

Communications Design Associates

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Dateline February 14, 19-- Line 15

Operate return 4 times

Letter address Mr. Harvey B. Barber
Sunstructures, Inc.
2214 Brantford Place
Buffalo, NY 14222-5147

DS

Salutation Dear Mr. Barber

DS

Body of letter This letter is written in what is called "block style." It is the style we recommend for use in your business office for reasons I shall detail for you in the following paragraphs.

First, the style is a very efficient one. Because all lines (including the date) begin at the left margin, time is not consumed in positioning special parts of each letter.

Second, this style is an easy one to learn. New employees should have little difficulty learning it, and your present staff should adjust to it without unnecessary confusion.

Third, the style is sufficiently different from most other styles that it can suggest to clients that your company is a creative one. The style is interesting. It gains attention.

I am pleased to enclose our booklet on the subject of letter styles and special features of business letters.

DS

Complimentary close Sincerely yours

Operate return 4 times

Kathryn E. Bowers

Typed name Ms. Kathryn E. Bowers
Official title Senior Consultant

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Reference initials xx
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Enclosure notation Enclosure