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GOOD ENGLISH FORM BOOK IN BUSINESS LETTER WRITING

SILVERWIN CODY

Henry Hyman Holmes

Due to 6419.04.300

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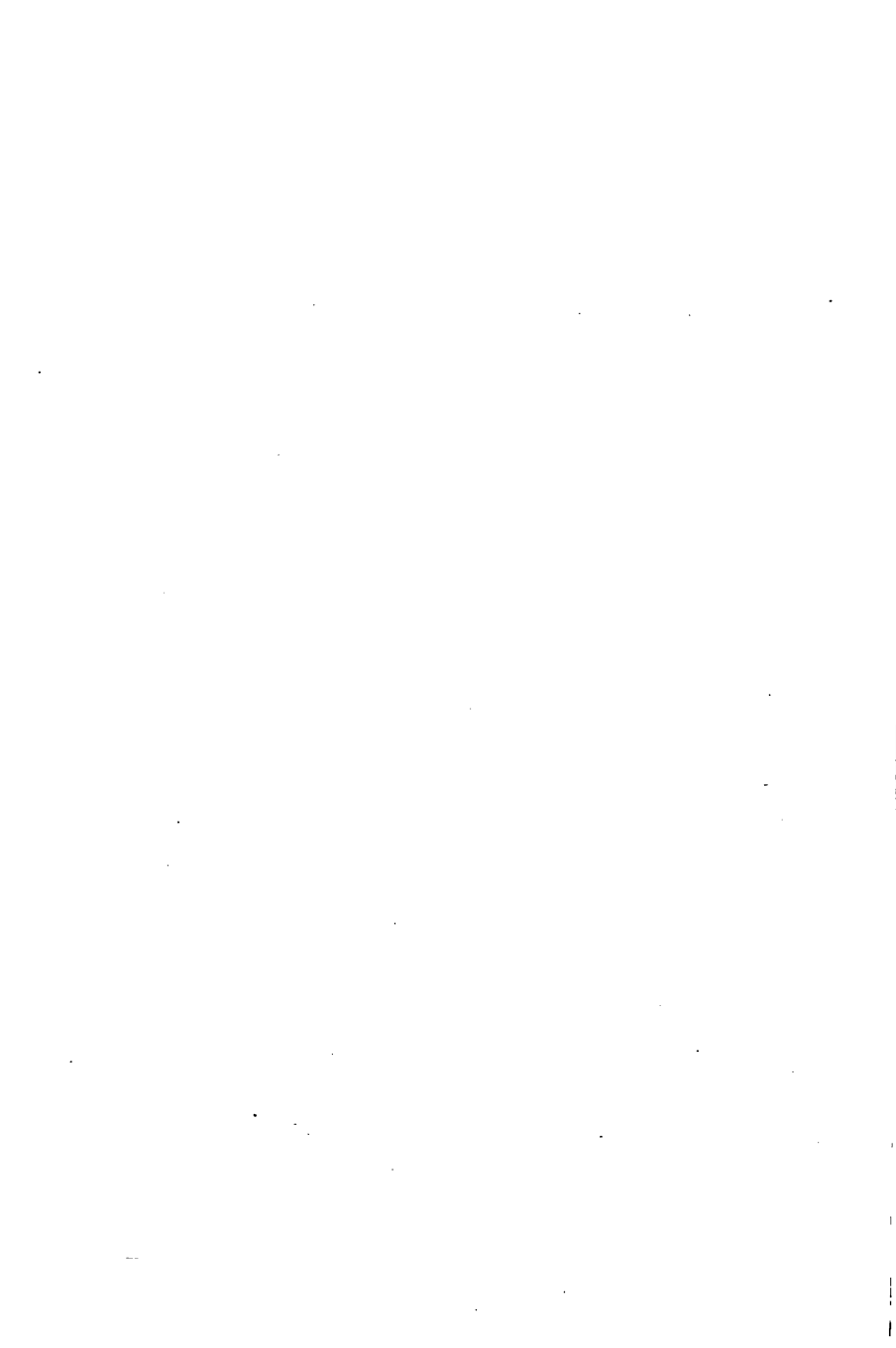


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GOOD ENGLISH FORM BOOK

IN

BUSINESS LETTER WRITING

**CONTAINING MODEL LETTERS FOR DICTATION AND TYPEWRITER
COPYING, POINTS ON CORRECT ENGLISH AND PUNCTUATION
IN CONDENSED FORM, NOTES CALLING ATTENTION TO
MINOR POINTS IN CORRECT LETTER WRITING,
AND DAILY SPELLING LISTS OF THE MOST
TROUBLESOME WORDS IN BUSINESS
LETTERS, ARRANGED ESPE-
CIALLY FOR USE IN TYPE-
WRITING AND COR-
RESPONDENCE
CLASSES**

By SHERWIN CODY

**Author of "The Art of Writing and Speaking the English Language"—Word-
Study, Grammar and Punctuation, Composition, and
Constructive Rhetoric, Etc., Etc.**

SCHOOL OF ENGLISH
CHICAGO

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How to Teach Letter Writing.

N. B. This book is accompanied by facsimile typewritten business letters to be answered. They are published either as part of Sherwin Cody's Typewriting Instructor, or in loose-leaf form so that one letter can be given out to a class at a time. The directions and questions for each lesson will be found printed at the bottom of the page containing the letter to be answered.

Objects to be Attained: 1. A command of simple, conversational English, and ability to express business ideas in forceful, effective, simple language. 2. Ability to punctuate simple sentences. 3. Familiarity with business forms.

Method: This book is arranged so as to concentrate attention upon composition of the simple, forceful kind required for letter writing. Very little time need be put upon business forms. If the attention of the pupil is briefly called to the matter of margins, arrangement of opening and closing forms, and their punctuation, complete mastery will follow without further effort on the part of the teacher. The correct form and arrangement are shown in all the facsimile exercise letters, and in all the model letters in the first part of this volume. The instinct for imitation will very soon take care of these conventionalities without much special effort on the part of the teacher. Special drill on these forms as preparation for expression in words is time wasted.

Help the pupil to get the common sense idea to be put into English, encourage him to "talk on paper," as if the customer were sitting opposite him, and see that he uses short, clear, intense sentences. If the teacher can do this, the minor details will inevitably take care of themselves.

How to Teach Letter Writing.

Program:

Spend three days with the class upon the preliminary "Points on Letter Writing," taking them up in order as given.

Then give out facsimile typewritten pages 1 (envelope style page) and 2. Ask the class to write the note as directed in the "Notation" on No. 2, using a uniform blank book in which all these exercises may be written.

In recitation ask each member of the class to criticise his own work, answering the questions:—Are the margins right? Is the date right? Are the opening and close properly arranged and punctuated?

Then call on different members of the class to read their answers as written.

Consider whether these answers are reasonable, common-sense, and personal, or wild and absurd. Insist on getting right down to hard facts, by asking each pupil if he really means what he says.

Ask the questions at the bottom of the exercise sheet, answers to which will be found in this volume.

If the course in letter writing is to be thirty hours, the "Additional Exercises" are to be omitted. If it is to be sixty hours, a single lesson may be devoted to each group of "Additional Exercises," or in some cases two lessons may be devoted to these exercises. They form a convenient expansion of the original letter exercise.

In the first three exercises upon letter writing the students may be asked to criticise their own letters. After that, let them exchange letters, and begin the recitation by asking the class members to correct the arrangement, punctuation, etc., of the letters before them. No correction is to be made without asking the teacher before the class if the change is proper. Hands may be raised and this part of the work rapidly passed over.

Then call upon different members of the class to read the letters they hold, and comment upon the naturalness of the thoughts expressed, the naturalness of the selection of words, the smoothness and ease of the word arrangement. Also call on the class as a whole to offer further suggestions for improve-

How to Teach Letter Writing.

ment. It is not necessary for the teacher to correct any papers except in the class as aid to pupils called upon to criticise the work of others.

N. B. It is important that the teacher should be familiar with business usage and know what a really good business letter is. Every teacher should be supplied with a set of Sherwin Cody's Instruction Cards for Business Men, constituting "The Cody System," in which the essence of "dealing with human nature by mail" and "success in letter writing" are tersely analysed, and illustrated by really successful business letters.

SHERWIN CODY
OPERA HOUSE BUILDING
CHICAGO

Chicago.
Jan 1, 1906

Mrs Henry Blossom,
351 W. 10th St.,
New York City

Dear Sir

I shall be in New York
next week and would like to
see you.

Will you kindly drop me
a line at the Imperial Hotel
making an appointment,
either at the hotel or at
your office?

By so doing you will
greatly oblige

Yours very truly,
Sherwin Cody

GOOD ENGLISH FORM BOOK

IN BUSINESS LETTER WRITING

POINTS ON LETTER WRITING.

Business Letters.

1. A letter should *always* be dated, and if the address is not printed, it should be written by preference at the upper right hand corner of the paper. It is not considered good style to place the address immediately after the signature except in giving an order for shipment.

2. The address and date line should never begin near the lefthand margin. It should begin at least one third of the way across the page, and two or three lines may be used for it if necessary.

3. Care should be used to punctuate the date and address line correctly. Separate each item from the next by a comma, and place a period at the end; but do not put any comma between the month and day of the month ("Feb. 15", "16th Jan.", and the like), or between the name of the street and the word "street" or the like, or between the number and the name of the street ("135 Jackson Boulevard", "623 Opera House Building", "6½ Jasmine Street"). Here is a date and address line correctly placed and punctuated:

Room 561, 76 First St.,
Chicago, Ill., U. S. A.,
Jan. 3, 1905.

4. When the name of a street is a number and the house number immediately precedes it, the number of the street should be written out, as "76 First St.", though "119 W. 17th St." is all right because the "W." stands between the two numbers and prevents confusion. Some separate the numbers by a dash, but this is not the best usage. To separate them by a comma is wrong in this country, though in England the number is always set off by a comma from the name of the street.

5. It is not necessary to put "th" or "nd" or "st" after the day of the month, except in the body of a letter when numbers indicating days of months stand alone, as "the 6th inst."

6. In business letters it is usual always to place the address of the person written to at the head of the letter, beginning the name flush with the lefthand edge of the writing (which should be uniformly half an inch from the edge of the paper, so as to leave a blank margin). The address should follow the name, in one line if possible, and should be indented half an inch or more, the arrangement being more a matter of looks than anything else.

7. A title should always be placed before or after a name, as "Mr. John Jones" or "John Jones, Esq." (never "Mr. John Jones, Esq."), "Messrs. Henry Harland & Co.", "Mrs. John D. Farrier", etc. When a corporation name begins with "the" no title need be used, but the "the" should always be inserted, as "The Macmillan Co.," "The Illinois Trust and Savings Bank," etc. In England "Messrs." is used before these names also, and "the" omitted.

8. A comma should be placed after the name, and if some corporation title is added, such as "President," this also should be followed by a comma.

9. Each item of the address of the person written to should be set off by a comma, but the same rules apply that were given in speaking of the address of the person writing. See No. 3.

10. It is most common to close the address with a period. This is the natural and easy way if the address ends with an abbreviation followed by a period. In other cases I myself prefer to follow the address with a semi-colon, as

Mr. John Jones, President,

The Continental Trust Co., Chicago;

11. The salutation should be placed flushed with the lefthand margin, or edge of the writing. It is a common error to indent this, as if it marked the beginning of a paragraph. Many ladies begin their letters—

Mr. Cody,

Dear Sir,—

Should be

Mr. Sherwin Cody,
Chicago;

Dear Sir:

The former indicates lack of knowledge of business usages. The address should always be given, and indented, and the salutation brought back to the margin.

12. The proper salutation for a purely business letter to a stranger is "Dear Sir" if but one person is addressed, "Gentlemen" after a firm name. "Dear Sirs" after a firm or corporation name is now antiquated, though formerly it had plenty of authority. When several individuals are addressed "Dear Sirs" seems the more appropriate form. In addressing a woman, young or old, married or single, the only form to use is "Dear Madam," "Dear Miss" or "Dear Mlle." are not supported by good authority. While "Dear Madam" is not appropriate in writing to a very young girl, it is not supposed that a child will enter into correspondence; or if she does the stranger who answers her letter should not take it upon him to decide whether she is an infant or not, but treat her as if she were a grown woman. When the person written to is known to the writer as a young woman, and it is possible to abate the most extreme formality, it is best to follow "Dear" by the name of the lady, as "Dear Miss Blank," In writing to a young girl, we use her first name after "Miss," as "Dear Miss Ethel." It is more common to abate formality and write "Dear Mrs. Blank" when addressing a married woman than it is in addressing a man. We seldom see "Dear Mr. Blank" unless the writer wishes to indicate unusual friendliness.

13. While according to the strict rules it is not proper to place the name and address at the head of the letter when the salutation contains the name, still this custom is almost universal in business correspondence. Properly the name and address should go to the end of the letter in such a case, being placed flush with the lefthand margin, as when it is placed at the beginning.

14. "Dear Friend" at the beginning of a business letter is looked on as vulgar, and is not used by high-grade houses.

15. The salutation may be followed by a colon, a colon and a dash, or a comma and a dash. In this country a simple colon is looked on as the best usage, in England a comma and a dash is more common.

16. The body of the letter should begin directly below the end of the salutation, as if going on immediately after it, only dropping down a line. It is an error to suppose that the beginning of the body of a letter is the beginning of a new paragraph, and indent it uniformly with the other paragraphs, as we commonly see it done in printed letters. The customs of printers and writers are different.

17. It is always desirable to make some reference to the letter which is being answered, referring to it by its date, but it is decidedly better to make this reference incidentally, not formally. Avoid all such stereotyped opening phrases as "Replying to your esteemed favor of the 16th inst.," "Answering your favor of even date," "Acknowledging your letter of the 17th ult.," etc. Say rather "We desire to thank you for the suggestion contained in your letter of the 16th inst.," or "The goods ordered in your letter of Jan. 19 will be shipped at once," or "We regret that you did not find our last shipment satisfactory, as you state in your letter of the 17th just at hand." The variations should be as wide as the requirements of business, and no set form or series of forms should be used.

18. When several items are ordered in one letter, it is always desirable to place them in a list or column if possible, following each item with its number, size mark, and price if possible, even when the price is well known. Stating the price often saves mistakes, and is to be looked on as an important part of the description.

19. All paragraphs should be indented not over three-quarters of an inch. Each fresh subject should have a fresh paragraph. It is a mistake to indent paragraphs either too little or too much.

20. Words to be avoided in Business Letters.

All stereotyped words which are not used in talking should be avoided in letter writing. There is an idea that a certain

peculiar commercial jargon is appropriate in business letters. The fact is, nothing injures business more than this system of words found only in business letters. The test of a word or phrase or method of expression should be, "Is it what I should say to my customer if I were talking to him instead of writing to him?"

Among these words to be tabooed are—

the same (used as a pronoun, as in "referring to same");

said (as in "said list of goods," a legal phrase);

esteemed;

valued;

hereby, herewith (used excessively, though sometimes to be justified);

funds (for "money");

beg to advise;

beg to remain;

per (for "by");

attached (when there is no real "attachment," as in "list with prices attached");

hand you (for "inclose");

trusting (used excessively);

trusting this information may be entirely satisfactory (a phrase worked to death, and so deprived of meaning).

When you have finished a letter it is generally sufficient to stop and sign. Many think they must lug in some such conclusion as "Trusting this will be satisfactory, we beg to remain," or at any rate something in which "we remain" is a part. "Thanking you for your order, Very truly yours", is correct enough.

The complimentary close of a business letter is usually "Yours truly," "Truly yours," "Very truly yours," "Very truly," or the like. "Respectfully yours" is too stiff and antiquated to be used except when writing to a very dignified superior, as in applying for a position or the like. "Cordially yours" is the extreme of friendliness, appropriate when there is a personal relation between the writer and person written to, or when for business purposes such a friendliness is assumed. It would be inappropriate when a letter is signed by a corporation name. "Sincerely yours" should be reserved for letters of real friendship.

21. Notice that only the first word of the complimentary close is capitalized. This complimentary close should begin about a third of the way across the page, and the signature should begin below it, a little to the right, beginning at a point a little more than half way across the page from left to right. The signature should be followed by a period, the complimentary close by a comma.

22. The name should never be typewritten, except a corporation name, which should be followed by the initials of the individual writer, or by his full name preceded by "By" (not "per"). The name of an individual should either be written by hand or, in cases in which this is not possible, stamped with a rubber facsimile of handwriting. All contract letters should be carefully signed with ink, and corporation names (which are best typewritten) should be followed by the name of the individual written after "By."

23. When the name and address of the person written to have not been placed at the beginning of the letter, they should be placed at the close, on a line below the signature, beginning flush with the lefthand margin, the address being placed in a second line that is indented half an inch or more.

24. When a postscript is added, either to state something forgotten or with the deliberate purpose of making the thing spoken of attract attention, it should begin with an indentation, like a paragraph, "P. S." being followed immediately by what is to be said, and a second signature of initials placed at the end without any complimentary close.

Social Letters.

25. A letter written by hand is usually arranged so that the ink will dry without blotting. It may begin either on what is commonly thought of as the first page, passing to the third page, and then to the second page, begun at the back and written lengthwise of the paper, and finally passing to the fourth page. A more stylish and on the whole a better form is to begin on the fourth page, pass to the first (which will lie by the side of

the fourth page when notepaper is spread out on a table, the inside pages down), and from the fourth page pass to the second page, writing lengthwise of the paper, beginning at the outer edge and writing from bottom to top of the page, and so on to the outer edge of the third page, which will be the bottom or end of the letter or written sheet.

26. The full address and date should always be placed at the top of the first page, as in business letters. The omission of this often causes annoyance. Even when it is familiar, it may not be remembered accurately, to say nothing of the strange lapses of memory to which we are all subject. The best way is to have the address printed in very small type or engraved letters in the middle at the top of the first page, so that only the date has to be written. Only plain small Gothic or old English black letter type is appropriate on private letterheads.

27. The name and address of the person written to should never be placed at the head of a social letter, even one the most formal. Place it at the end, flush with the lefthand margin.

28. Begin the salutation flush with the lefthand edge of the writing, leaving a narrow margin of blank paper. It is supposed that only paper of note size will be used. Business letter-size paper is not appropriate for social correspondence. The paper should be unruled. If necessary, black lines may be placed beneath to keep the writing straight.

29. The proper salutation for a social letter is "Dear Madam" or "Dear Sir" if the person addressed is unknown to the writer, or great formality is required. "My dear Madam" or "My dear Sir" is a little more effusive, but not any warmer. In writing to ordinary social acquaintances "Dear Mrs. Blank," "Dear Mr. Blank," or "Dear Miss Blank" is the usual and preferred form. "My dear" is a little more effusive. "Dear Friend" or "My dear Friend" is appropriate in writing to real friends, but "Friend Cody" or the like is regarded as countrified.

THE SQUIRRELS
LAKE BLUFF, ILLINOIS

January third.

My dear Mrs. Farrell:

I am
speedingly sorry I was un-
able to be with you last
night, but my husband's
brother and his wife turned
up unexpectedly, and I
failed to get you on the
telephone.

I hope to see you to-
morrow evening.

As ever,

Most sincerely,

Emily T. Taylor.

Mrs Samuel B. Farrell,
Rivers Forest, Illinois.

30. Notice that "dear" after "My" is never capitalized. "Friend," "mother," "brother," "sister," and the like should be capitalized when used in salutations.

31. Follow the salutation either with a colon or with a comma and a dash. A colon and a dash is not much used in social letters, though frequent in business letters.

32. In beginning the body of a social letter, start just below the end of the salutation, merely dropping down a line. Do not treat the beginning of the body of a letter as a new paragraph.

33. Be careful to indent paragraphs not more than three quarters of an inch and not less than half an inch.

34. The usual complimentary close for a social letter is "Sincerely yours," "Cordially yours," "Most truly yours," or the like. One of these phrases or a variation of it is always safe and nearly always suitable and sufficient.

35. Ladies should always write "Mrs." or "Miss" before their names in parentheses when writing to a stranger, or one who may not know their condition. For a woman to sign her initials only, as if she were a man, is almost ill bred and impudent. In writing to acquaintances, married women living with their husbands should (according to the best usage) sign their husbands' names after "Mrs." in parentheses. In writing to persons more than acquaintances, even friends, the full Christian name is written before the last name, and "Mrs." is omitted. To write "Mrs." or "Miss" before the name and not put it in parentheses is considered extremely vulgar, and "Mrs. Davis" or the like, no parentheses and no first name, is considered still more vulgar.

36. The date or address should not be written at the end of the letter, near the lefthand margin—an affectation of some persons, who spell out all the numbers. This space should always be occupied by the name and address of the person written to.

37. Observe that "Miss" is not an abbreviation, and is not to be followed by a period.

38. A note so formal as to be written in the third person has neither salutation nor complimentary close, and great care must be taken to make sure no part of the note lapses into the first person. Such a note should always begin with the full name of the person writing, and immediately after some suitable verb should follow the full name of the person written to or simply "you" or "your" in case of a printed invitation, as "Mrs. John Lane begs to inform Mr. James Dwight that", etc. A phrase like "beg to inform" is allowable only in a note of such extreme formality as this.

39. In social letters it is usual to spell out all numbers except house numbers in addresses, as "January twenty-first," but "136 West Fifteenth Street." Words are seldom abbreviated.

