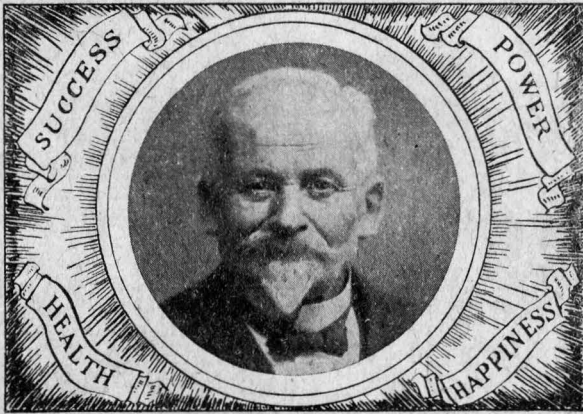


The
MARVELS *of* COUÉISM



The wonder of the
20th Century for the
Mastery of Self, and
the achievement of
Health, Contentment
and Success.....

Published by
THE COUÉ-ORTON INSTITUTE
Holborn Viaduct House, London.E.C.

Investigate truly
and scientifically
all that comes
under thy obser-
vation in *Life*.

Marcus Aurelius

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The . . .

MARVELS

of

COUÉISM

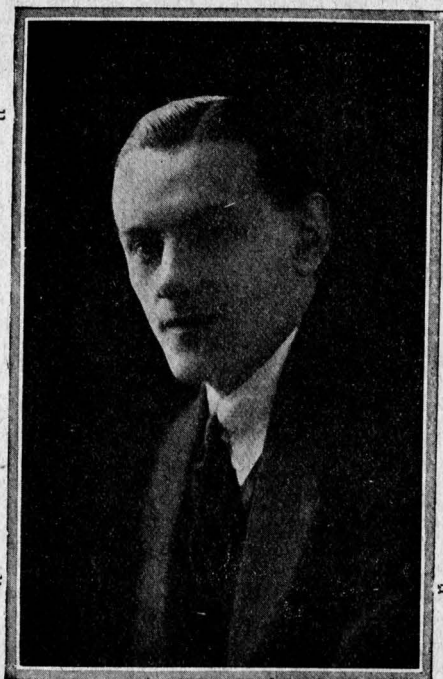
Coué (Emile)



Revealing for the first time, the astounding developments following the remarkable discoveries of Monsieur Emile Coué—acclaimed by press and public as the master-psychologist of the Universe. This book opens-up a truly astonishing vista of progress for every ambitious man or woman, enabling anyone to enjoy the richest rewards of life . . . everyone who wishes for health, contentment or riches, should read every word that follows with the utmost care. Here is a new doctrine which all may follow, and from which all may benefit.



THE COUÉ-ORTON INSTITUTE,
Holborn Viaduct House,
LONDON, E.C.



FOREWORD

BY

MARQUIS V. VIVIEN DE CHÂTEAUBRUN.

S.V., S.A., S.S., M.C.

THAT Emile Coué is a leader in this great era of progress is a fact that will be proven to the reader by the following pages,—his is not the greatness of heredity, but that of achievement, and one perceives that here is a definite confirmation of the copy-book maxim of the pen being mightier than the sword. Emile Coué's climax to thirty years of Psychological Investigation is described in this booklet: years that have been filled from sunrise till long after sunset with the boundless energy of enthusiasm for the School of Thought and Healing of which he is the creator . . . and now we have this new method of broadcasting the great boon of Couéism, so that the alert and enlightened of our day may wield this aid to its welfare and enjoyment, so that the generations to come may inherit the health and contentment which Emile Coué maintains is their undoubted birthright.



YOU! can master Couéism— and achieve your every desire

It is universally affirmed that the results Monsieur Coué achieves are so astounding and so startling that they surpass what has previously been thought within the realms of possibility. There is a second "surprise" in the fact that Monsieur Coué absolutely denies that he alone can accomplish these things "It is the subject that does it," he states. He demonstrates clearly and irrefutably that what he, Monsieur Coué, has done, can be repeated by anyone who masters and applies his methods.

PROBABLY in the whole history of man's achievements there has never been a parallel to the meteoric rise to fame of Monsieur Emile Coué the whole world knows of his achievements, his discoveries, his merit and his solidity. His tireless enthusiasm and his skill have earned for him the gratitude of thousands: the very mention of his name inspires the respect of millions. The sheer force of the mind's power has enabled Monsieur Coué to over-ride the difficulties of language, and his distinction is international. By his merit and brilliance, he is acknowledged as the most illustrious Psychologist of this, and probably of any, age.

It is clear that Monsieur Emile Coué is pre-eminent in his dignified profession: his complete mastery of his subject, his kindness, his profound sympathy have endeared him to all who have enjoyed the privilege of his wide-spread beneficent work.

It was but to be expected that such a forceful, magnetic personality should have attracted quite an army of supporters—the press, the clergy, the professions, the sciences and arts, have combined in eulogising the Marvels of Couéism. The advent of Couéism, further, was supported by men of eminence in psychology—chief among them, the well-known Psychologist, Voice-Specialist and Lecturer, Mr. J. Louis Orton.

The result of this amalgamation—Monsieur Coué and Mr. Orton combining to produce a new, simplified, and comprehensive Course of Instruction—made it clear that the demand for the new and improved methods would be overwhelming. Great as has been the acclamation given to Monsieur Coué's previous work, this new product of two master-minds must inevitably take the world, as the saying is, "by storm" hence the establishment of the Coué-Orton Institute in London, with Monsieur Coué as its respected President d'Honneur, and with Mr. Orton as its Principal.

The Coué-Orton Institute has the solid foundation of Monsieur's Coué's fame and brilliance. Day by day it is propagating his wonderful methods, every hour it is engaged in dealing with the difficulties of students who are enjoying the benefits of his teachings From the Coué-Orton Institute you receive direct instruction from Monsieur Coué, and his collaborator, assisted by a qualified staff, ensuring that you will derive the maximum benefits—quickly, inexpensively, and pleasantly.

What are the benefits of Couéism? Those benefits are so wide, so all-embracing, that it is next to impossible to state definable limits. Everyone who reads is aware of the results that Monsieur Coué has achieved, results that astonished the Medical profession, the Professors in our Schools, the Experimenters in our Laboratories. Some cases of blindness, many of deafness, and cases too numerous to mention of lameness have yielded to his ministrations: he has enabled people to overcome hallucinations, lost memory, nervousness, stage-fright, bashfulness and a hundred other defects that rob people of their just rewards. Monsieur Coué has shown the human race a new way to make itself master of its mental forces: he has risen as a prophet pointing to a new power in our midst, a power that may be wielded by anyone and that may be easily applied to one's personal aims whether in the quest of health, happiness, affection or supremacy.

In every large crowd there is someone destined to become a leader of others, someone with the qualities of leadership. In the industrial life, or the professions, the fight is more in favour of those who have mastered the mental laws of Couéism than of those who would rely upon mere knowledge or skill. "Knowledge is Power" is often a paradox, for the walking encyclopaedia may end his days upon a clerk's stool. Rather is it the dictum of the Coué-Orton Institute to assert that "Knowledge is one thing—Couéism will give you the power." It is evident, palpably so, that he who would win in the race is seriously handicapped if he does not possess the vital "Key" that the Coué-Orton Intensive Course will provide him.

You can start at once—enjoying the fascinating study of Couéism from your armchair.

The clearness of statement, the simplicity of understanding, evidenced from the commencement of Monsieur Coué's Lectures and Demonstrations, has been developed in the new Intensive Course. Here is Instruction so clear that "He who runs may read, and in reading understand." From the moment you receive the Lessons you can start transforming your life, making it more effective, more healthful—making it yield you more. Couéism is a delightful spare-time "Hobby," and though continuity will, of course, cause it to render you the maximum service, you may pick-it-up at any time, discovering treasures ever new, and guidance which, correctly applied, will be beyond price. The whole of the Instruction is carried out by post, and our new and perfected system of dealing with students enables anyone, wherever he or she may reside, to enjoy the full, unrestricted advantages which the Institute offers.

We teach you Couéism step-by-step, until you are thoroughly proficient.

The complete Coué-Orton Intensive Course represents the best "bargain" you could ever make, but the advantages of becoming a student of the Institute do not end with receiving lessons. That point is, in many respects, only the beginning: for a full year the student receives personal help and guidance, under the direct supervision of the Director of Instruction, enabling him or her to master and apply the wonderful Coué-Orton methods. Just think what this means what it means to have "at your elbow," as it were, the leading Institution, ready and willing to give you wise and expert counsel in the achievement of your aims, by the most scientific and most effective methods ever divulged.

The Safest Investment you ever made.

this booklet and elsewhere he will find it in the unconditional guarantee which protects every student. Such a courageous, fair and impartial proof of the Institute's ability to give satisfaction would cause even the most sceptical to cast hesitation aside—and enrol at once. Not even the most cautious or most reticent of speculators can fail to be impressed by this outstanding and bona fide assurance of the Institute's ability and fair-dealing. When your future is under consideration there can be no possible excuse for its neglect, when you can make it brighter upon the "safety first" principle.

