menthol
	.....	.....





であらう。即ち五つの letters が一つの意味をなして居りそれを二つ加へて Code 一字となつてゐるのである。料金はこの一字に對して幾何と云ふて徴收するのであるから、成る可く半字の端下が出来ぬ様注意すべきである。

發信の時には前記の如き (a) の (Forwarded Message Form) に先方の宛名本文及發信者の名を記す可きである。受信の時には (Delivery Form) に書いてある。受信者はそれを翻譯するのであるが、それが何んで compile されてあるか、Bentley's であるか、Western Union であるか、或はその他であるかは、慣れた者でない限り一向判断出来ぬ。かゝる場合には先づ始め Bentley's で見て、それでなければ Western Union で見ると云ふ様に順次に驗べてゆくより外道がない。

電報の爲めのみ用ゆる宛名を Telegraphic Address といふ。例合ば Kobe Trading Co., 12 Akashi-Machi, Kobe の如きものも Kobeco, Kobe 丈けで来るやう Kobeco なる電報宛名を定めて之をその地の郵便局へ登録して置かねばならぬ。さすれば六字の住所宛名が二字で来る譯であるから非常な經濟である。發信の場合も同様唯 Kobeco 丈け本文の終りに書いて置かば若し先方が取引先であるならば何所から来たかは直ぐ明る。

Private Code (特別私用暗號電信) なるものは本支店間或は關係密接な商店間にのみ特別私用向きとしてこしらへてあるものであるから、その種類も亦千差萬

別で到底この所にそれらを詳細に説明する事は出来ぬ。いまその一二に就て説明し、どんなものであるかと云ふ事丈けを知らして置く。

例合ば或る商店に於て Private Code を作製し、その Private Code のある二頁丈けを開いて見るに下の様な字があると假定する。

Plain Habutae in lined and iron clipped case	Ship 10 cases each 100 pieces	Ship 15 cases each 100 pieces	etc.
32" x 50 yd 8m/m	ABADE	ABAJO	etc.
32" x 50 yd 9m/m	ABAF0	ABALA	.....
32" x 50 yd 10m/m	ABAGE	ABAMA	.....
etc. etc.	etc.	etc.	.....
.....	.....	.....	.....

Cif New York	Shipment within 10 days	Shipment within 20 days	etc.
@ \$15.00 piece	BABIC	etc.	.....
@ \$15.50 "	BABOL	.....	.....
@ \$16.00 "	BABUR	.....	.....
etc.	etc.	.....	.....
.....	.....	.....	.....

いま紐育の支店から ABADEBABOL といふ電報が這入つたとする。之を ABADE と BABOL と半字

づゝ二つに分けて、その譯文を Private Code に見出す。即ち上記の二頁に於てその譯文のある事が明るであらう。實に一字にして次の如き事が云へるのである。

原文	譯文
ABADE.....	Ship 10 cases each 100 pieces Plain Habutae in lined and clipped cases, 32 inches by 50 yards 8 momme.
BABOL.....	@ \$15.00 a piece cif New York Shipment within 10 days.

若し又上記の暗號の alphabet を數字に代ゆるならば同じ上記の文句を半字で云ひ表はすことも出来る。それはどうするかと云ふに次の數字と入れ替へてしまふ。

ABADE	を	012	に代ゆる	.....
ABAFO	”	013	”	.....
ABAGE	”	014	”	.....
.....				
BABIC	を	20	に代ゆる	.....
BABOL	”	30	”	.....
BABUR	”	40	”	.....
.....				