POINTS ON PUNCTUATION

How to Learn to Punctuate. The first step in learning to punctuate is to form the habit of giving yourself a reason for every mark you use. The best exercise is to go through some well punctuated composition and try to explain each comma or other mark. Keep on till you find a rule for every mark. Do not try complicated literary writing, however.

The second important thing is to train the feeling to recognize groups of words that really need to be united, so that you can separate them by commas from other groups. These groups are, 1. Complete principal sentences; 2. Subordinate sentences or clauses; 3. Prepositional phrases; 4. Participial phrases; 5. Single words like "however," "therefore," etc., and explanatory nouns which do not form parts of phrases. Go through any well punctuated composition and pick out these groups, deciding in your mind which run together to express a single notion, and which need to be set off because they are separate. *Never separate unless separation makes the meaning clearer.*

Punctuation is not difficult. It is easily mastered if we concentrate our attention on a few rules which

are important, and make no effort to remember all the rules that are unimportant.

Capital Letters. That which is the exclusive name of one thing should be written with a capital letter, as John, United States, St. Petersburg. When we mean the southern part of the United States, we write South with a capital; and so the North, the East and the West. In a particular store we would write of the Linen Department, because in that special store it is the name of one portion, exclusive and special; but an outsider would write of the "linen departments" of various stores, because there is nothing special to the outsider. The Company is capitalized to indicate a short form for a name well understood in the little circle where the letter writing is done. Sometimes we capitalize ordinary words to emphasize them by raising them to the dignity of being proper nouns, or to give them a special meaning, as, State with a capital letter means one of the United States, and the Capital means the capital of the United States, Washington, D. C.

Begin every sentence, line of poetry, or formal quotation with a capital.

NEVER USE A CAPITAL LETTER UNLESS YOU HAVE A REASON FOR IT.

Notice that Irish, Hebrew, Oriental, Westerner, Southerner, are all capitalized. Many titles and abbreviations are capitalized, as Mr., Esq., Ph. D., LL. D., MS., etc:

Periods. Place a period after every abbreviation, as bu., e. g., Ill., Mich., Feb., but not after a contraction, such as Ass'n, Feb'y (if this form is ever allowable), etc.

End every complete sentence with a period. This is the hardest rule of all, because you must know enough grammar to tell what a sentence is. It is a group of words that has one main verb, or two or more connected by such conjunctions as "and," "but," etc. "Replying to your favor of Jan. 10th" is not a sentence, because there is no complete verb. "I stood in front of the house, he was just going by on the sidewalk" is not one sentence,

because it has two complete and independent verbs not connected by any conjunction, and there should be a period after "house," while "he" should begin with a capital letter. "Then" is not a conjunction, so while we say, "I was looking down the road, when whom should I see but Harry!" in one sentence, because "when" is conjunctive, we cannot say, "He came along about six, then I jumped up," but must make two sentences, beginning "then" with a capital letter—"He came along about six. Then I jumped up."

Colons, semi-colons. Use a colon after "Dear Sir" and "as follows," or any words which mean the same as "as follows" or implying this meaning. The business letter writer never has any other use for the colon.

We may use a semi-colon after the address in a business letter, before "Dear Sir"; or when we have a number of groups of words themselves divided by commas, we may separate those groups by semi-colons. But nowhere else are we likely to need a semi-colon, except occasionally in a compound sentence, especially before "but."

Examples.

Please ship by express the following goods:

12 doz. ladies' handkerchiefs, all linen, hemstitch, \$1 per doz.;

1 gross white cotton thread, assorted numbers;

1 doz. ladies' ready-made aprons, your No 325;

1 doz. children's bibs, your No. 60.

Prompt filling of this order will greatly oblige us.

Your proposition is certainly very attractive in many ways; but we have taken the matter up carefully with our salesmen, and on account of the lateness of the season we have decided not to accept it this year.

Note. Notice the colon after "the following goods." After each of the following items, which are themselves divided by commas, we place a semi-colon, until we come to the end, when we place a period. The period shows to the eye that the list is ended, while the semi-colon says plainly, "There is more to follow." If the items are not themselves divided by commas, a comma instead of a semi-colon may be placed after each.

Notice that we nearly always have a semi-colon before "but" when the sentence preceding and the sentence following are long, or distinct in meaning. If they run together, we place a comma before "but," as in this: "The sun shone all day, but the wind blew cold."

Quotation Marks. Not only must words quoted from another be indicated by quotation marks, but also single words and phrases taken out of a catalogue, or out of another sentence, or the like. For example, Notice "not only" and "but also" in the preceding sentence. Titles of books are often inclosed in quotation marks. We quote slang if we are not willing to "stand for it" as good English.

Italics. Instead of using quotation marks to indicate a special word we are talking about, we may draw a line under it, to signify italics. Thus; *Like* and *as*—*Like* is a preposition, *as* a conjunction. *Never place words of this kind in parentheses.* Parentheses are used only to indicate words thrown into a sentence, as, Your Valparaiso (Indiana) elevator; Follow *compare* (Latin *com*, "with") by *with*.

The Comma. The person who wishes to punctuate correctly should concentrate his attention chiefly on the comma: it is the great, important punctuation mark.

Most people put in commas as they "feel" like it. There is a good deal in this popular method. The important thing is to learn to *feel* how words should be grouped to keep together those which belong together, and to keep apart words which ought not to be run into each other. This is almost wholly a matter of educating the sense for word groups.

Examples: In the first place, if I know anything about John Higgins, it is morally certain that he was not the thief. (Notice the three groups of words, how separate they are, and how necessary the commas are to keep them apart.) However, I should not advise you to do it, for I fully believe you will lose money if you do. (Here is one word, "however," that must nearly always be set off, because it does not usually have any close relation with other words in a sentence. "Therefore" is another similar word. "If you do," the last words in this sentence, form a complete group in themselves, but if you take them away from "for I fully believe you will lose money," that clause does not make complete sense. We get complete sense only when we go on to the end, and a comma would check us before we caught the meaning.)

The great rule in the use of the comma is that "restrictive" clauses are never set off by commas, while explan-

atory clauses always are. This is only a formal way of stating what has been explained above. "The man who is worth a million has an easy time in life": we are talking about "the man who is worth a million," and a comma between "man" and "who" would stop us before we caught the sense. On the other hand we say, "John Rockefeller, who is said to be worth hundreds of millions, founded Chicago University." Here the relative clause is merely explanatory. It is thrown in. The name "John Rockefeller" is just as complete as "the man who is worth a million."

IF A CLAUSE OR PHRASE CAN BE DROPPED OUT AND STILL LEAVE THE MEANING COMPLETE, commas should be used; otherwise omit them.

Another use of the comma is to show that the word just before it does not modify the word immediately following, but some word farther along. Thus we say, "Her sweet, bright, happy face," with the commas used to show that "sweet" does not modify "bright" but "face," and "bright" does not modify "happy" but "face." When we say "the long green corn tassels" we do not use commas, because "long" modifies "green corn tassels," not simply "tassels," and "green" modifies "corn tassels," not "tassels" alone.

TRY TO FEEL WHAT WORDS ARE CLOSELY ASSOCIATED, and group these together by commas. SEPARATE BY COMMAS WORDS WHICH YOU FEEL REFUSE TO BE GROUPED TOGETHER.

The conjunctions "and," "but," "or," are used to connect the two parts of compound sentences. When the two parts represent portions of one idea, place no comma before the conjunction; when the idea changes decidedly from one part of the sentence to the other, always use the comma; when it changes *very* much, use a semi-colon.

Examples: He came yesterday and went to-day. (No comma is needed, because the subject of the second part is the same as the subject of the first part, and the ideas are closely associated.) He came up on the train yesterday, and to-day I took him driving.

("He" is the subject of the first sentence, and "I" of the second. When the subject changes we nearly always need a comma.)

When a word is omitted, its place is usually marked by a comma, as in "Talent is something; tact, everything." The semi-colon is here used because the words following are subdivided by a comma.

SUMMARY OF RULES OF PUNCTUATION

To Memorize Absolutely

Capital Letters:

1. Used to begin sentence, line of poetry, or formal quotation or statement.
2. Used to indicate name of single person or object—proper noun, or derived adjectives; also a title.
3. Used for emphasis by raising the general noun to the plane of the special.

Period:

4. End of sentence.
5. After abbreviation.

Comma:

6. To set off or group explanatory clauses, phrases, or words thrown into a sentence, or transposed from their natural position or requiring separation to prevent confusion, as when a word is omitted.
7. To separate words in a series, all modifying a word before or after.
8. To separate sentences or clauses too distinct to be joined simply by a conjunction without a comma, or too close to be separated by a semi-colon.

Semi-colon:

9. To separate groups of words which are themselves divided by commas.
10. To separate sentences, especially before "but."

For Reference

Colon:

11. To introduce a formal statement, following such words as "as follows." (Notice the colons on this page.)

Parenthesis:

12. Used only to inclose words thrown in as a side explanation.

Brackets:

13. To indicate a parenthesis within a parenthesis.

14. Words interjected into a quotation, not forming part of the quotation.

Quotation Marks:

15. To mark words quoted from another.

16. To indicate words taken from another sentence, or words one has heard people use in a certain sense, as slang, etc., or titles of books, etc.

Italics:

17. Occasionally to indicate emphasis.

18. Often to indicate a special word under consideration or discussion.

Dash:

19. To indicate an abrupt transition of any kind, or a parenthesis of some sort not so formal as would require marks of parenthesis.

20. After a comma to introduce a quotation.

Exclamation Point:

21. After an exclamatory word, or a sentence containing an exclamatory word, or a sentence without a verb, exclamatory in its nature.

Interrogation Point:

22. To indicate a direct question (used instead of a period).

23. Alone in parenthesis as a note of query.

Hyphen:

24. To separate parts of a compound word.

25. To divide a word at the end of a line (only used between syllables at the end of the line, never at the beginning.)

ILLUSTRATION OF EXERCISES IN PUNCTUATION

Every day the student should write out at least one letter, in such a way as to show that he understands why each punctuation mark is used. Place beneath each capital letter or punctuation mark the number of the rule which applies.

When a special direction has been given for a mark, that may be indicated by "Sp." Otherwise the number of the rule in the "Summary" should be written under the mark.

Lake Bluff, Ill., June 25, 1919.
 2 2 Sp. 2 5Sp.2 Sp Sp.

Mr. J. Jennings,
 2 5 25 2 Sp.

1700 Ninth St., Topeka, Kans.
 2 25Sp.2 Sp. 2 5

Dear Sir:
 2 2 Sp.

The enclosed circulars will tell you something
 1
 about me and my work, especially in the field of short
 6
 story writing. I have a ten-lesson course in short story
 4 24
 writing at \$10, with which I use my little book "Con-
 6 16
 structive Rhetoric" and my "World's Greatest Short
 16 16
 Stories". You know Stevenson said he learned to
 16 4
 write by "playing the sedulous ape". I have found
 15 15 4
 the method of rewriting and imitating the masterpieces
 by far the most effective, and in a little pamphlet which
 8
 I send free to those who subscribe to the course I illustrate

fully just how to work, and in this pamphlet I outline⁸
 the lessons in detail. The value of the course, however,⁶
 lies in my constant personal suggestion and criticism,⁶
 for I try to help you in every way that I can, and give⁶
 you the benefit of my long experience as a writer.⁸

Hoping to hear from you again soon, I am⁶

Cordially yours,⁶

Sp.
 Sherwin Cody.⁴

Note. Observe that the names of books are put in quotation marks. If those names were familiar and referred to often, the quotation marks might be omitted. The quotation from Stevenson, being only a part of a sentence, and so not "formal," is not begun with a capital letter. In the next sentence, the portion beginning "and in a little pamphlet" and ending "how to work" has no commas because if we stopped at any point to place a comma, the meaning would be incomplete. The next clause after the comma, beginning "and in this pamphlet," is an added idea, not part of the preceding.

Ordinarily it is not necessary to mark special punctuation rules nor the beginnings and ends of sentences.

It is a good exercise for one pupil to correct the punctuation of the work of another, explaining the reasons for corrections.

The three rules for the comma are the most important, and should receive most attention, for the application of them requires an instinct.

HOW TO PUNCTUATE AND ARRANGE A BUSINESS LETTER

527 Chicago Opera House,¹

Chicago, Ill., Feb. 1, 1904.

Messrs.² Marshall Field & Co.,³

State and Washington Sts., Chicago;⁴

Gentlemen:⁵

I wish to apply for the position of critic of correspondence in your house, as advertised in Printer's Ink, Jan. 26

"I am a graduate of Amherst College, class of 1889, and had an especially thorough training in English.

As private secretary to Hon. John Bigelow in 1891, and to Senator W. E. Chandler in 1892, I handled large amounts of correspondence to the satisfaction of those gentlemen, and can refer you to them.

In 1896 I had charge of exploiting the Chicago Record's Home Study Circle, and handled 150 to 200 letters a day.

A little later I handled the correspondence of the Furniture Department at the establishment of Montgomery Ward & Co.

In 1900 I prepared a detailed course of study in English for business correspondents, which has been accepted since it was published as the best treatise of this kind ever written.

For two years I have been fitting young men and women for positions as correspondents, giving special training to business managers and commercial correspondents drawing salaries up to \$100 a week, and can refer you to scores of these by name if you wish to write to them.

Trusting my application will receive your careful consideration, I am

Respectfully yours,

Sherwin Cody.

1. Place the date line (which should give your exact address in full) on the right hand side of the page. Never begin to the left of the middle of the page. Place a comma after each item—but notice that the street number and street, or room number and building ("527 Chicago Opera House," "156 Wabash Ave.") form one single item and need no commas except at the end; and that the month and day of the month ("Feb. 1") form one item and should not have a comma between them. Place a period after the year.

2. Always use "Mr." or "Messrs." or "Mrs." or "Miss" before any personal name addressed. Impersonal names, such as "International Harvester Co.," "Success" (magazine), "The Smith-Jones Company," do not require a title before them, though in England "The System Company" would be addressed as "Messrs. System Company." Never write "Mess." for "Messrs."

3. Place a comma after the name. If the name ends with an abbreviation such as "Co.," the comma must follow the period—always use both comma and period.

4. Each item in the address of the person or persons written to should be set off by a comma, but no comma is required between the street and street number. At the end of the address place a semi-colon or a period. If the address ends with a period to mark an abbreviation, as "Chicago, Ill.," it is not necessary to use any other punctuation.

If the address ends with a full word such as "Chicago," the semi-colon is to be preferred to the period, though both are allowable.

5. The formal address should be either "Dear Sir," "Dear Madam," or "Gentlemen." Never use "Dear Sirs" for the plural. "Sir" and "Madam" may be written with either a capital or a small letter. I prefer a small letter, but most people prefer a capital. Decide which style you will follow, however, and stick to it.

You may write either a colon, colon and dash, or comma and dash after the formal salutation. I prefer a colon, as this is the usage of most literary persons. Begin the body of the letter just under the colon.

6. Make a new paragraph for every distinct thing you want to say or impress upon the reader of your letter. Always indent your paragraphs half to three-quarters of an inch. Notice that the first line of the body of a letter is not the beginning of a paragraph, and paragraphs following should not be indented so much. Always leave a margin of half an inch of blank paper at the left of your sheet, and it is better to leave a wide blank space around the writing— $1\frac{1}{2}$ inches.

7. Do not place a comma after "I am" at the close of a letter, but you should place a comma after the complimentary close, before the name is written.

Capitalize only the first word of the complimentary close—never any others.

APPROPRIATE FORMS FOR OPENING AND CLOSING LETTERS

If you do not know whether a woman is Miss or Mrs., write her name without either prefix. A woman should never sign her name without putting (Miss) or (Mrs.) before it in parenthesis. It is very bad form to omit the parentheses.

Address all women in a business way, young or old, married or single, as "Dear Madam." Never write "Dear Miss" or Dear Mlle."

The plural of "Dear Sir" is "Gentlemen"—never "Dear Sirs"—according to the most up-to-date usage.

If you wish to be friendly, or are writing to any one you know very well, begin your letter "Dear Mr. Blank" or "Dear Mrs. Blank." When you begin in this way, the address should properly be placed at the end of the letter, next to the left hand margin—not at the beginning of the letter.

The most conventional form for the close of a regular business letter is "Yours truly." This may be varied at the pleasure of the writer with "Truly yours," "Very truly yours."

"Yours sincerely" should never be used in a regular business letter. Reserve that for letters of friendship.

Sign "Yours respectfully" to letters addressed to superiors, as in applying for a position. Never use this form in an ordinary business letter, or on any occasion on which you do not wish to indicate humbleness and respect for persons above you.

"Cordially yours" or "Faithfully yours" is a good form for closing a letter of friendship; and when a business letter is essentially personal, as for example from a teacher to his pupils, this form is appropriate.

Good Models

The International Sawdust Co.,
Newark, N. J.

Gentlemen:

Yours truly,
Francis Bien.

Sarah H. Parmenter,
Lincoln, Ill.

Dear Madam:

Very truly yours,
The International Sawdust Co.

Miss Elsie Simons,
56 Lake St., Chicago;

Dear Madam:

Yours truly,
Montgomery Ward & Co.

Mr. W. C. Thorne,
Gen. Mgr. Montgomery Ward & Co., Chicago;
Dear Sir: (Apply for position.)
Respectfully yours,
John J. Farnum.

Dear Mr. Jennings:
Cordially yours,
Mr. John Jennings, Edward Manley.
Buckley, Colo.

Dear Charley:
Sincerely yours,
John J. Jennings.
To Mr. Chas. Burnham,
15 Rue Scribe, Paris, France.

My dear Mrs. Blank:
Very truly yours,
Henry Goodrich.
Mrs. James H. Blank,
5617 Grand Boul., Chicago.

Always write the name with a pen or rubber stamp,
never with a typewriter unless it is a firm name. Place
a period after the name.

A POOR LETTER APPLYING FOR A POSITION

156,¹ Wabash,¹ Ave., Chicago, Ill.
Feb.,¹ 6, 1919.

Montgomery Ward & Co.,²

³Gentlemen:⁴ I see⁵ your adv.⁶ in the Tribune to-day
saying you want a correspondent. I have been working⁷
in a grocery store for sometime past, but as I find the
work too heavy for me, I should like to get a good inside
position.⁸ I graduated at the grammar school two

years ago, and have been considered a pretty fair letter writer. At any rate I should like to have you try me if you are willing to pay a fair salary.¹⁰

Hoping to hear from you by return mail, I am

Yours Truly,"

Bartie Jones.

1. None of these commas are needed. See the model below.
2. Never omit the address.
3. When the address is put in, this will come back to the left hand margin.
4. Make a new line for this beginning just below the colon.
5. Not wrong, but sounds as if it might have been used for "saw" or "have seen." It is not necessary to state formally that you have seen this advertisement. Refer to it incidentally.
6. Do not abbreviate in a letter of this kind.
7. The writer could not have made a more tactless statement. If a correspondent is wanted, it is no recommendation to say you have been a grocery clerk.
8. This sounds as if the writer were looking for a "soft snap." Be careful not to tell all your personal reflections. Keep some things to yourself.
9. Don't repeat "fair." Look over every letter to see if you have used any word too often.
10. This is another foolish statement. Do not speak of salary till you have an offer. There will be time enough then to refuse a salary too small.
11. "Truly" should not be capitalized.

The Same Letter Rewritten

156 Wabash Ave., Chicago, Feb. 6, 1919.

Messrs. Montgomery Ward & Co.,

116 Michigan Ave., Chicago;

Gentlemen:

I wish to apply for the position of correspondent which you advertise in to-day's Tribune.

I have had considerable experience in my father's office, where I have answered many of the letters on my own responsibility. I am a rapid typewriter operator, and am accustomed to write my own letters on the machine. Lawyers for whom I have done copying say I am remarkably accurate. I have a good knowledge of English, and express my ideas readily.

I am very anxious to obtain a position in a large house where it will pay to work hard for advancement. I have not had as much experience as I could wish; but I feel sure I can do your work satisfactorily, though possibly I shall be a little slow at first. What I do, however, you can depend on my doing faithfully.

Trusting you will give me a trial, at whatever salary you think reasonable, I am

Respectfully yours,

Bartholomew Jones.

A young man who applies for a position in a spirit like this, though he has had no experience and can give no reference (if he has references of course he should add them), is pretty likely to be given a chance to show what he can do. In writing a letter of this kind, think what the employer wants, think what will please him, and show him any of your own qualities which you know he will approve, passing lightly over anything you know he will not like. More depends on the spirit which the letter shows than on any other one thing. The qualities most in demand are—quickness, faithfulness, and common sense. Remember these three things, and do what you can to prove you have them.

Exercise: Write a letter applying for a position with some business house or the like which you can really fill yourself, and describe your own actual present qualifications. Be sure the letter is correctly arranged and punctuated.

A POOR LETTER ORDERING GOODS

Siegel, Cooper & Co.,
Chicago;

Shelbyville,¹ Feb. 8, 1919.

Dear Sirs:

Please send as soon as possible Rand, McNally's atlas,² a dozen handkerchiefs, five cakes of soap, and some writing paper and half a dozen pens. Send as soon as you can,³ and I will pay when the things come.⁴

Yours truly,

Martha Martin.

1. The address is not sufficient, since the state is omitted. If the town is small, always give the county.
2. Always give the street address when you can.
3. Never write "Dear Sirs" for "Gentlemen." It is old-fashioned.
4. Rand, McNally & Co. publish many atlases at many prices, and it would be impossible to know from this statement what was

wanted. There are many grades of handkerchiefs, many brands of soap, and a great variety of paper and pens. Not a single item in this order could be intelligently supplied.