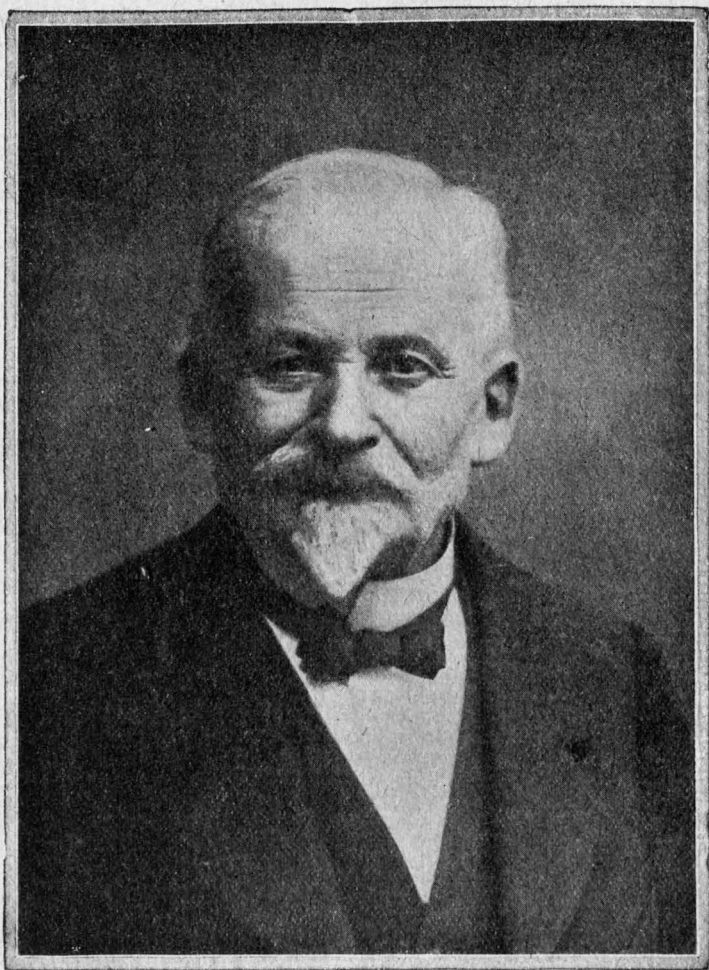
There cannot be the slightest doubt of your mastery of Couéism: we teach you, positively, until your successful acquisition of the Institute's Diploma, a fully-recognised credential. Combine this fact with our unconditional Guarantee, and you will perceive that the Coué-Orton Institute exists whole-heartedly, and in the highest sincerity, for the benefit of its students its aim is to spread the benefits of Couéism among all who have the perspective and vision to profit from its blessings.

Couéism will fit You!

It is said that Thomas A. Edison, most prolific inventor of modern times, was asked: "I've heard that you started as a newspaper boy, Sir?" "Quite right," replied Edison, "but I was a good newspaper boy." The anecdote proves that a higher conception can be applied to even the most humble of callings. There is no sphere of industrial, social or professional life to which Couéism cannot be, with advantage, applied; there is no one so lacking in education or perception that he or she cannot understand and apply its principles. Upon the farm, in the workshop, office or salon, Couéism can be practised, yielding delights ever-new—results ever progressive. Our system of postal instruction ensures that every student, no matter where he or she may reside, or under what conditions he or she lives, will be able to retain the instruction in permanent form, and to assimilate it at his leisure.

What are you doing with "Now"?

A well-known writer cites the case of a miser who, nearing his end, exclaimed "I cannot, must not, die: I haven't yet commenced to live!" Very few know the full meaning of "Life," can enjoy the full realisation of living. Some live eternally in the past, others live in the future—and are fretfully wishing their lives away, in order to get to it. Can you enjoy the Present, can you enjoy "Now"? What are you doing with "Now"? There will never be so grand a time, so crucial a moment as "Now"! Start improving "Now" by Couéism; the Coué-Orton Intensive Course enables you to do it. Enrol and start enjoying the advantages of this new influence in your life "Now!" In terms of happiness and health you can start your success to-day possibly even in a financial sense you can make a new beginning "NOW." Not "This year, next year, sometime, never,"—for that is Kindergarten philosophy, but NOW Couéism exists for those with the discernment, the initiative, the sense of personal enterprise, for those who seek the light of greater understanding, who are sufficiently alert to their own interests to utilise this highly-effective adjunct to their daily efforts. If you want to get the full rewards of "NOW" do not hesitate another moment, but get affiliated with this great movement.



MONSIEUR EMILE COUÉ

The World's Master Psychologist.
President d'Honneur of the Coué-Orton Institute, London.

The whole civilised world has been spell-bound by the achievements of Monsieur Coué. He has demonstrated that humanity can utilise a new mental technique so simple that all may apply it—so powerful as to eclipse every other force known to science and discovery. Students of the Coué-Orton Institute enjoy the "last word" of this eminent demonstrator, and the earliest to practise Couéism will undoubtedly enjoy its richest rewards.



Above is seen a demonstration of Comprehensive Breathing, as taught by the improved methods of Mr. J. Louis Orton. Correct breathing is of vital importance to everyone; it is one of the "Keys" to perfect health, as explained and taught by Branch V. of the Complete Coué-Orton Intensive Course.

Synopsis of the Coué-Orton Intensive Course.

One cannot convey an adequate impression of all the Coué-Orton Intensive Course contains, but here is just a brief skeleton outline convincing the reader that this is the most complete, most practical, and most authoritative series of lessons ever produced no other Institute in existence can offer you the same guidance as the Coué-Orton Institute.

As soon as you enrol you receive the full Six Branches of Instruction: you are not "held back" waiting for the next lesson, but you are in a position to give as much or as little time as circumstances permit There is the Instruction in permanent form enabling you to refresh your memory at will. In this respect, as well as in many other important matters, our simplified system of Postal Instruction is superior to verbal tuition.

In addition to the Six Branches of Instruction, every student is entitled to the full services of the Institute, including FREE ADVICE AND GUIDANCE in any difficulty, or the personal achievement of definite aims, for a FULL YEAR from date of enrolment: also the Diploma of Proficiency granted after examination.

The information given in the Coué-Orton Intensive Course is not contained in any book or series of books in existence.



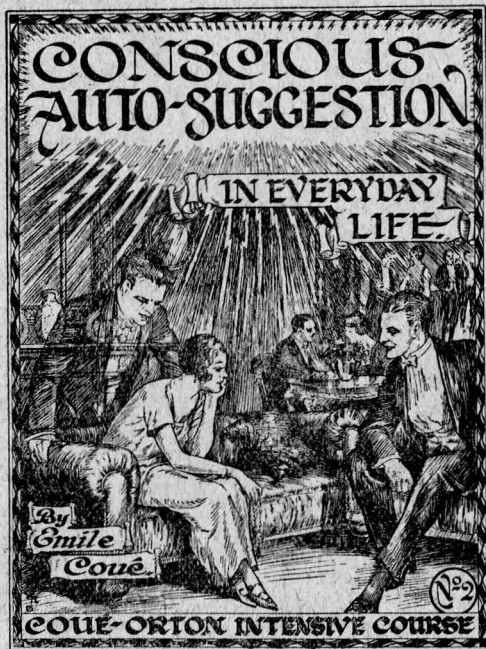
BRANCH 1.

The World's Greatest Power—How to Make the Most of It.

By EMILE COUÉ.

The Open Road—Man, Know Thyself—The Structure of Mind—Suggestion—Reversed Effort—The Rationale of Auto-Suggestion—The Laws of Suggestion—The Mental Factor in Disease—The Contemplative Mood—Energy Economisation—How to Become a Good Exponent—How to Demonstrate Mind Power—The Great Lesson—General Curative Suggestions—The Origin of the Knotted String—Can Auto-Suggestion be Superseded?—The Power in Oneself—Auto-Suggestion and Hypnotism—Conclusion.

Although so comprehensive, the acquirement of the information contained in the Coué-Orton Intensive Course need only monopolise fifteen minutes daily.



BRANCH 2.

Conscious Auto-Suggestion in Everyday Life.

By EMILE COUÉ.

Pre-Natal Suggestion—Infant Feeding—Couéism in Infancy—General Hints to Parents and Guardians—Couéism in Schools—Choosing a Vocation—The Day as it Should Not Be—The Night as it Should Be—Travelling—Employers and Employées—Fatigue—Examinations—Stage-Fright—Memory Culture—Interviewing—Letter Writing—Courtship and Marriage—Conscious Auto-Suggestion and Beauty Culture—Friends and Enemies—Your Work—Concentration of Energy—The Royal Road to Success.

This Branch of Instruction demonstrates how to apply one of the most remarkable aids to modern existence—how you can make Couéism your everyday ally and help.

