

unit 1

1A *study* SECTION

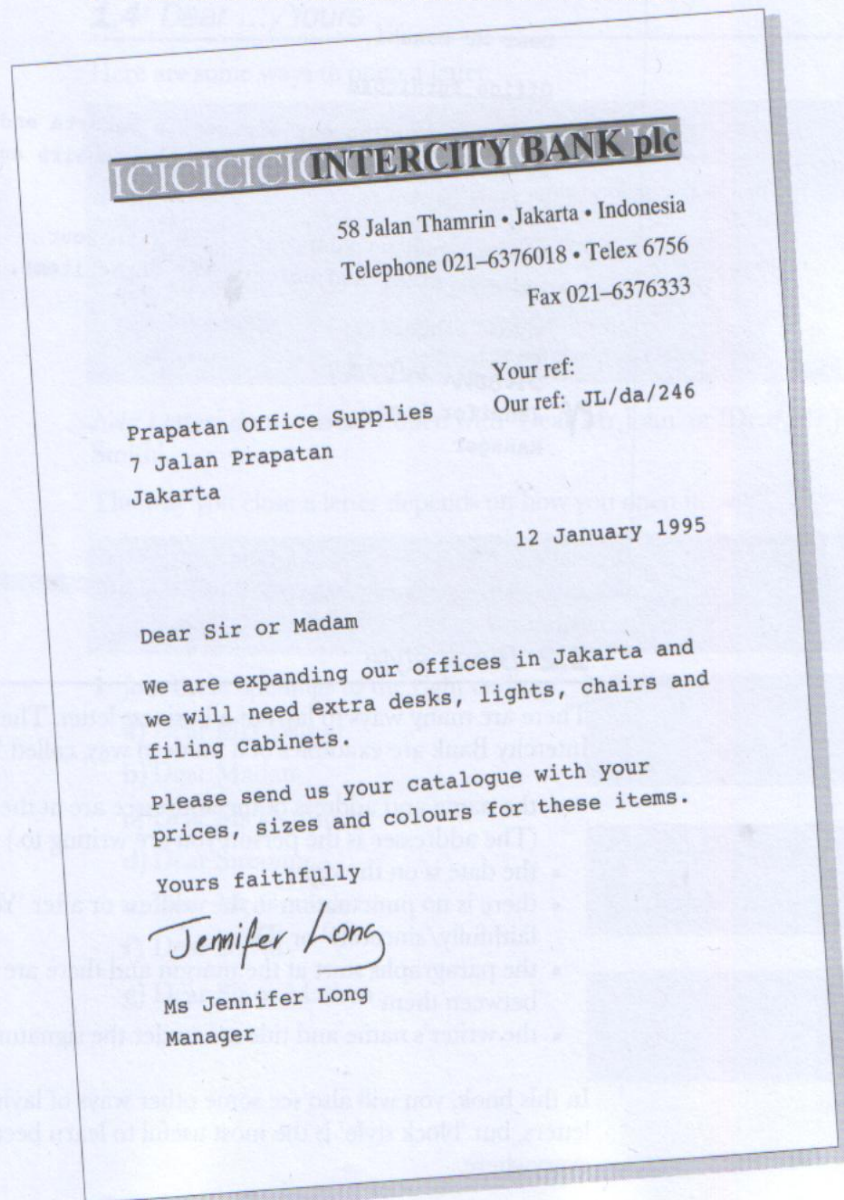
letter layout, the date, opening/closing a letter, subject headings

1.1 Letter layout

Look at these two letters.

- 1 What can you notice about the layout of the paragraphs?
- 2 Is there any punctuation in the addresses?
- 3 What differences are there between the two letters?

expand make bigger



pp in the place of

ICICICIC INTERCITY BANK plc

58 Jalan Thamrin • Jakarta • Indonesia
Telephone 021-6376018 • Telex 6756
Fax 021-6376333

Mr S Basuki
Jakarta Furnishings
7 Jalan Arjuna
Jakarta

Your ref:
Our ref: JL/fh/246

12 January 1995

Dear Mr Basuki

Office furniture

We are expanding our offices in Jakarta and we will need extra desks, lights, chairs and filing cabinets.

Please send us your catalogue with your prices, sizes and colours for these items.

