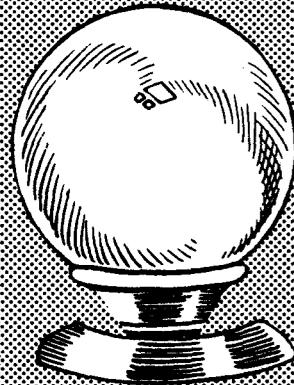
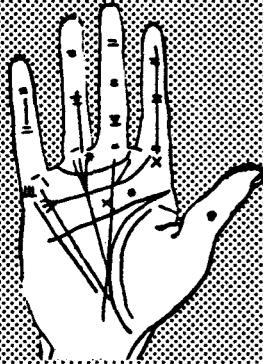


THE  
**ART**  
OF  
**COLD READING**

ROBERT A. NELSON



# *The Art of Cold Reading*

By ROBERT A. NELSON. P.S.D.



Revised Edition

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## INTRODUCTION

The 'art of reading people is a comparatively simple process, once it is analyzed and thoroughly understood. This understanding may be accomplished by personal experience (contact with others) and by a study of human behavior.

Psychology is best defined as the field which deals with human nature and human behavior in general. Thus, the application of psychology will help solve, thru a better understanding, the problems that arise as people live together in complex society.

Thru the knowledge and understanding of human behavior, the trained psychologist or reader can easily diagnose critical situations and predict (with amazing accuracy) the outcome.

Each person presents an INDIVIDUAL problem, yet the PATTERN OF LIFE and behavior EXPECTANCY is pretty much the same. The life of every individual has much in common with all other individuals - all persons, of course, falling in the category of 'human beings.' Variations of their behavior are caused by well defined factors, which will be discussed later at length.

The skilled reader must be trained to observe, classify and analyze these factors of 'tell-tale' signs, and interpret them into future activity, This interpretation is based upon what is KNOWN of human behavior and how it will REACT to certain emotions and problems.

Scientists, men of medicine, psychologists and lately psychiatrists (to say nothing of generations of 'fortune tellers') have made exhaustive studies, recorded thousands of case histories, and have come to very definite conclusions about human behavior. Volumes of statistics have been compiled in complete verification.

The United States Government publishes yearly, 'The Statistical Abstract of the United States', which is a complete statistical HISTORY of the people of this great country. It is a bountiful story of our behavior, from which definite conclusions can be drawn.

The findings of our learned scientific men and statistical reports offer a basic WEALTH OF INFORMATION about people. Considerable information of this kind has been taken from these proven sources for this book.

However, long before such scientific investigation was made into the behavior pattern, countless numbers of people, down thru the ages, have assumed the role of character readers, and diviners of the future.

In their own way, they made very much the same analysis as have the latter day psychologists and probers into our daily lives. These people understand HUMAN NATURE and its shortcomings and thus met a natural demand.

The desire for knowledge of the future is a natural function of the human - it becomes more intense as the emotions of fear, anxiety, doubt, etc., increase. If it be a form of superstition - then superstition is a NATURAL emotion.

Be that as it may, there is a THIRST FOR KNOWLEDGE of the outcome of our affairs. This is a natural function - the same as the sense of hunger. If a person has peace of mind - contentment and without negative thoughts, he has no desire for a solution to a perplexing problem simply because those problems do not exist any more, than a person with a full stomach would seek additional food.

But at some time or other, EVERY HUMAN is in need of a confidant - someone to help them solve a problem beyond their capacity - and they seek advice and counsel.

The author has always maintained the average person knows the answer to their own problems, but seldom has the COURAGE to accept the solution. They seek counsel of others in EXPECTANCY and FEAR of what they may learn - and invariably follow their own course.

#### THE PSYCHIATRIST vs. THE COLD READER

There was a time when people in trouble would turn to their minister or close friends. The materialism of our age has lessened the source of this aid and comfort. More and more people are seeking the psychiatrists couch or the private reader's crystal ball for guidance. A magical short-cut to their problems I

Psychiatry has made great advances since the last war. It is specifically nothing more than applied psychology. In psychiatry, the operator ASKS the subject voluminous questions about the problem., but with the COLD READER, he must GUESS at these problems and offer counsel.

Apparently, the cold reader's task is more difficult, but such may not always be the case. The cold reader is trained in DETECTING these symptoms and telling the SUBJECT of the situations that have 'upset his apple cart.'

Psychiatry is an expensive outlet for the emotions, and is still somewhat terrifying to many people. The 'reader' is often referred to

as the poor man's psychiatrist. The psychiatrist is usually far better trained for his profession, than the rank and file of readers, but too, his purpose is more deliberate and extensive. Both knowingly or unknowingly, proceed along similar lines.

Each, aside from any moral argument, fulfill a demand.

#### THE COLD READER

The 'cold reader' to define same, is a person who poses as a character reader, fortune teller, advisor, soothsayer or more any term that would indicate the individual is capable of divining thoughts in a troubled mind and presenting a solution to present and future situations.

Set up as such, the reader has an immediate advantage in his favor. He is partially accepted as such by virtue of his claims and the fact that others seek counsel. SOME degree of belief must IMPEL the interview.

The public seeks the services of readers for two basic reasons. The first, and least important, and it shall be dismissed as such, is out of curiosity - amusement or a 'lark'. Yet, even considering this category, there still must exist SOME vague degree of confidence and belief. If a fee is to be paid for the services, the belief is more intense.

If a person gives 'readings' at a party of social gathering, just for the fun of it, most everyone will want their 'fortune told' just for the fun of it - and to see what message they will receive. Though it is for free - their curiosity and thirst for NEW knowledge is an impelling force. To say the least, they are RECEPTIVE and SUSCEPTIBLE.

The prime reason why people seek the services of a reader is because of some MAL-ADJUSTMENT WHICH APPROACHES A CLIMAX. This desire is usually a product of negative thoughts, fear, anxiety, probable loss, or to correct a situation that is not in keeping with their thinking.

The seekers are emotionally disturbed and seek a solution or means of solace. AND because they are emotionally disturbed, they SHOW this disturbance by reason of engaging a reader and by their physical appearance.

This is the first CUE for the reader. He KNOWS his client, and that he possesses negative thoughts - worry, anxiety, fear, doubt, etc., By stabbing in the dark, and discussing this possibility, he immediately touches upon the INNER THOUGHTS of the subject, and further lowers his guard,

The experienced reader KNOWS how vitally important it is that he be a GOOD LISTENER! Wait a minute - the cold reader is SUPPOSED to be able to read his client 'from cradle to grave' without the client speaking a word!

So true - he is SUPPOSED to be able to do this and many other things, but as the reading progresses, he realizes that the client will perhaps tell HIM more than HE will tell the client - except for the re-telling! The client will undoubtedly be reluctant to 'expose their position' at first, but as the reading progresses and the guard is lowered, the client will become talkative - and confide much to the reader.

It matters little whether the client is 'close-mouthed' and does not verbally commit himself, because he will reveal his thoughts and reactions in many unconscious ways to the reader. Understand the reader is dealing with a 'human being', as such, certain reactions are bound to follow.

It takes little knowledge of character reading to be able to spot the curiosity seeker - to segregate these few from the sincere callers.

It is the practice of experienced readers when they recognize such curiosity seekers to promptly put them in their place. As one reader puts it - "When there are two or three girls in the reception room giggling and enjoying their lark, I make it a point to get the most serious offender in my office first. When she is seated, I look her straight in the eye, and say, 'If there are any serious accidents or deaths, do you wish to know the TRUTH about it?' This usually calms her down and I start the softening up process by telling her she is very psychic and could have become a great medium. I flatter her - work on her ego - tell her she is a very talented actress. I have her both ways. I have found this method will make a booster out of a knocker. She will praise you to the others."

Certainly, we can justly accuse this reader of using a little applied psychology in his introductory remarks. By sizing up his subject, he knows his line of attack.

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The cold reader knows the PROBABLE reason behind the visit of every client, likewise with women. He knows much about the prospective caller BEFORE HE SEES THEM - and almost a complete STORY AFTER OBSERVATION.

He knows, with a good degree of accuracy, what PROMPTED the meeting. What he does not know by diagnosis and analysis, he will find

out by pumping and probing. If he starts up a wrong trail, he will immediately detect his error (by the client's reactions) switch his story and start another track.

There are CERTAIN things that can be told to EVERY person that will prove accurate and bring complete verification. Parts of the reading will be found in the following pages, yet the reader has the distinct advantage of critical observation of the client. He gains immediate SPECIFIC KNOWLEDGE ON CONTACT.

Here are some of the cues or tell-tale signs that help him (1) diagnose the reason for the visit and (3) the phraseology that he will employ in unfolding the reading.

The client's sex, probable age, dress and physical appearance and condition, actions, facial indications, jewelry such as wedding rings (or, by close observation of the fingers the previous removal of a ring), condition of the hands, finger nails, hair and shoes. Neatness or lack of it will be evident. The client's grammar, nervous mannerisms, manner of sitting are important indicators. All these factors and many other details tell a definite story of the events that have proceeded this visit. The trained observer - with nothing more to go on than these INDICATIONS - would have little trouble in giving a good 'cold reading.'

Here are further tell-tale signs, and interpretations of emotions by the voice:

Rising inflection means doubt, incredulity, questioning.  
Rising and falling inflection shows sarcasm.  
Rapid staccato speech - with pitch variations - excitement.  
Slow, dragging monotone expresses defeat - dejection.  
In anger - voice always increases in pitch, loudness.

These symptoms are well accepted by students of human nature, and are used by actors to portray various inner emotions.

A person's smoking habits will reveal many inner emotions - continual chain smoking is a form of restlessness, nervousness, worry. The casual smoker indicates relaxation - calmness, or a good ability to retain their emotions.

Loudness, bragging denotes invariably a frustrated emotion - lacking in fulfillment of desires.....the indications of an inferiority complex. A brash manner usually conceals a sense of inferiority.

