

For Reference

NOT TO BE TAKEN FROM THIS ROOM

THE UNIVERSITY OF ALBERTA

CURRENT PRACTICES IN TYPEWRITTEN BUSINESS LETTERS
IN CANADA

by

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A THESIS

SUBMITTED TO THE FACULTY OF GRADUATE STUDIES
IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE
OF MASTER OF EDUCATION

DEPARTMENT OF SECONDARY EDUCATION

EDMONTON, ALBERTA

OCTOBER 1966

UNIVERSITY OF ALBERTA
FACULTY OF GRADUATE STUDIES

The undersigned certify that they have read,
and recommend to the Faculty of Graduate Studies for
acceptance, a thesis entitled "Current Practices in
Typewritten Business Letters in Canada" submitted by
Elizabeth Jean Graham in partial fulfilment of the
requirements for the degree of Master of Education.

ABSTRACT

The purpose of this study was to determine current practices in the format of typewritten business letters in Canada. Specifically, the study was designed to investigate current practices in Canada relating to the following elements of the typewritten business letter: style, punctuation, opening lines, body, second-page heading, closing lines, service notations, special notations, envelope address and type size.

Data were obtained from a sample of 754 letters received from the files of different businesses representing all categories of industry in Canada. The number of letters selected from each category of industry was determined by the number of stenographers, typists, and clerk-typists employed in each category. With the aid of an analysis form developed by the investigator, all parts of the letters were analyzed. A computer program was used to summarize the data.

The results of the study indicate that the Modified Block with Paragraph Indention was the most frequently used letter style. Closed punctuation was the most used punctuation style. The medium one-page letter was the most frequently occurring letter length.

Other findings of the study are too numerous to include in this abstract.

ACKNOWLEDGEMENTS

The writer wishes to express appreciation to Dr. Geraldine M. Farmer for making available her data for the study, for advice in planning the study, for guidance throughout the course of the study, and for her generous contribution of time during the completion of the study.

Appreciation is also extended to other members of the thesis committee, Dr. Robert D. Armstrong and Mr. Marvin A. Clark, for their helpful comments and suggestions.

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CHAPTER I

INTRODUCTION AND PURPOSE OF THE STUDY

In the 1964-65 school year there were 35,408 student enrolments in typewriting, shorthand, and office practice in the high schools of Alberta.¹ In all of these courses the production of typewritten business letters is a major objective. The instructional emphasis on the typewritten business letter warrants an investigation of the nature of Canadian business letters. Therefore, the purpose of this study is to determine current practice in the format of typewritten business letters in Canada.

NEED FOR THE STUDY

Preparation of the typewritten business letter entails both composition of the letter or message and conversion to the typewritten form. Whereas responsibility for the composition rests with the originator of the letter, responsibility for the conversion to the written form rests with the typist. Included in the process of conversion are decisions regarding form, placement, and arrangement of all parts of the letter. Although specialists in business correspondence recommend certain practices in the form, placement and arrangement of the typewritten business letter, there are few hard and fast rules.

¹Alberta Department of Education, Sixtieth Annual Report: 1965 (Edmonton: Queen's Printer, 1965), p.202.

As Shurter explains:

No one can say authoritatively that one specific form for a letter is the correct form. Instead, there are certain practices which are widely used in today's correspondence but which are constantly changing.²

For example, the indented style, at one time considered the model for all typewritten letters,³ is no longer considered standard. Savage also comments on the diversity of practices in business letter writing:

Tradition and usage to a large extent influence the various parts and mechanics of letter writing style. Correspondence practices as a general rule should be fairly uniform within any business organization. Practices, however, vary considerably from one business firm to another. Because of this variation, it is wise for those whose duty it is to write business letters to be familiar with the different ways of setting up the business letter and of handling its parts.⁴

Although it is unreasonable to suggest that students learning to prepare typewritten business letters be familiar with all possible variations of letter format, it is reasonable to suggest that students be familiar with the common variations which they may be required to use vocationally. To help students meet this requirement, business teachers must be familiar with current practices in typewritten business letters. Accordingly, the present investigation should serve to acquaint teachers and students with current practices in business letter writing in Canada.

²Robert L. Shurter, Written Communication in Business (New York: McGraw Hill Book Company, Inc., 1957), p. 124.

³J. P. Page, Practical Office Training (second edition; Toronto: Pitman & Sons, 1935), p. 35.

⁴William G. Savage and others, Business Review for Professional Secretaries (New York: Pitman & Sons, 1959), p. 282.

Businessmen, too, should be familiar with common practices in business letter writing to enable them to reduce communication costs. The cost of producing the typewritten business letter in 1953 was \$1.17. In 1966 the cost was \$2.44.⁵ This increase in cost warrants an investigation of the cost of letter writing. There is evidence that certain letter styles are more time consuming and, therefore, more costly to produce than others. Littlefield and Rachel report that a basic motion unit analysis of the conventional and simplified letter styles showed that the use of the simplified letter style resulted in a time saving of over ten per cent:

A basic unit analysis of the typing alone of a ninety-six word letter proves a saving with the Simplified Letter of ten and seven-tenths per cent. This results from a reduction in key strokes and a reduction in motion for positioning the typewriter carriage.⁶

If efficiency is a criterion, then the present nature of typewritten business letters should be identified and analyzed so that improvements may be effected. This study should provide useful information for the innovators, whether they be business men, business teachers, or business typists.

Not only should a study of the typewritten business letter in Canada provide useful information for business students and teachers, as well as business personnel, but it should be beneficial to those

⁵The Edmonton Journal, January 1, 1966, p. 7.

⁶C. L. Littlefield and Frank Rachel, Office Administrative Management (second edition; Englewood Cliffs: Prentice-Hall Inc., 1964), p. 279.

interested in the development of trends in written business communications in Canada.

Although a number of investigations of the typewritten business letter have been conducted in the United States no such studies have been conducted in Canada.

STATEMENT OF THE PROBLEM

The problem is to determine the most commonly used practices in current typewritten business letters in Canada. Specifically, the present study was designed to investigate current practices in Canada relating to the following elements of the typewritten business letter:

- I. Style.
- II. Punctuation.
- III. Opening lines, i.e. date, inside address, salutation, attention and subject.
- IV. Body, including length of letter, length of typewritten line, number of paragraphs, indention, tabulation, enumeration, and occurrence of figures.
- V. Second-page heading.
- VI. Closing lines, i.e. complimentary close, company name, signer's identification.
- VII. Service notations, i.e. reference, enclosure, carbon copy and blind carbon copy.
- VIII. Special notations, i.e. postscript and handling notations.
- IX. Envelope address.
- X. Type face, i.e. size of printed characters.

DELIMITATIONS OF THE STUDY

This study examined only selected practices in certain mechanical aspects of typewritten business letters in Canada. No investigation was made of the following:

1. The quality of composition.
2. The training, background or position of the typists who prepared the typewritten business letters.
3. The typewritten correspondence of public administration at the federal, provincial or local level.
4. The relationship of letter styles to industries or provinces.
5. The existence or absence of company prescription relating to letter practices.

DEFINITIONS OF TERMS

Letter Styles

For purposes of this study, the following definitions of letter styles were used:

Full block. The style of letter in which all lines of each letter part begin flush with the left margin.

Modified block. The style of letter in which all lines except the date line and closing lines begin flush with the left margin. Paragraphs in the body of the letter may, or may not, be indented.

Indented. The style of letter in which the only lines flush with the left margin are the first lines of the address, the salutation, and the lines in the body other than the first line in each paragraph.

NCMA Simplified. The style of letter which omits the salutation and complimentary close but includes a subject line. All lines of each letter part begin flush with the left margin.

Punctuation Styles

For purposes of this study, the following definitions of punctuation styles were used:

Open punctuation. Other than in the body, periods and commas at the end of lines are omitted unless the lines end with an abbreviation requiring a period.

Mixed punctuation. Punctuation appears after the salutation and after the complimentary close but not after other opening and closing parts of the letter.

Closed punctuation. Periods and commas appear at the end of lines in the following letter parts: date, inside address, salutation, complimentary close, signer's typewritten name, signer's position, or department name. In other words, the company name is the only letter part which is not punctuated.

Parts of the Typewritten Business Letter

In Figure 1, page 10, the parts of a typewritten business letter are illustrated. The numerals indicate the essential parts of the typewritten business letter; the lower case letters indicate the optional letter parts. For purposes of this study, the following

definitions of letter parts were used:

- (1) Date line. This line contains the month, the day and the year that the letter is written.
- (a) Special handling notation. This letter part contains special instructions regarding the handling of the letter. To indicate a special method of mailing, the special notation might include one or all of the following: Air Mail, Special Delivery, Registered. To indicate special instructions to the receiver, this notation might include one or all of the following: Personal, Private, Confidential.
- (2) Inside Address. This line contains the identification and the address of the person or firm to whom the letter is written.
- (b) Attention line. The purpose of this letter part is to direct the letter to a particular person or department in the organization.
- (3) Salutation. This line contains an expression of greeting from the letter writer. This letter part is essential in all typewritten business letters, except the NOMA Simplified style.
- (c) Subject line. This line contains a phrase or expression that identifies the content or message of the letter.
- (4) Body. This part contains the message of the letter.
- (5) Complimentary Close. This line contains an expression of farewell from the letter writer. Although this letter part is considered essential in the conventional business letter, it is omitted in the NOMA Simplified style.
- (d) Company name. This line contains the identification of the firm sending the letter.

- (6) Signer's typed name. This letter part identifies the signer.
- (e) Signer's position. This part of the letter indicates the business position of the signer.
- (f) Department name. This letter part refers to the department with which the signer is associated.
- (g) Reference notation. This part identifies the dictator of the letter and the typist, or it may identify only the typist.
- (h) Enclosure notation. This letter part indicates that additional material is enclosed with the letter in the envelope.
- (i) Carbon copy notation. This letter part is used to indicate that a carbon copy of the letter is being sent to someone other than the addressee.
- (j) Blind carbon copy notation. This letter part appearing on the file copy of a letter indicates that a carbon copy of the letter is being sent to someone other than the addressee. The information is not typed on the original copy but may be typed on other copies if required.
- (k) Postscript. This notation consists of a message that has been added to the letter after it has been completed.

Not included in Figure 1, page 10, is the following letter part which is essential when the letter is longer than one page:

Second page heading. This letter part contains identification information which would facilitate restoring a letter to its original order should the pages become separated.

Closing Lines

The closing lines include one or more of the following: com-

plimentary close, company name, signer's typewritten name, signer's business position, and signer's business department or division.

Signer's Identification

The signer's identification, appearing below the space reserved for the signature, includes one or more of the following: the signer's typewritten name, the signer's business position, the signer's business department or division.

Size of Type

Pica. A type size which produces ten characters to the inch.

Elite. A type size which produces twelve characters to the inch.

Typist

Typist includes any person who is responsible for the production of business letters. Secretaries, stenographers and clerk-typists are considered typists.

(1) September 1, 1966

Registered Mail (a)

Canadian Products Ltd.
379 Clermont Avenue (2)
Edmonton, Alberta

Attention: Mr. E. G. O'Connor (b)

Gentlemen: (3)

Subject: Canada Savings Bond (c)

We are enclosing Canada Savings Bond Number XYZ 123456789 for your employee, Mr. William Martin Patrick. You will recall (4) Mr. Patrick purchased this Bond through the payroll deduction plan.

Yours sincerely, (5)

FORBES SECURITIES LTD. (d)

(6) M. B. Cole President (e)
Alberta Division (f)

MBC:gg (g)

Enclosure (h)

cc: Mr. H. T. Twohey (i)

bc: Mr. D. F. McDonald (j)

P.S. The Centennial Issue of Canada Savings Bonds is now (k)
available.

FIGURE 1

ILLUSTRATION OF PARTS OF THE TYPEWRITTEN BUSINESS LETTER

CHAPTER II

REVIEW OF RELATED LITERATURE

A number of studies of business correspondence have been conducted to ascertain current practices in business letter writing. In some studies, the investigation was limited to an analysis of letter styles and punctuation styles. In others, the investigation included an analysis of various parts of the business letter. The data in some studies were obtained by means of examination of actual letters from the correspondence files of business firms, whereas in others the data were obtained by means of a questionnaire completed by business firms. In this chapter the purpose and procedures of each of the related studies will be described briefly. The findings relevant to the present study will be reported later under the appropriate headings.

In 1939, Chapman¹ examined 500 business letters in an attempt to discover the devices employed by letter writers in securing the characteristics of courtesy, organization, form and clearness. Chapman also was interested in identifying and comparing differences in practice between large and small firms. She also sought to identify and compare differences in letter writing style between major and minor officials of the firms. Although Chapman failed to report how she obtained the 500 letters she did report how she classified the firms on the basis of Dun and Bradstreet ratings. Division I consisted of organizations with capital of \$500,000 or greater. Division II consisted of organizations

¹Grace A. Chapman, "An Evaluation of Business Letters" (unpublished Master's thesis, University of Chicago, 1939), pp. 7-9.

with capital of \$125,000 or less. Only the findings of Chapman's study that are concerned with the physical appearance of the letters will be reported in this study.

Haynes and Whitmore,² in an attempt to ascertain facts about stationery, letter styles, punctuation styles and various mechanical aspects, analyzed 2,718 letters received by different types of organizations (public utilities, educational, governmental, industrial and manufacturing). On the basis of information gathered from consultations with authorities in the field of business letter writing, a letter-analysis form was constructed from which the data were tabulated.

In 1948, Bowyer³ examined 2,562 letters from the files of business firms in an effort to determine and compare the letter styles and punctuation styles "currently" used in business with those presented in high school typewriting textbooks. Using the telephone and city directories for Emporia, Kansas, Bowyer selected seventy one business offices which he considered representative of types of business in Emporia. He further classified the letters as "local", if they originated in the State of Kansas and served primarily state interests; or "national", if they originated in the United States and served primarily national interests. Using six model letter styles and a check sheet Bowyer tabulated letter and punctuation styles.

²Benjamin R. Haynes and Irol Whitmore, Mechanics of Business Letter Writing, Study No. 12 of the Bureau of Research, School of Business Administration, The University of Tennessee Record Extension Series, Vol. XVIII, No. 1 (Knoxville: University of Tennessee, 1942), p. 10.

³Lawrence L. Bowyer, "A Study of Letter Styles and Punctuation used in Current Business Correspondence" (unpublished Master's thesis, Kansas State Teachers College of Emporia, Kansas, 1947), p. 28.

In 1952, Balsley⁴ investigated the transcription practices of 332 business firms, representing a variety of types of business activity, sizes of firms, and geographical locations. Firms were selected from membership lists of chapters of the National Office Management Association, from The Thomas Register, and from suggestions of businessmen known to the researcher. Balsley rejected the idea of collecting data through a study of actual letters on the grounds that a study of such letters would not reveal variations in practices within individual firms. Consequently, a questionnaire was selected as the device by which the major portion of the data were obtained. Additional data were obtained from company correspondence manuals. Of the 500 questionnaires sent, 332 were completed and returned.

In 1957, Wester,⁵ in an attempt to identify trends in business letter writing studied the progress made in the field of letter writing within the last century. In addition, Wester stated that "approximately eighty questionnaires were sent to different businesses all over Texas".⁶ The eight-item questionnaire dealt with business letter writing practices and preferences. Only twenty-four questionnaires were completed and returned. No explanation was made of the method of selecting business firms. Because the design of the study and many of the conclusions are questionable, the findings of Wester's study must be viewed with caution.

⁴Irol Whitmore Balsley, "A Comprehensive Analysis of Current Transcription Practices in Business Firms" (unpublished Doctoral thesis, Indiana University, Bloomington, Indiana, 1952), pp. 8 and 9.

⁵Joella Devlin Wester, "Recent Trends in Business Letter Writing" (unpublished Master's thesis, East Texas State Teachers College, Cooper, Texas, 1957), p. 2.

⁶Ibid., p. 49.

In 1959, Augustyn⁷ reported the findings of her investigation of business letters from 164 firms in the Sioux Falls, South Dakota, employment area, to determine "present day" practices in mechanical form and structure. Augustyn also investigated the mailability factors of business letters for the purpose of improving the training of business education students. Two hundred thirty firms which Augustyn considered representative of types of business in the Sioux Falls area were selected from Membership Directory and Manufacturing and Wholesale Directory. Of the 230 firms which were asked to supply sample copies of actual correspondence, 164 responded. The response letters were analyzed and the data recorded on a letter analysis chart developed by Augustyn. It should be noted from Augustyn's findings that 99 of the 164 letters had the word "Sister" in the salutation.⁸ This suggests that 99 letters were written specifically to and for the investigator. Only the findings of Augustyn's study that are concerned with the mechanical features of business letters will be reported in this study.

In 1964, Balsley⁹ reported the results of a follow up investigation to the one completed in 1952. One hundred fifty eight of the 392 firms had participated in the former study. The purpose and procedure

⁷Sister Mary Vincent Augustyn, "Current Business Correspondence Practices in Selected Business Firms in the Sioux Falls, South Dakota, employment Area (1957-1958)" (unpublished Master's thesis, Catholic University of America, Washington, D.C., 1959), pp. 2 and 3.

⁸Ibid., p. 37.

⁹Irol W. Balsley, Current Practices in Transcription in 392 Business Firms, (Rushton: Louisiana Polytechnic Institute, 1964), Foreword and Preface.

are similar to the earlier study which investigated "current" transcription practices in United States business firms.

The findings reported in the foregoing studies will be reviewed under the following headings:

- I. Letter Styles.
- II. Punctuation Styles.
- III. Opening lines, i.e. date, inside address, salutation, attention and subject.
- IV. Body, including length of letter, length of typewritten line, number of paragraphs, indentation.
- V. Second-page heading.
- VI. Closing lines, i.e. complimentary close, company name, and signer's identification.
- VII. Service notations, i.e. reference, enclosure, carbon copy.
- VIII. Special notation, i.e. postscripts and special handling.
- IX. Envelope addresses.
- X. Type face, i.e. size of characters.

The variety of terminology used in the related studies made it necessary for the investigator to substitute in the findings terminology as defined in Chapter I.

LETTER STYLES

In 1939, Chapman's¹⁰ study of devices used to attain certain desirable characteristics of business letters, included an investi-

¹⁰Chapman, op. cit., p. 76.

gation of the appearance of business letters. Her study of 500 letters produced these principal findings concerning letter styles: the most common letter style was the Modified Block With Paragraph Indention. This style was used by 62 per cent of the large firms and 90 per cent of the small firms. The next most common style was the Modified Block Without Paragraph Indention. This style was used by 32 per cent of the large firms and 7 per cent of the small firms. The Indented style accounted for the remainder of the letters.

In 1942, Haynes and Whitmore,¹¹ examining 2,716 letters received by different types of organizations, found that in order of frequency of use, the letter styles were: Modified Block With Paragraph Indention, Modified Block Without Paragraph Indention, Indented and Full Block.

In 1948, Bowyer¹² analyzed 2,562 letters which were classified as either "national", or "local". Of the 2,562 letters, 1,383, or 54 per cent, were "national" letters, and 1,179, or 46 per cent, were "local". Bowyer found that both the "national" and the "local" letters used the Modified Block Without Paragraph Indention most frequently, the Modified Block With Paragraph Indention next most frequently, followed by the Full Block and Indented styles.

In 1952, Balsley¹³ reported the findings of her investigation of the transcription practices of 332 business firms. Balsley found that sixteen different letter styles were used by the 332 firms. However, 86 per cent of the firms confined their selection to one style. Balsley

¹¹Haynes and Whitmore, op. cit., p. 23 ¹²Bowyer, op. cit., p. 44.

¹³Balsley (1952), op. cit., pp. 621-623.

found that four styles were used either exclusively or in combination with other styles by the greatest number of the firms. In order of frequency of use these styles included the Modified Block Without Paragraph Indention and with the date line ending at the right margin used by 36 per cent of the firms, Modified Block With Paragraph Indention and the date line ending at the right margin used by 33 per cent of the firms, Modified Block Without Paragraph Indention and with the date line centered used by 21 per cent, and Modified Block With Paragraph Indention and date line centered used by 11 per cent of the firms.

