

Reference Skills

OBJECTIVES

When you have completed this online chapter, you will be able to do the following:

- Describe several types of dictionaries.
- Use a dictionary confidently to determine spelling, meaning, pronunciation, accent, word usage, and word history.
- Select a dictionary to suit your needs.
- Anticipate what information is included in dictionaries and what information is not.
- Understand the value of reference manuals.
- Use an electronic dictionary with confidence.

PRETEST

Answer the questions in the pretest to assess your reference skills and also to give yourself a preview of what you will learn. Compare your answers with those at the end of the exercise. When you complete this chapter, take the posttest to measure your improvement.

Write *T* (true) or *F* (false) after the following statements.

1. Today's business and professional people use both print and online dictionaries. _____
2. Dictionary guide words help readers pronounce words correctly. _____
3. The usage label *archaic* means that a word is very old. _____
4. All dictionaries present word definitions (senses) in the same order. _____
5. A reader should not expect to find the spelling of the plural form of *business* in most dictionaries. _____

1. T 2. F 3. T 4. F 5. T

Just what is business English, and why should you study it? Business English is the study of language fundamentals. These basics include grammar, usage, punctuation, capitalization, and number style. Because business people must express their ideas clearly and correctly, such language basics are critical.

In today's workplace, you can expect to be doing more communicating than ever before. You will be participating in meetings, writing reports, and sending many email messages. Suddenly, English skills are becoming very important. Professional people who never expected to be doing much writing on the job are finding that the Internet forces everyone to exchange written messages. As a result, professional people are increasingly aware of their communication skills. Misspelled words, poor grammar, sloppy punctuation—all these faults stand out glaringly when printed. Not only are people writing more, but their messages are travelling farther and are being seen by larger audiences than ever before.

Because of the growing emphasis on exchanging information, language skills are increasingly relevant. As a professional person, you will want to feel confident about your writing skills. This textbook and this course can sharpen your skills and greatly increase your confidence in expressing ideas. Improving your language skills is the first step toward success in your education, your career, and your life.

When Jennifer S. enrolled in business English, she did not plan to become an expert in the subject. When she finished the course, she didn't think of herself as an expert. However, when she started to work, she discovered that many of her fellow workers considered her an English expert. Most of them had no specific training in grammar—or they had studied it long ago, and their skills were very rusty. Jennifer found that even her boss asked her questions like “What are they doing now about letter salutations?” or “Where do you think we should put that apostrophe?” Because she had just finished school, her co-workers assumed she knew all the answers. Jennifer didn't know all the answers, but she knew where to find them.

One of the goals of your education is to know where to find the answers, as well as how to interpret the information you find. Experts do not know *all* the answers. Lawyers refer to casebooks. Doctors consult their medical libraries. And you, as a student of the language, must develop skill and confidence in using reference materials. You can become an English expert not only by learning from this textbook but also by learning where to find additional information when you need it.

DICTIONARIES

Using references should become second nature to you. Dictionaries and online resources are invaluable when you must verify word spellings and meanings, punctuation style, and usage. If you have your own personal library of reference materials, you can find information quickly. At a minimum you need a current desk or college dictionary and a good reference manual. Another helpful reference book is a **thesaurus**. This is a collection of **synonyms** (words with similar meanings) and **antonyms** (words with opposite meanings). Many helpful resources are now available digitally, whether online or in a software program such as Microsoft Word.

A dictionary is an alphabetical list of words with their definitions. Most dictionaries contain pronunciation guides, parts of speech, word history or etymology, labels, and other information which you'll learn about in this chapter. You can purchase dictionaries in almost every language. Bilingual dictionaries, such as English-French and Italian-English, are increasingly popular in today's global marketplace. In addition, many fields, such as law and medicine, have specialized dictionaries that contain vocabulary specific to that field.

Professional people today make use of both print dictionaries and online dictionaries. Even with the availability of online dictionaries, many prefer to have a print dictionary

handy to look words up quickly and easily. First, you'll learn about print dictionaries, including how to select one and how to use it. Then, you'll learn about using an electronic dictionary, such as the one that comes with your word processing software. Finally, you'll learn how to use online dictionaries.

Selecting a Print Dictionary

Not all dictionaries are the same, as you will doubtless notice when you shop for one. To make a wise selection, you should know how to distinguish among three kinds of print dictionaries: pocket, desk, and unabridged. You should also know when your dictionary was published (the copyright date), and you should examine its special features.

