


LETTERS

Semiblock Letter, Standard Punctuation

Semiblock letters have indented paragraphs. The return address (if not part of the letterhead), the date, the reference line, the complimentary closing, and the signature block are right of center. All remaining elements are flush left. 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. 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. In a semiblock letter, the return address is typed right of center.
- 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



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2345 South 1300 East
Salt Lake City, Utah 84105
Telephone (801) 364-5567
October 30, 1995

In reply to: Your Letter
October 24, 1995

CONFIDENTIAL

Mr. Fred Tanner
LowPrice Food Stores
Corporate Office
1823 South 2400 West
West Valley City, UT 84335

Dear Mr. Tanner:

SUBJECT: Details of the Spring 1995 Fleur-de-lis Charcoal Program

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.

Spring Fleur-de-lis Charcoal Program

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.

- line. Reference lines are usually aligned with the date. They can begin with *RE* or *Reference*. Sometimes a lead-in is needed to clarify the reference.
- 4 **Special Notations**—Special notations appear two lines below the date or reference 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. When

- two or more notations apply to a single letter, 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 that are inserted between the date or reference line and the inside address.

