Congratulatory Letters

These are letters to congratulate someone you know on his successful achievement. It is an act of thoughtfulness to let your friends or acquaintances know that you are aware of their special occasions. Letters of this type offer a real opportunity to draw friends and relatives closer together.

Such letters must be genuine and sincere. Also, to be effective, your letters of congratulation must be written promptly - very soon after the particular occasion.

Examples of congratulatory letters

Ex. 1: Congratulatory letter to a friend on announcement of engagement

121 Ladya Street
Dhonburi
November 12, 1974

Dear Daranee,

It was so good of you to write me that personal note, telling me of your engagement to Khun Somsak. Congratulations to the lucky man. I only regret that I don’t know him better, but I certainly hope that we may become great friends in the future.

I am sending along sincere congratulations and warmest wishes to both of you.

Affectionately yours,

[Signature]

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Ex. 2: Congratulatory letter to a friend on announcement of a marriage.

145 Galey Avenue
Los Angeles, Ca. 90024
November 15, 1974

Dearest Daranee,

It was so good of you to send me an announcement of your marriage. From all you say, that man of yours must be just about perfect. Seriously, I am happier than I can tell you. I am only sorry that we live so far apart that I can’t be present on the big occasion.

Congratulations and my best wishes to both of you. When you come to the United States next year, I want you and that husband of yours to stay with me for a good visit.

Affectionately,

Ex. 3: Congratulatory letter to a sister on graduation

30 ʰォjdbc 36
Sukhumvit Road, Bangkok
August 1, 1974

Dear Sis,

I’m sending you my very special love and congratulations on this very special occasion. Everything is special. And why not? My only sister graduating from a famous university, and with honors. I think it’s wonderful.

I’m so proud of you, Sis. I know you will keep up your fine achievements in the bigger world that’s waiting for you.

I’m sending along a handbag. And let me hear more often from you.

Your loving brother,

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Ex. 4: Congratulatory letter to a friend on graduation

45 Saichai Road
Haadyai
October 5, 1974

Dear Toi,
Here’s my warmest congratulations on your graduation from Chulalongkorn. There is nothing else quite like college graduation and the big step out into the world of reality.

I’m glad that you have chosen education as your field. I know that in your field of teaching you will make your mark.

Again, heartiest good wishes, and please keep in touch. As soon as you know please tell me where you are going to teach.

Affectionately yours,

Ex. 5: Congratulatory letter to a friend on a birth

420 Laadya
Thonburi
December 11, 1974

Dear Ladda,

How happy I was to receive the good news last night that a baby boy has arrived. Manat telephoned me from the hospital, which was most considerate of him. He was so excited about being a father that I even had to ask him how you were.

Congratulations my dear, to both of you, I have sent you a pot of those red roses, and I’ll see you as soon as Manat assures me that you are ready to entertain visitors.

Affectionately,
Exercise 9:

1. Write to a friend to congratulate her (him) on his (her) engagement.
2. Write to a friend in foreign country to congratulate him (her) on the announcement of a marriage.
3. Write to a family member or a relative to congratulate him (her) on an achievement. Invent the occasion.
4. Write to a friend or a relative to congratulate her on the birth of her new born baby.

**Letter of Condolence**

A letter of condolence is an act of thoughtfulness to let the receiver know that you understand and sympathise in his loss or grief. A letter of this sort should be written in long-hand. It should always be short and must be sincere in tone. Avoid reference to death or sorrow.

**Examples of letters of condolence**

Ex. 1: Letter of condolence to a friend

420 South Sathorn Road
Bangkok
July 20, 1974

Dear Nipa,

My deepest sympathy goes to you in the loss of your mother. I shall always remember how friendly and kind she was to me when I came over to your house.

Affectionately yours,

[Signature]
Ex. 2: Letter of condolence • alternative to Ex. 1:

420 South Sathorn Road
Bangkok
July 20, 1974

Dear Nipa,

My deepest sympathy goes to you in the loss of your mother. It is impossible to put into words how I feel. I only regret that distance makes it impossible for me to be with you in person. However, I want you to know that I’m with you in spirit and am ready to stand by you anytime to make your burden a little easier.