5. This is practically a repetition of the language with which the letter opens.

6. Goods are not usually shipped to a distance unless at least some part of the price is paid in advance. In any case, there should be a clear statement as to just how the goods should be shipped, whether by mail, express, or freight, unless there is a free wagon delivery from a large local store.

The Same Letter Properly Written

Shelbyville, Ind., Feb. 8, 1919.

Messrs. Siegel, Cooper & Co.,

State and Van Buren Sts., Chicago;

Gentlemen:

Please send as soon as possible the following:

1 Rand, McNally & Co.'s Popular Atlas of the World, \$2;

1 doz. ladies' white linen handkerchiefs, the best value you have at about 15c each;

5 cakes Glycerine soap, 15c a cake;

A box of ladies' cream notepaper and envelopes, rough finish, unruled, about 25c, or any special value you have of this grade.

I inclose money order for \$5, and will ask you to refund any balance in my favor or prepay express charges.

Yours truly,

(Miss) Martha Martin.

Notice in regard to this letter—

1. That while it is not necessary to prefix "Messrs." to a firm name, it bespeaks your culture and education, as well as your courteous disposition, to do it.

2. When different articles are ordered, each item should be given a line by itself—that is, should be made a paragraph, even if, as in this case, the various items are separated by semi-colons and form parts of a single sentence. This is a case in which the sentence includes several paragraphs.

3. Observe that items of this sort should be separated by semi-colons, while after the last one you place a period. The semi-colon means, in a practical way, "There is more to come," while the period means, "This is the last item."

4. Always describe what you want so fully that you are sure the clerk will know exactly what to send you. Never send an order by mail for something you are yourself in doubt about. It is better to write first for information.

5. Many women have an idea that it is independent to sign initials (so that a stranger receiving a letter does not know whether it comes from a man or a woman), or else the simple given name without Miss or Mrs.; but the only courteous way is to relieve the stranger of the embarrassment of guessing whether you are married or single, and avoid ridiculous blunders by writing Miss or Mrs. before the name in parenthesis. Only vulgar people write it without the parenthesis.

Exercise: Write a letter asking for information about some actual goods you yourself would like to purchase at the present time. Be sure the letter is correctly punctuated and arranged.

A POOR ANSWER TO THE PRECEDING LETTER ORDERING GOODS

Miss (Mrs.?) Martha Martin, (Letter-head and date.)
Shelbyville, Ind. (?)¹

Dear Miss² or Madam:

We hereby³ acknowledge receipt of your esteemed⁴ order of the 8th inst., which has had our prompt attention⁵. We are unable to ship the goods, however, since you do not state what quality and kinds of goods you wish, do not state how you wish the goods shipped, and make no inclosure of funds.⁶ We do not ship C. O. D. unless the order is accompanied by sufficient money to cover the cost of transportation.⁷

If you will supply us with the necessary information as to quality and kind of goods desired, and will remit a sufficient amount at least to cover transportation, we will give your order immediate attention.

Yours truly,

Siegel, Cooper & Co.

1. Do not insult a customer even by the hinted criticism of a question mark.

2. "Miss" should never be used in opening a letter.

3. Such words as "hereby," "herewith," etc., are usually unnecessary in a letter, and help to give it that forbidding formality which repels and deadens interest.

4. Useless jargon, quite meaningless.

5. How many business letters contain statements of this kind, which really mean nothing, even if they are not untrue!

6. The writer evidently did not know what she wanted, and detailed information should have been supplied.

7. Too much bluntness, and too many commercial words.

The Right Answer to This Letter

Martha Martin,

(Letter-head and date.)

Shelbyville, Ind.

Dear Madam:

We have received your order of the 8th, but are unable to fill it until we find out a little more exactly what you want.

Do you wish Rand, McNally & Co.'s Popular Atlas of the World, price \$2? We sell a great many of these.

What price do you wish to pay for handkerchiefs, and do you wish white or colored, ladies' or gentlemen's size?

What brand of soap do you prefer, and what price would you care to pay?

We have ladies' fancy writing paper, put up 24 sheets and 24 envelopes in a box, at 18c to 35c a box; also very good notepaper by the pound at 20c, envelopes to match 8c a package.

It will be cheaper for you to send the necessary amount of money in advance, and let us ship to you by express, you paying the express charges when you receive the goods. Of course we will let you exchange or return any goods you do not like. If you prefer, you may send \$1, and we will ship by express and let the express company collect the rest.

As soon as we hear from you, we will give your order prompt attention.

Very truly yours,

Siegel, Cooper & Co.

Notice—

1. That as "Martha Martin" did not write "Miss" or "Mrs." before her name, no title can safely be used;

2. That in selling by mail you must give the smallest order as much attention as the largest. The small buyer may become the

big buyer; and besides, the greatest successes have been based on uniform courtesy to all.

3. That the ignorant customer wants suggestion and help—which should be sympathetic, and not officiously obtrusive.

4. That every item spoken of should have a paragraph to itself, and the facts should be stated in perfectly simple language, without any trade terms.

5. That while a letter ordering goods may be as short as you can make it, a letter explaining difficulties must be sufficiently long to cover fully all the details.

Exercise: Find out by investigation exactly the facts you wish to know, and write an answer to the letter written for the preceding exercise, giving the information asked for in that letter. Be sure the letter is correctly arranged and punctuated.

A POOR REPLY TO A LETTER OF INQUIRY

(A customer writes to say, "I am thinking of buying a piano. I want something good and cheap. What would you advise? Have you silver G strings for a violin? I have a pretty good violin, but the G string grates somewhat, and I thought possibly a silver string might be better. What do you charge for Chopin's Nocturnes?")

Blank & Blank, Chicago, Feby.¹ 3rd,² 1919.
Mrs. John Farewell,
Aberdeen, Ala.

My Dear³ Madam.—"In reply to your esteemed favor, which seems to have no date,⁴ we are sending you our complete catalogue, in which you will find full particulars of all the styles of pianos, violin strings, and music which we have, with prices attached.⁵ We sincerely hope you will be able to make a suitable selection, and that we may be favored with your valued⁶ order at an⁷ early date.

Trusting this information may be entirely satisfactory,⁸ we beg to remain,⁹

Yours truly,

Blank & Blank.

1. When a word is condensed instead of being abbreviated, no period is required at the end. Use an apostrophe in place of the missing letters, and write "Feb'y," "Ass'n" (for "association"), etc. It is always better to use the regular abbreviations—"Feb.," "Jan.," etc.

2. The best usage is to omit letters after the day of the month and write "Feb. 3, 1904," etc., especially when the year is given. When the day of the month only is given, as "3rd ult.," the letters after the figure are absolutely required and cannot be omitted.

3. When "dear" is not the first word of the salutation, it should never be capitalized. To address a stranger as "*My dear*" is a breach of social etiquette, justified (if at all) only when there are special reasons for wishing to force familiarity.

4. A comma and a dash after the salutation are correct if you prefer that punctuation to a colon, but not a period and dash.

5. Almost an insult to the customer to remind him that he has not dated his letter

6. "Attached" is used in a technical commercial sense, and might confuse an ignorant person. This reference to prices may just as well be omitted, for the customer in looking over the catalogue will find the prices.

7. "Valued" is meaningless here.

8. A word greatly overworked, and having little or no distinct meaning.

9. The comma is not required, for the sentence is "beg to remain yours truly." This last sentence has been inserted merely to fill out and make a close. It is just as well to omit it entirely and write simply "Yours truly."

The Same Letter Rewritten

The letter quoted above is a very stupid one, and is precisely the kind that is likely to drive a customer away just when relations have been opened and an excellent sale is in prospect. Any salesman who met a customer in a store in this indifferent fashion would be discharged instant.

Blank & Blank, Chicago, Feb. 3, 1919.

Mrs. John Farewell,
Aberdeen, Ala.

Dear Madam:

We are much interested in your letter just received and are sending you our catalogue. About what price did you want to pay for a piano, and for what sized room did you want it? We have a great variety, and many excellent instruments at astonishingly low prices. If you will kindly tell us just what you had in mind, we shall take great pleasure in advising you to the best of our ability.

Quite possibly a silver string would improve the tone of your violin. We can send you one for 50c.

We enclose a little folder with prices of standard music which we carry. You will find Chopin's Nocturnes quoted on pages 3, 9 and 12. You will also find them

in some of the general collections described on page 2. If you do not find just what you want, write us more in detail.

We shall look for another letter from you in a day or two, for we feel sure we can please you, and you can always depend on fair and courteous treatment from us.

Very truly yours,

Blank & Blank.

Exercise: Write an order for goods concerning which you have been inquiring, being sure to state the exact quality, size, price, or the like, arranging the items in tabular form. Be sure the letter is correctly punctuated and arranged.

A POOR ANSWER TO A LETTER OF COMPLAINT

(A customer writes, "More than a month ago I sent you \$2 for a set of Cody's books on English. After two weeks I had heard nothing, and wrote you. In reply to that letter I had one from you saying you would trace the books, and if they were lost you would send me another set. I have heard nothing since. Now you've got my money, and I have nothing. Unless you either send the books or return my money by return mail, I will notify the authorities. I begin to think you are nothing but a swindling concern.")

(Letterhead) Chicago, Jan. 2, 1919.

Mr. John Roche,
Lakeville, Colo.

Dear Sir:

Your letter of the 29th ult. surprises us somewhat. You must know that sometimes goods go astray, even when shipped with the greatest possible care, as we ship all our goods. Besides, our responsibility ends the moment we deliver the goods to the express company and get our receipt. If you have a friend in the city and he will call, he can see our receipt from the express company at any time. As a matter of accommodation to our customers, however, we always do what we can to locate goods that go astray, and in case of loss assist in making claim upon the express company. If you doubt our responsibility or standing, it is easy to look us up in Dun or Bradstreet; or you may write to the First National Bank of this city, to whom we refer by permission.

We send you another set of books, however, and would ask you kindly to notify us if the first set turns up later.

Trusting we may be favored with your patronage in the future, we remain

Yours truly,

Barwell & Barton.

However cantankerous a customer may be, whatever mean things he may say, whatever provoking insinuations he may make, no wise business man will allow even the tone of his letter to be affected in the least degree. In writing to that customer he will employ the same terms of warm cordiality, the same sympathetic interest, that he would on receipt of a mild complaint from his most intimate personal friend.

Indeed, when a customer is irritated, then you need to use your utmost powers of soothing sympathy. Nothing is more effective than to say that the writer will give the matter his immediate personal attention, and act precisely as he would if a friend had suffered.

The Same Letter Rewritten

(Letterhead) Chicago, Jan. 2, 1919.

Mr. John Roche,
Lakeville, Colo.

Dear Sir:

We are exceedingly sorry and greatly surprised to see by your letter of the 29th ult. that you have not yet received the set of Mr. Cody's books which you ordered so long ago. You certainly have been most patient to wait so long, and we quite understand your feeling in the matter,—indeed, we should feel precisely as you do were we in your position.

We trust, however, that you will not hold us responsible in this particular case. The express receipt we hold shows that the books were promptly shipped on receipt of your order. We try to ship the very same day the order is received. It sometimes happens that the express company is remiss, and many shippers hold that their responsibility ceases the moment the goods are turned over to the express company. We, however, always consider the interests of the customer as our own until the goods are actually received in good condition and found to be entirely satisfactory.

We are sending you to-day another set of books. If the set first shipped should turn up, we beg that you will notify us and we will forward postage for their return.

Thanking you for your patience and courtesy in this matter, we are

Very truly yours,

Barwell & Barton.

Exercise: Get from a classmate or a business house a letter of inquiry and answer it in the best way you can. Be sure your letter is correctly arranged and punctuated.

A LETTER CONTAINING MANY ERRORS

Maypole, Ind. 6 Feby. 19.¹

John M. Smyth & Co.,

Dear Sirs:²

I seen³ two guns in your catalogue, either one of which are⁴ what I want. Are⁵ every one of them guaranteed? Would you recommend both of them as alright⁶?

My father or I is⁷ going to Chicago in a week or two, and if we⁸ do we will call in to see you, but if it don't⁹ make any difference I should like to have this gun sent out and then change it if it don't¹⁰ suit.

Are¹¹ each of the suits¹² described on page 93 the same color¹³—they seem to be just about the same except the cut. The suit I got of you last year has wore¹⁴ very well. It done¹⁵ very good service. #43 or #47¹⁶ both suit¹⁷ me very well, but between you and I¹⁸ they look too fancy¹⁹ for the country.

Very respectfully yours,²⁰

John Mackeral.

Note. While almost any one would say this was a poor letter, and almost any one could write a better, very few, I fear, could correct all the errors and make the letter unexceptionable.

1. For the correct form, see page 24. "Feb'y" (note the apostrophe indicating omitted letters) is not an abbreviation, but a contraction, and should not be followed by a period.

2. For the correct form, see page 27

3. "I have seen" or "I saw," or better here "I see," as he probably has the catalogue before him as he writes.

4. Say, "Either one *is*." 5. Say, "Is every one." 6. "All right" should be written as two words; very different from "already."

7. "My father or I am going" is the correct form, but very awkward. "My father or I will go."

8. "We" refers to both, not to "either." Better change the construction of the sentence, and say "one of us will probably call to see you."

9. "It doesn't." 10. The same error again.

11. Say, "Is each of the suits." 12. Notice that we have the verb "suit" at the end of the preceding sentence, and it is better never to use near together two words spelled and pronounced alike but different in meaning. It may cause confusion. I should change the first "suit" to "satisfactory"—"it isn't satisfactory."

13. "Each of the suits" and "same color" do not seem to harmonize as well as "both" and "same" would. 14. Say "has worn." 15. Say, "It did very good service."

16. It is considered incorrect to begin a sentence with figures or arbitrary symbols. In such a case, change the construction of the sentence and say, "I like #43 and #47 very well." 17. We cannot say one or the other—both. We would have to say "Either No. 43 or No. 47 suits." We might easily say, "Both No. 43 and No. 47 suit me very well."

18. "Between you and me." 19. The use of "fancy" for "fine" or "elaborate" or "high grade" is in danger of abuse. While it is a kind of commercial slang, it is in such common use that it cannot be tabooed altogether, but letter-writers should be careful not to use it too often. 20. For the correct form, see page 27.

The Same Letter Rewritten

Maypole, Ind., Feb. 6, 1919.

Messrs. John M. Smyth & Co.,

Chicago;

Gentlemen:

I see two guns described in your catalogue, either one of which is about what I want. They are Nos. 25 and 34.* Do you guarantee all your guns, and do you recommend both of these? My father or I will go to Chicago in a week or two, and I should like to have one of these guns sent out, and take it back if it isn't satisfactory.

*In the original he didn't say what guns he meant.

Are both suits described on page 93 of the same color? They appear to be alike except for the cut. The suit I got last year has done good service. I like No. 43 and No. 47 very well, except that they do not seem quite plain enough for the country.

Yours truly,

John Mackeral.

Exercise: Get from a classmate or a business house a letter of complaint, and answer it in the best way you can. Be sure your letter is correctly arranged and punctuated.

POOR STYLE IN LETTER WRITING

(Letter-head), April 18, 1919.

Mr. James Peeks,
Salem, Mass.

Dear Sir:

Replying to your esteemed favor, which does not seem to be dated, we are pleased to send you under separate cover our special catalogues L. & S. of made to order and ready made clothing with small samples of the fabrics attached. All our clothing is strictly up to date in style, finish and fabric and we guarantee perfection in fit and satisfaction in every way.

We are sending you our special O list of wearing apparel for women, misses, girls and infants. We are pleased to know that the suit you ordered of us some time ago was perfect in fit and entirely satisfactory. You can always depend upon getting satisfaction when you send us your trade. We note that you are now interested in an overcoat and samples have been sent you under separate cover, and we hope you will be able to make a selection that will suit your taste, meet your requirements and be satisfactory in every way. We still have your measure for the suit, so that it would not be necessary for you to send it to us again for a suit.

We note you are also interested in Jacket 976 for your wife. We note that her size is 32 and weight 92 lbs., and we would state that we are sure we can fit her alright

(all right) in this style jacket. Remember that any ready made garment purchased of us which is unsatisfactory on any account is returnable at our expense and we will refund the purchase price.

The balance of your letter has been referred to the proper Division for attention. All our catalogue prices are strictly net, cash to accompany the order for the goods free on board cars at Chicago, unless otherwise specified. We believe you have our No. 5 catalogue, and we hope you will make frequent reference to it, get acquainted with our entire line and test our ability to save you money.

Promising our best attention to any order you may send us, and awaiting your further commands, we remain
Yours truly,

Note—that this letter is filled with stereotyped meaningless phrases which are brought in very clumsily. Judge what effect they will have after a customer has read them three or four times in as many different letters.

Besides, the letter is badly mixed. When you have a long letter to reply to, look it over and jot down on a slip of paper the points you want to make, or in a mixed, rambling letter, mark all references to the first item with a letter A, to the second item with a letter B, etc., so that in answering the letter you can glance rapidly over and cover every point, without omissions.

The Same Letter Rewritten

(Preliminary matter is all right.)

In accordance with your request just received, we take pleasure in sending you under separate cover our special catalogues L and S of made-to-order and ready-made clothing, with small samples of the fabrics attached. We also are sending overcoat samples. We are glad to know that the suit you ordered some time ago fitted you well and was satisfactory. You can always depend on finding our clothing strictly up-to-date in style, finish, and fabric, and as we guarantee all our goods, you are quite safe in ordering at any time. Any ready-made garment purchased of us which is unsatisfactory on any account may be returned at our expense, and we will

refund the purchase price. We still have your measure for the former suit, so that you can order another at any time without sending the measurements again.

Our special O list of wearing apparel for women, girls, and infants has also been mailed you. We believe that our Jacket No. 976 would please your wife, and we are quite sure that we can furnish a size that will fit her—bust 32 inches, weight 92 lbs.

Your other inquiries have been referred to another department for attention.

Of course you are familiar with the fact that all our catalogue prices, being wholesale, are strictly net, cash to accompany the order, we to deliver the goods free on board cars in Chicago, unless the catalogue states differently. We believe you have our latest No. 5 catalogue, and we feel sure that if you study it closely you will find that in every line of goods we can save you money.

Promising our best attention to your order when it comes in, we remain

Very truly yours,

The Cash Buyer's Union.

Exercise: Let members of the class exchange letters and write out a series of note-like criticisms, calling attention to any errors of spelling, punctuation, capitalization, arrangement, wording, or business policy.

AN ACTUAL LETTER SOLICITING BUSINESS

(Letter-Head) San Francisco, Cal.,

July 7, 1919.

The Parton-Shearer Co.,
Boston, Mass.

Gentlemen:

It affords us great pleasure to invite your special attention to the Present¹ World's Commercial Depository, which is daily becoming more and more useful to the commercial and other communities,² and is the most reliable trading-house for a variety of business.

The Terms,³ Proposals of business, and Systems, which our concern can offer are the outcome of enormous

Labor, Long Experience and Combined Contrivances. It is established for the Promotion and Protection of Trade.

We are prepared to undertake the Agency or representation⁴ of your esteemed⁵ house, and trust that you will give our proposals your well matured consideration, which⁶ would conduce to a lasting mutual⁷ advantageous business relation through at least One of our various departments.

In case you are not in a position to entertain⁸ any business connection with us at present, either to secure our agency or to give us yours, etc.,⁹ we respectfully beg that you will keep this communication always by you For Future Reference; and should you, or any of your friends, require any Special business to be promoted or conducted, or the financing and representation of any sound commercial enterprise to be undertaken, etc., in any parts¹⁰ this side, please consider our services at your disposal.

Trusting to be favored with your esteemed correspondence, which shall always have our best and promptest attention, I am,¹¹

Sincerely¹² yours,

Henry Bardwell Bickford.

1. If the name of this concern includes "Present," that word is properly capitalized. As a matter of fact the writer means simply "The World's Commercial Depository" as at present constituted, and a capital is misleading.

2. Omitting "commercial and," we have "useful to the other communities," in which "the" is clearly superfluous. "The" implies the singular "community" after "commercial"; but the sense would be just as complete if "the" were omitted altogether and the sentence referred to "commercial communities"—the plural. The word "the" must be used with great care.

3. Writing the words "Terms," "Proposals," "Systems," "Labor," "Long Experience," "Combined Contrivances," "Promotion," "Protection of Trade," "Agency," "One," "For Future Reference," and "Special," with capital letters is an absurd attempt to emphasize by capitalising. It is proper to emphasize or dignify the name of a particular article you are selling by capitalizing it, and in some extreme cases ordinary words may be emphasized by capitalizing the first letters, but such occasions are very rare, and frequent use of this method wholly destroys its value when it is used.

The tone of this letter is not such as to inspire confidence,—in fact, it is just the opposite. It is one of the best examples of mere “wind” which the history of promotions affords. The writer may have had something extremely valuable to offer; but his letter conveys the impression of gross exaggeration.

4. “Representation” has quite a different meaning from “condition of being the representative of,” and it is never wise to use a word where different senses may cause confusion.

5. “Esteemed” has no value in a business letter.

6. Does “which” stand for “consideration” or “proposals” or something else? This sentence is in a state of rare confusion.

