

# READING CHARACTER AT SIGHT



SEVEN SIMPLE  
LESSONS BY  
KATHERINE M.H. BLACKFORD  
LESSON SIX

FOUNDED BY  
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# READING CHARACTER AT SIGHT

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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.

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

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# READING CHARACTER AT SIGHT

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## LESSON SIX

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### Pathfinders and Roadbuilders

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#### CHAPTER I

#### WHITE AND DARK RACES

What is the first thing you notice about a man?

Not when you are consciously trying to read his character, but when you meet him in the street, on the train or in your office.

Not whether he is richly or poorly dressed, big or little, skinny or fat, an acquaintance or a stranger.

There is something you see and note instantly, before you see any of these other things. So does everyone else.

#### The Great Human Dividing Line—Color

It is his color, isn't it?

Whether he is white or black, brown, red or yellow?

Color is so easily seen and makes such a difference among men that you have to notice it.

It made such a deep impression on people that they used to divide all mankind into separate races by their color alone.

Perhaps you may remember your old geography which taught you that there were five principal races on the planet: white, black, yellow, red and brown.

Even yet, there is probably no deeper gulf fixed in tradition, prejudice, and what seems like a perfectly instinctive feeling, than that between human beings of differing colors.

With all this emphasis on color, how much does the average man know about the real characters of people of different colors? How much do you know?



The history of color in human beings, intelligently studied, gives us the key.

But before going into that, let us see what popular ideas about color have been.

### **Why All Angels Are Blond**

Did you ever see a painting or other picture of a black or even brunet angel?

Did you ever see a picture of a blond devil?

Did you ever see a picture of a good king, a lovely queen, a fairy princess, a very gentle, perfect knight or a popular hero who was not blond?

Did you ever see a villain or a vampire on the stage or in a picture who didn't have raven-black hair, "wicked" black eyes, and a dark skin?

But stop and think a minute. Among the people you know, are all the blonds angels and heroes—all the brunets devils and villains?

On the whole, do you find the blonds any more angelic than the brunets, the brunets any more devilish than the blonds?

Neither do I.

Nor does anyone else.

Then how did all our artists, poets, playwrights and novelists get the idea?

Well, look around you.

Who runs things in this world, white people or dark-skinned people—the white race or the dark races?

Which are the more powerful nations—nations of white people or nations of dark people?

Which have the greatest wealth?

Which can bestow the highest rewards?

The white people, of course.

England, France, Italy, Germany, Austria-Hungary, Sweden, Norway, Holland, Denmark, Russia and the

United States are the great modern nations which control pretty nearly all the earth, and they are all white. Japan is the only exception and she is a very recent arrival among the "powers." China is great in population but weak in military power.

Now wouldn't it be perfectly natural for the ancient artists and writers, knowing on which side their bread was buttered, to try to please the ruling classes by making all angels, gods and heroes white and all devils and villains dark?

And the custom having once started, who was to take the trouble to break it, especially since the white race continued to conquer and to rule?

### **White Races the Only Colonizers**

There is another queer thing about color.

Practically all exploration and colonizing has been done by white men.

Some dark races, like the Tartars, Mongols and Huns, have swarmed over wide areas, pillaging and murdering, but they mostly went back home with their booty. Even when they remained in conquered territory, they built up no civilization. They left no monuments to their genius. Their descendants were absorbed into white races and have left their mark only in the Alpine bullet head and such barbarous traits of character as we see among the Germans.

New empires, new republics, new civilizations, therefore, have been built only by the white race.

Now what do you see in that as an indication of character?

Let us trace the process of race development a little.

### **Explorers and Stay-at-Homes**

Ever since the beginning of human life on this planet, there have been restless, eager, pushing, emigrating people, and quiet, conservative, thoughtful, stay-at-home people.

In action, one class has always been an explorer, a pioneer, a pathfinder. This class of people is always to be found on the frontier, and struggle still further out as settled conditions of life come up with them. The other class has laboriously made safe and smooth roads and well-paved streets out of the trails the pathfinders blazed through the forest or across the plain.

In their work, one class has always attacked new problems, invented new ways of doing things, organized new enterprises and developed new markets, while the other has followed routine, worked out details, specialized upon and improved the inventions of the first class, carried on the work the first class started, and grown or made the product the first class advertised and sold.

In their social life, one class has always enjoyed crowds, life, gayety, new acquaintances and new scenes, while the other has stuck to home and garden, to the beauties of nature, to family, relatives and a few well-beloved, intimate friends.

In politics, one class has always been progressive, imperialistic, insistent upon freedom of individual action, and rather a stickler for class distinction, while the other has been conservative, democratic, insistent upon equality rather than freedom, and a hater of class distinctions.

### **Explorers White—Stay-at-Homes Dark**

Since the dawn of recorded history, this difference between the pathfinder and the road builder has been very largely a difference between races.

The white race has been and is the great restless, migrating, conquering, pioneering, progressive, inventive race, while the dark races have been conservative, stay-at-home, thoughtful, specializing races.

The early Nordic, pouring out of Northwestern Europe, overran the known world, and set up empires where white



men ruled over dark people—India, Persia, Egypt, Greece and Rome. This first conquering sweep of white people may have happened ten thousand years before Christ.

Later the white Goths, Vandals and Germans came down from the north and overran Greece, Italy, France and Spain.

It was while the white Visigoths were ruling Spain that Columbus crossed the Atlantic and opened the way for a great Spanish empire in the Americas—an empire in which a few pioneering white men ruled over millions of dark men.

Later, white men from France and England laid the foundations of our own civilization of North America.

A handful of white men from Northwestern Europe have therefore pushed out and established themselves on four-fifths of the entire surface of the earth and now rule over two-thirds of all its inhabitants.

Besides this, Japan and China are rapidly adopting the white man's form of government, under the guidance of white counselors.

### **The Dark Man's Contributions**

But while the white man has thus given the dark man leadership in exploration, discovery, invention, material progress and government, the dark man has given the white man language, arts, music, literature, philosophy and religion.

Nearly all the languages the white man uses spring from our so-called Aryan tongue, the original of which was probably learned by the Nordic conquerer from his dark subjects in ancient Asia.

The earliest art known is the work of dark pre-historic peoples on the walls and caves in southern Europe.

Our modern music is an outgrowth from the weird, barbaric music of prehistoric dark men.

