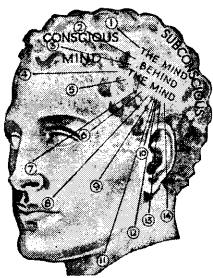
### INFERIORITY COMPLEX

**ERADICATED FOR EVER** 

WONDERFUL and revolutionary discoveries and developments have taken place during recent years regarding the laws and forces that govern our lives. In all parts of the world scientific psychological research has been throwing its searchlights into the mysterious corners of the human mind. The British Institute of Practical Psychology is enabling thousands of men and women to share in the benefits of modern psychology through AUTO-PSYCHOLOGY — a great help towards successful living—which everyone can understand and apply to himself or herself.

Thousands are in need of Help to overcome Causeless Fear Habits, Worry, Nervous Apprehension, Self-Consciousness!



Only the self-conscious and nervous really realise the full effect of their affliction— the doubts and fears, the self-criticism, the friendlessness, the hours of brooding over "what other people think of me," the regrets for opportunities lost, the bitter pain of seeing lesser men and women pass them in the race of life. Yet such men and women, directed in the right way, have the power to win heights that dull, phlegmatic natures could never reach.

## THE POWER THAT AUTO-PSYCHOLOGY GIVES

Auto-Psychology is no mere abstract study of psychology, though it teaches you nearly everything about psychology you need to know. Auto-Psychology is a vital living science, a call to action which touches into activity all the rich possibilities you have within You begin to feel the new self, strong of purpose, deep in self-knowledge, arising within you during the first few weeks because it teaches you to control and use wonderful and powerful forces which are so much stronger than your conscious faculties. Yet Auto-Psychology demands no wearisome book study, no prolonged attention, no fierce energy—it is a system of right thinking and right living which you absorb quietly, quickly and easily into your being, the most restful, recuperative, inspiring thing that has ever come into your life.

What the British Institute of Practical Psychology has done for others it can also do for you. AUTO-PSYCHOLOGY develops Initiative — Will Power — Decisiveness—Concentration — Self-confidence—Business Acumen—Freedom from Worry—Personal Magnetism — Self-Control — Social Charm—Powerful Speech—Retentive Memory—Personal Influence—Organising and Driving Power — Victory over Fear—Conversational Powers—Joy in Living—Peace of Mind—Force of Personality.

### THOUSANDS WRITING FOR FREE BOOK

"I CAN . . . AND I WILL," with revelations about the NEW Auto-Psychology.

Through the medium of this remarkable little book, with its hundreds of thousands of readers all over the world, thousands of men and women have discovered the truth regarding their conditions and reactions, their habits, accomplishments and weaknesses. Do not turn away from this page until you have cut out this Coupon below—it may be the most important thing you have ever done.

# The British Institute — of Practical Psychology P.O. Box 1279, Auckland.

Please send me, without o	bligation, a
copy of your Free Book, '	I Can
and I Will." I enclose 2d	in stamps
	TIL DOGINEPO

Name
Address
L.4/48
ALL Correspondence is Confidential.



#### She Smiled to Conquer

Sweet Nell of Old Drury won favour because of her rosy cheeks and radiant personality. History doesn't indicate whether she was familiar with Andrews Liver Salt, but modern women depend on Andrews for the beauty of health.

Clear eyes and a clear complexion come from within. Andrews is beneficial because FIRST, the sparkling effervescence of Andrews helps to refresh the mouth and tongue; NEXT, Andrews soothes the stomach and relieves acidity, one of the chief causes of indigestion; THEN, Andrews acts directly on the liver and checks billiousness, and FINALLY, Andrews gently clears the bowels, correcting constipation.



The Charm of Health begins with

## ANDREWS LIVER SALT

Scott & Turner Ltd., Andrews House, Newcastle-on-Tyne, England.

8/



The modern girl can afford to be happy because she knows that Palmolive contains a special blend of olive and palm oils to give her skin a daily beauty treatment. Palmolive cleanses her skin and keeps it "schoolgirl complexion" all over.

PALMOLIVE PL 10.6

KEEP THAT SCHOOLGIRL COMPLEXION