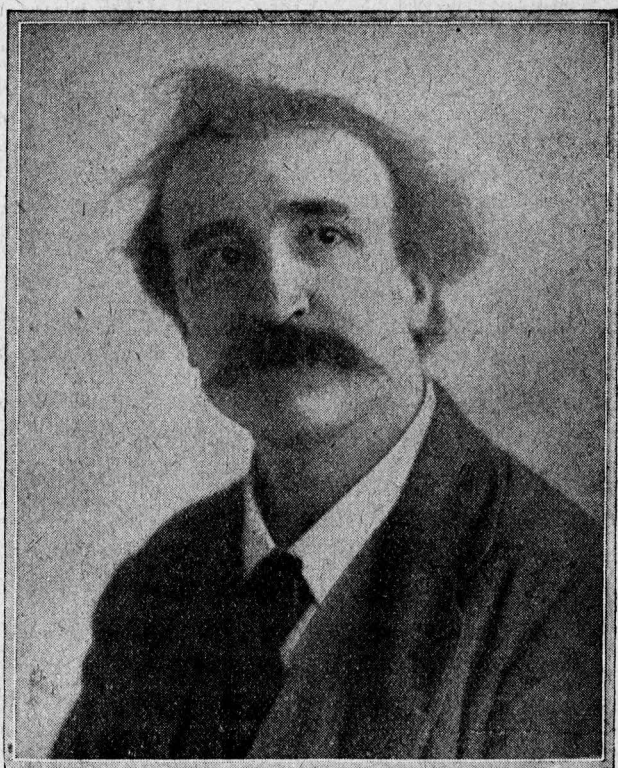


BRANCH 3.

The Key to Complete Living.

By EMILE COUÉ and J. LOUIS ORTON.

Preface—Progressiveness Essential—The Value of Good Physique—Thought and Health—Feed Healthily—Fallacies of "Dieting"—How to Utilise Auto-Suggestion—Water Drinking—Fresh Air—Muscle Contraction for Health—Sport and Physical Culture—Rational Physical Culture—The Respiratory Organs—The Structure of the Chest—Costal Breathing—Clavicular or Scapular Breathing—Rib-Movements and the Diaphragm—Comprehensive Breathing—Corrections and Cautions—Birthday Clothes—Body Poise—The Nose—Test Processes—"Divide to Conquer"—Compression of Breath—The Yogi—Is Respiration Psychically Useful?—Substitute for Sleep—Directing Energy—Further Exercises—Bubble Blowing—An Important Hint.



MR. J. LOUIS ORTON

Vice-President and Director of Instruction, The Coué-Orton Institute, Ltd.

Late Voice Specialist, Newcastle-on-Tyne Orthopaedic Hospital; the Sunderland War Hospital; the Sunderland Orthopaedic Clinic, and late Specialist to the Northumberland War Hospital. Mr. Orton's fame as a Psychologist is supported by his authorship of several standard text books, innumerable articles, and lectures delivered in the chief towns throughout the United Kingdom. Concluding with his able collaboration with Monsieur Emile Coué, Mr. Orton brings to the Coué-Orton Institute an unparalleled record of work and achievements in Psychological Investigation, and every student has the advantage of Mr. Orton's direct personal supervision. Mastery of the Coué-Orton Intensive Course is made certain; here is the direct collaborator of the originator of Couéism, ready to deal with your difficulties and queries, so that you may derive the maximum benefit from your enrolment.



BRANCH 4.

Personality — Its Nature, Operation and Development.

By J. LOUIS ORTON.

Preface—The Scope of Personality—What Personality is—Education and Instruction—The Indispensability of Initiative—The Attributes of Greatness—Personal Magnetism—Taking Oneself to Task—Habit Eradication and Establishment—The Importance of Now—The Upward Road—First Impressions—The Way to the Heart—The Appeal Through the Senses—Grace and Awkwardness—The Charm of Voice—Manners and Sympathy—Approbation—Acquaintances and Friends—Spurious Success—Knowledge Conservation—Argumentation—Keeping One's Own Counsel—The Folly of Ridicule—Courtesy to All—Two Conflicting Proverbs—Real and Apparent Modesty—Strain Unmagnetic—Misplaced Self-Reliance—Flattery—Giving Advice—Asking Advice—Gentle Strength—Characters and Motives—"Intuitive" Perception of Character—Where is Character Delineated—Brain Structure and Changes—The Fallacy of Bumpology—Harmony of Structure Illuminative—Temperamental Indications—Physiognomy of Expression—The Hand—How to Read Motives—Public Speaking—Gestures—Unconscious Brain-Work—Three Important Hints—In Armour—Free Speech—Prudent Self-Abnegation—Co-operation—The Test of Preparation—A Parental Duty—Emotion the Lever—Patience—Comprehensive Thinking—Thoroughness—Judgment—Our Own Measures.



BRANCH 5.

The Coué-Orton System of Voice Culture.

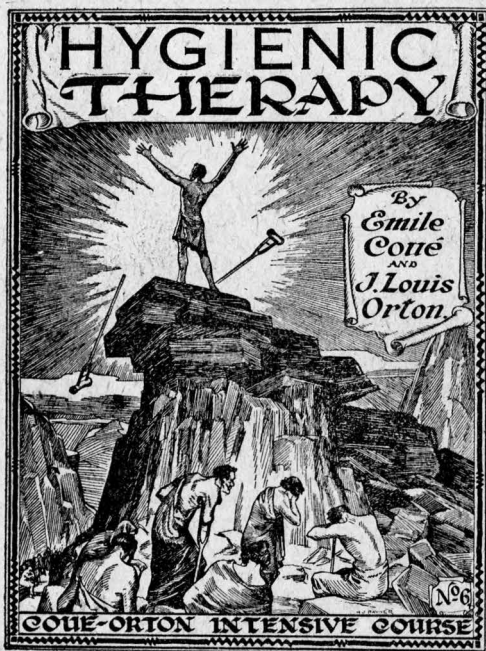
By EMILE COUÉ and J. LOUIS ORTON.

Vocal Experiments of Braid and others—Vocal Experiments—Our Collaboration—Medical Attitude to Voice Culture—Physiological Tests—Importance of Good Ideals—Our Aim—An inspiration—Voice Theory and Practice—The Evolution of Voice Culture—Spurious Science—Elementary Experiment Unneeded—Knowledge is Power—Singing: Good and Bad—The Hidden Voice—Eloquence for All—A Vitally Important Fact—The Organ of Voice—How Voice Originates—Vocal Resonance—Language—Hints to Self-Teachers—How to Stand—Positions of the Larynx—Vocal “Touch”—“Tonicity” of Voice—How to Firmly Fix a Standard Tone—Cautions Regarding Loudness and Softness—Power Variation—Breath Management in Ascending and Descending Passages—Agility—The Study of Consonants—Voice, Speech and Whisper Exercises—Species of Voice—The High Register—Blending the Registers—Imagination and Vocal Range—Interpretation in Song—Artistic Simulation—The Power of Silence—General Pauses—Emphasis—The Setting—Ornamentation—A Parting Word—The Orton Sheet of Vocalism.

Voices and Buildings—Scope of Information—Preliminary Hints—Echoes—Purity Versus Force—The Worst Auditoriums—Test for Yourselves.

Children's Voices—Dangers of Faulty Training—Mutation (Changing of the Voice)—Use Conserves Voices—The Physical Advantages—The Mental Aspect—Beauty Through Voice Culture—Face, Figure—Beauty of Expression.

*This Series of Instruction shows clearly how you may employ
Couéism for Curative Purposes.*



BRANCH 6.

Hygienic Therapy.

By EMILE COUÉ and J. LOUIS ORTON.

What Hygienic Therapy Is—What is Disease?—Rational Treatment—A Misconception Corrected—Some Couéistic Applications—Insomnia—Diffidence—Organic Diseases—Pulmonary Consumption—Diabetes—Skin Eruptions—Asthma—Rheumatism, Sciatica, etc.—Digestive Trouble—Infant Feeding—Colds—Little Known Penalties of Sugar Excess—Dieting for Voice—Don't Sing "On a Loaded Stomach"—Nostrums and Imagination—Further Dietetic Hints—Voice and Health—Pigeon-Breast and other Chest Deformities—Complaints amenable to Vocal Therapy—Results of Voice Abuse—Dangers of Haphazard Training—Strained Vocal Cords—Results of Constriction—Medical Treatment Palliative Only—Laryngeal Warts—Other Results of Voice Abuse—Speech Defects—Organic Cases—Functional Cases—Stammering and Stuttering Unidentical—Causes of Stammering and Stuttering—Observations on Treatments for Stammerers and Stutterers—Psychological Treatment—The Physiological Aspect Important—Functional Aphonia—Functional Mutism—Aphemia—An Invitation.

Glimpses at M. Coué's busy life

Instructing the sick, benefiting the poor, inspiring the rich. Helping the students of the Coué-Orton Institute—the largest establishment of its kind in existence



Monsieur Coué giving a personal seance at his home in Nancy, France. The astounding results there achieved can be repeated in your own home, once you put the Coué-Orton Intensive Course into practice

Monsieur Coué giving a demonstration of the power of Auto-Suggestion: so great has become the pupil's belief in his hands being "stuck together," that he cannot separate them. This, and other surprising experiments are fully explained in the Coué-Orton Intensive Course



“THANKFUL TO THAT DEVOTED EARNEST WORKER”

Are the words used in respect of Monsieur Coué in “The Coming Light” by Mary Bruce Wallace.

Those words have been echoed and re-echoed time and again, by Monsieur Coué’s Pupils—undoubtedly they were breathed by this pilgrim to Monsieur Coué’s personal seance—who, unable to walk, arrived with the aid of a stick and the help of a strong friendly arm.

Here, you see, the pupil has gained command over his legs, the seemingly impossible has happened—he can walk. A supporting crutch is no longer necessary: Monsieur Coué has taken the walking stick it might well go into a modern museum as a token, for all the world to see what marvels Couéism can perform.