7. The writer probably means “mutually advantageous relation.”

8. We “entertain” a “proposal” but not a “connection.”

9. This “etc.” and the one below add much to the fakey impression of this letter.

10. The slangy colloquialism of “in any parts this side” suggests vulgarity which does not inspire confidence.

11. As before explained, this comma is not required.

12. A strictly business letter should never be signed “Yours sincerely.” Reserve that for letters of friendship. The extreme that a business man should go in this direction is “Cordially yours.”

The student will do well to attempt to rewrite this letter in a corrected form and in a tone that will inspire confidence.

Exercise: Let the members of the class exchange letters and criticise them orally, point by point, especially suggesting better wording. Let each letter be rewritten correctly, with the best wording that can be substituted.

DRILL ON SPELLING

Continually call attention to these rules:

1. Words of one syllable ending in a single consonant preceded by a single vowel, double the final consonant when a syllable beginning with a vowel is added.

Examples: Plan—planning, sun—sunny, can—canned.

2. In words of more than one syllable, a final single consonant preceded by a single vowel is doubled if the syllable is accented, but it is not doubled if the syllable is not accented.

Examples: Refer—referred—reference (syllable not accented), occur—occurrence, winter—wintering, wonder—wondered, begin—beginner.

3. Words ending in silent e drop that e on adding a syllable beginning with a vowel, except in a few cases.

Examples: Write—writing, hope—hoping, complete—completing.

Exceptions: Dye—dyeing, toe—toeing, etc., and nearly all cases in which soft c or g would be made hard if the silent e were dropped, as in change—changeable, service—serviceable.

NOTE.—In the following spelling exercises, catchy letters are printed black. Fix the mind on these.

EXERCISES IN BUSINESS LETTER WRITING

Real progress in the actual composition of business letters can be made only when the student deals with real objects, instead of writing imaginary letters about things he knows nothing of.

Let the class organize as a little business community. Certain members may apply for positions as correspondents for certain firms dealing in articles to be had in the classroom or that are used by the students at home, etc. There will be a book firm, a clothing dealer, a dry goods house, a grocery store, and the like. The correspondent representing the firm will post advertisements of what the firm offers, and other members of the class will write to order goods, to hasten delivery, to pay bills, to complain of poor quality, etc., etc.

A regular system like this will make the letters written more natural and reasonable in tone, more nearly real business letters.

After the letters are written, let the student test every pronoun to see that it is quite clear to what the pronoun refers, and every participle to see what noun or pronoun is its logical subject, and if its place in the sentence is clear.

The following letters will serve as models for copying and dictation.

Note. In dictating replies to letter, it is not wise to dictate name and address. Let the dictater number the letter and give it to the stenographer to take the address from. In the following, let the teacher give the number of the letter and permit the pupil to copy the address from the book.

1

3/4/04.

Mr. Jones:

Will you notify the clerks in your department that on and after Monday next, July 11, this store will close at 5.30 p. m. instead of at 5.45, as in the past, and only three quarters of an hour will be allowed at noon—from 12 to 12.45, or from 12.45 to 1.30.

A. W. Thorne, Mgr. (58 words)

The short method of writing a date is very appropriate in a note like this, but should never be used in a regular letter.

Nowadays "p. m." or "a. m." in small letters is preferred, though capitals are not incorrect. The abbreviation should always be used after the first of a series of figures indicating hours, but may be omitted after other figures in the same connection.

A period is most convenient between figures indicating hours and minutes, though a colon is not incorrect, and was once regularly used.

2

6/31/98.

Miss Kennedy:

I shall not return to the office until tomorrow. I expect to be in from 9 o'clock to 1. Please complete the letters I gave you and have them ready for me to look over the first thing in the morning.

A. W. Thorne. (48 words)

Notice that "Miss" is not an abbreviation, and is not followed by a period. "O'clock" is not written with a capital letter in the middle of a sentence.

3

7/31/99.

Mr. Thorne:

Mr. Kelly called this morning at ten o'clock and said he wished to see you very much this afternoon. He will call at four if possible.

Agnes Kennedy. (36 words)

In business letters we usually write hours and minutes in figures, though in social letters the written words are more common. When

Look these words up in the dictionary and write sentences in which they are correctly used:

waist	wave	capitol	principle
waste	waive	capital	principal

Review these eight words frequently.

In Business Letter Writing

47

a full hour like "ten" is mentioned it may be written with "o'clock" in full; but if two or more hours are mentioned in succession, the figures may be preferred. Do not mix the styles in the same sentence or letter.

4

10/3/04.

Miss Kennedy:

I wish you would be a little more prompt in the morning. I noticed that this morning you were not at the office until almost 9 o'clock. You know the hour we spoke of when you took this position was 8.30.

A. W. Thorne. (48 words)

5

Mr. A. W. Thorne:

I wish to go out a little earlier to-day, to do some shopping. May I get off at twelve and stay until half past one?

Respectfully, (31 words)

Agnes Kennedy.

Exercise: Let the student copy the preceding letters on the typewriter repeatedly till the copy can be made without an error, and then place below each capital and punctuation mark the rule that applies.

Exercise: Let the students write memorandum notes to the teacher on anything they want to speak of personally and really, following the forms in this book.

6

Columbus, Ohio, April 12, 1919.

Mr. J. Abner McKinley,
310 Tenth St., Columbus, Ohio;

Dear Sir:

Mr. J. Scott Clark, who is stopping at the Brattleford Hotel, would like to call on you at your

Look these words up in the dictionary and write sentences in which they are correctly used:

mantel	mail	stare	alter
mantle	male	stair	altar

Review these eight words frequently.

convenience, and has asked me to write to you requesting an appointment. Tel. Main 310.

Thanking you for prompt attention to this matter,

Very truly yours, (62 words)

John Raymond, Sec.

In order to avoid confusion between the house number and the street number when the name of a street is a number, it is best to write out the name of the street, as in this letter.

Many people nowadays write the abbreviation "st." for "street," with a small letter, and perhaps this usage will prevail. If this is done, "ave." and "boul." should also be written with small letters.

7

(address and date)

Mr. J. Scott Clark,

Brattleford Hotel, Columbus, Ohio;

Dear Sir:

In response to a note from your secretary requesting an appointment, let me say that I will see you at my office to-morrow morning at ten o'clock. I shall be glad to see you then, and hope the hour will be convenient for you.

Yours truly, (58 words)

Abner McKinley.

Never say "I will be glad to see you," for there is no "will" or determination "to be glad." It is just as bad to say "we *will* be pleased," as if you were determined to be pleased on any account. "Shall" regularly follows "we" and "I," "will" follows "you," "he," "they," etc.

8

(address and date)

Mr. J. Abner McKinley,

210 Tenth St., Columbus, Ohio;

Dear Sir:

Mr. Scott Clark greatly regrets that he will be unable to keep the appointment you so kindly made for ten o'clock this morning, as he has been suddenly called

Look these words up in the dictionary and write sentences in which they are correctly used:

shown

ware

bare

break

shone

wear

bear

brake

Review these eight words frequently.

In Business Letter Writing

49

from the city by the illness of his wife at Cincinnati. Doubtless when he returns he will ask you for a renewal of your courtesy. Very truly yours, (70 words)

John Raymond, Sec.

"Will" after "he" is correct.

9

(address and date)

Mr. John Raymond, Sec.,

Brattleford Hotel, Columbus, Ohio;

Dear Sir:

I wish you would express to Mr. Clark my deep regret to hear of the illness of his wife. I hope it may not be serious, and that I shall have the pleasure of seeing him in a few days

Yours truly, (54 words)

Abner McKinley.

"I shall," not "I will" "have the pleasure of seeing him."

Exercise: Let the student copy the preceding letters till they can be reproduced without an error, and then write under each capital and punctuation mark the number of the rule that applies.

Exercise. Let the students act as secretary for the teacher and write notes making appointments, etc., for other students.

10

(Letter-head) Chicago, Jan. 11, 1919.

Mr. J. W. Summers,

322 W. 14th St., New York City;

Dear Sir:

Mr. A. W. Feilchefeld has placed his claim against you for \$50 in my hands for collection.

He is disposed to be very lenient with you, and has instructed me to take no severe measures until milder ones have been tried and found unavailing. He feels, however, that he has already extended your credit much longer than would ordinarily be justified, and

Look these words up in the dictionary and write sentences in which they are correctly used.

beech	berth	compliment	council
beach	birth	complement	counsel

Review these eight words frequently.

that in justice to himself he should take steps to secure some sort of an adjustment without any further delay.

If you will call at my office any morning I shall be glad to hear anything you may have to say, and I hope we can agree on some plan for settling this matter at once.

May I not see you in the next day or two?

Very truly yours, (body 134 words)*

W. E. Asche.

When a letter such as "W." for "West," appears between the house number and the number indicating the name of a street, no confusion is possible, and the street may be written in figures, always with "th," "nd," or "st" immediately after the number.

Always use a capital for "City" in writing "New York City."

Do not write a period and two ciphers after figures indicating dollars, except in contracts and special contract letters. It is uselessly confusing. Advertisement writers often use the ciphers to make small sums look large. In contracts the ciphers are used to prevent the fraudulent addition of figures.

11

Mr. W. E. Asche, Attorney,

19 Broadway, New York City;

Dear Sir.

I have received your letter in regard to the claim of Mr. A. W. Feilchfeld for \$50. I am sorry to say that I am utterly unable at the present time to pay this claim. I hope to see daylight again within a few weeks, and just as soon as it is within my power to do anything toward settling this debt, I shall certainly do what I can.

Regretting that I cannot give you a more satisfactory answer at this time, I am

Very truly yours, (88 words)

J. W. Summers.

* From this point, the number of words does not include date, address or signature.

plain
plane

liniment
lineament

stationery
stationary

current
currant

12

Mr J. W. Summers,
322 W. 14th St., New York City;

Dear Sir:

Your letter of the 10th is not at all satisfactory. You can certainly pay something, if only \$5, and set a definite time when you will pay another like amount.

I should be very sorry indeed to have to sue you, and add to your present indebtedness the court costs. Will you not favor me by calling at my office to-morrow morning at 9 o'clock?

Yours truly, (69 words)
W. E. Asche.

13

Mr. W. E. Asche,
19 Broadway, New York City;

Dear Sir:

In accordance with your suggestion I am sending you \$5 on account. I will undertake to make additional remittances of \$5 on the first day of each month. This is the very best that I can see my way to promising at the present time, and I hope you will accept this offer. If a little later I can see my way clear to doing better than this, I shall be glad to do all I can.

Yours truly, (79 words)
J. W. Summers.

14

Mr. J. W. Summers,
322 W. 14th St., New York City;

Dear Sir:

Thank you for remittance of \$5 to apply on account of claim of A. W. Feilchefeld for \$50. I also note that you agree to pay \$5 on the first day of each month till the claim is settled.

I cannot say that this will be satisfactory to Mr. Feilchefeld, but I shall convey your offer to him and

precede
proceed

supersede
succeed

concede
recede

secede
intercede

shall advise him to wait five or six weeks before taking any further steps. I hope by that time you can make a better proposition.

Yours truly, (88 words)
W. E. Asche.

Exercise: Let the student copy these letters till they can be reproduced without an error, and then write under each punctuation mark and capital letter the number of the rule which applies.

Exercise: Supposing some books have been sold to one of the members of the class which have not been paid for: let the student write a series of letters to collect the money. Let the student in debt suggest a plan of weekly payments, to which the dunning letter writer will reply, completing suitable arrangements.

15

401 Atlantic Ave., Brooklyn, N. Y.
April 9, 1919.

Mr. John Wanamaker,
New York City;

Dear Sir:

A few days ago I called at your store and purchased a corset, some toweling, and two or three books, which were to be delivered to my house not later than the next day. I have not yet received them. Please look the matter up at once and see that the goods are delivered without further delay. I paid \$4.35.

Yours truly, (64 words)
(Mrs.) William Fullerton.

A married woman may sign either her own given name with Mrs. before it in parenthesis, or her husband's name with Mrs. in parenthesis. The use of the husband's name is always considered the best form in polite circles.

16

(Letter-head) April 11, 1919.

Mrs. William Fullerton,
401 Atlantic Ave., Brooklyn, N. Y.

Dear Madam:

We are very sorry to learn that the goods ordered by you were not delivered promptly. We have

fragile
firkin

accrue
resin

deficit
tacit

lenient
parallel

made a diligent search for them but have failed to find them. Possibly, however, they have already come into your hands. If you have not received them, please repeat the order and we will fill it again without further delay.

Sincerely regretting the inconvenience you have suffered, and hoping refilling of the order now will meet your needs,

Very truly yours, (81 words)

John Wanamaker,

By A. W. E., Complaint Dept.

The short sentences in this letter are much neater and more expressive than one or two long sentences would be.

17

401 Atlantic Ave., Brooklyn, N. Y.,
April 12, 1919.

Mr. John Wanamaker,
New York City;

Dear Sir:

I have been compelled to repurchase here in Brooklyn most of the things ordered at your store some time ago and not delivered to me. I must therefore ask you to refund the amount paid—\$4.35.

Yours truly, (39 words)

(Mrs.) William Fullerton.

Notice the dash. The transition from "amount paid" to the sum in figures is abrupt, and abrupt transitions always require the dash.

18

(Letter-head) April 16, 1919.

Mrs. William Fullerton,
401 Atlantic Ave., Brooklyn, N. Y.

Dear Madam:

We are very sorry indeed for the inconvenience caused you by the loss of the goods you had ordered and paid for. We have done every thing we

separate
recommend

accommodate
truly

wholly
until

already
although

can to trace them, but have not yet found out where they went, or by whose fault they were miscarried.

We enclose our check for \$4.35, the amount paid by you, and trust that this accident will not deter you from giving us your valuable patronage on future occasions, when we shall hope to be more fortunate in serving you.

Kindly sign the inclosed receipt and return it to us in the accompanying envelope.

Once more expressing our sincere regret for this unfortunate experience of yours, we beg to remain

Yours very truly, (124 words)

John Wanamaker,

By A. W. E., Complaint Dept.

Make a new paragraph for every new idea. Par. 1 contains "regrets," par. 2 the settlement.

Exercise: Copy the preceding letters till they can be reproduced without an error, and then write under each punctuation mark and capital letter the number of the rule which applies.

Exercise: Write a letter complaining to a local store of failure to receive something you have ordered or some one else in your home has ordered, let another member of the class reply, and let the first student reply to this letter, and so on till the matter is adjusted. Use the name of a real firm in your town.

19

(Letter-head) July 10, 1919.

The Jones Belting Company,

Ashland, Pa.

Gentlemen:

We are enclosing our order No. 31067 for one 4-in. leather belt, 12 feet in length, your No. 635, to be shipped by you direct to our customer Mr. J. M. Fifield, Wichita, Kans., by express prepaid. Please see that this belt is carefully packed and shipped promptly. On receipt of this order, please notify us when you expect to make shipment, and as soon as shipment is

all right
cordial

forfeit
visible

leisure
occasion

error
discern

made notify customer when he may look for delivery and by what line.

Your prompt and faithful attention to this order will be appreciated.

Very truly yours, (95 words)
Montgomery Ward & Co.,
James Hall, Mgr. Machinery Dept.

In a name like this always spell out the word "Company"; do not write "Co."

We always capitalize "No." before figures. Notice the hyphen in "4-in."

Letters to business houses are usually much more condensed and abrupt than letters to retail customers, to whom extra politeness is considered necessary in order to promote sales.

"Mgr." for "manager" is more of a contraction than an abbreviation proper, but it is always written with a period as an abbreviation instead of with apostrophes (M'g'r), because the period is easier to write, and the word occurs so often. "Bldg." for "building" is also nearly universal.

20

(Letter-head) July 18, 1919.

The Jones Belting Company,
Ashland, Pa.

Gentlemen:

On July 10 we sent you our order No. 31067 for one 4-in. leather belt 12 ft. in length, your No. 635, to be shipped direct to our customer, Mr. J. M. Fifield, Wichita, Kans., by express, prepaid. We asked you to notify us on receipt of this order when you would make shipment, which we were anxious to have made as promptly as possible. We have as yet heard nothing from you.

Will you please acknowledge this order at once, and state when shipment will be made, if indeed you have not already made it.

Yours truly, (98 words)
Montgomery Ward & Co.,
James Hall, Mgr. Machinery Dept.

deleble
indelible

subsidiary
fligree

consequence
reciprocate

solicitor
casualty

21

(Letter-head) July 20, 1919.

Messrs. Montgomery Ward & Co.,
Chicago;

Gentlemen:

We regret the oversight by which your order of July 10 for one 4-in. leather belt, 12 ft. in length, our No. 635, to be shipped to your customer, Mr. J. M. Fifield, Wichita, Kans., was not acknowledged on receipt.

We did not have the belt in stock, and had to order it made up specially. It is just about ready, and will probably be shipped to-morrow. We hope this will be in time for your customer.

Yours truly, (78 words)
The Jones Belting Company.

After a name such as "Montgomery Ward & Co.," in which there are one or more personal names, some people begin a letter "Dear Sirs"; but that form is now considered poor style.

Exercise: Copy the preceding letters till they can be reproduced without an error, and then write under each punctuation mark and capital letter the number of the rule which applies.

Exercise: Send an order to a mail-order house for a camera, and write three "hurry-up letters," to which no answer is made, each a little stronger than the preceding.

Enclosing Money

22

(Letter-head) May 10, 1919.

Messrs. Dodd, Mead & Co., Publishers,
New York City;

Gentlemen:

I enclose money order for \$1.50, and request you to send me postpaid a copy of "Janice Meredith."

Trusting you will give this order prompt attention,

Yours truly, (29 words)

Any word like "Publishers" placed after a name to help the post-office department find the firm when the street number is not given, is treated as a title, and should always be capitalized.

accommodation	admirable	appreciate	automatic
accomplish	advantageous	approbation	automobile

In Business Letter Writing

57

23

(Letter-head) Jan. 3, 1919.

Bassett Typewriter Company,
59 Dearborn St., Chicago;

Gentlemen:

Mr. Cody requests me to send you the enclosed check for \$5 to cover attached bill. Kindly acknowledge receipt.

Yours truly, (22 words)

24

Oakley, Ill., Nov. 3, 1919.

Success Magazine,
Washington Square, New York City;

Gentlemen:

I enclose a \$1 bill for *Success* for one year, beginning with the next number.

Yours truly, (18 words)

25

425 Rookery, Chicago, May 4, 1919.

Frank A. Munsey Publishing Company,
New York City;

Gentlemen:

I wish to take advantage of your premium offer of Munsey's Magazine one year and the Booklover's Shakspeare for \$3, express money order for which I enclose. I should like to have the subscription to the magazine to begin with the next number. I shall expect to receive the copy of the Booklover's Shakspeare at an early date.

Very truly yours, (62 words)

Notice the apostrophe to indicate the possessive case. We capitalize the word "Magazine" as well as "Munsey's," because it is part of the name. Names like these may be enclosed in quotation marks, or underscored; but when they are quite common, as these are, the capitals are sufficient distinction. The best authorities dispense with quotation marks or italics.

auxiliary
celebrated

bankruptcy
controversy

certainly
convenient

confidential
connection

Exercise: Copy the preceding letters till they can be reproduced without an error, and then write under each punctuation mark and capital letter the number of the rule which applies.

Exercise: Turn over the current magazines and find three special premium offers. Write letters accepting these and sending money.

Explanations of Errors

26

(Letter-head) April 3, 1919.

Mr. C. O. Cottrell,

Board of Trade Bldg., Cincinnati;

Dear Sir:

I am very sorry to hear that the lessons have not reached you, and am at a loss to know what has caused the miscarriage. We are sending you duplicates to-day, however, and trust they will be received promptly, and you will find them all you had anticipated.

Please accept my sympathy and regret, whosever the fault may have been, for I very well appreciate the annoyance which the delay has caused you.

Believe me,

Cordially yours, (80 words)

Sherwin Cody,

Director School of English.

"Bldg." is usually written as a regular abbreviation, though strictly speaking, it is a contraction and should be written with apostrophes (B'ld'g).

In letters which together form a contract, the dates must appear so that the letters can be positively identified from one to its answer. In a letter like this, however, it is not necessary to mention the date of the letter that is being answered. It is well to have the habit of always mentioning the date of a letter referred to; but when the construction of a sentence can be improved by omitting it, there is no objection to doing so.

"To-day" and "to-morrow" are properly written with hyphens, though some prefer to omit them.

demur
demurrer

eclipse
economical

efficient
endeavor

experiencing
granulated

In Business Letter Writing

59

27

(Letter-head) Feb. 4, 1919.

Mr. Charles Oakley,
3 Dearborn Ave., Denver, Colo.

Dear Sir:

We are very sorry to know of the defect in one of the books sent you, and hasten to forward another copy by mail to-day. Please do not trouble to return the imperfect volume, but dispose of it as you see fit.

Errors will occur in the bindery, in spite of the utmost care on our part, and we can only ask the indulgence of our customers when we are unfortunate enough to send out imperfect goods. We regret the annoyance caused you, and trust you will find the new volume perfect in every way.

Thanking you for calling our attention to the matter, we are

Very truly yours, (111 words)
A. C. McClurg & Co.,

This shows the style of writing a firm name when some department manager is to sign his name or initials with pen and ink.

28

(Letter-head) Mar. 21, 1919.