Please don’t hesitate to call on me if there is anything I can do.

Most sincerely,

Julie

Ex. 3: A letter of condolence to an acquaintance:

20 Soi Thonglor
Sukhumvit Road, Bangkok
December 1, 1974

My dear Mrs. Chiewnoi,

I wish to be among those who are offering sincerest sympathy over the tragic loss of your husband.

Mr. Chiewnoi will be long remembered by many. He had a delightful personality that left a lasting impression upon all who knew him.

Very sincerely yours,

(Mrs.) Julie Andrews

Mrs. Valee Chiewnoi
30 Laadya Road
Thonburi
Exercise 10:
1. Write a letter to express your sympathy over a friend’s loss of his (her) parent.
2. Write a letter to an acquaintance expressing your sympathy over the loss of his (her) wife (husband).
3. Write a letter as a representative of your class.
   (a) to express your sympathy over a mother’s loss of her child (yourfriend).
   (b) to express your sympathy over a friend’s loss of his (her) parent.
   (c) to express your sympathy over a friend’s loss of his wife.

Ex. 4: A letter of condolence from a representative of a group.

430 Chareonkrung Road
Bangkok
August 20, 1974

My dear Mrs. Chiewnoi,

The employees in my department join me in expressing to you our deepest sympathy and the feeling of loss we all have. Mr. Chiewnoi was a valued companion to all of us and we feel privileged to have known him.

Most sincerely,

(Mr.) Paiboon Susook
Manager

Mrs. Valee Chiewnoi
30 Laadya Road, Thonburi
Letter of Acknowledgement (Replies to condolence letters)

There are many types of acknowledgement. A reply to an invitation, for example, is a kind of acknowledgement. In this section, we will discuss acknowledgement of sympathy you have received during grief. A letter of acknowledgement is important after you have passed the difficult period of grief. The following are some examples:

Ex. 1: Informal acknowledgement to a friend:

50 Soi Suanplu
Sathorn Road, Bangkok
December 1, 1974

Dear Daranee,

Thank you very much for your wonderful note. Mom’s passing was so sudden that I felt stunned and terribly alone. When I heard from you, it was like having you with me. It helps a great deal to know that I still have you to count on, and I appreciate all that you mean to me.

I will write again soon to let you know about my plans.

Cordially,

[Signature]

EN 405
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Ex. 2: A personal note of acknowledgement to an acquaintance

30 Laadya Road
Thonburi
December 20, 1974

My dear Mrs. Andrews,

Thank you very much for your kind note at the time of my recent bereavement. It helps a great deal to know that my husband had so many warm friends and that their friendship is mine at such a time as this.

Sincerely yours,

(Mrs.) Valee Chiewnoi

Mrs. Julie Andrews
30 Soi Aree
Bangkok

Ex. 3: Formal acknowledgement:

When it is necessary to answer a large number of condolence notes from those who are not-relatives or close friends, a formal acknowledgement should be sent. There are often engraved or printed on cards:

Mrs. Valee Chiewnoi
acknowledges with gratitude
your messages of sympathy

or

Mrs. Valee Chiewnoi
wishes to thank you and
to express her appreciation
of your sympathy and kindness

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Exercise 11:

1. Write an informal letter to acknowledge a letter of condolence from a friend. Invent the event (or reply to a letter you have written Exercise 10).

2. Write a personal note of acknowledgement to an acquaintance to thank her (him) for her (his) condolence letter. Invent to event (or reply to a letter you have written Exercise 10).

3. Write a formal note of acknowledgement to letters of condolence you have received from acquaintances.

Letters of Thanks

When someone has sent you a gift, done you a favor, shown you hospitality or the like, it should not be difficult to express appreciation in a letter. The sample letters here may be helpful in indicating what else besides a mere “Thank you” is properly included in this kind of letters.

A. Thanks for gifts

Ex. 1: a letter from a niece to thank her aunt for a gift.