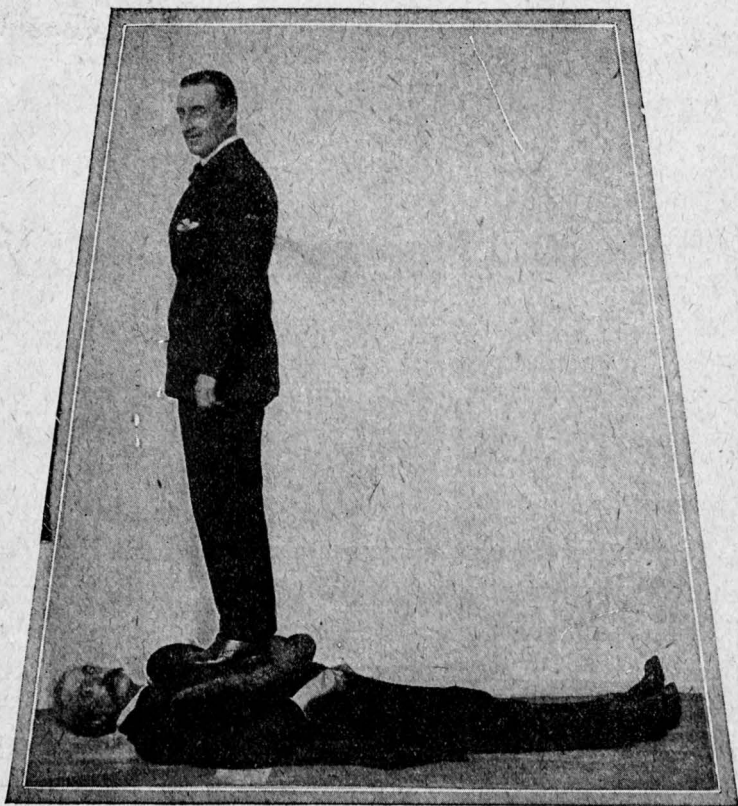


Results Extraordinary

Just a few examples of the seemingly remarkable powers that you will enjoy as soon as you become a student of the Coué-Orton Institute.

HERE you see, illustrated in exact and graphic form, a selection from the many experiments that you will be able to perform without difficulty—for everything in the Coué-Orton Intensive Course is so clearly explained. Do you not perceive what a difference to your life, your abilities, your happiness, your power to do good to humanity, this new avenue to learning will give you? Whether or not the experiments we here describe appeal to you in themselves, makes no difference; the lessons give such full instructions that you may adapt, quite simply, the principles of Couéism to anything you may wish to achieve.

These experiments are carried out with subjects of quite an ordinary, orthodox type; these people were not especially gifted to enjoy the benefits they received. The demonstrator, in every instance, is Mr. J. Louis Orton, the well-known Vice-President and Director of Instruction of the Coué-Orton Institute; it will therefore be seen that we claim to teach only the things which we have ourselves successfully achieved, and which we continue to perform in the ordinary course of the Institute's work.



Sensational Demonstration

*Fully grown man supported
with ease upon the chest.*

"This apparently strenuous feat is one that can be readily taught to any organically-sound person," says Mr. J. Louis Orton, who is here seen supporting (with undoubted ease) a fully-grown man upon his chest. "It is one I have frequently performed before audiences, illustrating breath compression—a matter of supreme importance to genuine voice culture, and indeed to health. It is further explained in the Intensive Course that when the breath is held and compressed by closing the point of exit (certain parts of the throat) the breath can be alternately compressed into the upper or lower portion of the chest."



Muscle Control at Command



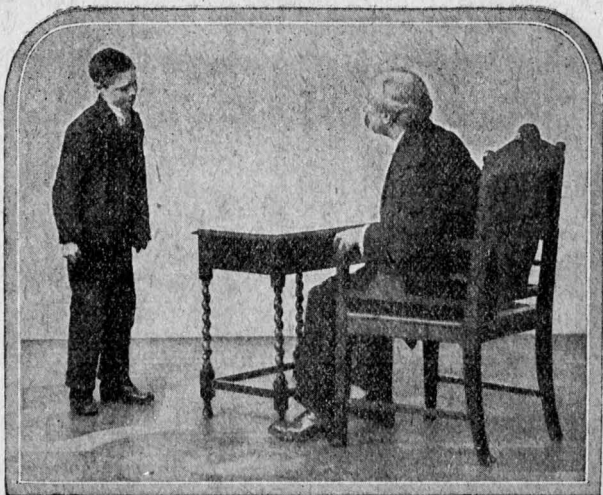
Two Pictures that Prove It

The feats that may be performed by aid of the directions we give are too numerous to be pictured here. This is but one, selected at random, showing that by the mere application of Couéism the subject is under the belief that he cannot straighten his leg . . . as though by some magical influence it has become "locked."



The subject has enjoyed the experiment as much as the demonstrator, for he has been made conscious of a new power that will enable him to exercise a control over his muscles that he never knew he possessed. To this boy, as to many others (of all ages and both sexes) the Coué-Orton Intensive Course has been a revelation.





Stammering Cured

An impediment of speech ; how frequently it holds one back in life ! What a barrier it must have been to this boy's success . . . we see him here unable to deliver a simple statement. His expression plainly shows the result of "Reversed Effort" (fully explained in the Intensive Course), for the more he tries to articulate, the tighter he closes the mouth. After a short treatment he knows that he is rid, once for all, of his disability. He can say what he has to say with confidence and courage. He will never forget what he owes to the Coué-Orton Institute : the benefits he has received are his for life.



OVERWHELMING TESTIMONY

*Thousands of Editorial notices have eulogised
Monsieur Coué's methods. It is possible here
to give only a few brief extracts.*

"The cures effected by M. Coué's auto-Suggestion method created a sensation."—*South Wales Echo*, 27/3/22.

"Harley Street is out of date. If you want to share the latest cult, you must go to the Institute for the practice of auto-Suggestion, which has been founded for the promulgation of the principles of applied psychology, as taught by M. Coué."—*Aberdeen Free Press*, 28/3/22.

"At the age of 65 he (M. Coué) was able to treat 300 people in a day, to attend to innumerable business letters until late in the evening, and he did not know what it was to be tired."—*Liverpool Echo*, 28/3/22.

"Among the cures he effected were antrhritis, infantile paralysis, shell shock, numbed foot and stuttering There were a good many doctors there and they were impressed. The case of shell shock affecting the head was particularly interesting, and the cure was complete."—
Worcester Echo, 28/3/22.

"He (M. Coué) has personality of a kind, just as Harry Lauder has personality, or Carpentier, or, if these be thought not upon a level sufficiently high, Sir Conan Doyle or Lord Carson."—*Pall Mall Gazette*, 29/3/22.

"That M. Coué will have many patients and many marvellous successes goes without saying."—*Sir Wm. Milligan, the well-known Manchester Surgeon*.—*Daily Dispatch*, 29/3/22.

"Let me record in fairness, a fact which I myself have witnessed. When I visited these rooms yesterday, I saw a man apparently partially paralysed, helped up the steps and into M. Coué's room for treatment, at his first consultation. It happened that at the same moment as I reached the building to-day, there drove up this same gentleman. He got out of the taxi himself, paid the driver, and walked up the steps unaided and into the consultation room."—*Evening Standard*, 29/3/22.

"A man who could not walk or balance himself, who went to the lecture of M. Coué, the French apostle of auto-Suggestion, stood up at M. Coué's bidding and walked from the room."—*Bradford Daily Argus*, 29/3/22.

"M. Coué's points are, as a matter of fact, most carefully argued, and there is no trace of mysticism or contempt of reason about him the best welcome that England can give him is to let him continue his splendid work of healing."—*Manchester Guardian*, 30/3/22.

"M. Coué is to be congratulated for bringing the results of his studies home to the business and bosoms of ordinary human beings."—

Sheffield Weekly News, 1/4/22.

"He (M. Coué) undoubtedly possesses an amazing personality, always making his presence felt as a vital force in any room, and at the same time being one of the most generous-hearted of men."—

Northern Daily Telegraph, 31/3/22.

"Prof. Coué is to be congratulated upon his immediate success. He is the lion of the moment."—*Pall Mall Gazette*, 30/3/22.

"Mrs. de Crespigny said Mons. Coué had added a new word to the language. She was sure that future dictionaries would contain the verb 'to coué.'"—

Daily Sketch, 31/3/22.

"After two hours spent with M. Coué the French apostle of auto-Suggestion the main impression left is that of an extraordinarily able little man, with a fine sense of human frailty, mental and physical, and a formula for self-cure which rings in the ears."—*Daily Mail*, 31/3/22.

"The state of mind which the Coué System tends to produce is eminently a cheerful and healthy one."—*Sheffield Independent*, 31/3/22.

"Mons. Coué's contribution to our knowledge is especially illuminating."—
Scarborough Post, 31/3/22.

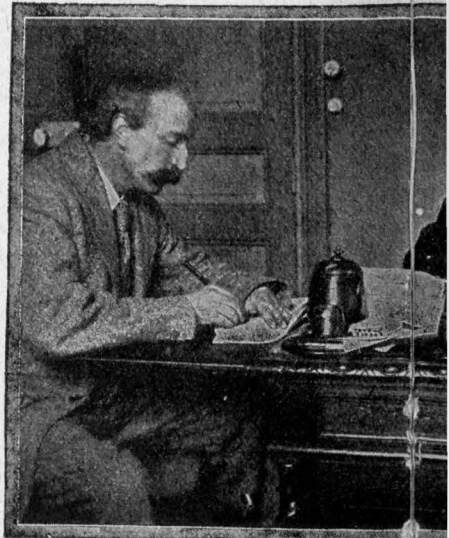


The Entente Cordiale of Psychology: Welcome to France and to the Birthplace of Couéism of that eminent English Psychologist—Mr. J. Louis Orton. Impelled by the unison of progress, here is pictured a meeting that was destined to have momentous developments.

