

**"There are times when it is more important to have command  
of language than command of an army"**

General Lord Cornwallis, soldier, 1738 - 1805

# **Good English**

## **The Language of Success**

**How speaking and writing well  
will transform your life**

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**Celebrating over 80 years  
of educational excellence.**



# If you can spare 15 minutes a day for the next few weeks you can transform your English and transform your life

How would your life change if you could speak and write better English? How would it change if you could speed-read and extended your vocabulary by thousands of new words?

I can tell you the answer. It would improve dramatically. In your work life all sorts of new opportunities would open up to you. In your home and social life you would command new respect. In your 'inner life' you would enjoy new-found confidence and self-assurance.

This may seem like an extravagant claim, but I assure you it is based on decades of experience. In the 80 years since Bowden Hall College was founded we have shown, literally, hundreds of thousands of students how to develop their language skills and I guarantee we can do the same for you. Indeed, in as little time as fifteen minutes a day **The New Course in Practical English** will show you how to:

- ◆ Become a skilled conversationalist. Speak easily and convincingly one-to-one, with small groups and even in front of larger audiences. Never be at a loss for words or worried that your English is letting you down.
- ◆ Express yourself effectively on paper. Write letters, reports, articles and speeches like a professional.

- ◆ Read faster. Absorb information at a much, much higher speed.
- ◆ Remember and understand many more words. A bigger and more sophisticated vocabulary will help you to communicate to greater effect.
- ◆ Avoid mistakes. Poor grammar, spelling and punctuation need never plague or embarrass you again.

With **The New Course in Practical English** under your belt you will be more successful in everything you say and do. Because whether you are attending an interview, presenting a report, training a child, fighting for a cause, making a sale, writing an essay, asking for a pay rise or anything else that is important to you... your success depends on the words you use.

This booklet provides full details of **The New Course in Practical English** but if you have any questions please don't hesitate to contact me. I very much hope to be welcoming you as one of our students in the near future.



**Justin Power, Director,  
Bowden Hall College**

## Four key benefits of taking this course:

1. You will make more money. Better English is a passport to higher paid employment or, if you work for yourself, increased profits. Bowden Hall College actually guarantees that the course will pay for itself as you will note from the enclosed literature.
2. You will be able to control every situation. Better English will give you the power to persuade. You will find it easy to get others to see your point of view (and to follow your instructions) because you will speak and write directly, and with authority.
3. You will be more popular and you will make more friends. All sorts of new doors will open to you simply because you understand the art of holding a proper conversation.
4. You will be more influential. You will know, from your own observations, that those who speak and write well have more influence over others. Being able to do both will mean that you can make your voice heard wherever and whenever it is important to you.

## Five important things to remember about the course:

1. It is easy to understand and enjoyable to do.
2. It is proven to work.
3. It offers exceptional value for money.
4. You can achieve amazing results in just 15 minutes a day.
5. The cost includes all the course materials plus two full years' unlimited personal tuition.



# How a command of good English will bring you new recognition and success

Language - the everyday act of speaking and writing, of reading and thinking plays a much more important part in our daily lives than we usually realise. Indeed, it is a success 'secret' of most outstanding men and women.

**The New Course in Practical English** is a unique and proven way to improve your English, to increase your business and social success, to find new power of thought and expression, and to get more out of life.

## **Command Respect**

Spend just 15 minutes a day on this course and you will learn in detail how to dominate and influence every situation simply by using the right words at the right time. What's more, you can confidently look forward to ending boredom and frustration and gaining the attention and respect that win friends and influence people.

Yes, a command of good English is the most important single aid you could have in your search for success. There is a direct relation

between your word power and your earning power, between your skill in self-expression and your status at work and in your social life. Whatever the rewards you seek, they will certainly be brought nearer by your efforts to improve your speaking, conversation and writing skills

## **What does a command of good English mean to you?**

A command of good English means you are able to express yourself clearly and fully on every occasion. You form new habits in speaking and writing. You acquire a large and useful vocabulary – words you will use to express yourself to better advantage.

A command of good English means you are able to talk easily and confidently – to get up and give a short speech if you are asked. To engage in business and social discussions with full confidence in yourself. You know how to start, guide, control and end conversations so that they are both enjoyable and rewarding.