POCKET DICTIONARY. As its name suggests, a pocket dictionary is small. Generally, it contains no more than 75,000 entries, making it handy to carry to class and efficient to use. However, a pocket dictionary doesn't contain enough entries to be adequate for postsecondary or college reference homework.

DESK OR COLLEGE-LEVEL DICTIONARY. A desk or college-level dictionary may contain as many as 200,000 entries plus extra features. For college work you should own a current desk dictionary, preferably Canadian. The following list shows some of the best-known desk dictionaries, including two Canadian dictionaries. Spelling, definitions, and usage in this textbook are based on *The Canadian Oxford Dictionary*, Second Edition (2004).

The Canadian Oxford Dictionary
Collins Gage Canadian Paperback Dictionary
The Concise Oxford Dictionary
Merriam-Webster's Collegiate Dictionary

UNABRIDGED DICTIONARY. An unabridged dictionary is a complete dictionary. (Abridged dictionaries, such as pocket and desk dictionaries, are shortened or condensed.) Because unabridged dictionaries contain nearly all English words, they are large, heavy volumes. Schools, libraries, newspapers, and offices that are concerned with editing or publishing use unabridged dictionaries. One of the best-known unabridged dictionaries is *Merriam-Webster's Third New International Dictionary*, which has over 450,000 entries. The most famous unabridged dictionary is the *Oxford English Dictionary* (OED). This 20-volume set shows the historical development of all English words; it is often used by professional writers, scholars of the language, and academics. CD-ROM versions are available for easy computer searching.

COPYRIGHT DATE. If the copyright date of your current dictionary shows that the dictionary was published ten or more years ago, invest in a more recent edition. English is a responsive, dynamic language that admits new words and recognizes changes in meanings, spelling, and usage of familiar words. These changes are reflected in an up-to-date dictionary.

FEATURES. In selecting a dictionary, check the features it offers in addition to its word definitions. Many editions contain biographical and geographical data, abbreviations, standard measurements, signs, symbols, foreign words and phrases, lists of colleges and universities, given names, and information about the language. Non-native users of English will find especially helpful features in dictionaries such as the *Oxford ESL Dictionary* (which has Canadian content), *Oxford Advanced Learner's Dictionary*, or various other dictionaries published by Oxford, Longman, or Collins Cobuild.



DID YOU KNOW?

The English language has about three times as many words as any other language on earth. English is estimated to include at least 450,000 words. German has 185,000, Russian 130,000, and French 100,000.



STUDY TIP

To *abridge* means to "shorten," as a bridge shortens the distance between two points. An "unabridged" book has not been shortened.



CAREER TIP

Don't be ashamed to use a dictionary on the job. Such use signifies diligence and eagerness to improve, qualities that employers seek.

Using a Print Dictionary

INTRODUCTION. Before using your dictionary, take a look at the instructions for use that are located in the pages just before the beginning of the vocabulary entries. Pay particular attention to the order of definitions (senses). Some dictionaries show the most common definitions first. Other dictionaries develop meanings historically; that is, the first known meaning of the word is shown first.

GUIDE WORDS. In boldface type at the top of each dictionary page are two words that indicate the first and last entries on the page. When searching for a word, look *only* at these guide words until you locate the desired page.

PRONUNCIATION. Special symbols (diacritical marks) are used to help you pronounce words correctly. A detailed explanation of pronunciation symbols is found in the front pages of a dictionary; a summary of these symbols may appear at the bottom of each set of pages. If two pronunciations are possible, the preferred one is usually shown first.

ACCENT. Many dictionaries show accents with a raised stress mark preceding the accented syllable. Other dictionaries use a raised stress mark immediately *following* the accented syllable. Secondary stress may be shown with a lowered stress mark or it may be shown with a stress mark in lighter print.

ETYMOLOGY. College-level dictionaries provide in square brackets [] or parentheses () the brief history or etymology of the word. Keys to etymological abbreviations may be found in the introductory notes in your dictionary. Do not confuse the etymological definition shown in brackets with the actual word definition(s).