故に  
ABADEBABOL は 01230 となる

次に 01230 を Western Union にその暗號を見出す。假りにもし 01230 が MUSOR であるならば即ち

半字である。故に半字で前記譯文三十字の文言を云ひ表はすことが出来るのである。

この外 Condensor などと稱して alphabet と number とを混合して實に驚ろく可き巧妙の暗號を作つてあるものもあるが、それらは到底簡単な説明では了解出来ないと思ふから茲には略する。

□ 注 意 事 項 □

- (a) 電報に誤字があつたら何の役にも立たなくなるから叮嚀の上にも叮嚀なるを要する。電報は絶対に間違はない、といふ事を以つて通信係の motto とすべきである。
- (b) Plain English で打つ場合、二件を一文に認める時は前件と後件との文句の間に stop なる字を入れて、意味を切る。若し又一件の間にも stop なる字を入れて意味を切りたい場合には、他の件に移る時は great stop を用う。
- (c) 電報を打つたならば必ずその日の中に手紙を以つて confirm するを要する。又受信の時にもその譯文と添えて confirmation を出す可きである。
- (d) 電報にも書信番號と同様の意味で電信番號を付して電信の missing を check する事がある。又發信日附は電報紙面に記載されない場合が多いから、特に發信日附を知らせたい時は之を本文の始めに書く。或は通信する相互間に了解さへあらば 1225 などと之を alphabet の暗字で打つて、『十二月廿五日發』と讀まます事も出来る。

## 十一、商業通信略字

A 1.	First Class
Acc.	Account
Ad lib.	(ad libitum) at pleasure
ad referendum	Subject to reference before being final
ad val.	(ad valorem) at value
amt.	amount
@	at
advt, or ad.	advertisement
avoir.	acoirdupois
a. m.	(ante meridiem) before noon
bls.	bales
brls.	barrels
B/L	Bill of Lading
B/E	Bill of Exchange
B/P	Bills payable
B/R	Bills receivable
Bros.	Brothers
Capt.	Captain
Cf.	refer
C. H.	Custom House
chq.	cheque
c. & f.	cost and freight

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c. i. f.	cost, insurance and freight
c. i. f. & c.	cost, insurance freight and commission
C/N	Credit Note
c/o	care of
C. O. D.	Cash on Delivery
C/P	Charter Party
Carr. p'd	carriage paid
Cr.	Credit
Cum div.	with dividend
cwt	hundred weight
D/N	Debit Note
dept.	department
Dft.	Draft
disct.	discount
dols.	dollars
D/O	Delivery Order
D/A	Documents attached or Documents for acceptance
do. or ditto	the same
doz.	dozen
Dr.	Debtor or Doctor
E. C.	East Central (London)
E. E.	Errors excepted
E. & O. E.	Errors and omission excepted
etc.	et cetera ; and so on

ex. out of  
 encl. enclosure  
 e.g. exempli gratia ; for example  
 F. O. B. Free on board  
 F. O. R. Free on rail  
 ft. foot  
 fr. frank  
 F. A. Q. Fair average quality  
 F. A. S. Free alongside ship  
 G. A. General average  
 gr. gross  
 H. P. Horse power  
 in. inch  
 idst. instant, the present month  
 Int. Interest  
 Inv. Invoice  
 i.e. id est, that is  
 I O U I owe you  
 L/C Letter of Credit  
 Ltd. Limited  
 lb. pound  
 mo. month  
 m/d months after date  
 m/s months after sight  
 memo. memorandum  
 max. maximum

med. medium  
 Messrs. Messieurs  
 mks. Marks  
 min. minimum  
 N. B. nota bene, Note well  
 No. number  
 Net. without further reduction  
 % per cent  
 oz. ounce  
 P/A Power of Attorney  
 per ann. by the year  
 P. M. post meridiem, afternoon  
 P/N Promissory Note  
 P. O. Post Office  
 pro. for  
 prox. proximo, next month  
 pp. page  
 pro tem. pro tempore, for the time being  
 Pkgs. Packages  
 per by  
 P. S. Postscript  
 P.T.O. Please turn over  
 Stg. Sterling  
 S.S. Steamship  
 sec. secretary  
 senr. senior

sq. ft.	square foot
ult.	ultimo, last month
U. K.	United Kingdom
U. S. A.	United States of America
viz.	namely
ex. div.	without dividend
yd.	yard

