

Just Published:

How to Write

Meeting the Needs of Everyday Life

by John Mantle Clapp

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AS AN ADULT, you do not think of writing as a matter of abstract schoolroom exercises. You think of it in terms of jobs to be done—of notes, memoranda, letters, reports, instructions or whatever other writing you must do in your business, social, and private affairs.

Heretofore, books on writing have been written either for immature students or for professional writers. They have dealt almost exclusively with form and arrangement, with the detail technique of writing. Now in this new book, "How to Write," you are offered specific methods to guide you in accomplishing the purpose you have in mind when you sit down to write, no matter what type of writing you wish to do.

This book is designed solely to meet the practical requirements of adults—of men and women who wish to develop their power of putting ideas into written form with less effort and with greater effectiveness. It simplifies the whole problem. It shows you exactly what points you must keep in mind in each type of writing that you do. It shows you exactly what steps you have to take to produce the desired effect on any reader.

ALTHOUGH no book has ever before been written from this viewpoint, the methods explained are by no means experimental. They have been developed by the authors over a long period of years and proved sound in working with hundreds of adult students who wished to master the art of effective writing. In many cases the ideas now brought together in this new book have effected almost phenomenal improvement within a remarkably short time.

All the material you'll need for practice you'll find in the writing you have to do everyday. "How to Write" shows you how to make use of this material to develop the expert skill you desire—without having to go elsewhere for artificial exercises. It gives you just the kind of help you've always longed for but could never find.

NEVER before within the covers of one book has been assembled so much information on simple and practical methods, that can be applied to meet the needs that every man faces. It is manifestly impos-

sible within limited space to outline more than partially a work of this great scope. In the condensed outline below, therefore, we have been forced to omit scores of important topics with which "How to Write" deals. You need personally to examine a copy of the book itself to see how much assistance it offers you on the specific points that bother you.

Special Examination Offer

Will you let us send you a copy of "How to Write," delivery charges prepaid and without advance payment, so that you can form your own opinion about the value of this new book?

Fill in and mail the coupon—the book will be sent you at once on this approval basis. If you do not feel that its purchase will prove one of the best investments you ever made, just return it to us and that ends the matter. Otherwise remit \$5.00 in full payment.

PARTIAL CONTENTS:

Getting the Right Viewpoint

The Problem You Face. Points that you must consider in making an accurate record of your thought. Communicating your thought effectively to another mind.

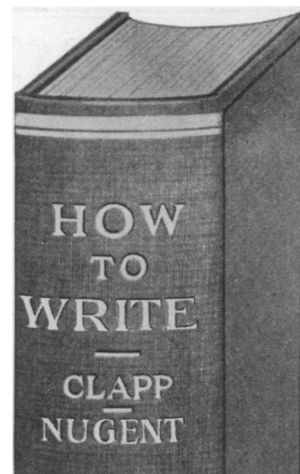
How to Study This Subject. In studying writing you are studying an action—not isolated rules for words or sentences but how to build ideas together. The key to success is analysis of the situation, the relation between yourself and the reader in each special instance.

The Problem of Accurate Statement

Studying the Art of Writing. The place to begin. How to put your own records, memoranda, and plans in a form that you can safely depend on for future use.

Discovering What's in Your Mind. Examining what is involved in the act of crystallizing your thought on a given matter. Finding practical ways of improving your methods.

Recording Your Thought. Short-cut methods for checking the accuracy of your thought.



Writing to Friends

The Problem of Reaching Other Minds. Ways of making yourself remember that your reader's mind works differently from your own. How to allow for differences; how to take advantage of similarities.

Personal Letters—Their Nature and Purpose. Your personal letters can teach you methods of making any writing interesting. How to say what needs to be said without giving offense.

Arranging Ideas for Suggestion. How to apply the psychology of suggestion in the effective arrangement of your ideas. Using the ideas you gain in writing personal letters to express your ideas with urbanity and tact in all your writing.

Writing in Business and Professional Life

Business Writing—Its Nature and Scope. Effective methods for handling the most universal and important of all kinds of writing.

Reports. How to make sure that your reports adequately meet their purpose.

Instruction. How to prepare instructions that will be understood and followed. Dangers to guard against. Instructions to workmen; to executives.

Business Letters—The Procedure of the Big Firm. How big firms have mastered the two-fold problem of volume correspondence: economical standardization and individuality of tone.

Letter Problems of the Small Firm and the Individual. How the small firm and the private individual can apply to their own needs the letter technique developed by the huge corporation.

Addressing the Public

Addressing a Circle of Readers. How to make your message complete so that it will hold the interest of any mind.

Information Articles. Meeting the problem of conveying specific information. How to write papers on professional topics so as to be accurate but at the same time readable.

Writing a Long Paper. Special points to consider when you have extended writing to do. How to sustain attention; how to focus interest on points of chief importance.

Writing to Get Action. How to apply to your own special needs, the technique of persuasion writing developed by professional advertising writers.

Writing for Your Own Pleasure

Self-Expression—The Pleasure of Working Out a Literary Form. The amusement you can get from turning the skill developed in practical writing to your own entertainment and that of others.

Some Prose Patterns—Effective writing of diaries, reminiscences, accounts of travels, epigrams, informal essays.

Stories. How to tell a story well. Relating a personal experience in entertaining narrative form. Humorous stories.

Verse Patterns. Types of verse we all can write. Mechanics of verse form limericks, ballads, and other forms.

Language—The Medium of Communication

The Question of Colloquialism. The place of colloquial expression in writing. Cautions. An outline of the history of our language and its bearing on current problems of usage.

Words. Practical points regarding grammar which need to be kept in mind. Types of sentences. Effective paragraphs.

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