PART OF SPEECH. Following the phonetic pronunciation of an entry word is an italicized or boldfaced label indicating what part of speech the entry word represents. The most common labels are the following (sometimes followed by periods):

<i>adj</i>	(adjective)	<i>prep</i>	(preposition)
<i>adv</i>	(adverb)	<i>pron</i>	(pronoun)
<i>conj</i>	(conjunction)	<i>v</i> or <i>vb</i>	(verb)
<i>interj</i>	(interjection)	<i>vt</i> or <i>v tr</i>	(transitive verb)
<i>n</i>	(noun)	<i>vi</i> or <i>v int</i>	(intransitive verb)

Spelling, pronunciation, and meaning may differ for a given word when that word functions as different parts of speech. Therefore, check its grammatical label carefully. Chapter 1 and successive chapters will help you learn more about the parts of speech.

LABELS. Not all words listed in dictionaries are acceptable in business or other professional writing. Usage or register labels advise readers about the use of certain words. The following list defines some example usage labels. See the guide to your dictionary for more details.

Label	Example
<i>archaic</i> : from a previous period, now seldom used	<i>quittance</i> (meaning <i>release</i>)
<i>dialect, Brit., US, Scot, Irish, etc.</i> : used in certain regions	<i>gossoon</i> (Irish for <i>boy</i>)
<i>informal</i> or <i>colloquial</i> : used in casual writing or conversation	<i>rad</i> (meaning <i>radiator</i>)



CAREER TIP

In the workplace people are judged by the words they use. Knowing the part of speech for a word helps you use it correctly. For example, if you discover that a word is a verb, you won't try to use it to describe a noun.

offensive: insulting, whether intentionally or not

slang: very informal but may be used sparingly for effect, mainly in speech

mongolism (meaning Down's syndrome)

skinny (meaning inside information)



SPOT THE BLOOPER

In a Chinese fortune cookie: "You will gain admiration from your pears."

If no usage label appears, a word is considered standard; that is, it is acceptable for all uses. However, note that many lexicographers, those who make dictionaries, have substantially reduced the number of usage labels in current editions.

INFLECTED FORMS. When nouns, verbs, adverbs, or adjectives change form grammatically, they are said to be *inflected*, as when *child* becomes *children*. Because of limited space, dictionaries usually show only irregular inflected forms. Thus, nouns with irregular or unusual plurals (*wife*, *wives*) will be shown. Verbs with irregular tenses or difficult spelling (*gratified*, *gratifying*) will be shown. Adverbs or adjectives with irregular comparatives or superlatives (*good*, *better*, *best*) will also be shown. However, regular noun plurals, verb tenses, and comparatives generally will *not* be shown in dictionaries. The textbook will elucidate regular and irregular parts of speech.

SYNONYMS AND ANTONYMS. *Synonyms*, words having similar meanings, are often provided after word definitions. For example, a synonym for *elucidate* is *explain*. Synonyms are helpful as word substitutes. *Antonyms*, words having opposite meanings, appear less frequently in dictionaries; when included, they usually follow synonyms. One antonym for *elucidate* is *confuse*. The best place to find synonyms and antonyms is a thesaurus.

Using Electronic Dictionary Programs

Most word processing programs today come with a dictionary/thesaurus feature that helps you locate misspelled words as well as search for synonyms and antonyms. In addition, most email programs now include a spell-check feature that uses an electronic dictionary. You may even be able to program your email program to automatically spell-check your messages when you press the **Send** button.

LOCATING MISPELLED WORDS. An **electronic dictionary**, also called a **spell checker**, compares your typed words with those in the computer's memory. Microsoft Word uses a wavy red line to underline misspelled words as you type them. If you immediately recognize the error, you can quickly key in the correction. If you see the red wavy line and don't know what's wrong, you can right-click on the word. This pulls up a drop-down menu that generally shows a variety of options to solve your spelling problem. If one of the suggested spellings appears correct, you can click it and the misspelled word is replaced.

Many writers today rely heavily on their spell checkers; in fact, many may rely too much on them. The real problem is that spell checkers won't catch every error. For example, spell checkers can't always distinguish between similar words, such as *too* and *two*. That's why you should proofread every message carefully after running it through your spell checker. In addition, important messages should be printed out for proofreading.

