

# What Good English Means to You

By LAURENCE WILTON

Are you content with the way you speak and write? Are you sure that you are not making mistakes that cause people to underrate you?

If you are not satisfied with your position and at the same time you have an instinctive feeling that within you lie powers that have not yet been tapped, then you should look to your English.

No one whose conversation is halting and commonplace, or who makes slips in English, can become a social success; no one can achieve outstanding progress in business life without some ability in the handling of words.

Think of the men and women you know who have gained success by their own efforts. Are they not people who can use words expressively?

To be able to speak and write effectively is one of the most potent means of social, business and professional advancement.

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**10 Things You Should Know  
about Your English (See page 2)**

# 10 Things You Should Know about Your ENGLISH . . .

Never has the importance of good English been more widely recognised than today. If you can express yourself persuasively and forcefully, you have an immense advantage in your business or professional work as well as in social life.

Does your English enable you to appear at your best on all occasions? Can you express your ideas fluently and correctly? Consider these significant facts :

- 1—**You are Judged by the Way You Speak and Write.** Many ambitious people are handicapped by their English ; they are continually afraid of being " let down " by faults in speech and writing.
- 2—**Language-Power is Earning-Power.** Words are tools. Effective English is the one asset you must have to win success.
- 3—**English is Socially Important.** There is no greater handicap in social life than incorrect speech and inability to express oneself fluently and gracefully.
- 4—**Guard Against Embarrassing Errors.** Learn how to avoid common errors in pronunciation, spelling and grammar.
- 5—**Gain Fluency in Expression.** A ready command of words will enable you to make a favourable impression on others.
- 6—**Make Your Letters More Interesting.** You can learn how to write business letters that achieve

their purpose, and personal letters that give a real significance to friendship.

- 7—**Become an Attractive Conversationalist.** To talk well is one of the greatest of social accomplishments. The first step is to master one's language.
- 8—**Learn How to Influence Others.** When you have learned how to speak and write persuasively, you will be able to interest others in your ideas.
- 9—**Gain Self-Confidence.** If you can speak and write well you can go anywhere with confidence. You are not afraid of being betrayed by your English.
- 10—**Develop Your Personality.** To achieve personal distinction, a sound knowledge of English is essential. Every word you utter, every line you write, reacts upon others to your advantage or to your disadvantage.

## THE DANGER OF DELAY

" Word Mastery " explains fully the importance of good English to you and describes how you can acquire the power of ready and attractive expression. This interesting booklet, which can be obtained free from the Regent Institute, should be in the hands of every ambitious man and woman.

Decide at once that you will rid yourself of the handicap that poor English imposes. You can do so without drudgery and without costly outlay.

**Don't delay. Your English is all-important to you, and you cannot afford to neglect it.**

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This informative booklet describes the Institute's well-known Postal Course in Effective English. The tuition is so planned that you gain noticeable improvement within a few hours. "The small fee I had to pay for the Course is the best investment I have ever made," writes a student. The subjects covered by the booklet include :

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