

Communications Design Associates

348 INDIANA AVENUE
WASHINGTON, DC 20001-1438
Tel: 1-800-432-5739

February 14, 19--

Sunstructures, Inc.
Attention Mr. Harvey Bell
2214 Brantford Place
Buffalo, NY 14222-5147

Ladies and Gentlemen

This letter is written in what is called "block style." It is the style we recommend for use in your business office for reasons detailed in the following paragraphs.

First, the style is a very efficient one. All lines (including date) begin at the left margin, and time is not consumed in positioning special parts of letters.

Second, the style is easy to learn. New employees will have little difficulty learning it, and your present staff can 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 creative. The style gains attention.

At the request of Thomas Wray, I am enclosing his booklet about business letter styles and special features.

Sincerely

Kathryn E. Bowers

Ms. Kathryn E. Bowers
Senior Consultant

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pc Mr. Thomas Wray

1 Block, open

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November 28, 19--

SPECIAL DELIVERY

Mr. Otto B. Bates, President
Third Bank and Trust Company
9080 Reservoir Avenue
New Brunswick, NJ 90901-4476

Dear Mr. Bates

This letter is written in the "modified block style." It is the style we recommend for use in your office for reasons detailed for you in the paragraphs below.

First, the style is an efficient one that requires only one tab setting--at center point--for positioning the date, complimentary close, and typed signature lines.

Second, the style is easy to learn. New employees will have little difficulty learning it, and your present staff can adjust to it without unnecessary confusion.

Third, the style is a familiar one; it is used by more business firms than any other. It is conservative, and customers and companies alike feel comfortable with it.

A booklet about business letter styles and special features is enclosed. Use the reply card, also enclosed, if you need additional information.

Sincerely yours

COMMUNICATIONS DESIGN ASSOCIATES

Kathryn E. Bowers

Ms. Kathryn E. Bowers
Senior Consultant

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Enclosures: 2

2 Modified block, open

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November 2, 19--

Office Manager
Ramsey Engineering, Inc.
4799 Hammer Drive
Amarillo, TX 79107-6359

Dear Sir or Madam:

Subject: Modified Block Style Letter

I am pleased to answer your letter. As you can see, we use the modified block style, indented paragraphs, and mixed punctuation in our correspondence. It is the style used in this letter.

The spacing from the top of the page to the date varies with the length of the letter. Other spacing in the letter is standard. The date, complimentary close, and name and official title of the writer are begun at horizontal center.

Please write to me again if I can help further.

Very truly yours,

Allen M. Woodside
Allen M. Woodside
Marketing Manager

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Our new LETTER STYLE GUIDE will be sent to you as soon as it comes from the printer.

3 Modified block, indented ¶s, mixed

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May 9, 19--

Dr. William S. Rapp
Rapp, Hedgson, & Emblatt
98 Clutter Mill Road
Great Neck, NY 11021-4527

AMS SIMPLIFIED LETTER STYLE

This letter is typed in the simplified style that is recommended by the Administrative Management Society. The letter features the following points which are designed to save time:

1. Block format is used.
2. Salutation and complimentary close are omitted.
3. A subject heading is typed in ALL CAPS a triple space below the address; the first line of the body is typed a TS below the subject line.
4. Enumerated items begin flush with the left margin; unnumbered items are indented five spaces.
5. The writer's name and title are typed in ALL CAPS on the 4th line space below the last line of the body of the letter.
6. The reference initials (typist's only) are typed a double space below the writer's name.

Correspondents in your company may like the AMS Simplified letter style both for its eye appeal and for its potential reduction in letter-writing costs.

Luella E. Draper

MRS. LUELLA E. DRAPER, PRESIDENT

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4 AMS Simplified