

Price 25c

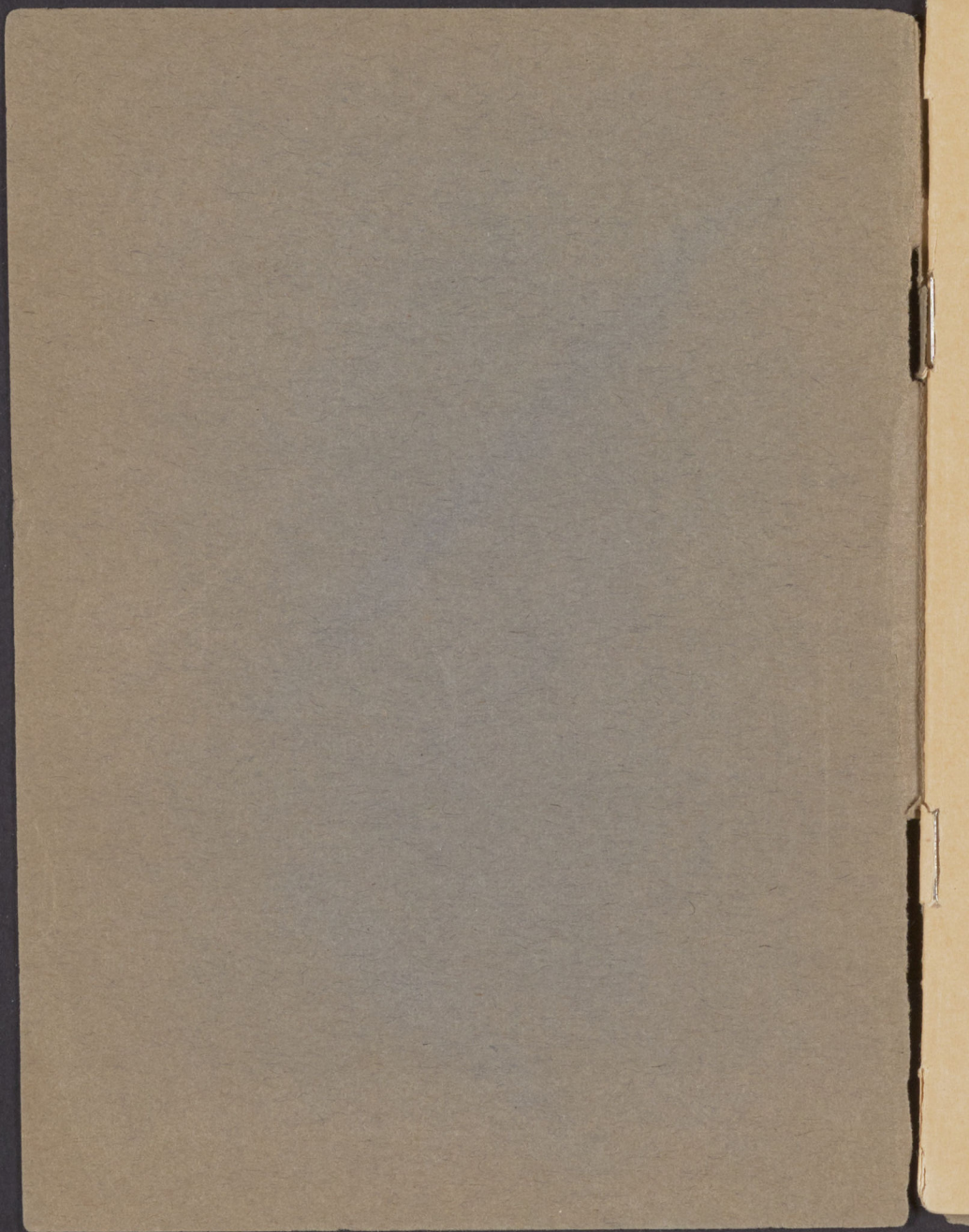
# THE GIST OF COUÉ

*Self-Healing by Auto-Suggestion  
clearly and simply  
explained*

For one year Miss Aram was a regular attendant at the Coué clinic in Nancy. She gives, in few words, the gist of the marvelously successful method of self-healing taught by the famous Frenchman. The book also includes "Fundamentals" and mantrams by Elizabeth Towne.