Should the reader ascertain thru speech, observation of certain signs, jewelry, etc., that the client is of the Catholic faith - he may regard this person as being more skeptical than others - because of their religious

training - which includes a firm disbelief in fortune telling and the like. However, this same shrewd reader realizes, too, his client is human, and beset with human problems that are seeking an outlet.

For statistic's sake, our government figures show that there are approximately twice as many Protestant church members as there are Catholic. The experienced reader knows that the negro is very superstitious and susceptible in the realm of the occult and mysterious.

The reader knows - MOST IMPORTANT OF ALL - just how utterly gullible people are! The great showman, P. T. Barnum said, 'There's a sucker born every minute.' But that was many, many years ago, then there were a lot less babies born in a given time.

Let us say that the PUBLIC IS EXTREMELY GULLIBLE. Our daily habits and routines are subject to the whim and wills of our advertising agencies, dress designers, fadists and public opinion, which does not just occur, but is created by certain forces put in motion by other people. We are a nation of SUCKERS. Everyone has some inherent weakness - if not many of them!

It may be difficult for the student of this book to accept these blunt, hot-off-the griddle remarks about his fellow men - and himself, BUT if engaging long in 'giving readings to the public', he will be amazed at the utter gullibility of his fellow men.

The well trained reader knows that the HUNGER DRIVE is the strongest factor in a person's life. The SEX appetite or drive is the second strongest - and consequently, accounts for a great deal of the problems that will confront him in dealing with the public.

He realizes that as a result of medical research that a normal sex life (or sex relief) is conducive to the highest level of physical and mental health. That an unbalance of this drive will cause all kinds of disturbing factors that will send him clients from all walks of life.

In marriage, the experienced reader realizes it takes TWO compatible people to make a successful marriage. That SEX (improper balance) invariably causes the greatest amount of trouble and consequent failure in marriages. Second factor is money or lack of money. Third is social and educational compromise, while the next important factor is an understanding and full agreement on children.

Seldom will the trained reader or thoughtful person foresee divorce in a Catholic family. To do so, would be to combat known mathematical percentages and accepted practice.

He realizes that all women are jealous - only some more so than others. He realizes that age - cold conflict between the sexes. He knows

that young people think mostly of the opposite sex, while man seeks conquest, prestige and material gain.

He realizes that seven out of ten women WONDER if their husbands are true to them. He recognizes the jealous nature of MOST women, and that women are jealous and envious of other women.

The experienced reader recognizes the 'dangerous signs' 'in BOTH women and men.' Women, usually, between the ages of 35 to 45 go thru the 'change of life', which is accompanied by various emotional disturbances and imaginary ailments and reactions. Between the ages of 40 and 50 men likewise go thru an 'emotional change', though not as intense as with the opposite sex, this does not often cause erratic behavior, and subsequent problems.

The reader realizes that the driving motives of life are DESIRE or POSSESSION, also the fear of non-attainment, or loss of possessions.

Aided and abetted by these known FACTS OF LIFE, it can be readily observed that the cold reader knows a GREAT deal about the client before they make their appearance.

#### THE CLIENT OR SITTER

The reasons why people seek 'readings' are -

- Anxiety and fear
- Frustration
- Fulfillment of desires
- Emotional outlet
- Lack of logic to natural reactions
- Curiosity
- Amusement

It is an established fact that more women seek rendezvous with readers than do men. This is because women are more emotional, less stable and more confiding by nature. They are inclined to dwell more frequently and more intensely on problems, real or imaginary, than men, Their problems fall into a specific category and naturally differ from the problems (to some extent) than the opposite sex.

The principle problem of the female may be listed under the category of love, and all of its ramifications.

LOVE INTEREST - This is a large classification, as it involves principally SECURITY - not especially (and depending on the age) for one's self, but all those in the LOVE ORBIT. This includes those closely associated with them - family, relatives and friends.

The natural function of woman is ATTACHMENT thru love and affection of others - to create and hold such association together in happy contented frame of mind.

With love is associated home life, children, social activities, and personal consideration.

SECURITY involves the money question. Lack of money, affection, or regard endangers the emotional goal, and serious repercussions can follow.

Under LOVE comes the important consideration of SEX and all of its ramifications.

Jealousy and hate are complements of LOVE, and are important factors to be considered.

Health, too, falls in the love category. Desire for personal health and other loved ones.

Anxiety about the welfare and future of loved ones and children.

Further contentment and pleasure, such as social activities, travel, etc., home owning, etc.,

Secret fear of frustration and loss of above.

Thus, it will be observed that most of the problems in a woman's life will center around the LOVE classification, which is very broad in this implication. Naturally, the above analysis must take into consideration the individual WOMAN.

There are some variations to the above break-down. More women all the time are freeing themselves from dependency on others, and are seeking a new freedom in independence of personal action and responsibility. Yet every individual in some varying degree, is dependent upon others.

Let us breakdown and classify the problems of the different TYPES of women.

YOUNG GIRL  
Wild, flighty type  
Can't catch or hold her man  
Troubled conscience  
In trouble  
Unstable - unsettled

HOME GIRL  
Afraid of men  
Lacks responsibility  
Afraid of realities  
Mother complex

MATURE WOMAN (30/50)  
Still wild, unstable  
Frustrated, fun lacking  
Fear of losing appeal  
Disfiguration or death by fire  
Seeks emotional outlets,  
including visit to reader

WIFE AND MOTHER  
Suspicious of husband  
Seeks greater prestige  
Hubby Makes more money  
Worried about children

SPINSTER  
Still presentable  
When will I meet HIM?  
Abandoned hope  
Best friend has done her wrong  
Misplaced confidence, lost savings!

The MALE's problems are different because of his physical makeup, and economic position in the world of affairs. The man is the accepted 'provider', and as such it behooves him to think along more materialistic lines. He lacks some of the intense emotional qualities of women by nature, and functions in HIS half of the sphere.

The problems of the MALE are usually along business or economic lines and LOVE. MAN represents CONQUEST. Conquest and attainment, material gain, prestige, financial advancement and the opposite sex. If past forty, and not too successful in the attainment of his desires he may possess a sense of inferiority and frustration. He will begin to wonder about his general health, lost opportunities, and a preservation of his physical manhood. MAN likes to FEEL superior and is apt to put on a better FRONT than the opposite sex. He will not so readily confess his failures and shortcomings.

If the reader will touch upon these subjects in the 'cold reading', for the given groups, he will not go far amiss.

YOUNG MAN  
Still seeking a fling  
How to make some easy money  
Is my girl true to me  
In trouble or has trouble with opposite sex

GOOD BOY

Will he be a success  
How can I advance, improve my education, etc.,  
Is my girl true to me  
In trouble or has trouble with opposite sex  
Possible mother complex

MATURE MAN

Wolf type, married or single  
'Female trouble'  
Can't get her  
Can't get rid of her  
Does my wife know  
Family opposition

BUSINESS MAN

How to get more money - debts  
Will deal, promotion, change, work out  
Did I do right in last deal  
Wonders about wife.

ELDERLY PEOPLE

Woman  
Daughter get good husband  
Be Happy  
Welfare of grandchildren  
Financial worries - enough to retire on  
Afraid to die  
Both - Operation - Health

WISE GUY

Tough guy  
Usually suffering from some frustration - toughness  
covers up lack. Best avoid such people.

SMART GUY

Flattery goes a LONG WAY with such characters  
Has usual problems of men his age

It will be noted as the individual passes thru life and grows older that some of the giddiness has been left along the primrose path. As people grow older, they REALIZE many lost opportunities that have gone before them. They feel FRUSTRATED or cheated, but seldom blame THEMSELVES. It's easier to blame it on something intangible or others. They like to FEEL that these opportunities were lost due to circumstances beyond their control.

Perhaps the best way to please a client is to tell them what they like to hear. This may not be entirely honest, but remember, neither is the client honest in accepting such. The human likes to be FLATTERED, even though in his secret heart they know it's a damn lie. Such people gain a certain secret elation in THINKING they have fooled someone.

The client wants to be PLEASED with what the reader will tell him. Soft soap is often more acceptable than the truth. The smart reader will tell them what they want to know - if he is trying to please them. Flattery is a terrific weapon, and all are susceptible to its careful use. Though know to be false, people like to hear it.

There are certain pet superstitions, deeply rooted, that are productive of patter lines that will jolt a client. For instance, prostitutes and show people (particularly chorus girls) have a secret fear of meeting death by fire, especially in hotels. This is perhaps because they spend the greater part of their lives in various hotels.

No implication is meant in grouping the above two occupations together. It just so happens that this superstition is deeply rooted among those mentioned. To mention such a FEAR is to touch a secret spring.

It must be remembered that everyone has 'secret fears' - induced by environment, current happenings in the news, and associations with others. Illness, failing health, poverty, death, welfare of loved ones, separation, loss of security, loss of prestige, position - loss of anything worth while, and once attained. To mention any of these things is bound to touch a chord of reaction in a susceptible person.

Quite the opposite of the above, are the attainment of love, wealth, prestige and the pursuit of happiness. These are sought-after goals of all - except those who 'have given up.'

## PART I

### THE PATTERN OF LIFE

As stated previously, there is a definite PATTERN OF LIFE. To refer to this in very elementary terms, let us consider:

Every human (of course) is born an infant - is usually attended by the usual children's diseases and illnesses. If the child passes the first year of life, it's chance of survival are exceedingly good. (This fact is proven by statistical records of life insurance companies.) To the sixth year, the pattern of life is basically the same for all children.

At the age of six, the child begins to make contact with other children on entrance to school. Thus, begins the period of adolescence, which again is basically the same with most children. Government statistics again show us that the 'age of education' is from 6 to 17 years of age. These are the years when more children obtain an education. After 17 years of age, the percentage of minors who continue their educational pursuits drop off alarmingly.

With the age of puberty, an exceptional interest is shown in the opposite sex. Enters 'puppy love' and certain expressed affinity to the opposite sex. Nearly always, a childhood romance will linger in the memory. Depending on the environment, parental training, etc., the child develops. He is beginning to reason for himself, and then shows an indication of his ability to cope with reality in the world. This will be directed in two channels - positive and negative, or good and bad, depending on prevailing factors.

