

On the Technique of Business English Writing

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I. Polite Expressions in Business Writing.

As properly pointed out by Otto Jespersen,⁽¹⁾ "The essence of language is human activity—activity on the part of one individual to make himself understood by another, and activity on the part of that other to understand what was in the mind of the first," language is a means by which we human beings communicate what we intend to convey to other individuals.

Business English is nothing but a kind of English, which is chiefly used in business activities carried on by us human beings.

Language thus interpreted, it is essential for us to really understand what human nature is. Especially in the realm of business activities, this real understanding of human nature plays a very important role.

The characteristic of Business Writing is rightly clarified by Professors Hotchkiss and Kilduff as follows:⁽²⁾ -

"The technique employed in the composition of business letters differs from that used in literary writing, for the reason that the purposes are different. The purpose of a literary composition may be to entertain the reader (as in the instance of a novel or short story) or to inform the reader (as in the instance of an article or essay). It rarely happens that the primary purpose, except in the case of propaganda, is to bring about a responsive *action* on the part of the reader. And so it happens that the writer of literary composition is chiefly concerned with the technique of *expressing* his ideas. But in business writing, the primary purpose is to secure profits by bringing about an immediate or ultimate response or action from the reader. Unless the

(1) Otto Jespersen: *Philosophy of Grammar*, 1929, p. 2.

(2) G. B. Hotchkiss & E. J. Kilduff: *Advanced Business Correspondence*, 3rd. Rev. ed., 1937, p. 5.

reader takes some kind of action, no profits can possibly result. Whether he acts or not depends upon the incentive the letter gives him, the impression it makes upon him. It is not enough that it should express the writer's ideas accurately and clearly. It must also impress them upon the reader. Hence the writer of business letters is chiefly concerned with the technique of *impressing* his ideas upon the reader's mind in such fashion as to cause action. The essential difference, then, between the technique of literary writing and that of business writing resides in this distinction between expression and impression."

If we accept this proposition made by the above authors on the characteristic technique to be employed in business writing—*i.e.*, the technique of impressing the reader so as to bring about some kind of responsive action on his part, a psychological inquiry into the analysis of human nature will become much more essential.

It is quite natural that we human beings should take the best and most interest in ourselves. This universal "self-interest" is then to be regarded as one of the most important factors to be taken into account in business writing. This naturally explains the special emphasis to be put on the so-called "You Attitude" technique in business writing. What is then meant by "You Attitude"? It means that the writer should compose a letter from the viewpoint of the reader. It does not necessarily mean that the subject-word of a sentence in the particular letter should be always "You," but it means that in writing a letter the writer should be considerate and careful enough to pay his best attention to how the reader feels or thinks or reacts when he reads the letter addressed to him.

The psychological nucleus of "You Attitude" may be found in a polite or courteous or considerate attitude on the part of the writer. This is the natural reflection of character, personality and mental attitude of the writer. How can this polite attitude be shaped into actual Business English expressions?

(1) Personal Colour *versus* Impersonal Colour.

To give a sentence some personal colour, *i.e.*, to give more or

less "subjectivity", is in some cases rather effective in giving some "familiarity". At the same time, it must be warned that excessive personal colour causes unpleasant feelings in the mind of the reader.

The chief technique employed for this purpose is to use a personal subject instead of an impersonal subject. In this respect, the use of the First Person as subject should be avoided as far as possible, the reason being that the so-called "We Attitude" is likely to give the feeling of superiority of the writer over the reader. Therefore, it would be most advisable for the writer to use Impersonal Subject so as to give "objectivity" feeling unless there exists some special reason or necessity for the use of Personal Subject.

Compare the following sentences :-

- (a) *We* shall spare no efforts to give you full satisfaction.

No efforts shall be spared *on our part* to give you full satisfaction.

- (b) *We* want you to pay your overdue bill without delay.

A remittance from you for this overdue bill at an early date will be greatly appreciated.

- (c) If *we* cannot receive your remittance within a week from date, we shall reluctantly be compelled to take legal proceedings.

If *your remittance* should not be received within a week from date, it will, we are afraid, compel us to take legal proceedings.

- (d) *We* believe these goods are high in quality and reasonable in price.

You will, we believe, find these goods to be high in quality and reasonable in price.

- (e) *We* have recently received a much more attractive offer from your competitor.