In 1957, Wester¹⁴ attempted to ascertain "current" business letter writing practices and preferences by means of a questionnaire. Wester reported that of the twenty-four business firms that completed the questionnaire, thirteen preferred the Modified Block style, six preferred the Full Block and five the Indented style.

In 1959, Augustyn¹⁵ reported the findings of her examination of 164 response letters from the Sioux Falls, South Dakota, employment area. She reported that the Modified Block Without Paragraph Indention was the most commonly used letter style, followed by the Modified Block With Paragraph Indention.

In 1964, Balsley¹⁶ reported the results of her follow up investigation of "current" transcription practices in 392 business firms. Balsley reported that sixteen different letter styles were used by the 392 firms. However, 80 per cent of the firms limited their selection

¹⁴Wester, op. cit., p. 49.

¹⁵Augustyn, op. cit., pp. 29-31

¹⁶Balsley (1964), op. cit., p. 24.

to one style. Balsley found that the letter styles used either exclusively or in combination with other styles, by the greatest number of firms were the four styles found to be most commonly used in the earlier investigation. Furthermore, these styles maintained the same rank as reported in the earlier study. However, the frequency percentages of each style changed as follows: the Modified Block Without Paragraph Indention and with the date line ending at the right margin increased by two per cent, Modified Block With Paragraph Indention and the date line ending at the right margin decreased by nine per cent, Modified Block Without Paragraph Indention and with the date line centered decreased by seven per cent, and Modified Block With Paragraph Indention and the date line centered increased by three per cent.

The findings reported in this section indicate that some form of Modified Block was the prevalent letter style. The studies conducted in 1939 and 1942 identified the Modified Block With Paragraph Indention as the most popular letter style, whereas the study conducted in 1948, and all subsequent studies, identified the Modified Block Without Paragraph Indention as the most popular letter style.

PUNCTUATION STYLES

Chapman's¹⁷ analysis of the appearance of 500 business letters included an examination of the letters to determine whether Open or Closed punctuation was used. Chapman's data indicates that Closed

¹⁷Chapman, op. cit., pp. 53 and 76.

punctuation in the heading and inside address was more common than Open punctuation.

Haynes and Whitmore¹⁸ found in the 2,718 letters which they examined that the punctuation styles in order of frequency of use were Mixed, Closed and Open.

Bowyer¹⁹ found that in both the "national" and the "local" letters the Mixed style of punctuation was most commonly used.

Balsley²⁰ reported in her 1952 study that eleven different punctuation styles were used by the 332 firms. However, 97 per cent of the firms limited their selection to one style. Mixed punctuation style was used by 83 per cent of the firms either exclusively or in combination with other styles. The Modified Open, that is Open but with a colon following the salutation, was used by 9 per cent of the firms; and Open punctuation was used by 4 per cent.

Augustyn²¹ reported, in 1959, that 91 per cent of the 164 letters she examined used Mixed punctuation.

Balsley²² reported in her 1964 study that seven different styles were reported by 372, or 95 per cent, of the firms using one style of punctuation. Mixed punctuation was used by 80 per cent of the firms either exclusively or in combination with other styles. Open punctuation was used by 6 per cent of the firms. Only one firm reported

¹⁸Haynes and Whitmore, op. cit., p. 10 ¹⁹Bowyer, op. cit., p. 58.

²⁰Balsley (1952), op. cit., pp. 624-5 ²¹Augustyn, op. cit., p. 52.

²²Balsley (1964), op. cit., p. 29.

using the Closed style of punctuation.

The findings reviewed in this section, with the exception of Chapman's indicate that Mixed punctuation was the most frequently used punctuation style.

OPENING LINES: DATE LINE, INSIDE ADDRESS,
SALUTATION, ATTENTION AND SUBJECT

Date Line

In Chapman's²³ investigation of the appearance of 500 business letters, she found that the placement of the date at the right side was the most common practice in the letters of large business firms.

In the 2,718 letters which Haynes and Whitmore²⁴ examined, they found that the most common placement of the date line was $2\frac{1}{4}$ to 3 inches from the top of the page and "right".

In both "national" and "local" letters which Bowyer²⁵ analyzed, he found that the preferred position of the date line was above the inside address and extended to the right margin.

Balsley²⁶ reported in 1952 that the most common practices concerning the date line were to place the date to end at the right margin and to vary the vertical position of the date with the length of the letter. Balsley also found the most commonly used arrangement of the

²³Chapman, op. cit., p. 51.

²⁴Haynes and Whitmore, op. cit., pp. 10, 11.

²⁵Bowyer, op. cit., p. 59.

²⁶Balsley (1952), op. cit., pp. 627, 628.

date line was month, day and year, as exemplified in September 23, 1952.

Augustyn²⁷ in her investigation of the mechanical structure of 164 business letters found that 45 per cent placed the date line at the right margin, and 43 per cent placed the date line in the center of the page. The arrangement of the date line of the month, followed by the day and year, as exemplified in July 23, 1957, was followed by 91 per cent of the business firms.

In Balsley's²⁸ 1964 study she reported the practices pertaining to the placement and form of the date line which she found to be most common. These were the practices identified as most common practices in her 1952 study.

The findings presented in this section reveal that all of the investigators found that the most common horizontal placement of the date line was right of the center of the page. Four of the six investigators reported the date line ending at the right margin.

Inside Address

Balsley²⁹ reported in her 1952 study that the most common practice in the use of abbreviations in the inside address was to write in full "Avenue" and the name of the state.

Augustyn³⁰ reported, in 1959, that the three-line address was

²⁷Augustyn, op. cit., pp. 33, 34.

²⁸Balsley (1964), op. cit., pp. 32, 33.

²⁹Balsley (1952), op. cit., p. 629.

³⁰Augustyn, op. cit., pp. 34, 35.

used in 45 per cent of the letters and the four-line address was used in 41 per cent of the letters.

In Balsley's³¹ 1964 study she reported that the most frequently used form of the inside address did not contain abbreviations.

Salutation

Chapman³² reported that over 70 per cent of the salutations were "followed by the colon without the dash" in the business letters of the large firms.

In Balsley's³³ 1952 study, she reported that Dear Mr. (Surname) was the most common form of salutation.

Augustyn's³⁴ findings showed that 99 of the 164 letters examined contained the word "Sister" in the salutation. Excluding these salutations, Dear Mr. _____ was most frequently used, closely followed by Gentlemen.

Of the 392 firms that participated in Balsley's³⁵ 1964 study, she reported 321 firms placed the salutation two spaces below the inside address when no subject or attention line was used. Balsley also found that Dear Mr. (Surname) was the most common form of salutation.

³¹Balsley (1964), op. cit., p. 37.

³²Chapman, op. cit., pp. 52, 53.

³³Balsley (1952), op. cit., p. 629.

³⁴Augustyn, op. cit., p. 37.

³⁵Balsley (1964), op. cit., pp. 49, 50.

Attention Line

Chapman,³⁶ in 1939, reported that "Attention of Mr. _____" was found in sixty-nine of the letters of the large firms. Chapman described various positions of the attention line in the letters but she did not report their frequency.

Of the 2,562 letters examined by Bowyer,³⁷ only fourteen letters contained an attention line.

Balsley³⁸ reported, in 1952, that the most common placement of the attention line was at the left margin between the inside address and salutation. Balsley also reported that the most common form of the word "attention" was written in full and capitalized. The most common practice pertaining to the content of the main element of the attention line was to include the name only.

Augustyn³⁹ found in her analysis of 164 business letters that an attention line was included in 30 letters. Of the 30 letters, 28 placed the attention line above the salutation.

Balsley⁴⁰ in 1964 identified the most common practices pertaining to the placement and the form of the word "attention" and the content of the main element of the attention line. These most common practices were the most common practices in her 1952 study.

³⁶Chapman, op. cit., p. 57.

³⁷Bowyer, op. cit., p. 54.

³⁸Balsley (1952), op. cit., p. 631.

³⁹Augustyn, op. cit., p. 38.

⁴⁰Balsley (1964), op. cit., p. 41.

Subject Line

Chapman⁴¹ examined the subject line of the business letters of large firms and reported, "When the subject was given, it appeared either above or below the salutation, sometimes at the left, sometimes in the center."⁴²

Balsley⁴³ reported in her 1952 study that the most common position of the subject line was centered on the page between the inside address and the salutation. Balsley also reported that the word "Subject" was most frequently used to introduce the subject matter.

Augustyn⁴⁴ found a subject line in twenty-two of the 164 letters she examined.

Balsley,⁴⁵ in 1964, reported that the most common position of the subject line was centered below the salutation. She also reported that the word "Subject" to introduce the actual subject was used by most firms.

BODY

Length of Letters

Chapman⁴⁶ reported that 90 per cent of the letters of large firms were one page in length.

⁴¹Augustyn, op. cit., p. 38.

⁴²Ibid.

⁴³Balsley (1952), op. cit., p. 633.

⁴⁴Augustyn, op. cit., p. 38.

⁴⁵Balsley (1964), op. cit., pp. 43-46.

⁴⁶Chapman, op. cit., p. 26.

Length of Typewritten Line

Haynes and Whitmore⁴⁷ found that the length of the average line was 55 to 59 strokes.

Balsley⁴⁸ reported in 1952 that the practice of adapting the length of the line to the length of the letter was followed by 90 per cent of the firms.

Augustyn⁴⁹ found that a 60-space line was used in 48 per cent of the letters, a 50-space line in 23 per cent of the letters, and a 70-space line by 22 per cent of the letters.

Balsley⁵⁰ reported in 1964 that 87 per cent of the firms adjusted the length of the typewritten line to the length of the letter.

Number of Paragraphs

Haynes and Whitmore⁵¹ found that the most frequently recurring number of paragraphs was two.

Indentation

Bowyer⁵² found that the non-indented paragraph was favored over the indented paragraph.

⁴⁷Haynes and Whitmore, op. cit., p. 13.

⁴⁸Balsley (1952), op. cit., p. 636.

⁴⁹Augustyn, op. cit., p. 40.

⁵⁰Balsley (1964), op. cit., p. 106.

⁵¹Haynes and Whitmore, op. cit., p. 48.

⁵²Bowyer, op. cit., p. 59.

Balsley⁵³ in her 1952 study reported that the non-indented paragraph was most frequently used. Of the 130 firms that did use the indented paragraph, 72 firms indented ten spaces.

Augustyn⁵⁴ found that 64 per cent of the letters she examined did not indent the paragraphs. In the letters which used the indented paragraph, the most common practice was to indent five spaces.

Balsley⁵⁵ reported in 1964 that the non-indented paragraph was preferred. Balsley also reported that of the 95 firms using the indented paragraph, 40 firms indented ten spaces.

The findings reported in this section indicate that all of the investigators who examined the paragraphs in the body of letters found that the non-indented paragraph was favored over the indented paragraph.

SECOND-PAGE HEADING

In 1952, Balsley⁵⁶ found that the combination of items including the addressee's name, page number, and date, was most frequently used in second-page headings. The placement of the name of the addressee at the left margin, the page number at center, and the date line ending at the right margin was the most common arrangement. Balsley also reported that the page number written thusly -2- was the most common form. Of the 167

⁵³Balsley (1952), op. cit., p. 636.

⁵⁴Augustyn, op. cit., pp. 41, 42.

⁵⁵Balsley (1964), op. cit., p. 52.

⁵⁶Balsley (1952), op. cit., pp. 637, 638.

firms using a one-line heading, forty placed the heading six spaces from the top of the page and fifty-three continued typing the body of the letter four spaces below the heading.

In 1964, Balsley⁵⁷ reported her findings pertaining to the content, arrangement, and placement of the second page heading, as well as the form of writing the page number. Those practices which she found to be most common in 1964 were the practices which she identified as most common in her 1952 study.

CLOSING LINES: COMPLIMENTARY CLOSE, COMPANY NAME,
AND SIGNER'S IDENTIFICATION

Complimentary Close

Chapman⁵⁸ reported that the word "yours" was omitted from the complimentary close of nineteen of the letters of the large firms.

In 1952, Balsley⁵⁹ reported that the complimentary close placed two spaces below the last line of the body was used by the majority of firms. Balsley also reported that the form "Very truly yours" was most frequently used by the firms included in her investigation.

In 1959, Augustyn⁶⁰ found that the most common horizontal placement of the complimentary close was right of the center of the page. She

⁵⁷Balsley (1964), op. cit., pp. 53-57.

⁵⁸Chapman, op. cit., p. 54.

⁵⁹Balsley (1952), op. cit., p. 639.

⁶⁰Augustyn, op. cit., p. 41.

also reported that "Very truly yours" was the most favored form of the complimentary close. However, "Yours very truly" followed closely in frequency of use.

The practices pertaining to the placement and form of the complimentary close found to be the most common practices in Balsley's 1952 study were reported as the most common practices in Balsley's⁶¹ 1964 study.

Company Name

Balsley⁶² reported in her 1952 study that the placing of the company name two spaces below the complimentary close and directly below the start of the complimentary close was the most common placement. She also reported that the company name written in full capital letters was the most common form of writing the company name. These practices pertaining to the placement and form of the company name were also identified in Balsley's⁶³ 1964 study as the most common. In addition, Balsley's 1964 study revealed that of the 392 firms, 181 did not use a company name.

Signer's Identification

Balsley⁶⁴ reported in her 1952 study and in her 1964 study⁶⁵

⁶¹Balsley (1964), op. cit., pp. 57, 58.

⁶²Balsley (1952), op. cit., p. 640

⁶³Balsley (1964), op. cit., pp. 58, 59.

⁶⁴Balsley (1952), op. cit., pp. 641, 642.

⁶⁵Balsley (1964), op. cit., pp. 59-62.

that the most common vertical placement of the signer's typewritten name was four spaces below the company name, or if there were no company name, four spaces below the complimentary close. The most common horizontal placement was directly in line with the start of the company name, or complimentary close.

SERVICE NOTATIONS: REFERENCE, ENCLOSURE AND CARBON COPY

Reference Notation

Although Chapman⁶⁶ reported that "in many letters the initials of both the composer and the stenographer were typed in the lower left hand," she did not give any frequency percentages.

Balsley,⁶⁷ in her 1952 study, found that the reference notation was always, or usually, indicated on the original and file copy by 86 per cent of the firms. The most common placement of the reference notation was at the left margin two spaces below the last closing line. The reference notation that included both the dictator's initials and the typist's initials, written in full capital letters and separated by a colon was reported by Balsley as the most frequently used form.

Augustyn,⁶⁸ in 1959, reported that the most common placement of the reference notation was two spaces below the last closing line. She also reported that the most common arrangement or form included the

⁶⁶Chapman, op. cit., p. 56.

⁶⁷Balsley (1952), op. cit., p. 642.

⁶⁸Augustyn, op. cit., pp. 45, 47.

initials of the dictator in full capital letters and the typist's in lower case, with a colon between the two sets of initials.

Balsley⁶⁹ reported in 1964 that the reference notation was always, or usually, indicated on the original and file copy by 87 per cent of the firms. The most common placement was at the left margin two spaces below the last closing line. The reference notation that included the dictator's initials in full capital letters and the typist's initials in lower case letters, with a colon separating the two sets of initials was the most common form.

The findings reviewed in this section indicate that three of the six investigators examined the specific placement of the reference notation and reported that the most common placement of the reference notation was at the left margin two spaces below the last closing line. All three investigators agreed that the dictator's and typist's initials separated by a colon was the most frequent arrangement of the reference notation. However, one of the investigators found both sets of initials in full capital letters, whereas two investigators found the typist's initials in lower case.

Enclosure Notation

Balsley⁷⁰ in 1952 reported that only 47 per cent of the firms always indicated enclosures by the use of an enclosure notation. Of the firms using an enclosure notation, most firms placed the notation

⁶⁹Balsley (1964), op. cit., pp. 69, 70.

⁷⁰Balsley (1952), op. cit., pp. 646, 647.

at the left margin one space below the reference notation. Balsley reported that the use of "Enc." for single enclosures and "Enclosures" for multiple enclosures were the most commonly used forms.

Augustyn⁷¹ reported in her 1959 study that 71 per cent of the firms had discontinued the practice of indicating enclosures. She also reported that of the letters that did use the enclosure notation, "Enc." was the most prevalent form.

In 1964, Balsley⁷² found that 90 per cent of the firms always indicated enclosures by the use of a notation. Balsley found the preferred placement of the enclosure notation was at the left margin, one or two spaces below the reference notation. The word "Enclosure" written in full and capitalized was the most frequently used form.

The findings reported in this section reveal that there is disagreement on the use of the enclosure notation. In 1952 it was reported that only 47 per cent of the firms used an enclosure notation, in 1959 it was reported that 71 per cent of the firms had discontinued the practice of indicating enclosures, and finally in 1964 it was reported that 90 per cent of the firms always indicated enclosures by the use of a notation.

Carbon Copy Notation

In 1952, Balsley⁷³ reported that positioning the carbon copy notation at the left margin two spaces below the reference notation,

⁷¹Augustyn, op. cit., p. 49.

⁷²Balsley (1964), op. cit., pp. 72, 73.

⁷³Balsley (1952), op. cit., pp. 647, 648.

or enclosure notation, if used, was the most common placement.

Augustyn⁷⁴ found that only ten percent of the letters she examined contained a carbon copy notation. Of the seventeen letters which included a carbon copy notation, thirteen used the form cc:.

The placement of the carbon copy notation at the left margin two spaces below the reference notation, or enclosure notation, if used, was identified in Balsley's⁷⁵ 1964 study as the most common.

SPECIAL NOTATIONS: POSTSCRIPT AND HANDLING NOTATIONS

Postscript

The data regarding practices in the use of the postscript notation were obtained for Balsley's 1952 study⁷⁶ from the company manuals of seventy-six firms. Balsley reported that of the 76 firms, 45 firms used postscripts occasionally and 31 firms never used the postscript. Eight firms recommended that "P.S." precede the notation and thirty seven firms did not use the signer's name after the notation. Balsley in her 1964 study did not report on the practices pertaining to the postscript notation.

Handling Notations

In 1952, Balsley⁷⁷ reported that twenty-four firms included

⁷⁴Augustyn, op. cit., pp. 49, 50.

⁷⁵Balsley (1964), op. cit., pp. 74, 75.

⁷⁶Balsley (1952), op. cit., pp. 664, 665.

⁷⁷Balsley (1952), op. cit., pp. 666, 667.

in their manuals information about the placement and form of special handling notations. Eight of the firms placed the notation two to three spaces above the inside address, four firms placed the notation below the date line. Nineteen of the firms suggested placing the notation at the left margin. Full capital letters was the most frequently recommended form for writing the special handling notations.

In Balsley's 1964 study⁷⁸ the data pertaining to special handling notations were obtained by means of a questionnaire. Balsley reported that of 392 firms, 125 firms stated they never use special notations, and 27 did not answer the question. Of the firms replying to the question, the most common placement of the special handling notations was two lines above the inside address.

ENVELOPE ADDRESSES

Balsley⁷⁹ reported in her 1952 study that single spacing for all addresses was the most common practice. Only 29 per cent of the firms followed the practice of double spacing three-line addresses. The blocked address was the most common form of envelope address. The most common placement of the attention line was the lower left of the envelope.

In 1964, Balsley⁸⁰ reported that of the 392 firms, 51 per cent single spaced all addresses regardless of the number of lines in the address, 35 per cent double spaced three-line addresses and single spaced

⁷⁸Balsley (1964), op. cit., pp. 34 and 35.

⁷⁹Balsley (1952), op. cit., pp. 649, 650.

⁸⁰Balsley (1964), op. cit., p. 76.

addresses of more than three lines. Only 42 firms used the indented form for the envelope address. Balsley also reported that the lower left of the envelope was the most common placement of the attention line.

TYPE SIZE

In 1942, Haynes and Whitmore⁸¹ found that 53 per cent of the letters used elite type and 47 per cent used pica type.

In 1959, Augustyn⁸² reported that elite type was used in 49 per cent of the letters, pica in 32 per cent, elite electric in 10 per cent and pica electric in 2 per cent of the 164 letters.