SEARCHING FOR SYNONYMS AND ANTONYMS. Electronic dictionary programs often include an online thesaurus showing alternative word choices. Let's say you are writing a report and you find yourself repeating the same word. With Microsoft Word you can highlight the overused word and click *Review* and *Thesaurus*. A number of synonyms appear in a dialogue box. If none of the suggested words seems right, you can change the search term by using a closely related word from the *Thesaurus* column. From the list, you can also change the word or phrase to help you find the most precise word for your meaning. A good online thesaurus can be a terrific aid to writers who want to use precise language as well as increase their vocabularies.

Using Online and Other High-Tech Dictionaries

An increasing number of electronic resources are available on the Web, on CD-ROMs, and as handheld devices. The Web provides an amazing amount of information at little or no cost to users. Many excellent online resources, some of which are described in Figure 1.1, are similar to their print counterparts. The big differences, though, are that most of the online versions are free and many also provide audio pronunciations. Some even give hyperlinked cross-references. Online dictionaries are especially useful because they can be updated immediately when new words or meanings enter the language.

Online sites offer many features. The best-known site is *Merriam-Webster Online*, where you not only find authoritative definitions but also can play word games and increase your vocabulary with the *Word of the Day* feature. The site for *OneLook Dictionaries* provides over 1000 different dictionaries in various fields.

If you don't want to bother searching the Web to look up a word, you may purchase one of many CD-ROM dictionaries. Installed on your computer, products such as the *Random House Compact Unabridged Dictionary* or the *Oxford English Dictionary OED CD-ROM* give you access to a large database of words that can be easily searched electronically.

Handheld electronic dictionaries offer another efficient way to check spellings, find meanings, and look up synonyms. Many students and business people find handhelds easy to use. They are especially appealing to people struggling with a different language, such as tourists, interpreters, emigrants, and immigrants. Some are voice-enabled translation devices and even can talk. Two examples are the *Franklin Handheld Dictionary* and the *Merriam-Webster Collegiate Speaking Dictionary*.



SPOT THE BLOOPER

From a legal notice:
"The case is now before
the court and is awaiting
a herring."

Figure 1.1
Notable Online Dictionaries

- **Merriam-Webster Online** <<http://m-w.com>>. Indicates the pronunciations, etymologies, and authoritative definitions of a vast number of words. Site also provides essays on the history of English and the processes involved in the making of dictionaries. Word of the Day feature defines an infrequently used word. Offers a thesaurus as well as a Spanish-English and a medical-terms dictionary.
- **Dictionary.com** <<http://dictionary.reference.com/>>. Provides links to a variety of references, including English dictionaries, foreign language dictionaries, thesauruses, online translators, and language-related articles. You can also access a Word of the Day feature and vocabulary games.
- **OneLook Dictionary Search** <<http://www.onelook.com>>. Claims to index more than 12 million words in more than 1000 online dictionaries. Offers a Reverse Dictionary, which enables you to find a word by its definition.
- **Online Dictionary of the Social Sciences** <<http://bitbucket.icaap.org/>>. The entries cover basic concepts in anthropology, sociology, criminology, Canadian studies, political science, and women's studies, illustrated with Canadian examples.
- **WhatIs.com** <<http://whatis.techtarget.com/>>. A compendium of computer and other technical terms organized in easily searchable categories.
- **Technology Glossary** <<http://www.trinity.edu/~rjensen/245glosf.htm>>. Maintained by Bob Jensen at Trinity University, the page functions as a portal to various Internet glossaries of technology, accounting, finance, and business.

REFERENCE MANUALS

Reference Manual Versus Dictionary

In addition to one or more dictionaries, every writer should have a good reference manual or handbook readily available. In it you can find helpful information not available in dictionaries. Most reference manuals provide information such as the following.

- 1. PUNCTUATION.** Detailed explanations of punctuation rules are presented logically. A well-written manual also provides ample illustrations of punctuation usage so that you can readily find solutions to punctuation dilemmas.
- 2. HYPHENATION.** Some dictionaries provide syllable breaks. Words cannot, however, be divided at all syllable breaks. A reference manual supplies rules for, and examples of, word division. Moreover, a good reference manual explains when compound adjectives should be hyphenated (as in *one-year-old child*).
- 3. CAPITALIZATION.** Complete rules with precise examples illustrating capitalization style are shown.
- 4. NUMBER STYLE.** Deciding whether to write a number as a figure or as a word can be very confusing. A reference manual provides both instruction and numerous examples illustrating number and word styles.