A much more attractive *offer* has recently been received

from some other source.

- (f) *We* will pay our best attention to the execution of your orders.

Your orders shall have our best attention in their execution.

Our best attention shall be paid to the execution of your orders.

- (g) *You* say in your letter that *you* never wore the cloak you returned to us for credit. Our inspection department, however, has indisputably proved us that *you* wore the garment several times.

Immediately upon the receipt of the cloak that you returned to us for credit, *it was sent in accordance with our usual custom* to our inspection department for examination. Here *it was discovered* that *the cloak appeared to show evidences* of having been worn.

(2) Affirmative Expressions *versus* Interrogative Expressions.

Between affirmative and interrogative expressions there is found some marked psychological difference. In the case of any direct questions, some answer or at least some response is immediately required. Psychologically, the person who is given a direct question feels even awkward or surprised or abrupt in some cases. In contrast to this form of question, an implied or indirect question in the form of affirmative expressions sounds milder or softer to the ears of the person addressed to. From the viewpoint of politeness, this stylistic technique seems to be very effective in business writing.

Compare the following :-

- (a) How much can you pay for this?

May I ask you how much you can pay for this?

I am interested to know how much you can pay for this.

I should like to know how much you can pay for this.

- (b) Where can I find such a fine piece?

Would you kindly let me know where I can find such a fine piece?

I shall be very much obliged if you will let me know where I can find such a fine piece.

- (c) Are you specially interested in this line?

May I ask if you are specially interested in this line?

I wonder if you are specially interested in this line.

(3) Conversion of "Mood."

"Mood" is a verb form to express the mental attitude of the speaker. From the standpoint of polite expressions, the use of "Moods" proves to be quite effective if they are adequately employed.

(a) Imperative Mood—Jespersen defines this type of Mood as follows: -

"It is a will-mood in so far as its chief use is to express the will of the speaker, though only—and this is very important—in so far as it is meant to influence the behaviour of the hearer, for otherwise the speaker expresses his will in other ways. Imperatives thus are *requests*, and, these range from the strictest command to the humblest prayer."

The fundamental nature of Imperative Mood is found in impressing the speaker's will or intention on the mind of the hearer, and therefore, in many cases the will of the hearer is limited wholly or at least partially, or even neglected. The purest form of Imperative Mood, therefore, lacks the feeling of politeness or courtesy. In order to moderate or ameliorate this feeling of impoliteness or discourtesy, the following techniques may be employed to advantage.

- (i) Conversion to Mild Request.

Let me know it by wire.

Please let me know it by wire.

Be so kind as to let me know it by wire.

(1) O. Jespersen: *ibid.*, p. 313.

(ii) Conversion to Conditional Expressions.

- (a) Pay your personal attention to this matter.

We shall be very much obliged if you will pay your personal attention to this matter.

You will greatly oblige us by paying your personal attention to this matter.

- (b) Let us have your cheque in full payment of your July account.

We will appreciate it very much if you will let us have your cheque in full payment of your July account.

Your cheque in full payment of your July account *will greatly oblige us.*

(b) Subjunctive Mood—This form of Mood is employed to express the speaker's mental attitude based on imagination or supposition. This Mood shows a clear-cut contrast to Indicative or Fact Mood, in which the speaker's mental attitude is based on facts or actual occurrences. From the viewpoint of stylistic techniques, the employment of Subjunctive Mood sounds more indirect or moderate in statement compared with Indicative Mood. In business writing, therefore, Subjunctive Mood may be effectively used in place of Indicative Mood to serve this purpose.

Compare the following :-

- (a) I wonder how much you can pay for it.

Would you mind telling me how much you can pay for it?

Might I ask how much you can pay for it?

Perhaps you *could* tell me how much you can pay for it.

I *should* appreciate it very much if you *could* let me know how much you can pay for it.

- (b) Tell me which is better in quality.

I *should* (or *would*) like to know which is better in

quality.

Perhaps you *would* oblige me by telling which is better in quality.

I *should* (or *would*) be pleased if you *would* let me know which is better in quality.

(c) I think you ought to have acted otherwise.

It *would* seem to me that you ought to have acted otherwise.

It seems to me that you *might have been* able to act otherwise.

I presume there *might have been* an alternative for you before this step.

(4) Technical Addition of Polite Expressions.