A command of good English means your writing ability is dramatically improved. You know how to write good letters, to prepare reports, articles, minutes of meetings or speeches for business or social use.

### **Far-reaching rewards**

As your command of good English grows, so also do you grow and change as an individual.

You win freedom from any embarrassment or hesitancy you may now have. You gain poise and self-confidence. You lose all fear of saying the wrong thing or creating a poor impression. You feel at ease with people. These important personal advantages have a direct influence on your social life and – if you are employed – on your business advancement as well.

### **A command of good English is essential**

In every job there are certain requirements, technical skills or abilities. Depending on our job, we must know how to type, or sell, or solve engineering problems, or assemble equipment, or work out wage rates or do whatever the job demands. But in addition to our work skills, it is absolutely essential to have a command of good English – to impress others and influence them favourably. If we don't have more than just average ability to speak and write, sooner or later we shall be passed by. Someone else will get the opportunities in life that arise.

### **Does your English hold you back?**

The accountant or engineer who cannot talk easily with management or customers or write clear reports will remain on routine technical work.

The secretary who can type but who cannot compose letters or punctuate or spell correctly will stay right where he or she is.

The shop assistant who cannot supervise other people will miss the chance to be a department head or buyer.

The skilled factory worker who cannot talk with management will fumble his chance to be foreman or manager, or to hold office in his union.

The businessman who must have his letters corrected by his secretary or cannot get up and give a good short talk will miss big opportunities to move up in his company or to hold office in important trade or professional associations.

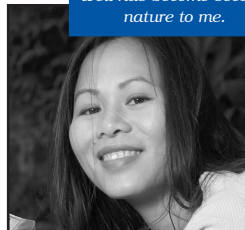
These are hard facts, but also the challenge of our business and industrial world. As we face this

challenge, we discover for ourselves that a command of good English is an important key to success, a key to rapid advancement, a key to the full realisation of our ambitions.

### **You are judged by the way you speak and write**

Just as you judge other people by the way they speak and write, so they in turn judge you. You are continuously judged by your employer, your supervisor, your friends, customers – everyone. If you know your work and do it well, if you have good ideas and can talk them over easily with others, if others are

*The words flow. Writing well has become second nature to me.*



impressed by your knowledge and ability – then your future is assured. Promotions and higher earnings are sure to come.

But if you make mistakes in English... if you cannot carry on a good conversation or business discussion... if your writing ability is only average – then sooner or later you will be passed by.

### **Increase your thinking power!**

Yes, you actually improve your ability to think when you increase your command of English. Many authorities have explained why this is true. Lindesmith and Strauss, University psychologists, say “Language and thought are so closely interconnected that the latter cannot exist without the former”. Albert Guerhard, the French-born teacher, wrote: “The art of thinking and the proper command of language are inseparable”. Sir Humphry Davy, English scientist, wrote “Language is not only the vehicle of thought; it is the great and efficient instrument in thinking”.

Scientists have shown that all but the most primitive thinking is done by means of words combined to form thoughts. The more words you know the more skilful will you be in organising your words into thoughts and the greater will be your power to develop new ideas and greater ability to express them give you more power to attract, direct and influence other people.

### **Release your personality, your qualities of leadership – with a command of good English**

The minute you meet a person, you form an impression. Your impression

may be good, bad or indifferent. If the person is confident, friendly, and converses easily – your impression is good. If the person seems unfriendly, fumbles with words or makes obvious mistakes in English – your impression is unfavourable.

As you talk with others, they also form their impression of you. They judge you by what you say and how you say it. When you know that your friends, neighbours or business colleagues respect and approve of you, when you know they like to talk with you and be with you, then you have poise and confidence. Such confidence is the first key to a strong personality.



But you cannot have confidence in yourself if you cannot talk to other people freely and easily. You cannot be poised or impress others favourably if you make embarrassing mistakes or if you grope for words. The person who has not had the satisfying experience of acquiring a command of good English cannot easily imagine the amazing change that takes place. You actually unleash hidden qualities of leadership and personality.

“But how can I acquire these skills?” you may ask. Simply by reading and practising the principles contained in this exciting course and applying them to your everyday speaking, writing and conversation.

You soon feel the power that is within you as you express your ideas clearly – as you influence other people and command new interest and respect.

You no longer hesitate to enter a conversation or hesitate to offer your ideas in a business discussion. You can get up and give a short talk when you are asked. You no longer sit back and wait for others. You have good thoughts and you know how to express them well.