The beginnings of literature are so far back in antiquity that it is almost impossible to trace them, but the earliest known appeared amongst the dark Egyptians several thousand years before the opening of the Christian era.

Philosophy probably had its beginning amongst the dark people of India and Egypt long before Aristotle put hand to paper in Greece.

The five great religious systems of the world, Christianity, Confucianism, Hinduism, Mohammedism and Buddhism, number among their adherents a billion and a half of the peoples of the earth. This is seven-eighths of the entire number of the world's inhabitants.

Buddhism came from the dark people of India.

Confucianism is the work of a Chinese philosopher—another dark man.

Mohammedism was founded by an Arab—another man of dark complexion.

Hinduism is the work of the dark peoples of India.

Christianity, the principal religion of the white race, had its rise amongst the Jews, a brunet people.

It is thus clear that the white races lead in all material affairs and in government, while the dark races lead in artistic, literary, philosophic and spiritual affairs.

### **Havelock Ellis on White and Dark People**

Havelock Ellis, who stands high in the scientific world, has this to say of white people and dark people:

"It is clear that a high index of pigmentation, or an excess of fairness, prevails among the men of restless and ambitious temperament, the sanguine, energetic men, the men who easily dominate their fellows and who get on in life, the men who recruit the aristocracy and who doubtless largely form the plutocracy. It is significant that the group of low-class men—artisans and peasants—and the men of religion, whose mission in life is to preach resignation to a

higher will, are both notably of dark complexion; while the men of action thus tend to be fair, men of thought, it seems to me, show some tendency to be dark."

### **Dr. A. M. Hanson on Blonds and Brunets**

Dr. Ellis also reports some things found about blonds and brunets by Dr. A. M. Hanson, a noted anthropologist:

"It so happens that an interesting and acute psychological study of the fair and dark populations of Norway has lately been made by Dr. A. M. Hanson. This investigation has revealed differences even more marked between the fair and the dark than may easily be discovered in our own islands, and this is not surprising, since our racial elements have been more thoroughly mixed. The fair population, he tells us, is made up of the born aristocrats, active, outspoken, progressive, with a passion for freedom and independence, caring nothing for equality; the dark population is reserved and suspicious, very conservative, lacking in initiative, caring little for freedom, but with a passion for equality. The fair people are warlike, quarrelsome when drunk, and furnish, in proportion to numbers, three times as many men for the volunteer forces as the dark people; the latter, though brave sailors, abhor war, and are very religious, subscribing to foreign missions nearly three times as much per head as is furnished by fair people, who are inclined to be irreligious. The fair people value money and all that money can buy, while the dark people are indifferent to money. The reality of mental distinction is shown by the fact that a map of the proportion of conservative voters in elections to the Storting exactly corresponds to an anthropological map of the country, the conservative majority being found in the dark and broad-headed districts. While, however, the fair population is the most irreligious and progressive, the dark population is by no means behind in the production of intellect, and the region it inhabits has produced many eminent men."

## **Madison Grant on Fair People and Dark People**

Madison Grant, an American student of people and races, in his recent book, "The Passing of the Great Race," says:

"Such are the three races, the Alpine, Mediterranean and Nordic, which enter into the composition of European populations of to-day, and in various combinations comprise the great bulk of white men all over the world. These races vary intellectually and morally just as they do physically. Moral, intellectual, and spiritual attributes are as persistent as physical characters, and are transmitted unchanged from generation to generation.

"Mental, spiritual and moral traits are closely associated with the physical distinctions among the different European races, although like somatological characters, these spiritual attributes have in many cases gone astray. Enough remain, however, to show that certain races have special aptitudes for certain pursuits. The Alpine race is always and everywhere a race of peasants, an agricultural and never a maritime race. In fact, they only extend to salt water at the head of the Adriatic.

"The coastal and seafaring populations of north Europe are everywhere Nordic as far as the coast of Spain, and among Europeans this race is preeminently fitted to maritime pursuits.

"The Nordics are, all over the world, a race of soldiers, sailors, adventurers and explorers, but above all, of rulers, organizers and aristocrats, in sharp contrast to the essentially peasant character of the Alpine. Chivalry and knight-hood, and their still surviving but greatly impaired counterparts, are peculiarly Nordic traits, and feudalism, class distinction and race pride among Europeans are traceable for the most part to the north.

"The mental characteristics of the Mediterranean race are well known, and this race, while inferior in bodily stamina to

both the Nordic and the Alpine, is probably the superior of both, certainly of the Alpines, in intellectual attainments. In the field of art its superiority to both the other European races is unquestioned.

"Before leaving this interesting subject of the correlation of spiritual and moral traits with physical characters, we may note that these influences are so deeply rooted in everyday consciousness that the average novelist or playwright would not fail to make his hero a tall, blond, honest and somewhat stupid youth, or his villain a small, dark and exceptionally intelligent individual of warped moral character. The gods of Olympus were almost all described as blond, and it would be difficult to imagine a Greek artist painting a brunet Venus. In church pictures to-day all angels are blonds, while the denizens of the lower regions revel in deep brunetness. Most ancient tapestries show a blond earl on horseback and a dark haired churl holding the bridle, and in depicting the crucifixion no artist hesitates to make the two thieves brunet in contrast to the blond Saviour. This latter is something more than a convention, as such quasi-authentic traditions as we have of our Lord indicate his Nordic, possibly Greek, physical and moral attributes."

### **Apply These Facts to Blonds and Brunets**

The value of all this to you is twofold:

First, to help you to understand many of the traits of different races of people;

It helps you to read at sight many interesting and important things in the characters of blonds and brunets in the white race.

Because—

*The lighter in color a man's hair, eyes and skin, the more will he have the traits of the white races.*

*The darker in color a man's hair, eyes and skin, the more will he have the traits of the dark races.*

The blond, no matter what his nationality, therefore, is a natural pioneer and pathfinder; the brunet the natural stay-at-home and road builder.

In the next chapter we shall study the pathfinder.

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## CHAPTER II

### THE PATHFINDER

The very best and surest way to learn to read character at sight is to do it.

There are two ways of learning to read character by reading it—both valuable.

One is to size up individuals, find out what they are, and then watch them to see just how nearly they think, talk and act as you expect them to. In this way you know when you are right, and why—you also learn when you have made a mistake and can guard against repeating it.

