


LETTERS

Block Letter, Open Punctuation

Block letters have every line flush with the left margin. Open punctuation omits all nonessential punctuation (even omitting the colon or comma after the salutation and the comma after the complimentary closing).

- 1 **Letterhead/Return Address**—Business letterheads provide the name, address, and phone number of the organization sending the letter. The letterhead may also include the company logo and fax number(s). When letterhead stationery is not available, a return address with the same information that a letterhead contains is placed immediately above the date line in the letter.
- 2 **Date Line**—The date line is placed two or three lines below the letterhead (or as many as six lines, if the letter is short). If no letterhead is used, the date line is directly beneath the return address. Usually, the date order is month, date, year: July 10, 1995. However, the U.S. Government and many foreign countries place the day before the month: 10 July 1995. Abbreviations should not be used.
- 3 **Reference Line or Block**—Reference lines or blocks are one or two lines below the date line. Reference lines are usually aligned with the date or are flush with the left margin. They can begin with *RE* or *Reference*.
- 4 **Special Notations**—Special notations appear two lines below the date or reference

1		 ACORN WHOLESALE FOODS, INC. 2345 SOUTH 1300 EAST SALT LAKE CITY, UTAH 84105 TELEPHONE (801) 364-5567
2		October 30, 1995
3		RE: Your Letter October 24, 1995
4		SPECIAL DELIVERY
5		LowPrice Food Stores Corporate Office 1823 South 2400 West West Valley City, UT 84335
6		ATTENTION MR. FRED TANNER
7		Ladies and Gentlemen
8		<u>Subject: Details of the Spring 1995 Fleur-de-lis Charcoal Program</u>
9		Thank you for your letter concerning our Spring Fleur-de-lis Charcoal Program. We are very excited about this program and feel it will provide many growth opportunities for LowPrice Food Stores throughout the country. The details of the program are outlined below. The partnership between Acorn Wholesale Foods and LowPrice continues to grow and we are delighted with the fine charcoal season we had in 1994. Your sales results mirrored our national figures as Fleur-de-lis outperformed all other charcoal brands in both units and dollars and attained a 64% market share. These results are a direct reflection of the advertising and merchandising support LowPrice has given Fleur-de-lis, yet there are still opportunities to further develop our business, especially through our Spring Fleur-de-lis Charcoal Program. 1995 Spring Fleur-de-lis Charcoal Program <ul style="list-style-type: none"> • Early Season Inventory Levels—We agreed that adequate early season inventories (e.g., late February, early March) are critical to a successful year. Our extended dating on all orders shipped prior to March 31 provide incentive to display charcoal prior to those first warm spring days. • Extension of the Season—Your November <i>Smoked Turkey</i> feature is an excellent example of how to capture late season sales. Most retailers stop advertising and stocking charcoal by late July, ignoring a growing market of consumers who barbecue late into the fall and at Thanksgiving. An increase in August through October sales features will provide increased sales and profits for LowPrice.

- line. When an inside address is included, the notation appears between the date or reference line and the inside address. Capital letters are used to make the note more visible.
- 5 **Inside Address**—The inside address appears below the date or reference line and is consistent with the format, spelling, and punctuation shown on the receiving organization's letterhead or typed return address. Letter length dictates the number of lines that are inserted between the date or reference line and the inside address.
- 6 **Attention Line**—An attention line is used when the inside address does not include either the name of the individual or the name of the department. It appears two lines below the inside address. The word *attention* may have an initial capital letter or may have all capital letters. If all capitals are used, the name following should also be in all capitals.

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10 ————— LowPrice Food Stores
Corporate Office
October 30, 1995
Your Letter October 24, 1995
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- **Fleur-de-lis 15# Bags**—I have enclosed pricing and display information for the Fleur-de-lis 15# bags, which may be the right size product for LowPrice. However, because of the success you have had with the traditional 8# bag, I suggest you test this size in a few of your "high-traffic" stores early in the season to get a feel for its viability as a successful everyday item.
- **Shipment of Fleur-de-lis Start-Lite**—We have developed a 30-case pallet that will allow us to ship you large quantities of our highly successful Fleur-de-lis Start-Lite charcoal starter. We will be sending you a sample of our starter next week. We have reserved 7,000 units for LowPrice ad will await your decision concerning your purchase of all the reserved units.

I have included a recap on invoice costs for each product you discussed in your letter. All product specifications and configurations are included in the Fleur-de-lis binder I sent you last month.

Fleur-de-lis has been a very successful brand at LowPrice, and we look forward to another successful year and an opportunity to grow our business even further. Your input was very valuable, and we hope that you will continue to provide us with suggestions for improving our service to you.

Please let us know if we can provide you with any other information relating to Fleur-de-lis or any of our other products.


11 ————— Regards

12 ————— Kelly Flower
Regional Sales Director

13 ————— KMF/crt
14 ————— Enclosures (2)

15 ————— cc Mrs. Florence Partridge
Mr. William Jacobson

16 ————— We will be sending your sample of the Fleur-de-lis Start-Lite next week; please notify us when you receive it.

 **ACORN WHOLESALE FOODS, INC.**

7 **Salutation**—The salutation appears two spaces below the inside address and usually begins with *Dear* followed by the title and name of the addressee. No punctuation follows the salutation in an open punctuation style.

8 **Subject Line**—Subject lines appear two lines below the salutation and two lines above the first line of the text. Subject lines are emphasized by using boldface type, underlining, or all capitals.

9 **Text or Body**—The text or body begins two lines below the salutation. Text is usually single-spaced with one blank line between paragraphs. Paragraphs are not indented in a block style letter. If the text extends to a second page, at least three lines of text should be on the second page.

10 **Continuation Page Headings**—Continuation pages begin with a heading that contains the name of the addressee, the page number, and the date.

11 **Complimentary Closing**—The complimentary closing appears two lines below the last line of text and is flush with the left margin.

12 **Signature Block**—The signature block is four or five lines below the complimentary closing and is flush with the left margin. It contains the signature of the writer, the full typed name of the writer, and the title of the writer. The company name is optional.

13 **Reference Initials**—Reference initials (the writer's initials and the secretary's/typist's initials) are two lines below the last line of the signature block and flush with the left margin. Writer's initials are in all capitals, followed by a slash or colon, and then followed by the secretary's/typist's initials in lowercase letters.

14 **Enclosure Notation**—Enclosure notations remind readers that one or more enclosures are included. These notations appear directly under the reference initials.

15 **Courtesy Copy Notation**—Courtesy copy notations, which show the distribution of the letter, are placed two lines below the enclosure notations and flush with the left margin. All individuals receiving the letter in addition to the addressee are listed.

16 **Postscripts**—Postscripts may be used as additions to a letter after it has been typed or to emphasize items. Postscripts appear two lines below the last line of the courtesy copy notation. *PS* or *PSS* is optional.