In 1964 Balsley⁸³ reported that there were 284 firms, or 72 per cent, using elite type either exclusively or in combination with other type sizes. There were 154, or 39 per cent, reporting the use of pica, exclusively or in combination with other sizes. Thirty-seven firms stated that they used executive style either exclusively or in combination with other type sizes.

⁸¹Haynes and Whitmore, op. cit., p. 9.

⁸²Augustyn, op. cit., p. 29.

⁸³Balsley (1964), op. cit., p. 17.

CHAPTER III

PROCEDURES, ANALYSIS OF DATA, AND FINDINGS

From a sample of 2,727 letters received from the files of 1,277 different business representing all categories of industry in Canada,¹ a proportionate number of letters was selected. The letters were drawn from the industries in proportion to the number of stenographers, typists and clerk-typists employed in the industries as reported by the Dominion Bureau of Statistics.² The assumption was made that the number of stenographers, typists, and clerk-typists employed in an industry was an indication of the volume of correspondence within that industry. For purposes of this study those Industry Divisions which employed a small number of stenographers, typists and clerk-typists were combined. One Industry Division which employed a large number of stenographers, typists and clerk-typists was subdivided. Table I, page 36, shows the modified or regrouped classification of industries, and percentage of stenographers, typists and clerk-typists employed in each Division.

Because of the time required to analyze each letter, the investigator found it necessary to limit the size of the sample. Accordingly, four letters were randomly selected from the division of industry having the least number of stenographers, typists and clerk-

¹Geraldine M. Farmer, "Vocabulary of Written Business Communications in Canada" (unpublished research, University of Alberta, Edmonton, 1966).

²Dominion Bureau of Statistics. "Stenographers and Typists (including clerk-typists) in the Labour Force by Industry Division and Major Group, for Canada and the Provinces, 1961 Census." (Ottawa: Dominion Bureau of Statistics, n.d.)

TABLE I
 PERCENTAGES,* BY INDUSTRY DIVISION, OF STENOGRAPHERS,
 TYPISTS AND CLERK-TYPISTS EMPLOYED
 IN CANADIAN INDUSTRY,
 1961

Industry Division	Percentage
Agriculture, Forestry, Fishing and Trapping	.552
Mining	1.409
Durable Manufacturing	18.630
Non-durable Manufacturing	2.604
Miscellaneous Manufacturing	1.135
Construction	2.321
Transportation, Communication and Other Utilities	9.643
Wholesale and Retail Trade	16.108
Finance, Insurance, and Real Estate	20.404
Education and Health	11.769
Business Services	11.043
Personal Services	.797
Recreation Services	.584
Miscellaneous Services	3.001
Total	100.0

*Calculations based on a preliminary report compiled by the Dominion Bureau of Statistics, "Stenographers and Typists (including clerk-typists) in the Labour Force by Industry Division and Major Group, for Canada and the Provinces, 1961 Census."

typists. As a result, the maximum number of letters that could be selected from the original sample and still maintain the correct proportion was 754. Only one letter was selected from any one firm within an Industry Division. Table II, page 38, shows the number of letters selected from each Industry Division.

To aid in the development of a letter analysis form, Balsley's 1964 study³ and current typewriting textbooks were examined to determine alternative practices pertaining to the placement and form of the elements or parts of the typewritten business letter. An analysis form was developed and refined to encompass alternative practices pertaining to the elements of the typewritten business letter. The analysis form appears in Appendix A. From the analysis form, a summary sheet was designed to facilitate recording and transferring the data to punched cards for computer analysis. The summary sheet appears in Appendix B. The 754 letters were then analyzed for letter style, punctuation style, opening lines, body, second-page heading, closing lines, service notations, special notations, envelope address and type size.

To test the objectivity of the analysis one tenth of the letters were randomly selected and analyzed by an experienced business teacher. High agreement between the two sets of analyses was found. If disagreement on any specific item occurred more than four times, the investigator rescored all 754 letters on that item. Only five of the ninety-nine items required rescoring.

To determine current practices in business letter writing in

³Balsley (1964), op. cit.

TABLE II
NUMBER OF LETTERS SELECTED FROM CATEGORIES OF INDUSTRY

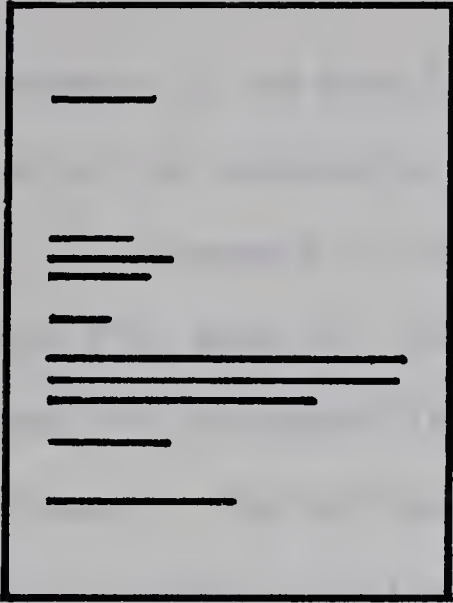
Industry Division	Number of Letters
Agriculture, Forestry, Fishing and Trapping	4
Mining	11
Durable Manufacturing	140
Non-durable Manufacturing	20
Miscellaneous Manufacturing	9
Construction	18
Transportation, Communication and Other Utilities	73
Wholesale and Retail Trade	121
Finance, Insurance and Real Estate	153
Education and Health	89
Business Services	83
Personal Services	6
Recreation Services	4
Miscellaneous Services	23
Total	754

Canada, the following elements of the 754 letters were examined:

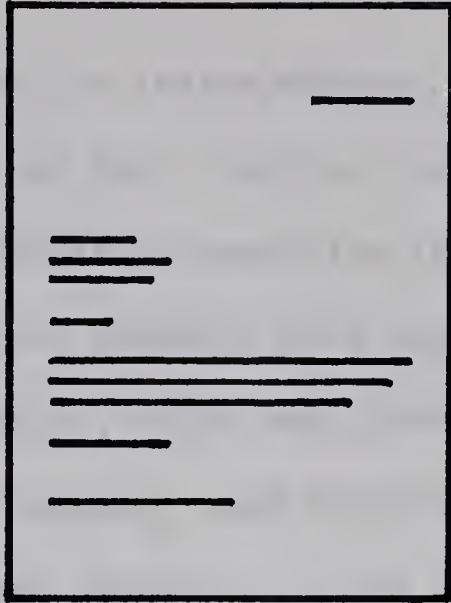
- I. Style
- II. Punctuation
- III. Opening lines, i.e. date, inside address, salutation, attention and subject.
- IV. Body, including length of letter, length of typewritten line, number of paragraphs, indention, tabulation, enumeration, and occurrence of figures.
- V. Second-page heading.
- VI. Closing lines, i.e. complimentary close, company name, signer's identification.
- VII. Service notations, i.e. reference, enclosure, carbon copy and blind carbon copy.
- VIII. Special notations, i.e. postscripts and handling notations.
- IX. Envelope address.
- X. Type face, i.e. size of printed characters.

I. ANALYSIS AND FINDINGS RELATED TO LETTER STYLES

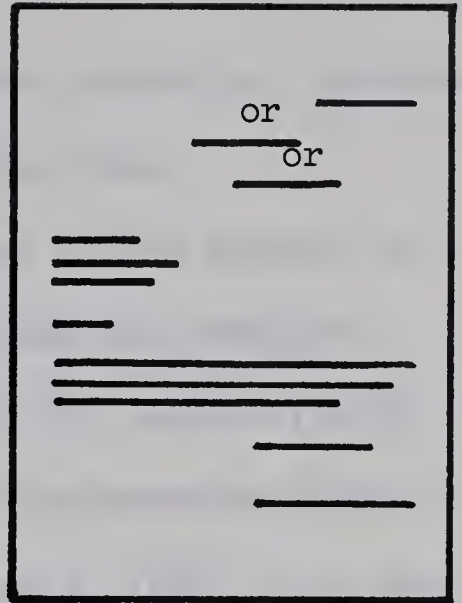
The layouts or illustrations of letter styles are presented in Figure 2, page 40. The eight letter styles include: Full Block; Full Block, except for date line; Modified Block Without Paragraph Indention; Modified Block With Paragraph Indention; Modified Block With Variations in the Closing Lines; Modified Block with Paragraph Indention and Variation in the Closing Lines; NOMA Simplified; and Indented. From the illustrations, it is apparent that the style of letter is determined by the



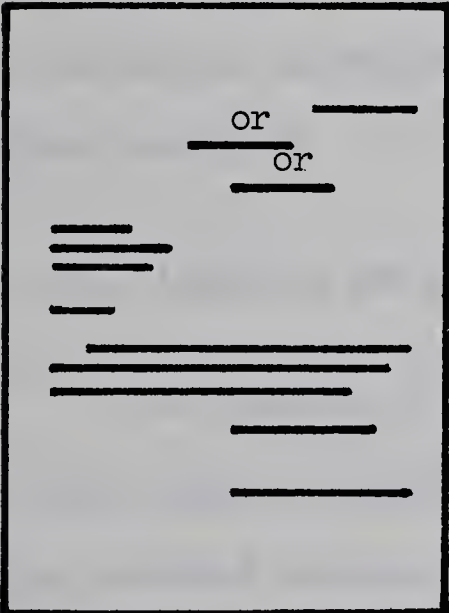
Full Block



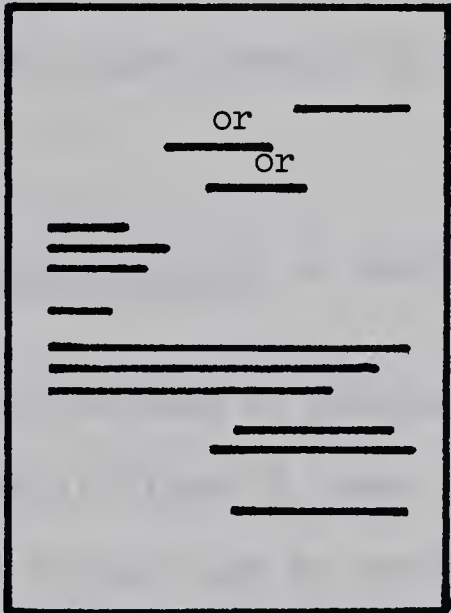
Full Block, except date line



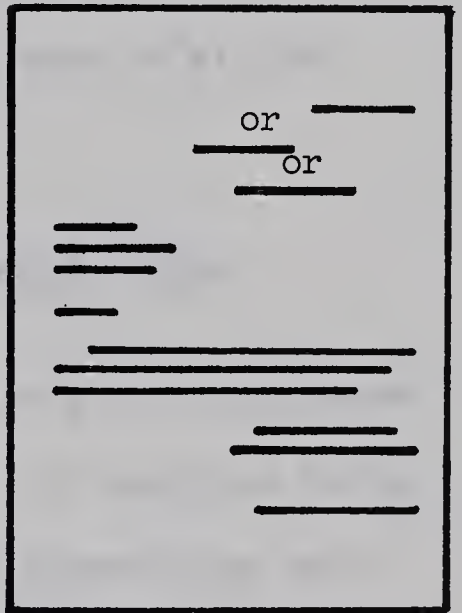
Modified Block Without Paragraph Indentation



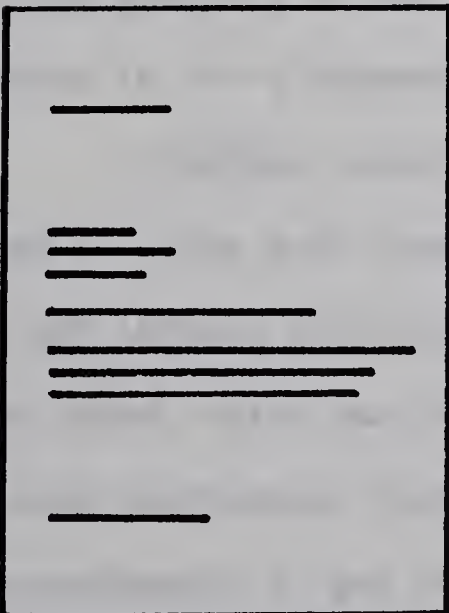
Modified Block with Paragraph Indentation



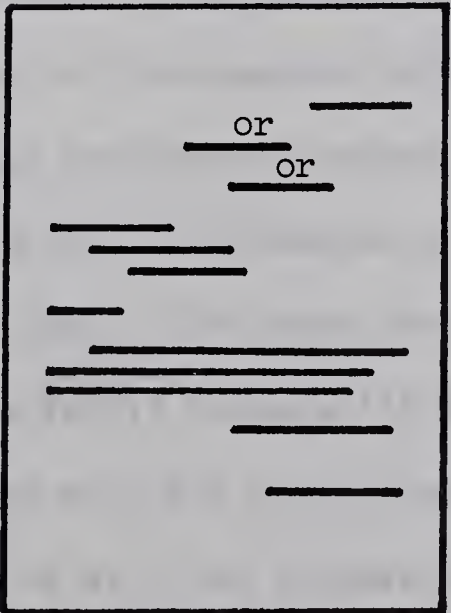
Modified Block with Variation in Closing Lines



Modified Block with Paragraph Indentation and Variation in Closing Lines



NOMA Simplified



Indented

FIGURE 2

ILLUSTRATIONS OF LETTER STYLES

placement of the date line, the inside address, the salutation, the opening line of the paragraphs in the body, and the closing lines.

A summary of the findings concerning letter styles appears in Table III, page 42. The most commonly used style was the Modified Block with Paragraph Indention, which was found in 321 letters (42.57 per cent). The next most commonly used style was the Modified Block With Paragraph Indention and Variation in the Closing Lines, which was found in 176 letters (23.34 per cent). The Modified Block style with its variations accounted for approximately 86 per cent of all the letters analyzed.

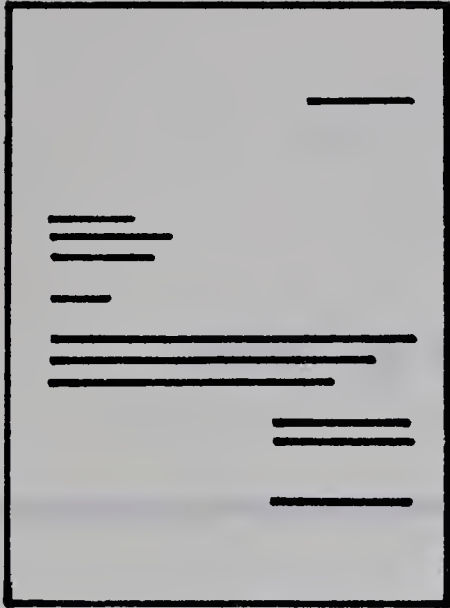
II. ANALYSIS AND FINDINGS RELATED TO PUNCTUATION STYLES

The layouts or illustrations of punctuation styles considered in this study are presented in Figure 3, page 43. In addition to the three standard punctuation styles used in current typewriting textbooks--open, closed, and mixed--other styles developed as a result of the analysis of the letters. Punctuation within the body of the letter is not a determinant of punctuation style.

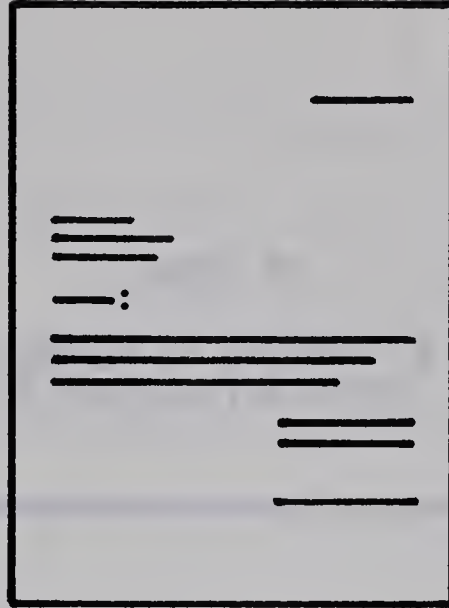
Findings concerning punctuation styles appear in Table IV, page 44. The most commonly used punctuation style, Closed, was found in 287 letters (38.06 per cent). The next most commonly used style was Mixed, which was found in 117 letters (15.52 per cent). However, Closed punctuation together with its variations accounted for approximately 77 per cent of all the letters analyzed.

TABLE III
 NUMBER AND PERCENTAGE OF LETTERS IN EACH CATEGORY OF LETTER STYLE

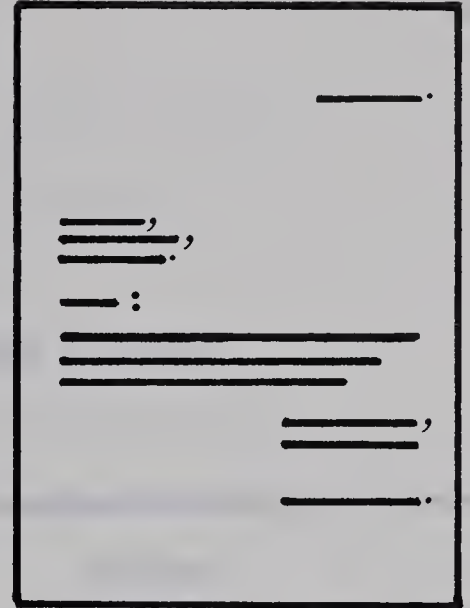
Letter Style	Number of Letters	Per cent
Full Block	71	9.416
Full Block except for date line	16	2.122
Modified Block Without Paragraph Indentation	110	14.589
Modified Block With Paragraph Indentation	321	42.573
Modified Block With Variation in Closing Lines	38	5.040
Modified Block With Paragraph Indentation and Variation in Closing Lines	176	23.342
Indented	2	.265
NOMA Simplified	5	.663
Miscellaneous	15	1.989
Total	754	100.0