### **You will be what you want to be**

Most of us, if asked, would say “Yes, I do want to develop my personality and my qualities of leadership. I do want a better education and the confidence that automatically comes with a command of good English”. All of us have the power within ourselves to decide what we will be. We can make the decision to change and expand our lives at any time we choose – and no matter how far we went at school. In fact, many university graduates who failed to gain a command of good English during their studies find it necessary to develop their command in later life.

Whatever your age or occupation – whether you are a businessman or woman, an industrial worker or housewife – you now have the opportunity to become an impressive speaker, a fluent conversationalist, and effective writer with a command of good English. The entire Bowden Hall College teaching faculty are here to serve you as you increase your knowledge and fully develop the talents and abilities you already possess.

## **What is your answer to these important questions?**

- ◆ Do you want to stop making mistakes in English?
- ◆ Do you want to converse with greater fluency and poise?
- ◆ Do you want to speak with more force and expression?
- ◆ Do you want to develop greater mental power to solve problems, to originate ideas, and to evaluate the plans and proposals of others?
- ◆ Do you want to write better letters, reports, speeches – to use the techniques of the best writers of our time?
- ◆ Do you want to read faster and with greater understanding?
- ◆ Do you want to make the most of your abilities and make a success of your life?

**The New Course in Practical English** enables you to develop your speaking and writing abilities quickly and easily in your spare time at home. As you progress through the course, you'll feel an increasing sense of achievement and excitement in your own success. In just a short time, you'll find yourself speaking and writing with a new authority, like those you admire. How this unique course can achieve this is told in the following pages. Read the full story; it may well be the answer to quick and sure fulfilment of your ambitions.





# How you can gain a command of good English in your spare time at home

You have seen how important a command of English is to your business, social and personal success.

You have seen how the ability to speak and write clearly and effectively can increase your income, widen your circle of friends, increase your self-confidence, and release your powers of leadership.

Do you want these important benefits for yourself? You can have them through **The New Course in Practical English**. Yes, through this new self-improvement method, you can quickly become an abler and more convincing speaker, a more skilled writer, a more fluent conversationalist, all in your spare time at home.

## **Complete training in correct, forceful English**

The training itself is remarkable. The results obtained by those who enrol are actually astonishing. That is the verdict of thousands who have tested this unique way to gain a command

of good English. They have proved that if a few minutes each day are devoted to this new and easy method of training, results are quick and certain – the ability to speak and write effectively follows so suddenly and so easily that many have been surprised at their rapid progress.

Many more have told us that only when they have sensed an attitude of respect from their colleagues, and greater popularity among their acquaintances, have they begun to realise what this training was actually doing for them.

## **A solid foundation of good English**

To enable you to become a skilled speaker and writer, the course gives you a clear understanding of the proper use of good English. You quickly learn the accepted meanings and uses of words, and the ways in which words are combined so that they express your thoughts and ideas correctly and forcefully.

This knowledge of correct and



effective English gives you a solid foundation on which you begin to build from the very first lessons. You use it in your work, at home, everywhere you go. You use it to speak easily and with greater assurance. You use it to form and express your ideas quickly and precisely. You use this new knowledge to write with greater ease and ability. In short, you begin at once to enjoy the language skills that make life easier and more rewarding.

### **Practical subjects develop your command of English**

In addition to training in the principles of good English, the course includes many special subjects to perfect your command of the language. Some lessons show you how to build a large, useful vocabulary. Other lessons teach you to pronounce and spell words correctly. Your confidence grows rapidly as you lose all fear of writing or saying the wrong thing.

You are shown how to speed up your reading – and yet retain much more of what you read. Two lessons deal with the art of conversation and give you five basic principles and many ‘little tricks’ of everyday talk that you can use immediately. Many men and women have said that what they learned from these lessons repaid them many times the cost of the whole course.

As you progress, you learn how to prepare good speeches and talks for use in your club, church business, union, and other activities. Lessons on creative writing are followed by a section which shows you how to write good business and personal letters.

### **You ‘learn by doing’**

With **The New Course in Practical English** you ‘learn by doing’.

Interesting, self-grading exercises give you plenty of practice in correcting mistakes and developing your skills. You learn to use the rules of good, forceful English – without tedious memorising.