The larger percentage will acquire at least some high school education, participation in sports, school activities and begin a limited social life.

IF the schooling is terminated, the individual will undoubtedly enter the business world in some occupational capacity. If this is not done, a tendency towards delinquency may arise. This is an exceptional proven theory a person occupied and interested is not near so likely to get into trouble. Statistics prove the most dangerous age of delinquency and crime occurs between the ages of 25 and 29 - and again between 30 and 34. After that, there is a rapid decline in arrests or breaches of law.

While only 27 per cent of all persons obtain some high school education, it is a proven fact that only one out of every eight START to college. Of those who start a college education, only ONE out of every FOUR complete four years of college study.

The marriage age in women reaches its peak between 17 and 22/24, the frequency declining thereafter. Of the marriages consummated, one in six will result in divorce, and the ratio is constantly rising. About one in seven wives will marry two or more times. About one out of every five women will become widows or divorcees. (These are Government statistics.)

Continuing the LIFE PATTERN, we observe that many divergent paths appear beyond the ages of 17 to 20. The few facts just stated give some inkling of the pattern of the AVERAGE person, without consideration of the individual.

Marriages usually occurs two or three years earlier with females. The average male is (or should be) thinking of building up some sort of security before considering marriage, thus the lapse of time. It may be assumed the individual will marry, and the marriage will result successfully, partially so for a period of time, or result in divorce. Statistics show that only a very small percentage of people go thru life un-married.

If the married parties are bound together by religious ties, they are most likely to remain together, whether the marriage is a 'success' or not. However, to continue the analysis, the marriage either succeeds or it does not.

However, before the definite conclusion is reached, it is evident that another cycle of life begins - the birth of the first, second, etc. child. In the case of children, the marriage is more apt to be lasting - though not necessarily so. However, this is a factor to be considered.

The male or head of the house must fulfill his obligation as a provider, and get busy and make his mark in the world. Financially. Because of economic conditions, many times this struggle is difficult and disheartening. Lack of worldly goods and frustration of natural desires is a serious handicap on the married couple. It is often a prime reason for a breach of the marriage.

If the marriage continues, then follows the effort to gain worldly possessions thru hard work, promotion and agressiveness. This presents occupational problems, changes, travel, education of children and the usual home problem.

Every person goes thru life and pictures lost opportunities, mistakes, etc., Only a few accept their lives, as they have lived them.

If the marriage is dissolved by divorce, usually one or both parents will remarry, and the cycle starts all over again.

The 1959 census of male and females over 15 years of age reveals these interesting facts.

FEMALES	Single	Married	Widowed	Divorced
	21%	64.6	12.1	2.2
MALES	27.7	66.5	3.9	1.9

The individual grows older, new and different problems arise. Thoughts and considerations turn to their off-springs and their welfare, Health becomes a serious factor, and death soon makes its appearance.

While the reader should NEVER make any prediction of DEATH, these life insurance statistics of LIFE EXPECTANCY AT BIRTH are given here to fill out the pattern of a life. In other words, not only does the known facts reveal a pattern of life, but its probable date of termination.

#### Life Expectancy at Birth

Born in	Male	Female
1930	59.1	62.7
1940	62.8	67.3
1945	64.4	69.3
1950	66.3	71.1
1955	68.5	73.3
1960	70.1	75.5
1965	72.1	77.3

It will be observed that the life span has steadily increased with the passing of time, due to new medical discoveries and knowledge. Also that the 'weaker' sex outlive the man. The knowledge of this fact is a source of a secret fear in many women after they pass middle age - THE FEAR OF BEING ALONE!

To make this information more complete, statistics show that the negro's life span is approximately 4-1/2 years shorter.

Consider the factors that terminate the pattern of life. The death rate out of 100,000 people is:

Suicide	11.5
Homocide	6
Violence and Accidents	69.4
Old Age	19.2
Diseases	Balance

Of diseases, heart, cerebral hemorrhages, and nephritis, cardiovascular group - FIFTY PER CENT. Cancer (a secret dread in the minds of all people) kills only 16%, accident, 7%, and respiratory diseases, 4½%, T.B. 3%.

Thus, in a vague and elementary sort of way, we have traced the average person's life from the cradle to the grave. But when the INDIVIDUAL is considered, and with the reader's knowledge of many other individual factors, revealed by the 'tell-tale' signs, a most interesting and accurate 'cold reading' can be composed. Having analyzed the individual, prediction and future reaction of these known factors is easy, and fair accuracy is assured.

#### HUMAN BEHAVIOR AND ITS REACTIONS

Let us consider human emotions in forms of analyzing OUR client. Emotion, derived from the Latin 'emovere' means to 'stir' or 'upset'. It is a strong feeling or agitation. It is best defined as a process which plays a particularly dynamic or energizing role in a person's life. Emotions makes lives fuller and richer - but must be controlled.

It is NOT difficult for the trained observer to detect these various emotions in the face and behavior of his client.

Primarily, the client is seeking counsel because of some FRUSTRATION. The sources of frustration are three in number; environment, personal or conflict. The client is emotionally disturbed because something DID NOT OCCUR or CONTINUE according to their hopes and desires. Something has been lost, or is in fear of being lost.

Careful observation of facial expressions - which serve as a barometer of emotions and inner thoughts - gives an indication to the problem. It is said that the 'eyes are the windows to the soul', and while very expressive and helpful to the reader, the MOUTH is more expressive. Certain muscles in the face actually reveal particular emotions. It is not difficult to recognize, elation, despondency, shame, fear, worry, etc., in a person's FACE.

Here is the result of a series of investigations into the EVERY DAY EMOTIONS of a large group of people, scientifically conducted.

Worry	46	Fear	31
Annoyance	43	Dejection	29
Elation	35	Shame	22
Anger	34	Jealousy	15

The above figures show the frequency of occurrence and INTENSITY of emotion. Apparently, the strong emotions of anger and fear are less important in daily lives than the nagging and petty annoyances that beset people. The chart shows the daily trend of emotions in humans and tells its own story.

Worry (which makes most of the business for the reader) is a fear

reaction attached to future events that may or may NOT occur. . . . .  
Annoyance is a mild form of fear - and like worry is most apt to occur  
with greater frequency and intensity in the EVENING and is usually  
directed against some person. (Tell a client THAT and you hit every  
one of them right between the eyes.)

Jealousy, a very strong emotion, is a combination of anger, sense  
of impending loss and dejection. . . . . Moods are drawn-out emotions and  
injurious to the individual.

Noted authorities find that moods vary (Periodically) with the hour,  
day and season. Mondays - rightfully described as 'Blue Monday' are  
INDEED the TIME of greatest despondency and mental disturbance. (An  
amazing fact). Happiness moods are highest in spring and summer; lower  
in fall, reaching bottom in January, February and March. If the cycle  
continues longer than a week, it is apt to develop into melancholia and  
present serious repercussions.

Anxiety neurosis is described as a feeling of impending doom - the  
result of prolonged frustration, or guilt consciousness. Irrational,  
displaced fears are called a phobia. After a prolonged time, they are  
accepted and become quite real in the mind of the individual. It might  
be said here that most people's fears are IMAGINARY!

Here is a suggestion for the 'cold reader' and how he might apply  
it to his own life. Do as the author does - "I reserve every Wednesday  
as the day on which I will do all my worrying. The surprising part of  
my plan is revealed when Wednesday arrives, I might find that most of my  
worries and problems have disappeared." Here is a fine bit of self-  
applied psychology, and certainly emphasizes the above point.

A repressed tendency, long pent up, will lead to compulsions. These  
are symbolic of the origin of the repressed emotions or desires. This  
action represents a WAY of solving some inner conflict, anxiety or  
suppressed desires. To study and analyze these reactions will give the  
key to the seat of the trouble.

Out of 100 words submitted to a large group of adults in an effort  
to determine EMOTIONAL RESPONSE, note the following:

Five Most Effective Words		Five Least Effective Words	
1. Kiss	72.8	96 Give	17.7
2. Love	59.5	97 Flower	16.1
3. Marry	58.5	98 Pond	15.5
4. Divorce	50.8	99 Pencil	15.4
5. Name	49.3	100 Swim	14.2

Note that the word kiss was five times as violent in response as  
#100. This reaction shows the intensity of response to thoughts personal,

imaginary or real. It shows the trend of human thought, encouraged by the sex emotion.

In another series of experiments, to actually reveal the kind of THOUGHTS that exists in the minds of people, a large group of college students, male and female, were polled on the subject of 'day dreaming', and the frequency of such dreams. Of the large group 75% 'daydreamed' of vocational success. Next, in consideration of intensity and frequency was classified as 'sexual', which gives a pretty good idea of what goes on in the inner sanctums of our college students.

In another extensive test, scientifically conducted among a large group of college students, the leading (by percentage) topic of conversation was the 'opposite sex' - second, college studies!

Medical surveys and statistical reports submit that 5% of the population are HOMOSEXUALS. That ONE or more per cent are active or practicing HOMOSEXUALS.

The great majority of people have saved very little in the way of finances for a 'rainy day'. Most people are constantly in debt. This does not apply to the better educated and intellectual people, as their earning capacity is greater. But it is safe to assume that MOST of the people have financial troubles and worry.

#### THE AVERAGE PERSON

(Intellect and adjustment capabilities)

46% of the population are AVERAGE: 16% slightly above average, and 15% are slightly below AVERAGE. The average education is the NINTH grade, and the average vocabulary is limited to 6,500 words. The average memory span is seven digits. The average mental age is 18 years!

The AVERAGE person can understand the meaning of such words as revenge, pity, envy, charity and justice. The AVERAGE person does NOT understand the difference between character and reputation; laziness and idleness; the meaning of averice and conscientious.

The preceding material is based upon statistics of insurance companies and tests made by a leading psychologist. It presents an interesting, but somewhat depressing picture of the individual most likely to visit the 'cold reader'.

Much food for thought can be drawn from these statistics and the proven tests - which should tell the reader what goes on in the minds of

his prospective customers.