Mr. James Markham,
Des Moines, Iowa;

Dear Sir:

Thank you for remittance of \$5 and order for calculator. There seems to be a misunderstanding on your part, however, in regard to the machine you wish. You order the Addington Calculator, which is \$15, as you see in the circular and price-list which we are inclosing. We have marked the item in blue. Possibly you intended to order the Locke Adder, price of which is \$5. We have checked the description in the circular.

guaranteed
fulfill

height
heroes

zeros
pianos

valleys
attorneys

Shall we send you the Locke Adder? Or will you remit the \$10 additional which is required to cover the Addington Calculator?

We appreciate your order, and trust the matter may be adjusted satisfactorily. We hold the \$5 to your credit.

Very truly yours, (123 words)

Abbott & Co.

Many business letter writers capitalize the names of all special articles which they themselves handle. They would capitalize "calculator" in the first sentence of this letter. There does not seem sufficient reason for doing this. We capitalize "Addington Calculator," because it is the particular name of one make of machine.

We hyphenize "price-list" because it is a single name.

When the firm name is typewritten, as in this letter, initials of the writer may simply be written below in ink. No blank line is required.

29

(Letter-head) July 6, 1919.

The Lakeside Printing Company,
14 William St., New York City;

Gentlemen:

In checking over your bill we find that you have charged us \$8.50 too much. Your bill is based on the estimate we made in advance, but the matter did not hold out as estimated, and on measuring up the galleys inclosed we find but 46,000 ems, which at 40 cents a thousand would make \$18.40, whereas your bill calls for \$27.

Kindly correct the bill, and oblige

Yours truly, (70 words)

30

314 W. 59th St., New York City,
May 7, 1919.

Crawford-Simpson Dept. Store,
New York;

Gentlemen:

In looking over your bill I see that you have charged me on April 18 with an item amounting to \$3.25,

immediate
impair

important
abundant

confident
correspondent

mucilage
material

and have failed to give credit for these goods when returned. Please look the matter up and send credit memorandum for the amount, on receipt of which your bill will be paid.

Yours truly, (56 words)

It would be better to write out "Dept."; but that would make the line too long to look well in a letter.

Exercise: Copy the preceding letters till they can be reproduced without an error, and then write under each punctuation mark and capital letter the number of the rule which applies.

Exercise: Suppose the letters written for the preceding exercise were addressed to the wrong publishers, one being exchanged for the other: write letters from the publishers correcting the errors, and answer these letters, till the matter is correctly arranged.

Letters to Ladies

31

(Letter-head) Dec. 20, 1919.

Mrs. Wm. R. Jones,
4537 Grand Boul., Chicago;

Dear Madam:

Mr. Simpson wishes me to say that he is very sorry indeed that he was not in his office when you called yesterday. He was away all the afternoon, and did not know until this morning that you had called.

If there is any way in which he can serve you it will give him great pleasure to do so.

Respectfully yours, (64 words)
Agnes Bartlett, Sec.

32

(Letter-head) Jan. 3, 1919.

Miss Sarah Jackson,
439 Columbus Ave., Boston;

Dear Madam:

I explained your wishes to Mr. Simpson when he returned to the office, and he has requested me to say that he is very sorry indeed, but he is quite unable

insufficient
intervals

invariably
liability

lien
liquor

operator
medium

to get passes even for himself. He regrets exceedingly that he cannot be of service to you.

Respectfully yours, (52 words)
Agnes Bartlett, Sec.

33

(Letter-head) May 31, 1919.

Miss Jane I. Volwart,
37 Plymouth Place, Detroit, Mich.

Dear Madam:

I have carefully considered your application for a position in my office, and have tried to make a place for you, as I should be very glad indeed if I might oblige Mrs. Peterson, for whom I have the highest consideration. At this season of the year, however, business is somewhat slack, and we have all the help we can possibly make use of for some months to come.

I have your address, and if anything should open up, it will give me great pleasure to be able to write to you.

With sincere regrets,

Most cordially yours, (100 words.)
William P. Jackson.

34

(Letter-head) Mar. 21, 1919.

Dear Miss Kennedy:

I regret to say that I am obliged to return your little sketch. It has considerable merit, but it is not precisely adapted to the needs of our business, and I do not think I should be justified in using it. Possibly you might find some other advertising manager to whose needs it would be better suited.

Thanking you for your consideration in submitting it, and once more expressing my keen regret, I am

Very truly yours, (85 words)
Barclay Dutton,

Miss Agnes Kennedy, Adv. Manager.
15 Park Row, New York City.

merchandise
surprise

recognize
analyze

monetary
necessity

physician
prejudice

In Business Letter Writing

63

"Ad." as an abbreviation for "advertisement," is considered common and vulgar. Always write "adv." when an abbreviation is required.

35

(Letter-head) Jan. 31, 1919.

My dear Mrs. Dudley:

I was informed this afternoon that you wished to get a sideboard to match your new dining-room woodwork. I trust you will permit me to be of service to you in this matter, and I shall be very glad indeed if I can assist you.

The best way is to have the sideboard made to order to match a sample of the wood. If you will have a small piece of the wood prepared to match the color of the woodwork exactly, I will order the sideboard made by a manufacturer with whom I am acquainted, and it will cost you no more than a similar sideboard taken out of stock.

When you have chosen the style you wish, let me know, and I will attend to the matter at once.

Sincerely yours, (138 words)

G. Augustus Belmonte.

Mrs. S. A. Dudley,

403 Park Ave., New York City.

Exercise: Copy the preceding letters till they can be reproduced without an error, and then write under each punctuation mark and capital letter the number of the rule which applies.

Exercise: Let the girls and boys in a class write letters to each other, arranging for exchange criticism of letters that may be suggested by the teacher—the girls writing to boys and the boys to girls, in properly polite style.

previous
ketchup

probable
professional

remit
remittance

temporarily
solicit

Business Letters to Friends

Letters to persons with whom the writer is personally acquainted should never begin "Dear sir" or "Dear madam," but usually "My dear Mr. Buck" or "My dear Mrs. Dudley." The word "My" seems to indicate, not greater intimacy, but a desire to show greater cordiality. It is a little more effusive than "Dear So-and-so" without "My." When the letter begins with the name of the person addressed, the full name and address should be placed at the end. In dictating it is convenient to give the name and address first; but the stenographer should always write it at the end of the letter.

36

(Letter-head) Oct. 4, 1919.

Dear Mr Hoadley:

Your case comes up for trial a week from to-day. I think we are fully prepared, but I should like to see you the day before and go briefly over the points we are going to make. I will telephone you the day before, and we can arrange a meeting either at your office or at mine. Should anything prevent your being on hand, be sure to let me know.

Very truly yours, (76 words)

Mr. H. M. Hoadley,
4546 Drexel Ave., Chicago.

Notice that in writing a business letter to a friend, the usual closing form is retained, the same as in any business letter, though plain "Yours truly" appears rather too cold. "Sincerely yours" and "Cordially yours" are better reserved, the first for letters of friendship purely, the latter for cases in which effusiveness to strangers is the purpose. "Cordially yours" is too patronizing to be used in writing to an equal.

37

(Date Line.)

My dear Mrs. Paisley:

I have been notified that the taxes on your lot at Austin have not been paid and the lot will be sold for taxes next week. I presume that for some reason the tax notices have not reached you and that

search
counsellor-at-
law

common coun-
cillor
situated

testimonials
suffice

vegetable
vehicle

you have overlooked the matter. If you wish I will send my check for the amount—now \$10.65, including some fines and fees—and you may remit to me at your convenience.

Please let me hear from you as soon as possible, as the time is short.

Very truly yours, (96 words)

Mrs. Hiram M. Paisley,
Vincennes, Ind.

38

(Date line.)

My dear Frank:

I have just heard of a position with Boardman & Laidley, Board of Trade Building, which I think you can fill and which I think will be worth your effort to get. You may present this letter to Mr. Laidley by way of introduction, and tell him I shall consider any favor he may extend to you as creating an obligation on my part.

With best wishes,

Sincerely yours, (72 words)

Mr. Frank P. Lawson,
7 Caxton Bldg., Chicago.

39

(Letter-head) July 11, 1919.

My dear Henry:

This will present to you a young friend of our family, Miss Myrtle Reed. I understand she is an accomplished stenographer and typewriter. We all like her very much personally, and I feel quite sure she will prove faithful and trustworthy.

She would like to get a congenial position, and if you can help her in any way to a position either in your own

consequence
similar

cashier
secretary

parcel
particle

practical
opportunity

office or in that of some friend of yours, you will confer a favor on me as well as on her.

As ever,

Your friend, (93 words)
John H. Higgins.

Mr. Henry Jolams,
54 Broadway, New York City.

A letter like this, which is to be shown to a business man, must have just the right amount of familiarity and formality—not too much of either.

40

(Letter-head) July 12, 1919.

My dear John:

I will do what I can for your friend Miss Myrtle Reed, who called to-day and presented your note. I think perhaps I can help her. She is an attractive-looking girl, and if she can work well I am sure we shall all be pleased with her. We are putting on an extra stenographer next week, and I will give her a trial.

With best wishes,

Sincerely yours, (71 words)
Henry Jolams.

Mr. John H. Higgins,
79 West 92nd St., New York City.

Notice the hyphen in "attractive-looking." When an adjective rather than an adverb precedes a participle, the hyphen should always be used. We write "well known" as two words, because "well" is an adverb naturally modifying the participle; but "hard-headed" with a hyphen, since to omit it would leave an adjective incorrectly placed before a participle.

41

45 Park Ave., New York City,
July 14, 1919.

Dear Mr. Higgins:

I want to thank you once more for your kind note of introduction to Mr. Jolams. I presented it, and he received me very kindly. He says his

celebrate
ingenious

stereotype
electrotype

misdemeanor
purchase

intimate
acre

firm is putting on an extra stenographer next Monday, and he will give me a trial. I certainly hope I shall not disgrace you. In any case, I am deeply grateful for your kindness.

Sincerely yours, (67 words)
Myrtle Reed.

Mr. John H. Higgins,
79 West 92nd St., New York City.

When a young girl or married woman writes to a person who knows her very well, the Miss or Mrs. in parenthesis is not required. Use that only in writing to strangers who may not know whether you are married or single, for the only object is to give information and save embarrassment.

42

79 West 92nd St., New York City,
January 3, 1920.

My dear Miss Reed:

I met a friend last night who told me he was looking for a stenographer. He is a man I know is in the habit of paying a great deal more than you are probably now getting, and it occurred to me that you might like to apply for the position. I inclose a note of introduction, and hope it will be of use to you.

Sincerely yours, (72 words)
John H. Higgins.

Miss Myrtle Reed,
45 Park Ave., New York City.

43

45 Park Ave., New York City,
January 7, 1920.

Dear Mr. Higgins:

It was exceedingly kind of you to remember me, and you will be glad to know that your letter of introduction to Mr. Farnum has helped me to a position paying half as much again as I was getting with Mr. Jolams. I was sorry to leave him, for he was very

revenue
minimum

maximum
consummate

privilege
durable

singular
definite

kind to me, and I found his work pleasant. The additional salary, if I can manage to please Mr. Farnum, will be very welcome to my mother and me, however.

My mother also wishes me to express her appreciation of your kindness, and sends her regards to your wife.

Sincerely yours, (106 words)

Myrtle Reed.

Mr. John H. Higgins,

79 West 92nd St., New York City.

If this young lady had written "to Mother and me," "Mother" would have become a name, and so should be capitalized; but "to my mother and me" leaves "mother" a common noun, which should be written with a small letter. In a salutation we write "Father", "Mother," "Brother," "Sister," etc., with a capital letter whether we use "My dear," or simply "Dear." Always write "dear" with a small letter after "My."

44

Lake Shore Drive, Chicago,

June 29, 1919.

Mrs. David G. McCormick,

Lake Forest, Ill.

Dear Madam:

Mrs. Farwell has been unexpectedly called to New York to be with her sister, who is ill at Bellevue Hospital. She will, therefore, be unable to attend the meeting of the directors of the Woman's Guild next Saturday. She has written out her report as chairman of the finance committee, however, and wishes me to ask you if you will present it to the directors for her.

I am copying it on the typewriter, and hope to have it ready by Thursday. If you will let me know in the meantime whether you will be at the meeting or not, and can present the report for Mrs. Farwell, I will mail it to you when I have it ready.

I know Mrs. Farwell will be very grateful to you if you can do this for her.

embezzle
separating

condense
exaggerate

holiday
variable

valid
changeable

Hoping to hear from you soon in regard to the matter,
I am

Respectfully yours, (154 words)
Myra Bosworth, Secretary.

Notice that "Hospital" is capitalized when it is part of a name, just as "Hotel" is.

While in a strictly business letter from a man, the abbreviation "Sec." for "Secretary" would be allowable, in a social letter of this kind it is usual to spell out all words.

In a case like this, a young lady who signs her name as "Secretary" would not place "(Miss)" before her name lest it seem presumptuous. It would be assumed that she was unmarried.

45

58 Royal St., Boston, May 19, 1919.

My dear Sherman:

My wife and I are going South for a month on May 25, and we thought possibly you would like to take our house while we are gone. You will be expected to act precisely as if you were in your own home, and we shall feel at ease if we can know that some responsible person is taking care of the place. You see, therefore, that you will be conferring a great favor on us if you can arrange to move over.

Will you let me know by day after to-morrow if this arrangement will be agreeable to you?

Kind remembrances to the family.

Yours sincerely, (120 words)
Joseph Markham.

Mr. Alec Sherman,
Thorndike Hotel, Boston.

46

Thorndike Hotel, May 20, 1919.

My dear Markham:

It was certainly very kind of you to think of us in connection with the occupation of your house during your absence. If it will be any accommoda-

accommodating
recommendation

wholesome
wholly

judgment
argument

acknowledgment
abridgment

tion to you, it will certainly give us pleasure to go out to Allston for a month.

Mrs. Sherman and I will go out day after to-morrow evening, and look the ground over. Mrs. Sherman says she hopes Mrs. Markham will put away all her best china and valuable bric-a-brac, for she feels very nervous about touching other people's precious belongings.

By the way, will your servant remain with us? Or must we look elsewhere for help?

Until we meet,

Your friend, (112 words)
Alec Sherman.

Mr. Joseph Markham,
58 Royal St., Boston.

47

700 Beacon St., Boston, Sept. 5, 1919.

My dear Mrs. Paxton:

My wife has left at my office a bundle of books which she intends for the Hospital Club. They have been lying here ever since she went away in August, and I owe the Club a profound apology for my negligence in not attending to the matter sooner. I would send them to you at once now if I knew you were in town. If you are not in town, I should be glad if you would tell me what to do. Please direct me, and believe me

Faithfully yours, (94 words)
Silas Cummings.

Mrs. Henry Paxton,
Brookline Village.

48

Henniker, N. H., Aug. 15, 1919.

Dear Mr. Morrill:

I have not received my rent for the house in town for August yet. It was due Aug. 1. I

collegiate
evidence

comparable
dyeing

traceable
changeable

serviceable
peaceable

wish you would call up Mr. Stillings on the telephone and tell him it would be a great convenience to me if he could send me a check at once. You know the interest on the mortgage is due September 1, and I shall not have enough money to pay it unless I get a check from Mr. Stillings for two months.

Have you succeeded in doing anything with our case against the Baxter Company? Their building has deprived me of half the income from the Newton Street house. I suppose we must take what we can get from them; but I want the matter pushed to some sort of conclusion as quickly as possible.

I pity you in town these hot August days. But if you were not there I do not know what I should do.

Sincerely yours, (163 words)

Martha V. Cooke.

Mr. James Morrill,
Attorney-at-Law,
40 Boylston St., Boston.

49

Colorado Springs, Colo.,
Oct. 17, 1919.

Dear Mr. Collins:

I want to ask you a favor. Of course I assume you will be eager to oblige me, but for all that I assure you in advance that I am properly grateful.

I have just heard that my friend Frances Runlett is to be married the first of next month to a Mr. Henry Slocum of San Francisco. I have never seen him, but I am told he is handsome, generous, and rich. I wish I knew more about his position. Now, I know that it would give Frances pleasure if the coming event were announced in the Chicago papers. I confess I don't know how these

forcible
eligible

possible
visible

sensible
responsible

impressible
intelligible

things are managed, but I suppose you give the item to the society editors. You will know just what to do and how to do it.

Once more thanking you for attending to the matter

Sincerely yours, (147 words)

Florence Wescott.

Mr. Charles X. Collins,

Care the Tribune, Chicago.

A tone of pleasant banter is considered appropriate when a young lady writes to a young man she knows well. The person who uses this manner should be sure he or she is master of it.

When "now" is used as a sort of expletive, it is nearly always set off by a comma; but if it is used to mean "at this time," it should not be set off by a comma.

50

665 Fifth Ave., Cleveland, Ohio,

Dec. 18, 1919.

Dear Mr. Carter:

I want you to pick out a few books for me for Christmas presents. I have been trying to get to the store and pick them out myself, but I find I cannot do so. I know you have very good taste, so I am going to depend on you, and beg that you will attend to the matter with your usual faithfulness and care.

I want a pretty edition of the Blessed Damosel, not over \$2, for a young lady friend. For my husband I want a good library edition of Bryce's American Commonwealth. I suppose you have some new picture books for children this year. Don't give me anything silly or cheap-looking. I want a good-sized book, not to cost over \$2, for a little boy of ten. Then I want a large picture book worth about 50 cents for a small boy of three. Send me also a nice story book for a girl of twelve—something like Little Women, only new.

occurrence
preference

profitable
metallic

arrangement
lodgment

management
achievement

If you can pick these books out to-morrow and have them sent up to me, I shall be very grateful.

Faithfully yours, (189 words)
(Mrs.) Charles Dexter.

Mr. Allen Carter,
Care Burrows Bros.,
City.

The titles of the books in this letter are common, and need not be inclosed in quotation marks or underscored.

Notice the hyphens in "cheap-looking" and "good-sized" (adjectives combined with participles). Observe also the dash before "something," indicating an abrupt transition.

51

665 Fifth Ave., Cleveland, Ohio,
Dec. 23, 1919.

Dear Mr. Carter:

Thank you ever so much for your kindness in attending to the books for me. They came yesterday, and I am very much pleased with all your selections, especially with the copy of the Blessed Damsel. That certainly is a beautiful book.

Mr. Dexter will send a check to cover the bill.

Yours faithfully, (57 words)
(Mrs.) Charles Dexter.

Mr. Allen Carter,
Care Burrows Bros.,
City.

Exercise: Copy the preceding letters till they can be reproduced without an error, and then write under each punctuation mark and capital letter the number of the rule which applies.

Exercise: Let the members of the class write letters to each other as friends—one, a lady consulting her lawyer; one, to a doctor friend about an illness; one, to a grown-up friend who has helped to a position; one, to an older friend who might get some position that is wanted.

bargain
vinegar

ability
illegible

mercantile
noticeable

marriageable
carriage

"Hurry-up" Letters

52

(Letter-head) May 10, 1919.

Messrs. John N. Thomas & Co.,

56 State St., Chicago;

Gentlemen:

I have failed to hear anything from you to-day in regard to my suit, which you promised to have ready for me to try on this morning.

Kindly telephone me on receipt of this just where the work now is, so that I may know what I can depend on.

Yours truly, (52 words)

Hampton Rhodes.

53

(Letter-head) Mar. 26, 1919.

The Grand Rapids Furniture Co.,

Grand Rapids, Mich.

Gentlemen:

Will you kindly let us know by return mail just when you expect to be able to ship our order No. 4568 for one of your No. 46 sideboards, to be sent direct to our customer, James Oakley, Pocahontas, Mont.

Our customer wishes to get this sideboard at the earliest possible moment, and we have promised to hurry it up as much as possible. Please let us know at once just what you can do.

Yours truly, (76 words)

Montgomery Ward & Co.

"Co." instead of the full "Company" may perhaps be justified in this letter on the ground that the name would stretch out too long if the word were written in full.

The sign # for No. is allowable, if not indeed preferable, in typewritten letters.

However many times you write to a firm about an order, always give a full statement of it, with numbers, etc., to facilitate looking up in the files. When you write to a person or firm you know has so few orders that there can be no confusion, all this formality may be dispensed with.

pledge
outrageous

mileage
toeing

shoeing
tingeing

colicky
trafficking

54**(Letter-head) April 3, 1919.****The Grand Rapids Furniture Co.,
Grand Rapids, Mich.****Gentlemen:**

On March 10 we sent you an order for one of your No. 46 sideboards, to be shipped direct to our customer, James Oakley, Pocahontas, Mont. We have written you, asking when you could make shipment, but have heard nothing whatever from you.

Now, gentlemen, nearly a month has passed. You have at least had time to answer our inquiries. We must insist on immediate and satisfactory information in regard to this order.

Yours truly, (75 words)
Montgomery Ward & Co.

55**(Letter-head) April 20, 1919.****The Grand Rapids Furniture Co.,
Grand Rapids, Mich.****Gentlemen:**

On March 10 we sent you an order for one of your No. 46 sideboards to be shipped direct to our customer, Mr. James Oakley, Pocahontas, Mont. On March 26 and April 3 we wrote in regard to the filling of this order. In reply to the second of these letters you wrote that the sideboard would go forward immediately.