The author of each section of the course is an expert in his or her subject. Experienced tutors are here at Bowden Hall College to help you promptly whenever you have any questions or problems. In addition to this personal help, you receive ‘Your Guide to Practical English’, which gives answers to questions you may be asking, plus many valuable hints and suggestions.

Rather like the Oxford English Dictionary or the Encyclopaedia Britannica, **The New Course in Practical English** is something of a literary ‘classic’ - having been in print continuously for over 60 years. Every other year (most recently 2006, 2008 and 2010) our Tutorial Board overhaul **The New Course in Practical English** in its entirety to make sure that it totally relevant and completely up to date.

Every man or woman who enrolls for **The New Course in Practical English** has special reasons for doing so. A business or professional man wants to prepare better

speeches and reports; a housewife wants to avoid embarrassing mistakes and improve her conversational ability, a clerk wants to become a manager. These examples are just a few of the countless situations in which men and women find an immediate need of a command of good English.

**The New Course in Practical English** is not the work of its authors alone. It is based on practical results achieved by thousands of men and women. The self-correcting exercises have been tested and retested by both classroom and home students.

From this rich background of experience came the amazing New Course in Practical English with its unique combination of subject materials and self-correcting exercises. Home students from all over the country tell us that here at last they have found the way to make their learning of better English a thrilling experience. You, too, would enjoy the same experience from the day you start.

Here, in a single course, is everything you need to learn how to converse fluently and interestingly, to speak effectively and always be well received, to write expertly and colourfully, to master correct English and stop making embarrassing mistakes. Each lesson is presented in a way that makes it easy and enjoyable to learn at home in your spare time.

### **15 minutes a day**

There are no heavy textbooks to wade through. Indeed, you will find that acquiring these enviable talents is a pleasant, rewarding experience...

a real adventure in self-improvement. The course is designed for the busy adult who has no time to waste.

Yet nothing has been left out that you need to know. The lessons are divided into short explanations and practice exercises. In as little as 15 minutes, you can make rapid progress by completing just one short explanation and one exercise a day.

The exercises are self-grading and this self-correcting feature is like having an expert right at your elbow,



*My increased vocabulary means I am never lost for words.*

pointing out your errors and showing you how to put the principles you are learning into practice.

After you enrol, you become eligible to use our highly efficient tutorial service. If there is anything you don't understand or that isn't absolutely clear – or if you require comments on any written work submitted – simply ask your Tutor, who will help sympathetically and with great expertise.

### **Free personal tuition**

To give you special help with any individual problems you may have, personal tuition is included at no extra cost. Highly-qualified tutors will answer by email, mail or facsimile any questions on effective English you may wish to ask during the time you are enrolled in the

course, up to a maximum of 24 months. (A telephone service may also be arranged by special request).

Immediately on application, you will receive the complete New Course in Practical English; it contains the full course material - all the learning aids you need to ensure that everything you say and write is crisp, clear, correct.

### **You stop making mistakes and learn good, correct English**

**The New Course in Practical English** is an amazing departure from old-fashioned principles. Here you learn and apply the principles of good English in a series of fascinating game-like exercises. You 'learn-by-doing', one step at a time.

Correct answers are given at the end of each lesson.

The course does far more than teach you what is wrong and what is right. It shows you how to express yourself in clear, interesting and compelling words.

Good English provides the firm foundation on which you will build throughout the lessons of the course... lessons on Vocabulary Building, Effective Composition, Fluent Conversation, Speech Preparation, Letter Writing, Rapid Reading and Correct Spelling. Better English Reports consolidate the rapid progress you will make and give useful hints on improving your grammar and punctuation. In addition, Your Guide to Practical English is full of invaluable advice to help you to learn quickly, easily, surely.

To be at ease in conversation is a priceless asset. In the struggle for success, the really good

conversationalist has a definite advantage over one of just average ability. In business and social life, the man or woman who converses fluently is a person who attracts and influences others.

### **You become a fluent conversationalist**

The Conversation lessons in **The New Course in Practical English** are based upon many years of experience in teaching conversation as a formal subject in personal classes. The lessons give five basic principles and many practical devices you can put to use at once.

You are taught how to collect ideas to talk about, what to do in the four typical conversation situations you most frequently encounter, how to recognise and enjoy every type of conversation. You learn how to start a conversation, how to lead it into pleasant channels, how to use questions and how to end conversations smoothly.

