

**THE SCIENCE OF BUSINESS: BEING THE
PHILOSOPHY OF SUCCESSFUL HUMAN
ACTIVITY FUNCTIONING IN BUSINESS
BUILDING OR CONSTRUCTIVE
SALESMANSHIP: TEXTBOOK D**

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The Science of Business: Being the Philosophy of Successful Human Activity Functioning in Business Building or Constructive Salesmanship: Textbook D by Arthur Frederick Sheldon

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The
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The Philosophy of Successful Human Activity
Functioning in
BUSINESS BUILDING
OR
CONSTRUCTIVE SALESMANSHIP

By

ARTHUR FREDERICK SHELDON



TEXTBOOK D

POLISHING THE POINTS

GRAMMAR

RHETORIC

LOGIC

CHICAGO, U. S. A.

1917

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INTRODUCTION

"Thought in the mind may come forth gold or dross;
When coined in words we know its real worth."

—*Young.*

THIS book in three parts is concerned with the correct word, the choice word, the effective word. Part I is a review of grammar as the art of correct speaking and writing. Examples of commonly misused words are given, discussed, and the proper use indicated.

The several parts of speech are defined and their use illustrated.

There is a short list of appropriate epithets, and a few apt phrases offered for the student's consideration as a help to the art of phrase making, which is the foundation of sentence building.

It was not possible in so brief an outline to go into the subject of syntax further than to point out the kind of sentences that can be formed and to give their names. The student who has failed to receive a thorough drilling in the analysis and synthesis of the sentence, or who has permitted his work in that direction to pass into the shadowy realm of forgetfulness, would do well to review the subject in some standard textbook.

The ordinary rules for capital letters and for punctuation, with a few useful rules for spelling, and the common marks used in the correction of printers' proofs are placed here for handy reference.

Part II of this textbook is a review of Lesson Ten of "The Science of Business Building." It is a brief treatise on rhetoric, or the art of persuasion. Part III is a revision of the textbook on logic, or the art of making sound judgments, and of uncovering the grounds and finding the causes of unsound or invalid judgments. This subject is necessarily treated in a brief and sketchy manner. The interested student will find it profitable to read one or more standard works on logic, especially with reference to the detection of fallacies.

It is believed that this volume, covering in brief these three important branches of language study, will be of lasting service to the student who is hungry and thirsty for that knowledge which will advance him on the road to mastership.

GERALD R. MCDOWELL.

TEXTBOOK D
PART I: GRAMMAR

CHAPTER I
GRAMMAR DEFINED

A SCIENCE. The science of language is philology, and grammar is a branch of that science.

Among the ancients, grammar was held to include all that concerns the structure and the relations of language, and a grammarian was one who understood and applied not only words but also poetry, history, rhetoric, and elocution.

As a science grammar has for its object the laws which regulate language. It treats of the forms and classes of words; the means of indicating the relation of words to one another; and the functions and relations of words in sentences as employed according to established usage.

Grammar has also been defined as "the science of forms of speech and their relations to one another."

But this is not the sense in which the word grammar is generally used, nor is it the sense in which it is here employed.

An art. Grammar in its ordinary sense, and as here used, means the art of speaking and writing a language correctly. Speaking and writing a language correctly means that this is done in accordance with established usage; consequently, as an art, grammar is the right use and application of the rules of a language in speaking and writing.

The English language. English is a composite language made up of a variety of elements. The foundation is Anglo-Saxon. This language was brought from the continent to Britain by the Angles and Saxons, who began their migrations to and conquest of that island about 449 A.D.

The rude, harsh Anglo-Saxon of these Teutonic invaders of Britain contained probably not more than three thousand words, and was spoken by only a few thousand people. The English language of to-day contains upwards of three hundred thousand words and is spoken by more than a hundred and fifty million people, on every continent of the world and in the islands of the most remote seas.

British and old Latin words. The English language has grown by the adoption of words from the primitive Britons such as "cradle" and "crock"; from the old Latin of the Roman conquest, such as "street," "mile," "wall," and the ending "chester" (from *castra*, "camp"); from the church Latin, brought in by the Italian missionaries, whose influence began about 600 A.D. and who introduced

many words through the services of the church and the ministration of the ecclesiastical courts.

Danish words. The Danish incursions left their marks by the injection into the language of a few words such as "sky," "salt," and "ugly."

Norman French words. The Norman conquest, 1066 A.D., grafted upon the ancient stock the modified Latin of Normandy, and greatly enriched the language and gradually softened the harsh Saxon guttural sounds. Among the common words from the Norman French are "battle," "forest," "duke," "family," "veal," "pork," and "beef."

Words from books. The revival of learning in the sixteenth century introduced a large number of Latin and some Greek words, such as "example," "fact," "tacit," "grammar," "syntax," and "prosody."

Words from travel and trade. From Spain, "guitar," "mosquito," "calaboose"; from Italy, "piano," "mandolin," "macaroni"; from Holland, "skate" and "yacht"; from Africa, "gorilla"; from Australia, "boomerang"; from Arabia, "wady," "sofa," "algebra," "alchemy"; from Turkey, "coffee"; from Persia, "pagoda" and "paradise"; from Hindustan, "hashish," "calico," and "sugar"; from America, "hammock," "tomato," "potato," and "tobacco"; from China, "silk."

There are many other words than these that have been gathered in through trade and travel from all parts of the world.