The other way to practice reading character at sight is to size up people in groups.

For example, if you had a chance to study a crowd of politicians, you would look to see how many were vital in body build; how many had a long head, with full, round back-head, and how many were blonds.

Or, if you were looking over a baseball team or football team, you would count those who were convex or convex upper-concave lower; see how many were motive type of body build; and how many were blond.

It is even more interesting, perhaps, to watch our splendid boys in khaki as they march by.

It has been my privilege to see many thousands of them. And among volunteers, blonds predominate by a considerable majority. In the national army, enrolled by selective draft,

the predominance of blonds is not quite so great, but even among these, so far as I have observed them, men with blue or gray eyes are considerably in the majority.

But do not take my observations as final.

Use your own eyes.

Look at salesmen, advertising men, engineers, aviators and any other group of men who push forward the frontiers of life in any direction. Count the blonds.

In that way you will learn, far better than I can tell you; the traits of the pathfinder and how to recognize one instantly when you see him.

But, it may help you, before beginning your practice in observation, to find out what you may expect to find.

### **The Pure Blond Type**

As always, we begin with a distinct type, one with the flaxen hair, blue eyes, ruddy or fair skin, tall frame, broad shoulders, high, long, medium wide skull and convex, or convex upper-concave lower form of profile of his Nordic ancestors.

This is what might be called the pure blond type.

The blond who is not quite so fair, or who is short in stature, or low-headed, or short-headed, or very wide- or very narrow-headed, or has a concave, or concave upper-convex lower profile, is of mixed type, and does not have the traits of the Nordic to such a marked degree as the pure type.

### **Traits of the Pure Blond Type**

And these are the traits of the pure blond type.

1. *Physical Rapidity*.—All of the processes of the body of the blond tend to be rapid and active.

He has a good appetite, and is a deep, vigorous breather. His circulation is strong and active, while the processes of elimination, by means of which waste products and poisons are carried out of the body, are similarly rapid and effective.

2. *Strength but Not Endurance.*—The normal blond is well supplied with muscle, and is strong and agile. Because of his tendency, however, to use up his energy rather rapidly and wastefully, he has not great endurance for long-continued and severe labor.

3. *Subject to Acute Illness.*—It is for these reasons that the blond becomes ill quickly and recovers or dies quickly. He does not suffer from chronic diseases so frequently as does the brunet.

4. *Creativeness.*—The intellect of the blond is naturally creative, resourceful, inventive and original. The blond loves to plan and scheme, to start things, but he is not quite so fond of carrying out the details of his scheme or of finishing what he starts.

5. *Optimism.*—Because of his exuberant physical health, his good digestion and circulation, and also because of what he has inherited from his ancestors, the blond is optimistic, hopeful, eager and fearless.

6. *Restlessness.*—He is willing to take a chance, speculative, impatient, restless, always sighing for new worlds to conquer.

7. *Love of Variety.*—All this has resulted in the blond in an eager and active disposition, so that he is fond of change, adventure, loves variety, is happiest when he has many irons in the fire, and easily turns his attention from one interest to another.

8. *Love of Power.*—The blond loves to rule, to dominate his fellows. He loves to handle and manage large affairs, to come in contact with life at as many points as possible.

9. *Love of Excitement.*—His overflowing spirits, his natural optimism and cheerfulness and his courage make the blond like excitement and crowds and gayety. He is usually a good mixer, makes acquaintances readily with all kinds of people.



10. *Fickleness*.—He does not particularly care to meet and associate with the same people year after year, but likes to extend his social conquests. For this reason he is liable to be fickle.

### What Blonds Love to Do

Because of the traits we have mentioned, the blonds push into the limelight. They engage in politics. They promote and build up great enterprises. They are particularly adapted to selling, advertising, organizing, colonizing, invention and creation.

These qualities also lead those who are successful in such pursuits to take the highest commanding position in society. They are to be found in preponderating numbers amongst royalty, nobility and aristocracy. This has been observed by many investigators.

### Faults and Weaknesses of the Extreme Blond

The extreme blond, like any other extreme type, has his faults and weaknesses.

1. *Foolhardiness*.—His very positiveness of health and vigor his courage, and his willingness to take chances, cause him to overtax himself and to attempt too much. His daring oftentimes reaches the point of foolhardiness. He is a natural born speculator and gambler.

2. *Irresponsibility*.—Because he is so fond of variety, the blond is oftentimes too changeable, fickle, scattering and irresponsible. The man who naturally believes that everything will come out all right is not likely to take sufficient precautions against things coming out wrong. The blond, therefore, is oftentimes careless and reckless, especially in connection with details.

3. *Impulsiveness*.—His too great optimism, eagerness and impatience cause the blond to be impulsive, erratic, and therefore not very dependable.

4. *Domineering Traits*.—His love of authority and power, his desire to rule over others, sometimes causes the blond in executive positions to be a merciless driver of men.

5. *Dissipation*.—The extreme blond is of course peculiarly liable to extremes of dissipation. It is notorious that extreme drunkenness is known only amongst the white races. The darker people while they may consume more liquor per capita than the white races take it in the form of lighter wines and take it constantly, so there is very little drunkenness among them.

6. *Sensitiveness to Sunlight*.—Another very serious weakness of the blond is that he cannot endure intense sunlight.

### The Effect of Sunlight on Blonds

Anthropologists now very generally agree that the early white conquerors and rulers of the empires of India, Persia, Egypt, Greece, Rome, Spain, and Central and South America were all killed out by the excessive sunlight of these parts of the world, and that the empires they founded fell because government came into the hands of men of dark races who do not have the genius for empire building and the maintenance of large and powerful states.

The effect of too much light upon the blond is first stimulation, then exhaustion, then degeneration and finally destruction.

These effects do not always show themselves immediately in a blond stock.

If the excess of light is very great, as in India, then we find that there is no third generation of white men in that country.

Where the excess is not so great, as in the United States, southern Europe and Australia, it takes several generations for the effect to become marked.

It is an interesting scientific fact, however, that at the

present time the population of all of these countries is becoming more and more brunet.

Sometimes, therefore, you will find an extreme blond who does not seem to exhibit the characteristics of a normal blond at all.

If he is small in size, pasty or pale in complexion, rather colorless as to his hair and shows marks of nervousness and nervous exhaustion, the probabilities are that he is suffering from the effects of too much sunlight, either upon him or upon his ancestors.