The analysis of CAUSE and EFFECT should not be overlooked. Certain known factors create certain known effects. If one is to 'play with fire', the result or EFFECT will be 'burnt fingers'. The reader should thus base his projections of the future or predictions on known facts, and the inevitable results. It behooves the reader to analyze and CORRECTLY predict future events as FREQUENTLY as is possible.

Much has been told of the cold reader's technique and it is only fitting that a few words of caution or advice likewise be presented.

The reader should never claim any supernatural powers. In fact, he should DISCLAIM any such association with the super-natural. This should be definitely stated in every reading. Let the client draw their own conclusions.

Never attempt to diagnose medical cases, or prescribe medicine or treatment. The reader may 'recognize' nervous conditions or disorders, and offer such advice as 'worry and anxiety are destructive factors, and contribute to ill-health'. Medical cases should be referred to competent physicians along with cheerful acknowledgement and encouragement for improving. It is true that most ills are imaginary, and could be cured with 'pink pills' or a little applied psychology, but don't go beyond your depth.

Flattery does go a long way. Flatter your client's EGO and they'll love you.

Read - whenever possible - to one person at a time. Don't knowingly knock other readers, unless they have committed some serious breach of etiquette, which could be predicting the death of clients, or creating undue fear in the minds of the client. The conscious reader should endeavor to HELP his client in every case.

GIVE ENCOURAGEMENT, sound advice and BOOST MORALE.

## PART II

### THE CLIENT

As will be observed in Part I of this book, the cold reader knows a great deal about his client BEFORE contact is made. Seated across a desk from the client, the reader is able to supplement his general information by the many, many TELL-TALE SIGNS and REACTIONS of their client.

Emphasis is again placed on the extreme gullibility of every person. This should not be under-estimated - and likewise, not over-estimated. The reader realizes first that his client (naturally) has a troubled mind - a problem that seeks a solution.

The client will receive relief in the mere telling of their problems to another. Client seeks relief from mental distress, to unburden his problems as a result of mutual understanding and assistance, seeks reassurance, expectation, improvement and better luck!

Psychologists recognize the tremendous advantage of a good listener. The unburdening of the mind, brings comfort, ease and refreshment to the individual. The TELLING of these troubles to others make them look LESS significant. Another important factor to remember - people are more interested in TELLING their troubles than listening to the troubles of OTHERS. Thus, the interview itself permits the client to unburden and receive some degree of relief.

The CLIENT has a pre-determined idea of what he WANTS to hear - what kind of reassurance that is needed to lighten his burden. The reader should always tell his clients truthfully what he deems the best solution. The reader might well, on understanding the problems and situations of his client, put himself in the client's position, and determine what course of action HE would take.

It behooves the reader to give constructive help and suggestions - never the negative. If persons can be encouraged to hope and expect better things - they will subconsciously SEEK and (often) OBTAIN them. It is a great psychological law that 'whatever you seek (if logical) you will receive - if you strive hard enough.' This bears out the old axiom that 'nothing is impossible.'

If the client is led to believe and expect improved conditions, their frame of mind is conducive to this IMPROVEMENT. The reader has an obligation to HELP every client to the best of his ability. Unfortunately, as in many professions, sometimes the individual is more interested in extracting dollars from the client's pockets without regard to giving worth in return.

Remember, the client has faith and confidence in you - the cold reader, else the interview would never have occurred. Being emotionally upset, and buoyed up by the belief and confidence you (or your advertising) have inspired, the client is usually very pliable in the hands of an experienced reader.

Realize that your client THINKS you KNOW more about them and their troubles than you actually do. The reader talks about ABSTRACT subjects KNOWINGLY - and the client THINKS the reader is fully appraised of the situation. The cold reader can talk abstractly and vaguely, yet convey plenty of meaning.

The reader always talks fast - that is part of his trade. A rapid flow of speech is difficult to remember and confuses the client. Afterwards, the client will recall various things that the reader referred to and many subjects that were NOT discussed, yet the vivid imagination and eagerness of the client will conjure up a situation that will appear in their mind as a real miracle.

If the reader gets off on the wrong track, the clients reactions will tell him, and he reverses his procedure or story. Thru out the reading, he can say, "If at any time, I have made ONE important error, please correct me." By repeating this line several times during the reading, it becomes fixed in the client's mind, and becomes accepted as a fact.

Actually, the reader need not make any important errors, because he can correct his patter at any time when reaction tells him he is wrong - and before the important error occurs.

In order for the CLIENT to talk, the reader need only ask a direct QUESTION, such as "Do you believe in luck?" or - "If there is a death or accident in your immediate family, do you wish me to tell you?" Questions scattered thru out the reading will bring response and get the client into TELLING the reader the secret problems. The smart reader catalogues these thoughts, later re-tells them to the client - and also tosses in a line like this - "Remember, I told you about that a little while ago." Whether or NOT, the reader gave that information previously is of little consequence, BUT the client will usually accept it as fact.

The professional reader always AVOIDS an audience. He works to the individual ONLY. Therefore, he cannot be quoted as to what he did or did not say. Comparative notes cannot be made to tear down his reading at a later study.

It is well from a legal standpoint that the reader include remarks of this kind in his reading. "Please understand that I claim no supernatural powers in conjunction with my work. What I do is only the result of years of study and concentration."

The above gives the reader a certain degree of legal safeness, even though there are no witnesses to hear the remarks. It is meaningless as far as the client is concerned, because whatever the reader disclaims, the client KNOWS the reader must have great powers!

One of the best ways to LEARN to be a good cold reader is to practice giving cold readings. This is a mental procedure which can be carried on many hours of the day, and without disturbing your normal routine.

On street cars, buses, restaurants, theatres - wherever people gather, scrutinize people carefully. Pick out one subject at a time. Imagine that person as your client. First, analyze this individual - classify them. Try to guess their vocation - marital status - position in life - religion - and their inner thoughts and problems.

While you may not be able to check the results of this diagnosis, this will prove valuable training. Mentally, you give various people a 'cold reading'. You can practice then on your friends and acquaintances, and to a certain degree, check the results of your studies. This can be done when first making acquaintances - later association will bear out or refute your mental search.

The reader should read the newspapers - study the photos in the papers and magazines. Endeavor to place your own analysis on crimes, murders, crimes of passion and all sort of human behavior. Seek the reason WHY these things occur - the MOTIVE behind the story. Such practice will give you much INSIGHT into the lives of your fellow companions.

People who come in contact daily with the public, such as clerks, teachers, salesmen, etc., soon learn to 'size up people'. It is an intensely interesting study and pays big dividends to the individual.

Strange as it may seem, most professional readers depend on REPEAT TRADE, and in order to bring the client back again and again, the reader must give SOMETHING for the client's money. For repeat business, the client must be 'taught' to depend absolutely on the reader's guidance, to defer decisions until the reader can be consulted - to leave all responsibilities in the hands of the readers.

### PART III

#### FORMULA FOR COLD READINGS

Such a formula will touch upon the basic problems of every individual, and create a very intriguing reading. There is an exploratory opening, followed by a thumb-nail character analysis. Then the reading swings into high speed, as it passes to the main subject of interest. Briefly, love and friendships (and enemies); money and gain; obstacles in the path! Health and loss, travel, news, dangers and desires. A dash of mystery dealing with future events, a solemn warning and some good advice. The reading is closed with the client still in awe and suspense - which may result in another visit.

Remember, the case histories of thousands of visits to the cold reader and psychiatrist SHOWS that the visit was induced by a FEELING of FRUSTRATION for not having been able to attain ideals, fulfill ambitions, realize goals and get ahead in their work. This has resulted in a tendency on the part of these people to withdraw from reality, to become suspicious of others.

Sex, as stated several times before, produces a great deal of anxiety and trouble in this old world of ours. This is especially a great deal of sham and confusion about sex, revealed particularly by women. While many clients were induced to seek consultations because of marital differences, it was later revealed that practically all visitors displayed marital dissatisfaction or difficulties.

Everything in the orb of the life of a human is either DESIRED or POSSESSED. Basically, ALL problems revolve around this vital statement. Love, health, wealth, prestige, travel, etc., is either desired or possessed. If not possessed, it is desired, consequently a problem is presented as to HOW it can be obtained. If POSSESSED, possession of these desires always present worry and anxiety if the possession is to continue, and other ideals associated with the possession will continue on a smooth plane.

FEAR is a tremendous factor associated with all human lives. Fear is sponsored by thoughts of suspicion, loss, guilt and retribution. Fear of loss of the things DESIRED or POSSESSED.

Loss of something desired or possessed may be real or IMAGINARY. FEAR OF LOSS is sometimes stronger than actual loss. When a loss occurs, even though only in the imagination, the cycle begins all over again - desire to possess or find a suitable substitute. When a LOSS occurs, it must be again possessed, or replaced.

Loss - whether of material possessions, or of hopes and desires -

cause frustrations and emotional disturbances. Fear heightens these emotions, creates despondency, suspicion, jealousy, and nervous disorders. Superstition is based on FEAR psychology, and while predominate among the less educated, it is a natural trait.

Briefly, the cold reading can be summarized as an ANALYSIS and PATTERN STORY of the client's DESIRES, POSSESSIONS and FEARS. As the author deems this one of the most IMPORTANT STATEMENTS IN THIS TEXT, please read this paragraph again!

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Here are the subjects to be considered in the composite 'cold reading' - depending on the individual client.

1. The present time
2. Personal magnetism - charm - control over others
3. Investments - partnerships - employment
4. Best friends - obstacles in pathway
5. Age of life - sickness to look out for -accidents
6. Enemies that bear watching - undecided state of mind
7. Psychic powers - premonitions - judgment of nature
8. Marriages - money conditions
9. Warnings
10. A change in affairs - trips
11. Surprises - fortunate years, months, dates and days
12. The cause of all unfavorable affairs - changes and results

These topics are then BLENDED into the pattern story of reading, much in the following fashion, which is here given as a GUIDE to the student. The reader will observe that a great portion of the reading can apply to anyone - including yourself - and by benefit of observation of the individual client, it is personalized and made to FIT.