The ability to converse fluently and expertly will help you to win new friends and strengthen your family relationships. It may well open new doors to business, professional and social opportunities.

### **You acquire a large, colourful vocabulary**

When you stop to think about the personal requirements you need for social and business success, do not overlook the importance of a good vocabulary. Unless you know and can use many words, you cannot make full use of your other abilities.

The Vocabulary Building Lessons in **The New Course in Practical English** begin by explaining the characteristics of a good vocabulary.

You will then determine the size of your present vocabulary by using interesting word tests. After taking this inventory, you learn how to increase the total number of words you know by a vocabulary building programme you can use for the rest of your life.

Each lesson includes a variety of interesting, game-like exercises. You learn how to analyse and build words through the use of word roots, prefixes and suffixes, how to learn words in groups instead of one by one, how to be sure of your pronunciation and how to make the most effective use of words.

As you progress through the lessons, you will find many words you recognise but do not know how to use in daily speaking and writing. One of the important aims of these Vocabulary Building Lessons is to show you how to convert these 'recognition' words into words you can use every day.

The immediate, practical effect of enlarging your vocabulary can be amazing! New words lead to new thoughts, and new thoughts lead to new knowledge - new mental power you can use to enrich all your business and social relationships.

Lord Chesterfield said "Letters, like people, have personalities which attract or repel". Whatever your occupation, whether you are a secretary, salesman, executive, correspondent or lawyer, the ability to write clear, friendly, persuasive letters can be one of your most valuable assets.

### **You put punch into your business and social letters**

In the Business and Social Letters

section of **The New Course in Practical English**, you study 'before and after' examples of typical business and social letters. Step-by-step corrections and changes are made in poor letters so that you can see how principles learned in earlier sections of the course apply to letter writing. You, yourself, correct and rewrite several types of letters.

By mastering the principles of this section, you will write letters that get results - letters that sell, letters that generate goodwill, letters of credit and collection. You will feel confident of the good taste and correctness of your social and personal letters - letters of congratulation, invitation, acceptance, condolence, appreciation and introduction.

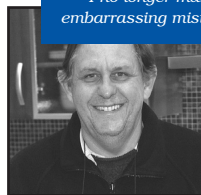
Your letters will be warm and full of 'punch' - they will be friendly, tactful, sincere and direct. You will learn how to project your personality into your letters and create a favourable impression on your reader.

### **You prepare effective speeches**

Few situations offer you greater opportunity for personal progress and recognition than making a speech. When speaking, you have the opportunity to inform, impress and convince others if you present your ideas clearly and project a pleasing personality.

The real secret of every good speech is found in the skill with which it is prepared. Speeches require special organisation, special sentence

*I no longer make embarrassing mistakes.*



structure, special attention to word choice and grammatical form. Good written compositions seldom make good oral compositions. The Speech Preparation Lesson of **The New Course in Practical English** clearly explains the important differences between effective written and effective spoken language.

You are shown how to organise a speech for maximum force and clarity, how to employ the 'you' approach, how to project your personality and how to handle openings and closings. Various devices that aid speech are discussed - the use of gestures, facial expressions, bodily actions and vocal inflections.

In addition to presenting the techniques of effective speaking this lesson shows you how to prepare specific types of speeches - inspirational speeches, humorous talks, factual speeches, sales talks, good-will speeches and others. Perhaps most valuable of all, from this study you will quickly gain the poise and confidence that come when you know your speeches are well-prepared.

### **You write like the experts**

Many people are poor writers, not because they lack ideas, but because they lack a knowledge of the principles of effective writing and need practice in applying those principles.

In the Composition Lessons of **The New Course in Practical English** you are shown how you can develop an effective, interesting, forceful style by the choice and arrangement of words, the length and rhythm of sentences and the application of

other basic writing principles. As you develop your writing skill, you put to practical use the knowledge acquired in earlier lessons of the course.

You are shown how to write clear, logical sentences and how to organise those sentences into effective paragraphs. You are taught how to plan your writing, how to use strong openings and closings, how to select the best approach to your subject, how to avoid wordiness and how to create vivid word pictures.

You learn how to use the principles of effective composition to make your writing accurate, forceful, vivid and easy to understand - the kind of writing everybody likes to read!