More than two weeks have passed, and yet we have not received your invoice, or any intimation that the sideboard has been shipped. We confess that we fail wholly to understand the meaning of this unexplained and inexcusable delay. We have had repeated complaints from our customer, and he threatens to cancel his order and demand the return of his money unless the sideboard

**physicked
sincky**

**frolicking .
gassy**

**chief
mattress**

**luncheon
believe**

reaches him within the next week. If Mr. Oakley refuses to receive the sideboard when it reaches him, we shall hold you accountable and charge you with freight both ways.

Yours truly, (156 words)
Montgomery Ward & Co.

Exercise: Copy the preceding letters till they can be reproduced without an error, and then write under the punctuation mark and capital letter the number of the rule which applies.

Exercise: Let the students write letters to those in the class who are behind with their exercises, trying to make them hurry up, and keep at it till all delinquent exercises have been handed in.

Mail-Order Letters

56

Janesville, Ind., Mar. 3, 1919.
The Washington Shirt Company,
Chicago;

Gentlemen:

I understand you sell men's furnishings by mail. Have you anything that will show fully what you offer? I wish to buy, but would like full information in regard to what I purchase, and also would like to know if I may return anything I don't like.

An early reply will oblige

Yours truly, (56 words)
Henry Farley.

57

(Letter-head) Mar. 4, 1919.

Mr. Henry Farley,
Janesville, Ind.

Dear Sir:

In compliance with your request of yesterday we hasten to send you our complete catalogue, in which you will find a detailed description of our entire line of goods.

beginning
gluey

canceling
tariff

particular
plausible

medicine
specialty

We make it a rule to protect our customers in every possible way. If goods are not satisfactory, they may be returned at our expense. We also ship C. O. D., with privilege of examination, but ask the customer to send at least \$1 with his order, as a guarantee of good faith and an indication that he means business.

We believe that we have the finest goods in our particular line to be found in Chicago, or anywhere else. You will find us prompt and courteous, and anxious to do anything we can to serve you. Our salesmen and correspondents are at your disposal, and we shall be glad to give you fuller information at any time if you let us know just what you are looking for.

Trusting we may hear from you again at an early date, and have the honor of filling your orders, we are

Most cordially yours, (182 words)
The Washington Shirt Company.

Notice that it takes two or more articles of a kind to make a "line." Some people will speak of a single insurance policy as a "line of insurance." This is absurd.

58

(Letter-head) Mar. 16, 1919.

Mr. Henry Farley,
Janesville, Ind.

Dear Sir:

About two weeks ago we had an inquiry from you in regard to our line of goods, and wrote you immediately, sending you our catalogue. We should be glad to know if the catalogue reached you promptly. If it did not come to hand, please let us know and we will send another.

We are confident that we have the best goods in our line to be found in the city of Chicago, or in any city, and at reasonable prices. You will not find anywhere a house that will extend you more courtesies, or deal by

compliance
requisite

ache
lozange

juice
nickel

indispensable
quarry

Good English Form Book

you more fairly, nor will you anywhere get prompter service. We pride ourselves on the promptness with which we fill all orders. Many of them are filled the very day they are received.

May we not hear from you shortly and know in what way we may serve you?

Yours truly, (149 words)

The Washington Shirt Company.

Always write "anywhere," "everywhere," "anything," "everything," etc., as single solid words without division of any kind. Careful writers divide "every one," "any one," making two words.

59

Janesville, Ind., Mar. 20, 1919.

The Washington Shirt Company,
Chicago;

Gentlemen:

I want a pretty pink and blue necktie for about 50 cents. I do not care to go higher. I want one that will wear well and look rich. What would you recommend? I also want some shirts and collars. Can you recommend your 50-cent unlaundered shirts for wear? Do you think your 12½-cent collars are as good as the E. & W. 25-cent ones?

As soon as I hear from you I will send you an order.

Yours truly, (78 words)

Henry Farley.

Always write 50c, 75c, etc., rather than \$.50, or \$0.75. There is less danger of confusion.

60

(Letter-head) Mar. 21, 1919.

Mr. Henry Farley,
Janesville, Ind.

Dear Sir:

We think we have such a tie as you describe in yours of yesterday, and if you will send us an order, with as full a description as possible of what you want, we will

invisible
accommodated

paralleled
inseparable

practical
particle

summary
communicate

exercise our best judgment, and believe we can send you something pretty. In any case, you know, it may be returned if you do not like it and we will make another selection or refund your money.

The bosoms of our 50-cent unlaundered shirts are rather small, and, of course, the material is not of the finest. We have something at 65 cents, which you will find described under No. 4786, on page 32 of the catalogue, which we can recommend in every possible way, and we believe that you will find this a better bargain than the cheaper shirts, though they are as good for the money as you will find anywhere, and, if anything, a little better.

We do not hesitate a moment in recommending our 12½-cent collars, in quarter sizes. We can fit you perfectly, and you will not be able to tell the difference between these and collars costing double. Remember that you get two of these for one of the others.

Hoping to receive your order at an early date, we are
 Very truly yours, (217 words)
 The Washington Shirt Company.

Account for the commas in the first sentence. Why no comma before "and we will" in the second sentence when the subject changes?

61

Janesville, Ind., Mar. 30, 1919.
 The Washington Shirt Company,
 Chicago;
 Gentlemen:

Please send me by express, C. O. D., your neatest pink and blue 50-cent necktie, two 65-cent unlaundered shirts, and half a dozen of your 12½-cent collars. I enclose \$1.

Yours truly, (31 words)
 Henry Farley.

vignette
 assignment

pecuniary
 restaurant

cumulative
 pneumatic

correction
 premium

62

(Letter-head) Mar. 31, 1919.

Mr. Henry Farley,
Janesville, Ind.

Dear Sir:

Thank you for your order of yesterday, with remittance of \$1. Unfortunately you omitted to give the size of shirts and collars. We would suggest that you send not only the neck measurement, but the length of sleeve desired. In measuring the sleeve, measure from the seam on the tip of the shoulder to the wrist.

As soon as we know the sizes desired we will give your order prompt attention, and you will get the goods within a day or two.

Once more thanking you, we are

Yours truly, (91 words)
The Washington Shirt Company.

63

Janesville, Ind., April 3, 1919.

The Washington Shirt Company,
Chicago;

Gentlemen:

My neck measure is 16 inches, and sleeve 33.
Kindly send the goods as soon as possible.

Yours truly, (20 words)
Henry Farley.

Numbers indicating measurements or suggesting statistics should always be given in figures, never in written words.

64

Janesville, Ind., April 5, 1919.

The Washington Shirt Company,
Chicago;

Gentlemen:

I expected to receive, to-day at the latest, the goods ordered of you Mar. 30, but they have not yet

contemptible
manufacture

manufacturer
manufactory

phenomenon
phenonena (plu.)

datum
data (plu.)

In Business Letter Writing

31

reached the express office. Let me know by return mail when I shall get them.

Yours truly, (38 words)
Henry Farley.

65

(Letter-head) April 6, 1919.

Mr. Henry Farley,
Janesville, Ind.

Dear Sir:

The goods ordered by you Mar. 30, you will remember, we were unable to ship until we had received the sizes given in yours of April 3. It takes about a day for us to select the goods and fill out invoices. Shipment was made yesterday, and notification card mailed you. No doubt you have received the goods before this.

We hope you will be pleased with what we have sent you, and that we may be favored with additional orders from you in the future.

Yours truly, (90 words)
The Washington Shirt Company.

66

Janesville, Ind., April 6, 1919.

The Washington Shirt Company,
Chicago;

Gentlemen:

The goods I received from you came this evening. The shirts and collars are all right, but I do not like the necktie at all. I wanted something quiet and sober, and you have sent me a flaring, high-colored thing. I send it back by mail, and will ask you to send me another, such as I want.

Yours truly, (62 words)
Henry Farley.

We may write "highly colored" (participle and adverb) or "high-colored" (compound word).

preparation
foreign

peculiar
island

chord (music)
cord (twine)

loss
lose

67

(Letter-head) April 7, 1919.

Mr. Henry Farley,
Janesville, Ind.

Dear Sir:

We are very sorry to see by your favor of the 6th that the necktie we chose did not please you. We are very glad you acted promptly and returned it, and no doubt we shall receive it to-day or to-morrow. Just as soon as it comes to hand we will pick out another that we hope will please you better, and send it at the earliest possible moment.

We are always anxious to please our customers, and you will find us ready at all times to make every possible effort to meet your wishes.

Trusting we shall be more fortunate this time in our selection of a necktie, we are

Very truly yours, (116 words)
The Washington Shirt Company.

However irritating a customer's letter may be, a business letter writer should always preserve the same unvarying air of extreme politeness. "You are paid to stand just such abuse and say nothing," remarked a prominent business man to his stenographer not long ago when the latter asked how he should reply to a particularly abusive letter.

68

Janesville, Ind., April 10, 1919.

The Washington Shirt Company,
Chicago;

Gentlemen:

A day or two ago I received your letter dated April 7, in which you said you would send me another necktie at once for the one I returned to you. I have not yet received it, and wish you would trace it.

Yours truly, (46 words)
Henry Farley.

beau
beaux or beaus

analysis
analyses

omelet
fundamental

affiliate
discours eous

In Business Letter Writing

83

69

(Letter-head) April 11, 1919.

Mr. Henry Farley,
Janesville, Ind.

Dear Sir:

We regret to know by your letter of the 10th that the second necktie sent you had not come to hand. It was placed in the mails on April 8, but Uncle Sam is often a little slow with bundles of merchandise, and it is our experience that goods lie two or three days in the postoffice here before they go out.

If you do not receive the necktie by the 14th, let us hear from you again, and we will do what we can to trace it.

Hoping, however, that there will be no more delay, and that the article when received will prove satisfactory, we are

Very truly yours, (113 words)
The Washington Shirt Company.

70

(Letter-head) July 25, 1919.

Mr. Henry Farley,
Janesville, Ind.

Dear Sir:

Some time ago we received a small order from you, which we hope we filled to your satisfaction.

We are mailing you to-day our new fall catalogue, and ask you to look it over carefully, for we believe we have as fine a line of goods as you will get anywhere, and at most reasonable prices.

You will find us exceptionally prompt, and always courteous. Anything you do not like may be returned at our expense, and we will send you something else in

discrepancy
discourtesy

avoids
exemplary

palpable
exchequer

receive
divisible

its place, or refund your money. So you see that you take no risk whatever in shopping by mail.

May we not hear from you again soon?

Cordially yours, (115 words)
The Washington Shirt Company.

71

Freeport, N. Y., Mar. 30, 1919.

Mr. John Wanamaker,
New York City;

Dear Sir:

I wish to get a dress made to order, and write to you to know what you can do for me. Do you send samples of spring dress goods? And do you have anything which shows styles and how to take measurements?

An early reply will greatly

Oblige (50 words)
(Mrs.) Bertha M. Smith.

Notice that "made-to-order" with hyphens is an adjective, as in speaking of "made-to-order garments"; but "made to order" without hyphens is a verb, as in this letter.

72

(Letter-head) April 1, 1919.

Mrs. Bertha M. Smith,
Freeport, N. Y.

Dear Madam:

In accordance with your request of March 30, we take pleasure in sending you our spring catalogue under separate cover, including a large variety of sample pieces of summer dress goods, representing all the latest and prettiest weaves.

We believe that we carry the largest line of high-grade dress goods in this country, and the name "Wanamaker" is a synonym for excellence at a moderate price. If you

canvass (cloth)
canvass (solicit)

embarrass
necessary

business
calendar

grievance
warrant

In Business Letter Writing

85

will write us more in detail, we shall have the greatest pleasure in assisting you to make a suitable selection.

Trusting we may hear from you again in a short time,

Yours very truly, (104 words)

John Wanamaker,

By S. D.

Never say "we *will* have pleasure," but always "we *shall* have pleasure," "we *shall* be glad."

73

Freeport, N. Y., April 9, 1919.

Mr. John Wanamaker,

New York City;

Dear Sir:

I have decided to have a dress made of the goods like this sample, in style No. 997. I will have it full silk lined, price \$35, exactly as described in the catalogue. I have filled out a measurement blank, and inclose it.

I don't see how I can be quite sure that the dress will fit me unless I can have it tried on. I think I may go to New York the latter part of the month, and, if you can have it ready, I might try it on then.

Very truly yours, (96 words)

(Mrs.)Bertha M. Smith.

74

(Letter-head) April 11, 1919.

Mrs. Bertha M. Smith,

Freeport, N. Y.

Dear Madam:

We thank you for your order of April 9 and shall hope to please you in every way in filling it. You will remember, however, that it is stated in our catalogue that at least half the price of a made-to-order garment must be paid in advance. We ask this not only of you but of every one, for you can readily understand

steal
steel

appeal
passable

course
coarse

assent
ascent

that this is the only protection we have. While ready-made garments may always be returned and money will be refunded, we cannot take back made-to-order garments or exchange them.

We guarantee, however, that we will give you a perfect fit, and that you will find the workmanship and style unexceptionable in every way. If the dress is not made precisely as you order it, your money will be promptly refunded. You will see, therefore, that you too are fully protected.

The most convenient way will be for you to send the entire amount in advance. If you wish, however, you may send half, and the other half will be collected by the express company when the goods are delivered.

As soon as we hear from you we will begin work at once, and if you are to be in New York you can call and have the dress fitted in our workrooms.

Hoping we may be able to please you, we remain

Yours truly, (235 words)

John Wanamaker.

Why the hyphens in "made-to-order"?

A little word like "too" is as much thrown into a sentence, often, as "therefore," but we do not set it off with commas when the sentence is already divided up with commas that are more important. To avoid confusion, we often omit unimportant commas to give the important ones a chance to have their effect.

The writer of this letter says "we *will* begin" because he wishes to indicate willingness or determination.

75

Shogun, Kans., Jan. 10, 1919.

Kansas City Supply House,

Kansas City, Mo.

Gentlemen:

I have your catalogue, and have looked all through it to find the kind of gun I want, but it does not seem to be there. All the guns described in the

plumber
caricature

erratum
errata (plu.)

sacrifice
inference

unanimous
macaroni

catalogue are rifles, and I want a light shotgun—a good gun for little money. Do you have any guns of this kind?

Do you sell furs? My wife wants to get some to use in making up a jacket. If you do not handle them, can you tell me where I can get them?

I shall be very much obliged if you will let me hear from you immediately.

Very truly yours, (106 words)
Martin Fisher.

76

(Letter-head) Jan. 16, 1919.

Mr. Martin Fisher,
Shogun, Kans.

Dear Sir:

We suspect from your letter of January 10 that you do not have our regular winter catalogue, and take pleasure in sending you a copy under separate cover. Probably the catalogue to which you refer is our special catalogue of Winchester rifles in which no shotguns are described. If you will look on pages 95-96 of the catalogue we are sending you, you will find a number of shotguns described and quoted. Some are priced very low indeed, yet we fully guarantee everything we sell, and you may be sure that you will find nothing better of its kind on the market.

We do not handle furs not made up into garments. For the skins we would refer you to Back, Becker & Co., 107 Michigan St., Chicago. If you ask them for "scraps," and tell them exactly what use your wife wishes to make of them, possibly you can get small pieces at a low price which will serve as well as expensive whole skins.

We hope you will look our catalogue through carefully at your leisure, for we know you will find many splendid bargains. We carry only new and high-class stock, and permit our customers to return, at our expense, any

attachment
acclimate

suspension
recompense

recommending
financier

consistency
commendable

article they do not find exactly as represented. If at any time you get any goods that do not please you, you can return them and we will refund your money, less freight or express charges. We are always pleased to answer questions, and will do everything in our power to aid you.

Trusting we may have the pleasure of hearing from you again very shortly, we remain

Yours truly, (277 words)

Kansas City Supply House.

77

Shogun, Kans., Feb. 25, 1919.

Kansas City Supply House,

Kansas City, Mo.

Gentlemen:

I thank you for the courtesy of your letter of Jan. 16. I found in your catalogue just the kind of shotgun I want, and am inclosing a money-order for \$2.50, for which please send me gun No. 31. I am ordering this gun on the understanding that you fully guarantee it in every respect as a high-class gun, and that if I do not like it, I may return it and you will refund my money. If this is not correct, let me hear from you before you send the gun. Buying a gun you have never seen is like buying a pig in a poke; but if you will let me return the gun, I will risk it.

Yours truly, (125 words)

Martin Fisher.

78

(Letter-head) Feb. 28, 1919.

Mr. Martin Fisher,

Shogun, Kans.

Dear Sir:

We thank you very much for your order of Feb. 25, and will ship the gun in a few days by express.

seminary
cemetery

miscellaneous
civility

separation
residue

nuisance
monetary

As we stated in our former letter, we fully guarantee every article to be exactly as represented in the catalogue. If you receive goods imperfect in any way, you may return them at our expense, and we will refund your money or give you other goods that will please you. If, however, an article is perfect in every way, and exactly as described in the catalogue, we will refund your money if you return it in good condition; but we ask you, as a matter of fairness to ourselves, to bear the return freight or express charges.

We hope, however, that the gun will please you in every way, and that we may be favored with many orders from you in the future.

Very truly yours, (150 words)
Kansas City Supply House.

79

Shogun, Kans., Mar. 10, 1919.

Kansas City Supply House,
Kansas City, Mo.

Gentlemen:

I have received the gun you sent me, and I must say it is about the poorest specimen of a gun I ever saw in my life. I thought it very strange that you could sell a good shotgun for \$2.50, when up here any decent gun costs \$20 at least. But as you said you fully guarantee everything in your catalogue to be first class in every respect, I thought I would see what this \$2.50 gun was. I should have been willing to pay \$15, but I didn't want to do it if I could get just as good a gun for \$2.50.

I am sending the gun back, and ask you kindly to return my money, as you promised you would.

Yours truly, (127 words)
Martin Fisher.

tangible
peremptory

preëmption
paralyze

minute
augment

argument
invalid

80

(Letter-head) Mar. 14, 1919.

Mr. Martin Fisher,
Shogun, Kans.

Dear Sir:

We are extremely sorry to learn from your letter of Mar. 10 that you are disappointed in the gun we sent you. Of course, we cannot sell a \$20 gun for \$2.50, any more than anybody else can. It often happens, however, that a cheap article may serve your purpose just as well as a high-priced one. The gun we sent you was the best of its kind, and we feel sure you could not get another as good anywhere else at that price. At the same time we could sell you a beautiful gun for \$15. Instead of returning your money, may we not send you our \$15 gun, catalogue No. 65? You would have to send us only \$12.50 more, and the return express charges on the gun you are returning, if you have not paid them already. We will let you know later what those charges are.

Very truly yours, (156 words)
Kansas City Supply House.

81

Shogun, Kans., Mar. 29, 1919.

Kansas City Supply House,
Kansas City, Mo.

Gentlemen:

I will try that \$15 gun if you think it is as good as the one I should have to pay \$20 for up here. I inclose money order for \$12.50.

Yours truly, (34 words)
Martin Fisher.

Exercise: Write a letter from the Kansas City Supply House telling Mr. Fisher that he failed to send the money to cover the return express charges on the \$2.50 gun, amounting to 60 cents, of which he was notified by postal card. State that the \$15 gun

familiar
increase

sergeant
creditor

aggravate
detriment

substantial
ostensible

has been sent, and the house trusts he will remit the 60 cents promptly. Then write a letter from Mr. Fisher explaining why he hadn't sent the money, and stating that he was inclosing it.

82

Boston, Pa., July 11, 1919.

Gimble Bros.,

Philadelphia;

Gentlemen:

I inclose money order for \$5.60, and will ask you kindly to send me by express at once the following:

1 pair F. B. corsets, size 21,	\$1.00
1 doz. ladies' all linen handkerchiefs,	1.00
1 spool Coats' white No. 36 cotton, 1 spool	
black No. 40, 1 spool tan-brown No. 60,	.15
1 pair white canvas shoes, size 5 D,	2.45
4 boxes small note-size ladies' stationery,	1.00
	\$5.60

Yours truly,

Mabel Fellows.

P. S.—I have a watch that will not run. Do you do watch-repairing? What do you charge for watch oil? Perhaps my watch needs only a little oil to make it go. M. F. (108 words)

Notice the colon after "the following." No semi-colons appear after the items, because the prices at the ends of the lines serve well enough to mark the close of the description of the items, and semi-colons after the periods would be confusing.

Observe that the \$ sign appears at the top of the column before the amount of the first item, and before the entire sum at the bottom. Omission of the \$ sign altogether is not desirable.

If you wish to be especially polite, you may write "Messrs. Gimble Bros."

"Inclose" and "enclose," "indorse" and "endorse," are both right according to different dictionaries. Stick to one style, however.

prevalent
recipient

eggregious
capricious

punctilious
audacious

indefinite
indefinable

83

(Letter-head) July 15, 1919.

Mabel Fellows,
Boston, Pa.

Dear Madam:

Thank you very much for your order of July 11. It shall have our prompt attention, and we sincerely trust you will find the goods satisfactory when you receive them.

We inclose our watch and jewelry repairing circular, which will give you full information in regard to this branch of our business. You will see that we quote watch oil on the circular at 25 cents a bottle. This is a small bottle, but it will last a long time. You can depend upon it not to get sticky or gummy. If you wish your watch put in order, we shall be very glad indeed to have you send it to us by express, packed according to the directions in the circular

Very truly yours, (126 words)
Gimble Bros.

As the letter writer does not know whether "Mabel Fellows" is Miss or Mrs., he omits the title.

Properly "watch-and-jewelry-repairing," used as an adjective before "circular," should be written with hyphens, but this makes a word awkwardly long, so we omit them.