**The Months**

Jan.	January.
Feb.	February.
Mar.	March
April	April
May	May
June	June
July	July
Aug.	August
Sept.	September
Oct.	October
Nov.	November
Dec.	December

**The Week**

Sun.	Sunday
Mon.	Monday
Tues.	Tuesday
Wed.	Wednesday
Thurs.	Thursday
Fri.	Friday.
Sat.	Saturday

**北米合衆國州名略字**

Alabama	Ala.
Alaska Territory	Alaska Ter.
Arizona	Ariz.
Arkansas	Ark.
Baltimore	Balt.
California	Calif.
Colorado	Col.
Connecticut	Conn.
Dakota	Dak.
Delaware	Del.
District of Columbia	D. C.
Florida	Fla.

Georgia	Ga.
Idaho	Idaho
Illinois	Ill.
Indiana	Ind.
Iowa	Iowa
Kansas	Kans.
Kentucky	Ky.
Louisiana	La.
Maine	Me.
Maryland	Md.
Massachusetts	Mass.
Michigan	Mich.
Minnesota	Minn.
Mississippi	Miss.
Missouri	Mo.
Montana	Mont.
Nebraska	Nebr.
Nevada	Nev.
New Hampshire	N. H.
New Jersey	N. J.
New Mexico	N. Mex.
New York	N. Y.
North Carolina	N. C.
North Dakota	N. Dak.
Ohio	O.
Oklahoma	Okla.

Oregon	Oreg.
Pennsylvania	Pa.
Rhode Island	R. I.
South Carolina	S. C.
South Dakota	S. Dak.
Tennessee	Tenn.
Texas	Tex.
Utah	Utah
Vermont	Vt.
Virginia	Va.
Washington	Wash.
West Virginia	W. Va.
Wisconsin	Wis.
Wyoming	Wyo.
United States of America	U. S. A.

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Oregon	Oregon
Pennsylvania	Pennsylvania
Rhode Island	Rhode Island
South Carolina	South Carolina
South Dakota	South Dakota
Tennessee	Tennessee
Texas	Texas
Utah	Utah
Vermont	Vermont
Virginia	Virginia
Washington	Washington
West Virginia	West Virginia
Wisconsin	Wisconsin
Wyoming	Wyoming
U. S. A.	United States of America

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神戸高等商業學校教授 小久保定之助編

大増補  
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〔編者目的〕 編者歐米ニ遊學セルコト前後二回、其間英米人トノ對話ニ於テ親シク嘗メタル者トナリ兼ネテ海外旅行者ノ爲ニ好同伴タラシメントスルニ在リ

〔本書ノ内容〕 本書ノ内容ハ「時」ノ用法ニ始マリテ「ク」ス「マ」ス」及年賀ノ文例ニ至ルマテ實用のナル項目五十五種ヨリ成ル、各材料ノ極メテ豊富ナルコトハ時ノ用法ニ至ルマテ實用の語ニ二十一頁、食卓用語ニ二十五頁、教場用語ニ二十六頁、健否ノ挨拶ニ三十五頁、銀行ニルニ十頁、鐵道旅行ニ二十一頁ヲ費セルヲ以テ知ルベシ、而シテ或項目ニハ西洋禮式ニ關スル一端ヲ容易ニ察知スルヲ得ベシ、讀者試ミニ先ヅ訪問、食卓等ノ項ヲ披見セバ編者苦心ノ

〔本書ノ特色〕 要スルニ本書ノ特色ハ會話資料ノ豊富ニシテ且ツ實用のナルコトニ在ス、故ニ日常會話ノ對話ハコノ一書ニ求メテ大抵モナカルベシ、尙其以外ニ議會用語、討論會用語、文學會司會者用語、電話用語、演說用語、庭球、野球、人ノ性格等ニ關スル會話資料ヲ含メルガ如キ又、Something, Anything, Everything, Nothing 及他ノ用法ヲ示セ

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