Such a man has a disordered nervous system, weak digestion or some other physical deficiency. Instead of being hopeful, optimistic and courageous he is often pessimistic, cynical and full of nervous fears. He may also be irritable, lazy, careless and slovenly.

### Reading the Mixed Types

When reading the character of blond of mixed type, that is, one who is very blond but has not the tall, robust frame and high, long, medium wide head of his Nordic ancestors, it is well to remember these points:

Blond coloring always intensifies and renders more eager, positive and active the traits indicated by form of profile, body build, fineness or coarseness, hardness or softness, masculinity or femininity and racial types of skull shape.

All blonds love variety and change, are inclined to generalize rather than specialize and are more positive and dynamic than brunets of the same general appearance aside from color.

When color itself is mixed—such as dark hair, blue eyes, or fair hair and brown eyes—the color of the eyes is a fairly safe guide.

For example, the man with dark brown hair, medium skin and blue eyes has some traits of the brunet and some of the blond, but his blond traits are more numerous and more:

marked. On the other hand, the man with light hair and brown eyes shows more of the traits of the brunet.

### Smoothing Out Some Tangles

Now in reading the character of the blond at sight be a little careful. If you say that he loves variety, he may say that he has held the same job for twenty years, or that he has lived in one place all his life, or that he has lived happily with his wife until their silver wedding.

Do not let this disconcert you. Remind him that his love of variety may find expression in any one or two of a hundred different ways. He may stick to the same job for mighty good reasons, and yet wish he could change all the time.

Or there may be a lot of variety in the job itself.

Or he may find the wished for variety in his recreations.

Or his wife may have a personality so many-sided that she is an ever changing experience for him.

I have examined many thousands of blonds, however, and have found scarcely one of distinct type who would not readily admit that he was fond of variety, restless and changeable.

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## CHAPTER III

### THE ROAD BUILDER

If you looked for blonds among soldiers, outside salesmen, advertising men, engineers, and politicians—and found them—you will be interested in looking for brunets among book-keepers, retail salesmen, scholars, farmers, artists and artisans. There you will find them.

Look for them in other places and among other groups, too.

Just as you found some brunets among the soldiers and engineers, so you will find some blonds among bookkeepers and retail salesmen.

Not every man is in his right vocation.

A blond with a very short head is not friendly enough to succeed as a salesman, while a brunet with a high, wide, long head is sometimes so ambitious, so energetic and so eager to be with people that he makes a very good salesman.

So when observing blonds and brunets, do not look at their color only. Take heed, also, of their form of profile, body build, fineness, or coarseness, hardness or softness, masculinity or femininity and skull shape.

No matter what apparent exception or contradiction you may find, keep on studying it until you find out why. There is always a reason.

### **The Key to a Brunet's Character**

A most important thing to remember about the brunet is, that he shows by his color that he is descended from ancestors who lived in sunny climes, and that he shows in his character some of the traits that his ancestors developed in those tropical or sub-tropical surroundings.

Even when you find blond and brunet children of the same parents, you can be sure that there are both blond and brunet races in their ancestry, and that the blond children have the traits of their blond ancestors, while the brunet have the traits of their brunet ancestors. Just why this should be, I do not know. I only know from thousands of observations that it is true.

### **Traits of the Brunet**

Now let us see just what traits people would develop in tropical and near tropical surroundings.

The climate in these places is warm. There is usually an abundance of food to be had without very hard work either

in getting it or in preparing it, and nearly all the conditions of life are easier and gentler than in the temperate zones.

1. *Physical Passivity*.—For these reasons, such great physical activity is not required. Man does not need such substantial shelter; he does not need so much clothing; he does not need so much fuel; because the climate is warm and he does not have to exert himself strenuously, he does not need so much food.

Therefore, we may say in general that the man who lives in a tropical or sub-tropical climate needs comparatively few things and can secure the things that he needs without much effort.

Add to these facts the fact that warm weather makes people want to be just as little active physically as possible, and it becomes very clear that those who are evolved in such surroundings do not need and therefore do not have the positive, dynamic, eager physical force and activity of those who are evolved in a harsh, cold climate.

Therefore all of the functions of the body are slower and more moderate. Man does not eat as much. His circulation is not as active. He does not breathe as deeply and vigorously, and his elimination of waste products and poisons from the body is slower.

2. *Endurance*.—In general, therefore, the brunet is more passive physically than the blond, but because he does not expend his energy so explosively and so rapidly, he is more enduring. He can sustain physical activity with comfort over a much longer period. He does not become ill so quickly, but he is more subject to chronic diseases.

3. *Conservatism*.—The gentler, softer climate in which the brunet was evolved did not cultivate in him so much boldness, aggressiveness and reckless indifference to consequences as are found in the blond; the brunet is therefore more conservative.

4. *Constancy*.—For the same reason, he is more constant.

He doesn't like change. He doesn't like to have a great many different interests. He is more inclined to concentrate, to specialize, to persevere, to attend to details with painstaking care.

5. *Adhesiveness*.—Ordinarily the brunet is not so fond of excitement, light, crowds and gayety as the blond, but rather prefers a few friends well beloved, a quiet home, the affection of his family and pets, and an opportunity to enjoy the beauties of nature.

The blond had to give a very great deal of his physical and mental energy to the combating of the harsh, fickle environment in which he was evolved. For this reason the blond is interested in material things.

6. *Meditativeness*.—On the other hand, the brunet was not required to give so much attention to material things. He has therefore evolved a tendency to introspection, to the development of philosophy, religion, mystery and other products of metaphysical and spiritual activities. This is the reason why the five great religions of the earth had their birth amongst brunet people.

7. *Submissiveness*.—While the blond loves to dominate, the brunet is more submissive.

No blond race has ever been permanently enslaved. Neither has any blond people ever submitted tamely and passively to the authority of an alien race.

On the other hand, most of the slaves of the world to-day and slaves of former times are and were members of the dark races, and most of the subject peoples to-day, wherever they live, are under the dominion of the white race.

### **Brunet Orient and Blond Occident**

The difference between the Orient and the Occident is largely a difference between blond and brunet.

It is typical of the Oriental brunet that he should incline to mysticism, occultism, psychism, meditation, self-denial and

non-resistance, live on a meagre diet and be rather indifferent to material things.