While direct or straightforward expressions serve to convey the speaker's will or intention in an exact manner, they may in some cases cause ill-feelings on the part of the hearer. Human beings are most likely to fall a prey to feelings or emotions. Especially in business writing this consideration plays a very important role.

To avoid this awkward result, the technique of the addition of some polite expressions may prove to be effective in many cases.

Compare the following from this viewpoint :-

(a) We cannot accept your offer on the terms suggested.

We regret our inability to accept your offer on the terms suggested.

(b) You have made a mistake.

I am afraid you have made a mistake.

It seems to me that there is a mistake on your part.

If I am not wrong there seems to be some mistake on your part.

(c) We will offer you these goods for a week's free trial.

We are willing (or *prepared, ready*) to offer you these goods for a week's free trial.

We have the pleasure of offering you these goods for a week's free trial.

II. Transformation Techniques in Business Writing.

In writing a sentence the first consideration is how to convey the writer's idea or thought most clearly and accurately. The test of an effective and forceful sentence is to be considered also from another important point of view. That is the problem of the reader's personal interest. Any clear and accurate sentence will prove to be a failure unless it attracts the reader's personal interest. Thus, accuracy goes hand in hand with interest.

Emphasis, euphony and other factors may be regarded important in writing sentences. On the other hand, the transformation of sentences will no doubt turn out to be one of the most important and effective techniques.

The transformation of a sentence is "to change it from one grammatical form to another without altering its sense." It is, however, to be admitted that no two sentences transformed grammatically can convey exactly the same shades of meaning. Just compare the following three sentences from this viewpoint: -

- (a) There is a great demand for this line.
- (b) This line has a great demand.
- (c) This line is in great demand.

In the case of (a), much more emphasis is put on 'demand' than on 'line,' while in the case of (b) and (c) 'line' plays a more important role than 'demand.' From another angle, (a) and (c) are *static* in contrast to (b) which is *dynamic* in the nature of expression.

The shades of meaning are thus a matter of delicacy, intricacy

(1) J. C. Nesfield: *Idiom, Grammar, and Synthesis* (Book IV), 1924, p. 296.

and subtlety.

However, the transformation technique may be employed to the best advantage in Business English Writing to serve the following stylistic purposes :-

- (a) to avoid monotonous tones,
- (b) to give special emphasis on some point,
- (c) to give polite colour, and
- (d) to attract the reader's personal interest.

(1) Transformation of Sentences Expressing Condition.

The most common form used to express a condition is an expression containing 'If-clause,' but other devices through transformation may be effectively used whenever necessary.

(i) "If" being omitted.

(a) *Had I known* it, I would certainly have informed you of it.

Cf. If I had known it,.....

(b) *Should* you be interested in this line, you are welcome to a week's free trial.

Cf. If you should be interested in this line,.....

(ii) Condition implied.

(a) A week's trial of this brand will convince you of its superiority in quality.

Cf. If you give a week's trial to this brand, you will be convinced of its superiority in quality.

(b) The purchase will not fail to give you profit.

Cf. If you will make the purchase, it will not fail to give you profit.

(c) A little more careful attention will save you a great deal of trouble.

Cf. If you pay a little more careful attention, it will save you a great deal of trouble.

(iii) Infinitive used to express condition.

(a) You are quite wrong *to suppose* that you are free from any

responsibility.

Cf. You are quite wrong *if you suppose* that you are free from any responsibility.

(b) *To use* our Typewriter means to save your time and money.

Cf. If you use our Typewriter, you will find saving on time and money.

(c) You would be well advised *to make* purchases without delay.

Cf. You would be well advised *if you were to make* purchases without delay.

(d) *To judge* by his outward circumstances he must be fully reliable.

Cf. If one may judge by his outward circumstances he must be fully reliable.

(iv) Participles used to express condition.

(a) We are prepared to accept your offer *provided* [that] (or *providing* [that]) your reply by wire is received by Monday at 3 p. m., our time.

Note :- *provided* [that], *providing* [that] = if, on condition that..... (Refer to the writer's work titled, "*A New Working Dictionary of Business English & Correspondence*," Rev. Ed., 1960, p. 530 ff.)

(b) *Supposing* you are in financial embarrassments, I am quite willing to help you.

(c) Objections to this plan, *supposing* there should be any, should be reported to the committee without delay.

