



The New York Public Library
Manuscripts and Archives Division

Guide to the

National Coué Institute records

ca. 1922-1944

MssCol 2102

Summary

Creator: National Coué Institute

Title: National Coué Institute records

Date: ca. 1922-1944

Size: .3 linear feet (1 box)

Source: Gift, Gavert, Olive Lyford, 1971

Abstract: Collection consists of papers relating to the National Coué Institute and Emile Coué. Includes charter, by-laws, minutes, statement of receipts and expenditures, and notebook of expenses of the Institute. Also, letters of Oliver S. Lyford; photographs depicting Coué, his house and associates; pamphlet by Coué; and miscellaneous items.

Access: Advance notice required.

Preferred citation: National Coué Institute records, Manuscripts and Archives Division, The New York Public Library

Creator History

The National Coué Institute was founded in 1922 in New York City to further the ideas of Emile Coué (1857-1926), the French originator of Couéism, a psychotherapeutic system based on hypnosis and autosuggestion. Coué and his system were brought to the U.S. by Oliver S. Lyford, an engineer and industrialist. Couéism was popular in the U.S. in the 1910s and 1920s.

Scope and Content Note

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Key Terms

Subjects

Hypnotism

Mental suggestion -- Study and teaching

Genre/Physical Characteristic

Photographic prints

Names

National Coué Institute

Coue_, E_mile, 1857-1926

Lyford, Oliver S., 1870-1952