## THE COLD READING

"My friend, please be seated. I am glad that you have taken this opportunity to consult with me, because I definitely feel that I can touch upon the conditions that trouble you, and help you overcome this situation. At the present time, you are troubled and of a confused mind. You don't appear to know whether exactly which way to turn, and you realize that soon you will have to make an important decision. Right now, situations do call for a clear thinking and logical decisions. I see you walking down a path - may I suggest that it is a lonely path, because you walk alone with your thoughts. The path divides into two paths - and you don't know which to follow."

"Things are not progressing so well for you domestically and in financial affairs. In a manner of speaking you seem to be held back - always just short of your goal. For your efforts and energy expended, you do not feel you are making the proper progress. You feel that circumstances surrounding you are not favorable or evil, and you want to throw off this yolk, and express your true self."

"I do see others about you - many people, most of whom you can regard as true friends. However, there is ONE person that stands out. This person seems to have a great deal of influence over you - and that is the source of some of your worry and anxiety."

"However, let me say that worry never remedied any situation, only makes it worse. It is going to be necessary that we reach the bottom of this trouble, carefully analyze it and put you on the straight path. This disturbing element has caused you much frustration, delays and uncertainties in your pathway."

"Your personal magnetism is quite strong, and has been a big factor in overcoming many adverse influences. You do possess a power to charm and fascinate others with whom you come in contact, yet you are most susceptible to the influences of others - and not always for your own good. You are now in a cycle of unsettled conditions, which is slowly but surely changing for the better. However, rather than to just 'wait and see what happens', you must settle your mind by logical decisions and action. You are still - 'Master of your Fate - Captain of your Soul' - if you will but heed my words."

"First, a few words of advice - I perceive a figure about you, which indicates a long span of life. It is quite probable you will live longer than most members of your family - possibly to the age of 80 to 85 years. Your life will always be marked with certain minor ups and downs. Your life should be reasonably free of personal injuries, serious illness and accidents. Precautions should be taken to avoid a very nervous disturbing condition, some stomach disorders and a glandular distur-

bance later on. By the proper living and care, most of these things will take care of themselves."

"You are concerned about financial conditions, which have never proven entirely satisfactory to you. You wish to improve this situation, but feel you have been restrained, and that it is beyond your reach. As I previously told you, the unfortunate cycle of life is now passing, and conditions are far better in the near future for you. I see improved financial conditions - more money coming to you thru better conditions. Part of this will be brought about thru a new friend, who will do much to help you. This party will soon recognize and learn to lean upon you."

"Investments made later on, especially along the lines of property and real estate, should prove most beneficial to you. Once you have overcome this feeling of uncertainty and frustration, you will be quite competent to manage your own affairs, and thus should progress. A change a little later on is denoted, and should prove most beneficial to you."

"Glancing back into your life, I see you as a person who has suffered by a near tragedy or great loss. This was either experienced by you or someone very near to you. There have been moments of tears and sorrow - that dread feeling of frustration. As you grow older, you have become more balanced and are now determined to forge your path to greater happiness and contentment."

"The opposite sex are friendlier to you, than your own sex, and I see how this one - maybe two, persons whose influence has strongly acted upon your mind. Is not this person very near and dear to you? (QUESTION) I thought so. Down in your heart you feel that much has been denied you. You appear to live a sort of double life - one physical, and the other mental or imaginary."

"I want you to pull yourself back to reality - to carefully study the situation, as it actually exists. I see your judgment coming to the fore with sound, logical decisions that will bring about many of your secret desires and ambitions."

There appears to be something - something that you just can't put your finger on - that keeps this person from being nearer to you. It seems no matter how hard you try to please this person - that your efforts are not appreciated. This is not exactly so - for this person is naturally adapted to you, and could make your life very happy. This person is influenced by others in a manner that is not exactly favorable to you. This adverse influence can be removed."

"I get another person (man or woman) of medium height - with dark hair. You have never really been sure this person is a true friend, and I might add that you are in danger of being deceived by this person. I believe your own intuition tells you this! Is that true?"

"There is another person - fairer, and with light hair that presents a most favorable influence and friendship. This person should be cultivated, as they can mean much to you in the future. There are many people around you who are jealous of you and your success. While they are not in position to cause serious trouble, they certainly bear watching. As this cycle of life proceeds, your judgment will become more sound and dependable. You will then make decisions without being plagued with confusion of mind - not knowing which way to turn."

"You appear to possess considerable psychic ability and should, once you have overcome these negative thoughts and mental confusion, be able to help others with this great gift. Your impressions and premonitions are nearly always correct, but you do not follow them. Therein, lies some of your difficulties. You should always be heedful of these impressions and warnings, as they can make your path thru life much brighter, happier and more successful. Such psychic impressions should enable you to avoid much deceit and unhappiness."

"More than one marriage is indicated in your life. One that is moderately successful, yet lacking in many things you desire - the other a successful marriage. There is some money connected with you, and I perceive that you will come into possession of money, not a great amount, but certainly substantial enough to be greatly appreciated and utilized. There will be delays, disputes and possibly some legal action before this is consummated. There is significance of importance surrounding the signing of a paper, which appears to be a legal document. I do not believe you recognize this situation at this time - but will later on."

"You will very shortly receive some news that will surprise you. Not especially bad news, or good, although it could have a very significant bearing on your life. This appears to come to you thru word of mouth. In the meantime, someone appears to be watching you closely, so be on your guard."

"Very soon you will receive a letter bringing glad tidings, or an invitation to you. A little later in life, I foresee considerable travel for you. Travel greater than enjoyed by the average person. This movement will bring you in contact with many new friends and acquaintances, which will contribute much to your pleasure and welfare."

"While there are several disturbances of the heart - I am speaking of affairs of the heart and not illness - I do feel that love surrounds you, and eventually will make up for all you feel you have missed earlier in life. Everyone is entitled to certain amounts of happiness, and this, too, can be yours."

"When things do not go 'right', you become very disappointed and melancholy. This is a very disturbing factor, and hinders your progress as well as threatens your health. You appear to allow your emotions to

run from the very heights to the lowest depths. More than once the thoughts of suicide has entered your mind. This is perhaps natural due to an emotionally disturbed mind, and naturally you should not permit yourself to harbor negative and distressing thoughts. They are most harmful."

"The present year can be deemed a good year for you, however, the three succeeding years should offer you more than you have enjoyed in the past. During 19-- , however, beware of illness, especially nervous disorders. The figure two dominates your life, which is indicative of the two marriages I mentioned. Business changes, transactions and undertakings should be made early in the week. These days appear the most auspicious for you. The best day of the week is Monday. You should eventually acquire considerable wealth, and I do not see you in want, or distress in any way."

"To return to the present, the influence which now surrounds you is what psychologists term 'antagonistic influences', and causes you to feel blue, defeated and discouraged. This is because surrounding occult influences would harmonize your life and bring about your fondest desires. It would bring you an idealistic state of love, harmony, happiness and success - everything that is desired by you."

"Now, if you have any specific questions that I have not touched upon in this reading, you have the privilege of asking them - but first please concentrate your mind on your first and most important question.

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After the client has heard the above reading - applied, of course, to the individual - they are confused as to what was actually said, and will come forward with direct questions for further clarification. It is here the reader drives home the important points, which are long remembered by the client.

The above reading is given only as GENERAL PATTERN lines, built upon the frame work of the twelve general divisions. It is far from all inclusive, as every reading will be different planned directly upon the reader's analyzation of the client.

This SAMPLE reading is GENERAL in material, because it is not upon any individual. The stop and go signs will be revealed in the client's reactions.

To supplement the above sample reading, here are many fine pattern lines and paragraphs that should be used, as the reader sees fit.

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SUPPLEMENTAL PATTERN

"You appear to be a highly emotional type of person. At one moment you are at the height of elation, and the next deep in despair. As a consequence, you do really love, life, and while its course is difficult at times, life has its compensations for you."

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"I can perceive modest, yes, modest beginnings. Early in life, I see you experienced many difficulties - most of which were almost beyond your capabilities. In fact, there was at least one occasion early in life, when it became doubtful if you would go on. You experienced considerable unhappiness - and were alone many times with your own thoughts. As you grew older, other outside influences began to make an impression on your life, and I see one person - a true friend, who helped you a great deal."

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"You are a person with intense love emotions. You do not like a great many people - not that you are not on friendly terms with many, but you choose your friends carefully. When you like someone, you really like them with all your heart - not for what they might do for you. This intense sincerity and affection has brought you many sorrows, but you will profit from these experiences."

\*\*\*\*\*

"You appear to be in doubt of even your own affections. You are quite fickle at this time, and I perceive that you feel you have been hurt by another near and dear to you. I feel that I must concede this fact, but you should dismiss these negative thoughts from your mind. You should endeavor to place your affections elsewhere, and not dwell too much on the past."

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"You appear to be possessed with many fears and anxieties, most of which, I would like to add are imaginary. Most of the things you fear and worry about never happen. You bring a great deal of worry and trouble into your own life - and needlessly."

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"Your problem is a problem of the heart. You stand on the brink of uncertainty. You don't know which way to turn. You wonder if this party really loves you and what will be the eventual outcome. It appears to me that you care far more for this person than they do for you. Your

love emotions are more intense, and I am afraid you are preparing yourself for a big 'letdown', which you now recognize as the truth, down deep in your heart."

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"There was a sad loss in your life; someone very near and dear to you. This was a big shock, though not wholly unexpected. While other compensations have partially offset this loss, you still sense it. You must learn to place these thoughts in the back of your mind, and seek with greater zest further compensations. Your loss now is purely spiritual and mental."

\*\*\*\*\*

"Stubbornness - I might say - even plain bullheadedness - have greatly restricted your progress - not only in the business, but social world. While this is a natural trait with you, it can be overcome to your great distinct advantage. Don't be afraid to admit something when you are wrong - even if you only admit it to yourself. Don't be so critical of others. Look for the better things in those with whom you come in contact."