*By*

GENEVIEVE V. ARAM    ELIZABETH TOWNE  
WILLIAM E. TOWNE





8-20

# THE GIST OF COUÉ<sup>TM</sup>

SELF-HEALING BY AUTO-SUGGESTION

BY

GENEVIEVE V. ARAM  
ELIZABETH TOWNE  
WILLIAM E. TOWNE

*Includes, also, "The Fundamentals of Healing" with Health and Prosperity Mantrams, by Elizabeth Towne, showing the relation between Coué's method and New Thought, and "Will and Imagination," by William E. Towne.*

L. N. FOWLER & Co.

LUDGATE CIRCUS, LONDON, E. C., ENGLAND

---

Published by

THE ELIZABETH TOWNE CO., INC.

Holyoke, Mass.

RM 921  
.C8A7

Copyright 1923 by  
The Elizabeth Towne Co., Inc.



© C1A698644

MAR 16 1923

no 1



S. R.  
Mar. 22 '23

## Emile Coué and His Method of Healing by Conscious Auto-Suggestion

### AN INTERVIEW WITH M. COUÉ

By GENEVIEVE V. ARAM

I HAD the good fortune of making Monsieur Coué's acquaintance six years ago, in Nancy, France, when his fame had scarcely spread beyond the limits of his own home town, and I frequented his clinic on the Rue Jeanne d'Arc for a year. Twice a week he was at home to all people, and taught them how to keep well through the practice of conscious auto-suggestion.

Since then, he has won England's confidence by restoring to health Lord Curzon and Countess Beatty. And now America is repeating his famous formula: "DAY BY DAY, IN EVERY WAY, I AM GETTING BETTER AND BETTER."

The place into which I was ushered on my first visit was no luxuriously appointed consultation room; nor was its atmosphere redolent of the mysterious and supernatural. White-washed walls flooded with sunshine, half a dozen wooden benches, a few posters displaying M. Coué's slogan, I breathed a sigh of relief. Whatever I was shown there, would have to be solid reality to fit its surroundings; and obviously I should not be asked to pay for it with the last ten years' savings. To call things by their names, M. Coué's

consultation room was just a barn, standing in the middle of his garden; but what with the flowers outside and the ministry of service and healing inside, it might have been a shrine.

The doors being thrown wide, M. Coué's guests entered;—his guests, not his patrons; I was to learn later that no fees were ever demanded for his services. The room was soon filled with all sorts and conditions of men and women,—country folks and city folks, farmers in blue overalls and ladies in expensive furs; old women troubled with superstitious fears and students threatened with nervous breakdowns, children led by their parents, and teachers affected with the usual professional ailments. There was a mother who had nearly lost her reason after the death of her boy; there were limbs swollen with rheumatism or dropsy, shaking hands, husky voices, a thousand visible and invisible afflictions.

### How to have a good memory

M. Coué walked in, short, burly, brisk, grey-haired. Nothing of the sleek mountebank or impressive ghost-raiser about him; just a happy-looking, rosy-cheeked, good-natured pharmacist. He rubbed together his plump little hands, smiled, recognized former visitors, remembered their cases, questioned unerringly. The man's memory is phenomenal, but he won't be put on a pedestal for it. "A good memory is not a phenome-



non," he says; "you all have a good memory, if you only knew it. Trust it and it will give you better service. Most people keep forgetting because they happened to forget something once and then lost their confidence. If you must forget something, forget the few times your memory has played you false, and mark instead the countless services it renders you every moment."

"Can you make me remember my history lessons?" asks a small boy.

"Certainly," says M. Coué, "but you must do exactly as I tell you."

"Yes, Monsieur," answers the child.

"Each time the idea comes into your head that you cannot remember history, you will think of something else at once—anything, your dog, next Sunday's dinner, the last show you went to, as long as you don't think about history. Then a little later, you will repeat about twenty times, very fast: 'I CAN remember history. I *can* remember history . . . ' and don't stop to argue or wonder about it. Understand?"

"Yes, Monsieur. But saying it won't make it true."

"Yes, it will. It is even the only way to make it come true."

The little fellow is puzzled, but Professor Coué says so; it must be true. Professor Coué is a big man; the other professors at the Medical College think a lot of him, although they are a bit jealous of him; and he

is president of the Society of Applied Psychology, whatever that is. He knows lots of things that little boys don't know. He must be right. And the lad begins right then to repeat to himself twenty times, very fast: "I CAN remember history, I CAN remember history. . . ."