Yours sincerely

Susan Woods

pp Jennifer Long
Manager

1.2 Block style

There are many ways to lay out a business letter. The letters from Intercity Bank are examples of a modern way, called 'block style'. Notice:

- the name and address of the addressee are at the top on the left (The addressee is the person you are writing to.)
- the date is on the right
- there is no punctuation in the address or after 'Yours faithfully/sincerely' or 'Dear ...'
- the paragraphs start at the margin and there are line spaces between them
- the writer's name and title are under the signature

In this book, you will also see some other ways of laying out business letters, but 'block style' is the most useful to learn because it is accepted everywhere.

1.3 The date

Be careful with the date! In Britain, they write the day first, but in the United States they write the month first. This means that

12 06 95

is the twelfth of June in Britain but in the United States it is the sixth of December! So write the date like this:

12 June 1995

and then everybody will know what you mean. Remember to use a capital letter for the month. You do not have to write *th*, *rd*, *nd* or *st* after the day.

How would you write these dates in a letter?

- a) Jan. 16th, 1995 c) 6/11/94 (UK) e) 21.1.95
b) 23rd March 1995 d) 09-07-94 (USA) f) 04.08.94 (USA)

1.4 Dear .../Yours ...

Here are some ways to open a letter.

Dear Sir or Madam	- to a company
Dear Sir	- to a man if you do not know his name
Dear Madam	- to a woman if you do not know her name
Dear Mr Smith	- to a man
Dear Ms Smith	- to a married or unmarried woman
Dear Mrs Smith	- to a married woman
Dear Miss Smith	- to an unmarried woman
Dear John	- to a friend or someone you know well

Note: Letters do not usually open with 'Dear Mr John' or 'Dear Mr John Smith'.

The way you close a letter depends on how you open it.

Dear Sir or Madam	- Yours faithfully
Dear Mr/Ms/Mrs/Miss/ Smith	- Yours sincerely
Dear John	- Best wishes

1 Join these openings to the right ending.

- a) Dear Mrs Wilson
b) Dear Madam
c) Dear Ms Hemsuchi
d) Dear Susanna
e) Dear Mr Gonzalez
f) Dear David
g) Dear Sir or Madam

Best wishes

Peter

Yours faithfully

Richard Saunders

Yours sincerely

S A Jalahma

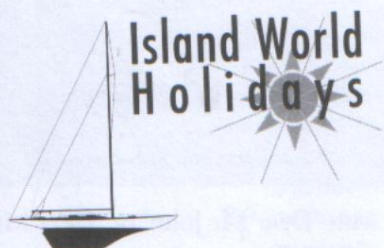
2 Now put in the missing openings and closings.

- | | | |
|---|---|--|
| a) The Manager
Fuchi Bank
Tokyo 101
Dear | c) Ms B Carrillo
Restaurante ¡Bien Padre!
Guadalajara
Dear | e) Trufit Shoe Co.
841 Pacific St
Los Angeles 90121
..... |
| b) John Hall
Ave Paul Hymans 26
1200 Brussels

Dear | d) The Manageress
Bells Supermarket
76 Oxford Road
Bath BA2 5HD
..... | f) Mrs H Cheng
5 Hatton Road
Hong Kong
..... |

1.5 Practice

There are ten mistakes in this letter. Can you find them? Write out the letter correctly, in 'block style'.



**181 North Street
London W1M 2FW
Tel 0181-676 9096
Fax 0181-676 9222**

Ms Margareta Lindell,
Slottsberget 26,
Göteborg 41803,
Sweden.

Your ref
Our ref FH/ts

Dear Sir
Thank you for your letter of the nineteenth of May nineteen hundred
and ninety-five.
I have pleasure in sending you our brochure with details of all our
holidays.
I look forward to hearing from you.

1995, may 22nd

Best wishes
Sales Manager
Fred Henderson

Fred Henderson

1.6 Subject headings

The letter to Jakarta Furnishings (1.1) has a heading, *Office furniture*. This draws Mr Basuki's attention to what the letter is about and helps to make sure that he will pass the letter to the right person. Sometimes, when we put a heading we then use the word *above*, like this:

Dear Mr Chang

Order No. 519

The above order of books has now arrived.

Please can you collect it as soon as possible.

Yours sincerely

Michael Paine

Mr Michael Paine
Sub-Manager

1.7 Practice

Can you complete these four letters? There are two things missing in each one.