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"Not too long ago, in your life, I see a serious love affair. One that did not turn out exactly as you had hoped. This made you quite cynical and bitter for a while, but you have learned to overcome this feeling. Either someone was madly in love with you, and you were with them. There was a third person in the picture, whose influence extended over this affair, and caused it to eventually terminate."

\*\*\*\*\*

"You seem to pass thru life, always seeking something that appears just beyond your goal. In many cases, you have not been aware of this evasive goal - just an inner restlessness and rebellion against your lot. You have **felt** that evil or bad luck surrounded you - and held you back. This is partially true and partially an alibi for your own shortcomings."

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"There appears to be a person in your life that has a very profound effect upon you. This influence puzzles you, but let me say it is a beneficial influence. You should cultivate it."

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"It is better that you realize your conditions as they actually exist

instead of living in an imaginary world, day dreaming. Face the present facts, and work, toward correcting this situation. It is not beyond your power to do so."

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"A showdown appears in your life, indicative of some serious illness or accident. I do not know if this occurred to you, or someone very near and dear to you. No matter the showdown and shadow was there and death was very closely averted."

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"Some losses are shown three to five years hence. This could mean financial or very personal in nature. This may be countered by wise and careful judgment in the future. Be especially careful in money matters, close business associations or in dealings with relatives."

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"Right now, you are timely contemplating the possibility of changing your job. You have been at it a long time, and your soul craves a .. change. While I am not going to recommend a change, I do see this impulse becoming stronger, and eventually you will make this change, which I might add, should prove beneficial to you."

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"You are very much worried about your health - there appears to be some basis for this worry, and also you are allowing your imagination to run away with your logic. You are discouraged because your doctor hasn't been able to do more for you - you have reached a point where your confidence in your doctor is almost gone. This is an unfortunate situation, and because you no longer have confidence in him. I do believe a change of physicians would help you. However, you must be patient, and stop worrying. You can do much for yourself - and I am sure improvement is certain for you."

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"There is a thought in the back of your mind that someday you may inherit some money. This thought is not too strong or well formed. Perhaps I should say it is a HOPE. Yes, I do see a few years in the future that some money will come to you thru a legacy or inheritance. This may prove to be unexpected, and from a source that you do not even suspect at the present."

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"Regarding the recovery of your money, it appears to me that this is

a good case for a lawyer, rather than a reader. I feel that only by taking drastic legal action will you be able to recover your funds."

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"Your great desire to own your own home will be fulfilled. This may be difficult for you to perceive at this time, as I see many disappointments in this respect in the past. However, never give up this goal - because it will materialize, and sooner than you think.

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"You have lost a piece of jewelry and greatly desire its recovery. Let me ask you a question. Your mind tells me that you feel you did not lose this jewelry thru carelessness, but that it was taken - stolen from you. Isn't that right? Not only that, but you have a person in mind at this moment that you strongly suspect took this jewelry. Let me say you are doing this person a grave injustice by your suspicions. I see that it was lost thru your own carelessness, and that it is now beyond recovery."

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"There are times when, deep down in your heart, you wonder about your mate. Is your husband true to you? You know you are a little jealous, and do let your imagination run freely. I see no reason why you worry on that point, as I am sure your husband loves you very much. In the meantime, realize he has many problems on his mind, and perhaps for that reason, is not as attentive as you would like."

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"You are wondering about this boy. You are not quite sure of him. Right? You wonder if you will ever be man and wife. And if so, live happily. It is apparent that you think more of him than he does of you. I doubt very much if this affair will turn into anything serious. Regard him as a good friend. Very shortly, I see another man coming into your life, tall, handsome. He will make a violent impression on you - and in your heart, you will realize, 'Here at last, is my Prince Charming.'"

\*\*\*\*\*

"While I do not wish to worry you, I think I should warn you against accidents and personal injury - especially during the latter part of the year. Exercise extreme caution at all times, especially in regards vehicles and in transportation."

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"You are very much concerned about your children - one in particular.

This child presents many problems to you - in fact, I see your reference and words, 'problem child'. I do believe much of this condition can be overcome by you thru a better understanding and greater affection toward the child. I am sure, with the passing of time, this child will grow to adulthood, and later in life make you very proud of him."

"Do not try to suppress the plans of your daughter (or son) in this planned marriage. Any interference on your part will be greatly resented, and only complicate nature. I urge a 'hands off policy and I am sure everything will work out alright."

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"Madame, you are well aware of the marital situation in your home. It is apparent that you are very much dissatisfied with conditions, and you don't know which way to turn. I am not going to advise you what to do, but I will say that with the passing of each day you are approaching a climax, which your better judgment will dictate the best and proper course for you to follow. Happiness is the birthright of everyone - and it will come to you sooner than you think".

\*\*\*\*\*

"With the advent of a new cycle, which you are about to enter, your path will bring you into sunlight, and spiritual warmth that you never expected to know. Great spiritual riches are in store for you. Much of the disappointments, trial and tribulations will be overshadowed by this great new experience."

\*\*\*\*\*

"My friend, early in your childhood, I can see you falling. You may not even recall this particular fall, but I see that it has left a mark upon you - A SCAR ON YOUR LEFT KNEE! Are you aware of it? If not, LOOK AND SEE NOW - or when you return home." This is a SENSATIONAL PUNCH and will hit 99 out of 100 times. It is an old gag to the 'cold reader', as it is based on the fact that practically EVERY PERSON, at some time or another, suffers a fall, and will endeavor to protect themselves with the LEFT KNEE, and thus suffer an abrasion, which will leave a scar that will remain thru out life. Check - look carefully at YOUR own left knee!

#### ASTROLOGICAL PATTERN LINES

The serious would-be reader might well consider making a very brief study of Astrology. At least, to learn the different signs of the Zodiac, and the general characteristics of each sign. A short thumbnail sketch of

the various signs provides excellent descriptive patten, and strangely enough, these readings are quite accurate!

For instance ARIES is the sign governing persons born between March 21st and April 19th. Persons born under this sign are indeed fortunate. Their nature is strong and impetuous, and with an inborn desire to command and lead. They are keen, witty and head-strong. Their chief faults are fickleness, impatience and anger. They love to engage in great enterprises and have keen foresight. The astral color is blue; lucky gem, diamond; June and July are the favorable months, Leo and Sagittarius are harmonious signs for marriage.

This brief thumbnail sketch delivered to practically any person born under the Aries sign will ring with a favorable reaction. So will other astrological data on the other signs prove most valuable in the reader's vocabulary. This information can be obtained from practically any astrological publication covering general characteristics of the signs, or from the Nelson Enterprises.

#### FACTORS THAT UPSET THE NORMAL PATTERN OF LIFE

The normal desires in life are contentment, security, love, gain, progress and prestige.

Anything that upsets these normal desires interferes with the smooth pattern of life. The inability to acquire these desires, or retain them causes frustration, instability and a thousand one perplexing problems.

Fear, suspicion, worry, anxiety, greed guilt and breaches of our normal code are all NEGATIVE factors, and contribute to the destructions of the natural desires and goals. All are presented in the NORMAL pattern of life, in more or less degree. It is when these factors are not held in check that a troubled mind results.

And when people endeavor to live together in our complex society, such problems are bound to occur. Our greatest (and practically all) our problems are caused by our association with others.

To understand some of these important and disrupting factors, take a lesson from our DIVORCE courts. A noted philosopher once said, "The course of true love never runs smooth." Records and statistical reports show that the cause of marriage failures can be attributed basically because one or both parties have lost INTEREST.

The reason for this loss of interest or frustration may be summed up in three categories. First and foremost is sex. That is the lack of

of proper understanding of the sex function, or the lack of proper SEX-BALANCE. The second reason may be termed FINANCIAL and all it implies. Third, but not least, are outside influences - relatives, friends (and enemies) and the inability of the marriage partners to adjust their lives to their own limitations.

These three PRIMARY reasons for failure of the individual to adjust his life need not be confined to MARRIED people. The reasons equally apply to everybody. The love emotion, including sex, is universal, and its driving source second to hunger. Because the emotion is deeply felt, any disruption to the smooth running of the love-life (referred to in its broadest terms) is bound to cause serious repercussions.

The second classification - financial - is likewise very important. It is only natural that the AVERAGE person seeks progress, financial gain, recognition and prestige. The individual does not like to see others out-perform and achieve greater achievements. To fail to achieve your rightful 'place in the sun' is to acquire a sense of instability, inferiority and self-reproach.

The third classification may be further defined as surrounding influences. This not only means the influences of other PEOPLE, but environment. Environment is an important factor, as much of it 'rubs off on an individual, especially early in life.

Individuals can become very restless and dissatisfied with life by noting the progress of countless thousands of people who have attained greater success and material gain, and by the realization of apparent unfairness of government, moral and legal codes that daily confront us. Such individuals, which have not found the happy faculty of ADJUSTING their own lives are apt to feel DEPRESSED, blaming not themselves for their shortcomings and failures, but other people and circumstances. This is an easy, but cowardly, manner of self-alibi.

The reader should PROBE these disrupting factors, and SYMPATHIZE with the client. This is extremely pleasant to the client, and places the reader and the client on friendly and confidential terms. It is well that the conscientious reader should sympathize with the client, and THEN endeavor to help the client CORRECT these NEGATIVE THOUGHTS.

A woman (or man to a lesser degree) who is mentally and spritually HURT many times will completely change their outlook on life and character. This 'hurt' if permitted to continue will develop into a phobia - and seeks, relief, peculiarly, thru hurting someone else.

A perfect illustration of this point! A happily married woman's home is broken up (so she thinks) by another woman. She is more bitter toward the WOMAN than her HUSBAND, though the husband may be equally guilty in the matter. Her resentment is directed toward her own sex, never realizing that maybe SHE is responsible for the triangle.

Her moral outlook on life is apt to change to a point where she will seek association with other married men, again levelling her revenge towards her own sex. What was morally wrong before, is no longer wrong now!

It is a universal trait to blame OTHERS, rather than to seek an honest examination of the true situation. Many times the truth is ugly - but the reader should tend to SUSPECT this, but not always tell it.