416 Sukhumvit Road
Bangkok
November 14, 1974

Dear Aunt Vanee,

I just don’t know how to thank you enough for that beautiful travelling bag you gave me to replace the one I lost during my trip to Hongkong last summer. It is more than consolation. And I’m not going to let this one out of my sight.

You will be glad to hear that I’m going to have a two week vacation this coming Winter, so I’ll be putting this bag to use right away. I’m planning to stop off and stay with you for a couple of days on my way to Songkhla, where I will spend time with my parents.

Thanks again.

Affectionately,

[Signature]

EN 405
Ex. 2: Letter to thank a friend for a birthday gift.

416 Sukhumvit Road
Bangkok
November 20, 1974

Dear Supha,

You must be a mind reader to have sent me the writing set for my birthday. It was the thing I wanted most. I’m using it now to write you my heartiest thanks.

I feel sorry that we no longer live near by so that we can drop by at each other’s work and have lunch together like we used to do. Anyway, I hope that one of these days I will have a chance on my vacation to go to visit you. For the time being; please keep contacts. And for me, with your present on my desk, I will have no excuse for not writing to you often. Thanks again.

Love,

[Signature]

Ex. 3: Letter to thank an acquaintance for a wedding gift.

555 Sathorn Road
Bangkok
December 4, 1974

My dear Mrs. Thompson,

The wedding present you sent us is one of the most beautiful and useful gifts we have received. That handsome bridge table and chairs will play an important part in our married life. We like them especially because they will be a very pleasant means of having many happy gatherings with friends. Somsak joins me in thanking you most heartily for your thought of us.

You must come and see how ideally your gift fits into its surrounding here. We are also looking forward to having you as one of our first guests at that table.

Sincerely yours,

[Signature]
Exercise 12 a:

1. You just came back from a visit to your uncle and aunt in New York, U.S.A. Before you left them, they gave you a present (a powder compact, a sport coat or a camera, etc.). Write to thank them for it. Invent any additional details you like.

2. Write a letter to thank your friend for a birthday present you have received. Invent details.

3. Your mother’s friend, an acquaintance of yours, sent a wedding gift to you (invent the gift). Write a letter to thank her.
B. “Bread and Butler” Thanks for hospitality

If you have been invited to spend the night or weekend with someone, it is polite
to write a note of thanks after you return home. Such a note is called a “bread-and-butter”
Your letter should do more than just say thanks. It should show the reader that you really
appreciate her (his) hospitality. The following is an example:

4 Soj Napasab
Sukhumvit Road, Bangkok
November 30, 1974

Mr. and Mrs. Yamoto Watanabe
14 Mitsui Street
Tokyo, Japan

Dear Mr. and Mrs. Watanabe,

I’m back home safe and sound and want to thank you for the wonderful vacation I
spent with your family in Tokyo. The trips you arranged for me were fun. The sight of these
snow capped mountains in the distance or the sight of the beautiful Japanese houses is a view
I’ll never forget. I enjoyed every minute of my stay.

I have told Dad and Mom about the trip, and I cannot say enough about you and
your family. You all were so nice to me. Dad and Mom join me in thanking you most heartily
for your kindness. We hope you and your family will come and stay with us in Bangkok when
you have sometime off.

Again, thanks for everything. It was one of the best weeks I have ever spent. Please
give my regards to your lovely daughter, Yoko.

Sincerely yours,

Exercise 12b:

1. During your last vacation, you spent time with your friend’s family. Write a letter
to thank the hostess (your friend’s mother) when you have returned home.

2. You just came back from spending a week’s vacation up country with your aunt
or uncle. Write a bread-and-butter letter to thank her or him.
A business letter is different from a social letter. Its only purpose is to arrange the business. It has to discuss in a brief, clear and courteous manner.

The form and parts of a business letter are the same as those of a friendly or social letter, with some exceptions.

1. The heading, the inside address, the outside addresses (the writer’s and the receiver’s addresses). The complimentary close and the signature, should always be in a block form.