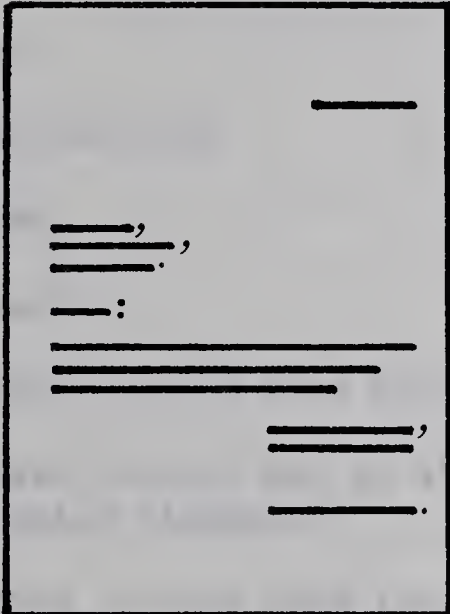
Open



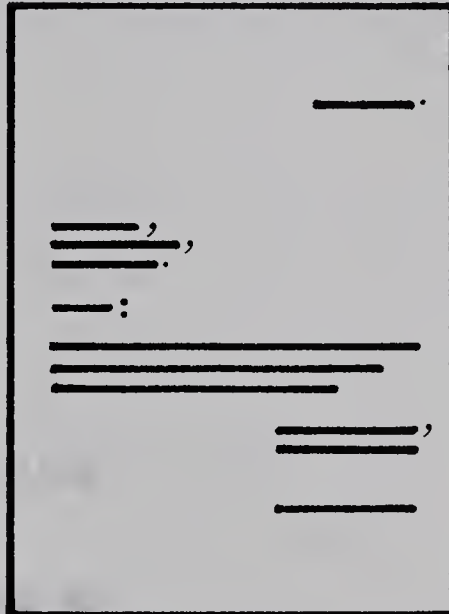
Modified Open



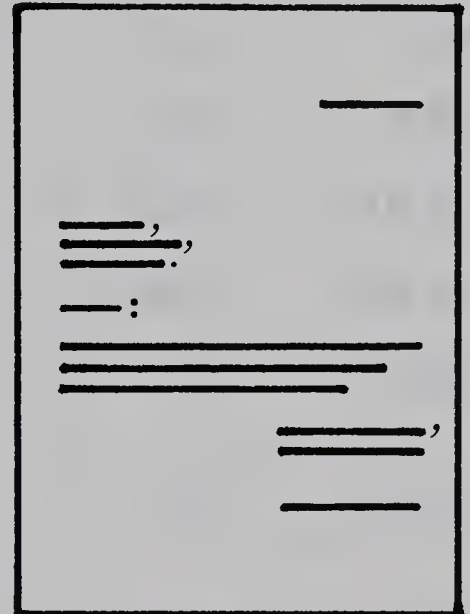
Closed



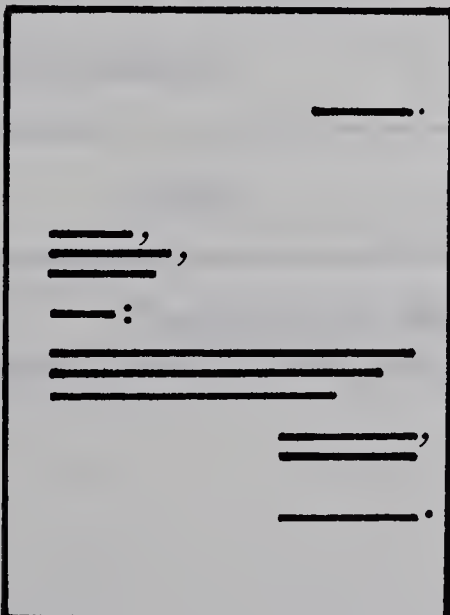
Closed, except date line



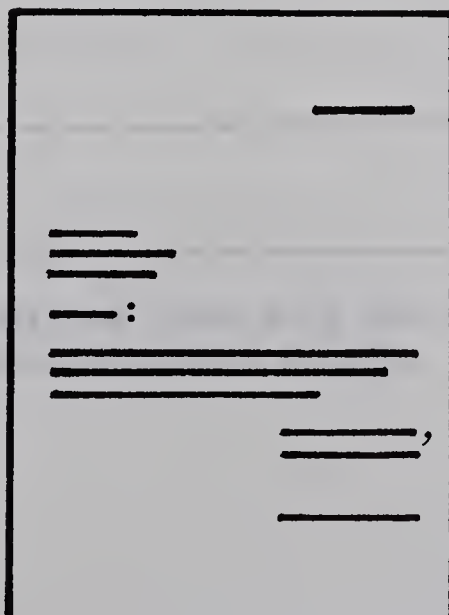
Closed, except line below signature



Closed, except date line and line below signature



Closed, but incomplete



Mixed

FIGURE 3

ILLUSTRATIONS OF PUNCTUATION STYLES

TABLE IV
 NUMBER AND PERCENTAGE OF LETTERS IN EACH CATEGORY
 OF PUNCTUATION STYLE

Punctuation Style	Number of Letters	Per cent
Open	3	.398
Modified Open	20	2.653
Mixed	117	15.517
Closed	287	38.064
Closed, except date line	72	9.549
Closed, except any or all lines below signature	107	14.191
Closed, except date line and any or all lines below signature	83	11.008
Closed but incomplete*	32	4.244
Miscellaneous	33	4.377
Total	754	100.0

*Punctuation was omitted from only one or two lines. This did not prevent identifying the punctuation as Closed.

III. ANALYSIS AND FINDINGS RELATED TO OPENING LINES:

DATE LINE, INSIDE ADDRESS, SALUTATION,
ATTENTION AND SUBJECT

The 754 letters were examined for the form and placement of the date line, inside address, salutation, attention line and subject line.

Date line

The vertical placement, horizontal placement, form and use of abbreviations in the date line were determined and the results were tabulated. The findings concerning the vertical placement of the date line are presented in Table V, page 46. The most common placement of the date line was thirteen spaces from the top of the page. This position was used in 115 letters (15.25 per cent). The next most common placement of the date line was ten or less than ten spaces from the top of the page. This practice was found in 112 letters (14.85 per cent). In nine letters (1.19 per cent) the date line was placed either below the inside address or on the same line as one of the lines of the inside address.

Findings concerning the horizontal placement of the date line appear in Table VI, page 47. The most common placement was right of the center of the page. Of the 754 letters examined, 312 letters (41.38 per cent) placed the date line right of the center of the page. The date line ending at the right margin was the second most common placement. This position of the date line was found in 212 letters (28.12 per cent).

TABLE V
DATE LINE OF LETTERS: VERTICAL PLACEMENT

Number of Spaces from Top of Page	Number of Letters	Per cent
10, and less than 10	112	14.854
11	75	9.947
12	97	12.865
13	115	15.252
14	99	13.130
15	89	11.804
16	53	7.029
17, and more than 17	105	13.926
Date line not above inside address	9	1.194
Total	754	100.0

TABLE VI

DATE LINE OF LETTERS: HORIZONTAL PLACEMENT

Horizontal Placement	Number of Letters	Per cent
Left margin	84	11.141
Left of center	19	2.520
Centered	28	3.714
Starts at center	99	13.130
Right of center	312	41.379
Ends at right margin	212	28.117
Total	754	100.0

The form of the date line, that is, the arrangement of the name of the month, the day, and the year, was identified. A summary of the results appear in Table VII, page 49. The most common arrangement of the essential parts of the date line was month, day and year as exemplified in July 1, 1967. This form or arrangement was found in 522 letters (69.23 per cent) in the sample.

Gavin and Hutchinson state that the name of the month is never abbreviated in the typewritten business letter.⁴ However, in practice, abbreviations are used, particularly in writing the names of the longer months, August through February. Because the name of the months March through July do not lend themselves to abbreviation, two categories were established for purposes of tabulating the number of abbreviations. The months August through February, and March through July were the two categories selected. Findings concerning the abbreviation of the date line found in the 754 letters appear in Table VIII, page 50. The most common practice is not to abbreviate the date line. The months August through February appearing in the date line of 447 letters (59.28 per cent) were not abbreviated; the months March through July appearing in the date line of 289 letters (38.33 per cent) were not abbreviated. In other words, the practice of writing the name of the month in full was found in approximately 98 per cent of the letters analyzed. Of the 463

⁴Ruth E. Gavin and E. Lillian Hutchinson, Reference Manual for Stenographers and Typists (third edition; Toronto: McGraw Hill Book Company, Inc., 1961), p. 11.

TABLE VII
DATE LINE OF LETTERS: FORM

Illustrations of Form	Number of Letters	Per cent
July 1, 1967	522	69.231
1 July, 1967	18	2.387
July 1st, 1967	180	23.873
July 1/67	3	.398
10/1/67	0	0
1st July 1967	26	3.448
Other	5	.663
Total	754	100.0

TABLE VIII
DATE LINE OF LETTERS: ABBREVIATION OF MONTH

Month	Abbreviated		Not Abbreviated		Total	
	Number of Letters	Per cent	Number of Letters	Per cent	Number of Letters	Per cent
August through February	16	2.122	447	59.284	463	61.406
March through July	2	.265	289	38.329	291	38.594
Total	18	2.387	736	97.613	754	100.0

letters written in the months of August through February, only 16 (3.46 per cent) abbreviated the name of the month.

Inside address

The inside address contains the identification and the address of the person or firm to whom the letter is written. The 754 letters were examined to ascertain the form, that is, the number of lines in the inside address, whether the letter was addressed to an individual or to an organization, the use of abbreviations in writing the street address, the use of abbreviations in writing the province or state, and the use of capital letters in writing the name of the city or town appearing in the inside address. Findings relating to the number of lines in the inside address appear in Table IX, page 52. The most common number of lines in the inside address was three, which was found in 339 letters (44.96 per cent). The next most common number of lines was four, which was found in 229 letters (30.37 per cent).

The inside address of each letter was examined to ascertain whether the letter was addressed to an individual or to an organization. The findings appear in Table X, page 53. Of the 754 letters examined, 407 (53.98 per cent) were addressed to an individual, whereas 334 (44.30 per cent) were addressed to an organization.

Although Gavin and Hutchinson state that words such as street or avenue should not be abbreviated in the typewritten business letter,⁵ the inside address of the 754 letters was examined to determine if

⁵Ibid., p. 15.

TABLE IX
INSIDE ADDRESS OF LETTERS: NUMBER OF LINES

Number of Lines	Number of Letters	Per cent
2	46	6.101
3	339	44.960
4	229	30.371
5	114	15.119
6, and more than 6	26	3.448
Total	754	100.0

TABLE X
INSIDE ADDRESS OF LETTERS: PRIMARY ADDRESSEE

Primary Addressee	Number of Letters	Per cent
Company or organization	334	44.297
Individual	407	53.979
Companies or organizations	1	.133
Individuals	1	.133
Individual's position	9	1.194
Box number	2	.265
Total	754	100.0

abbreviations were used. Findings concerning the abbreviation of words such as street or avenue appearing in the inside address are summarized in Table XI, page 55. The most common practice was to write such words as street or avenue in full. Of the 441 letters that used a street address, 342 (77.55 per cent) wrote the words street or avenue in full. Of the 441 letters, 99 (22.45 per cent) abbreviated the words such as street or avenue.

With the exception of District of Columbia, it is a recommended practice to write the names of provinces or states in full. However, provinces and states which have a two- or three-word name, e.g. British Columbia and Prince Edward Island, frequently are abbreviated. For purposes of examining the use of abbreviations in the writing of the province or state, the 754 letters were examined and frequencies of abbreviated single-word name and two- or three-word names were tabulated. The results appear in Table XII, page 56. Of the 539 letters in which a single-word province or state appear, only 97 (18 per cent) abbreviated the province or state. Of the 162 letters in which two- or three-word province or state appeared, 138 (85.19 per cent) abbreviated the province or state. Exclusive of the 53 letters in which the name of the province or state did not appear, 33.52 per cent of the letters abbreviated the name of the province or state.

Findings relating to the use of capital letters in writing the name of the city or town appearing in the inside address are summarized as follows; of the 754 letters analyzed, only 154 (20.42 per cent) typed the name of the city or town in full capital letters.

TABLE XI

INSIDE ADDRESS OF LETTERS: ABBREVIATION OF WORDS IN STREET ADDRESS*

Street Address	Number of Letters	Per cent
Abbreviated	99	22.449
Not abbreviated	342	77.551
Total	441	100.0
Street address not used	313	41.512

*Includes the words street, avenue, road, boulevard, crescent, drive, etc.

TABLE XII

INSIDE ADDRESS OF LETTERS: ABBREVIATION OF PROVINCE AND STATE

Province or State	Abbreviated		Not Abbreviated		Total	
	Number of Letters	Per cent	Number of Letters	Per cent	Number of Letters	Per cent
Single-word names	97	13.837	442	63.053	539	76.890
Two-or-three-word names	138	19.686	24	3.424	162	23.110
Total	235	33.523	466	66.477	701	100.0
Province or state did not appear in address*					53	7.029

* Addressed to foreign country.

Salutation

The 754 letters in the sample were examined to determine the vertical placement, form and punctuation used in the salutation, that part of the letter which contains an expression of greeting. Findings showed that 5 letters did not contain a salutation. Therefore, the description of the salutation is limited to the 749 letters in which a salutation was used. Findings pertaining to the vertical placement of the salutation appear in Table XIII, page 58. The most common placement of the salutation was on the second line below the previous typewritten material. This position was used in 562 letters (75.03 per cent).

Findings relating to the form are summarized in Table XIV page 59. The most common salutation in letters addressed to individuals was Dear Mr. (surname). This form of salutation was used in 291 letters, whereas Dear Sir was used in 129 letters.

The findings concerning the punctuation of the salutation appear in Table XV, page 60. The most commonly used punctuation mark was the colon. This form of punctuation appeared in 619 letters (82.64 per cent).

Attention Line

The purpose of an attention line is to direct the letter to a particular person or department in an organization. The 754 letters were examined to determine the frequency, placement and form of the attention line. Because the attention line was not used in 551 of the 754 letters, the statistics describing the attention line are limited to the 203 letters in which an attention line was used.

Layouts or illustrations of the placement of the attention line

TABLE XIII

SALUTATION OF LETTERS: VERTICAL PLACEMENT

Number of Spaces Between Previous Typewritten Material and Salutation	Number of Letters	Per cent
0	4	.534
1	562	75.033
2	148	19.760
3, and more than 3	35	4.673
Total	749	100.0
Salutation not used	5	.663

TABLE XIV
SALUTATION OF LETTERS: FORM

Form of Salutation	Number of Letters	Per cent
Dear Sir or Dear Madam	129	17.223
Dear Sirs	120	16.021
Dear Mr. (Surname)	291	38.852
Dear John	117	15.621
Gentlemen	84	11.215
Sir or Sirs	2	.267
My dear Sir	0	0
Other	6	.801
Total	749	100.0
Salutation not used	5	.663

TABLE XV

SALUTATION OF LETTERS: PUNCTUATION

Punctuation Following Salutation	Number of Letters	Per cent
Colon	619	82.644
Hyphen	4	.534
Colon followed by hyphen	36	4.806
Comma	66	8.812
Semicolon	13	1.736
No punctuation	3	.401
Other	8	1.068
Total	749	100.0
Salutation not used	5	.663

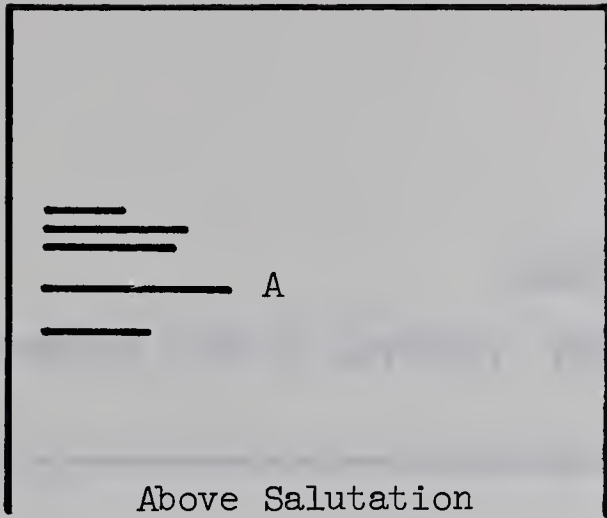
are presented in Figure 4, page 62. A summary of the findings concerning the placement appears in Table XVI, page 63. The most common placement of the attention line was at the left margin between the inside address and the salutation. This position, illustrated in Arrangement A, of Figure 4, was used in 164 letters (80.79 per cent).

The form of the attention line was examined for the number of lines, form of writing the introductory word attention, content, use of punctuation, and underscoring. The number of lines comprising the attention line appear in Table XVII, page 64. The one-line attention line appeared most frequently in 160 letters (78.82 per cent).

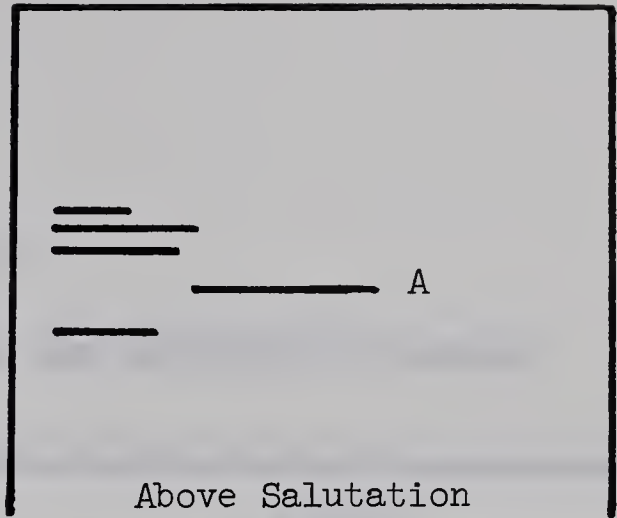
Findings pertaining to the form of writing the introductory word, attention, appear in Table XVIII, page 65. The word attention was written in full and capitalized in 162 letters (79.80 per cent).

The main element or content of the attention line may include name, position, department, or a combination of any of these three. The attention line of the 203 letters was examined to ascertain content. A summary of the findings relating to the content appear in Table XIX, page 66. The inclusion of the name only in the attention line was the most commonly used practice. This arrangement appeared in 131 letters (64.53 per cent).

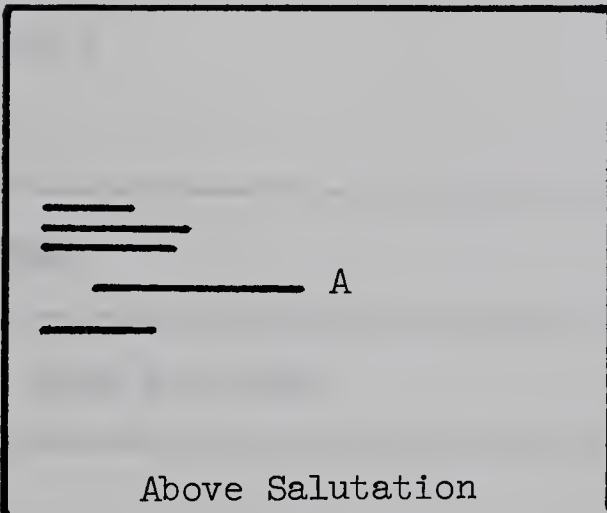
The attention line was examined to ascertain the use or non use of punctuation following the word attention. The findings relating to the punctuation of the attention line appear in Table XX, page 67. It was found that the colon followed the word, attention, in 181 letters (89.16 per cent).



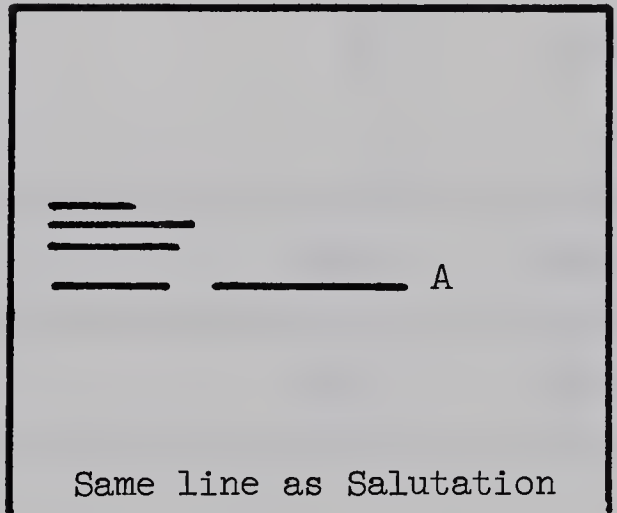
Above Salutation
at left margin



Above Salutation
and centered



Above Salutation
and indented



Same line as Salutation

FIGURE 4

ILLUSTRATIONS OF ATTENTION LINE PLACEMENT

TABLE XVI

ATTENTION LINE OF LETTERS: VERTICAL AND HORIZONTAL PLACEMENT

Placement	Number of Letters	Per cent
Arrangement A	164	80.788
Arrangement B	28	13.793
Arrangement C	7	3.448
Arrangement D	3	1.478
Other	1	.133
Total	203	100.0
Attention line not used	551	73.077

TABLE XVII

ATTENTION LINE OF LETTERS: NUMBER OF LINES

Number of Lines	Number of Letters	Per cent
1	160	78.818
2	40	19.704
3	3	1.478
Total	203	100.0
Attention line not used	551	73.077

TABLE XVIII

ATTENTION LINE OF LETTERS: FORM OF INTRODUCTORY WORD

Form of Introductory Word	Number of Letters	Per cent
Attention	162	79.803
Attn or Att'n	11	5.419
ATTENTION	17	8.374
Other	13	6.404
Total	203	100.0
Attention line not used	551	73.077

TABLE XIX

ATTENTION LINE OF LETTERS: CONTENT OF THE MAIN ELEMENT

Content of Main Element	Number of Letters	Per cent
Name only	131	64.532
Position only	13	6.404
Department or division only	3	1.478
Name and department or division	12	5.911
Position and department or division	1	.493
Name and position	41	20.197
Name, position and department or division	2	.985
Total	203	100.0
Attention line not used	551	73.077

TABLE XX

ATTENTION LINE OF LETTERS: ELEMENT FOLLOWING THE WORD ATTENTION

Element Following Word Attention	Number of Letters	Per cent
Colon	181	89.163
"of"	2	.985
Blank, no punctuation	12	5.911
Other punctuation marks used	8	3.941
Total	203	100.0
Attention line not used	551	73.077

In this study, underscoring is defined as one single, continuous line typed immediately below the typewritten material. Underscoring practices in the attention line can vary by underscoring the word attention only, the main element only, or both the word attention and the main element. The findings concerning underscoring of the attention line are summarized in Table XXI, page 69. Of the 203 letters, 134 (66.01 per cent) underscored both the word attention and the main element of the attention line.