Mr. Orton is introduced to the members of the Clinic: to those who have travelled long distances to enjoy the benefits of Couéism. As a result of this great Coué-Orton collaboration, the Institute now deals with students in their thousands, and no longer is it necessary to leave your own home to master Couéism.

How the Coué was Pro

The Story of an Historic
:: told by Photographs



Coué-Orton Intensive Course Produced

Historic Collaboration
Photographs ::



At work in the Library, where days and weeks were spent, prior to embarking upon the great task: Nothing must be left to chance, and the fullest investigation was made to ensure the accuracy and hundred-per-cent. effectiveness of the Instruction.



The work in progress: putting to paper, for the first time, the researches and latest discoveries of Monsieur Coué, combined with the lucidity and clearness of exposition of that great demonstrator—Mr. J. Louis Orton. The result of this amalgamation of learning is known to the world: upon that monumental achievement the Coué-Orton Institute was founded, so that all might derive its maximum advantages.



**"I shall always
sing in praise
of Couéism"**

says

ELLA SHIELDS

England's Greatest Male Impersonator

71, Jermyn Street,
St. James, London.
19/3/25.

The Coué-Orton Institute, Ltd.,
Holborn Viaduct House, E.C.1.

Dear Sirs,

Anyone who is called upon to portray an individuality other than his, or her own, must also, as it were, inherit an entirely different state of thought. As one who is called upon to nightly don the mantle of masculinity to portray the character and mannerisms of various types of the so-called sterner sex, I am convinced that Auto-Suggestion is probably the most powerful aid to any delineator in stageland.

Just as you may learn to draw in an art class, and have to find the true and individual expression of art within yourself: so you learn to act, say, in a dramatic school, and yet must add that vital "something," which arises through the inspiration and consciousness of that wonderful latent power, so thoroughly taught in your Intensive Course—with such a guide, the power is no longer "latent," but becomes a living, progressive part of the student's life.

Every artiste is besieged for advice by stage aspirants, some with talent and others entirely bereft of it. "How can I succeed?" is their eternal question. It would certainly save time, and give the aspirant, whether for stage or any other honours, an insight, discernment and initiative, obtainable in no other way, to study your masterly and engrossing series of lessons. Quite apart from any powers I possess as a vocalist proper, I shall always sing in praise of the Coué-Orton Institute.

(Signed)

Ella Shields

Your Future Depends on Your Voice

Just a glimpse at the Importance of the Coué-Orton System of Vocal Culture; the most remarkable means of improving the voice yet devised.

Have you ever realised what an influence your voice can exert over your future and over your listeners? If you have an irritating, harsh, jarring voice, you will not be welcomed: no matter how intelligent your message, people will be glad to "get rid" of you, if it is badly delivered. The owner of a beautiful, developed voice—whether singer or speaker—is always welcomed, and those he meets will never tire of listening.

Many people live by their voices, yet never give a thought to their improvement: this booklet will have well repaid the time spent in perusal, if it brings to the reader a realisation of the power that can be exerted, the improvement that can be achieved, and the rewards that may be gained, through a simple, speedy method of training. The boy who shouts newspapers, the auctioneer, the company director, the counsel in the courts, the teacher, lecturer, salesman, the preacher—as well as the vocalist proper—live by their voices: they can all live better by imparting richness and sonority into its tones. Even in society, a good voice is a distinct sign of culture and good-breeding. In fact, it is not exaggerating to claim that a beautiful, full speaking voice is a valuable asset in any department of business, professional or social life.

However faulty one's own voice may be, it surely will be rectified and developed by devoting just a few minutes daily to the fascinating exercises and instructions given in the Coué-Orton System of Vocal Culture From no other source can you obtain such effective, scientific, and wholly absorbing directions.

"I'm sure we've met before, I remember your voice," is a phrase constantly repeated—it may be a compliment or not, it all depends upon your voice! But, whatever your voice, good or bad, it sets a definite mark upon your personality. The whole key to your progress in the world is your voice: your power and control over your own voice will help you, a dozen and more times, in the day's affairs. People with trained voices become dominating in their spheres of action: these are the men of "command," the leaders. Even if it be admitted that one may, by his technical skill or expert knowledge, gain a high position, he will be seriously handicapped if he knows little or nothing of the mechanism, the inflexions, and development of his vocal powers.

When one considers the possession of a singing voice, the argument becomes still more convincing. Music is one of life's greatest pleasures, the rendering of it being far more enthralling than the hearing of it: the man who has cultivated a gift for singing (which it is within the power of everyone to do, with the aid of the Coué-Orton System of Vocal Culture) acquires a new and delightful mode of self-expression. Whether the evening is spent at home, at the friendly social party, or at the concert, the owner of a good voice is always the "lion" of the evening. Yet, all these advantages are additional to the money-earning powers that a trained voice imparts to its owner: so great is the world's homage to the hypnotic spell, the sweetness and resonance of vocalism, that it pays, without stinting, to hear a singer of skill and power.

Undoubtedly, the command over the vocal organs gives a confidence, a courage, to meet every situation: to face every emergency in which man holds communication with man, through the universal medium of either speech or song. For this reason, the Coué-Orton System of Vocal Culture (Branch V. of the Intensive Course) is regarded as one of the utmost importance, and its possession will recompense the student many times for the total expenditure upon his enrolment.



World Famous Composer Pays Tribute to Couéism

Mr. Herman Darewski, most prolific of The Nation's Music-Makers, says: "A Life without Couéism must be lacking in one of the Great Assets to Contentment."

This is an age of art, and the people have risen to an appreciation of the beautiful, whether it be in thought, in ideals, in painting or in music. As a composer, said to be a prolific one, I am impressed by the recognition which the public has for music, for example, as one of the great contributories to its happiness.

A life without music must be a colourless one, and it is alleged that the man who dislikes music must be wanting for a soul. If I draw the parallel, I would say that a life without Couéism must be equally lacking in one of the great assets to contentment, idealism and solace. Permit me to make another comparison: the untravelled are said to be lacking in mental vision, yet the "globetrotter" may be just as undeveloped: it has remained for Monsieur Coué to throw wide the gates of Mentalism, giving everyone a wider, and wiser, outlook. So many are apt to trust to their minds, not knowing that the mind itself is not worthy of trust and it can certainly be made more trustworthy, more ready a servant, and more capable a master, if it be directed by the very practical directions given in the Coué-Orton Intensive Course.

My interest in musical matters causes the section on voice culture to appeal especially. It should do a great deal to bring the public to realise the benefits of voice culture, even though they may have no ambition towards professional singing the subject is certainly dealt with from a new angle, and it is a credit to your Institute.

Herman Darewski

Upon this and succeeding pages, we give pictures portraying certain aspects of the Institute's work. These glimpses "behind the scenes" will demonstrate that the Coué-Orton Institute, as well as being the largest institution of its kind in existence, is also the best equipped and organized.



Above: One of the Institute's experts engaged upon investigation of the very latest Psychological discoveries: constant revision keeps the lessons thoroughly up-to-date. Below: The Manager's office where the business side is administered.



What our Students say:—



3, Claremont Road,
Southsea.

It is nice to regard you all as my personal friends. Indeed you are the friends of the world in general, did they but know it! Genius such as your Course shows, I believe to be God-given, for the purpose of blessing the world, and blessing yourselves thereby.

May be, as I proceed through the Course, I may find out how, and where, I make mistakes, and have made them. I am just going slowly at first, getting used to the utterance,—the “Better and Better” one,—and in doing so, actually trying to begin again entirely, in a childlike faith and simplicity.

Thank you very much.

Yours sincerely,

May Soden (M^{rs})



Marsh Road,
South Walsham,
Near Norwich.

I thank you very much indeed for sending the Intensive Course, of which I am greatly benefiting in knowledge, and I fail in words to express my gratitude.

I find that by suggestions made by ourselves very many blessings and helps follow. Thank you very much for the trouble you have taken, and I am telling my needy friends around me to try Auto-Suggestion. This lack of knowledge has been a great drawback to me for years past, and I feel sure that this is the knowledge that so many have lacked.

I could write a long letter of thanks to all who are doing their best to spread this good news abroad: I believe our whole lives should be governed by faith.

With very many thanks for all your kindness,

Yours faithfully,

E. Cooke



The Power of Auto-Suggestion

Monsieur Coué is above pictured in a very interesting experiment: the subject being unable, through the force of auto-suggestion, to close his mouth. The subject is T. Kainosuke Akiyama, author of "Taoism, Ancient Chinese Philosophy," "Story of Buddha," and an elaborate, comprehensive Analysis of the Four Gospels: he is also the Japanese Travelling Correspondent of "Osaka Mainichi Shinbun" (Osaka Daily News). In an article despatched from Nancy to that paper on 18th February, 1925, Mr. Akiyama says:—

"Having heard Monsieur Coué's lecture to huge audiences in New York, I visited Nancy to study Couéism, when on my way to India and Japan. At Nancy I met Mr. J. Louis Orton, too, who was working, collaborating at the Intensive Course with Monsieur Coué. I found their methods most progressive and helpful."