I heard him say a few weeks later that history had no more terrors for him and soon would be his favorite subject.

"DAY BY DAY, IN EVERY WAY, I AM GETTING BETTER AND BETTER."

#### Auto-Suggestion Can Help All

The country folks, some of whom could hardly read, regarded M. Coué as a sort of miracle man. He listened patiently to their lengthy tales of woe. If their trouble was spiritual, he always promised a cure, for spiritual disorders are of our own making and entirely under our control. When it comes to pathology, however, he does not claim to cure everything. If a lung is gone, he can hardly replace it, though he may teach a man how to make the best of his hale portion. If a leg has been torn off, it is obvious it will never grow again; yet a one-legged man can be reconciled to his fate and live quite happily. That is M. Coué's aim: when a cure is possible, to cure; when it is not possible, then to improve the patient's condition, either mentally or physically or both. He is particularly successful with stiff joints, malnutrition, sleep-



lessness, dyspepsia, and all forms of nervousness. However, he often cures tumors and other ailments that would otherwise require surgical intervention. The blood vessels being under the direct control of the nerves, he can stop hemorrhages and relieve congestion. He often induces partial or complete anesthesia.

So much for results.

As to the cure itself, all I can say is that when you know the slogan, you know almost the whole method. Simple? So simple that at first it fails to persuade.

The principle is the following: If you keep repeating that you are getting better, your subconscious, which is credulous, will accept the suggestion and immediately proceed to make it true, so that by degrees, you will really get better. Any suggestion, good or bad, is treated in the same manner by the subconscious. In normal individuals, unconscious auto-suggestion manifests itself outwardly by slight fluctuations for better or for worse, which we wrongly consider as the inevitable ups and downs of our health and moods; in neurotics, it affects extreme forms: symptoms of diseases that do not exist organically, hallucinations, haunting fears, phobias and the like. It depends, therefore, on us to practice beneficent auto-suggestion by welcoming only pleasant, whole-

some thoughts and mind-images so as to keep our bodies and minds in perfect health.

Sometimes M. Coué loses his patience when simple folks insist on crediting him with supernatural gifts.

"I don't cure people," he says, "they cure themselves. I only teach them how."

Addressing a roomful of over-grateful patients, one day, he said with some harshness:

"I wish you would learn to rely on yourselves. What will you do when I die? Come to visit my tomb and touch my bones?"

Another day he said:

"Make room for other people. I want to teach the whole world how to keep well."

The real thrill of my visit was when, after a personal word to each of us, accompanied by a few simple experiments, he told us to close our eyes, think about nothing in particular, and listen to him. Then he repeated about twenty times, very quickly, the slogan which has made him famous: "DAY BY DAY, IN EVERY WAY, I AM GETTING BETTER AND BETTER."

I have never gone through that little ceremony since then, without experiencing instantly a wonderful feeling of rest and relaxation, and I would just as soon go without my breakfast as without my morning and evening auto-suggestion. After the slogan,



M. Coué recited a sort of good-health homily, in which he referred individually to each function of our bodies and assured us that henceforth all these functions would fulfill themselves normally and perfectly. He emphasized digestion and cheerfulness, which he regards as a therapeutic agent. This little address took up about ten minutes, during which a few of those present became drowsy, as M. Coué's voice was purposely low and monotonous.

"It does not matter if you should go to sleep," he said, "your subconscious hears me; that's enough; you know, your subconscious, that part of you that makes your heart beat and your lungs breathe, and keeps watch for you when you sleep and wakes you up when it hears something that you should hear."

When this little lesson was over, he told us to open our eyes, warning us to watch our neighbors and look for the smile on their faces. We opened our eyes, and, sure enough, everyone was looking happy, and you just could not help grinning even though you had been warned and felt rather foolish about it.

"Remember, folks," he said, as they passed out, "twenty times morning and night, DAY BY DAY, IN EVERY WAY, I AM GETTING BETTER AND BETTER."

It was then I noticed that no fees were asked for the consultation.

### What Auto-Suggestion Really Is

Most people left then, but I stayed behind with a few others, and, introducing myself as a member of the College faculty, I asked M. Coué to tell me more about his method.

