

BEHIND THE SCENES...

Secretary's Keepsake was the brainchild of Dr. K. R. Hathi - a brilliant Godrej veteran, pan-India Sales Manager in the 1980's & 90s and also a Sloan Fellow at MIT, USA. He had a penchant for such 'food for brain' material and first came across a similar guidebook when he was in the U.S. The salesman in him saw in it a brilliant promotional tool.

The handbook, published in 1982, was given along with the Prima Typewriter, as a goodwill gesture towards our institutional customers - Typing Institutes and Stenography schools. It was also distributed during the National Speed Typing Championships.

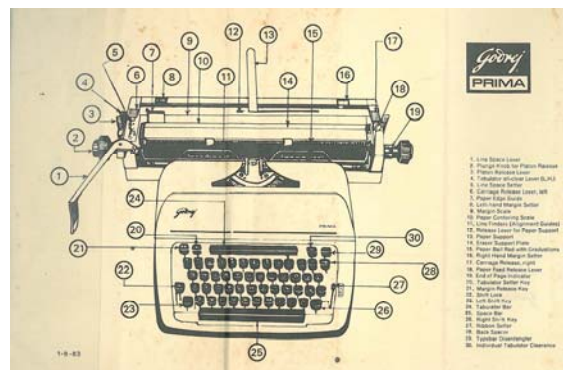
This valuable 'keepsake' came to the Godrej Archives through Mr. Indrapal Singh (Editor: *CHANGE* magazine), who had it in his possession for nearly 30 years!

Some outstanding examples of funny English spoken by us
"Draw a round circle".
"Open the doors of the window"
"Both of you three get out of class!"

Had a good laugh, right? These seem even more amusing, partly because we know them to be real and partly as we have our own share of endeavours with the English language.

How often have you said, "What kind of a thing/fruit/dress/hat/book/, etc. is that?" without realizing that the expression 'kind of', should not be followed by the article 'a'!

Don't we keep getting confused between words like 'emigrate' and 'immigrate'?



Godrej Prima

With compliments from

Solutions to such perplexing questions can be found in the 'Secretary's Keepsake' – a handbook brought out, like the name suggests, for stenographers and secretaries; for it is they who handle most of the internal correspondence and external official communications, and thus are responsible for creating and upholding the company's image and repute. Therefore secretaries, more than anybody else, were required to have sound knowledge and perfect command over the Queen's language.

A mere glance through the 'Secretary's Keepsake' will convince one of its utility and value. It truly lives up to the tagline of Godrej PRIMA – *'Makes a good secretary a great one'!!!*

Presenting below a few useful pointers from an ageless archival item:

Indrapul S/S

Steno's handbook

Steno's Handbook

RULES FOR GOOD ENGLISH

Every organisation must have its own "house-style" for presentation of letters, quotations, reports, annuals, books, magazines, agreements, and any other written typed or printed matter. The typists and stenos are largely responsible to create the correct image and portray it to the fullest advantage.

A few authors have a keen interest in creating a "house-style", but others will generally accept it as it portrays a distinctive image.

In order to create this image, it becomes necessary to establish and become conscious of the English language, punctuation marks, hyphenation, tabulations, fractions, quotations and several other aspects of typography to achieve perfection and establish styles.

This dictionary tries to draw attention to several factors to assist and be a guide to typists, authors, proof-readers, printers and publishers to try and become consistent and achieve a reasonable uniformity of style achieving efficiency and accuracy.

1. USE OF **a** or **an**

- (a) Always use **an** before vowels (characters a, e, i, o and u) and diphthongs (union of two vowel sounds in a single compound sound e.g. oi, ou, au, etc.).

Some examples are :- an actor, an orator, an uncle, an outing, an ointment.

- (b) When **h** is silent then **an** is used instead of **a**.

example :- an heir, an hour, an honour.

- (c) In almost all other instances **a** is used instead of **an**.

- (i) If **h** is aspirated (sounded) then **a** is used instead of **an**.

