

**Nelson
Enterprises
Catalog**



Photo shows Bob Nelson as 'Dr. Korda RaMayne' presenting his daily Astrological reading 'Voice of Destiny' program over WTVN-TV.

NELSON ENTERPRISES

Founded in 1921, Nelson Enterprises was the leading source of mentalism supplies and publications in the 20th century. Based in Columbus, Ohio, the business operated for half a century peddling the tools of the mentalism trade to magicians, stage mentalists, crystal gazers, Astrologists, private readers, lecturers, mitt readers, pitchmen, and even scoundrels and spirit racket grifters.

At Trickshop.com, we are pleased to republish over 40 sought-after Robert Nelson mentalism titles in affordable, re-typeset PDF editions. Most of these titles are just \$5 or less (just \$3.50 each when you buy 3 or more), a fraction of what even reprints of these Nelson titles command.

In this nostalgic catalog facsimile, we bring you Nelson's original catalog descriptions – the same copy that magicians and mentalists in the 1940s, 50s, and 60s, would have read. At the bottom of each these listings is our PDF price along with a link to the product page on our website for your convenience.

In addition, as a special bonus, beginning on page 37, you'll find a free reprint of Nelson's "Mental Exploits" – Seven killer effects/ideas with Joe Berg's Ultra Mental (Invisible) Deck.

Please note, with re-typesetting, the page counts in our PDFs may vary from Nelson's original catalog descriptions. In addition, in a few instances, our titles may be slightly different than Nelson's titles as well.

We hope this catalog offers a fun glimpse into Mentalism's past!



What mortal man—or woman—possesses the power to visualize our tomorrows—of divining our destiny? Where is the individual who can read our inner-most thoughts—lay bare our soul-possessed secrets—proclaim our desires and frustrations? Yes, where is such a being?

There is the legend of the 'Diviner of Destiny' wise man, prophet and prognosticator of the future—mortal man, or was he—who glanced into his mysterious crystal ball, and tore away the secrecy from the future—laying bare the scheduled course of events yet to come!

Be that as it may—but the Nelson Enterprises takes great pride in offering to the mental profession a mindreading presentation so subtle and extraordinarily clever as to reincarnate the 'Diviner of Destiny' and to cause him to appear in widespread places of amusement as a Modern Prophet and Diviner of Destiny, again creating an outstanding reputation as a Master Mentalist—defying hard shell skeptics, with this subtle bit of pseudo business that is hued with the miraculous.

In other words, this is our way of telling you of a very, very clever and subtle one-man mindreading act, entitled 'Visions of Tomorrow', which we now offer to the profession.

Vividly picture the presentation—before you stands the Diviner of Destiny—whom you expect to delve into your innermost thoughts—read your mind and divine your destiny. Do not underrate this man, because he is extraordinarily clever! You write your name on an ordinary slip of paper, sign your name, fold it so inquiring eyes will not detect your query. This question, along with others, is honestly collected in an ordinary basket (hat, etc.)—now you hear the chant of the Diviner of Destiny—a muffled prayer?—and slowly he reaches into the basket, withdraws one folded billet, and says forthwith, "I shall divine and answer **THIS** question", whereupon he hands the question directly (no switch) to any spectator to hold. The question is divined, acknowledged and answered. The written billet is then given by the spectator to the original writer, still folded. Again, the mysterious figure reaches into the basket, withdraws a question, which is directly handed to any spectator to hold, gazes into his crystal, divines and answers that question. The question is then directly returned to the original writer. This continues for any amount of questions—at the conclusion the Diviner of Destiny points to some legitimate spectator in the audience, exhibits an ordinary tray of sand. The spectator is requested to make a design or so in the sand—and lo and behold, the Diviner of Destiny correctly calls the spectator's correct and full name. Many variations are possible at this point—the crowning climax of a truly wonderful and masterful presentation of Mind Superiority.

VISIONS OF TOMORROW (Continued)

This ultra sensational clever routine, which may be applied in various ways, such as using a Book of Inspiration, etc., instead of the crystal, may be presented by ONE person, or to a slight presentation advantage with an assistant (who need not know the secret) any place, any time, and under any logical circumstances.

Here is the crowning answer to the need of a sound, practical one-man crystal gazing act that can be presented anywhere—surrounded by an audience if necessary. Especially suitable for 'tough' situations—exceptionally fine for stage, platform shows, stores, clubs and out-of-door work. The performer is complete master of the situation at all times—positive operation and access to questions. Nothing to get out of order. A great variation of effects are offered by this Master Routine, including automatic writing and spirit messages, all covered in detail.

