


LETTERS

Modified Block Letter, Standard Punctuation

Modified block letters have unindented paragraphs and all elements are flush with the left margin except the date, the reference line, the complimentary closing, and the signature block, which are right of center. Standard punctuation has minimal punctuation with a colon or comma after the salutation and a comma after the complimentary closing.

- 1 **Letterhead/Return Address**—Business letterheads provide the name, address, and phone number of the organization sending the letter. They 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) and is right of center. 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. They can begin with *RE* or *Reference*.

1	 ACORN WHOLESALE FOODS, INC. 2345 SOUTH 1300 EAST • SALT LAKE CITY, UTAH 84105 • TELEPHONE (801) 364-5567
2	
3	October 30, 1995 REFERENCE: Your Letter October 24, 1995
4	CERTIFIED MAIL PERSONAL
5	Mr. Fred Tanner LowPrice Food Stores Corporate Office 1823 South 2400 West West Valley City, UT 84335
6	Dear Mr. Tanner,
7	Subject: Details of the Spring 1995 Fleur-de-lis Charcoal Program
8	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
9	<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.

- 4 **Special Notations**—Special notations appear two lines below the date or reference line. With an inside address, it appears between the date or reference line and the inside address. Capital letters are used to make the note more visible. When two or more notations are included, one appears directly below the other.
- 5 **Inside Address**—The inside address appears below the date or reference line. It 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 inserted between the date or reference line and the inside address.
- 6 **Salutation**—The salutation appears two spaces below the inside address and usually begins with *Dear* followed by the title and name of the addressee. In standard style punctuation, a colon or comma follows the salutation.