## RE-ACTIONS AND BACK-TRACKING

"I see that you are very much concerned about someone near and dear to you. Your HUSBAND is giving you some anxiety, isn't that correct? (The client's eyes widen - a bullseye). There is another person, a woman? (WRONG - the eyes narrow - try another track). About this money. There is some uncertainty about husband and money - about his ability to make and retain it. (The eyes widen again). There seems to be a lack of will power - of responsibility. This weakness does not seem to center about other women, but he does like to drink and gamble. This concerns you, not so much for yourself - for I see you are not vain and greedy like so many women. (This FLATTERY softens them up). Both for you, the family and the future. (Reaction here brings sympathy and confirmation). You see I have read these negative thoughts in your mind. I can see you crying many times (a slight nod). You dearly love your husband, and you appear afraid of him."

The more worried the client, the more this person wants to tell and share this misery with another. The reader lowers the guard of the client in his opening and explanatory remarks - and the client is apt to confide their innermost problems to the reader. "I am SO glad that you came to see me - I can see the worry, trials and tribulations that you have been thru. You poor, but BRAVE woman, etc."

Reactions will be revealed by word of mouth, facial expressions, movement of the hands, fighting in the chair, posture in chair, breathing, relaxation or tenseness of the body and a million and one SIGNIFICANT signs made by the client SUBCONSCIOUSLY. WATCH FOR THEM!

Thus, if errors are made, they can be corrected and retracted BEFORE they become noticeable. The client is NOT apt to detect these minor false starts, but to remember only the factors that they RECOGNIZE.

A spiteful woman has a tell-tale line around her mouth and other vivid indications in her FACE. This type of person seeks sympathy and soft-soap. "YOU have suffered a great deal thru malicious and ill-tempered persons around you. You have been the victim of the influences of others, much to your detriment. You are too trusting and generous." That is the way the client likes to see herself.

The self-righteous person (either sex) wears a curious, cool smirk. "You have a fine and sensitive nature. You appear very much disturbed by surrounding influences and conditions - you tend to live within yourself - to keep aloof of others." Thus the reader describes the client as the client sees himself.

The bad-tempered man indicates his disposition by the nostrils and lips. "You are by nature impetuous, sensitive and easily disturbed by

unfairness. The apparent lack of understanding by those near you has caused you to keep yourself under firm control - your emotions pent-up". That is what the client thinks of himself - his wife's opinion is undoubtedly the contrary.

To describe a woman's friend, describe HER physical likeness. The cold reader should learn to describe people as they see THEMSELVES. The man thinks HE is very clever and unique; the woman KNOWS she is.

"How to Read Heads and Faces" by James Coates (published by David McKay and Co. , New York) is an excellent text book on facial analysis and expressions. There are also a number of other books available on this important subject. Many will be found in your own public libraries.

If, when reading, the reader will pause and hesitate, as though debating whether to reveal an important (?) subject, the client will react to a natural fear. This is a deadly weapon used by many experienced readers, to keep the client 'on edge'.

LOSS is an important subject - it implies FEAR of non-recovery. In case of a lost article, it is first usually regarded as being misplaced or 'lost' thru carelessness. When recovery is not prompt, SUSPICION creeps into the mind. Usually, the client suspects a certain person. This is a sure shot, but do not encourage this suspicion, least an innocent person suffer.

When the reader can determine the whereabouts and circumstances under which certain articles, rings, thimbles, watches, pens, keys, etc., are lost it may be advisable to give hope for recovery, as often times a more diligent search will reveal their presence.

The reader, as he works and talks, should not appear to be studying the client, but must closely observe the client's reactions at all times.

## THE TECHNIQUE OF THE COLD READER

### APPLIED TO THE STAGE MENTALIST

Practically all stage mentalists, when presenting a 'question and answer' act, concern themselves ONLY with giving ANSWERS to the questions. This type of presentation will be tremendously effective. If properly done, BUT why should not the stage performer add to his EFFECTIVENESS by using some of the technique of the COLD READER?

The stage performer has the benefit of KNOWING the question and some of the details of the situation. He has the further advantage of knowing the patron is not likely to CONTRADICT him publicly if an error is made. His purpose is to impress the BULK of the audience, rather than the individual.

The stage performer can not only answer the question, but build a most effective thumbnail 'cold reading' around the patron - project the situation into the future, and predict the 'arrival of a letter bearing glad tidings, a new heart interest, an unexpected legacy and other pleasing expectations.' These need not be in the realm of fancy, as careful analysis of the individual, plus the KNOWN question and a little psychology will reveal.

There are certain LIMITATIONS in regards the stage or platform performance, but more INTERESTING, COLORFUL and PLEASANT ANSWERS can be given IF this technique is applied.

Much of the statistical background, facts of life and general technique, as herein outlined, can be utilized to great advantage by the stage mentalist.

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## PART IV

### CASEING

It is true that many professional readers amass great wealth. In our capitol, Washington, D.C. and many states in the Union, clairvoyants, crystal gazers, private readers, and card readers, soothsayers. etc., are LICENSED to practice.

In practically every instance, the licenses are very expensive, but apparently the readers feel they are granted free rein by virtue of the license. Naturally, excessive and outlandish claims are made in advertising leaflets and newspaper advertising.

As a solid result, thousands of clients daily seek the services of these self-styled advisors, money by the millions of dollars yearly pour into their coffers.

Yet, the professional clairvoyant reader does not make his big money by just giving readings. There are many readers who endeavor to FRIGHTEN rather than help their clients. This is known among the clan as 'caseing', or building up a case around the client. By perceiving evil influences, misfortune, bad luck and all sorts of dire situations in the life of the client - that need immediate CORRECTION.

As the emotionally disturbed client is faced with greater disaster and fear than that which impelled him to consult the reader, the clients are usually open for the 'case.' This dire situation will be explained later.

Let it be distinctly understood here and now, that the author of this text, does not favor or condone this type of skullduggery. However, the moral or legal aspect of 'caseing', will not be considered in this text. This and the following information is given specifically with the one thought in mind to show how some of the professional readers work and to cover the subject of 'cold reading' as completely as possible.

Many of the readers who specialize in 'caseing' do not feel that they are doing any moral wrong. They argue and truthfully, 'that a fool and his money are soon parted,' they claim 'they might as well have the money as someone else.' Further arguments, in a defensive vein, charge many doctors, lawyers, psychiatrists, instructors, teachers, etc., CASE CLIENTS IN THE SAME MANNER, and keep them coming back again for further and needless services.

Their arguments are logical, and true in many cases, but these arguments are strictly of a defensive nature - and if WRONG, certainly one wrong does not justify another!

So much for the moral side of the argument, and to make your information on 'cold readings' as complete as possible, here is how the professional reader 'cases his clients'.

Many years ago, while a youngster in High School, the author consulted a 'medium' I don't recall WHY or for what reason I went to this medium, other than some childhood problem or 'trouble' occurred. I lacked the foresight and wisdom to consult with my father, but I believe it was SOMETHING I was AFRAID he would find out.

I was ushered into a dirty, greasy room, and sat uneasily in a squeaky rocking chair across from the 'medium'. He was a tall, gaunt, hawk-faced man. Even now, I can recall a certain sense of fear as I faced the medium. . . . .To make a long story short, ten minutes later I left his dirty quarters, after having paid a dollar for the reading, and FIVE DOLLARS for a special charm that would CORRECT EVERYTHING. Not only was it to erase all my childish problems, but it would make it possible for me to avoid a crippling injury or even death - which the medium assured me would surely overtake me - if I didn't buy the charm!

I shall never forget that experience. Though I was supposed to return with additional five dollar payments, I never went back. I had learned my lesson - the hard way.

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To be able to offer authentic information on how some readers work, the author has collected first-hand information, notes and even the case 'build-up' from old time readers - who were interested in giving it to me - for a fast buck!

The following are actual notes, taken from the inner sanctums of case readers; and undoubtedly appear here for the first time in print. The 'case' follows the reading, who portends dire happenings and evil influences in the life of the client. Quoting -

#### SPIEL FOR CASEING A SUCKER

"Lady, I always tell the truth - good or bad. If it is bad I will advise and help you overcome this problem. Some of my clients go out smiling and some leave crying, but I tell them the truth and try to give them facts, and not promises."

"My friend, you could get a reading every day of the year, but it wouldn't help you. You don't benefit by having a doctor tell you that you are sick, when you already know it. Neither does it help you to be told you have troubles."

"My good, dear friend what you need is help and any spiritual psychic

who can tell you what your troubles are, as I have just done, can help you. If the doctor can tell you what is wrong with you then he can treat you. You can see there is an invisible force around us all that has a direct influence over our lives. If you are not in harmony with these forces then everything seems to work against you, instead of in your favor. It's like a wheel with cogs, if they are slipping, then there is no power or pull. What you definitely must do is to have these forces harmonized. You see, my friend, the human mind is not merely an organic function of intelligence, but it is a dynamo of the greatest radiant force known in the universe. It can not only imagine things or mentally create things, but can actually cause things to materialize. Sometimes you can concentrate on something yourself and cause it to happen. You have always been able to overcome certain obstacles yourself, but at the present time there are too many in your way and you need assistance. This man really cares for you (Note - this will cover business deals as well as romance) but he is influenced by others. You know he has been very close to you in the past and he was sincere in the things he told you and you knew he was because you could feel it. You can see I have a large clientele - there is a lady out there right now that has a problem similar to yours." (It makes an impression to have several checks for one or two hundred dollars laying on your desk where they can see them, cash is too obvious.)

"My friend, I wouldn't take your case if I couldn't help you. Your satisfaction is my success. If I help you then you will tell your friends. However, I wouldn't want to mention the work I am doing for you until I have finished. If others are concentrating on this it's like another station cutting in on the radio".

"I only take ten or twelve cases at a time, but I have just finished with a case, and can take yours if you will promise to cooperate - otherwise, I wouldn't consider it. I have to turn some people down occasionally because I know they wouldn't be cooperative. You know a doctor expects you to follow his instructions, so it is the same with me."