Where a business letter is written by a private person from his home address the heading and date are the same as in a personal letter (social note): a business letter sent out by a firm has the firm’s name and address printed at the top. The writer begins with the date at the right, and this is written in full.

2. A business letter always includes an inside address.

The inside address of a business letter should be placed at the left margin below the heading and just above the salutation.

The inside address should include the title of the individual if he is an important officer of the organization. This title should immediately follow the name of the individual, provided it is not so long that it would extend far across the page and look awkward. Here is an example of a four-line inside address.

Mr. Thomas L. Cofer, Manager
Tim Ware Works
110 Redlake Avenue
Los Angeles, California 91378
The following illustrates a five-line address, with a long official title on a separate line.

Mr. Vichet Thamrong
Assistant to the Sales Manager
Central Department Store
110 Silom Road
Bangkok, (Thailand)

A six-line address could be arranged like to following example:

Mr. Sont Kamraitong
Director of Public Relations
Social Welfare Department
Thammasat University
111 Thaphrachan Road
Bangkok, (Thailand)

The two-line address is sometimes sufficient where the letter is sent to a very small town where everybody is known, or to a prominent federal, state, or municipal official:

Secretary of the Treasury
Washington, D.C.

Notice that every word in the title is capitalized except the preposition and the article.

Again, the inside address should be the same in content and in form as the address on the envelope.

3. A colon (:) instead of a comma (,) follows the salutation.

The majority of business letters are probably addressed to an individual, and in such case the salutation is singular. It is advisable to find out the name of an officer of the organization you are writing to and address him personally. Use My dear Mr. (Mrs., Miss) or Dear Mr. (Mrs., Miss).
Try to avoid the utterly rigid and impersonal Sir, Dear Sir, or My dear Sir. If business letters are addressed to an organization, such as a committee, a club, a board of director, etc., then the salutation is plural. Use Gentlemen if your letter is written to an organization composed entirely of men. Use Ladies or Mesdames if your letter is written to an organization composed entirely of women. If you do not know whether or not the official group includes women, you should use Dear Sirs, or Gentlemen.

Again, in the salutation, always capitalise the first word and the names of individuals.

4. The paragraphs in the body of the business letter may be indented or not as you wish.

5. Among the following you will find the most commonly accepted forms of complimentary close for business letters:

<table>
<thead>
<tr>
<th>Cordially</th>
<th>Yours cordially</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sincerely</td>
<td>Yours sincerely</td>
</tr>
<tr>
<td>Your5 truly</td>
<td>Yours very truly</td>
</tr>
<tr>
<td>Respectfully</td>
<td>Yours respectfully</td>
</tr>
<tr>
<td>Yours sincerely</td>
<td>Sincerely yours</td>
</tr>
<tr>
<td>Yours very sincerely</td>
<td>Very sincerely yours</td>
</tr>
<tr>
<td>Yours very respectfully</td>
<td>Very respectfully yours</td>
</tr>
<tr>
<td>Truly yours</td>
<td></td>
</tr>
</tbody>
</table>

Whatever complimentary close you choose to use, it should be in keeping with the kind of salutation with which you open your letter. For example, if you use the formal and impersonal Dear Sir as the opening, you should close with a similarly formal Truly yours, or Very truly yours, not with a friendly, informal Very cordially yours.

It may be said that the close which omits yours is less formal than the one which includes it, and that, when yours is included, it implies less formality when used at the beginning of the phrase than when used at the end. As basic words in the complimentary close, cordially, sincerely, truly, and respectfully, in this order, indicate a gradation from the informal to the formal, when very is used in an informal close, it becomes more informal; and very used with a formal close makes it still more formal.
6. In type-written business letters, it has become a commonly accepted practice to type-write the writer’s name under his handwritten signature. The typed part beneath the handwritten signature should indicate in parentheses, the marital status.

For Example:

................................................
..........................         heading
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..........................