What Illustrious People have said

COUÉISM EULOGISED BY WELL-KNOWN AUTHORITIES

Mr. SHAW DESMOND

The well-known Psychological Authority, author of "Passion," "Bodies and Souls," "Psycho-Analysis," "Fraud or Fact," etc., says:

"In the long talk I had recently with Monsieur Emile Coué, whose faith-healing takes the form of Suggestion, he said to me again and again 'I do not pretend to be a cure-all. I am not a charlatan. Some diseases, especially nervous diseases, lend themselves much more readily to my system than others.' I saw a man paralysed into a lameness which made him hobble, as though one leg were 10in. shorter than the other, after Monsieur Coué had suggested to him that paralysis was passing, and that he could now walk, throw his crutches away and walk up and down, a whole man. Many doctors were present at this demonstration.

"I saw patient after patient, some of them almost children, suffering from brain trouble, from spinal trouble, and from a dozen other ailments, throw themselves piteously upon this gifted healer. Some of them appeared to be cured on the spot; others showed improvement; whilst others again did not benefit in any way. Where there is no faith there can be no cure.

"It is now definitely accepted by medical men of the most divergent schools that mental suggestion plays an enormous and often decisive part in the cure of diseases of any kind. The doctor in whom we believe is the doctor most likely to make us well. In ordinary medicine the 'bottle,' however innocuous its contents, often takes the place of the suggestion of the Coué healer."

"Healing by Faith," *South Wales News*, February 5th, 1925.

THE DEAN OF CHESTER

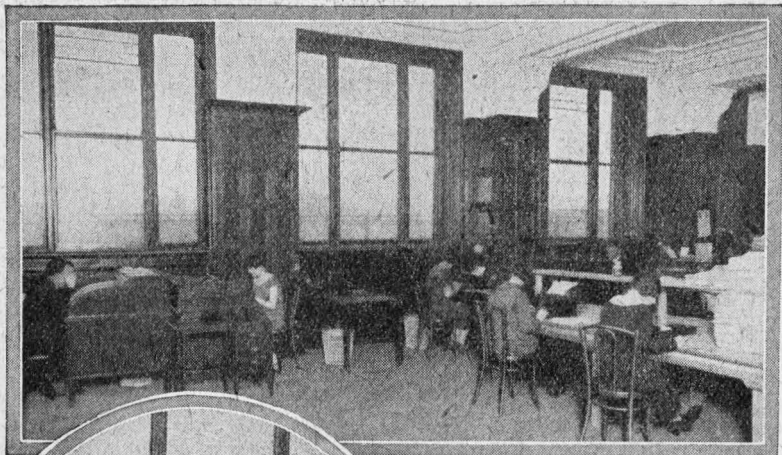
"In healing of any sort, it was impossible to separate the sick body from the patient's mind. He had had a talk with Monsieur Coué, who told him that as a chemist in Nancy he found that people who came to him for medicine, at the end of the week that they were better, and learned that it was not what was in the bottle, but what he had put into their heads that worked the cure. Out of that arose his enthusiasm for cure by Suggestion."

City News, Manchester, 24th January, 1925.

Sir ROBT. ARMSTRONG-JONES

The distinguished Mental Specialist, speaking at Twickenham:

"The Influence of Suggestion, as practised by Monsieur Coué is often beneficial."

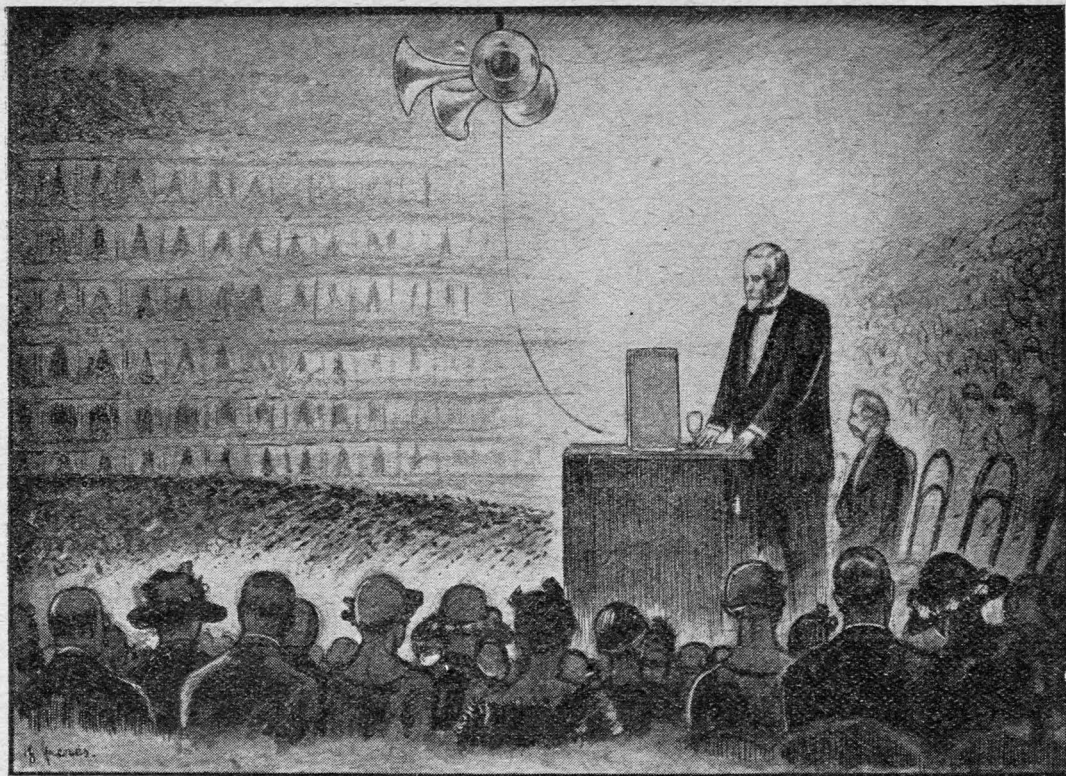


Our top picture shows a portion of the staff engaged in sending special advice and guidance to students—quite an important part of the Institute's work.

Inset: a close-up picture of one of the Institute's private secretaries; the best procurable skill is engaged for every phase of the work.

Below: part of the Mail Despatch Hall, where many thousands of enquiries are dealt with, and fulfilled the same day as received.





Monsieur Coué at the Royal Albert Hall

An impression gleaned at the great meeting, attended by thousands of people, at which, by the aid of Marconi amplifiers, Monsieur Coué addressed the largest number of people ever gathered together to hear a Psychologist, — probably this success has never had an historical predecessor. At many towns of Monsieur Coué's recent Lecture Tour, scenes of the wildest enthusiasm were witnessed.

Famous Dancers' Success

Due to Coué-Orton Institute



Terry and Pat Kendall's Rapid Series of Triumphs

Writing from the Palace
Theatre, Manchester,
these students say:

"You will doubtless have
seen the recent press notices
and the billing-matter that
has recently appeared in

respect of our 'Act'—our
progress will certainly be as
encouraging to your Institute
as it is to us, for we are con-
scious of the great interest you
have shown in our welfare.

"When we joined the
Institute and received your
most excellent Intensive
Course, we felt that a new
aid, and one that would lead
us to the heights of our pro-
fession, had come into our
lives. It is not sufficient
to say that your instruction
has fulfilled all we hoped—
it has done much more than
that. Physical fitness, a vital
thing for us, is assured;
the vision is enlarged, and
there is hope, contentment, initiative and originality always with one.

"We shall always look back with gratitude to the day we joined
your Institute, and you may be convinced that we shall be permanent
walking advertisements for you, ready to speak the good word as some
small return for all your help."



**“The Name of Emile Coué
should be inscribed
upon the imperishable scroll of
Humanity’s Benefactors.”**

A BUSINESS MAN’S TRIBUTE TO COUÉISM

The Coué-Orton Institute,
Holborn Viaduct House, E.C.

Dear Sirs,

As a unit among the millions who were enthused by the newspaper prominence given to Monsieur Coué’s Lectures and Teachings, I recognise now that the impression I received was very superficial. I had no idea, at that time, how this great science had advanced, to what uses it can be put, how it helps one a dozen or more times during the day.

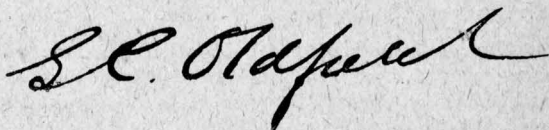
I am not paying any polite compliments, when I say that the Coué-Orton Intensive Course has been a revelation to me : you have certainly compressed infinite riches in little room. It will only be a short while before the whole population realises that there is this new, and wholly necessary adjunct to its welfare.