Details to be long remembered: The questions are picked from the semi-opaque basket by the performer—lifted from the basket by the tips of the operator's fingers, in full view, and are handed to any legitimate spectator, where they remain in full view of the audience until answered, and returned to the original writer, or any other spectator. The performer actually answers the question just removed from the basket, while it is held, still sealed, by any spectator. Spectators, not performer, verify their own questions by acknowledgment. Performer does nothing so crude as to open and read the questions in the basket. Every move, gesture, every phase of the entire presentation is natural, ordinary, but extremely clever. Only a moment's advance preparation is necessary.

Behind this act we place our 100% endorsement. It is subtle to the Nth degree, warrants and demands the faithful fulfillment of the complete routine is prescribed by us. A reputation builder—a sensation when properly presented. All that is necessary to present this sensational act is a 4 or 5 inch crystal, velvet cloth and our Complete Master Manuscript. Ordinary slips of paper and pencils are used, the basket is unprepared, or a hat may be used. For data on 'Questions and Answers' and crystals, see elsewhere in catalogue.

PDF Price: \$5.00 (or just \$3.50 when you buy 3 or more titles)

<https://trickshop.com/nelson-visions-of-tomorrow.html>



Here is a secret system of communication between two people, easily learned and placed into operation in a very few minutes. Lengthy study or preparation is not necessary.

A truly sensational mental telepathy act with ordinary playing cards and other about the house objects, offering unexcelled entertainment for intimate work, the card table, parties, the club or stage.

This act employs a variety of methods; is flexible and will baffle even the keen minds. This fine offering will allow any couple to put it into operation in a few minutes—to proceed to hold your audience bewildered and spell-bound for thirty minutes, while you run this range of fine mental experiments. The author—Bob Nelson—and his wife have been doing this act for years. It's easy to learn—easy to do type of act.

PDF Price: \$4.00 (or just \$2.80 when you buy 3 or more titles)

<https://trickshop.com/nelson-man-wife-mindreading.html>

CLUB and PARTY MENTALISM

By Bob Nelson

This fine new book opens a gigantic and fertile field for the beginner, the occasional worker, the magician-mentalists and the professional mentalist. It shows how YOU can enter this wide-open field of entertainment—a fertile field in which there is very, very little competition and where the fees are high.

THE KNOW-HOW — THE KNOW-WHY — THE KNOW-WHERE BOOK

Complete coverage of CLUB and PARTY MENTALISM, with suggested effects and complete programs. Reveals the programs of Famous Mentalists and what they use, together with the Author's Own Ideal Mental and Psychic Club program. Concrete examples of what to use—eliminates a lot of time and trial and error. Here is the needed, practical information—compiled as a result of years of actual experience—to start you on a successful career in mentalism. Includes the NEW CONCEPT in Mentalism, which you will definitely want to incorporate in your program.

TELLS WHAT TO USE — HOW — AND WHERE TO WORK

Eleven Chapters: 1. Club Mentalism and You, 2. Club Mentalism, 3. Program Requisites, 4. Audience Participation, 5. Programs of Famous Mentalists, 6. Suggested Material and Programs, 7. The Author's Own Mental and Psychic Club Program, 8. Transition from Magic to Mentalism, 9. Party Mentalism, 10. Booking and Exploiting Yourself, 11. Five New Mental and Psychic Gems.

PDF Price: \$5.00 (or just \$3.50 when you buy 3 or more titles)

<https://trickshop.com/club-party-mentalism-nelson.html>

W. W. Pharr, Jr. says — "Club and Party Mentalism excellent, ditto for Mental Exploits. Both of these items are high quality."

MENTAL EXPLOITS

By Bob Nelson

(NEW) A series of seven brilliant mental effects. A new approach in mental entertainment. A superb minimum-effort publicity prediction that you will use again and again—for radio, TV, newspapers and personal appearances. This ONE item is worth many times the price of Mental Exploits—and if you don't think so, your money gladly refunded. Highly endorsed and carries our personal recommendation. Complete mss.

PDF Price: FREE (see page 37)

John Braun — writing in the Linking Ring says . . . These effects should have tremendous impact on an audience . . . and put you in the headlines."

Mentalism & Its Presentation

Bob Nelson — Syd Bergson

Lessons in showmanship. A MUST Text book for every mentalist and magician. It will make you a better performer—enhance your reputation as an unusual entertainer and enable you to collect higher fees. Correct techniques of presentation, teaching what to do and what not to do for successful mentalism.