(d) *Assuming* the hearty cooperation of all the members (or *Assuming* that all the members will heartily cooperate), it is reasonable to expect that the meeting will prove to be a success.

(e) Strictly *speaking*, that is not a fair deal.

Cf. If one must speak in a strict sense, that is not a fair deal.

(v) Prepositional Phrases used to express condition.

(a) *With ordinary care*, the goods ought to arrive there in good

condition.

Cf. If ordinary care is taken of the goods, they ought to arrive there in good condition.

- (b) *Without your help*, we can hardly get out of the present financial difficulty.

Cf. Unless we get your help, we can hardly get out of the present financial difficulty.

- (c) *But for your kind support*, it would be impossible for us to hold our own in this market.

Cf. If it were not for (or Were it not for) your kind support,

.....

- (d) The document is perfect *except for* this minor mistake.

Cf. If we leave out this minor mistake, the document is perfect.

- (e) All our stock, *save for* a few lines, has been cleared.

Cf. All our stock, if a few lines are excepted, has been cleared.

(vi) Relative Pronouns used to express condition.

- (a) A little better attention, *which* we might have paid to the matter, would have certainly saved us from this difficulty.

Cf. If we had paid a little better attention to the matter, it would have certainly saved us from this difficulty.

- (b) Any firm *who* should be indulged in rash speculation would come to grief.

(vii) Attributive Adjectives used to express condition.

- (a) A *trustworthy* firm would have acted differently.

Cf. A firm would have acted differently if they had been trustworthy.

- (b) There is little, *if any*, difference between the two.

(viii) Imperative Forms used to express condition.

- (a) *Give it a trial*, and you will find it satisfactory.

Cf. If you give it a trial, you will find it satisfactory.

- (b) *One more such loss*, and we are sure to ruin.

Cf. If we should suffer one more such loss, we are sure to ruin.

(c) *Avoid it at all cost*, or you will be in difficulty.

Cf. If you don't try to avoid it at any cost, you will be in difficulty.

(d) *Suppose* I made such a promise.

(e) *Assume* you accept it.

(f) *Let me explain* how this conclusion has been arrived at, and you will understand that we could not do otherwise.

(ix) Question Forms used to express condition.

(a) *Are you in debt to anyone?* Then you cannot be appointed to this post.

Cf. If you are in debt to anyone, you cannot be appointed to this post.

(b) *Are we all agreed?* Then the resolution can be passed.

Cf. If we are all agreed,.....

Note: From the above question forms, the following forms have developed. Refer to the following:- Curme & Kurath: *A Grammar of the English Language*, Vol. III *Syntax*, 1931, p. 327.

(c) *Should you find them*, let me know.

(d) *Were I to be late*, would you wait for me?

(e) *Had he told me of it*, I should have acted otherwise.

(x) Conjunctional Phrases used to express condition.

(a) *In case* they refuse their payment, we shall reluctantly be compelled to bring an action against them.

(b) We are quite willing to place you with an order *on condition that* you can make delivery within a month from receipt of orders.

We are prepared to make this concession *on supposition that* you will hold yourselves liable for any consequence arising from it.

We agree to make this concession *on the dear* (or express) understanding (= if it is clearly or expressly understood) *that* payment is made within the stipulated time.

(c) I should dismiss him *but that* his father was an old and faithful servant.

Cf. I should dismiss him *if* his father had not been.....

We should have been able to make delivery as stipulated *but that* this dislocation was caused by the recent fire.

(d) We agree to accept your offer *conditionally* to your granting us 5% discount.

We are ready to send you a fair-sized order *conditionally upon* the goods being delivered into our hands within ten days from date.

He made a promise *conditional on* circumstances being favourable.

(e) *In case of* default, we are under penalty.

Cf. In the case of (=As regards) him, an exception was made.

(f) *In the event of* their having no stock on hand, where can we find them?

In the unlikely event of your being unable to make delivery by the date, we shall be compelled to cancel our order.

(g) *So that* (=On condition that, Provided that, If only) they make full payment previous to shipment, you may get any orders from them.

So that it is well done, it matters not how.

Cf. If only it is well done, it matters not how it is done.

(2) Transformation of Sentences Expressing Concession.

Historically, the Concessive Clause in English has partly developed out of the Conditional Clause, and upon this historical background we perceive close relations between those two kinds of clauses so frequently used effectively in Business Writing.