"First of all, exactly what is auto-suggestion?" I asked; "is it not very much the same as hypnotism?"

"Hypnotism was the name given to auto-suggestion before it was discovered that the results depend not on the hypnotist's will-power, but in the faith that the person undergoing the experiment has in the hypnotist's power."

"But," objected one of us, "there are people who do not want to be hypnotized and yet are. Does it not show that the hypnotist's will is stronger than theirs?"

"No; it shows that their imagination is stronger than their will, which is the case with all of us, under any circumstances. IN A CONFLICT BETWEEN THE WILL AND THE IMAGINATION, IT IS ALWAYS THE IMAGINATION THAT WINS."

"I don't believe it," said one obstinate-looking individual. "If I can do something, I can; if I want to do it, I do it. That's all there is to it."

"Take an example," replied M. Coué, unruffled. "Imagine a board, twenty yards long and six inches wide, lying flat on the ground. No doubt you could walk it easily from end to end without once stepping off it."



Now imagine the same board raised to the height of a cathedral tower, and yourself challenged to walk its whole length, with a million dollars' reward at the end. You would want the million dollars, wouldn't you? Moreover, you would NOT want to step off, on account of the nasty, splashy spot you would make on the pavement below. And yet, unless you were a tight-rope walker, you would fall, wouldn't you? You would do just the thing you did NOT WANT to do. Why? Because you would be thinking of the possible fall, and your will pulling one way, and your imagination pulling the other way, you would become the victim of your imagination. Believe me, IN A CONFLICT BETWEEN THE WILL AND THE IMAGINATION, IT IS ALWAYS THE IMAGINATION THAT WINS."

"But this upsets all our theories on education?" exclaimed a school teacher, greatly alarmed.

"It does," affirmed M. Coué, calmly.

"What shall we do, then? What new system do you propose to build on the ruins of our uprooted beliefs?"

"Reject every thought of sickness, either physical or spiritual. Tell yourselves that no thought will enter your minds save thoughts of happiness, joy, health, success and goodness. The rest will take care of itself."

"How can it be?"

"Any thought that enters your mind has taken its first step towards realization. From that time on, unless it is superseded by another and stronger thought, it tends constantly to materialize. It is the germ of a habit. You can see then the importance of auto-suggestion: misdirected, it makes drunkards, gamblers, wastrels, dope-fiends. But intelligently applied, it also makes successful men, heroes and saints. Each one of us, good or bad, is the sum total of his auto-suggestions."

We asked if the suggestion was more efficient when the patient was asleep.

"Yes, in the case of children; but then natural sleep serves the purpose just as well as hypnotic sleep. But for adults, just a state of drowsiness, such as is induced by the monotonous repetition of certain words, is sufficient to give the subconscious its full receptivity."

### How to Heal Children

A lady asked how she could help her little boy, who had terrible fits of temper.

"When he is asleep in his cot," explained M. Coué, "have the lights turned low, take his hand gently so as not to wake him, and in a low yet firm and audible voice tell him that henceforth he will be gentle and good-tempered. Besides the natural credulousness of the subconscious, the trust that your child has



in your superior wisdom will help him receive the suggestion. You should obtain very prompt results."

"I never induce hypnotic sleep nowadays," he went on, "although I used to do so years ago. First, because it is unnecessary, and then because some people fear the experience, and fear is the most unwholesome of emotions. I had a peculiar case of that kind once. I was to visit an industrial plant near Chalons-sur-Marne, and demonstrate my method to the employees. All seemed very much interested and eager to have me experiment on them. One of them, however, when I woke him up, complained that he had lost his eyesight. I applied various tests. It was true. The man was stone blind. Questioning his fellows, I soon discovered that all along he had been afraid of not waking up if I should put him to sleep. Then I suspected the truth, fortunately, else he would probably be blind to this day. I put him to sleep again, and suggested to him that this time he wake up, completely, EYES AND ALL. And he did. His blindness had been self-induced through fear. There was no organic trouble."

M. Coué related many cures, several of which had been performed on people then living in Nancy who confirmed his statements. I remember in particular a boy, and a man of 32, both consumptive and given up by doctors, whose illness had been arrested and who were living normal lives. They were M. Coué's pets.