Subject Line

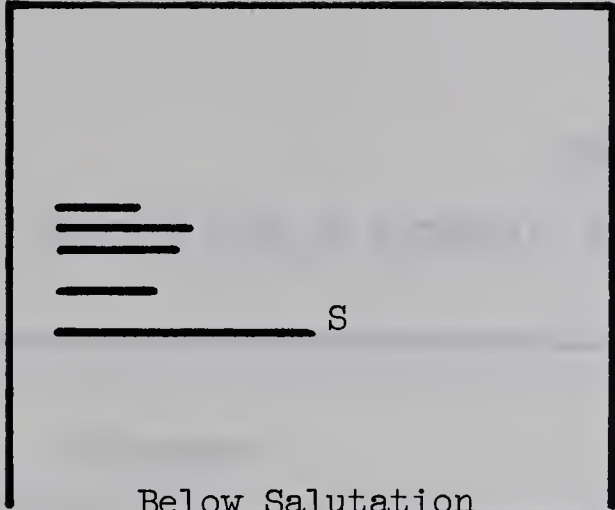
The subject line contains a phrase or expression that identifies the content of the body of the letter. The 754 letters were examined to determine the frequency, placement, and form of the subject line. Of the 754 letters, 195 (25.85 per cent) contained a subject line. The statistics describing the subject line are limited to the 195 letters.

Layouts or illustrations of the placement of the subject line are presented in Figure 5, page 70. A summary of the findings concerning the placement appears in Table XXII, page 71. The most common placement was below the salutation and centered on the page, as illustrated in Arrangement B, Figure 5. This arrangement was found in 86 letters (44.10 per cent).

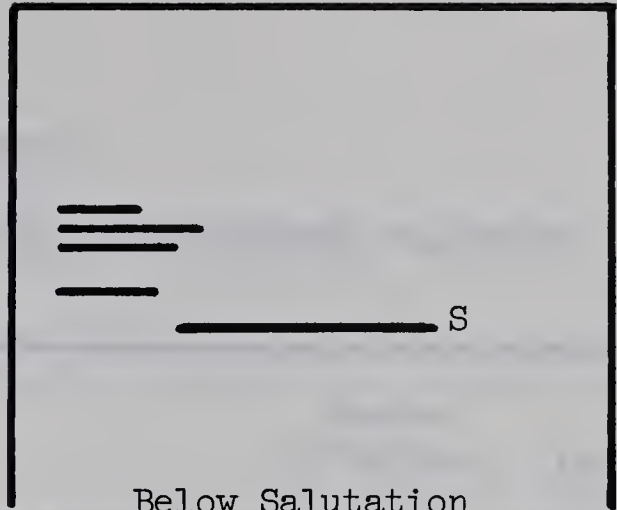
The form of the subject line was examined to ascertain the word used to introduce the actual subject, that is, the introductory word, the use of capital letters, the number of lines, and the use of punctuation and underscoring. Findings pertaining to the word used to introduce the actual subject are summarized in Table XXIII, page 72. The most commonly used word to introduce the actual subject was the

TABLE XXI
ATTENTION LINE OF LETTERS: PARTS UNDERScoreD

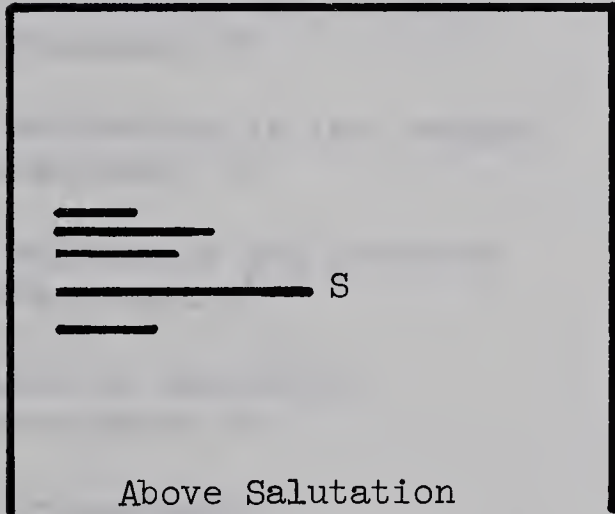
Parts Underscored	Number of Letters	Per cent
Attention and main element	134	66.010
Attention only	13	6.404
Main element only	14	6.897
Other underscoring practices	5	2.463
No underscoring	37	18.227
Total	203	100.0
Attention line not used	551	73.077



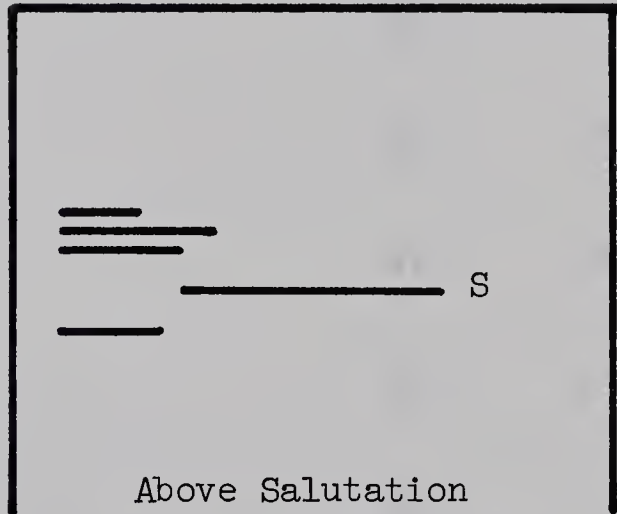
Below Salutation
at left margin



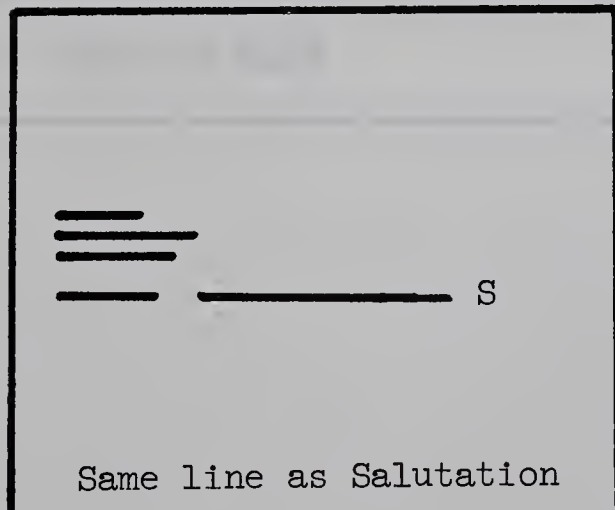
Below Salutation
and centered



Above Salutation
at left margin



Above Salutation
and centered



Same line as Salutation

FIGURE 5

ILLUSTRATIONS OF SUBJECT LINE PLACEMENT

TABLE XXII

SUBJECT LINE OF LETTERS: VERTICAL AND HORIZONTAL PLACEMENT

Placement	Number of Letters	Per cent
Below salutation at left margin (Arrangement A)	16	8.205
Below salutation and centered (Arrangement B)	86	44.103
Above salutation at left margin (Arrangement C)	28	14.359
Above salutation and centered (Arrangement D)	37	18.974
Same line as salutation (Arrangement E)	18	9.231
Other arrangements	10	5.128
Total	195	100.0
Subject line not used	559	74.138

TABLE XXIII

SUBJECT LINE OF LETTERS: INTRODUCTORY WORD

Introductory Word	Number of Letters	Per cent
Subject	10	5.128
Re	138	70.769
re	6	3.077
Reference	6	3.077
Ref.	1	.513
No introductory word	31	15.897
Other	3	1.538
Total	159	100.0
Subject line not used	559	74.138

word Re, which was found in 144 letters (73.85 per cent). In 138 of the 144 cases, the word Re was capitalized.

Findings relating to the use of capital letters appear in Table XXIV, page 74. The most common practice was to capitalize the introductory element and the principal words in the subject matter. This practice was found in 127 letters (65.13 per cent).

Findings relating to the number of lines contained in the subject matter are summarized in Table XXV, page 75. The most common form, the one-line subject, was found in 113 letters (59.95 per cent).

The findings concerning the use and non use of punctuation in the subject line appear in Table XXVI, page 76. The colon was the punctuation mark most frequently used after the introductory word. It was found in 149 letters.

Findings pertaining to underscoring practices in the subject line are set forth in Table XVII, page 77. The most common practice was to underscore both the introductory word and the subject matter with one continuous line. This practice was found in 110 letters (56.41 per cent).

IV. ANALYSIS AND FINDINGS RELATED TO THE BODY

The body, or message, of each of the 754 letters was examined to determine length in terms of pages, length of typewritten line, number of paragraphs, style of paragraphing, use and form of tables, enumeration, and occurrence of figures.

TABLE XXIV

SUBJECT LINE OF LETTERS: USE OF CAPITAL LETTERS

Use of Capital Letters	Example	Number of Letters	Per cent
Introductory word only in all capital letters	RE: Centennial	14	7.179
Subject matter only, in all capital letters	CENTENNIAL	5	2.564
Introductory word and subject matter in all capital letters	RE: CENTENNIAL	12	6.154
Subject matter only, capitalized	Centennial	26	13.333
Introductory word and subject matter capitalized	Re: Centennial	127	65.128
Inconsistencies in use of capital letters		11	12.308
Total		195	100.0
Subject line not used		559	74.138

TABLE XXV

SUBJECT LINE OF LETTERS: NUMBER OF LINES

Number of Lines	Number of Letters	Per cent
1	113	57.949
2	53	27.179
3	21	10.769
4	5	2.564
5	2	1.026
8	1	.513
Total	195	100.0
Subject line not used	559	74.138

TABLE XXVI

SUBJECT LINE OF LETTERS: USE AND NON USE OF PUNCTUATION AFTER
INTRODUCTORY WORD

Punctuation	Number of Letters	Per cent
Colon	149	90.854
No punctuation	8	4.878
Other	7	4.268
Total	164	100.0
No introductory word	31	4.111
Subject line not used	559	74.138

TABLE XXVII

SUBJECT LINE OF LETTERS: PARTS UNDERScoreD

Parts Underscored	Number of Letters	Per cent
Introductory word and subject matter	110	56.410
Introductory word only	2	1.026
Subject matter only	29	14.872
Introductory word omitted - subject matter underscored	18	9.231
Introductory word omitted - subject matter not underscored	13	6.667
Other underscoring practices	9	4.615
No underscoring	14	7.179
Total	195	100.0
Subject line not used	559	74.138

Length of letters in Terms of Pages

Findings relating to the length of letters in terms of pages appear in Table XXVIII, page 79. Of the 754 letters examined, 587 (77.85 per cent) were one page in length, 144 (19.10 per cent) were two pages in length, and 23 (13.05 per cent) were over two pages in length.

Length of Typewritten Line

To produce a well balanced letter, the typist usually adapts the length of line to the length of the letter. Hence, for a short letter, a medium letter and a long letter the typist might employ a five-inch line, a five-and-one-half-inch line and a six-inch line respectively. The letters in the present study were classified as follows: short one-page, medium one-page, long one-page, two-page, three-page and over-three-page letter.

For ease in determining the length of the body of the one-page letters, a transparent measuring device was used. This device appears in Appendix C. A short letter could occupy a maximum of twelve typewritten lines; a medium letter could occupy a maximum of twenty-four typewritten lines, and a long one-page letter could occupy in excess of twenty-four typewritten lines. The findings relating to the length of letters and corresponding length of typewritten lines are summarized in Table XXIX, page 80. The most common length of letter was the medium one-page letter, accounting for 267 letters (35.41 per cent). The most common length of typewritten line found in the medium one-page letter was a five-and-one-half-inch line. The short one-page letter accounting for 247 of the letters (32.76 per cent) ranked second. The most common

TABLE XXVIII

LENGTH OF LETTERS: NUMBER OF PAGES

Number of Pages	Number of Letters	Per cent
1	587	77.851
2	144	19.098
3	15	1.989
4	3	.398
5	2	.265
6	1	.133
9	1	.133
Over 9	1	.133
Total	754	100.0

TABLE XXIX

LENGTH OF LETTERS: LINE LENGTH RELATED TO LETTER LENGTH

Length of letter	Length of Typewritten Line in Inches							Number of Letters	Per cent	
	3½	4	4½	5	5½	6	6½			7
Short one page	5	22	39	74	65	33	7	2	247	32.758
Medium one page		2	16	63	89	79	16	2	267	35.410
Long one page			1	5	16	28	20	3	73	9.683
Two pages		1	7	22	35	49	25	4	144	19.100
Three pages				1	2	8	2	2	15	1.989
Over three pages							7	1	8	1.061
Total	5	25	63	165	207	197	77	14	754	100.0

length of typewritten line found in the short one-page letter was a five-inch line. The two-page letter, accounting for 144 of the letters, (19.10 per cent) ranked third. The most common length of typewritten line found in the two-page letter was a six-inch line. The long one-page letter ranked fourth. The most common length of typewritten line found in the long one-page letter was a six-inch line.

Number of Paragraphs in Letters

A number of letters contained extensive listings and enumerations which made it difficult to identify the number of paragraphs. It was necessary, therefore, to select a definition which would serve as a guide in identifying paragraphs. The following definition was used: "A paragraph is a group of related statements that a writer presents as a unit in the development of his subject."⁶

Findings relating to the number of paragraphs in the letters are summarized in Table XXX, page 82. The three-paragraph letter appeared most often. Next in order were the four-paragraph letter and the two-paragraph letter.

Style of Paragraphing

The letters were examined for the indention or non indention of paragraphs and, where appropriate, the width of indention was measured. Table XXXI, page 83, shows that of the 510 letters using indented paragraphs, 149 indented from eleven to fifteen spaces; 135 indented ten

⁶Porter G. Perrin. Writer's Guide and Index to English (second edition; Chicago: Scott Foresman and Company, 1959), p. 138.

TABLE XXX

LENGTH OF LETTERS: NUMBER OF PARAGRAPHS

Number of Paragraphs	Number of Letters	Per cent
1	34	4.509
2	123	16.313
3	198	26.260
4	162	21.485
5	97	12.865
6	57	7.560
7	31	4.111
8	15	1.989
9	19	2.520
10	6	.796
11	4	.531
12	2	.265
13	1	.133
15	1	.133
19, and over 19	4	.531
Total	754	100.0

TABLE XXXI

BODY OF LETTERS: PARAGRAPH INDENTION

Number of Spaces Indented From Margin	Number of Letters	Per cent
Less than 5	4	.784
5	76	14.902
10	135	26.471
5 to 10	89	17.451
11 to 15	149	29.216
16 to 20	42	8.235
More than 20	15	2.941
Total	510	100.0
Paragraphs not indented	244	32.361

spaces. Only 76 letters indented five spaces.

Tables

Of the 754 letters examined, only 5 included formal tables in the body of the letter. The practices as to the number of columns found in the 5 letters employing tables is summarized as follows:

Number of Columns	Number of Letters
2	2
4	1
6	1
9	1

No further analysis of the tables was made because of the small number of letters containing formal tables.

Enumeration

Practices pertaining to the use of enumeration in the body of letters were investigated. The 754 letters were examined to determine frequency of use; form of enumeration, including the use of Arabic numerals, Roman numerals and alphabetic letters; and arrangement.

Findings pertaining to the frequency of use of enumeration within the body of the letter show that enumeration was used in 68 letters (9.02 per cent).

Findings concerning the use of Arabic numerals, Roman numerals, or alphabetic letters are found in Table XXXII, page 85. Arabic numerals were most commonly used in enumeration.

Findings relating to the placement of typewritten lines in enumeration show that the most common practice was to arrange the type-

TABLE XXXII

BODY OF LETTERS: USE OF NUMERALS AND ALPHABETIC LETTERS
IN ENUMERATION

Numerals and Alphabetic Letters	Number of Letters	Per cent
Arabic numerals only	51	75.000
Letters only	6	8.824
Roman numerals only	2	2.941
Arabic numerals and letters	4	5.882
Arabic and Roman numerals	2	2.941
Letters and Roman numerals	3	4.412
Total	68	100.0
Enumeration not used	686	90.981

written lines in block form after either the numeral or letter. The following example illustrates this arrangement:

1. _____

Occurrence of Figures in the Body of Letters

Findings relating to the use of figures within the body of the letters appear in Table XXXIII, page 87. Of the 754 letters 301 (39.92 per cent) contained from one to ten figures within the body of the letter. One hundred twenty six letters (16.71 per cent) had no figures within the body of the letter. Approximately 43 per cent of the letters contained over ten figures within the body.

V. ANALYSIS AND FINDINGS RELATED TO SECOND-PAGE HEADING

The second-page heading contains identification information which would facilitate restoring a letter to its original order should the pages become separated. The 754 letters were examined to ascertain the frequency of use, vertical placement, and form of the second-page heading. Findings pertaining to the frequency of use of a second-page heading show that 161 letters (21.35 per cent) contained a second-page heading. It should be noted that six of the letters, although longer than one page, did not contain headings on consecutive pages. Statistics describing the second-page heading are restricted to the 161 letters which had a second-page heading.

A summary of findings relating to the vertical placement from

TABLE XXXIII

BODY OF LETTERS: USE OF FIGURES

Number of Figures	Number of Letters	Per cent
0	126	16.711
1 to 10	301	39.920
11 to 20	145	19.231
21 to 40	111	14.721
41 to 60	29	3.846
61 to 80	24	3.183
81 to 100	9	1.194
101 to 200	7	.928
201 to 300	0	0
Over 300	2	.265
Total	754	100.0

the top of the page appears in Table XXXIV, page 89. The most common placement of the heading was five spaces from the top of the page. This placement was found in 28 letters (17.39 per cent). The next most common placement was six spaces from the top of the page. This placement was found in 25 letters (15.53 per cent).

Findings relating to the vertical spaces from the heading to the body are contained in Table XXXV, page 90. The most common practice was to leave two spaces between the heading and the body of the letter. This practice was found in 53 letters (32.92 per cent). The next most common practice was to leave three spaces between the heading and the body of the letter. This was found in 43 letters (26.71 per cent).

The form of the second-page heading was examined for content and arrangement of items. The findings relating to the content of the second-page heading appear in Table XXXVI, page 91. The most common practice found in 70 letters (43.48 per cent) was to include the page number, the date, and the name of the addressee in the second-page heading. The second most common practice was to include only the page number in the second-page heading. This practice was found in 57 letters (35.40 per cent). Nineteen (11.80 per cent) omitted the date but included the page number and the name of the addressee.

The findings concerning the arrangement of items in the second-page heading appear in Table XXXVII, page 92. The use of one item, the page number, was the most common arrangement. This was found in 57 letters (35.40 per cent). The name of the addressee flush with the left margin, the page number centered and the date ending at the right

TABLE XXXIV

SECOND-PAGE HEADING OF LETTERS: VERTICAL PLACEMENT

Spaces from Top of Page	Number of Letters	Per cent
2	18	11.180
3	18	11.180
4	13	8.075
5	28	17.391
6	25	15.528
7	24	14.907
8	12	7.453
9, and over 9	23	14.286
Total	161	100.0
Second-page heading omitted	6	.796
Second page not used	587	77.851

TABLE XXXV

SECOND-PAGE HEADING OF LETTERS: VERTICAL SPACES FROM HEADING
TO BODY OF LETTER

Vertical Spaces from Heading to Body	Number of Letters	Per cent
Less than 2	10	6.211
2	53	32.919
3	43	26.708
4	29	18.012
5	12	7.453
6	7	4.348
7	3	1.863
8	4	2.484
Total	161	100.0
Second-page heading omitted	6	.796
Second page not used	587	77.851

TABLE XXXVI

SECOND-PAGE HEADING OF LETTERS: CONTENT

Items in Content	Number of Letters	Per cent
Page number, date, addressee	70	43.478
Page number, date	9	5.590
Page number, addressee	19	11.801
Page number, date, subject	0	0
Page number, addressee, subject	1	.621
Page number, addressee, subject, date	1	.621
Page number	57	35.404
Other items	4	2.484
Total	161	100.0
Second-page heading omitted	6	.796
Second page not used	587	77.851

TABLE XXXVII

SECOND-PAGE HEADING OF LETTERS: ARRANGEMENT OF ITEMS

Illustrations of Arrangements of Items of Second-Page Heading			Number of Letters	Per cent
Mr. E. Jenkins	2	July 1, 1967	35	21.739
Mr. E. Jenkins		Page 2	4	2.484
Mr. E. Jenkins Okotoks, Alberta		Page 2	3	1.863
Mr. E. Jenkins		July 1, 1967 Page 2	1	.621
Page number only in heading			57	35.404
Other arrangements			61	37.888
Total			161	100.0
Second-page heading omitted			6	.796
Second page not used			587	77.851

margin was the next most common arrangement. This was found in 35 letters (21.74 per cent).