Curme explains this relation as follows:⁽¹⁾

“As can be seen by the use of *if*, the concessive clause has in part developed out of the conditional clause with which it is often closely related. On the other hand, the concessive clause has affected the conditional clause, as can be seen in *as though*, which is often used

(1) Curme: *Syntax*, p. 333.

with the force of *as if*: 'He looks *as* [would like] *though* (=if) he were sick.'

The commonest form used for expressing Concession is found in the use of 'Though-clause,' but through transformation some other devices may be employed as shown by the following examples.

(i) Though-clause used to express concession.

(a) *Though* the shipment was partly damaged, most of it arrived here safely yesterday.

Most of the shipment arrived here in good condition yesterday, *though* there was some damage in it.

Most of the shipment was delivered in good condition; some of it suffered damage *though*.

Note: As regards the last example in which 'though' is used as adverb, Curme explains as follows: -⁽¹⁾

"Where *though* clause preceded, the subordination is evident, but where it follows, the subordination can often be indicated only by a rapid enunciation. Coordination can often be marked by putting *though* within the proposition or at the end."

Kellner also endorses Curme's view: -⁽²⁾

"The use of *though* in Modern English offers an interesting illustration of the second stage of development. While commonly used to introduce the dependent sentence, it has at the same time kept its old place in the principal sentence, as in the following instance: "A foolish coxcomb," "Ay! let him alone *though*."....This function of "though" answers to that of many other particles in Old Teutonic dialects."

Note: Regarding the use of "though" and "although", the explanation given by H. W. Fowler will be found practicable in writing: -⁽³⁾

"The definite differences between the two hardly need stating; they are: first, that *though* can and *although* cannot be used as an adverb, placed last (He said he would come; he didn't, *though*); and

(1) Curme: *Ibid.*, p. 333.

(2) Leon Kellner: *Historical Outlines of English Syntax*, 1924, § 101.

(3) H. W. Fowler: *A Dictionary of Modern English Usage*, 1927, p. 651.

secondly that *though* is alone possible in the *as though* idiom. In the use common to both forms, *i. e.* as a complete conjunction, no definite line can be drawn between them, and either is always admissible; but it is safe to say, in the first place, that *though* is much commoner, and secondly that the conditions in which *although* is likely to occur are

(a) in the more formal style of writing,

(b) in a clause that does not follow but precedes the main sentence, and

(c) in stating an established fact rather than a mere hypothesis: He wouldn't take an umbrella *though* it should rain cats and dogs; *Although* he attained the highest office, he was mediocre ability."

(b) Poor *though* (=as) he is, he is honest.

Cf. *Though* he is poor, he is honest.

Fine *as* the quality is, the price is prohibitive.

(c) *Although* (=Though) he is to be responsible for the error, he insists *as though* (=as if) he made no error.

(d) *Even though* you *were* against it, I *would* still stick to it.

Even though you *had been* against it, I *could not have done* otherwise.

(e) *Though* his reputation is at stake, *yet* I confide in him.

Although it may seem incredible, it is *nevertheless* true. (Curme)

The goods, *though* a shade higher in price, will fill your requirements to your full satisfaction.

(ii) If-clause used to express concession.

(a) *If* I am wrong, you are wrong too.

Cf. Granting that I am wrong, you are wrong too.

(b) *Even if* you should find this a little high in price, you would certainly be satisfied with the quality.

Even if he is the man you say he is, I still cannot bring myself that he is the right man for the position.

(iii) "As" used to express concession.

(a) Bad *as* (=though) he is, he has some good points.

Cf. Bad *as* he may be, he has some good points.

Let him be ever so bad, he has some good points.

(b) Limited *as* his capital is, he is very trustworthy.

Tired *as* he was, he did not neglect his duty.

(c) Interesting *as* it seems, there is much room for consideration.

(d) Seldom *as* an accident happens, we cannot do away with insurance.

Cf. Although an accident may seldom happen, we cannot....

.....

In spite of the fact that an accident seldom happens, we cannot do away with insurance.

(e) Boy *as* he was, he was well-informed.

(f) Small capital *as* he has at his disposal, he enjoys general confidence among the trade.

Cf. In spite of (=With, For all) the small capital at his disposal, he enjoys general confidence among the trade.

(g) Try *as* you may, you will find it difficult to get it through.

