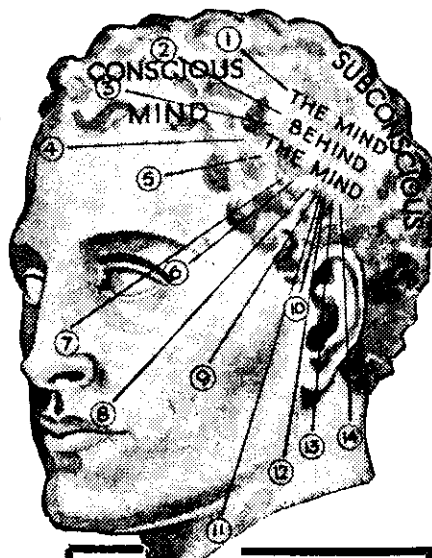


INFERIORITY COMPLEX eradicated for ever

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 Inferiurity 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 — weaken 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 — weaken 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.



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

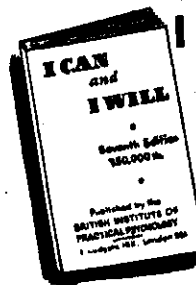
KEY TO DIAGRAM

1. Self-consciousness. Lack of Self-confidence.
2. Over-anxiety. Nervous apprehension.
3. Depression. Worry. Sleeplessness. Brain-fag.
4. Weakness of will. Indecision. Habits.
5. Forgetfulness. Lack of concentration.
6. Unsteady gaze. Shifting eyes.
7. Nervous catarrh.
8. Stammering.
9. Blushing.
10. Word obsessions.
11. Hot hands. Trembling limbs.
12. Neurasthenia. Nerve pains.
13. Indigestion and other functional disorders.
14. Physical lethargy.

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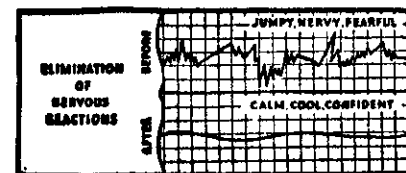
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Self-Mastery Through Understanding

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 subconsciousness, which sends out negative impulses, overcoming and paralysing your positive impulses, denying you the pleasure of achievement and the joy of living. You can reconstruct your subconscious mind and make it an immense motive force for personal progress. This is the wonderful realisation that can come to you within the next few weeks if you so desire, by writing for Free Book, "I Can — and I Will."



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Do not make the tragic mistake of imagining that you are totally different from others — that what the British Institute of Practical Psychology has done for them it cannot also do for you. Were this page ten times the size, we could fill it with the testimony of men and women who, once nervous and diffident, are now confident and competent men and women of affairs who "get what they go after." Auto-psychology gives you this power to dominate and to convince others, to hold an audience, to converse freely and interestingly, to impress others that you are "the man for the job," or to enthuse them with your ideas, your opinions, your thoughts.