Findings pertaining to the horizontal position of the page number appear in Table XXXVIII, page 94. The second-page heading of 3 letters did not include a page number. Of the 158 letters that included a page number, the center of the page was the most common position. Ninety-six (60.76 per cent) used this position. Twenty-four letters (15.19 per cent) placed the page number at the right margin.

Findings concerning the form of writing the page number appear in Table XXXIX, page 95. An illustration of the most common form of page number is: - 2 - found in 68 letters (43.04 per cent).

VI. ANALYSIS AND FINDINGS RELATED TO CLOSING LINES OF LETTERS:

COMPLIMENTARY CLOSE, COMPANY NAME,

AND SIGNER'S IDENTIFICATION

The placement and form of the complimentary close, company name, and signer's identification of the 754 letters were analyzed.

Complimentary Close

Findings relating to the vertical placement of the complimentary close appear in Table XL, page 96. Findings showed that 7 letters did not include a complimentary close. The descriptive statistics are limited to the 747 letters in which the complimentary close was used. The most common vertical placement of the complimentary close was on the second line below the body of the letter. This was found in 520 letters (69.61 per cent). The next most common placement was two spaces below the body

TABLE XXXVIII
 SECOND-PAGE HEADING OF LETTERS: HORIZONTAL POSITION
 OF PAGE NUMBER

Position of Page Number	Number of Letters	Per cent
Centered	96	60.759
Right margin	24	15.190
Left margin	15	9.494
Off center	14	8.861
Other horizontal position	9	5.696
Total	158	100.0
Page number omitted from page heading	3	.398
Second-page heading omitted	6	.796
Second page not used	587	77.851

TABLE XXXIX

SECOND-PAGE HEADING OF LETTERS: FORM OF PAGE NUMBER

Illustrations of the Form of Page Number	Number of Letters	Per cent
2	16	10.127
- 2 -	68	43.038
-2-	28	17.722
Page 2	30	18.987
Page two or Page Two	4	2.532
Other	12	7.595
Total	158	100.0
Page number omitted from heading	3	.398
Second-page heading omitted	6	.796
Second page not used	587	77.851

TABLE XL
COMPLIMENTARY CLOSE OF LETTERS: VERTICAL PLACEMENT

Vertical Placement of Complimentary Close	Number of Letters	Per cent
Below body of letter with the following number of intervening spaces:		
1	520	69.612
2	151	20.214
3	42	5.622
4, and more than 4	27	3.614
Other placement	7	.937
Total	747	100.0
Complimentary close not used	7	.928

of the letters. This was found in 151 letters (20.21 per cent).

Findings pertaining to the horizontal placement of the complimentary close are found in Table XLI, page 98. The placement of the complimentary close to the right of the center of the page was the most common horizontal position. This was found in 328 letters (43.91 per cent). The position of the complimentary close beginning at the center of the page was the second most common horizontal placement. This was found in 248 letters (33.20 per cent).

Findings concerning the form or content of the complimentary close are found in Table XLII, page 99. The most commonly used form was Yours very truly. This form was found in 413 letters (55.29 per cent). The next most commonly used form was Yours truly found in 139 letters (18.61 per cent). It should be noted that complimentary closings employing the word "truly" were found in approximately 77 per cent of the letters, whereas complimentary closings employing the word "sincerely" were found in approximately 19 per cent of the letters. Yours sincerely was the third ranking form of complimentary close. However, it was found in only 10.84 per cent of the letters.

Generally, salutations such as Dear John and Dear Mr. Lee are considered informal greetings.⁷ Complimentary closings which use the word sincerely are more personal and informal in tone than those which use the word truly.⁸ The frequency with which two categories of complimentary close were combined with the common forms of salutation was

⁷Gavin and Hutchinson, op. cit., p. 17.

⁸Gavin and Hutchinson, op. cit., p. 19.

TABLE XLI

COMPLIMENTARY CLOSE OF LETTERS: HORIZONTAL PLACEMENT

Horizontal Placement of Complimentary Close	Number of Letters	Per cent
At left margin	89	11.914
Left of center	81	10.843
Right of center	328	43.909
Starting at center	248	33.199
Other	1	.134
Total	747	100.0
Complimentary close not used	7	.928

TABLE XLII

COMPLIMENTARY CLOSE OF LETTERS: FORM

Form of Complimentary Close	Number of Letters	Per cent
Yours truly	139	18.608
Yours very truly	413	55.288
Very truly yours	20	2.677
Truly yours	0	0
Sincerely	28	3.748
Sincerely yours	32	4.284
Yours sincerely	81	10.843
Yours very sincerely	4	.535
Very sincerely yours	0	0
Respectfully	1	.134
Respectfully yours	0	0
Yours respectfully	1	.134
Yours very respectfully	0	0
Very respectfully yours	0	0
Cordially yours	3	.402
Yours cordially	0	0
Yours faithfully	18	2.410
Other	7	.937
Total	747	100.0
Complimentary close not used	7	.928

investigated. The complimentary closings that used the word truly constituted one category, whereas complimentary closings that used the word sincerely constituted the second category. The results of the investigation appear in Table XLIII, page 101. It is apparent in Table XLIII that the informal salutations, such as Dear John and Dear Mr. Lee, were used more often with the formal complimentary close than with the informal complimentary close. Dear Mr. (surname) was used with truly in approximately 27 per cent of the letters, whereas it was used with sincerely in approximately 10 per cent of the letters. Similarly, Dear (given name) was used more often with truly than it was with sincerely.

Company Name

The company name is that part of the letter which contains the identification of the firm or organization sending the letter. The 754 letters were examined to determine the frequency of use, the vertical placement, the horizontal placement, and the form of the company name.

Findings relating to the frequency of use show that the company name was included in 419 letters (55.57 per cent). Statistics describing the company name are limited to the 419 letters which used a company name.

Findings relating to the vertical placement of the company name appear in Table XLIV, page 102. The most common placement was on the second line below the complimentary close. This placement appeared in 346 letters (82.58 per cent).

Findings pertaining to the horizontal placement of the company name appear in Table XLV, page 103. The most common placement of the

TABLE XLIII

COMPLIMENTARY CLOSE OF LETTERS: FORM USED WITH SALUTATION

Illustration of Form of Salutation	Form of Complimentary Close		Total Number of Letters	Per cent
	Truly [*] Number of Letters	Sincerely ^{**} Number of Letters		
Dear Sir, Dear Madam, Dear Sirs	225 30.120		225	30.120
Dear Mr. Jones	205 27.443		205	27.443
Dear John	66 8.835		66	8.835
Gentlemen	74 9.906		74	9.906
Dear Sir, Dear Madam, Dear Sirs		16 2.142	16	2.142
Dear Mr. Jones		76 10.174	76	10.174
Dear John		41 5.489	41	5.489
Gentlemen		10 1.339	10	1.339
Other combinations			34	4.552
Total			747	100.0
Complimentary close not used			7	.928

*Includes complimentary closings employing the word truly.

**Includes complimentary closings employing the word sincerely.

TABLE XLIV

CLOSING LINES OF LETTERS: VERTICAL PLACEMENT OF COMPANY NAME

Vertical Placement of Company Name	Number of Letters	Per cent
Below complimentary close with the following number of intervening spaces:		
0	32	7.637
1	346	82.578
2	10	2.387
3, and more than 3	2	.477
Below signer's typewritten name or title	20	4.773
Below space reserved for signature	9	2.148
Total	419	100.0
Company name not used	335	44.430

TABLE XLV

CLOSING LINES OF LETTERS: HORIZONTAL PLACEMENT OF COMPANY NAME

Horizontal Placement of Company Name	Number of Letters	Per cent
Aligned with start of complimentary close	271	64.678
Centered under complimentary close	132	31.504
Indented under complimentary close	5	1.193
Other placement	11	2.625
Total	419	100.0
Company name not used	335	44.430

company name was directly below the start of the complimentary close. Of the 419 letters, 271 (64.68 per cent) used this placement. The centering of the company name under the complimentary close ranked second.

Findings relating to the form of writing the company name reveal that the most common form was the company name written in full capital letters. This was found in 369 letters (88.07 per cent). Only 35 of the letters capitalized the company name.

Signer's Identification

Included in the signer's identification are any or all of the following: typewritten name, business position, department or division. An illustration of the signer's identification appears on page 10, (6), (e) and (f). The 754 letters were analyzed to ascertain the content of the signer's identification, the vertical and horizontal placement of the signer's typewritten name, and the vertical and horizontal placement of the signer's business position or department.

Findings relating to the content of the signer's identification appear in Table XLVI, page 105. Of the 697 letters, 403 (57.82 per cent) included both the signer's typewritten name and business position in the signer's identification. One hundred and sixty eight (24.10 per cent) of the letters used the signer's typewritten name only.

A summary of the findings concerning the vertical placement of the signer's typewritten name appear in Table XLVII, page 106. The most common placement was on the fourth line below the previous typewritten material. This placement was found in 221 letters (35.42 per cent). The next most common placement was on the fifth line below the previous type-

TABLE XLVI

CLOSING LINES OF LETTERS: CONTENT OF SIGNER'S IDENTIFICATION

Content of Signer's Identification	Number of Letters	Per cent
Name only	168	24.103
Position only	62	8.895
Department or division only	7	1.004
Name and position	403	57.820
Name and department or division	15	2.152
Position and department or division	4	.574
Name, position, department or division	38	5.452
Total	697	100.0
Signer's identification not used	57	7.560

TABLE XLVII

CLOSING LINES OF LETTERS: VERTICAL PLACEMENT OF SIGNER'S
TYPEWRITTEN NAME

Vertical Placement of Signer's Typewritten Name	Number of Letters	Per cent
Below company name or complimentary close with the following number of intervening spaces:		
1	4	.641
2	53	8.494
3	221	35.417
4	160	25.641
5	112	17.949
6, or more than 6	68	10.897
Other placement	6	.962
Total	624	100.0
Typewritten name in reference notation	46	6.101
Signer's typewritten name not used	84	11.141

written material. This was found in 160 letters (25.64 per cent).

Findings pertaining to the horizontal placement of the signer's typewritten name are contained in Table XLVIII, page 108. The most common practice was to align the signer's typewritten name with the start of the complimentary close. This practice was found in 493 letters (79.01 per cent).

Findings relating to the vertical placement of the signer's business position, or department, appear in Table XLIX, page 109. The most common vertical placement was directly below the signer's typewritten name. This placement was found in 420 letters (79.40 per cent).

Findings concerning the horizontal placement of the signer's position or department are reported in Table L, page 110. The most commonly used horizontal placement was that aligned with the signer's typewritten name. This placement was used in 378 letters (71.46 per cent).

VII. ANALYSIS AND FINDINGS RELATED TO SERVICE NOTATIONS:

REFERENCE NOTATION, ENCLOSURE, CARBON COPY, AND BLIND CARBON COPY

The 754 letters in the sample were examined for the form and placement of the reference notation, enclosure notation, carbon copy and blind carbon copy notations.

Reference Notation

The reference notation identifies the dictator of the letter and the typist, or it may identify only the typist. The use, vertical placement, horizontal placement and form of the reference notation were

TABLE XLVIII

CLOSING LINES OF LETTERS: HORIZONTAL PLACEMENT OF SIGNER'S
TYPEWRITTEN NAME

Horizontal Placement of Signer's Typewritten Name	Number of Letters	Per cent
Under complimentary close or company name:		
aligned	493	73.582
centered	50	7.462
indented	19	2.836
Other	62	9.936
Total	624	100.0
Typewritten name in reference notation	46	6.101
Signer's typewritten name not used	84	11.141

TABLE XLIX

CLOSING LINES OF LETTERS: VERTICAL PLACEMENT OF
SIGNER'S BUSINESS POSITION OR DEPARTMENT

Vertical Placement of Signer's Business Position or Department	Number of Letters	Per cent
Directly below signer's typewritten name	420	79.395
On the same line as signer's typewritten name	30	5.671
Below space reserved for signature - no signer's typewritten name	73	13.800
Other vertical placement	6	1.134
Total	529	100.0
Signer's position or department not used	225	29.841

TABLE I
 CLOSING LINES OF LETTERS: HORIZONTAL PLACEMENT OF
 SIGNER'S BUSINESS POSITION
 OR DEPARTMENT

Horizontal Placement of Signer's Business Position or Department	Number of Letters	Per cent
Aligned with signer's typewritten name	378	71.456
After signer's typewritten name and on the same line	29	5.482
Centered below signer's typewritten name	37	6.994
Indented below signer's typewritten name	10	1.890
Aligned with complimentary close or company name - no signer's typewritten name	73	13.800
Other horizontal placement	2	.378
Total	529	100.0
Signer's position or department not used	225	29.841

determined and tabulated.

Findings relating to the frequency of use of a reference notation show that 660 letters (87.53 per cent) contained a reference notation. The statistics describing the reference notation will be limited to the 660 letters that contained a reference notation.

Findings relating to the vertical placement of the reference notation appear in Table LI, page 112. Placement of the reference notation on the same line as the last line of the signer's identification was the most common vertical placement. This was found in 190 letters (28.79 per cent). The placement of the reference notation below the signer's identification with one intervening space was the second most common vertical placement. This was found in 179 letters (27.12 per cent).

Findings pertaining to the horizontal placement of the reference notation show that the most common horizontal position was at the left margin. Of the 660 letters that included a reference notation, 654 (99.09 per cent) used this horizontal position.

The form of the reference notation may include the dictator's name or initials and the typist's initials, or it may include only the typist's initials. The dictator's identification, if included, always precedes the typist's. The 660 letters were examined to ascertain the form, that is, the inclusion of the dictator's and typist's identification, the use of full capital letters in writing the identification information, and the use of punctuation in the notation. A summary of the findings showing the use of dictator's and typist's identification, and the use of capital letters in the form of the reference

TABLE LI
 REFERENCE NOTATION OF LETTERS: VERTICAL PLACEMENT

Vertical Placement of Reference Notation	Number of Letters	Per cent
Below signer's identification with the following number of intervening spaces :		
0	80	12.121
1	179	27.121
2	34	5.152
3, or more than 3	56	8.485
Even with last line of signer's identification	190	28.788
Even with second last line of signer's identification	75	11.364
Other	46	6.969
Total	660	100.0
Reference notation not used	94	12.467

notation appears in Table LII, page 114. The most frequently used form included at least two initials of the dictator, in full capital letters, and at least two initials of the typist, in lower case. This form was found in 426 (64.55 per cent) of the 660 letters.

Findings concerning the use of punctuation marks in the reference notation appear in Table LIII, page 115. The oblique was the most commonly used punctuation mark. This was found in 381 letters (57.73 per cent). The colon ranked second most commonly used. This was found in 218 letters (33.03 per cent).

Enclosure Notation

The enclosure notation indicates that additional material is being enclosed with the letter in the envelope. The letters in the sample were examined to determine frequency of use, vertical placement, and form of the enclosure notation. The findings relating to the frequency of use show that 196 letters (26 per cent) contained an enclosure notation. The statistics describing the enclosure notation will be restricted to the 196 letters that contained an enclosure notation.

Findings concerning the vertical placement are reported in Table LIV, page 116. The placement of the enclosure notation immediately below the reference notation was found in 138 letters (70.41 per cent).

The enclosure notation was examined to determine the form, that is the use of abbreviations, capitals, and punctuation; and the identification and enumeration of enclosed material.

Findings relating to the form of writing the enclosure notation

TABLE LII

REFERENCE NOTATION OF LETTERS: FORM

Illustrations of Forms of Reference Notation	Number of Letters	Per cent
RJ nt	426	64.545
RJ NT	63	9.545
nt	40	6.061
NT	6	.909
rj nt	6	.909
RJ t	33	5.000
RJ T	13	1.970
t	4	.606
T	5	.758
R. Jenkins nt	40	6.061
R. Jenkins nt	8	1.212
Other	16	2.424
Total	660	100.0
Reference notation not used	94	12.467

TABLE LIII

REFERENCE NOTATION OF LETTERS: USE AND NON USE OF PUNCTUATION

Punctuation	Number of Letters	Per cent
Colon	218	33.030
Oblique	381	57.727
Other	29	4.394
No punctuation used	32	4.848
Total	660	100.0
Reference notation not used	94	12.467

TABLE LIV

ENCLOSURE NOTATION OF LETTERS: VERTICAL PLACEMENT

Vertical Placement of Enclosure Notation	Number of Letters	Per cent
Below reference notation with the following number of intervening spaces :		
0	138	70.408
1	31	15.816
2	2	1.020
3, or more than 3	3	1.531
Above reference notation	10	5.102
Other vertical placement	12	6.123
Total	196	100.0
Enclosure notation not used	558	74.005

are included in Table LV, page 118. Encl. was the most common form of the enclosure notation. This was found in 101 letters (51.53 per cent).

Findings pertaining to the identification of the enclosed material show that 1 letter identified the material that was being enclosed. Twelve letters (6.12 per cent) placed a numeral after the word to indicate the number of enclosures.

Carbon Copy Notations

The carbon copy notation is used to indicate that a carbon copy of the letter is being sent to someone other than the addressee. The letters in the sample were examined to determine frequency of use, vertical placement, horizontal placement, form, and number. Findings relating to frequency of use show that 121 letters (16.05 per cent) contained a carbon copy notation. The descriptive statistics will be restricted to the 121 letters that contained a carbon copy notation.

Findings relating to the vertical placement appear in Table LVI, page 119. The carbon copy notation immediately below the reference or enclosure notation found in 34 letters (28.10 per cent) was the most common placement. The placement of the carbon copy notation on the second line below the reference or enclosure notation found in 32 letters (26.45 per cent) ranked second.

The carbon copy notation placed at the left margin in 110 letters (90.91 per cent) was the most common horizontal placement. The findings concerning the form of the carbon copy notation appear in Table LVII, page 120. The use of cc was found in 59 letters (48.76 per cent). The use of c.c. was found in 47 letters

TABLE LV
ENCLOSURE NOTATION OF LETTERS: FORM

Form of Enclosure Notation	Number of Letters	Per cent
Enclosure	23	11.735
Encl.	101	51.531
Enc.	21	10.714
ENCL.	1	.510
encl.	24	12.245
enc.	8	4.082
enclosure	4	2.041
Attachment in some form	13	6.633
Other	1	.510
Total	196	100.0
Enclosure notation not used	558	74.005

TABLE LVI

CARBON COPY NOTATION OF LETTERS: VERTICAL PLACEMENT

Vertical Placement of Carbon Copy Notation	Number of Letters	Per cent
Below reference or enclosure notation with following number of intervening spaces:		
0	34	28.099
1	32	26.446
2	13	10.744
3, or more than 3	17	14.050
Other	25	20.661
Total	121	100.0
Carbon copy notation not used	633	83.952

TABLE LVII

CARBON COPY NOTATION OF LETTERS: FORM

Form of Carbon Copy Notation	Number of Letters	Per cent
cc	59	48.760
c.c.	47	38.843
CC	3	2.479
C.C.	1	.826
copy or copies	5	4.132
copied	1	.826
Other	5	4.132
Total	121	100.0
Carbon copy notation not used	633	83.952

(38.84 per cent).

