

The Bantam Book of

CORRECT LETTER WRITING

*an abridgment based on
Lillian Eichler Watson's world-famous*

STANDARD BOOK OF LETTER WRITING



**THIS AUTHORITATIVE GUIDE TELLS YOU HOW
TO WRITE CLEAR, SUCCESSFUL, EFFECTIVE
AND INTERESTING LETTERS FOR ALL OCCASIONS**

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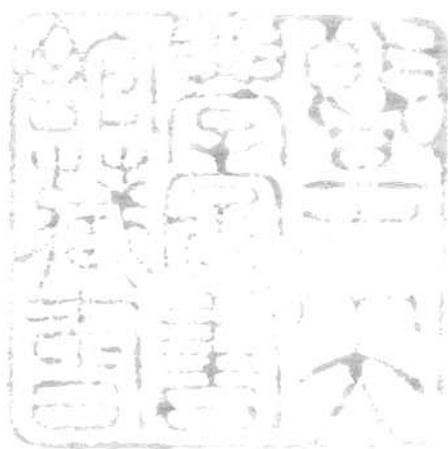
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STANDARD BOOK OF LETTER WRITING



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Book I

*

The Basic Rules of Successful Letter Writing

* * *

1. Letter Writing as a Social Asset

There's an old familiar saying that you must have heard many times: "To have a friend, you must be a friend."

It's equally true that to receive interesting letters, you must *write* interesting letters. If you write only when absolutely necessary, when duty or responsibility demands, you are missing out on what can be one of the greatest personal enjoyments of life.

But apart from the pleasure and satisfaction that a wide correspondence with friends can mean to you, letter writing is an important social asset. The ability to write good letters can be as useful to you socially as the ability to talk well or entertain successfully. In some ways letter writing can be even more useful to you, for it helps facilitate all social activities—often saves you much time, trouble and inconvenience.

The letter you write is your personal representative. It takes your place when circumstances make it impossible for you to be there in person. It goes to the hospital to cheer a sick friend. It goes to your hostess to thank her for entertaining you. It conveys your best wishes, congratulations, condolences—when you are not able to do so in person.

WHAT THE ABILITY TO WRITE
GOOD LETTERS CAN MEAN TO YOU

Letters can be one of the most powerful and far-reaching influences in your life, if you let them be. They can do amazing