### **You read faster and better**

What would it mean to you, in terms of social rewards and business progress, to double your present speed of reading? Such improvement is definitely possible - thanks to the Rapid Reading and Comprehension section of **The New Course in Practical English**. Whether you are now an excellent, average or poor reader, you can learn to read considerably faster and at the same time increase your understanding of what you read.

This fascinating lesson gives you a quick and simple method of testing your present ability and then outlines a one-month programme to improve your skill, regardless of your present reading score. You are shown how to develop good reading habits. You are given practice drills to increase the number of words you can see in one glance. By reading selected articles, you learn how to find an author's main ideas quickly. Twelve practical suggestions for

reading improvement are given. Reading tests in the lesson measure the increase in your speed and comprehension as you follow the programme. Reading rate charts are included so you can record your progress day by day, week by week. With **The New Course in Practical English** method, improving your reading skill becomes a fascinating and rewarding experience.

### You eliminate spelling errors

Have you ever noticed how a misspelled word stands out on a printed or typewritten page? Have you ever found yourself forming a negative opinion about a writer whose letters contain misspelled words?

Few things can ruin the effectiveness of a business or social letter so completely as misspellings. Business executives, for instance, hesitate to employ a man or woman who makes spelling mistakes in a letter of application even though the applicant's other qualifications are high.

Whether you are a good, average or poor speller, the Spelling Lesson of **The New Course in Practical English** provides you with an excellent review. It explains clearly such terms as roots, suffixes, prefixes, consonants, vowels, and syllables. Included are six basic spelling rules, as well as the correct methods of forming plurals, possessives, and contractions.

Exercises to test your progress are followed by a list of one hundred 'spelling demons'. Bad spelling can often let you down and give a poor impression to others of your real intelligence and capabilities. Once

you have mastered the Spelling Lesson in our Course, you'll feel much more confident whenever you write an important letter, report... or any document. In fact, you'll feel far more at ease and in command whenever you put pen to paper. In addition, you are given a practical way of remembering the spelling of words you may now habitually misspell.

*It has boosted my confidence.*



### What this course will do for you...

- ◆ How to stop making embarrassing mistakes in your speaking and writing!
- ◆ How to become a fluent conversationalist and effective public speaker!
- ◆ How to put punch into your writing!
- ◆ How to increase your word power!
- ◆ How to read faster and understand more!
- ◆ How to develop self-confidence!
- ◆ How to increase your thinking power!
- ◆ How to win popularity, friends, success!



# Meet your tutors



## **The New Course in Practical**

**English** is updated on a regular basis by its tutorial board. A full list of board members is to be found in the front of this booklet. Many of the names may be familiar to you. Rachel Campbell-Johnston, for instance, is the Times newspaper's poetry correspondent and holds a doctorate in poetry from Edinburgh University; Frances Donnelly, an author, was, for a decade, the main presenter of Radio 4's 'Woman's Hour'; James Knox is a biographer and was formerly publisher of the Spectator magazine; Rowley Leigh is a television chef and author; and Jonathan Self (though not as well known as his brother, Will) is a Times journalist, author and radio presenter. This, then, is the calibre of board members.

Additionally, Bowden Hall College employs over 20 specialist educationalists and teachers to act as personal tutors to our students. Their names are not well-known, but their careers speak for themselves. Between them they have taught at many famous educational institutes including Imperial College, International House, London University, Manchester Grammar School, Sussex University, and

Westminster School.

You would be hard pressed to find as dedicated or expert a faculty. Remember, too, they are here to serve you at no extra charge for a full two years after you have enrolled on **The New Course in Practical English**. If you had to pay for this feature alone it would cost you many, many times more than the course.

## **Your tutors work on a pro bono basis...**

You may be interested to know that many of the Bowden Hall College tutors work on a pro bono basis. In other words, they volunteer their services "for the public good without any payment or compensation". Why? Because they believe it is vitally important to promote higher standards of English.

# Your questions answered

## What is Bowden Hall College?

Bowden Hall College, founded in 1929, is a private adult education establishment with over 80 years of unrivalled experience of home training methods. Because of many requests from people who do not wish to go to personal classes or seminars, and because the subject lends itself ideally to individual study at home, **The New Course in Practical English** is now offered by post to anyone who wishes to become a more effective speaker, conversationalist, and writer.