Findings pertaining to the use of punctuation marks to separate the introductory and main parts of the carbon copy notation show that the colon was used in 51 letters (42.15 per cent). Forty letters (33.06 per cent) did not use a punctuation mark to separate the parts of the carbon copy notation.

Findings concerning the number of carbon copies indicated in the notation is shown in Table LVIII, page 122. Sixty-eight letters (56.20 per cent) indicated one carbon copy. Twenty-six letters (21.49 per cent) indicated two carbon copies.

Blind Carbon Copy Notations

The blind carbon copy notation appearing on the file copy of a letter indicates that a carbon copy of the letter is being sent to someone other than the addressee. The information is not typed on the original copy of the letter but may be typed on other carbon copies if required. The 754 letters, which included original and file copies of letters, were examined to determine frequency of use, vertical placement, horizontal placement, form and number of blind carbon copies.

Findings relating to the frequency of use show that only 6 letters included a blind carbon copy notation. Findings concerning the vertical and horizontal placement show that 5 of the 6 letters placed the notation below the reference initials at the left margin. In only 1 letter was the notation at the top left margin. Each of the forms bcc and bc appeared in 2 letters. In 4 of the letters the colon was used to separate the introductory and main parts. Four of the 6 letters

TABLE LVIII

CARBON COPY NOTATION OF LETTERS: NUMBER OF CARBON COPIES INDICATED

Number of Carbon Copies Indicated	Number of Letters	Per cent
1	68	56.198
2	26	21.488
3	14	11.570
4	8	6.612
5	3	2.479
6	0	0
7	2	1.653
Total	121	100.0
Carbon copy notation not used	633	83.952

showed one blind carbon copy for distribution and 2 letters showed two blind carbon copies.

VIII. ANALYSIS AND FINDINGS RELATED TO SPECIAL NOTATIONS:

POSTSCRIPTS AND HANDLING NOTATIONS

The 754 letters in the sample were examined to ascertain frequency of use, placement and form of the postscript and special handling notations.

Postscript

The postscript notation consists of a message that has been added to the letter after it has been completed. Findings relating to the frequency of use of the postscript notation show that 6 letters included a postscript notation.

Findings relating to the placement show that 3 letters that included a postscript notation placed it at the left margin immediately below the last typewritten line. Two placed the postscript notation at the left margin two spaces below the last typewritten line.

In all 6 letters P.S. was the form of the postscript notation.

Special Handling Notations

Special handling notations contain instructions regarding the method of handling the letter. To indicate a special method of mailing, the special notation might include one or all of the following: Air Mail, Special Delivery, Registered. To indicate instructions to the receiver, the special notation might include one or all of the following:

Personal, Private, Confidential. Findings pertaining to the frequency of use show that 15 letters (1.99 per cent) included a special handling notation.

Findings pertaining to the vertical placement of special handling notations appear in Table LIX, page 125. The most frequently used placement was between the date line and the inside address. This was found in 7 (46.67 per cent) of the letters which included a special handling notation. The placement of the special handling notation on the same line as the date line ranked second. This was found in 6 (40 per cent) of the 15 letters.

Findings concerning the horizontal placement of the special handling notations show that it was placed at the left margin in 14 of the 15 letters (93 per cent).

Findings relating to the form, that is, the use of capital letters show that 13 of the 15 letters (87 per cent) wrote the notations in full capital letters. Two capitalized the special handling notation.

Findings relating to the use of underscoring show that 13 of the 15 letters (87 per cent) underscored the special handling notation.

Findings relating to the content of the special handling notations are contained in Table LX, page 126. The special notations containing mailing instructions Air Mail and Registered were the most commonly used. Each notation was found in 5 of the 15 letters (33.33 per cent). Two of the letters included a second notation, in 1 case a Special Delivery notation and in the other a Confidential notation.

TABLE LIX

SPECIAL HANDLING NOTATIONS OF LETTERS:* VERTICAL PLACEMENT

Vertical Placement of Special Handling Notation	Number of Letters	Per cent
Between date and inside address	7	46.667
On same line as date line	6	40.000
Above date line	1	6.667
Other	1	6.667
Total	15	100.0
Special handling notations not used	739	98.011

*Registered, Air Mail, Personal, etc.

TABLE LX
SPECIAL HANDLING NOTATIONS OF LETTERS: CONTENT

Content of Special Handling Notations	Number of Letters	Per cent
Registered, Registered Mail, By Registered Mail	5	33.333
Special Delivery	1	6.667
Air Mail	5	33.333
Confidential	1	6.667
Personal	2	13.333
Private	1	6.667
Total	15	100.0
Special handling notations not used	739	98.011

IX. ANALYSIS AND FINDINGS RELATED TO ENVELOPE ADDRESSES

The envelopes examined were those addressed to, and received by, the investigator who collected the original sample.⁹ Because all organizations were responding to identical letters the information at their disposal for addressing the envelopes was identical. An analysis was made of the practices found in the addresses of the 754 envelopes. Practices investigated included: vertical line spacing, vertical placement, horizontal placement, number of lines in the address, punctuation style, use of abbreviations, capital letters, underscoring, and the attention line.

Findings relating to vertical line spacing show that 667 envelopes (88.46 per cent) were single spaced. Seventy-five envelopes (9.95 per cent) were double spaced. Eleven of the envelopes combined both single and double spacing. One envelope used more than double vertical line spacing.

Findings pertaining to vertical placement* of the envelope address appear in Table LXI, page 128. The most common placement of the address was ten, or less than ten, spaces from the top of the envelope. This was found in 159 envelopes (22.68 per cent). The next most common placement was twelve spaces from the top of the envelope.

⁹Geraldine M. Farmer, "Vocabulary of Written Business Communications in Canada" (unpublished research, University of Alberta, Edmonton, 1966).

*Fifty three of the envelopes were larger than standard letter size envelopes and, therefore, were not included in the calculations pertaining to placement.

TABLE LXI

ENVELOPE ADDRESS: VERTICAL PLACEMENT

Vertical Placement of Address	Number of Envelopes	Per cent
Number of Spaces from the Top of the Envelope:		
10 and less than 10	159	22.682
11	122	17.404
12	157	22.397
13	123	17.546
14	81	11.555
15	33	4.708
16, and more than 16	26	3.709
Total	701	100.0
Outsize envelope used	53	7.029

This was found in 157 envelopes (22.40 per cent).

Findings relating to the horizontal placement* of the envelope address appear in Table LXII, page 130. The most common placement was more than five spaces left of the center of the envelope. This was found in 418 (59.63 per cent) of the 701 envelopes. The next most common placement was five spaces left of the center of the envelope. This was found in 177 envelopes (25.25 per cent).

Findings concerning indention of the address show that 707 (93.77 per cent) did not indent the lines of the envelope address.

Findings concerning the number of lines in the envelope appear in Table LXIII, page 131. The most common number of lines in the envelope address was six, which was found in 265 envelopes (35.15 per cent). The next most common number of lines in the envelope address was four, which was found in 200 envelopes (26.53 per cent).

Findings relating to the use of open or closed punctuation contained in Table LXIV, page 132, show that closed punctuation was the most common. Five hundred envelopes (66.31 per cent) used closed punctuation. Open punctuation was found in 200 envelopes (26.53 per cent).

Findings relating to the use of abbreviations show that 650 envelopes (86.21 per cent) had the name of the province written in full, whereas, 100 (13.26 per cent) abbreviated the name of the province.

*Fifty three of the envelopes were larger than standard letter size envelopes and, therefore, were not included in the calculations pertaining to placement.

TABLE LXII
 ENVELOPE ADDRESS: HORIZONTAL PLACEMENT

Horizontal Placement of Address	Number of Envelopes	Per cent
Starts at center	73	10.414
Starts five spaces left of center	177	25.250
Starts more than five spaces left of center	418	59.629
Starts right of center	33	4.708
Total	701	100.0
Outsize envelope used	53	7.029

TABLE LXIII

ENVELOPE ADDRESS: NUMBER OF LINES

Number of Lines	Number of Envelopes	Per cent
2	13	1.724
3	63	8.355
4	200	26.525
5	191	25.332
6	265	35.146
7, or more than 7	22	2.918
Total	754	100.0

TABLE LXIV

ENVELOPE ADDRESS: PUNCTUATION STYLE

Punctuation Style	Number of Envelopes	Per cent
Open	200	26.525
Closed	500	66.313
Closed but one or two lines incomplete	17	2.255
Mixture, impossible to ascertain style	37	4.907
Total	754	100.0

Findings relating to the use of capital letters in the envelope address appear in Table LXV, page 134. The address was capitalized in 373 envelopes (49.70 per cent). The city was written in full capital letters in 303 envelopes (40.19 per cent).

Findings pertaining to underscoring practices are presented in Table LXVI, page 135. In 713 envelopes (94.56 per cent) the name of the city and the name of the province were not underscored.

The attention line in the address was examined to determine frequency of use, placement and use of underscoring.

Findings relating to the use of the attention line show that 98 envelopes (13 per cent) had an attention line.

Findings pertaining to the placement of the attention line appear in Table LXVII, page 136. The lower left of the envelope was the most common placement. This was found in 62 (63.27 per cent) of the envelopes that contained an attention line.

Findings concerning the use of underscoring in the attention line are presented in Table LXVIII, page 137. The entire attention line was underscored in 62 (63.27 per cent) of the envelopes that included an attention line in the address.

X. ANALYSIS AND FINDINGS RELATED TO TYPE SIZE

Pica type face produces ten characters to the inch, whereas elite type face produces twelve characters to the inch. The 754 letters were examined to ascertain the type face used in the letters. Findings show that 398 letters (52.79 per cent) used elite type; 227 (30.11 per cent) used pica type, and 129 (17.10 per cent) used other varieties of type face.

TABLE LXV

ENVELOPE ADDRESS: USE OF CAPITAL LETTERS

Use of Capital Letters in Parts of the Address	Number of Envelopes	Per cent
City only in full capital letters	303	40.186
City and province in full capital letters	43	5.703
All of address in full capital letters	21	2.785
All of address capitalized	373	49.469
Other practices in use of capital letters	14	1.857
Total	754	100.0

TABLE LXVI
ENVELOPE ADDRESS: UNDERSCORING

Parts of the Envelope Underscored	Number of Envelopes	Per cent
City only	21	2.785
City and province	12	1.592
Province only underscored	1	.133
City and province not underscored	713	94.562
Other underscoring practices	7	.929
Total	754	100.0

TABLE LXVII
ATTENTION LINE ON ENVELOPES: PLACEMENT

Placement	Number of Envelopes	Per cent
Aligned below address	20	20.408
Lower left	62	63.265
Upper left	1	1.020
Below address but not aligned	12	12.245
Lower right	2	2.041
Other	1	1.020
Total	98	100.0
Attention line not used	656	87.003

TABLE LXVIII
 ATTENTION LINE ON ENVELOPES: UNDERSCORING

Parts of the Attention Line Underscored	Number of Envelopes	Per cent
All parts	62	63.265
Attention only	1	1.020
Main element only	4	4.082
No underscoring	31	31.633
Total	98	100.0
Attention line not used	656	87.003

CHAPTER IV

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

The purpose of this study was to determine current practices in the format of typewritten business letters in Canada. Specifically, the study was designed to investigate current practices in Canada relating to the following elements of the typewritten business letter: style, punctuation, opening lines, body, second-page heading, closing lines, service notations, special notations, envelope address and type size.

Data were obtained from a sample of 754 letters received from the files of different businesses representing all categories of industry in Canada. The number of letters selected from each category of industry was determined by the number of stenographers, typists, and clerk-typists employed in each category of industry. With the aid of an analysis form developed by the investigator, all parts of the letters were analyzed. A computer program was used to summarize the data. The findings of the study were presented in Chapter III.

CONCLUSIONS

The conclusions derived from this study are classified and presented in ten major divisions.

I. LETTER STYLE

The most commonly used letter style found in the typewritten business letter in Canada is the Modified Block Style With Paragraph

Indentation. The Modified Block style with its variations in paragraph indentation and closing lines accounted for approximately 86 per cent of all the letters analyzed. Although Waugh and Cameron state that the "block style of address and paragraphing is replacing the more formal indented styles,"¹ and Roodman and Roodman support this statement,² the findings of the present study indicate that the Modified Block Without Paragraph Indentation was used in only 15 per cent of the letters. It was reported earlier in this study that investigations conducted in the United States in 1939 and 1942 identified the Modified Block With Paragraph Indentation as the most popular letter style, whereas a study conducted in 1948, and all subsequent studies, identified the Modified Block Without Paragraph Indentation as the most popular letter style.

II. PUNCTUATION STYLE

The most commonly used punctuation style found in the typewritten business letter in Canada was Closed punctuation, that is, periods and commas appear at the end of lines in the following letter parts: date, inside address, salutation, complimentary close, signer's typewritten name, signer's position or department. The company name is the only letter part which is not punctuated in the Closed style. Mixed punctuation was used in approximately 16 per cent of the letters.

¹F. D. R. Waugh and L. Jean Cameron, Modern Business Letters (revised edition; Toronto: The Ryerson Press, 1964), p. xii.

²Zelda Roodman and Herman S. Roodman, Effective Business Communication (Toronto: McGraw Hill Company of Canada Limited, 1964), pp. 13 and 14.

Only three letters used Open punctuation. Although one Canadian textbook suggests that "punctuation in the formal parts of the letter has been simplified and in many cases omitted,"³ the present study does not support this observation. It is interesting to note that studies conducted in the United States in 1942, 1947, 1952, 1959, and 1964 found that Mixed punctuation was most frequently used.

III. OPENING LINES: DATE LINE, INSIDE ADDRESS, SALUTATION, ATTENTION AND SUBJECT

The date line, unabbreviated, and arranged in the order of month day and year, was placed thirteen spaces from the top of the page and right of center. This form and arrangement of the date line is advocated by the authors of current typewriting textbooks.⁴

The inside address common to most letters was comprised of three lines, addressed to an individual, with words such as street or avenue written in full. Although two-or-three-word provinces were abbreviated, single-word provinces and states were written in full.

The most frequent form of salutation was the informal greeting, Dear Mr. (surname), followed by a colon.

The attention line, also considered part of the opening lines of a letter, was characterized by a completely underscored line consisting of the introductory word attention followed by a colon and the name of an individual. The attention line is related to the inside

³Waugh and Cameron, loc. cit.

⁴D. D. Lessenberry and others, 20th Century Typewriting (Toronto: W. J. Gage Limited, n.d.); and John L. Rowe, Alan C. Lloyd, Harold H. Smith, Gregg Typing (second edition; Toronto: McGraw Hill Co., 1958).

address and should be placed between the inside address and the salutation. The majority of letters that included an attention line used this placement.

The subject line used in approximately 25 per cent of the letters was most often centered below the salutation, capitalized and underscored. It was most frequently introduced by Re followed by a colon.

IV. BODY

The most frequently occurring letter length was the medium one-page letter, having a five-and-one-half-inch typing line. The practice of adjusting the length of the typewritten line to the length of the letter was apparent in that the five-inch line was used in the short letter, and the six-inch line was used in the long letters.

The indented paragraph, beginning eleven to fifteen spaces from the left margin, was prevalent in the letters examined. Although two Canadian textbooks suggest that the block style of paragraphing is replacing the indented style,⁵ this is not substantiated by the findings of the present study.

Approximately 43 per cent of the letters in the sample contained more than 10 figures in the body of the letter.

⁵Waugh and Cameron, op. cit., p. xii; and Roodman and Roodman, op. cit., pp. 13 and 14.

V. SECOND-PAGE HEADING

Approximately 93 per cent of the letters exceeding one page in length carried a heading for the consecutive pages. The usual content for the second-page heading included the name of the addressee, the page number and the date. However, there was little agreement in the arrangement of these parts of the heading.

VI. CLOSING LINES: COMPLIMENTARY CLOSE, COMPANY NAME
AND SIGNER'S IDENTIFICATION

The complimentary close was characterized by the formal expression, Yours very truly, placed at the right of the center of the page. One Canadian textbook states that Sincerely yours, Yours sincerely, and Cordially yours are the three most used complimentary closings.⁶ However, the findings of this study do not support this statement.

Approximately 56 per cent of the letters included a company name. Those that included the company name typed the name in full capital letters and aligned it with the start of the complimentary close. One Canadian textbook reports that ". . . the custom of using firm name in the signature has almost disappeared."⁷ The findings of this study do not support this observation.

The most commonly used signer's identification included the typewritten name and business position of the signer.

⁶Roodman and Roodman, op. cit., p. 25.

⁷Waugh and Cameron, op. cit., p. 72.

VII. SERVICE NOTATIONS: REFERENCE, ENCLOSURE

CARBON COPY AND BLIND CARBON COPY

The reference notation was included in approximately 88 per cent of the letters. The common features of the reference notation were: the dictator's initials written in full capital letters, and the typist's initials written in lower case letters and separated by an oblique. Although current typewriting textbooks recommend placing the reference notation on the second line below the last closing line, of those letters that included a reference notation, approximately 27 per cent of the letters had the notation in this position, whereas approximately 29 per cent of the letters had the notation on the same line as the last closing line.

The most frequently occurring form of the enclosure notation was Encl. It should be noted that current typewriting textbooks advocate writing the word enclosure in full. However, this study indicates that common practice deviates from recommended practice.

VIII. SPECIAL NOTATIONS: POSTSCRIPTS AND

HANDLING NOTATIONS

Only six letters contained a postscript notation.

Fifteen of the 754 letters included a special handling notation. In all 15 letters the notation was underscored.

IX. ENVELOPE ADDRESS

The majority of envelopes placed the inside address more than

five spaces left of the center of the envelope. The placement of the address five or six spaces left of the center of the envelope is advocated by authors of current typewriting textbooks. The most common style of envelope address was block, with closed punctuation. Approximately 40 per cent of the envelopes presented the name of the city in full capital letters.

X. TYPE SIZE

Approximately 53 per cent of the letters used elite type, 30 per cent used pica type, and 17 per cent used other sizes of type.

RECOMMENDATIONS

The results of this study suggest the following recommendations:

1. A study should be undertaken to ascertain the existence or absence of prescription relating to letter practices in various organizations.
2. A study should be conducted to ascertain if businessmen are aware of the variety of letter styles and the comparative typing time of the different styles of letters.
3. A study should be conducted to investigate the willingness of dictators and typists to change the format of the letter in order to effect savings in cost.
4. Studies should be conducted to ascertain the letter style preference of businessmen, typists, and other recipients of letters. Reasons for preference should also be investigated. Exposure to a variety of styles might influence preference.

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APPENDICES

APPENDIX A
LETTER ANALYSIS FORM

LETTER ANALYSIS FORM

1. LETTER STYLE
 - 0
 - 1 Full block
 - 2 Modified Block Without Paragraph Indention
 - 3 Modified Block With Paragraph Indention
 - 4 Modified Block With Paragraph Indention & Variation in Closing
 - 5 Modified Block With Variation in Closing
 - 6 NOMA
 - 7 Indented
 - 8 Full Block except for date line
 - 9 Other

2. PUNCTUATION
 - 0
 - 1 Open
 - 2 Closed
 - 3 Closed except last lines (either or both below signature)
 - 4 Closed but incomplete
 - 5 Mixed
 - 6 Closed except for date line
 - 7 Closed except for date line and last lines
(either or both below signature)
 - 8 Modified Open
 - 9 Other

3. DATE LINE - VERTICAL
 - 0
 - 1 10 and less than 10 spaces (blank lines) from top
 - 2 11 spaces from top
 - 3 12 spaces from top
 - 4 13 spaces from top
 - 5 14 spaces from top
 - 6 15 spaces from top
 - 7 16 spaces from top
 - 8 17 and more than 17
 - 9 Date line not above inside address.