It is also characteristic of the Occidental blond that he should be materialistic, commercial, scientific, manufacturing, an organizer of trusts and combinations, a builder of railroads and empires, interested chiefly in the things he can see, hear, smell, taste and feel, and give the unseen world but secondary consideration.

8. *Patience*.—Because the brunet did not have to fight so hard for mere material existence, he had more time on his hands than the blond and is therefore more patient, has more disposition for detail and minute specialization.

9. *Lack of Genius for Government*.—Because he does not have a genius for government, the brunet is usually perfectly willing to let the dominating blond take this burden off his hands.

In this country blonds very largely predominate in the ranks of politicians, members of Congress, governors, mayors and other municipal, state and federal officials.

It is a significant fact that, since Lincoln, we have not had a distinctly brunet President of the United States.

10. *Seriousness*.—Because he is naturally slow, cautious, conservative, and inclined to be serious and thoughtful, the brunet is far more liable to harbor resentment, to cherish a grudge, to plan revenge, to see the dark side of life, and often to be melancholy and pessimistic than the blond. Qualities that cause him to be careful and painstaking with minute details also incline him to worry and grow despondent when trouble comes.

11. *Imitableness*.—While the brunet is not so inventive and creative as the blond, he is imitative and capable of greatly improving upon the inventions which are handed over to him by the blond. It is well known that there are no more imitative races on earth than the Chinese, the Japanese and the Negro.



12. *Intensity*.—While the blond is more positive and dynamic than the brunet, the brunet is more intense than the blond. The blond's emotions, while more quickly aroused, also quickly subside. The brunet's emotions, being more slowly aroused, are more intense and more slowly subside.

13. *Affection*.—In their love natures blonds and brunets show the same differences in character.

The blond falls in love rather easily and quickly, makes love for the sake of conquest, and falls out again as easily and quickly. By this I do not mean that the blond is always fickle and inconstant in love, but that this is his tendency and that fickleness and inconstancy in love are more common amongst blonds than amongst brunets.

The brunet, if he does not fall in love so quickly, is more ardent and more affectionate. His love making is not so much for the purpose of conquest as for the purpose of having his love and affection returned, and the love relationship made permanent.

14. *Dependability*.—The blond, because of his characteristics, is far more likely to be a brilliant performer in whatever activity he interests himself. The brunet is more painstaking, more thorough and a more conscientious performer.

15. *Artistic Technique*.—It is a matter of record that those forms of music and art which require years of patient, plodding, painstaking practice, going over the same thing again and again until the technique has been made perfect, are represented by brunets far more frequently than by blonds.

### **Equality of Blonds and Brunets**

Strange to say, I have often been reported by newspapers and people as favoring blonds. I have also been reported by other newspapers and other people as favoring brunets.

It ought to be clear that neither color is "better" than the other; that the blond is no more superior to the brunet than the brunet is superior to the blond.

Each is superior, however, in the kind of work which he is best fitted to do.

### **The Case of Tartar, American Indian and Eskimo**

In studying the dark races it is well to bear in mind that the dark man is not heavily pigmented on account of heat from the sun, but on account of its light. Therefore, in cold countries where the light from the sun is rather intense, we find dark races of people, such as the Tartars of northern Asia, the North American Indian and the Eskimo.

In reading the character of the brunet at sight, remember that the darker his color, the more of the traits of the brunet will he have and the more pronounced they will be.

Remember also, that whatever his other characteristics as shown by his form of profile, body build, fineness or coarseness, shape and racial type of skull, his dark color always indicates less positiveness, more conservatism and constancy, more patience and willingness to take pains with details, and more thoughtfulness than you would find in a blond of the same general appearance aside from color.

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## **CHAPTER III**

### **WORK FOR PATHFINDERS AND ROAD BUILDERS**

If you are a pure type of blond the chances are that your natural talents and preferences are so strong that you have either chosen or gravitated into work where you have freedom of individual action, where you have new problems to solve every little while, where you have room for your initiative, energy, creative imagination and progressiveness. You will have found work which gives you some change of scene,

some chance for meeting and dealing with people you never saw before, where you can exercise your powers of leadership.

### Some Jobs the Blond Likes

1. *Distribution*.—If you are an employer you have no doubt learned to select blonds for advertising, selling, inventing, creating new plans, finding new markets and promoting new products.

2. *Generalities*.—If you are an educator, you have found that the pure type of blond is more inclined to athletics than to profound study, more inclined to spread himself all over the curriculum than to specialize in any one narrow branch.

3. *Advertising*.—The blond likes advertising and does it well, because the necessary planning of the advertising campaign gives exercise to his creative and inventive imagination, because it requires optimism and hopefulness, as well as a willingness to take a chance, to spend money on advertising, because every advertisement is a new problem to solve and there is therefore not much monotony in the profession.

4. *Architecture*.—The blond likes architecture, because it is essentially a creative art, because it has to do with construction and building in material things, because his work takes him from one kind of building to another, each new building being a new problem, each being different in many ways from any other he has built before.

5. *Athletics*.—The blond likes athletics, because of his exuberant physical health, his desire for activity and conquest, his love of crowds and applause, and because in most athletic contests there is a quick, rapid expenditure or outburst of energy with periods of recuperation.

6. *Authorship*.—The blond likes authorship, especially the writing of fiction in which his creative faculties are given an opportunity for expression; also writing of adventure, travel, exploration, war and other such activities which are particularly the product of the blond type.

7. *Construction and Engineering.*—The blond likes construction and engineering for much the same reason that he likes architecture.

8. *Exploration.*—Naturally you would expect the blond to enjoy exploration, fishing and hunting and forestry

9. *Invention.*—A majority of all inventors are blond, especially the great inventors, like Edison, Marconi, Westinghouse, Ford, Wright and Bell.

10. *Public Work.*—Any work which takes a man much before the public like journalism, law, politics and the stage is attractive to blonds.

11. *Executive Positions.*—In education, finance, hotels and restaurants, manufacturing, merchandising, mining and other such vocations, the blonds are well equipped for executive positions and for other places where the character of the work they do is sufficiently diversified, free from routine and monotony, and gives them some chance for individual judgment, initiative and inventiveness.

12. *Selling.*—The blond is particularly well adapted to selling, especially to finding new customers, opening up new markets, finding ways to introduce new products and developing new territory.