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inside address
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(complimentary close) ............................
(Miss) Jane B. Doe

Under the type-written name of the writer, it is a common practice to type the initials of the signer at the left-hand margin. The initials of the signer are followed by a colon and the initials of the typist. Usually the typist’s initials are not capitalized as are the signer’s. One space below the initials, at the margin, Enclosure may be typed, if the letter includes one. Thus, if Charles Dean wrote a letter with an enclosure, and it was typed by Nancy Johnson, the lower left hand margin will look as follows:

CD:nj
Enclosure

7. All business letter should be type-written except the handwritten signature.
A business letter should be:

**Clear.** The reader must be in no doubt about the writer’s exact meaning.

**Brief.** Time is money in business. Leave out anything which does not help the matter in hand. Choose words carefully, and use no more words than are necessary.

**Polite.** Write the kind of letter you yourself would like to receive.

**Correct.** Details such as facts, figures, dates, sum of money must be exact, and the spelling, punctuation and word usage must be correct.

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**Paper, Paging, and Folding of Business Letters**

The business letter is generally written on one side of a good white bond sheet of paper of size 8 1/2 by 11 inches with an envelope to match. The better the quality the more effective the impression.

If a letter exceeds one page in length, number each succeeding page in the upper right-hand corner.

The letter should be neatly folded twice from top to bottom to make three laps, each lap of about equal width. Place your letter in an envelope of the larger size and so that the letter will be ready to read when it is taken out of the envelope.

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**The Envelope**

As in a social letter, the receiver’s address on the envelope of a business letter should be the same in content and form as the inside address. Particularly in business letter, all addresses should be in block form.

The return address of a business letter should be placed in the upper left-hand corner of the envelope, the same side with the receiver’s address. Again, as in a social letter, the return address should be the same in content and form as that of the heading. Special notations such as **Personal** and **General Delivery** are placed in the lower left corner. The following illustration is correct.
H.L. Peterson
215 Valleyroad Avenue
Springfield, Missouri 65891

Mr. Chai Buranasit, Manager
Thai Daimaru Co.
230 Rajaprasong
Bangkok, Thailand

Personal

Mark A. Dean
41 Knock Street
Still Water, Oklahoma 12112

Mr. Thavat Nakorn
Shiseido Company
62 Silom Road
Bangkok

Sales Division
There are many types of business letters; among them are application, order, inquiry and reply, recommendation, claim, adjustment, sales, etc. In this chapter only application and inquiry will be discussed.

LETTER OF APPLICATION

The object of this kind of letter is to sell oneself and one’s ability. Emphasis should be placed on how helpful the prospective employee could be to the company, not how much it would mean to him to get the job. This does not mean that he should brag. He should present evidence of precious accomplishment, the facts as to the background and preparation that would seem to qualify him.

A short application letter may consist of three or four paragraphs. The first may mention the source of information about the position, the second may give facts that indicate one’s qualifications for holding the position, the third may list references, and the fourth may suggest a possible conference or further communication. But even the conventional form of application may be altered to suit the type of position sought. The more individual the message, providing it is always sincere and sensible, the more evident the fitness to fill a position requiring originality.

A long letter of application is acceptable only if it is entirely to the point. In your application letter, include all significant facts, but omit irrelevant remarks and excessive repetition. Put yourself in the busy reader’s place: Ask yourself what information you would want to obtain about an applicant. Be modest, confident, and completely frank.
Examples of letters of application

Ex. 1:

450 Phya Thai Road
Bangkok
November 4, 1970

Mr. Thavat Nakorn
Foodfair Supermarket
114 Sukhumvit Road
Bangkok

Dear Mr. Thavat:

I have just learned from Mr. Somsak, one of your salesman, that you wish to employ
a reliable boy to help with deliveries and to do jobs about the store after school hours and on
weekends. I should like very much to have you consider me for this work.

I am fifteen years old and am now in the Mathayom Suksa three. For three summers
I have been with the Krungthep Drug store as a delivery boy and general helper. You may ask
Mr. Santi Thaitham, the manager of this company, about my qualifications. His telephone
number is 5884378.

