

# INFERIORITY COMPLEX

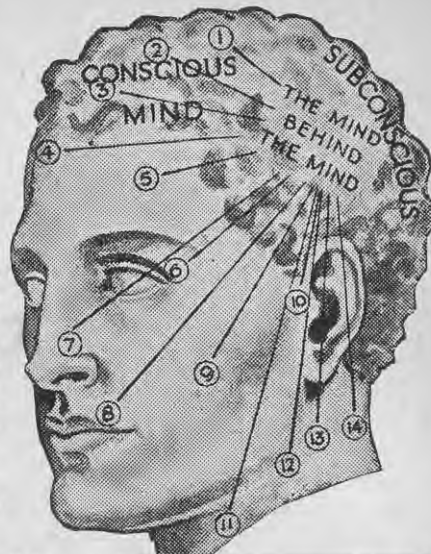
eradicated for ever

**W**ONDERFUL 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.

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, care-free 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—weaken your memory—ruin your married harmony—cause mind-wandering, inability to concentrate or to make decisions—weaken your will power and subject you to the tyranny of habits—overwhelm you with "stage-fright"—make you sick with nervous apprehension at the prospect of an important interview.



*Imaginary diagram depicting the effect on the personality and bodily-structure of negative forces in the subconscious mind.*

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. Stammering.
8. Blushing.
9. Word obsessions.
10. Hot hands. Trembling limbs.
11. Neurasthenia. Nerve pains.
12. Indigestion and other functional disorders.
13. Physical lethargy.



"Joy in Living and Cool, Calm, Confidence."

**IN YOUR OWN HOME  
IN YOUR OWN TIME**

You can so reconstruct your sub-conscious 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.

## 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 morbid introspection, 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 very being, the most restful, recuperative, inspiring thing that has ever come into your life.

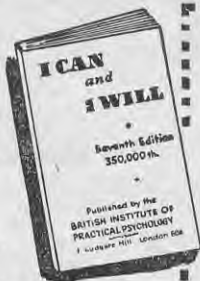
What the British Institute of Practical Psychology has done for others it can also do for you. **AUTO-PSYCHOLOGY** develops Initiative—Will—Power—Decisiveness—Concentration — Self-Confidence — Business Acumen—Vitality — Freedom from Worry — Strong Nerves — Personal Magnetism—Self Control—Conquest of 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

It tells you in simple, straight-forward language about you and your powers, opening up a fascinating prospect of the future in full and proper use of your capabilities.

FILL UP AND POST THIS COUPON (or, if you prefer, send postcard or letter) FOR FREE BOOK.



## THE BRITISH INSTITUTE OF PRACTICAL PSYCHOLOGY

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All Correspondence is Confidential.