Our smiling host led us back to the gate, through his lovely garden, which he tends himself, and of which he is very proud. Sunshine, flowers, good cheer, health of the body and of the soul . . .

His parting message was:

"Don't forget, twenty times morning and night:  
DAY BY DAY, IN EVERY WAY, I AM GETTING  
BETTER AND BETTER."



## The Fundamentals of New Thought Healing

By ELIZABETH TOWNE

**T**HE first essential truth is that man is one with apparently infinite power and wisdom, which is God.

The second essential is that by BELIEVING in that power within himself, man can do what he chooses to do.

The third essential truth is that the process begins IN THOUGHT and that every thought which is accepted in the heart, or subconscious self, expresses according to kind.

Now comes Coué with a definite little folklore mantram, and a definite little method by which anybody who chooses can put that little picture of reasonable truth over into his "unconscious mind" where it becomes alive with God's life—there is no other life—and works ITSELF out: "Out of the heart" it now comes, a living fact—"As he thinks in his heart, so is he".

The truth of that little better and better mantram sets him free, day by day in every way, in harmony with the race thought of evolution.

Coué says imagination is the wonder worker, hold the picture and it will manifest; but YOU, OF YOURSELF, by your personal will, cannot do it.

Christian Science says, "Divine Idea" does the healing, and personal mind and will are powerless, "carnal".

Jesus said "I of myself can do nothing—the Father in me He doeth the works." The Father in Him doing the works through him as Jesus "went about doing good": this was the PICTURE which Jesus held in mind, and which manifested itself in his life, not by personal will but by PERSONAL DEVOTION TO HIS PICTURE of truth. "As he thought in his heart" (his imagination) so he was.

*There is but One Power, God the Father, the Life of all, the only healer and guide and supply, working through all mankind according to the pictures held in mind-imagination.*

Jesus' "pictures" of the Father and of man and his relations to himself and the Father, they ARE truth and life! All the churches have been established to publicize or evangelize the word pictures of Jesus, each church stressing some of his pictures and soft pedalling on others.

#### Our Mental Pictures

**T**HERE is One Mind in all, and that mind is God's mind.

To picture ourselves as finite, limited, lacking any desirable thing, is to hypnotize ourselves with untruth.



To picture ourselves as Jesus pictures us, co-heirs with Jesus and one with the Infinite Father, is to DE-hypnotize ourselves. The process is the same, the Power is the same in either case.

Hypnotism is "an artificial sleep produced by suggestion", induced by another, or by oneself.

An auto-suggestion is a suggestion administered to one's self by one's self. When a suggestion from *any source*, is ACCEPTED by the sub-conscious or unconscious self it becomes an *auto-suggestion* and a LIVING WILL which expresses itself from the external form without aid from the conscious mind. Then the external manifestation acts as a further and continued suggestion, which in turn may be ACCEPTED and again repeated.

#### The New Thought Movement Includes Us All

THE New Thought movement includes everyone who has taught since its beginning in that historic class of P. P. Quimby's, from which came Mrs. Eddy to found the great C. S. church to put over *Mrs. Eddy's pictures* of the truth as seen by Jesus Christ and burbanked up to and including Quimby, her teacher; who was also the teacher of Emma Curtis Hopkins, Warren Felt Evans, the Dressers and others whose students, and students' students, are filling the world with *their* pictures of the Christ teachings, all under names as to schools, churches, and individuals of the New Thought.

And now comes Coué, condensing the principle into a simple method, with a jingle prayer which FITS IN or coheres with all the other pictures of good in the world, and behold, building upon the work of all the other New Thought teachers of the last 6000 years—not one of whom could be dispensed with without leaving a gap—Coué *universalizes the truth of healing*—puts it over into the race consciousness, and day by day in every way we ALL grow better and better.

The difference between the schools that teach healing, lies in THE WORDS in which their pictures are expressed. The principle is one and indivisible: God and His Man; "male and female created He THEM and He gave THEM dominion" through their "spoken word".

We are ONE and GOD is the one! Our presentations are like mosaic bits of the One.

### New Thought Helps You to Fulfill Yourself

NEW Thought is not a competitive religion. It is not a new church. It is against nothing, it includes all of the truth of the ages, expressed in all of the churches, orthodox and beyond.