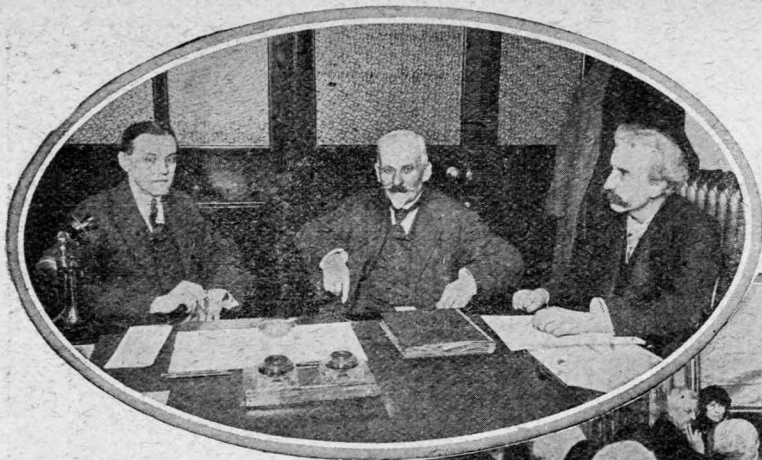
The name of Emile Coué should certainly be inscribed upon the imperishable scroll of humanity’s benefactors, for to him must be accredited the greatest discovery since wireless—one that will undoubtedly revolutionise the previous, haphazard, ineffective methods by which we sought to profit from the illimitable resources of the human mind.

Wishing the Coué-Orton Institute the continued success it deserves.

Very truly yours,

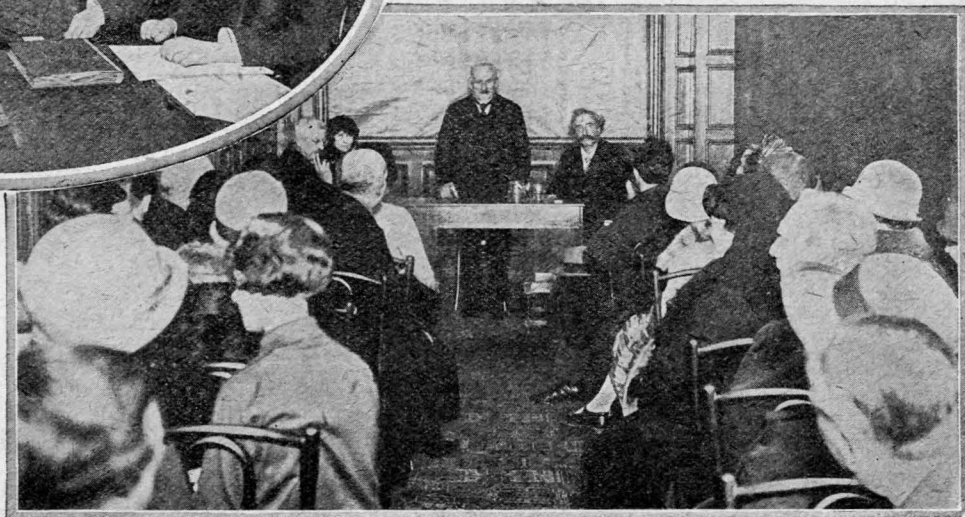
(Signed)





A "BIG THREE" CONSULTATION in progress. (Left to right) The Marquis V. Vivien de Châteaubrun, Chairman of the Institute, Monsieur Coué (President d'Honneur), and Mr. Orton (Vice-President).

THE LECTURE THEATRE. Monsieur Coué giving a demonstration in the Institute's Lecture Theatre, which is permanently maintained. Thrice weekly there are free lectures and demonstrations.





The steady stream of mail arriving by each postal delivery is sorted into the various languages in which the Institute teaches Couéism. Below: The Statistical Department, recording progress and history of students, and registering their enrolments.



What our Students say:—



4, Victoria Terrace,
Whitley Bay,
Northumberland.

In the early stages of the propagation of all great ideas destined ultimately to benefit mankind, there must always be a period in which a few see the value of the idea, and it seems to me that those who do earnestly believe in the idea should spare no effort to spread it over as wide an area as possible.

With a course of its nature which does not attempt to provide proficiency in one particular line, but rather aims to give a balanced outlook on one's life as a whole, my method of dipping into it frequently for short periods of time and taking away from such fresh perusals, fresh thoughts and ideas of my own capabilities, is perhaps the best. The exercises on breathing and those given in the part on voice culture are extremely valuable, and I was able to benefit therefrom immediately.

Yours sincerely,

Norman E Newton



2, Old Bedford Road,
Luton, Beds.

I am very pleased to tell you since I have read the Intensive Course, my outlook on life has changed considerably, and I can now see things in all I take an interest in that did not appear there before. In fact, the formula "Day by day, in every way, I am getting better and better," is actually coming true, and my suggestion is that the Coué-Orton Intensive Course should be in every home. By practising regularly, I am confident that I shall receive still greater improvement mentally and physically.

W. O. Dell.

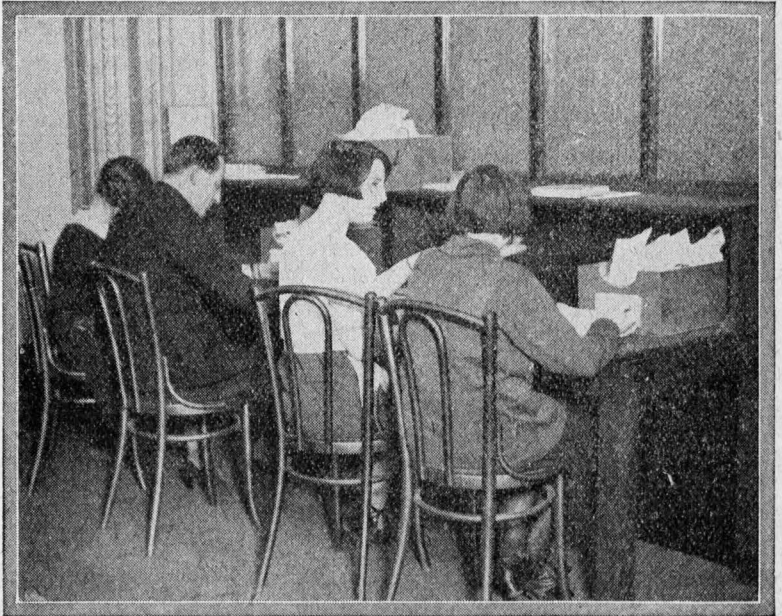


I might say that I have ample opportunity for practising auto-suggestion as taught by Monsieur Coué, in business, as a scouter, a Sunday school worker, trainer of a football team, and as a character reader. I tell you this, so that you may know that I have put it to a pretty severe test, and found that it stood that test.

A. E. Cooper



The Reception Office: Although the Institute conducts its teachings by correspondence, there is a constant attendance of people making enquiries. Below: A group of clerks who give their whole energy to opening and classifying letters received.



A Pen-Sketch of Emile Coué

BY

BYRON DAVIES.



EMILE COUÉ—one of the most unorthodox personalities of the day. Tributes showered upon him would have “turned the head” of most men: they have left him unmoved. More than a public man, he is an international one: yet remains unpretentious, homely, humorous and sincere. Despite proofs given of his powers, personally makes no claim to anything. Even when a lame man, inspired by Coué’s suggestion walked from the room, he refused to take any credit for the astounding result.

Impresses upon all that he does not transmit the power to be well: proves that it is inherent, even if latent, in every individual,—that it is the birthright of rich and poor alike.

Has had his critics, but wastes no more time upon them than he does upon those who praise him: directs his whole time to beneficent aims. Knows the strength of his own beliefs, and refuses to be shaken by eulogism or condemnation. Apparently believes that the shield of truth can withstand a whole army.

As a lecturer, does not use any dramatic emphasis: is there to give facts, not to deliver oratory. Neither exaggerates, nor “paints the lily,”—is as free from “pose” as the atmosphere is free from fish. Coué is never for an instant anything else than—Coué.

Coué has personality, which asserts its own domination,—and Coué never forces it. It is rather the masterfulness of the man with the “quiet insistent voice” than that of the brilliantly aggressive.

Coué respects his own work: does not descend to any cheap advertisement of himself. Has never attached his name to a proprietary cough-cure, dentifrice or toy-scooter.

Physically has energy and fitness that makes him like the strenuous life: in odd times, when the world is asleep, devotes himself to his hobby,—art metal-work.

Emile Coué is the “big brother” of the people: addresses his message to the “man in the street,” and the king in his palace. Serves one, as he serves all,—and is proud of serving. Greatest ambition seems to be to radiate throughout the world something of the solidity, strength and contentment which are his: believes that the full, the happy life, can be achieved by employing the simple rules of Couéism.



How We Help Our Students.

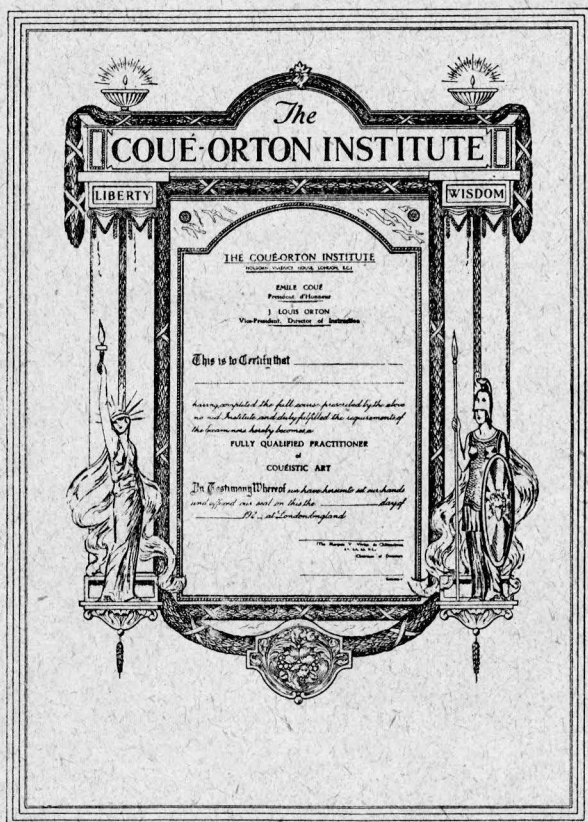
BECAUSE many who seek the aid of Couéism are not in a normal state of health, it must be explained that the lessons entail no strenuous concentration, no intensity of application,—Couéism is not a thing to be “studied,” as the term is applied to scholastic or academic subjects. Moreover, there is the thoughtful advantage that the lessons are produced in large type,—in facsimile typewriting in fact,—so that eye-strain shall be avoided, or a defect of vision combated.