Other topics covered in reference manuals are confusing words (such as *effect* and *affect*), abbreviations, contractions, literary and artistic titles, forms of address, and letter and report formats. In addition, some manuals contain sections devoted to English grammar, office procedures, and computers. This textbook is correlated with the widely used reference *The Gregg Reference Manual*, Seventh Canadian Edition, by William A. Sabin, et al.

Reference Manual Versus Textbook

You may be wondering how a reference manual differs from a business English textbook such as the one you are now reading. Although their content is similar, the primary difference is one of purpose. A textbook is developed *pedagogically* (that is, for teaching) so that the student understands and learns concepts. A reference manual is organized *functionally* so that the reader finds accurate information efficiently. A well-written reference manual is complete, coherent, and concise.

Most of the language and style questions that perplex business people and students could be answered quickly by a trained person using a reliable dictionary and a well-written reference manual.

Thesaurus

A thesaurus can be useful when you are composing your own documents. In book form, such as the famous *Roget's Thesaurus*, or in a word processing program, a thesaurus can help you avoid overrepetition of vocabulary items by listing related words that could be used as substitutes. It can also help you to remember a word that may have slipped your mind or to find a more precise word. If you do use a thesaurus, be careful not to use an unfamiliar synonym or antonym unless your dictionary indicates that the word is appropriate for your sentence.



DID YOU KNOW?

The World Wide Web is an exciting source of grammar and language services. Use a search engine such as *Bing* <www.bing.ca> or *Google* <www.google.ca> to search for “grammar help” or similar terms.

ONLINE CHAPTER – REFERENCE SKILLS ■ Reinforcement Exercises

Note: At the beginning of every set of reinforcement exercises, a self-check exercise is provided so that you will know immediately if you understand the concepts presented in the chapter. Do not look at the answers until you have completed the exercise. Then compare your responses with the answers shown at the bottom of the page. If you have more than three incorrect responses, reread the chapter before continuing with the other reinforcement exercises.

A. (Self-check) Write *T* (true) or *F* (false) after the following statements.

1. Students and office workers would find an unabridged dictionary handy to carry with them. _____
2. Guide words indicate the first and last words on a page. _____
3. Online dictionaries are generally more up to date than print dictionaries. _____
4. Online dictionaries may be fast and current, but they are also expensive to use. _____
5. All dictionaries show accented syllables with a raised stress mark preceding a syllable. _____
6. Dictionaries usually show noun plurals only if they are irregular. _____
7. Synonyms are words that are spelled alike or sound alike. _____
8. A thesaurus is a small dictionary. _____
9. Rules for hyphenating compound adjectives may be found in a reference manual. _____
10. Today's spell-check programs can be used to locate all misspelled words in a document. _____

Check your answers below.

Use a *current* college-level or electronic dictionary to complete the following exercises. If you do not have a dictionary, use one at a library. The definitions, pronunciation, and usage in this book are based on *The Canadian Oxford Dictionary*.

B. Select the letter that provides the best definition or synonym for each word shown.

- | | | |
|----------------------|---|-------|
| 1. reticent (adj) | (a) famous, (b) silent, (c) depressed, (d) emphatic | _____ |
| 2. imminent (adj) | (a) old, (b) famous, (c) impending, (d) stubborn | _____ |
| 3. jeopardy (n) | (a) game show, (b) adornment, (c) immunity, (d) danger | _____ |
| 4. obtuse (adj) | (a) dull, (b) old, (c) fixed, (d) stubborn | _____ |
| 5. superficial (adj) | (a) shallow, (b) managerial, (c) attractive, (d) elevated | _____ |
| 6. warrant (n) | (a) caution, (b) rabbits, (c) authorization, (d) program | _____ |

C. Write the correct form of the following words. Use a current dictionary to determine whether they should be written as one or two words or should be hyphenated.

1. F 2. T 3. T 4. F 5. F 6. T 7. F 8. F 9. T 10. F

EXAMPLE:

print out (n)	<u>printout</u>
1. street wise	_____
2. double check (v)	_____
3. in as much as	_____
4. work place	_____
5. old fashioned	_____
6. time clock	_____

D. For each of the following words, write the syllable that receives the primary accent. Then give a brief definition or synonym of the word.

