

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 with revelations which promise a new and happy era in human affairs. Psychology is the science of the hour. The British Institute of Practical Psychology is enabling thousands of men and women to share in the benefits of modern psychology through **AUTO-PSYCHOLOGY**—the greatest forward step of our age to 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 tragedy 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. Ever misunderstood, ever traitors to their true selves, their shyness and bashfulness is mistaken for unfriendliness, their awkwardness for stupidity or boorishness, their modest retiring ways for laziness or cowardice. Yet such men and women, directed in the right way, have the power to win heights that dull, phlegmatic natures could never reach.

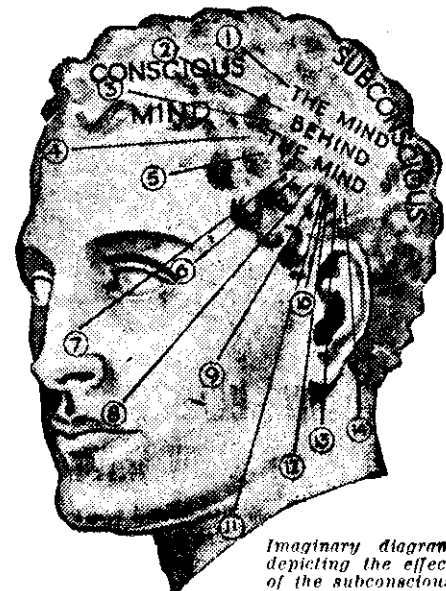
An inferiority Complex is a disturbance in sub-consciousness, a source of powerful negative impulses which manifest themselves in various personality-weaknesses such as deprive you of happy, carefree social joys—prevent you from progressing in your chosen business calling—make you blush or turn away your eyes when under observation—depress you with anxieties, moodiness, fear of disease, fear of the future, of old age, of crowds, of confined spaces, of going out alone, of nervous breakdowns, and other groundless worries—make your hand shake when asked to sign a document or "take down" from dictation—fill you with dread at thought of a train journey—render you ill-at-ease in the presence of superiors or shy and tongue-tied with members of the opposite sex—weakens your memory for important names or affairs—thwart your endeavour to find the right life-mate—ruin your married harmony—cause mind-wandering, vagueness, inability to concentrate or to make decisions—weakens your will power and subject you to the tyranny of habits—afflict you with headaches, palpitations, "passing out" sensations, or pains and ailments for which it is difficult to assign a cause—overwhelm you with "stage-fright" on public occasions—make you sick with nervous apprehension at the prospect of an important interview.

SELF-MASTERY THROUGH AUTO-PSYCHOLOGY DEVELOPS UNDERSTANDING

These are symptoms of "something wrong" within your personality which you can put right—the effect of conflicting forces within yourself, or the result of some emotional experience or some destructive influence during your personality development. Such experiences may be entirely forgotten, they may have acted too early for your memory to retain, but their effects remain in the form of a "disturbance centre" in sub-consciousness, which sends out negative impulses, overcoming and paralysing your positive impulses, denying you the pleasures of achievement and the joy of living. You cannot control such negative impulses: on the contrary they control you—the attempt to conquer them by direct effort only serves to increase their strength—but you can remove them, you can eliminate them from your personality.

WILL-POWER — DECISIVENESS — CONCENTRATION — SELF-CONFIDENCE — BUSINESS ACUMEN — VITALITY — FREEDOM FROM WORRY — STRONG NERVES — PERSONAL MAGNETISM — SELF CONTROL — CONQUEST OF HABITS — 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



Imaginary diagram depicting the effect of the subconscious mind on the personality and bodily structure.

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 know. Auto-psychology is a vital living science, a call to action which touches into activity all the rich possibilities you have within you. 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, and which are in fact, the greatest part of yourself. Yet Auto-psychology demands no wearisome book-study, no tiresome application, no morbid introspection, no prolonged attention, no tenseness, no fierce energy—it is a system of right thinking and right living which you absorb quietly, quickly and easily into your very being, the most restful, recuperative, inspiring thing that has ever come into your life. Who can tell by how narrow a margin—a hair's breadth—a man or woman may miss the realisation of his or her full possibilities? To-day is a new day. Let the past go. Face the future with a new hope. Write or send coupon to-day for Free Book, "I Can . . . and I Will."

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**THE BRITISH INSTITUTE
OF PRACTICAL PSYCHOLOGY**

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All Correspondence is Confidential.

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