New Thought does not call you out of your church or of any other organization: It shows you how to be a better member of your church, a better servant of man, a better glorifier and enjoyer of God in all that you do, wherever you are.



New Thought proclaims the Christ in us all, healing, prospering, comforting, and guiding us into His Kingdom Upon Earth, as well as in heaven within us all.

It proclaims us *all* the sons of God here and now, fulfilling ourselves by letting God work in and through us expressing *His* Love in *our* loving service to the world.

To love God with all your heart, as your infinite Source of All Good Here and Now, and to love and bless and help your neighbor *as yourself*, is the whole substance of New Thought.

We come not to do away with anything, with any organization, or with anything that has helped anybody in the world, at any time! We come to help the world, including every individual in it, TO FULFILL himself in divine truth.

### My New Thought Healing Treatment

(Adapted from Coué's Formula)

**H**ERE is a healing treatment. Use it twenty times every morning, and again twenty times at night just before you go to sleep. And use it whenever you *happen* to think about not feeling well, any time during the day.

But do not use it during the day *except* when you happen to think that you are "not feeling right."

The less you think about your health by day, and the more you ACT like a healthy, happy, normal, use-

ful human, the more quickly you will realize your perfect healing. Here is the HEALING TREATMENT:

*God's love heals me NOW: every day, in every way, I realize it better and better. Glory to God in the highest, Peace on earth and Good Will to all. I am now healthy, prosperous, strong, and happily active in all my work.*

Take a piece of string and tie twenty knots in it, as Coué directs, then sit or lie with that in your hand; close your eyes and whisper, or talk the treatment in a low monotonous tone of voice, moving your fingers from one knot to the next as you repeat the treatment; until you have done it twenty times.

If you happen to fall asleep while you are doing it, so much the better. But when you wake up, continue your healing treatment until you have completed the twenty times. It will not matter if you repeat it more times than twenty, but be sure you have repeated the full twenty. "Repeat it 20 times to 200 times, every day!"—exclaimed Coué, in his lecture, which I heard. Do this the first thing in the morning and the last thing at night.

Never mind whether you *feel* that the treatment is working or not! Simply keep at it. It certainly *will* work if you persist.

YOUR WORD OF HEALING TRUTH WILL ACCOMPLISH THAT WHERE UNTO YOU SEND IT.



Keep at it.

Picture God's Truth and Claim It In All and For All

Says *Elizabeth Towne*

**T**O do our beautiful part in circulating God's health, happiness and prosperity all round the world, let us, every day, morning and evening and in between, all chant TOGETHER this picture of God's truth:

Now are we all  
The SUNS of God  
And every day,  
In every way,  
We LET His Love shine  
Through us  
Better and better.







## Will and Imagination in Auto-suggestion

By WILLIAM E. TOWNE

SOME people seem to have the idea that will, in its relation to autosuggestion, is a new sort of malicious animal magnetism devil.

When Leland, Coué, Baudouin and other writers advise their readers not to use the will in autosuggestion, they do not mean that will is to be denied or suppressed. They simply mean that experience has proved that imagination is the better instrument *for the specific purpose of getting an autosuggestion accepted by the subconscious.*

An autosuggestion never becomes reality until it is *accepted* by the subconscious. The necessary condition of acceptance is that the *conscious mind shall be stilled.*

The moment you begin to use your will to force acceptance of an autosuggestion, you begin to wake up, the conscious mind becomes active and the channel to the subconscious is tightly closed.

Furthermore, you have started a conflict between will and imagination, a conflict in which imagination *always* wins. If they are to work TOGETHER, imagination must come FIRST.

In "The Practice of Autosuggestion" the author says: "A moment's reflection will suffice to show that the will cannot be more than the servant of thought.

We are incapable of exercising the will unless imagination has first furnished it with a goal. We cannot simply will, we must will *something*, and that something exists in our minds as an idea. \* \* \* In applying effort during induced autosuggestion, we use in the world of mind an instrument fashioned for use in the world of matter. It is as if we tried to solve a mathematical problem by mauling the book with a tin-opener. \* \* \* Man has often been likened to a ship navigating the seas of life. Of that ship the engine is the will, the helm is the imagination. If we are being directed out of our true course it is worse than useless to call for full steam ahead; our only hope lies in changing the direction of the helm."