(h) Be that *as* it may, you must do your best.

Cf. Let that be *as* it may, you must do your best.

(i) Knowing *as* they do the character of the government, they can hardly blame the rest of the world. (Jespersen)

Note : -

References : - Curme : *Syntax*, p. 334 & p. 337 ; Jespersen : *Modern English Grammar*, III, p. 175 9.43 & p. 176 9.46.

(iv) "However, etc." used to express concession.

(a) *However* often he may try, he will never succeed.

However hard we may work on this offer, we cannot bring about business.

(b) *Whatever* occurs, there is nothing to be feared about it.

Whatever is worth doing at all, is worth doing well.

Whatever attractive offer is made by them, we cannot accept it unconditionally.

(c) *Whoever* may say so, I cannot bring myself to believe it.,

Whoever else objects, I do not.

(d) *Whichever* may turn out to be true, it doesn't matter much.

He will find some difficulty, *whichever* course he may take.

(e) *Wherever* you may make enquiries, we are sure you will find it hard to get a better quality.

(f) *Whenever* we can find any goods suitable for your market, we shall not fail to let you know by wire.

(v) Relative Pronoun used to express concession.

(a) These goods, *which* (=though they) are very reasonable in price, seem to be inferior in quality.

(b) He, *who* (=although he) started business with a rather limited capital some five years ago, is now doing a large business in this line,

Note :- 'Many American boys *who* (=although they) have had few advantages in their youth have worked their way into prominence.' (Curme: *Syntax*, p. 338)

(vi) "No matter how, etc." used to express concession.

(a) *No matter how* profitable the business may be, there is some room for reconsideration.

(b) *No matter what* they insist upon, they should be held fully responsible for this delay in shipment.

(c) *No matter where* you go, *no matter who* your ancestors were, *what* school or college you have attended, or *who* helps you, your best opportunity is in yourself.

(vii) Imperative Clause used to express concession.

(a) *Laugh as much as you like*, I shall stick to my plan to the bitter end. (Curme)

Study as hard as you will, you cannot master it in such a short time.

(b) *Accept the offer as you are advised*, and you will not regret it.

(c) *Let him say what he will*, it doesn't matter much.

Gf. Say what he will, it doesn't matter much.

(d) *Go where he will*, he cannot have his own way.

(e) We will take the lot, *cost what it may*.

Cf. We will take the lot, cost it what it may.

" " " , let it cost what it may.

" " " , whatever it may cost.

" " " , no matter what it may cost.

" " " , though I should pay ever so high a price.

(viii) "For all, In spite of, Admitting, etc." used to express concession.

(a) *For all* our best efforts, part of our shipment has been shut out.

For all that you may say in your defence, he will not trust you.

He often loses his temper and can become unreasonable. *For all that* we like him, as he has some fine traits.

(b) *With all* his faults, I still like him.

With this merit, this line is not being sought after in the market.

(c) *In spite of* (=Despite) all the care we have taken in handling the shipment, one of the cases was broken to pieces.

In spite of that, we could dispose of the lot at the price named.

In spite of (=Despite) the fact that they were evidently to be held responsible for the damage, they declined to pay the damages.

(d) *Admitting that* there was some misunderstanding on their part, this is not to be taken as an excuse for this error.

Granting that this is true, the difficulty is not removed.

(e) *Notwithstanding* their substantial loss in the enterprise, they have so far succeeded in tiding over their financial difficulty.

(f) Even *assuming* a great willingness on the part of the members to work, few are properly prepared for the task.

(ix) Co-ordinate Clause used to express concession.

- (a) *It is true* that an accident seldom happens, *but* we cannot do away with insurance.
- (b) His capital is limited *indeed, but* he is a businessman to be fully relied upon.
- (c) He is always chin-deep in debt; *nevertheless* (= none the less), he is always jolly.
Cf. This is better than that in quality; *for all that*, it is as low as that in price.
- (d) There is much point in what you say; *at the same time* (= nevertheless) we adhere to our own opinion.

P. S. :- This Article is not in any sense a complete study

“On the Techniques of Business English Writing.”

The following subjects are to be discussed later in addition to those treated in this Article :-

Transformation of Sentences Expressing

- (a) Purpose and Result
- (b) Degrees of Comparison
- (c) Extent and Manner
- (d) Time

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