### Jobs the Brunet Prefers

1. *Business Building.*—The brunet on the other hand is better adapted to calling on the same customers over and over again, selling them the same things, making friends with them, seeing that they secure the very best service, and tying them up more and more closely to himself and to his house.

2. *Agriculture.*—The brunet is well adapted for agriculture, because this vocation requires patience, specialization, study, a more or less isolated life and a natural love and affection for plants and animals.

3. *Service-Rendering Jobs.*—The brunet is qualified for art, authorship, medicine, the ministry, music, personal serv-

ice, scientific research, social service, statistics and theology, because he is naturally thoughtful, patient, painstaking, affectionate, spiritually minded and constant.

4. *Endurance Contests.*—The brunet is also qualified for those kinds of athletics in which endurance is required, rather than quick outbursts of energy, such as the long run, prize fighting and automobile racing. Ralph de Palma, Dario Resta, Louis Chevrolet, Barney Oldfield and many other automobile "Speed Kings" are brunets.

5. *Art.*—All forms of art which depend upon painstaking practice appeal to the brunet.

6. *Journalism and Law.*—The more serious, plodding and painstaking sides of journalism and law are vocations for which the brunet is well qualified.

7. *Manufacture.*—The brunet is a natural manufacturer and mechanic. He may not be able to promote a great industry, or to sell his product, but he is well qualified for its production.

8. *Merchandising.*—In the same way, the brunet can undertake those phases of merchandising which require patience, waiting for customers and careful, willing service in waiting upon customers. The general managers of two of the largest and most successful department stores in New York are brunets.

9. *Administration.*—While the blonds are good executives, the brunets usually are far better administrators. That is to say, the blond can lead his forces along aggressive lines, he can go out and get business and bring it into the house, but it requires a brunet to give service, to see that the goods are delivered, the money collected, to handle and administer the funds after they have been put into the bank.

10. *Detail Work.*—Employers are learning by experience that it is always a mistake to put a blond on routine, monotonous, detail work. They are learning that brunets very

seldom do well or are happy when obliged to turn quickly from one type of work to another.

### **Where Two Heads Are Better Than One**

Some of the most successful enterprises I have ever seen have been those in which the president and general manager who made the policies, who took the aggressive on everything, was a blond, while the secretary and treasurer, who conserved what the selling and advertising brought in, was a brunet.

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## **CHAPTER IV**

### **PERSUADING THE PATHFINDER AND THE ROAD BUILDER**

There is no more fascinating game in the world than getting a mixed company of blonds and brunets to reveal their pathfinder and roadbuilder traits—and none more instructive to anyone who wants to know more about dealing with people.

Propose something new and unusual and see how they line up on the proposal.

Discuss exploration, discovery, material progress and politics, and see who is the most interested and has had the most experience.

Introduce such subjects as philosophy and abstract ideas, mysticism, occultism and theology, and see who has thought the more deeply along these lines.

Watch them with their friends and relatives, and in a crowd of strangers, and see which are the most affectionate and loyal—which are the best social mixers.

You will soon learn that you can get acquainted with a blond more quickly and easily than with a brunet, but that you can in time become much more intimately and permanently friendly with the brunet.

## **Persuading the Blond**

You will learn, too, that if you want to interest a blond, you have to tell him something new or tell him an old thing in a new way.

In presenting any proposition to a blond, remember that he is quick, positive, enthusiastic, eager and hopeful. Therefore show him the bright side, show him the material advantages, show him the progressive phase of your proposition, if it has one, how it will improve on old methods, or how it will introduce new and better methods. Be enthusiastic, eager and optimistic yourself, and you will arouse feelings of a similar nature in your prospect.

Remember that the blond rather likes to take a chance. Therefore show him the speculative side of what you have to offer him, if it has such a side.

The blond is rather fond of publicity, display and power. Play up to all these traits in him as adroitly as you can. It is in connection with these that you can use suggestion after you have prepared the way by your facts and reasons.

Remember that the blond is quick and responsive and will therefore possibly make a quick decision. Strike while the iron is hot. Get his name on the dotted line while he is enthusiastic, because, as you know, he cools off as quickly as he warms up. Because he is changeable, do something to fix his decision, so that he cannot change it and will not want to change it when perhaps his enthusiasm has died down.

## **Influencing a Brunet**

Dealing with the brunet is quite a different matter from dealing with the blond. He is more serious, more prudent and more lacking in effervescent enthusiasm. He is even inclined to be pessimistic and cautious. He is slower, more conservative, is more inclined to dislike change, and to be somewhat narrow.

In getting a point of contact with a brunet, remember his love for his friends, his interest in his children and family, his affection for flowers, pets and the beauties of nature, his natural tendency to philosophy and religion.

Generally speaking the brunet is not so greatly influenced by enthusiasm as the blond. He wants more reasons than the blond and is more likely to be guided by sentiment than by entirely practical and material considerations.

If you can show a brunet how a proposition will give him more comfort, more time for study and reflection, for the enjoyment of the love and companionship of his family, and more work with his flowers and garden, you will have a good chance of interesting him and making him want the thing you have to offer.

You can therefore take more time with the brunet than with the blond. Appeal to his sentiments, reassure him, because he is naturally prudent and cautious, help him to make his decision, because he is naturally inclined to procrastinate a little about it, is slow, and is also more or less submissive, willing to act upon a positive, authoritative suggestion.

Since the brunet is more constant and not so changeable as the blond, it is safer to give him time to think the matter over if he asks for it. As a matter of fact, it is often absolutely necessary to give the brunet this opportunity for reflection before you can obtain his favorable decision.

While in presenting a proposition to a blond, you can almost always count upon his love of adventure and excitement, this is only infrequently the case with a brunet. Usually he is far more fond of quiet tranquillity, domesticity and leisure.

### **Succeeding Socially with the Blond**

Socially the blond is a mixer, a man of many acquaintances, a man who likes to find his good times in a crowd, while the brunet is much more of a stay-at-home body, who



likes to find his social good times in his own little circle of friends or family circle.

### **Blond and Brunet Employers**

If your boss is a blond, and especially a blond of the extreme type, you have and will have an interesting time with him.

He may be all enthusiasm for you to-day. Do not be too much elated, because he is changeable. He may be cold and indifferent to you to-morrow. Do not be too much depressed, because no matter what his mood or attitude it will quickly pass away and be succeeded by something entirely different.