Western Computers

Invoice No. 258 3/3/94

1 DGS Computer	950	50
1 SH1000 Monitor	350	25
1 Word Mate Word Processing Package	206	00
Total £	1,456	75

a) Dear Miss Spencer

.....
I am writing about the above invoice for £1,456.75. I would like to remind you that it is now three months since we delivered the goods.

Please could we have your payment as soon as possible.

B. East

Mr Brian East
Accountant

b)

Dear Ms Morales

Mercedes SL series

Thank you for your letter about
.....

I enclose some information which I hope
you will find helpful.
.....

T. Lander

Mr Thomas Lander
Sales Representative

Mercedes SL series

The legendary convertible from
Mercedes-Benz.

Technical data

Performance

	SL 280	SL 320	SL 500	SL 600
No. of cylinders	4	4	6	6
Bore/stroke	89.90/84.60	89.90/86.60	89.90/88.60	90.90/89.60
Total displacement	2199 cm ³	2699 cm ³	3199 cm ³	3699 cm ³
Compression ratio	10.0:1	10.0:1	10.0:1	10.0:1
Engine oil capacity max./min. (litres)	5.5/3.5	5.5/3.5	7.0/5.0	7.0/5.0
Capacity of cooling system (litres)	8.7	8.7	9.3	9.3
Generator	14 V/70 A	14 V/70 A	14 V/80 A	14 V/80 A
Battery	12 V/620 Ah	12 V/620 Ah	12 V/620 Ah	12 V/620 Ah
Max. 5-speed man.	125 mph 200 km/h	131 mph 210 km/h	144 mph 230 km/h	147 mph 235 km/h
speed 4-speed auto	122 mph 195 km/h	128 mph 205 km/h	141 mph 225 km/h	144 mph 225 km/h
Fuel	Premium, unleaded, in accordance with DIN 51607			

c)

Dear Sir or Madam

.....
This year the Daily Observer newspaper will print a special report on
travel agencies. We were wondering if your company would like to put
an advertisement in it.

I enclose our price list and look forward to hearing from you.
.....

Renate Makosch

Ms Renate Makosch
Advertising Manager

Daily Observer

Special Report on Travel Agencies

Advertising prices:

Full Page	1,100
Half Page	600
Quarter page	400

series

ible from
IZ.

SL 500	SL 600
5	6
896/88.60	90.90/89.60
239 cm³	3699 cm³
10.0:1	10.0:1
7.0/5.0	7.0/5.0
9.3	9.3
14 V/80 A	14 V/80 A
12 V/620 Ah	12 V/620 Ah
147mph	147mph
235 km/h	235 km/h
144mph	144mph
235 km/h	235 km/h

formance with DIN 51607

Reminder!
Write to Peter
about the
conference

d)

Dear

Thank you for your letter of 12 February.

I am happy to say that I will be at the Marketing Conference in Paris in March.

I look forward to seeing you there.

John

1.8 Letter practice

You are the Purchasing Supervisor at Green Supermarkets, 13 Station Road, Dublin, Ireland. Your manager has just sent you this memo.

GREEN Supermarkets

To Purchasing Supervisor
From Manager

Date 15th April 1995
Subject Order 564

We sent an order for orange juice to Corona on 4th January but we have still not had a delivery.