EXAMPLE:

Word	Syllable	Definition or Synonym
judicious	<u>di</u>	<u>prudent, exhibiting sound judgment</u>
1. posthumous	_____	_____
2. comparable	_____	_____
3. desert (n)	_____	_____
4. desert (v)	_____	_____
5. formidable	_____	_____
6. irrevocable	_____	_____

E. If your dictionary shows usage labels for the following words, write them in the spaces provided. If no label appears for a word, which of the following labels would you consider giving it if you were a lexicographer? Put your initials next to the labels you suggest.

LABELS: archaic Canadian dialect informal or colloquial slang

EXAMPLE: goo informal

1. anyways	_____	5. rain date	_____
2. hadst	_____	6. seat sale	_____
3. ice road	_____	7. dork	_____
4. petrol	_____	8. munchies	_____

F. Select the letter that most accurately completes the sentence or answers the question.

1. A proposal to construct a shopping centre received *approbation* from city officials; therefore, the centre will probably be
(a) rejected (b) delayed (c) constructed (d) modified _____
2. Which of the following is correctly written?
(a) monarch butterfly (b) monarch Butterfly (c) Monarch butterfly (d) Monarch Butterfly _____
3. If an expression is *redundant*, it is
(a) obsolete (b) repetitive (c) clever (d) awkward _____
4. To stage a *boycott*, individuals might follow which of the following actions?
(a) withhold their services (b) refuse to buy a product
(c) reduce their production (d) refuse to cross picket lines _____

5. The word *rapid* originated in which language?
 (a) Greek (b) Latin (c) French (d) Old English _____
6. Condominiums that provide more than one form of *egress* must have more than one
 (a) parking space (b) level (c) exit (d) mortgage _____
7. If you *encrypt* an email message, you are
 (a) preserving it (b) encoding (scrambling) it
 (c) erasing it (d) decoding (unscrambling) it _____
8. An office desk and chair that were *ergonomically* designed would
 (a) reduce fatigue and discomfort (b) improve office decor
 (c) save money (d) eliminate depreciation _____
9. The abbreviation *i.e.* stands for
 (a) for example (b) for instance (c) in earnest (d) that is _____
10. What professional would most likely hold the *D.D.S.* degree?
 (a) dentist (b) licensed broker (c) banker (d) surgeon _____
11. The word *spam*, which now means “unsolicited email,” derives from
 (a) the canned meat product (b) *Monty Python’s* comedy sketch
 (c) users who hate receiving it (d) senders who remain anonymous _____
12. *Nepotism* is derived from French and Italian words suggesting
 (a) pain (b) nephew (c) employment (d) parent _____

G. Optional Writing. Your instructor may ask you to complete this exercise on a separate sheet, typed, if possible.

Write eight complete sentences using the following words: *unabridged dictionary*, *abridged dictionary*, *synonym*, *antonym*, *hyphenate*, *archaic*, *dialect*, and *colloquial*. In at least two more sentences, tell whether you prefer a print or an electronic dictionary and explain why.