PARTIAL CONTENTS

THE SERIOUS BUSINESS OF MENTALISM—Mentalism as a profitable business—The Mentalists Sole Aim—The Effort to Deceive—The Challenge to the Spectator—Mentalism vs. Magic—Perfection and Effort.

APPROACH TO MENTALISM—Mental attitude—Present day mentalism. The role of the mentalist. Initial audience reaction. Self-analysis. correct props and accessories. When playing cards are acceptable to mentalism. Requirements and other factors.

FACTORS TO RECOGNIZE—The two types of mental work. Only the approach varies. Acquiring a repertoire. Versatility. Ingredients for a successful program.

FURTHER THOUGHTS IN MENTALISM—A partial re-cap—How to neutralize suspicion. Presentations that are compatible with the audience. Presentation more important than methods.

THE BUILD-UP—Your initial contact with the public thru a build-up. Names, titles and slogans. Pitfalls to avoid. The direct approach. Publicity, brochures and other printed medium—your initial presentation.

PUBLICITY AND PROMOTIONS—Prestige stunts. Predictions, locked safe psychic tests and others. Committee tie-ups.

YOUR PROGRAM—The most effective type of presentation. Audience acceptability, entertainment value and IMPACT.

PROGRAMMING—First impressions. Introductions, dynamic action. Best method when

introductions are made by others. Audience co-operation. Proper sequence. Timing. Climax. Length of program. Committees. Conditioning the audience.

PROGRAMS OF FAMOUS MENTALISTS—A breakdown of programs as performed by famous mentalists. A helpful guide to planning.

PRESENTATION—Importance of patter presentation. Dramatization and every effect a "miracle." Distractions and how to command attention. Attaining a smooth running mental vehicle. Situations to avoid. Sensational examples of impact mindreading. Confirmations. Audience participation and how to handle.

LESSONS IN SHOWMANSHIPS—A MUST Text book for every mentalist and magician. It will make you a better performer—enhance your reputation as an unusual entertainer and enable you to collect higher fees. Correct techniques of presentation, teaching what to do and what not to do for successful mentalism.

COMEDY RELIEF—The importance of same. How to achieve. Working examples. Don't try to be a comedian.

PSYCHIATRIX—A brilliant, original creation by Syd Bergson that will convulse any audience with laughter, yet jolt them with a smash climax. A perfect comedy relief mental routine that you can make for a few cents. Worth more than the price of this entire book.

PATTER LINES—Lead-in lines—introductory remarks—quotes. Suitable patter material for practically any mental effect.

Presentation means everything to the success of the mental program. The entire situation is carefully analyzed and explained in a manner designed to make you a better and more successful mentalist. We predict this book will become the STANDARD text of this all important subject for years to come.

PDF Price: \$4.00 (or just \$2.80 when you buy 3 or more titles)

<https://trickshop.com/mentalism-and-its-presentation.html>

SUPER PREDICTION TRICKS

YOU, TOO, CAN BE A SUCCESSFUL PREDICTIONIST!

By Robert Nelson and E. J. Moore

Publicity—HEADLINE NEWS—FRONT PAGE STORIES are the life stream of modern show business. Super Prediction Tricks are proven top notch publicity getters!! Properly executed, they are the easily arranged and assured method of getting sensational publicity and news stories—publicity worth thousands of dollars!!

The only book of its kind published. This book of predictions and sensational showmanship has been eagerly accepted and highly praised by the members of the profession. You, too, will cherish it and utilize many of the fine effects.

Hail to the man or woman who does the unusual—they are constantly in the news! To the man or woman who can (apparently) predict FUTURE EVENTS, and PROVE IT—that person is destined to be the daily topic of conversation, and to be long remembered. John Booth's Prediction of the Joe Louis-Billy Conn fight (using Nelson's Prediction Chest and under the direction of Bob Nelson) at the I. B. M. Convention, St. Louis received more publicity than all other acts on the Headliner Show, and was the most talked of event of the entire convention—AND was given nation-wide newspaper coverage. DITTO for Bob Nelson's prediction at the I.B.M. Convention at New Orleans.

Bob Nelson's Miracle Prediction of the Age, Pittsburgh I. B. M. Convention, made front page coast-to-coast and WORLD WIDE newspaper coverage—radioed on the net works—publicized in the four corners of the world—and proved the biggest and most sensational Magic publicity hit of all times! Publicity that resulted in thousands of dollars worth of fees!!!

THE IMPOSSIBLE 'IMPOSSIBLE' ACCOMPLISHED???