This is why Coué says it is sufficient to *think* the end (in the practice of autosuggestion) instead of willing it.

### **An Example of Thinking the End Versus Willing It**

Just how this works out in practice is illustrated by an interesting experience related by Joseph Ralph in "How to Psycho-analyze Yourself." Mr. Ralph had been a great smoker for 30 years. He smoked much and he smoked strong tobacco. Hence the habit must have been pretty well established.

One morning he read an interview with Sir Ernest Shackleton, in which the great explorer asserted that the worst trial his men suffered on his fa-



mous Antarctic trip was the deprivation of tobacco. So intense was their suffering from this cause that they smoked tea leaves and even hemp rope in the attempt to still the terrible craving.

Immediately Mr. Ralph conceived the idea that he would like to analyze that tobacco craving and find out just what it was made of.

He laid away his beloved pipe and began to watch for the craving. Noon came and he felt that the craving would surely spring forth full fledged after lunch. He was ready with pencil and notebook, but it didn't appear.

Night came. For 30 years he had smoked continuously from the evening meal until bedtime, but this night he was watching for the tobacco craving instead.

Three years have passed *and the craving has never showed up*, and Mr. Ralph has never gone back to smoking. Compare this experience with that of the average man who tries to stop smoking by the use of will power and you have a good illustration of the truth that it is imagination and not will that controls unconscious or subconscious action.

Let us see if we can determine just what took place. First, Mr. Ralph had no intention of permanently giving up smoking when he started his experiment. He had no desire to do so. He simply wanted to stop long enough to analyze the tobacco craving

that he expected would follow. Therefore, he put no *will* into the matter, because it seemed easy and simple to stop for twenty-four hours or so. His mind was at rest and he was *interested* in what he was doing because he wanted to see what that craving was like.

What actually occurred was this: Instead of imagining the pleasure of smoking and the agony of refraining, as would have been natural if he had *tried* to stop smoking because he thought it was harmful, his mind was filled with the idea of analyzing that craving. He was alert and watchful, expectant, on the trail, of an interesting scientific experiment, and his imagination was so busy with that that *there was no room in his field of attention for mental pictures of the delights of smoking and the craving that he expected*. He had crowded out one idea, or set of ideas, with another, purely by the direction of his attention and imagination. He *fed*, intensified, his desire to analyze the tobacco craving, by the use of his imagination, until *that* desire was greater than the original desire for tobacco. He *thought* that he would leave off smoking for a short time, so that he could analyze the craving that would follow. To quit under such conditions seemed attractive and easy, because he *desired* to make the experiment he had in mind. By *thinking* the end he found it easy to realize it—easier than he anticipated.



It is indeed, sufficient to *think* the end rather than to will it. For if you *think* the end, with directed attention and imagination, you will later come to will it and to act accordingly.

### Removing the Inhibitions

When Coué helped a lame man to throw away his cane and walk, back of the scenes in the Knickerbocker Theatre, New York, the other day, he did not put anything into that man that he did not already possess. All that Coué did was to give the man, through autosuggestion, an idea of *confidence*. "Yes, you *can* walk," he said to the man, and he *did*.

It was simply a case of removing, or overcoming, an inhibition that the man had been holding for months or years. He had been injured in an accident and the idea of permanent lameness had possessed him. When that idea was displaced by the idea, "*I can walk*," "*I can, I can*," he stepped out to his car without assistance.

Sometimes these mental inhibitions lead to absurdity. Dr. Paul Dubois, the French authority and lecturer on psychotherapeutics, relates such a case in his practice. A woman came to him who could not endure the odor of flowers. If she went into a room where there was a vase of flowers—any kind of flowers—she grew deathly sick and even sometimes fainted. On her second visit to his office Dr. Dubois had

placed a large bouquet upon a table in the center of the room. As soon as the lady caught sight of flowers, she gave the doctor a reproachful look and fainted. When she revived he insisted that she approach and smell the bouquet. She remonstrated vigorously. He insisted that if he was to help her she must follow his directions and carry out the treatment he prescribed. Finally she walked to the table and gingerly sniffed at the flowers, only to discover that they were *artificial*.

It did not need much explanation to show her that her ailment was entirely of her own creation and existed only by virtue of her mental attitude, even though serious physical symptoms followed.