POSTTEST

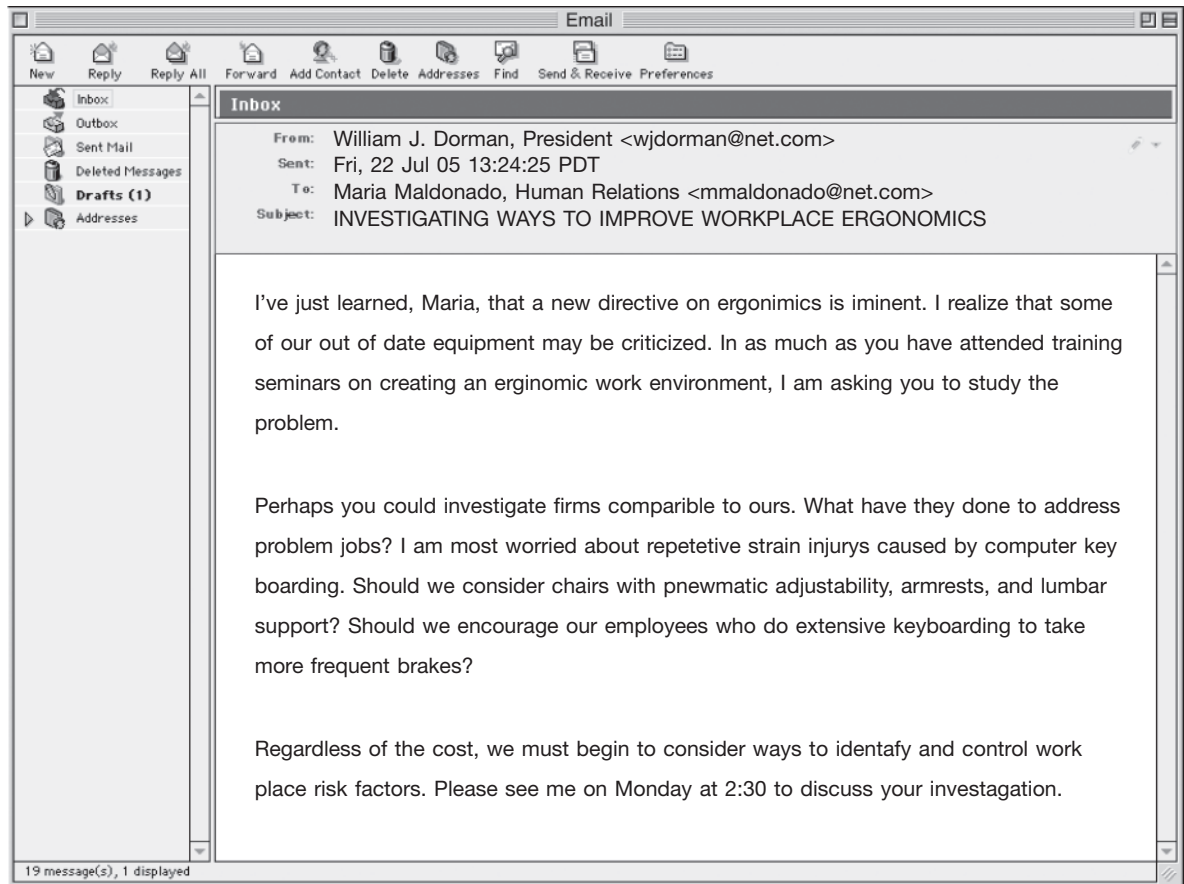
Answer whether the following statements are *T* (true) or *F* (false). Compare your answers with those below this exercise.

1. The best dictionary for a college student’s assignments is a pocket dictionary. _____
2. A reference manual is the best place to find synonyms. _____
3. The etymology of a word is usually contained within square brackets or parentheses. _____
4. The usage label *colloquial* means that the word may be used in certain regions only. _____
5. A dictionary user could expect to find the spelling of the past tense of an irregular verb such as *build*. _____

1. F 2. F 3. T 4. F 5. T

EDITOR'S CHALLENGES

The following email message contains 14 misspelled or misused words, some of which you looked up in earlier exercises. Underline any error, and write a correction above it. *Note:* The Editor's Challenge documents that you see in this book are double-spaced so that you can write in corrections. Actual business documents would be single-spaced.



The following letter will afford you another chance to train your proofreader's eye. It contains 15 misspelled words and typographical errors (typos). Correct them with the help of your dictionary, if necessary, and consider whether all the errors would have been picked up by a spell checker.

LawnMaster

2330 Beaverhill Avenue
Winnipeg, MB R2H 4B1
February 7, 201x

Mrs. J. Ryan
1673 Dakota Street
Winnipeg, MB R2M 3M4

Dear Mrs. Ryan:

Thank you for being a value LawnMaster customer. We greatly appreciate that you have placed your confidence in us and our environmentally friendly products. Continuing the progress we have made this year is critical to the health and vigour of your lawn. Therefore, we would like to give you an opportunity to save money on your 201x services.

Savings with prepayment

Prepay now for this season's services, and you'll receive a 10% discount off the application prizes for four applications of fertilizer (early and late spring, early summer, and fall) with old-fashioned manual weed removal at no additional charge. That is a savings of \$22.83!

Convenient payment options

To prepay and receive your special discount, just complete the reply card below and return it with your payment in the envelope provided. If you prefer to pay by credit card, complete the enclosed form and payment will be deducted automatically from the account you indicate.

Thank you for your continued business. We take pride in providing you with superior service and visible results. Please call us at (800) 565-5699 if you have any questions, requests, or concerns.

Sincerely,

Barry Keaton, Manager