Also, I refer you to Principal Charnnarang Waivit of Suksa Chai Shool, where I am
now a student, and to Mrs. Duangdoa Raiva, my adviser.

I should be very happy to talk with you. My telephone number is 1234718.

Yours very truly,

Danai Chuchai
Ex. 2:

Mr. Chant Laidao, Director
Jack and Jill Co.
140 Soi 26
Siam Square, Bangkok

Gentlemen:

In reply to your advertisement in this morning’s Bangkok Post, I am applying for the position of typist-supervisor. I believe the following facts show that I could give your services of real value.

I am twenty-three years of age, and graduated in 1971 from Krerk College. As you know the graduates of this institute receive a thorough grounding in business English and good writing, as well as typing and stenography. I also specialized in supervisory and executive courses.

In 1972, I was in charge of the typing department of Yipson and John Co., responsible for all their correspondence and also for the supervision of fifteen typists. During the year I was there, I increased the production of my department by eight percent and received a raise in salary in recognition of this accomplishment.

For the past year I have held a similar position with Lee Smith, Inc. Here I have supervised a department of twenty-five typists. I was put in charge of a special training class organized to obtain additional efficiency, and succeeded in increasing production by ten percent. I have also re-organized and improved the files of the typing department.

I am leaving this position because my family is moving from this location. For references, I would be glad to have you consult the following:

Mr. Chart Samart
15 Soi Nanchai
Samutsakorn

Dr. Athakorn Boonsong
120 Soi Rangnam
Bangkok.

I shall look forward with pleasure to hearing from you, and I hope to be granted an interview. I should prefer to leave discussion of salary until that time.

Very truly yours,

K. Chomchaei

Kongsak Chomchai

Photograph enclosed
Exercise 13:
Write a letter of application to a company in response to the advertisement in a newspaper. Make up details.

LETTER OF REQUEST OR INQUIRY
Letters of request or inquiry are written to obtain information of one kind or another. The writer may want data on some source from which he believes he can get it, or he may write in response to an advertisement, to learn more than it tells him.

The letter of request or inquiry should be very clear and explicit. It should leave no possibility of the recipient’s having to write to ask for explanation or extension of any of its parts. If the purpose of the inquiry is of no interest to the recipient, a stamped, self-addressed envelope should be enclosed for reply.

Examples of letters of inquiry or request:
Ex. I: Inquiry from a student

420 Thanon Toke
Bangkok
Juen 12, 1974

Suvannasarn Book Store
15 Soi Prasarnmitr
Siam Square, Bangkok

Gentlemen:

Some of my friends and I are interested in starting a voluntary reading club. My English teacher tells me that Suvannasarn Book Store publishes a number of lists which are good guides to reading for enjoyment. Please send me a description of the lists available and information about prices. Our club members range in age from fourteen to sixteen.

Thank you very much.

Yours truly,

S. Nakha

Somchai Nakha
Ex. 2: Inquiry from a company

Most companies have the letter heads engraved or printed already, therefore, the only information required in the letter head is the date, which generally is at the right, an inch or so below the heading. There is an almost endless variety in the form and make-up of letter-heads which we will not go into in the present discussion. The most fundamental and common arrangement is to have the heading starting in the top center of the page, as in the following example:

Foodfair Supermarket
114 Sukhumvit Road
Bangkok
Tel. 9134879
September 9, 1974

Mr. Santi Thaitham
Krungthep Drug Store
124 Charoen Krung
Bangkok

Dear Mr. Santi:

Dr. Danai Chuchai has applied for work as a salesman in my drug-store. He has referred you to me as one for whom he has done similar work. Please give me some information as to his fitness for this work. I shall be very grateful to you for this help.

Sincerely yours,

Thavat Nakorn

Exercise 14:

1. Your class and you are going on a trip to some place for five days. Write to a travel agency, requesting information about the facilities they give in their tour service and the cost of the trip.

2. Write a letter from a business company to a director of another company asking him for information about an applicant who has given you as reference. Make up details.