This is a good thing to remember, too, when you want to ask him for an increase in pay or a promotion. If he turns you down to-day, that is no reason why he will turn you down a week from now. Study him a little, and find out just when he is in the most receptive and responsive mood. That is the time to present your appeal to him.

The blond is likely to be impressed by a brilliant and rather spectacular performance.

Remember, too, that he knows he is boss, and he likes to have you show that you know it and look up to him for it.

Every boss occasionally makes a mistake, and a blond boss, just because he is optimistic, eager and inclined to be a little careless, may make a good many of them. Don't be too eager to point them out to him, and above all, when you have caught him in a mistake, do not crow over him. I have seen many a man lose a splendid position because he could not control his joy when he had caught the boss in a blunder or overcome him in an argument.

It is not only bad manners, but rather a dangerous thing to do this with any boss, but it is especially hazardous with one who is an extreme blond.

If your boss is a brunet, do not expect him to be on terms of intimate friendship with you at the start.

Remember that it takes a little time for him to get acquainted and make friends. Once he is your friend, he is dependable and constant.

Remember, too, that he is serious minded, cautious, painstaking, rather punctilious, and inclined to worry if things go wrong. Therefore look after the details of your job. Don't be forgetful or neglectful. See that things are done when they ought to be done and as they should be done. The brunet cares far more for this dependability and consistent excellent performance than he does for brilliant and spectacular stunts.

The brunet does not care so much about being honored, flattered and looked up to as the blond, but he does care about loyalty, steadfastness and affection. The brunet in an executive position is much more likely to think about and feel about himself as the head of a family than as the captain of a team or the general of an army, as is the case with the blond.

### Summary of Lesson Six

In Lesson Six you have learned that:

1. The white races lead in all material affairs and in government, while the dark races lead in artistic, literary, philosophic and spiritual affairs.
2. The lighter in color a man's hair, eyes and skin, the more will he have the traits of the white races.
3. The darker in color a man's hair, eyes and skin, the more will he have the traits of the dark races.
4. The typical pure blond has flaxen hair, blue eyes, ruddy or fair skin, tall frame, broad shoulders, high, long, medium wide skull, convex or convex upper-concave lower form of profile.
5. All of the bodily processes of the blond tend to be positive, active and vigorous.
6. The intellect of the blond is naturally creative, resourceful, inventive and original.

7. The blond is optimistic, hopeful, eager and fearless, speculative, impatient, restless, very fond of change and variety.

8. The blond loves to rule, to handle and manage affairs, to come in contact with life at as many points as possible.

9. The blond likes excitement, crowds and gayety. He is usually a good mixer.

10. The blond pushes into the limelight, engages in politics, promotes and builds up great enterprises, and is particularly adapted to selling, advertising, organizing, colonizing, invention, creation.

11. The blond is liable to tax himself physically too far. He is oftentimes too changeable, scattering and irresponsible, therefore not always very dependable.

12. The blond may be a merciless driver of men.

13. The blond is liable to extremes of dissipation.

14. Excess of sunlight first stimulates, then irritates, then exhausts, and finally kills off blond people.

15. Blond coloring always intensifies and renders more eager, positive and active the traits indicated by form of profile, body build, fineness or coarseness, hardness or softness, masculine or feminine proportion and racial type of skull shape.

16. When some features are blond and others brunet, the individual has some blond qualities and some brunet qualities.

17. The brunet is not as active, positive, rapid and vigorous physically as the blond.

18. The brunet has greater physical endurance than the blond.

19. The brunet is not so bold, aggressive and reckless as the blond. He is therefore more conservative and more constant.

20. The brunet is inclined to concentrate, to specialize, to persevere, to attend to details with painstaking care.

21. The brunet is not so fond of excitement, life, crowds and gayety as the blond, but prefers a few friends, a quiet home, affection and the beauties of nature.

22. The brunet tends to introspection, to the development of philosophy, religion, mystery, metaphysical and spiritual activity.

23. The brunet is submissive.

24. Orientals are brunet, Occidentals blond.

25. The brunet is more inclined to revenge than the blond.

26. The brunet is imitative.

27. The brunet is painstaking, thorough and conscientious.

28. The brunet excels in forms of art requiring long years of patient, concentrated study and practice.

29. In vocations the blond likes advertising, architecture, athletics, authorship, construction, engineering, exploration, forestry, invention, journalism, law, politics, the stage, education, finance, manufacturing, merchandising and mining.

30. The blond is aggressive, variety loving and seeking always new problems to solve in all of these vocations.

31. The brunet is better qualified for business building than for business getting.

32. The brunet is well adapted for agriculture.

33. The brunet is qualified for art, authorship, the ministry, music, personal service, scientific research, social service, statistics and theology.

34. The brunet is qualified for athletics in which endurance is required.

35. The brunet is qualified for education along scientific, philosophical, artistic and musical lines. He is also qualified for the more serious, plodding and painstaking phases of journalism and law.

36. The brunet is a natural manufacturer and mechanic.

37. The brunet can undertake merchandising which requires patience, waiting for customers, and careful, willing service.

38. While the blond is executive, the brunet is administrative.

39. Blonds for organization and executive work, brunets for conservation and administrative work, make a splendid combination in any business.

40. In appealing to the blond, show him the bright side, the material advantages, the progressive phases of your proposition.

41. The blond being enthusiastic responds to enthusiasm.

42. The blond likes to take a chance.

43. Appeal to the blond's love of publicity, display and power.

44. The blond likes to make a quick decision, but is not so likely to stick to his decision as the brunet.

45. In getting a point of contact with the brunet, remember his love for his friends, children, family, flowers, pets, and the beauties of nature, also his tendency towards philosophy and religion.

46. Appeal to the sentiment of the brunet.

47. Appeal to the brunet's love of comfort, leisure, enjoyment of the love and companionship of his family.

48. Take more time in persuading the brunet than the blond.

49. In social contact with blonds and brunets, remember the blond's love of change and excitement, the brunet's greater seriousness, constancy and adhesiveness to a few intimate friends.

50. If your boss is a blond, do not expect him to be consistent from day to day.

51. The blond is more likely to be impressed by a brilliant and spectacular performance than the brunet.

52. Your blond boss loves authority, therefore show him that you know that he is boss.

53. Do not be too eager to point out his mistakes to your blond boss.

54. If your boss is a brunet, remember that it takes him a little time to become thoroughly acquainted and friendly with you.