## My education was limited. Is the course too difficult for me?

Certainly not! You will find **The New Course in Practical English** easy to understand because of its new, practical methods. It begins at the beginning - nothing is taken for granted. Each topic is developed step-by-step. The number of self-correcting exercises is sufficient to enable you to master the fundamentals of good English without tedious memorising of rules. You 'learn by doing'. The course is designed so that busy people can gain a command of good English quickly and enjoyably.

## I am over 60 years old.

### Will the course still help me?

Very definitely the course will help you. Many tests have shown that older people can learn as much as or even more than younger persons. When you are older learning is sometimes just a little slower, but you learn just as much and remember it longer. Hundreds of men and women, some more than 75 years of age, have greatly benefited

by **The New Course in Practical English**. You can, too!

## Is there any time limit?

No! On enrolment, the course is yours to keep, and can be consulted whenever you like. You can set your own pace, study when you wish. In as little time as 15 minutes a day you can get quick results and make steady progress. Some men and women complete the course in a few weeks. Others require from a few months to a year of spare-time study. As there are no classes, you are neither rushed nor held back by other students. And remember, you don't wait until the end of the course to enjoy its rewards. The study of good English pays off from the very first day!

## Is there any written work?

Only if you wish. You are recommended, but not obliged, to complete the self-test questions for each lesson. You are also free to submit your personal speaking or writing problems for sympathetic analysis by your personal tutor. But there are no examinations to worry you.

## How can your personal tutorial service help me?

You are entitled for 24 months to full, frank, and confidential correspondence with expert graduate tutors, who are ever ready to advise on specific, personal applications of the course and to solve any problems that may arise in connection with your studies. This correspondence is patient, painstaking and thorough. And it can be continued until both tutor and pupil are fully satisfied that all outstanding points have been properly resolved.

### **English is not my first language. Will the course help me?**

The course will definitely enable you to speak and write better English – provided you now read English reasonably well. You do not need to read rapidly or to read difficult material; if you can read and enjoy this booklet or your daily English newspaper, you should be able to read, understand and benefit by this course. A great many students who have English as a second language have greatly improved their speaking and writing skills through our method. And you can do the same!

### **Shall I incur any further expense?**

No. The course is complete in itself and will give you a thorough grounding in good English. Extra personal help and advice are offered through our written Tutorial Service, which is included in the course fees. We recommend that you refer to an English dictionary during your studies.

### **I am a student. Will the course help with my studies?**

It certainly will! Mastery of good English is a great benefit to you whatever you are studying. The course will help you to express yourself clearly, concisely and correctly. You will avoid making embarrassing mistakes. You will be more successful in your examinations. Many students have used this course to upgrade their speaking and writing – rapidly and to great benefit.



## **What students say about The New Course in Practical English**

**The extracts shown here are typical of actual letters we receive daily from delighted students. Their recommendation is one of the most direct ways of convincing yourself of the course's potential value to you. The originals may be inspected at our offices by appointment.**

### **Confidence and self-control**

"The course has not only taught me to speak clearly, concisely and correctly, but the lessons have also enabled me to adopt definite ideas, material and manner. It has injected me with confidence and courage and instructed me to develop the art of self-control."

**Miss B Saha, Manchester**

### **Stimulating and useful**

"...Very attractive, stimulating, and useful... and not only from the linguistic point of view. Its purpose is much broader; it helps to create a real human being, a highly civilised person."

**Dr HD Koctuch, Professor of Economics, London**

### **Good value for money**

"The lessons are easily followed and extremely interesting . . . undoubtedly good value for money."

BD Prescott, Training Officer,  
Tredegar, Gwent

### **Passed examinations**

"Since studying your course, I have passed my examination in English Language and have had poems and a short story published."

B Merrick, Salop

### **First class!**

"...Just what I have been looking for. I congratulate you on your well-planned lessons. As you say, they are first class. I am highly satisfied."

Mrs E Gilks, Otley, W. Yorkshire

### **Course is VITAL**

"My impression of the course can be summed up in a word - 'excellent'. For my three school-age sons needing daily direction, the course is VITAL."

Mr J Carson, Belfast

### **Invaluable**

"This is an excellent refresher course. One easily gets into bad habits and I am sure the course will be invaluable to me when presenting facts whether in report form or verbally."