"My work is a gift - just as one is gifted for music. Of course, if he didn't study he would never become a concert artist. I have added to my psychic abilities through travel and study in far off and mysterious India and Tibet, often called the land of miracles by the few travelers permitted to travel and study there."

"There I have learned the secrets of these strangely gifted people. The rare wisdom hidden for thousands of years through the sages that enables them to perform many amazing feats."

"I learned to use these forces in my work and I do this at night while you sleep. However, I would like for you to concentrate on me just before you retire and if you have a picture of this person bring it to me." (Note - if it is a client of colour have them bring you a lock of their hair to work. This impresses them. Keep them busy doing something - and

keep them supplied with occult literature. THE FEE - LET THEM ASK YOU.)

"You see, I am a member of the International Spiritual Church, and the great white brotherhood of India. There are only two hundred and seven members in America and the parent church is in Los Angeles County."

"When I take a case I send your name, explaining your problem to the parent church and they forward it to the other churches throughout the country, and on a certain night, certain hour and certain minute we all concentrate - we cooperate with each other, and this is called chain concentration."

"I have charged five hundred dollars a week for my work, but they could afford it, and didn't mind paying it. However, I know you are no millionaire, however, I also know that getting this person back is worth everything to you, isn't it? I donate a part of all the money I take in to the church. The money is used in this great work, and every year at our convention, one of the members is sent to India and Tibet for six months to study. This, of course, is paid for out of the donations."

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Don't ask too much at first - you might chill her - you have to feel her out. Sometimes it's better to not ask too much at a time, build up their confidence, and let them pay you each week.

Tell them a doctor might charge them fifty, one hundred or five hundred but if he helps them it is worth everything to them - some things just don't have a price on them.

After you have cased the sucker, tell them that when you have finished the work, if they wish to, they can give you another twenty-five or fifty. This will impress them that you are making a special effort to work things out to the utmost satisfaction.

Don't ever tell a married woman her husband has another woman. (For obvious reasons). Just tell her he is influenced by other people. Let her draw her own conclusions. He might be bigger and tougher than you are!

For the five dollar reading tell them that you concentrate on their problems at night and make notes of the impressions you receive. When they come back the next time have five or six envelopes with dates written on them, on the table, Have two with her birthdate on top of the others, so she will spot it. Have the other one concealed under the table, or in your coat. Give her a little of the same reading you gave her before, then let her start talking. You will have a pad, and a short pencil ready under the table - so start writing - tell her you have something in an envelope for her. Ask questions, names, etc., and write her answers on the

pad. When she is finished, seal the notes in the envelope, and go thru the bunch as if you didn't see hers on top - like you are looking for hers. Of course, you now have the one containing the notes with the others, and when she tears it open, you have made another firm believer. This is especially good to use with a case.

If you want to know just how much money they have, just say, "A figure came to me last night while I was concentrating on you, and I think I wrote it down and sealed it with the notes I made." Then come right out and ask her how much money she has. Then write it on the pad. You can miss it a few dollars, so it won't seem too good.

Anyhow, you don't want to be more than 99% perfect.

Never case more than one, if they come in groups. If you think they are good prospects, date them back. If possible get their car licenses - you can get their name, and then with a city directory you can really go to work.

If you are using the switch, have them write one or two names and three of the most important questions she can think of.

"Now, this is to get to concentrating. I won't be able to go word for word, but you will know what I am talking about. Write the full name because I might just give you the initials. Now, if I were to give you the initials - say, J.L.M. - W.R.C. you probably wouldn't be able to place them off hand, but after you have written them, they are on your mind." Nine out of ten times you have already given her one or more of the initials, after you give her the names, you can say - "Remember, I gave you that initial before you even thought of it - as a matter of fact I had it before you sat down."

If you can hold your office down for six months or a year, take it easy and have your clients to bring you a hundred dollar bill to concentrate. Tell her this man is having financial worries, and she will have to leave this with you.

If you have a permanent office it is best to have a string of suckers paying you five or ten bucks each week. Have them pay you twenty-five or fifty down. Sooner or later someone else will come into their life if this person doesn't, so just tell them you knew this all the time and were working on it, but didn't want to tell her about him until the forces were harmonized.

If the client has been to another reader don't knock him. He has probably softened her for you. You just need to have a more convincing spiel.

Here is a vicious trick employed by some unscrupulous spirit mediums. The scene is the medium's seance room, filled usually by older

people including many widows and widowers. To Mabel B - "My dear, your departed husband is today standing by my side. For a long time, he has sought contact with you. As he stands here and gazes upon your face, I can see tears running down his face. He wants you to know how well pleased he was with the funeral arrangements you made. He says, 'tell Mabel the funeral was beautiful, and that he is very happy to be on the other side.'

Author's Note - Even though the message is some CONSOLATION to a bereaved widow - it's a lousy business!

THE END

## SUPPLEMENT

I have long felt that I would like to do a sequel to this book, as so much more information would be available. However, I feel this is a good basic book and that only other sources of information regarding 'human behavior' need be consulted, if the reader wishes to expand his education.

During the interval when this book was first written a few years ago and today, human nature hasn't changed (much), only the environment and situations that become a part of our daily life have changed. Our thinking may be a little different - more liberal and selfish.

We are subjected to a greater number of pressing circumstances today, and perhaps react differently than in the past. People are more broadminded; there is a laxity of our moral standards, we are confronted with economic problems (finance) and our religious and spiritual standards are questionable. Racial tensions and an increasing rate of crime affect every human. As a people we are influenced and pressured from every side. Greater freedom has been attained by women, due to the changing time (public attitude) and the PILL.

Yes, world conditions (people's behavior) are changing, for better or worse, and it is up to the 'cold reader' to realize these factors and change HIS thinking accordingly.

No one is 100% Happy all of the time, permanent, 24 hours a day, day in and day out. There are constantly disturbing influences attacking our frame of mind. Very few people are completely satisfied with their lives, and if given an opportunity to relive them, would have taken a different approach.

Asked if I would change MY life, if the opportunity were possible, my answer is NO. . . . . I have enjoyed a challenging and exciting life of my own choosing, and have no regrets. BUT if I had known what I know now, I would have handled my affairs (hindsight) a little differently, and I am satisfied that I could have attained the millionaire status.

If I were to be asked the most important factor in Human Behavior and the analysis thereof (today) I would unhesitatingly answer SEX, SEX, SEX, SEX, - which is the second strongest instinct in humans. The first strongest instinct is self-preservation, which includes hunger and thirst.

Whether you realize it or not, the sexual instinct plays a very important part in everyone's daily life. Fulfillment can mean untold happiness (think of the person in love) whereas the lack of fulfillment can bring on frustration and untold (indirectly) problems.

The term 'sex' is here used in its broadest meaning - love, affection,

attraction, marriage and marital life. Sex problems (sometimes difficult to perceive or get any acknowledgement) are directly or indirectly responsible for 50% of the problems confronting the cold reader.

Realize that today the divorce rate is now one in three. An appalling figure - something unheard of a few years ago. It is a part of our 'changing (attitude) times' and must be accepted as a vital statistic.

One of the best sources of statistics on human sexual behavior is to be found in the KINSEY REPORTS, "Sexual Behavior in the Human Male", and 'Sexual Behavior in the Human Female.' Both books are available in paper-backs at a very reasonable price. There are other similar books available or in your library.

I have just finished reading the one year study of sexual behavior entitled, 'On Sex and Life in Sweden', conducted by the Royal Commission on Sex Education (government), and I find the statistics more enlightening and startling. While we are not basically interested in the behavior of the Swedes, which is very liberal, much can be learned from this authentic statistical study. If you were a 'cold' reader in Sweden, this report would be a must.

If you are interested in further pursuing your studies of human behavior (and cold reading), these books offer a veritable gold mine of scientifically gathered statistics. And after digesting the antics of your fellow men and women, you may feel like divorcing yourself from the human race. You'll have a better understanding of your fellow partner, but that's what makes the world around us.

Another thing, in this enlightened age, I believe people more readily will accept the efforts of the successful cold reader, and 'things mystical'. There has been so much in print about prophecy, ESP and the ability of some humans to divine the future. Under some circumstances, I believe it possible for the 'cold reader' to give a successful brief 'cold reading' and having established his ability, then deliberately inform the sitter that they may verbally ask several questions. This makes the reader's work much easier and establishes an en rapport between the two parties. Actually, the sitter merely wants confirmation of their own convictions - a sort of rubber stamp confirmation. And then they follow the dictates of their own heart and have a 'fall' guy if things do not later work out as they desired.

This supplemental information should not be regarded as a 'philosophy discourse', but as an appeal to 'jog' your imagination and make a further study of human sexual behavior', or further your education as a successful 'cold reader'.

Robert Nelson, PS. D.  
February, 1969

RECOMMENDED REFERENCE AND TEXT BOOKS FOR FURTHER STUDY

STATISTICAL

Statistical Abstract of the U. S. 1959  
Supt. of Documents, U. S. Gov't. Printing  
Office, Washington, D. C.

Economic Almanac of 1960  
Publishers Conference Board  
National Conference Board  
247 Park Ave., N. Y. C.

PSYCHOLOGICAL

Psychology and Life by Floyd Ruch  
Published by Scott, Fornesbe and Co., N.Y.C.

Why We Misbehave? by Samuel Schamalhausen  
Garden City Publishing Co., Garden City, N.Y.

How to Read Heads and Faces - James Coates  
David McKay, Publishers, N.Y.C.

SEXUAL

The Kinsey Report

An Inquiry into the Intimate Lives of Women  
By Marc Lanval  
Cadillac Publishing Co.,

Psychopathia Sexualis by Dr. V. R. Krafft-Ebing  
Physicians and Surgeons, Brooklyn, N.Y.

TECHNICAL

Technique of the Private Reader  
Pages from a Medium's Notebook  
Confessions of a Medium  
Dante's Life Span Reading  
The Psychological Reading  
The Secrets of Dr. A  
Private Medium's Secret Guide  
All of the above by the author of this book.