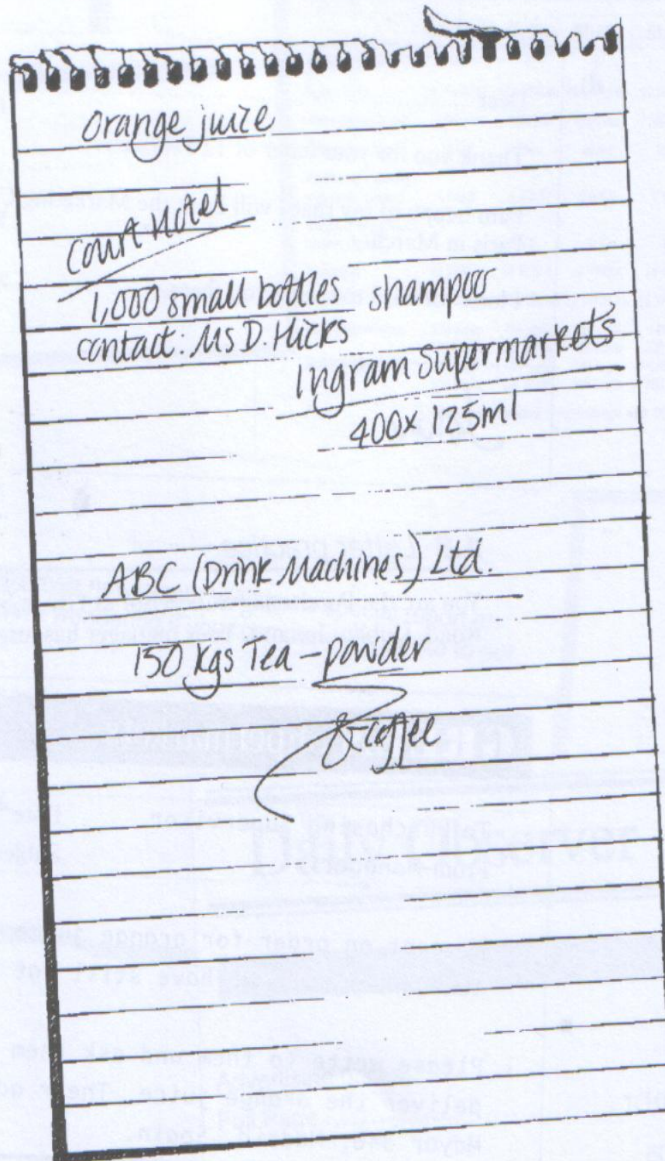
Please write to them and ask them when they can deliver the orange juice. Their address is Calle Mayor 340, Madrid, Spain.

Write the letter to Corona. Make sure that you lay it out in the modern 'block style'. Put a heading in your letter that says what it is about.

Misplaced orders

1 Slembrouck BVBA, a wholesaler in Belgium, has problems. Business is not good and their profits have fallen. They have dismissed a lot of staff and now their offices are very badly organised. Here are some orders that their sales representative brought back after a trip to England.

wholesaler a business that buys goods in large quantities direct from the manufacturer and then sells them in smaller quantities to shops, etc.



- a) What has ABC (Drink Machines) Ltd ordered?
- b) Who ordered the shampoo?

2 The accounts department made out these invoices for two of the orders.

problems. Business
dismissed a lot of
Here are some
after a trip to

■ SLEMBROUCK BVBA
Violetstraat 187, B-1000 Brussels, Belgium

Invoice No. 391 Date: 25 Jan
Order No. 256 Contact: Stephen Ghisbain

To: Court Hotel
Chilcompton
Bath BA3 4SA England

1050 small bottles
of shampoo

② £40 per 100 £ 400 -

fixed delivery charge £ 15 -

TOTAL £ 415 -

■ SLEMBROUCK BVBA
Violetstraat 187, B-1000 Brussels, Belgium

Invoice No. 732 Date:
Order No. 260 Contact:

To: ABC (Drink Machines) Ltd
186 Park Lane
Bristol BS2 8PE

150 Kgs powdered tea

② £3 per Kg £ 450 -

fixed delivery charge £ 15 -

TOTAL £ 465

Prices agreed in £

- a) Are they correct?
- b) Look at the invoices again.
 - i) If the Court Hotel wants to write to Slembrouck BVBA, who will they address the letter to?
 - ii) How will they open the letter? (*Dear ...*)
 - iii) What subject heading will they put?
 - iv) If they want to ask Slembrouck BVBA to deliver the order as soon as possible, how will they start the letter? (*... above ...*)
 - v) How will they end the letter? (*Yours ...*)
 - vi) If ABC (Drink Machines) Ltd wants to send a similar letter, what will they write?

3 Slembrouck BVBA has now delivered the orders to the Court Hotel and ABC (Drink Machines) Ltd. Unfortunately, there are some problems and both the Court Hotel and ABC Ltd have to write to complain.

In three groups, you must write the correspondence between Slembrouck BVBA, the Court Hotel and ABC (Drink Machines) Ltd. The role cards at the back of the book will help you but you must decide exactly what to write.

You must write neat, clear business letters. Remember to:

- put the date
- write to a particular person if you have his/her name
- use a subject heading
- thank the person for any letter they have sent you
- use 'Yours sincerely/faithfully' correctly
- sign the letter with your name and title

When you have written a letter, give it to the correct group. Then ask for a new role card number. (There are three cards for each company.)

If you are Slembrouck BVBA, first see role card 59.

If you are ABC (Drink Machines) Ltd, first see role card 30.

If you are the Court Hotel first see role card 2.