A dictionary of usage for typical troublesome words.

abhorrence (n.) Use *of* when followed by a preposition.

abhorrent (adj.) Use *to* when followed by a preposition.

about (prep.) Never use the combination of words "*at about*" as it becomes most ambiguous. If you want to be precise use *at*, if you want to be approximate use *about*.

above Preferably to be used as an adverb or preposition. Try avoiding to use *above* as an adjective or noun.

accede (v.) Use *to* when followed by a preposition.

accompanied (v.) Use *by* when a person accompanies another, but use *with* when the reference is to intangible things.

accountable (adj.) Use *accountable to* when referring to a person, but *accountable for* when referring to something.

adapt, adopt (v.) To *adopt* 'means' to take as one's own, for instance one can adopt a child belonging to someone else's family. To *adapt* means to adjust or make fit or suitable to changes.

addicted to, subject to *Addicted to* means having a bad habit or indulgence. *Subject to* means "liable to" or "conditional upon".

adept (adj.) Use *in* or *at* when followed by a preposition.

adequate (adj.) Use *for* when followed by a preposition and the meaning is "enough" or "sufficient".

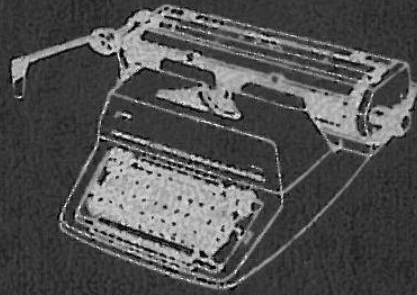
Business Abbreviations

- A.a.r.** } Against all risks.
A.r. }
- a/c** Account.
A/G Account Current
Acc. Acceptance; accepted.
Ad ref. Ad referendum—matter subject to reference before being final.
ad val. Ad valorem—according to value.
Afloat Vessel of sea.
A.g.b. A good brand.
A.L.S. About like sample.
Anglo-form Chamber of Shipping Cotton, etc. Charter freight paid on steamer's net reg. ton.
A/or. And, or.
A/o. Account of.
A.P. (1) A protester (to be protested—bills). (2) Additional premium (insurance).
A/R. All risks.
A/s. Account sales.
A/T. American Terms (grain trade) Association Terms.
Aus. T. Australian Terms.
Av. Average.
@ at.
@ p.lb. at per pound.
- Bags/Bulk** Part in bags, part bulk.
“Baltcon” New Baltic Cool Charter.
“Balttime” Uniform Time Charter.
Bar. Barrel.
B.B. Bill Book.
B.Ch. Bristol Channel.
B/D. Bank Draft.
Bgs. Bags.
Bd. Bond.
Bds. Boards.
B/E. Bill of Exchange.
B.G. Birmingham Gauge.
B/H. Bill of Health.
B.H.P. Brake horse-power.
Bk. Bank; book; backwardation.

FOREIGN WORDS AND PHRASES

Fr. = French. Ger. = German Gr. = Greek It. = Italian
L. = Latin

ad infinitum (L.) to infinity
ad libitum (L.) as much as you please
ad nauseam (L.) to the point of disgust
aide-de-camp (Fr.) an officer who helps a general (*abb.* A.D.C.)
a la carte (Fr.) (of a meal) ordered course by course as you wish
al fresco (It.) in the open air
alma mater (L.) your university or school
amour propre (Fr.) "self love", vanity
Anno Domini (L.) in the year of Our Lord (*abb.* A.D.)
au fait (Fr.) well acquainted with
au revoir (Fr.) goodbye, till we meet again
autobahn (Ger.) a highway for motor traffic
bête noir (Fr.) something you dislike much
billet doux (Fr.) a little note
blasé (Fr.) bored
bona fide (L.) in good faith
bon mot (Fr.) a witty remark
bon voyage (Fr.) happy journey
carte blanche (Fr.) freedom to do as you like
chef-d'oeuvre (Fr.) chief work
chic (Fr.) smart
cliché (Fr.) a well-known and well-worn phrase
cordons bleu (Fr.) a cook of the highest excellence
coup de grâce (Fr.) a finishing stroke
début (Fr.) a first appearance
Dieu et mon droit (Fr.) God and my rights
dramatis personae (L.) the characters in a play
élan (Fr.) force, dash, driving power
en bloc (Fr.) all together
en masse (Fr.) all together, in a mass
en route (Fr.) on the way; while travelling
entre nous (Fr.) between ourselves
esprit de corps (Fr.) team spirit
et cetera (L.) and so forth (*abb.* etc.)
eureka! (Gr.) I have found it! Here it is!
ex officio (L.) by virtue of your position
fait accompli (Fr.) something already done
faux pas (Fr.) a slip in behaviour
finis (L.) the end



Makes a good Secretary a great one

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