What mortal man can predict, with unfailing accuracy, events of the future? Events such as—headlines of newspapers days and weeks in advance—the exact number of the stock and bond sales for a given future date—the exact outcome of sporting events, contests, court decisions, elections and the future actions and thoughts of legitimate spectators!!!

YOU, TOO CAN DUPLICATE THESE HEADLINE EFFECTS!

Nelson and Moore give you a vast array of Super Prediction Tricks—23 in all—each one explained in detail. You need no expensive apparatus. BUT THIS INFORMATION and a few items (possessed by most magicians and mentalists, are available at a few extra dollars) to create HEADLINE PUBLICITY stories for yourself. "Predictions" are easy to do—when you know how. The information is detailed, explicit and comprehensive.

A TOTAL OF TWENTY-THREE SUPERB PREDICTIONS

Plus commentary on showmanship, staging and presentation. It tells HOW to do the predictions and HOW to get the publicity, and CASH in on it. Partial contents: Coincidence in Numbers, Prediction in Envelope, Fantasy in Numbers, Amaz-U Prediction, Sealed and Locked Prediction, Bidly the Mindreading Chicken, Registered Letter Prediction, Challenge Letter Prediction, Loaf of Bread Prediction, Bottle of Milk Prediction, E. J. Moore's Prediction, Brain Wave Prediction. A Study in Showmanship and many others. Considering value to the performer, we regard this book as one of our most valuable contributions to the Magic and Mental Profession.

PDF Price: \$5.00 (or just \$3.50 when you buy 3 or more titles)

<https://trickshop.com/super-prediction-tricks.html>

HOTEL & NITE CLUB MINDREADING



Much new and vital material, published for
the first time.

A new and very promising mecca beckons to the suave, sophisticated mentalist-entertainer—the Hotel and better Night Club field. It is practically virgin and untouched. It presents an easy working schedule, is highly remunerative, yet demands smooth, thought provoking entertainment.

Mr. Nelson, in his fine book "Encyclopedia of Mentalism", discusses at considerable length two fine routines ideally suited to this field. This information is available to all who read this book—yet, we have felt that a **more complete explanation** on the Hotel and Night Club should be made available to our clients.

Mr. Nelson has exhaustively prepared these two excellent routines for this type of work, covering every phase of the work in complete detail, and has incorporated, for the first time, much of his personal material never before published. This comprehensive work covers your initial preparation, dress, bookings and fees, lecture, floor presentation, advertising accessories, and most valuable tips and hints on how to greatly increase your revenue.

While admittedly a review of much of the material in Mr. Nelson's book, it is prepared in individual style and covered in the fullest detail, with added information that will more than compensate the artist who **intends to actually invade this lucrative and virgin field.**

PDF Price: \$5.00 (or just \$3.50 when you buy 3 or more titles)

<https://trickshop.com/hotel-nite-club-mindreading.html>



THE MENTALIST'S *Manual*

The first and only book of its kind—an authoritative text book that teaches the beginner how to become a successful mentalist. It literally takes the reader by the hand, and step by step, outlines the correct procedure—from start to finish.

The Mentalist's Manual shows how to enter this interesting and highly profitable profession. How to begin—the necessary requisites—suitable names and titles—the lecture—routines—publicity and a hundred and one time proven facts that are so necessary for success. Not only does it tell the reader what to do—but warns against pitfalls and errors so common to the beginner and professional mentalist.

Here is the inside story of successful mentalism. It elaborates on the many phases of this work, and in detail. The Manual embodies valuable information collected from successful mentalists around the world and data accumulated as a result of the author's forty-five years' experience as a successful mentalist and authority on Mental Magic.

It should prove immensely valuable to the professional as well as the beginner. One professional mentalist, who read the script before it was published, exclaimed that the information detailed in the book was worth thousands of dollars to the working mentalist! That the initial reading of the script gave him many ideas that could be converted into money, though he had spent a lifetime in the profession.

One idea gleaned from this Manual is a profitable investment, yet this book contains a veritable gold mine of practical and workable information. Hundreds of subtle ideas—little known tips and wrinkles—all as a result of NOT theory, years of actual practical, tried and proven experience.

Regard the Mentalist's Manual as a BASIC text book to the Mental profession. A stepping stone to success in mentalism. Make it Number one on your list!

PDF Price: \$4.00 (or just \$2.80 when you buy 3 or more titles)

<https://trickshop.com/mentalists-manual-nelson.html>



COMEDY MENTALISM

By Bob Nelson and Others
VOLUME I

COMEDY BITS, SKITS, BLACKOUTS, FUNNY LINES, COMPLETE PRESENTATIONS AND HUMOROUS BITS OF BUSINESS.

