

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.

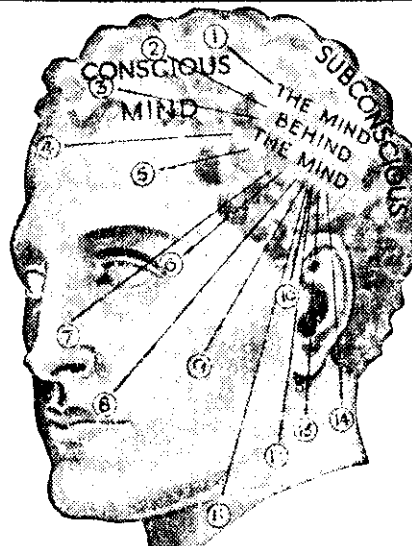
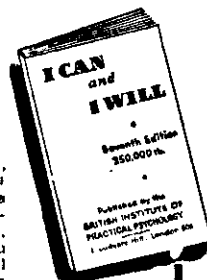
Thousands are in need of Help to overcome Causeless Fear, Worry, Nervous Apprehension, Self-Consciousness

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. 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—depress you with anxieties, fears and other groundless worries render you ill at ease in the presence of superiors or shy and tongue-tied with the opposite sex—cause inability to concentrate or to make decisions—weaken your will-power—overwhelm you with "stage-fright"—make you sick with nervous apprehension at the prospect of an important interview.

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. 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.



Imaginary diagram depicting the effect of the subconscious mind on the 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. It tells in simple, straightforward language about you and your powers, opening up a fascinating prospect of the future in full and proper use of your capabilities. 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.

IN YOUR OWN HOME — IN YOUR OWN TIME

You can so reconstruct your subconscious mind (the real master of your being) as to free it from such disturbances and make it a source of positive power—an immense motive force for personal progress.

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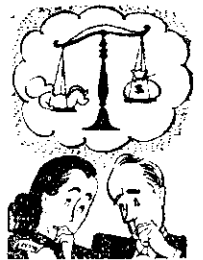
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"Should We Have A Baby In Wartime?"

(Written for "The Listener" by DR. H. B. TURBOTT, Director of the Division of School Hygiene, Health Department)



STANDING in a tram the other day, one couldn't help overhearing a loud-voiced conversation between two young women. One young matron said very dogmatically, "Oh, no! we've decided we are not going to have any children during wartime," and then went on to give reasons why it wasn't "right" to have children while the country was at war. Then yesterday I happened to read a medical book which pleaded for an increased birthrate and seemed to establish the thesis that it was better for a woman to have her first baby between 21-25 years, and after the first to continue child-bearing at approximately three to four years intervals until the family comprised three or four children.

There is no valid reason why children should not be brought into the world, upside down and warring as it is. Surely every woman still desires to become a mother, and it must be a funny man who is happy to be married and happy to remain childless. Wartime babies are just as healthily as peacetime ones. So long as there is food, there is no evidence to show that babies are born handicapped through wartime causes. In long-suffering England, through blitz days and calmer periods, maternity and child welfare services have been available for expectant and nursing mothers and young children. Rationing schemes were varied in favour of mothers and young children so that they received sufficient milk, extra meat or iron preparations and vitamins. Mothers and children have also had priority in evacuation schemes; in short, the nation has recognised that children are of first national importance. Child-bearing has markedly increased in safety as recent advances in medical science have been applied. And if ante-natal advice and diet are honestly followed, healthy well-formed babies are usually the result.

Children make a difference; the house becomes more of a home than ever. Though we may be at war, that is no reason to forgo children's love and laughter. They try the patience desperately at times. So did you fray your parents' equanimity when you were little! But mostly it is joy and pleasure to have children about. Why should the Nazis or Japanese steal this from us? In New Zealand the war has not interfered with out ante-natal and maternity services, and dietary shortages can so far be overcome by substitutes. War may take the father from the home, but if so a baby offsets the wife's loneliness and keeps her occupied in the best of all war work. And children will be wanted to build the better world of the future. In spite of the dangers of the times, and counting all the costs, there is only one urgent national answer to the question "Should we have a baby in wartime?"—YES!

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