55. Remember that the brunet boss is serious minded, cautious, painstaking, rather punctilious, and inclined to worry if things go wrong; therefore, look after the details of your job. The brunet cares far more for dependability and consistent, excellent performance than he does for brilliant, spectacular stunts.

56. The brunet considers himself at the head of a family of employees, rather than the captain of a team.

### Exercises for Lesson Six

#### 1. *Continue Reading Your Own Character.*

Perhaps there is no better way to become familiar with the traits of character indicated by color than to study them in your own case.

First, look at yourself in the mirror.

What is the color of your hair?

If it is flaxen, golden, yellow, ash-colored, red or light brown it should be classed as blond.

If medium brown, it is just on the dividing line between blond and brunet. If dark brown or black it is brunet—the darker, of course, the more brunet.

Are your eyes blue, gray, green or such a light brown as to be orange or yellow?

If so, they are blond and probably place you in the blond class, no matter what the color of your hair and skin.

Or are your eyes hazel, light brown, or so dark a violet gray as to be almost purple?

If so, they are on the dividing line, and whether you are blond or brunet depends upon the color of your hair and skin.

If they are dark brown or the very dark brown commonly called black, then they are brunet and you come in the brunet class, no matter what the color of your hair and skin.

The color of your skin on the face and hands depends somewhat upon how much you are tanned. If you are brunet, you tan easily. If you are blond, your skin is more likely to be burned than tanned by the sun and wind. However, in observing the color of the skin, look at the forehead and wrists, which are not so much exposed.

Very white, pink, rosy or ashy skin is blond. Is yours one of these?

Faintly tinted skin, "creamy" skin or "ivory" skin is about on the dividing line.

Sallow, olive, "nut-brown," or dark skin is brunet.

Having observed your hair, eyes and skin, place yourself on the color-scale. Are you:

Extreme blond,

Medium blond,

Medium,

Medium brunet,

Extreme brunet,

Or have you a combination of blond and brunet features?

Go a little further.

Refer to your previous observations.

Are you pure blond type (see page 13)?

Are you distinctly brunet?

Or are you a mixture?

If you are a pure type of extreme blond or extreme brunet, you can no doubt easily account for the traits indicated. If blond, you are quick, eager, restless, fond of variety, a good social mixer, creative and fond of conquest.

If brunet, you are patient, thoughtful, conservative, constant, serious, affectionate, careful and painstaking.

If you are either of medium color, blond in some features and brunet in others, or with form of profile, body build, and

head shape unlike the pure type of your color, your problem may not be quite so simple, but still easy for you if you only give it a little calm study.

If you are medium in color, your traits are a balance between the extreme dynamic impatience and changeableness of the blond and the more static, patient, meditative and serious constancy and conservatism of the brunet.

If you have blue eyes and dark hair, you show more blond traits than brunet; if you have dark eyes and light hair, you have more brunet traits than blond. Examine your own feelings, tendencies and acts carefully and separate your blond and brunet traits.

See how many of them are indicated by form of profile, body build and head shape. This is a most valuable exercise, as it helps you to read the characters of other people who are also mixed types.

If you are very blond but short in stature, concave form of profile, mental-vital in body build, with high, wide, short head, you can easily pick out the ways in which you differ from the pure blond type, and why.

You are less active, less impulsive, less venturesome, less materialistic, less practical, less sociable and more thoughtful and deliberate than the pure type.

In the same way, if you are very brunet, but have a convex upper-concave lower form of profile, mental-motive type of body build and a high, medium wide, long head, you will have much of the patience, seriousness and constancy of the brunet, with the activity, practicality, ambition and sociability of the pure blond type.

Any other combination can be read in the same way.

## *2. Chart Your Type and Traits.*

For the second exercise of this lesson, you will find it profitable to make a chart of your type and traits, and then to check up your results by what you know of your own character.



Mark	Your Type	Energy	Intellect	Feelings	Will-Power	Socially
Form of Profile	(Convex, etc.)	Extreme Moderate Deficient	Quick Practical Slow Theoretical	Responsive or Unresponsive Patient or Impatient	Aggressive Stubborn Impulsive Determined	Stimulating Soothing
Body Build	Mental Motive Vital Mental M. Mental V. Motive V.	Intellectual Physical Executive	Active Constructive Financial	Love of Knowledge Love of Liberty Love of Enjoyment		Lectures Athletic Sports Banquets
Fine or Coarse	Fine Medium Coarse	Delicate Strong Vigorous	Refined Medium Coarse and Vigorous	Sensitive Refined Coarse Vigorous		Refined Medium Coarse
Hard Elastic or Soft	Hard Elastic Soft	Crushing Normal Deficient	Narrow Opinionated Broad Adaptable Versatile	Unsympathetic Just Adaptable Impressionable	Unyielding Adaptable Weak	Exclusive Adaptable Impressionable
Masculine or Feminine	Masculine Balanced Feminine	Aggressive Passive	Logical Intuitive Creative Imitative	Dominating or Submissive	Dominating Submissive	Talks Opinions Talks Personalities
High or Low Head	High Medium Low	Toward Ideals Material Toward Power	Idealistic or Material	Ambitious Sympathetic Optimistic Low Ideals Unsympathetic Pessimistic	Aspiring Non-aspiring Dominating Submissive	Talks Ideals, Art, Music, Literature, Talks People and Things, Likes action
Long or Short Head	Long Medium Short	Social Balanced Self Centered	Keen and Powerful, Moderate or Deficient	Friendly Sociable Affectionate Indifferent Exclusive Selfish		Friendly Indifferent
Wide or Narrow Head	Wide Medium Narrow	Excessive Moderate Deficient	Forceful or Persuasive	Anger Destructiveness Peaceableness Mildness	Driving Destructive Mild Persuasive	Aggressive Mild Agreeable
Blond or Brunet	Blond Medium Brunet	Dynamic Balanced Passive	Creative or Imitative Material or Spiritual	Eager Buoyant Optimistic Changeable Serious Apprehensive Constant	Aggressive Dynamic Changeable Non-aggressive Static Constant	Good Mixer Adhesive

Write down in the spaces indicated at the left of the chart whether you are convex or concave, mental, motive or vital, etc.

Then check the other traits according to the principles you have learned.