Mr PD Quick, Estate Agent,  
Upminster, Essex

### **Brilliantly organised**

"I should like to send my congratulations to you and your staff for a brilliantly organised course which has been of great value to me. Throughout the months which it has occupied, not one minute do I regret, nor the money which I invested. In fact, I would be surprised if anyone could receive so much profit for so little."

Mr ME Hayward, Sheffield

### **Easy to follow**

"I could not have wished for a better course. It is attractive, easy to follow and efficient."

Mr DF Bence, Liverpool

### **Interesting and instructive**

"I am more than delighted with it. Being unable to get out in the evenings, I find it is just what I wanted - a hobby which is both interesting and instructive."

Mrs M Hill, Glossop, Derbyshire

### **Very impressed**

"I am very impressed with the course. I am convinced it will help me in my work and social life. It is money well-spent."

Mr Hugh M Fraser, Inverness

### **Covers every aspect**

"Yours is a simple but complete course in that it is well laid out and covers every aspect with abundant examples."

Mr B Alvey, London

### **Simple but thorough**

"I have been pleasantly surprised by the simple but thorough method of presentation."

Mr C Powell, London

### **Most appropriate**

"Your practical English Programme is a most appropriate course of study for students of any field."

Miss R Johnson, London

### **Just what I have been looking for**

"A complete course at a reasonable price, covering every aspect of the English language."

Mr NF French, Northampton

# The New Course in Practical English is for you!

You can become an impressive speaker, fluent conversationalist and expert writer in as little as 15 minutes a day. We have proved this by successfully teaching this method to thousands of men and women of all ages. Many did not have the benefit of higher education. Many others attended university or colleges. Some lived in rural areas; others in towns and cities. But all are ambitious men and women who know that their personal success depends upon their ability to speak effectively, write expertly and converse easily. Below is a short list of occupational groups which include most - but not all - of our students:

- ◆ Businessmen and women – who want to increase their skills in talking with people, handling correspondence, writing reports, preparing speeches and conducting meetings.
- ◆ Typists, Administrators and Office Clerks – who aspire to secretarial jobs or other higher positions.
- ◆ Teachers – who want to perfect their training methods and at the same time ensure that everything they say and write is crisp, clear, correct.
- ◆ Advertising, Telemarketing and Sales Personnel – who want to increase their speaking, conversation and writing skills.
- ◆ Ministers and Other Public Speakers – who want to make sure that their speaking and writing are forceful and free from error.
- ◆ Industrial Employees – who want to become foremen, managers, supervisors, trade union officials or to move into office or sales work.
- ◆ Members and Officers of Clubs or Organisations – who must conduct or participate in meetings and other activities.
- ◆ Government Employees, Officials, Servicemen and women – who face special problems of communication in the performance of their duties and who are preparing for promotion.
- ◆ Homemakers – who need a better command of speaking and writing skills to keep up with their partner's progress and to meet their social obligations in church, home, school, and club.
- ◆ Accountants, Engineers, Doctors, Nurses – and members of other professions who want to raise the level of their speaking and writing skills to the level of their professional abilities.
- ◆ Students and University graduates – who want to make up a 'deficiency' in their speaking and writing skills.
- ◆ Anyone whose first language is not English – who needs a thorough but practical course in speaking and writing good English.
- ◆ Retired Men and Women – who want to write, who want to make up for lost educational opportunities or who want to use their new-found leisure for the study of effective speaking and writing as a fascinating hobby.
- ◆ Writers – who have ideas and material which deserve publication, but who lack the writing skill to win acceptance from editors.
- ◆ Parents – who want either to keep up with their children's educational level or to provide instruction in speaking and writing skills for their children.

## **Spend 15 minutes a day on this course and we promise...**

**You will become a fluent speaker. Whoever you are talking to, under whatever circumstances, conversing will become a pleasure.**

**Writing will never be a problem again. You will find it easy and enjoyable to write anything and everything from letters to speeches and from business reports to articles.**

**You will read at least twice as fast. You will not only double the speed at which you are able to read but, crucially, you will comprehend and remember much more of what you read.**

**You will add thousands of new words to your vocabulary. You will never be searching for a word again plus you will never have trouble expressing yourself.**

**You won't make mistakes. You won't make spelling or grammatical mistakes. You won't ever feel shy or embarrassed about the quality of your English.**



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