The student receives the whole series of lessons immediately after enrolment, and is thus in a position to proceed as he or she may desire. There is, moreover, no need to write long letters or answer examination questions: there is no compulsion for the student to write to us, but there is always the open invitation for our advice to be sought. This is an important part of our work, and we are quite frequently able to advise our students upon matters which are somewhat outside the scope of the instruction,—in any case, we are able to show exactly how the principles of Couéism may be applied to any and every circumstance, aim and ambition.

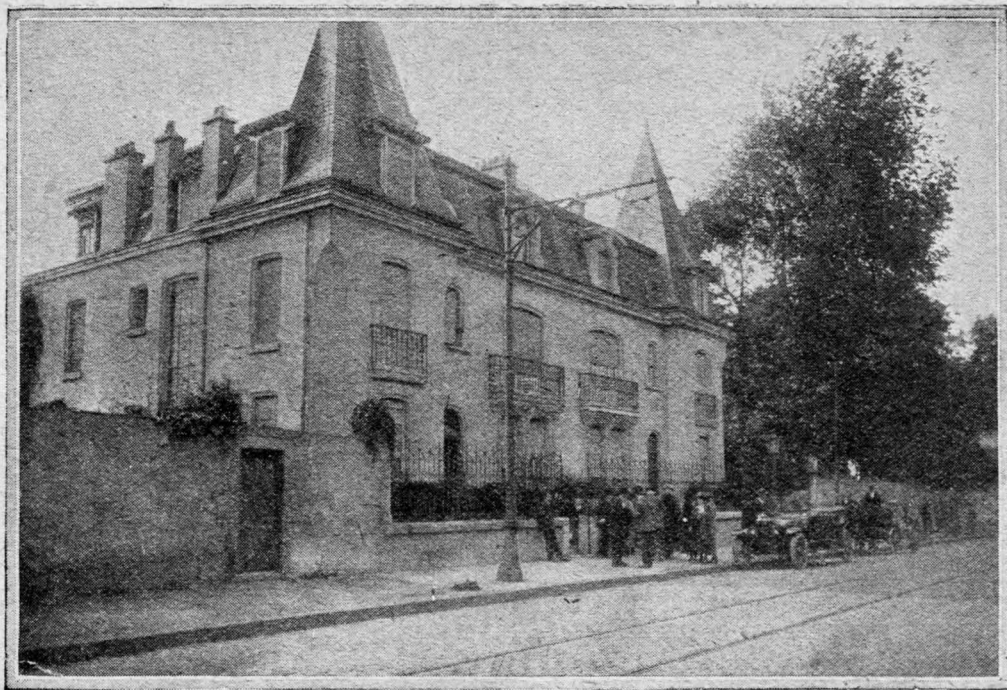
To have matured, expert, and unbiassed counsel at your command for a full year,—to have at your command those who make it their profession to solve life's difficulties. Reflect, for a moment, what great aid this will be when you have made Couéism your daily ally and help!

A Passport to Success

This Handsome Diploma is presented to every Coué-Orton student after examination. We coach you until you are successful in securing this valuable credential.



The mere possession of this handsome certificate gives confidence and proof to the student that he has mastered the methods of Couéism. We guarantee success to all who follow the instruction: the unconditional guarantee on page 46, and the student's holding of the above credential will prove it.



**THE BIRTHPLACE
OF COUÉISM—the
new science destined
to electrify the world**



Here, in the earliest days of Couéism, one might have witnessed a steady pilgrimage of sufferers, flocking to the home of this new apostle of Faith-Healing. History was made in the beautiful home of Monsieur Coué at Nancy, France . . . history which saw its development in the establishment of the Coué-Orton Institute in London, England, for the world-wide dissemination of Monsieur Coué's teachings.

Six Great Influences over Your Future

Your Destiny will be safe
if you are equipped with this

Complete Outfit of Instruction

Supplied to every student
immediately upon Enrolment



In addition : Free Advice and Guidance, whenever you wish,
for a full year. The handsome Diploma of the Institute,
the Coué Bulletin as issued

Unqualified Guarantee of Success

The fairest and most sensational warranty
ever issued. Every student is protected

SUCCESS OR YOUR FEE RETURNED

Guarantee Contract

LONDON, 7th February, 1925.

We, the Directorate of the Coué-Orton Institute Ltd., hereby contract and agree to teach any purchaser of the Complete Coué-Orton Intensive Course by the most thorough, efficient, and rapid methods known, and to give, as and when required, such additional Personal Help and Advice until the student shall be successful in obtaining the Diploma of Proficiency.

In the event of failure, we positively agree to refund the money paid for Instruction, in accordance with the following stipulations :

1. Each student must honourably endeavour to master the instruction, and must conscientiously follow the advice contained in the Coué-Orton Intensive Course (six branches).
2. After making an effort to follow the Instruction, he should apply on at least two occasions for special advice, which information he binds himself to put into practice.
3. That in the event of dissatisfaction, the student should notify the Institute within ten days of the receipt of the Coué-Orton Course.

The student, if still unsuccessful, after complying with the above conditions, is entitled to receive a REFUND IN FULL of the money paid for Instruction, without any reserve or deduction. The object of this Guarantee is to ensure the student SUCCESS AND SATISFACTION or MONEY BACK.

In WITNESS whereof, I have hereto set my hand on behalf of the Directors of the Coué-Orton Institute Ltd., and the Official Seal of the Institute on the day and date above written.



Secretary,
Coué-Orton Institute Ltd.

Ten Vital Reasons for your Immediate Enrolment as a Coué-Orton Student

1.—When the future is considered, a man is to blame, and has only himself to blame for neglecting it nothing is so vitally urgent as to put into operation plans that will make one's efforts yield more. Couéism gives the secret of "working wisely but not *too* hard"—shows why some people accomplish with ease the things at which others fail, with difficulty.

2.—Surrounding you are vital influences than can affect your life, that DO affect your life, often drastically. Couéism shows how to rightly use and wield these influences: how to make them servants of your happiness, your health, your success.

3.—Defects, whether apparent to you or not, are probably "holding you back, robbing you of rewards that should be yours. The analytical, searching, and scientific basis of Couéism, as taught by the Coué-Orton Intensive Course, enables you to discard your defects, and to develop your virtues. Can anything be more urgent than this ?

4.—When you can pull-down the obstacles to progress, to happiness and to achievement, by taking a single wisely-directed step can you answer "It's not worth while!" or "Well, I'll think about it!" Most assuredly you cannot: the mere fact that you have applied for and have patiently read this booklet demonstrates that you have your own welfare under consideration, and that you need the advantage of Couéism.

5.—You may become the ruler, the engineer, of your own future. There is only one appropriate time to commence—At once!

6.—You need, everyone does, a deeper, fuller understanding of the people you meet, whether in social or business circles to adjudge their motives, to know their weaknesses and virtues, to combat their arguments, to judge their characteristics; in short, to read the secrets of their minds "like an open book." Couéism, and the guidance contained in the Coué-Orton Intensive Course enables you to do this. Can you find any reasonable excuse for continuing another moment in the old "guess-work" way ?

7.—If you are, unfortunately, the sufferer from an ailment which drugs and doctors have not cured, though they may have "relieved," you should immediately put Couéism to the test. In the face of such remarkable results, you deserve it to yourself, it is your duty, to ascertain how Couéism can benefit you. It deserves, at the very least, a trial IMMEDIATELY.

8.—If you want the full reward of your efforts: if you want to be the master, instead of the slave; if you wish to be the one to "ring," instead of the one "rung for"; if you want to be the convincing "talker," instead of the one told "to listen"; if you want to really "live," instead of being existent upon a "bare living"; if you aspire to be always doing things and profiting from them YOU NEED THE COUÉ-ORTON INTENSIVE COURSE and nothing should permit your delaying this wise step!

9.—If you would like the greatest Institution that ever existed for the benefit of ambitious, progressive people to be "always at your service"—ready to give you a helping hand whenever you need it—you must become a student of the Coué-Orton Institute. The earlier you start, the more effectively we can help you.

10.—Lastly, the expense is so trivial that the benefits of Couéism are brought within the range of the slenderest purse. Only the magnitude of our work, and the many thousands of students who undertake the study of Couéism through our Institute, enable us to supply the Complete Coué-Orton Intensive Course at such an astonishingly low fee.

Join this remarkable Progressive Movement to-day!



THE COUÉ-ORTON INSTITUTE,
Holborn Viaduct House,
LONDON, E. C.