When it comes to success and efficiency, innumerable people are the slaves of inhibitions that keep them from filling the place in the world of action to which their natural ability would entitle them.

An official in a company that operates one of the largest and most exclusive hotels in the United States, writes us that up to the age of 45 he had been a complete failure, never able to earn more than \$75 a month.

At that time he became interested in New Thought, accepted a new *idea*, the idea that *it was possible* even then for him to succeed. He took a minor position with the hotel company, and even his employers doubted his ability to fill it successfully. He *acted*, as well as visualized and affirmed, and was ad-



vanced with phenomenal rapidity, wholly on account of his efficiency, to a \$5,000 position.

Still more remarkable was the case of a blind man who wrote us his experience some years ago. I will quote his own words: "When New Thought and the first copy of *Nautilus* came to me several years ago, they found me out of work, out of money, out of heart. They also found me totally blind as a result of typhoid fever, with my education incomplete. I gave myself into the hands of New Thought, and it took me through one of the leading colleges of Michigan, with sightless eyes and limited funds; it pushed me into an insurance job paying nearly \$1,000 a year; it brought me into demand as a public speaker; it developed my inventive faculties and gave me a U. S. patent; it brought me success as a journalist and attracted to my side the woman God gave me. These New Thought principles are still bringing prosperity, happiness and spiritual healing into my life."

No wonder that Coué refuses to set a limit to the possibilities of autosuggestion.

You do not need to *get* strength or ability or even health. You do not need to exert your will consciously. All you need is to be *willing* to let go of the past and to re-new, re-educate your mind to new ideas, to picture yourself as taking your place in the new environment that you desire, to *believe* that you *can* go forward to that new environment and *act accordingly*.

Then day by day you will, indeed, grow better and better and approach closer and closer to the perfect realization of your ideal.

You already *have* the strength, the ability, the power—but they are tied up with the inhibitions of old beliefs, old mental ruts and habits of thought.

Take the brakes off your forces by holding the new ideas of power and freedom, the new mental pictures to correspond, before your unconscious mind, and your forces will be released for successful action.

FAITH will grow if you THINK and PICTURE mentally that which you desire, and plan the ways and means of action that will take you toward your goal.



## SELF-HELP BOOK

By Elizabeth Towne

### PRACTICAL METHODS FOR SELF-DEVELOPMENT, SPIRITUAL, MENTAL AND PHYSICAL.

160 pages, well bound in cloth. Price \$1.60 postpaid.

### THE LIFE POWER AND HOW TO USE IT.

176 pages, bound in cloth. Price \$1.60 postpaid.

### FIFTEEN LESSONS IN NEW THOUGHT.

185 pages, bound in cloth. Price \$1.60 postpaid.

### HOW TO USE NEW THOUGHT IN HOME LIFE.

189 pages, cloth. Price \$1.60 postpaid.

### YOU AND YOUR FORCES.

15 chapters. Cloth. Price 55c postpaid.

### HOW TO GROW SUCCESS.

71 pages, strong paper cover. Price 55c postpaid.

### EXPERIENCES IN SELF-HEALING.

A spiritual autobiography and guide to realization, intensely alive and helpful. Price 55c postpaid.

### HAPPINESS AND MARRIAGE.

Treats of the everyday problems of married life and tells how to solve them successfully. 80 pages, heavy paper covers, picture of author. Price 55c postpaid.

### JUST HOW TO WAKE THE SOLAR PLEXUS.

Paper bound. Price 28c postpaid. "It contains a fortune in value."

### JUST HOW TO CONCENTRATE.

Paper. Price 28c postpaid.

### HOW TO TRAIN CHILDREN AND PARENTS.

Paper. Price 28c postpaid.

### JUST HOW TO COOK MEALS WITHOUT MEAT.

Paper. Price 28c postpaid.

## A NEW THOUGHT MAGAZINE

NAUTILUS is a leading New Thought magazine. Elizabeth Towne and William E. Towne, editors. Edwin Markham and Dr. Orison Swett Marden among its contributors. Issued monthly.

**SPECIAL OFFER.** For 10c we will send you a month's trial of NAUTILUS MAGAZINE and a copy of the booklet "Thought Force For Success" by Elizabeth Towne.

THE ELIZABETH TOWNE CO., INC.  
Dept. G., Holyoke, Mass.

