

## *The Lay-out*

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- ☐ Mechanical Structure or Parts of a Letter
- ☐ Style or Format and Punctuation
- ☐ Questions for Assessment

### ☐ **Mechanical Structure or Parts of a Letter**

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The mechanical structure of a letter constitutes the different parts of a letter that should have their customary place in it. The arrangement of the different parts of a business letter is fixed by custom and makes a world of difference in the impression it conveys. A letter being sent in an inappropriate form is as bad as a salesperson calling on a client in casuals.

The usual parts of a business letter are as under:

1. Heading
2. Inside address
2. Salutation
4. Body of the letter
5. Complimentary close
6. Signature
7. Reference initials
8. Enclosures



Heading

## LIVE HAPPY FOODS

7 Main Market  
Lodhi Road  
New Delhi

Inside  
address

March 8, 20..  
Khurana General Stores  
2 Hazrat Ganj  
Lucknow

Salutation

Dear Sirs

Body

You will be pleased to learn from the enclosed catalogue about our LIVE HAPPY SQUASHES prepared from good quality, fresh fruit in the most hygienic conditions. They are available in six delicious varieties: Lemon Squash, Lemon Barley, Mango Squash, Pineapple Crush, Orange Squash and Lime Juice Cordial.

These days when colas and other aerated waters are losing the customers' favour and juices have not earned their trust, they will just love to switch over to these sparkling, scintillating squashes. They can get as many as fifteen nutritious and refreshing glasses from every bottle. So, you see, there is economy in them. And there is taste.

You have always been satisfied with our jams and pickles. You will be more satisfied with our squashes.

You get these squashes on the same terms and conditions as our jams and pickles. Summer is ahead, and you can have brisk sales. A bulk order of twenty dozen or more earns you an additional discount of 3%.

We shall be looking forward to your response.

Complimen-  
tary close

Very truly yours  
LIVE HAPPY FOODS

Signature

Managing Proprietor

Reference  
initials

YPB:nj

Enclosures

Encl: Catalogue