4. DATE LINE - HORIZONTAL
 - 0
 - 1 Left margin
 - 2 Left of center
 - 3 Centered
 - 4 Starts at center
 - 5 Right of Center
 - 6 Ends at right margin

5. DATE LINE - CONTENT
 - 0
 - 1 July 1, 1967
 - 2 1 July 1967
 - 3 July 1st, 1967
 - 4 July 1/67
 - 5 1/10/67
 - 6 1st July 1967
 - 7 Other

6. DATE LINE - ABBREVIATIONS
 - 0
 - 1 Month abbreviated (August through February)
 - 2 NOT abbreviated (August through February)
 - 3 Month abbreviated (March, April, May, June, July)
 - 4 NOT abbreviated (March, April, May, June, July)

7. INSIDE ADDRESS - NO. OF LINES
 - 0
 - 1
 - 2 2-line address
 - 3 3-line address
 - 4 4-line address
 - 5 5-line address
 - 6 6 and more-than-6-line address

8. PRIMARY ADDRESSEE
 - 0
 - 1 Addressed to company
 - 2 Addressed to individual
 - 3 Addressed to companies
 - 4 Addressed to individuals
 - 5 Addressed to position e.g. General Manager
 - 6 Addressed to Box No.

9. STREET/AVENUE ABBREVIATED
 - 0
 - 1 Street/avenue/road/boulevard/crescent/drive abbreviated
 - 2 NOT ABBREVIATED
 - 3 DOES NOT APPEAR

10. PROVINCE/STATE
 - 0
 - 1 Single word province/state abbreviated e.g. Alta.
 - 2 Two or three word province/state abbreviated e.g. B.C., PEI
 - 3 Single word province NOT abbreviated e.g. Alberta
 - 4 Two or three word province/state NOT abbreviated e.g. British Columbia
 - 5 Province/state does not appear in address

11. NAME OF CITY IN CAPITALS
 - 0
 - 1 In capitals
 - 2 NOT in capitals
 - 3 Other

12. SALUTATION - VERTICAL
 - 0
 - 1 1 space below previous matter
 - 2 2 spaces below previous matter
 - 3 3 and more than 3 spaces below previous matter
 - 4 0 spaces

13. SALUTATION - CONTENT
 - 0
 - 1 Dear Sir/Madam
 - 2 Dear Sirs
 - 3 Dear Mr. (Surname)
 - 4 Dear (Given name)
 - 5 Gentlemen
 - 6 Sir/s
 - 7 My dear Sir, Mr., John
 - 8 Other

14. FOLLOWED BY
 - 0
 - 1 :
 - 2 -
 - 3 :-
 - 4 ,
 - 5 blank
 - 6 other
 - 7 ;

15. ATTENTION - VERTICAL AND HORIZONTAL
 - 0
 - 1 Between Inside Address and Salutation - Left Margin
 - 2 Above Salutation - Centered
 - 3 Between Inside Address and Salutation - Indented
 - 4 Same line as Salutation - Centered
 - 5 Other

16. STYLE
 - 0
 - 1 Attention
 - 2 Attn or Att'n
 - 3 ATTENTION
 - 4 Other

17. FOLLOWED BY
0
1 :
2 of
3 blank
4 Other
18. UNDERSCORING
0
1 Attention and main content underscored with single continuous line (no blank space between printing and line of underscoring)
2 Attention only underscored
3 Main element underscored only
4 No underscoring
5 Other underscoring practices
19. ATTENTION - NUMBER OF LINES
0
1 1 line
2 2 lines
3 3 lines
20. CONTENT - MAIN ELEMENT
0
1 Name only
2 Position only
3 Department/division only
4 Name and department/division
5 Position and department/division
6 Name and position
7 Name, position and department/division
21. SUBJECT - VERTICAL AND HORIZONTAL
0
1 Below salutation - left margin
2 Below salutation - centered
3 Above salutation - left margin
4 Above salutation - centered
5 Same line as salutation
6 Other
22. STYLE
0
1 Subject Canada's Centennial
2 Re Canada's Centennial
3 Canada's Centennial
4 Reference Canada's Centennial
5 Ref. Canada's Centennial
6 re Canada's Centennial

23. CAPITALS
0
1 Subject/Re etc. only in capitals RE: Canada's Centennial
2 Subject matter only in capitals CANADA'S CENTENNIAL
3 Introductory word and subject matter in all capitals
RE: CANADA'S CENTENNIAL
4 Introductory word and subject matter capitalized
Re: Canada's Centennial
5 Subject matter only - capitalized Canada's Centennial
6 Other
24. UNDERSCORING
0
1 Introductory word and subject matter
2 Introductory word
3 Subject matter only
4 No introductory word but subject matter underscored
5 No introductory word but subject matter not underscored
6 Other
7 No underscoring
25. SUBJECT - NO. OF LINES
0
26. FOLLOWED BY
0
1 :
2 blank
3 other
4 No introductory word
27. COMPLIMENTARY CLOSE - VERTICAL
0
1 1 space below body
2 2 spaces below body
3 3 spaces below body
4 4 and more than 4 spaces below body
5 Other
28. HORIZONTAL
0
1 Left margin
2 Left of center
3 Right of center
4 Starting at center
5 Other

29. CONTENT
30. 0
1 Yours truly
2 Yours very truly
3 Very truly yours
4 Truly yours
5 Sincerely
6 Sincerely yours
7 Yours sincerely
8 Yours very sincerely
9 Very sincerely yours
10 Cordially yours
11 Yours cordially
12 Respectfully yours
13 Yours respectfully
14 Yours very respectfully
15 Very respectfully yours
16 Respectfully
17 Yours faithfully
18 Other
31. COMPLIMENTARY CLOSE COMBINED WITH SALUTATION
- 0
1 Truly with Dear Sir/Madam/Sirs
2 Truly with Dear Mr. (Surname)
3 Truly with Dear (Given name)
4 Truly with Gentlemen
5 Sincerely with Dear Sir/Madam/Sirs
6 Sincerely with Dear Mr. (Surname)
7 Sincerely with Dear (Given name)
8 Sincerely with Gentlemen
9 Other
32. COMPANY NAME - VERTICAL
- 0
1 1 space below complimentary close
2 2 spaces below complimentary close
3 3 and more than 3 spaces below complimentary close
4 0 space
5 Below signer's typewritten name or title
6 Below space reserved for signature
33. HORIZONTAL
- 0
1 Aligned with start of complimentary close
2 Centered under complimentary close
3 Indented under complimentary close
4 Other

34. CAPITALS
- 0
 - 1 All capitals
 - 2 All capitalized
 - 3 Part all capitals - part capitalized
35. SIGNER' IDENTIFICATION - CONTENT
- 0
 - 1 Name
 - 2 Name and position
 - 3 Name, position, department/division
 - 4 Position, department/division
 - 5 Position
 - 6 Department/division
 - 7 Name, department/division
36. SIGNER'S TYPEWRITTEN NAME - VERTICAL
- 0
 - 1 1 space below complimentary close or company name
 - 2 2 spaces below complimentary close or company name
 - 3 3 spaces below complimentary close or company name
 - 4 4 spaces below complimentary close or company name
 - 5 5 spaces below complimentary close or company name
 - 6 6 and more than six spaces below complimentary close or company name
 - 7 Full name in reference notation
 - 8 Other
37. HORIZONTAL
- 0
 - 1 Aligned under complimentary close
 - 2 Centered under complimentary close
 - 3 Indented under complimentary close
 - 4 Full name in reference notation
 - 5 Other
38. SIGNER'S BUSINESS POSITION - VERTICAL
- 0
 - 1 Line immediately below signer's typewritten name
 - 2 Same line as signer's name
 - 3 No signer's typewritten name but below space reserved for signature
 - 4 Other
39. HORIZONTAL
- 0
 - 1 Aligned with signer's typewritten name
 - 2 After signer's typewritten name and on same line
 - 3 Centered below signer's typewritten name
 - 4 Indented below signer's typewritten name
 - 5 No signer's typewritten name - aligned with complimentary close

40. REFERENCE NOTATION - VERTICAL

- 0
- 1 1 space below last closing line
- 2 2 spaces below last closing line
- 3 3 and more than 3 spaces below last closing line
- 4 Same line as last closing line
- 5 Same line as second last of closing lines or 1 line above closing line
- 6 Other

41. HORIZONTAL

- 0
- 1 Left margin
- 2 Right margin
- 3 Other

42. STYLE

- 43. 0
- 1 RJ nt
- 2 RJ NT
- 3 nt
- 4 NT
- 5 Rj nt
- 6 Rj Nt
- 7 rj nt
- 8 RJ t
- 9 RJ T
- 10 t
- 11 T
- 12 Dictator's name in full with transcriber's initials - same line
- 13 Dictator's name in full with transcriber's initials on line below
- 14 Other

44. PUNCTUATION

- 0
- 1 :
- 2 /
- 3 No punctuation
- 4 Other

45. LENGTH OF LETTER

- 0
- _____ number of pages

46. PARAGRAPHS

- 0
- _____ number of paragraphs

48. INDENTION

- 0
- 1 no indention
- 2 5 space indention
- 3 10 space indention
- 4 between 5 and 10 space indention
- 5 between 11 and 15 space indention
- 6 between 16 and 20 space indention
- 7 over 20 space indention
- 8 less than 5 space indention
- 9 other

LINE LENGTH IN INCHES

49. Short one page

50. Medium one page

51. Long one page

52. Two pages

53. Three pages

54. Over three pages

55. TYPE

- 0
- 1 Elite
- 2 Pica
- 3 Other

56. ARABIC NUMBERS IN BODY (no fraction characters-not $\frac{1}{2}$ included 1/2 counted as 2)

- 0
- 1 1 - 10
- 2 11 - 20
- 3 21 - 40
- 4 41 - 60
- 5 61 - 80
- 6 81 - 100
- 7 101 - 200
- 8 201 - 300
- 9 Over 300

- ENVELOPE
57. LINES IN ADDRESS (excluding attention line)
- 0
 - 1
 - 2 2 line address
 - 3 3 line address
 - 4 4 line address
 - 5 5 line address
 - 6 6 line address
 - 7 7 and more than 7 line address
58. SPACES FROM TOP - VERTICAL
- 0
 - 1 10 and less than 10 blank lines from top
 - 2 11
 - 3 12
 - 4 13
 - 5 14
 - 6 15
 - 7 16 and more than 16
 - 8 Oversize envelope
59. HORIZONTAL
- 0
 - 1 Starts at center
 - 2 Starts 5 spaces left of center
 - 3 Starts more than 5 spaces left of center
 - 4 Starts right of center
 - 5 Oversize envelope
60. PUNCTUATION
- 0
 - 1 Open
 - 2 Closed
 - 3 Closed but 1 or 2 lines incomplete
 - 4 Mixture - i.e. difficult to ascertain style
61. SPACING
- 0
 - 1 Single spaced
 - 2 Double spaced
 - 3 Combination
 - 4 More than double spaced
62. ABBREVIATION
- 0
 - 1 Province abbreviated
 - 2 Province NOT abbreviated
 - 3 Other

63. CAPITALS
0
1 Name of city in full capital letter
2 Name of city and province in full capital letters
3 All of address in full capital letters
4 All of address capitalized
5 Other
64. ENVELOPE - UNDERSCORING
0
1 City only underscored
2 City and province underscored
3 Province only underscored
4 City and province not underscored
5 Other
65. ATTENTION LINE - PLACEMENT
0
1 Aligned below address
2 Lower left
3 Upper left
4 Below address but not aligned
5 Lower right
6 No attention line
7 Other
66. ATTENTION LINE - UNDERSCORING
0
1 All of line underscored
2 Attention only underscored
3 Main element only underscored
4 No underscoring in attention line
5 No attention line
6 Other
67. ADDRESS BLOCKED
0
1 Blocked
2 Indented
3 Other
1. ENCLOSURE NOTATION - VERTICAL
0
1 1 space below reference notation
2 2 spaces below reference notation
3 3 and more than 3 spaces below reference notation
4 0 spaces below reference notation
5 Above reference notation
6 Other

2. STYLE
 - 0
 - 1 Enclosure
 - 2 Encl.
 - 3 Enc.
 - 4 ENC. or ENCL.
 - 5 encl.
 - 6 enc.
 - 7 enclosure
 - 8 Attachment or some abbreviation of attachment
 - 9 Other

3. ENCLOSURE NOTATION - LISTED OR IDENTIFIED
 - 0
 - 1 Enclosed material identified, i.e. deed, mortgage
 - 2 Not identified

4. NUMBER USED WITH ENCLOSURE
 - 0
 - 1 Number used before enclosure notation
 - 2 Number used after
 - 3 Not used with enclosure notation

5. CARBON COPY NOTATION - VERTICAL
 - 0
 - 1 1 space below reference notation
 - 2 2 spaces below reference notation
 - 3 3 and more than 3 spaces below reference notation
 - 4 0 spaces below reference notation
 - 5 Other

6. HORIZONTAL
 - 0
 - 1 Left margin
 - 2 Other

7. STYLE
 - 0
 - 1 cc
 - 2 c.c.
 - 3 CC
 - 4 C.C.
 - 5 copy/copies
 - 6 copied
 - 7 Other

8. FOLLOWED BY

- 0
- 1 :
- 2 to
- 3 for
- 4 blank
- 5 Other

9. NUMBER OF CARBON COPIES

0

10. BLIND CARBON COPY NOTATION - VERTICAL

- 0
- 1 Below last notation on left
- 2 1" from top
- 3 Less than 1" from the top of page
- 4 Other

11. BLIND CARBON COPY NOTATION - HORIZONTAL

- 0
- 1 Left margin
- 2 Less than 1" from left margin
- 3 Other

12. STYLE

- 0
- 1 bcc
- 2 b.c.c.
- 3 bc
- 4 blind copy
- 5 Other

13. NUMBER OF BLIND CARBON COPIES

0

14. ENUMERATION

- 0
- 1 Arabic numbers only used
- 2 Letters only used
- 3 Roman numerals only used
- 4 Arabic and letter
- 5 Arabic and Roman
- 6 Roman and letters
- 7 Arabic, Roman, letters

15. ARABIC STYLE

0

1 1 _____ 2 1 _____ 3 1 _____ 4 1 _____ 5 1-line

16. LETTER STYLE

0

1 A _____ 2 A _____ 3 A _____ 4 A _____ 5 1-line

17. ROMAN STYLE

0

1 i _____ 2 i _____ 3 i _____ 4 i _____ 5 1-line

18. TABLES - NUMBER OF COLUMNS

0

19. NUMBER OF LINES IN MAXIMUM HEADING

0

1 _____

2 _____

3 _____

SPECIAL NOTATIONS

20. POSTSCRIPT - VERTICAL

0

1 Immediately below last typewritten line

2 1 space below last typewritten line

3 2 and more than 2 spaces below last typewritten line

4 Other

21. HORIZONTAL

0

1 Left margin

2 Other

22. STYLE

0

1 P. S.

2 P.S.

3 PS

4 Other

23. HANDLING NOTATIONS - VERTICAL
- 0
 - 1 Between date and inside address
 - 2 Same line as date line
 - 3 Below reference notation
 - 4 Other
24. HORIZONTAL
- 0
 - 1 Left margin
 - 2 Right margin
 - 3 Other
25. CONTENT
- 0
 - 1 Registered or Registered Mail or By Registered Mail
 - 2 Special Delivery
 - 3 Air Mail
 - 4 Personal
 - 5 Private
 - 6 Confidential
 - 7 Other
26. SECOND NOTATION CONTENT
- 0
 - 1 Registered
 - 2 Special Delivery
 - 3 Air Mail
 - 4 Personal
 - 5 Private
 - 6 Confidential
 - 7 Other
27. HANDLING NOTATIONS - CAPITALS
- 0
 - 1 All capital letters
 - 2 Capitalized
28. UNDERSCORING
- 0
 - 1 Underscored
 - 2 Not underscored
29. PAGE TWO HEADING - VERTICAL (spaces from top of page)
- 0
-
30. VERTICAL - (spaces to body)
- 0
-

31. HORIZONTAL PLACEMENT OF PAGE NUMBER
- 0
 - 1 Centered
 - 2 Right margin
 - 3 Left margin
 - 4 Off center
 - 5 Other
 - 6 No page number in heading
 - 7 No page heading
32. STYLE OF PAGE NUMBER
- 0
 - 1 2
 - 2 - 2 -
 - 3 -2-
 - 4 Page 2
 - 5 Page two or Page Two
 - 6 Other
 - 7 No page number in heading
 - 8 No page heading
33. CONTENT OF SECOND PAGE HEADING
- 0
 - 1 Page Number Date Addressee
 - 2 Page Number Date
 - 3 Page Number Addressee
 - 4 Page Number Date Subject
 - 5 Page Number Addressee Subject
 - 6 Page Number only
 - 7 Page Number Date Addressee Subject
 - 8 No second page heading - (omitted page heading)
 - 9 Other
34. PAGE HEADING
- 0
 - 1 Page heading omitted (i.e. should have been heading)
 - 2 Page number omitted in second page heading

APPENDIX B

LETTER ANALYSIS SUMMARY SHEET

LETTER ANALYSIS SUMMARY SHEET

1	LETTER STYLE _____	55	TYPE _____
2	PUNCTUATION _____	56	ARABIC NOS. _____
3	DATE LINE - vertical _____	57	ENVELOPE - no. of lines _____
4	_____ horizontal	58	_____ vertical
5	_____ style	59	_____ horizontal
6	_____ month abbreviated	60	_____ punctuation
7	ADDRESS - no. of lines _____	61	_____ vertical line spacing
8	_____ company or individual	62	_____ province abbreviated
9	_____ street/avenue abbreviated	63	_____ capitals
10	_____ province/state abbreviated	64	_____ underscoring
11	_____ city in capitals	65	_____ attention line placement
12	SALUTATION - vertical _____	66	_____ att'n line underscoring
13	_____ content	67	_____ address style
14	_____ followed by	77-80	LETTER I.D.
15	ATTENTION - vertical & horizontal _____	1	ENCLOSURE - vertical
16	_____ style	2	_____ style
17	_____ followed by	3	_____ listed or identified
18	_____ underscoring	4	_____ no. used with enclosure
19	_____ no. of lines	5	CARBON COPY NOTATION-vertical _____
20	_____ content	6	_____ horizontal
21	SUBJECT - vertical & horizontal _____	7	_____ style
22	_____ style	8	_____ followed by
23	_____ capitals	9	_____ no. of carbon copies
24	_____ underscoring	10	BLIND CARBON COPY-vertical _____
25	_____ no. of lines	11	_____ horizontal
26	_____ followed by	12	_____ style
27	COMPLIMENTARY CLOSE-vertical _____	13	_____ no. of blind carbon copies
28	_____ horizontal	14	ENUMERATION - type _____
29/30	_____ content	15	_____ Arabic style
31	_____ sued with	16	_____ letter style
32	CO. I.D. - vertical _____	17	_____ Roman style
33	_____ horizontal	18	TABLES - no. of columns _____
34	_____ capitals	19	_____ no. lines max. heading
35	SIGNER'S I.D. - content _____	20	POSTSCRIPT - vertical _____
36	SIGNER'S TYPED NAME-vertical _____	21	_____ horizontal
37	_____ horizontal	22	_____ style
38	SIGNER'S POSITION-vertical _____	23	SPECIAL NOTATIONS-vertical _____
39	_____ horizontal	24	_____ horizontal
40	REFERENCE NOTATION - vertical _____	25	_____ content
41	_____ horizontal	26	_____ content of second notation
42/43	_____ style	27	_____ capitals
44	_____ punctuation	28	_____ underscoring
45	LENGTH OF LETTER - no. of pages _____	29	PAGE 2 HEADING-vertical _____
46/47	PARAGRAPHS - no. in letter _____	30	_____ spaces to body
48	_____ indentation	31	_____ horizontal - page number
49	LINE LENGTH - short 1-page	32	_____ style - page number
50	_____ medium 1-page	33	_____ content page heading
51	_____ long 1-page	34	_____ item/s omitted
52	_____ two-page	35	_____ arrangement
53	_____ three-page	77-80	LETTER I.D.
54	_____ over-three-page		

APPENDIX C

GUIDE FOR DETERMINING LETTER LENGTH

S H O R T

M E D I U M

L O N G

ТЯОНЭ

МІІЕМ

LONG

B29853