

**READING CHARACTER AT
SIGHT: SEVEN
SIMPLE LESSONS.
LESSONS ONE AND SEVEN**

Published @ 2017 Trieste Publishing Pty Ltd

ISBN 9780649523511

Reading Character at Sight: Seven Simple Lessons. Lessons One and Seven by Katherine M. H. Blackford

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Cover @ 2017

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KATHERINE M. H . BLACKFORD

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READING CHARACTER AT SIGHT



SEVEN SIMPLE
LESSONS BY
KATHERINE M.H. BLACKFORD

LESSON ONE

FOUNDED BY
INDEPENDENT CORPORATION
NEW YORK

READING CHARACTER AT SIGHT

KATHERINE M. H. BLACKFORD, M. D.

ARTHUR NEWCOMB, *Editor*

A Simple and Scientific Method of Judging Men and Women; Reading Character; Selecting Workers; Understanding Human Nature; Developing Hidden Power; Discovering Genius; Recognizing Special Capabilities; Controlling Mental Forces; Applying Talents; Choosing the Right Work; Persuasion; Securing Attention; Arousing Interest; Making Friends; Creating Desire; Getting Action; Commanding Maximum Service; Overcoming Indecision; Achieving Leadership.

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Seven Easy Lessons by the Famous Character Expert, Dr. Katherine M. H. Blackford, based on a study of eighteen thousand men and women and one hundred great business firms.

FOUNDED BY

Independent Corporation

DIVISION OF BUSINESS EDUCATION

119 West Fortieth Street
New York

1918

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By KATHERINE M. H. BLACKFORD, M. D.
New York

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languages, including the Scandinavian

THE SEVEN LESSONS

ONE

FLYERS AND FLODDERS

TWO

THE THINKER, THE DOER, AND THE ENJOYER

THREE

**LOVERS OF BEAUTY AND LOVERS OF STRENGTH—ALSO
TIGHTWADS AND SPENDTHRIFTS**

FOUR

SEX

FIVE

THE MEANING OF RACE

SIX

PATHFINDERS AND ROADBUILDERS

SEVEN

CHARACTER IN EXPRESSION



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DR. KATHERINE M. H. BLACKFORD
Author of
THE BLACKFORD COURSE IN READING
CHARACTER AT SIGHT

INTRODUCTION

Dr. Katherine M. H. Blackford knew what she was going to be when she was a little girl with two big braids down her back. She *must* have known. Just as she loved and nursed her dolls in the nursery, so as a young woman she nursed everybody in her family. She had a quick and action-compelling sympathy for *other people*. Their suffering became her job.

As a result she was "called in" when the neighbors were sick—just as naturally as was the family doctor.

You know the result. It was inevitable. She went to Medical College.

And she won her M. D. with honors.

This was only one milestone and Dr. Blackford plunged into the difficult field of brain physiology and electrotherapeutics. Her studies, experiments and practice led her naturally to the study of character. And there she found the great field for her life work.

Dr. Blackford is today the leading expert in this country in character analysis. Long ago she recognized that the doctor succeeds to the extent that he gets inside the minds of his patients.

That more than anything else is why she originated the idea and method which is applied practically and simply in the Blackford Course in Reading Character at Sight.

As a young practitioner, Dr. Blackford fell into the habit of basing her diagnosis more and more on a minute's searching study of the patient's face, manner, actions and habit of speech. More and more, she relied upon the systematic report of her eyes. To her trained mind the salient facts stood out clearly—often before the patient had said a word.

The next stage in her career was just as inevitable as the first. Men and women began coming to her for new knowledge about themselves. She found such an unusual interest along these lines that she soon became a counsellor and lecturer on Character Analysis.

She attacked the baffling variations of personality with scientific honesty backed up by the human sympathy that had compelled her course as a young girl.

Her acute insight into physical causes not apparent on the surface, her shrewd, healthy common sense, her wholesome attitude toward life, and her interest in people gave her an extraordinary reputation.

Today Dr. Blackford has acted as intimate advisor for thousands of men and women in every state in the union and in many foreign countries.

Her list of clients includes parents perplexed about their children; merchants seeking guidance in their problems of organization and retail selling; business executives studying the problem of management and co-operation; preachers longing to influence their congregations; women in their intimate relations; lawyers seeking a more certain means of influencing judge and jury and sizing up witnesses and opposing counsel; doctors looking for a better understanding of their patients.

Failures came to Dr. Blackford to find the reason. Successful men came to Dr. Blackford, seeking the secret of greater success.

For all, she had a clean-cut message of good cheer and a simple, scientific formula for achievement.

Having accumulated, as a result of her wide practice, a great collection of precise measurements, observations and records, together with careful notes of groups in factories, stores, schools, conventions and other gathering places, Dr. Blackford classified and studied this rich mass of material, and the principles, reduced to their simplest terms, are con-