Exercise: Suppose that the teacher is the proprietor of a mail-order house, furnishing all kinds of supplies: let application be made for positions as correspondents, and some appointments be made from those who write the best letters of application; then let one or two mail-order catalogues be obtained from regular supply houses, and let the other members of the class order goods from these catalogues. The correspondents must study their catalogues very carefully, and be prepared to give full information, and look up the answers to any inquiries that may be made. In some cases letters may be written to real houses for information, as if they came from customers, and this information may be used in the class correspondence.

superscribe
subscribe

deficient
signature

originate
judicious

mischief
technical

84

A lady writes to a department store that she wants sample of the material used in skirt No. 1754 in their catalogue; also samples of brilliantine. She says she wants to buy a good washing machine and asks them to recommend one.

Dear Madam:

In reply to your letter of the 5th inst. we are sorry to inform you that we do not send samples of ready-made garments of any kind. You will find on page 19 of our general catalogue a full statement of our reasons for this policy, and we feel sure you will readily understand our position. Do not forget, however, that any ready-made garment may be returned at our expense, and the purchase price will be refunded. So instead of seeing a sample, you may practically examine the whole garment itself.

We are glad to be able to inclose a few samples of brilliantine, on each of which you will find the price tagged. These samples represent very special bargains in this class of goods, and if one of them suits your taste, we feel sure you cannot do better than buy it.

As for a washing-machine, the best we have for ordinary family use is the ball-bearing machine No 60, fully described on page 70. We inclose a circular which will give you an even fuller description of all the working parts, and the leading advantages of the machine.

We sincerely hope you may be able to find what you want, and if we can give you any further information, we shall be only too happy to do so.

Very truly yours, (229 words)

Do not say, "In reply to your letter, we do not have what you want," for this is not logical. The reply is not the fact, but "we will say" or the like. In this letter "we are sorry to inform you" may be regarded as the "reply."

Exercise: Write out the lady's letter, and supply suitable names, addresses, dates, etc., properly arranged and punctuated.

preliminary
campaign

conciliate
citizen

erroneous
arc

illustrate
irrepressible

A farmer writes to Montgomery Ward & Co. that he wants to know what they have in the line of wagons and harnesses. He also thinks of buying a Winchester rifle for his son. He has a small cider press, but wants a larger one, to be worked by horse power.

Dear Sir:

We have read your letter with unusual interest, and feel certain that we have a stock of goods which will surprise you by its extent, and by the reasonable prices quoted. The catalogue we are sending you will illustrate fully each item of our regular stock, and give you prices, weights, etc. Please read carefully the introductory pages, where you will find our general methods of doing business fully described.

We have a special catalogue of wagons and harnesses, which we are also sending. All our vehicles are made in our own factory under the supervision of our own experienced workmen, and are furnished under a positive guarantee. You will find a facsimile of this guarantee on page 11 of the special catalogue. The stock used in the construction of this class of goods is very carefully selected, and our prices are only slightly in advance of factory cost. Our harnesses, too, are made with unusual care. You will find them perfect in sewing and general workmanship. They, too, are furnished under a positive guarantee similar to the one we give with our vehicles.

You will see, therefore, that we are in better position to give you extra good value on this line of goods than any other supply house in the world. We are the only firm that manufactures exclusively for retail customers, and can furnish the very best goods at strictly wholesale prices.

We are sending you our special catalogue of Winchester rifles. You will also find rifles quoted on page 205 of

minion
nonpareil

monopoly
utility

policy
infringement

languid
dubious

our general catalogue. Please let us know if you fail to find just what you are looking for.

We do not handle cider-presses worked by horse power. We can, however, refer you to Thomas Albright & Co., Goshen, Ind.,—a firm that makes a specialty of this kind of goods, and who will treat you fairly.

We have no special catalogue of farm implements, but you will find our entire stock quoted and described on pages 345-398 of our general catalogue.

Our line is so large that it is impossible to do justice to it in a single letter. As time goes on we shall get better acquainted. Whenever you want anything—wearing apparel, groceries, hardware—just turn to our catalogue and see what we have to offer. Many people use our catalogue as a standard of values.

Trusting that our relations may always be pleasant, and that we shall have the good fortune to satisfy you at all times, we remain

Very truly yours, (424 words)

Observe that a hyphen between numbers of pages indicates that all intervening pages are included, as "pages 345-398" means all pages from 345 to 398 inclusive. Commas between numbers of pages mean that only the particular pages given are to be considered; as "pages 345, 398, 400" mean only the three pages of which numbers are given, omitting all between. But we may write "pages 345-398, 400, 401-404" in which both methods are combined.

Exercise: Write out the farmer's letter, and supply suitable dates, addresses, etc., properly punctuated.

86

A lady writes to Sears, Roebuck & Co., Chicago, asking if they have patent leather shoes for children. She wants a hemmer for her high-arm Domestic Sewing Machine.

Dear Madam:

We are very sorry to inform you in reply to your letter of the 21st that we do not carry children's patent leather shoes in stock at all. We have the hemmer

prosecute
treatise

contingent
criticise

scheme
correspondence

schedule
multiplicity

for the high-arm Domestic Sewing Machine, however, which we can send you on receipt of 40 cents, which should accompany your order.

We see that you have our latest catalogue. By referring to it, whatever your wants may be, you will soon find out, we feel confident, that we are "the cheapest supply house on earth." That is what all our friends say when they become acquainted with our line of goods.

The inquiry in your postscript has been referred to another division for attention.

Promising our best attention to any order you may send us, and trusting we may be fortunate enough to please you at all times, we are

Truly yours, (147 words)

We may capitalize "Domestic Sewing Machine" as the name of a particular make; but it would be just as well to capitalize only "Domestic"; "hemmer" and "high arm" should not be capitalized in this connection.

Complaint Letters

87

A man who has ordered various goods writes to complain that they reached him in damaged condition. The box had been smashed open, and water had spoiled some of the fabrics.

Dear Sir:

We were very sorry indeed to learn by your letter, dated Jan. 5, that the goods shipped to you a short time ago were received in damaged condition. Clearly the railroad company is responsible, and can be compelled to make good the loss. The first step to take is to get the local freight agent at your place to write on the freight receipt a statement of the condition in which the goods reached his station. Examine every article in the box, and check on your invoice from us each item that was damaged. Let us know, also, if you please, whether you can use the damaged article or not. If you can use any, state the allowance you think ought to be

hosiery
catarrhal

proffer
connoisseur

castile-
symmetry

effect
affect (difference?)

made on it. If you cannot use it, kindly turn it over to the freight agent as evidence, to be held by him pending the investigation.

We realize the inconvenience and annoyance which you have suffered, and will do all we can to adjust the matter to your satisfaction. Unfortunately these accidents will happen, in spite of our utmost care. We trust, however, that you will see that they are beyond our power.

Awaiting the necessary further information from you before taking any steps beyond notifying the railroad company (which we have done), we remain

Yours truly, (223 words)

The letter writer is often puzzled whether to use the possessive plural or the possessive singular,—for example, "The Youth's Companion," or "The Youths' Companion"; "a lady's dressing sack" or "a ladies' dressing sack." In the case of a name, we should always follow the form and style of the owner. "The Book-Keeper" may not strike us as correctly written, but it would be a gross error to write "The Bookkeeper" when the other form is used by the magazine itself. The only authority on a name is the owner of that name.

In general cases, the possessive plural should nearly always be used. We may say "a lady's dressing sack," "a man's dress suit," but never "lady's dressing sacks," "Our line of boy's blouses," etc., but always "ladies' dressing sacks," "Our line of boys' blouses," etc.

88

This man writes to say that five yards out of a ten-yard piece of dress goods costing 25 cents a yard had been so stained that the goods could not be used, but three yards more of the same material would be accepted as compensation. A ladies' winter jacket costing \$10 had been stained by the colors from the dress goods, but it could be cleaned and used if \$3 was taken off the price. A package of toys costing \$2.30 was injured, but could be used at 75 cents reduction in cost. The writer inclosed freight receipt indorsed by the freight agent to the effect that the goods had been received in damaged condition.

jamb (of door)
censure

immersion
straight

strait
advise

advice
perpetrate

Dear Sir:

We have received your letter of the 18th stating the damage to the goods recently shipped to you, and inclosing freight receipt properly indorsed.

We understand that you will be satisfied if we send you three yards more of dress goods No. 735, and make you an allowance of \$3 on the jacket and 75c on the toys.

This seems to us very fair, and, as we are anxious to have you fully satisfied, and cause you as little annoyance as possible, we have made an order for shipment to you, prepaid, of three yards of No. 735 dress goods, and inclose our credit voucher for \$3.75 to cover the damage on the other articles. We shall now make claim for this amount on the railroad company, but there will be no further annoyance to you in the matter.

We sincerely trust that this adjustment will appear to you entirely satisfactory, and that you will feel that you can be sure of fair dealing—even generous dealing—when you trade with us.

When you have further purchases to make, we shall be pleased to have you send us your order, and we feel confident you will not suffer the same annoyance a second time. Lightning never strikes twice in the same place, you know.

Cordially yours, (219 words)

Letter to the railroad company concerning the preceding.
Gentlemen:

We wish to file a claim against you for \$4.50 for damage done to goods in transit from us by your line to Vandalia, Ohio. We inclose freight receipt for the goods, on which your agent at Vandalia has made a statement of the fact that the goods were received in

insidious
comparative

junior
janitor

perennial
visitor

delinquent
fascination

damaged condition. We have settled the claim of our customer by making a cash allowance of \$3 for water discoloration of a \$10 jacket, and 75c for injury to toys billed at \$2.30. We have also replaced three yards of dress goods billed at 25c a yard—a total loss of \$4.50.

This seems to be a very clear case, and we hope you will see your way to making prompt settlement. Kindly give the matter immediate attention.

Yours truly, (132 words)

90

A customer writes to say that six weeks before he had ordered a kitchen table, costing \$9.65, which he has not yet received; nor has he received any acknowledgement of his remittance. He seems very much annoyed and talks about legal proceedings.

Dear Sir:

We cannot tell you how sorry we are to hear of your annoyance at not receiving the table you ordered so long ago. We fail to understand why you have not been notified of the facts in the case, as we make it an invariable rule to write our customers when any delay occurs, whatever may be the reason.

The facts in this case are as follows: Your remittance of \$9.65 was duly received and your order entered for the table. It happened, however, that we were just out of tables of this style, and with their patent attachments, etc., no other table could be substituted. We accordingly sent an order to the factory, requesting shipment of one table direct to you at the earliest possible moment. The factory had a new lot of tables in process of making, but it takes time for the varnish to dry, etc. We were promised that the tables would be ready last week, and possibly your table is already on the way to you. We shall write the factory at once, however, and if shipment has not already been made, we will see that the table goes forward just as soon as possible.

bruise
recognition

infection
listen

sanitary
etiquette

diligent
cautious

While we deeply regret the annoyance that has been caused you, we trust you will accept this explanation and not hold us accountable for negligence.

Very truly yours, (232 words)

We say "we *will* see" in this letter, because will or determination is expressed.

91

A customer ordered some pens, a penholder, and half a dozen sheets of blotting paper, costing 20 cents, shipped by mail without being registered or insured. Three weeks later he writes to complain that he has not received them, though he received a postal card notifying him that his order was duly received, and later an invoice showing shipment had been made by mail two weeks before.

Dear Sir:

Since receipt of your letter stating that goods shipped on invoice No. 5879015, May 17, by mail had not arrived, we have looked the matter up, and find that shipment was duly made on that date, and the carbon copy of the address label shows that the address was correct.

Articles not registered are occasionally lost in the mail, but our experience shows that this does not happen once in a thousand times. The value of the goods in this case was only 20 cents, and it would have cost 8 cents to register or insure the package. In your original order you inclosed postage and directed that the goods be sent by mail, but made no arrangements for registry or insurance. Indeed it would not have paid you to do so in this case. By referring to the first page of our catalogue you will see that we take no responsibility on goods sent by mail unless they are registered or insured. As we do not do it in other cases, it would be unfair to other customers to take any responsibility in your case.

The amount is very small, and we suggest that you order again. Possibly the goods will yet turn up; but duplication of the order will cause you no inconvenience with goods of this kind.

literary
difference

envelop
envelope (dif-
ference?)

anxiety
procedure

conductive
conclusive

Regretting that we cannot make you a different answer, and trusting you will look on this loss as one of the minor chances of life, we remain

Ever cordially yours, (249 words)

92

A customer writes that he doesn't like the goods he has received and can't use them. He does not state what the goods were, or what is the matter with them, but wants his money refunded at once.

Dear Sir:

We have read your letter of July 7 carefully, and feel deeply sorry that you are not satisfied with the goods sent you. If you will kindly state just what the goods were and when they were shipped, and will tell us just what is the matter with them, we shall be able to take the matter up in detail and tell you what can be done. We want all our customers to feel that they are well treated when they deal with us, and you will find us anxious to make every fair adjustment that is possible.

It would help us greatly in tracing the shipment if you could send us the invoice you received through the mail, and if you would check on that the articles which have disappointed you.

Hoping we may arrange the matter to please you, we remain

Very truly yours, (148 words)

93

The customer writes that a considerable number of things had been ordered, and that no special fault could be found with anything but a lady's dress made to order. This fitted perfectly, but the lady did not like the goods now that she saw them made up, nor did she like the style.

Dear Sir:

It is certainly very unfortunate that your wife does not like the dress we made for her, and we can well appreciate her disappointment. It often happens that a dress does not look the same made up that it does in

banquet
susceptible

accessible
lettuce

enough
satchel

ailment
aliment (difference?)

a picture, and that the goods have a different air, which you would not suspect from the sample. The case would be just the same, however, if a dressmaker made the dress in your own home, for your wife would have to judge of the style first by a picture, and the goods might not look the same in the dress that they did in the piece.

We think it is very fortunate that she got a good fit. Perhaps after wearing the dress a while she will like it better.

As we state in our catalogue, we cannot take back made-to-order clothing, for, as it was made to fit one person, we cannot sell it to any one else, and it would be practically a total loss on our hands. All that we can do is to guarantee the fit and workmanship, which we judge were satisfactory in this case.

We sincerely hope that after a while your wife will like her dress better, and that you will not hold us responsible for what was clearly beyond our power. When she wants another dress, give us another chance, and perhaps we may have better fortune. We promise that we will make an extra effort to give you good value to make up for your disappointment.

Very truly yours, (267 words)

94

A customer writes to a printer complaining of gross delay in getting out a job for him, weeks having passed since it was promised. The printer replies.

Dear Sir:

We cannot but feel that you have very just grounds for your severe letter of the 10th. We have disappointed you again and again, and we can well understand the annoyance that has been caused you. We assure you, however, that we have shared in your disappointment and annoyance. First, our foreman left us very suddenly on account of the death of his mother in an adjoining state. The new foreman was not entirely

complaint
duscuss

sensibility
fatigue

ingenuous
concern

cynical
bicycle

competent, and we had to change three or four times. In the changes your job was overlooked and woefully neglected. When it was taken in hand the pages were all made up wrong, and we had to have the whole thing done over again. We have sustained a heavy loss on the contract; but we mind that far less than your annoyance.

It is constantly our effort to do the very best by you that we can. You must admit that our prices are low, and you cannot expect to get quite the same service that you could if you paid more. We hope you will overlook the unfortunate circumstances in this case, and in the future afford us a chance to show you just what we can do when we try.

With sincere regret,

Yours truly, (214 words)

Exercise: Copy the preceding letters till they can be reproduced without an error, and then write under each punctuation mark and capital letter the number of the rule which applies.

Exercise: Write out in good form all the preceding letters which are given in notes. Then let the class make notes for the letters given in full, and write out the letters from the notes in class without books.

Soliciting Letters

95

Dear Sir:

Did you ever have a fire in your house or store? If so, did the insurance really make good your loss? If you had had something handy, right on the spot, could you not have stopped the fire before it did much damage?

You are always the loser by a fire, however well you are insured, for insurance does not cover injury to your business nor all the discomfort and inconvenience that go even with the smallest fire.

Nine-tenths of all fires could be put out before much if any damage was done—IF YOU HAD SOMETHING AT HAND FOR INSTANT USE. The trouble comes

crow's-foot
countersign

counting-house
description

alcoholic
recruit

biscuit
demeanor

from the few minutes in which you are turning in the fire alarm, getting a bucket of water, or running for a blanket.

And then think of the horror of having your wife or daughter or child, or even your servant, burnt to death by reason of dresses catching fire!

Perhaps you do not know that you can prevent these little accidents **VERY EASILY**, and at small cost.

The "Sure and Easy" fire tube contains a perfectly harmless powder. It is just large enough around to fill the hand, and hangs on the wall in kitchen, store, or factory. The ring by which it hangs is attached to a friction cap. All you have to do is to catch hold of the fire tube and give it a jerk from the hook. This pulls off the cap, and you flit the powder over the fire, which will be extinguished instantly. The heat liberates carbonic acid gas in large quantities, and that smothers the fire.

This powder is far superior to water for many reasons: First, if a lamp explodes and the oil catches fire you cannot put out the blaze with water, because the oil floats on the water and burns all the more fiercely; second, you can't put out any blaze with water unless you have a drenching shower, and to get that requires time, even when you have a good hose playing (water puts out fire only where it touches, and it is not easy to make it touch many spots at one time); third, water often does far more damage than fire itself, spoiling wall paper and upholstered furniture, carpets, etc. "Sure and Easy" produces a gas that cannot possibly do any harm to anything, and it instantly penetrates to every corner, for gas, unlike water, tends to diffuse and spread in every direction.

What is more, this fire extinguisher is unobtrusive and occupies small space. You can paint the tube the same color as the wood work, with only the word "Fire" standing out in red to attract attention. The tube may

celebrity
synopsis

extraordinary
amamuensis

simultaneous
negotiable

imminent
eminent

hang there unused for five years, and the powder will be just as good then as the day you put the tube in place.

That this is a practical device is testified to by the fact that tubes of this kind are required on every theater stage, in every passenger car, in every factory, in every crowded department store, even when fire hose is also required. Just read a few of the stories of how these fire tubes have saved thousands of dollars' worth of property, and scores of lives!

There are many inferior powder fire extinguishers on the market, of some of which you may have heard. The other day there was a test at the works of the Deering Harvester Company. Four brands of extinguishers were tried. A bushel of rags was saturated with a gallon of gasoline. After the fire had been burning one minute, and was a fierce blaze, the test was made. The liquid extinguishers produced no effect whatever on the fire. The rival powder extinguisher failed to work because the powder was caked and would not come out of the tube. Age always cakes inferior powders. The tube of our powder that was used had been hanging for two years in a damp place and was all rusty on the outside, but it instantly extinguished the fire, and it was the only extinguisher that did.

You ought to have a "Sure and Easy" extinguisher in your kitchen where the hired girl can use it; one or two in the cellar, wherever you have a furnace, straw, shavings, or oil; and one on the inside of every closet door within easy reach in case a lamp explodes, a candle drops burning fat, or a lighted match touches a curtain or dress.

The "Sure and Easy" costs only \$3. We pay the express to any part of the United States. We will pay \$1,000 for information of any case in which the "Sure and Easy" fails to work. Reference, First National

promenade
abscess

influential
authorize

franchise
remittance

disagreement
accumulate

Bank of Chicago. Send your order *to-day*; you may have a fire to-morrow.

Very truly yours, (802 words)

96

CHOOSE YOUR CORSETS

There is no doubt that the general attire of the modern woman requires corsets, and if they are made in the right way they will add greatly to her comfort and direct toward a good form. The degree of comfort which you secure depends on your choice of a designer. Choose that one who will study carefully the general effect of your appearance.

The first thing we must consider is our general appearance and what most of all makes for that appearance. The fact is, whatever style of dress we choose, it is the corset that shows through it all and really expresses our taste in *les dessous elegants*, be it ever so plain.

The fitted corset corrects negligence, and appeals to the wearer to assume positions that are graceful. It destroys the studied self-posing look that comes from the discomfort due to wearing a corset that is measured for another figure. Bring out your individuality by having your corsets made and designed for you.

We do scientific cutting and fitting, and can please with materials. I am progressive and think for you, and so relieve you of a great deal of worry.

Have your corset fitted often. Clean and air well for the sake of health. You should have three pairs of corsets a year—never less than two. If you have a supply in readiness you will not be afraid that your dressmaker will have to change all your last season's clothes. Indeed, a corset for each suit or gown will quietly assert a self-controlled, well-dressed woman, which you cannot fail to be.

(271 words)

Mme. Zugschwert.

Arrange this on the style of letter 107.

vicinity
perceive

perception
perquisite

transient
complexion

despicable
enterprise

CORSET COMFORTS

Once we thought that good form required a certain rigid symmetry of figure, held in unbendable position. Happily we have changed our views and added to our comforts by the discovery that the best lines and curves for the artist to follow are those which are true to nature in action.

Some bad forms have been acquired by improper breathing, by a careless carriage, and by badly-shaped corsets. Watch your daughters in school, and be sure they do not wear clothing they have outgrown, or waists or corsets not properly made. As we move, or grow, or change with time, our shapes are formed, and if we carefully watch our habits in these respects, we shall discover many reasons why we do not develop active and well formed bodies.

Wear corsets especially made for you, and you will find your figure naturally growing into a good one. The right corset provides freedom for full, deep breathing, and obviates abnormal inactivity of the muscles.

Our corsets are light and pliable. The bones we use are commanding, and spring back to their designed shape and position after each movement of the body. You will find us always ready to care for your corset comforts.

(205 words)

Mme. Zugswert.

ALWAYS ON TIME

With all the comfort and satisfaction to be had from made-to-order garments, there is one vexing and troublesome consideration, and that is the anxiety about having the garment when it is promised.

If you wish to avoid worry, the first thing is to give your order in due and reasonable time. The next is to keep your appointments for fitting exactly on time.

complaisant
ignominious

audible
credential

inefficient
enumerate

suspicious
palatable

The third is to patronize those who are always on time and ready for you. It gives you confidence that you will get what you order, and that you will receive devoted attention.

It is in such a spirit of devotion to our patrons that we meet each and every one. We have the facilities and the stock on hand to manufacture with dispatch. There is no stage of the process which requires delay in order to secure more satisfactory results. We require only two fittings.

When you think of ordering a new suit or gown, visit your corset-maker in advance to secure your lines, curves, and style, for nowadays it is the corset designer who builds your shape and secures your comfort. Have your dressmaker or your tailor fit you and your corset. The full yet slender figure will always be considered nearest the perfection of beauty. We can give you what is exactly suited to your height and figure, and always at the time agreed. (249 words)

Mme. Zugschwert.

We trust that in the coming year we may have you with us.

98

(Letter-head) May 25, 1919.

Dear Mr. Cody:

I want to tell you *why* you can get results out of Collier's this summer.

The war, the Presidential campaign, and the St. Louis Exposition are bound to hold the attention of our readers despite weather conditions.

What has happened to date in the far East has been simply preparation for war; the real fighting is yet to come.

The political campaign is getting hotter every week. The two great conventions will be seething with human interest. Collier's will be represented by an able and

condemn
synonym

excellence
consequential

homeopathy
allopathy

society
vestige

unbiased staff, headed by Mr. Norman Hapgood and Mr. Peter Dunne, whose famous "Dooley" letters will make their first re-appearance exclusively in Collier's.

Thousands will find it impossible to visit the Exposition. They will, however, wish to see it on paper.

Between July 1st and September 3rd, there are ten issues of Collier's. If you will give us good strong copy for five issues, it is my opinion we shall give you value received; and, furthermore, by not dropping out for two months, you will secure a most salutary effect on your fall campaign.

Awaiting with interest your advices, I am

Very truly yours,

(191 words)

Condé Nast.

99

Dear Sir:

Conditions under which you may obtain space in Collier's at the present rate are noted in an announcement sent under separate cover.

We had not looked for such immediate nor for such great results from the Weekly during last year, nor from the programme laid out for it at the beginning of this year.

That results *have* come more quickly, and in greater volume than had been expected, is your opportunity.

You will note that May 16 is the last day for placing an order at the old rate.

Yours truly,

(103 words)

100

My dear Sir:

I have every reason to believe that Collier's is giving advertisers better returns now than ever before in the history of the publication. This is due, I think,

subsequent
irreparable

lieu
almond

litigate
welfare

install
instill

to the excellent value we are giving subscribers; also the advertiser, in the way of increased circulation.

You have the reservation rate of \$1.50 a line, but in order to make this reservation valid it will be necessary for you to use some space before October 1st.

Will you be good enough to bear Collier's in mind when planning your fall campaign?

Faithfully yours, (104 words)

101

(Letter-head,) June 25, 1919.

Mr. E. L. Shuman,
Chicago, Ill.

Dear Sir:

As an indication of general business conditions, I have thought you would be interested in the following information as to the amount of business carried for the first five months of 1904 by seventeen leading publications in the periodical field:

No. lines published first five mos., 1904, 1,878,567

No. lines published first five mos., 1903, 1,776,482

Increase first five mos., 1904, over 1903, 6 per cent.

In other words, the first five months of 1904 not only maintain the high-water mark reached during the first five months of 1903, but better it by 6 per cent, indicating that merchants, whatever general business conditions may be, have deemed it profitable to stick to their advertising.

As indicating the growth of advertising in the West, of the total volume of business credited these publications,

The West during 1902 yielded	39 $\frac{1}{2}$	%
" " " 1903	41 $\frac{3}{4}$	%
" " " 1904	44 $\frac{2}{3}$	%

flaccid
annual

recipe
receipt

reception
vacillate

ballot
despair

In Business Letter Writing

111

It will be noted that the West is gradually and surely superseding the East in the volume of advertising that it gives these leading publications.

Yours truly, (175 words)
Condé Nast.

Particular items may be emphasized either by indenting or by extending on either side the page. An indented item may be written single space instead of double.

This is a sample of indirect solicitation.

102

(Letter-head) June 10, 1919.

School of English,
534 Opera House,
Chicago;
Gentlemen:

Surely you are using Form Letters. The extensive advertising you are doing would naturally demand them. Now, the only points for you to consider are these:

Is the quality satisfactory?
Does the "fill-in" match the body?
Are the prices right?

If you are satisfied on all these points why, we're glad to know it. If for any reason you are *not* entirely satisfied, we shall also be glad to know this, as we are confident that we can suggest a way by which satisfaction on all of the above points may be secured.

The return of the inclosed card will bring full information, with samples.

We await your reply with interest.

Very respectfully, (114 words)
H. M. Van Hoesen Company,
By H. M. Van Hoesen, President.

This shows a new way of arranging the address that may be used occasionally to give an up-to-date air to special letters. Do not use it all the time.

total
inimitable

customary
statistics

sympathy
promiscuous

grammar
committee

103

(Letter-head) July 12, 1919.

Dear Mr. Cody:

You will probably expand somewhat in your advertising beginning with the September issues of the magazines, and I think this is an opportune time to draw your attention to SUCCESS with this end in view.

I have just returned from New York, where I have very carefully examined our subscription list, and find that we are now printing 345,000 copies, of which about 240,000 are for prepaid-in-advance yearly subscribers, and approximately 105,000 for news-stand sales, making an absolute net sale of our entire printed edition. Last month, there were probably 500 unsold, which were purposely held out and retained for binding and reference copies. We have made a steady increase in circulation during the warm months, and are still increasing, something which probably no other magazine can say.

Our August edition had \$5,000 worth of advertising above that of the corresponding month last year. This, I also feel safe in saying, is something that no other magazine can show.

Our editorial campaign, starting with September, promises to be very interesting, as in that number will begin a story entitled "The Confessions of a Politician," by David Graham Phillips. This is by far the most expensive piece of literature that we have ever purchased, but it will compare very favorably in tone and general scope with Thomas W. Lawson's article on "Amalgamated Copper," and the "Story of the Standard Oil Trust," by Ida M. Tarbell.

I would recommend a full page advertisement in this issue, and feel safe in predicting that the returns will be gratifying. We have a special full page rate, with which you are of course familiar, and the September issue of SUCCESS will certainly be a bargain.

resumé
liability

anniversary
infallible

implicit
avaricious

conscience
inconceivable

Trusting that I may hear from you favorably in this connection, I am

Yours very truly, (300 words)

.....
Asst. Adv. Mgr.

Mr. Sherwin Cody,
School of English,
City.

The policy of this magazine is to capitalize its own name in its letters.

104

(Letter-head) July 8, 1919.

Old Greek Press,
Opera House,
Chicago, Ill.

Gentlemen:

From August to November the American people will be thinking more about politics than any other one subject. The only magazine of public affairs that has ever gotten a great circulation is the Review of Reviews. During the next four months it will hold the attention of the intelligent, substantial American public.

Owing to its timely character sketches of the political candidates, to its authoritative discussion of the issues involved, to Dr. Albert Shaw's illustrated interpretation of the public life of the month, to its hundreds of pointed, fascinating, and improving portraits, pictures and cartoons, the Review of Reviews will be regarded by nearly 1,000,000 readers (counting five readers to each copy) as the ideal means of "keeping up" with the campaign.

The Chicago Convention did not close until June 23. On June 26 there were being mailed complete copies of the Review of Reviews containing the full news of the convention, a brilliant article on the Presidential nominee, Elihu Root's defense of the Republican party, and 160 portraits, pictures, and cartoons. The average magazine

merriment
muscle

strychnine
terrible

depreciate
inveigle

February
delicious

with a big edition could not have touched these events in its July issue if they had occurred a whole month earlier. The Review of Reviews is the only really timely monthly of important circulation in the world.

As such, it is read in stirring political times by every man, woman, boy, and girl in the 175,000 Review of Reviews' families, because it is the one means of finding out fully, authoritatively, and succinctly, without partisanship or sensationalism, what alert Americans want to know.

The sales of the Review of Reviews for the next few months will be about 50 per cent. larger than in the corresponding months of last year. Shrewd advertisers do not lose sight of these facts. The July issue contained more pages of paid advertising than any other July magazine in America.

These are facts, solid facts, that ought to interest you as an energetic and discriminating advertiser.

Do you not want to see your advertising in the Review of Reviews during these coming months of high tension interest in this magazine?

Advertising for the August number can be received as late as July 9, and for September as late as August 6.

Yours very truly, (377 words)

.....

Advertising Manager.

The policy of this magazine is not to capitalize the name.

Gentlemen:

Of all the single issues of any magazine, none will surpass in interest, none have so long a life, and in no case will each copy be read by so many people as the FICTION NUMBER of Scribner's.

rhubarb
conference

essence
beneficial

creditable
fraudulent

serious
fictitious

In Business Letter Writing

115

The inclosed circular, giving a table of contents, will explain why. A new story by Kipling, and seven other stories, to say nothing of other interesting features, are enough to give this issue a greatly increased number of readers.

Should you wish your advertisement to appear in this, the August number, kindly advise us either directly or through your agent, not later than July 1st.

Yours very truly, (107 words)

Charles Scribner's Sons.

A typewritten signature may be capitalized or not, as the writer may prefer. The name of the magazine is not capitalized, but "Fiction Number" is, because special prominence is to be given to this.

107

(Letter-head) Feb. 4th, 1919.

Subject: Advertising in The Four-Track News.

School of English,

534 Opera House Block,

Chicago, Ill.

Gentlemen:

In nearly every magazine and newspaper some attention is given to travel. In the magazines there is generally one illustrated article about distant lands, or queer places, or beautiful scenes. The chief interest of the illustrated weeklies is in pictures of places.

This positive proof of the great attractiveness of travel articles is what first led to the establishment of The Four-Track News.

It is the only illustrated magazine of travel.

It caters to the universal desire for knowledge about countries and places other than one's own; and having a distinct reason for being, it appeals to its readers with more than ordinary force.

rendezvous
decipher

senatorial
passage

discreet
reticent

eclipse
strategy

The Four-Track News is gaining in circulation and prestige every day, and the 50,000 copies printed every issue have been insufficient to meet the recent demand.

We think if you will examine The Four-Track News you will not only want to advertise in it, but will want to read it. We shall be glad to answer any questions, or to have you ask your advertising agent about the magazine.

Very truly yours, (183 words)
Geo. H. Daniels.
Publisher.

Writing the subject at the head of a letter is a convenient and useful method, often used by railroads.

108

Dear Sir:

In our letter of April 28th we wrote you something about our purpose in publishing a magazine to influence intelligent readers. Strangely enough, within the next week we received a number of letters from widely separated points in which readers of our magazine expressed their ideas about our purpose as *they* understood it.

A cultured millionaire of Boston, in ordering a subscription for a friend, said, "I particularly want the numbers containing all the articles by Annie Payson Call on 'The Freedom of Life'." From the comfortable home of a woman in Garden Grove, Cal., comes the following: "'Leslie's Magazine' has been a constant visitor in our house for twenty years; the children grew up with it." From Beaver Falls, Pa., under date of May 10, a subscriber writes: "Magazines that give us society articles only stir up contention and strife. Your articles on public men and public questions are making the people better and more contented. You are fulfilling a duty in giving us what is best and not always what is wanted."

cocoanut
chocolate

horizontal
decision

undecieve
obvious

purview
luscious

The man has caught our idea exactly. As we have said before, we could make a magazine that would gather circulation more quickly than this one, and do it more easily than at present, but such a magazine could not have the influence that "Leslie's Monthly Magazine" possesses to-day.

You can have a share in influencing this big army of regular readers by using our advertising pages.

The July number will be strong in individualities, dealing largely with the persons who are making the history of to-day.

June 1st is the last call for copy.

Yours very truly,

Frank Leslie Publishing House,

.....

President.

Our Editor wishes to call your attention to "The Eternal Gullible," an article on fake advertising in the June number. (204 words)

A little addition may be made to a letter without "P. S." for postscript, as a method of calling special attention to some point.

109

My dear Mr. Sheldon:

It has occurred to me that you, as a member of the N. A. A. B., would be interested in scientific accounting. If you *are* interested, I have something here which is well worth your attention. This Society, whose Secretary I am, is giving a course of instruction in Higher Accounting. This is not book-keeping but *expert accounting*.

The course teaches those things which a man *must* know who aspires to be a Certified Public Accountant, for instance, or, if he desires to be an auditor or devise special sets of books for special uses.

uniform
maintain

ligament
embryo

dispense
acquiesce

coalesce
comprise

If you are at all interested in this subject it will pay you to read the inclosed booklet carefully. On page 5 of the booklet you will note that the price of the course is \$24, payable at the rate of \$2 a month, and on page 7 you will find the list of textbooks which we furnish *free* to each student. These textbooks themselves are valued at \$18, and the course at the price mentioned offers bigger value than any other on the market.

As a member of the N. A. A. B., we desire to make you a special proposition, and if you are prepared to take up this course of study now we will allow you a special discount of \$3, making the course cost you \$17 cash, or \$21 in instalments, payable \$2 down and \$2 a month.

On the back of this sheet you will see what a prominent Canadian business educator says about our course. We have scores of such letters, and are proud to say that we number among our students more than two hundred business educators.

The big feature of our Correspondence Course is the individual attention which is given to each student. Mr. J. F. O'Hara, accountant at Ottawa for the Canadian Government, writes us under date of June 13th as follows: "Permit me to thank you for the lucid manner in which the corrections and explanations are given. I am surprised that such *personal attention* has been given." This course of ours is just what its name implies, an *Individual* Home Study Course. Our Board of Examiners teach *you*, and as I have said above, if you are at all desirous of improving your knowledge of accounting, this is an opportunity you cannot afford to neglect.

Remember, the full set of five textbooks is sent to you by express prepaid upon receipt of your first remittance of \$2, and this set of books, which is a valuable library in itself, becomes your property when the course is paid for. No other charges of any kind are attached to the

compromise
sleight (meaning?)

pernicious
consummate

commute
opinion

exercise
ratify

course. Two dollars a month pays for everything. Simply sign the contract. Send it in and we will send you a credit memorandum for the special club discount of \$3 offered above, crediting it to your account.

Let us hear from you if there are any questions you care to ask which are not answered in the little booklet we send you.

Yours very sincerely, (504 words)

"Sincerely" suggests that the writer is a friend, as membership in the same society may suggest.

110

Dear Sir:

You write letters, and the success of your business depends to a large extent on the letters you write.

Do you have a system by which you improve those letters from week to week, month to month, year to year?

Or do you make the same old mistakes over and over, and waste money in the same old way, sending out the same old bad letters?

Undoubtedly you do, for ninety-nine out of every hundred business men do. There has never been anything to help them to do better.

I am the first person to devise a system for the composition of good business letters, like the systems in bookkeeping, advertising, etc.

What is advertising worth if you don't know how to handle the inquiries when you get them?

What are trial orders worth if in your letters you do not handle your customers in the right way when you get them?

Letter-writing is the key to the whole situation. The time will come when it will be regarded as the most important element.

There is a great deal to letter-writing besides a little Grammar. There is the ART OF GETTING BUSINESS BY LETTERS. I teach that art.

specimen
possess

formidable
deleterious

anecdote
antidote (dif-
ference?)

loth
loathe (differ-
ence?)

My method of teaching is direct and simple. In the simplest and most practical way I tell you what is correct English, and what is not; what is an easy way to begin a letter, and what is not; what is the common way of preparing a circular letter, and what is the winning way.

I show you a real business letter with all its errors, and then I point out the errors, one by one, in notes, finally rewriting the letter as a model letter. You see your own faults as in a mirror and know just how to correct them.

I suppose you have read the short chapter on Business Letter Writing in my books "The Art of Writing and Speaking the English Language." That was good, wasn't it? But it was short.

In my new Complete Training Course I have developed those good things in practical detail, teaching the general principles by hundreds of illustrations.

This course is only just published, but you will see that I have the strongest kind of indorsements from some of the best business men in the country. They say that I have really done something worth doing; that I have crowded my lessons with good things. You cannot doubt their testimony.

But that doesn't matter! Examine the lessons for yourself. Send the first cash payment of \$3, and I will send you at once the first three lessons of Part I and the first three lessons of Part II. If you don't find a lot of good things in them, send them back and I will refund your money.

The rest of the lessons I will mail weekly in sealed envelopes. You will get much more value out of the lessons by being stimulated every week, than by getting all at once. I will not send all lessons at once.

This new 50-lesson course of mine is really the equal in every way of any of the much-advertised courses on Advertisement Writing which sell for \$40. But I

endeavor
exonerate

dearth
porcelain

organdie
fiancé

prairie
bureau

offer a minimum of personal instruction and all the printed lessons for the very low price of \$10. If you want a full course of personal criticism drill on a weekly bundle of carbon copies of your daily letters, I will give the Complete Course and 25 personal criticisms for \$25 cash. Or if you send \$10 cash for the printed course, you may have the personal instruction at any time within six months for \$17 cash, or \$20 on installments, \$5 down and \$5 a month. The regular price of the criticism drill alone is \$25.

Better get these lessons so that you will be prepared to do better work when the fall rush comes. Begin to think NOW.

Cordially yours, (664 words)

English Style

111

21, High Holborn, London, W. C.,
24th March, 1919.

Sherwin Cody, Esq.,
527, Chicago Opera House,
Chicago, U. S. A.

Dear Sir:

I shall shortly publish a new advertising annual under the name of the F. E. Coe Red Book on Advertising.

Unlike some publications of a similar character, this book will be not merely a vehicle for collecting advertisements from publishers, but a genuine endeavour to promote the best interests of press publicity by guiding the inexperienced, and clearly pointing out such journals as can be depended upon by reputation and circulation to bring results with the right kind of advertising.

The names and rates of the leading papers of Great Britain are given. Moreover, for the convenience of rapid reference they are arranged under different class

pneumonia
bevel

stencil
scholar

milliner
verbatim

auxiliary
re-imburse

headings, as, for instance, "Ladies and Fashion," "Religious and Temperance," "General," etc., etc.

In addition to this, I have compiled for the benefit of advertisers certain "Selected Lists" of leading daily papers, leading weekly papers in all classes, and leading monthlies—such publications as I have found by experience and know by repute to be profitable media.

In view of the great loss of money that occurs all the time by advertisers, using through ignorance or persuasion papers of doubtful value, this feature—an innovation which has never been made before—will be welcomed. It may prevent many costly experiments, and should substantially benefit the publisher whose rate or tariff represents a reasonable and honest *quid pro quo*.

The F. E. Coe Red Book is an international publication, and not only takes in the press of Great Britain, but deals with the chief countries of Europe; and in a similar manner the press of each territory, and of the United States of America, is dissected, and separate "Selected Lists" are printed.

The annual will contain many articles of practical value to all those who are interested in newspaper advertising, and it particularly aims to influence the man who has failed to grasp the value of publicity as a means of widening his business.

I feel that the F. E. Coe Red Book is going to be of real service to you.

It will circulate not only among the leading advertisers and commercial houses of the country, but also among Continental and American firms. All these people require your specialties, and this publication is an easy and direct means of attracting their attention.

The advertisement pages measure 4 and 3/16ths by 7 and 1/16th inches, and are interleaved on each left-hand page in the British section.

apothecary
Louisiana

Tennessee
Massachusetts

Mississippi
Connecticut

Mackinac(-naw)
Cincinnati

The price is 3 guineas a page, 37/6 a half page, and 21/ a quarter page.

I await the favour of your kind and prompt instructions, and with best wishes I am

Yours very faithfully, (439 words)

F. E. Coe.

Notice the method of writing fractions of inches. By 37/6 is meant, 37 shillings and sixpence, etc. Notice that "favour" and similar words are spelled with "our." For a complete list of these words, see appendix of Cody's Word-Study. English writers place a comma after the street number in an address.

The particular name of any specialty handled by a house should have every word capitalized at all times, in order to give dignity to it; but this does not apply to any article not a specialty, as a "hemmer," a "pitcher," a "dishpan," "tie straps," "our cameras," etc.

If a firm name has "and" in it, always write the sign, as "Lyon & Healy," never "Lyon and Healy."

Valparaiso	comptroller	granary	fiery
Chautauqua	assessment	emanate	biscuit
weather	breath	wreath	fierce
whether	breathe	wreathe	niece
although	suspicion	donor	advertise
handkerchief	build	proprietor	comprise
condescend	extravagant	oscillate	rescind
almanac	specimen	license	dubious
inst. (no plu.)	Messrs.	descent	disappoint
ult. (no plu.)	Des Moines	trafficked	indorsement
melon	chattel	benefit	misspell
chamois skin	cellar	thorough	missent
commission	cancellation	mean	cloth
business	deceived	mien (difference?)	clothe
there	color	Worcester	insight
their	collar	incite	dissent