The first and only comprehensive book on the subject. Laughs galore! Hilarious comedy situations—spoofing the spoofers.

COMEDY BITS AND EFFECTS BY—

Bob Nelson

Karrell Fox

George Johnstone

Alan Milan

The Amazing Maurice

North Bigbee

Gerald Kosky

Sid Lorraine

George McAthys

Robert Tripp

Ben Franklin IV

TOP-NOTCH MATERIAL FOR EVERY OCCASION—MALE or FEMALE, including a complete two-person comedy act by Bob Nelson and an excellent Talking Skull VENT dialogue routine by George McAthys—PLUS A BONUS OF THREE PSYCHIC GEMS—These three serious routines alone are worth more than the price of the entire book.

PDF Price: \$5.00 (or just \$3.50 when you buy 3 or more titles)

<https://trickshop.com/nelson-comedy-mentalism-I.html>

READ WHAT OTHERS SAY ABOUT COMEDY MENTALISM

"Should appeal to most any mentalist or magician. A lot of good comedy mental material, a good deal of it really funny. Very good value."

Lloyd Jones in GENII

"If you want to convulse 'em...add this book to your working library. Should prove a popular seller."

Sid Lorraine in TOPS

"For those who wish to inject some humor, or for the entertainer who is looking for 'laugh' tricks. Top-notch material. So get a copy and use some of the 'comedy relief' stuff Now."

John Braun in LINKING RING

"Comedy Mentalism is terrific...should fill a long felt need in a field too long neglected."—George Johnstone. "Orchids to you, Bob Nelson... Your Comedy Mentalism is a RIOT. Format and material really superb... This is a must for ALERT Magi."—Amazing Maurice. "If you don't get laughs with Comedy Mentalism, you don't need a new act—you need an undertaker... The two-person comedy act is easily the most comprehensive thing to date... Any working mentalist will get TEN times its value."—Alan Milan.

AND NOW... VOLUME II



By Bob Nelson and Others

MORE COMEDY BITS, MORE SKITS, MORE BLACKOUTS, MORE FUNNY LINES, MORE COMPLETE PRESENTATIONS AND MORE HUMOROUS BITS OF BUSINESS.

Volume I of **COMEDY MENTALISM** was such an instantaneous success—receiving rave notices and proving to be our best selling book in years—so we did “what comes naturally,” and **NOW** together with a whole stable of comedy writers (many new to this series)—offer **VOLUME II** of **COMEDY MENTALISM**.

It's all **NEW** material—really spoofing the spoofers. Comedy bits and new humorous situations for every occasion. Bits for MC's—amateur shows and every entertainment occasion.

NEW COMEDY AND EFFECTS by Bob Nelson, “Senator” Crandall, Tommy Windsor, Lois Lytle, Dorny, Bob Heidinger, Dr. Faust, Syd Bergson, Karrell Fox, Gerald Kosky, The Amazing Maurice, Oran Dent, Alan Milan, George Johnstone, Ray Muse, Larry Nelson, Sid Lorraine, North Bigbee, Bob Parrish, Bob Lynn and Dave Dowds.

VOLUME II will convulse your audience with shrieks of laughter, and give you many a hearty chuckle as you read its many, funny funny pages. The writers of **Volume II** **Comedy Mentalism** have come up with some excellent comedy situations, many of which are worth more than the price of the entire book.

You will participate in many actual humorous experiences of real mentalists when you read the chapter “It Actually Happened”—Gerald Kosky's contribution, caused author Bob Nelson to laugh right out loud. And you will want to present “Mystic Mary,” a hilarious skit of Lois Lytle and Bob Nelson. “Senator” Crandall will bring tears of laughter to your eyes as he explains the ESP symbols. Yes, a Gold Mine of comedy, **PLUS THE USUAL BONUS OF THREE** (serious) **PSYCHIC GEMS**. **Volume II** of **Comedy Mentalism** has a “built-in” very clever book test—and you can do it immediately.

PDF Price: \$5.00 (or just \$3.50 when you buy 3 or more titles)

<https://trickshop.com/nelson-comedy-mentalism-II.html>

Bob Parrish says: “I really enjoyed the **Comedy Mentalism** book. You did a fine job of selection as well as obtaining fresh material.

Orville Meyer says—“**Still More Miracles** is certainly a fine book; every working mentalist will find many items he will use. You certainly can quote me on this; paraphrase if you wish. It's great.”

AND NOW VOLUME III

COMEDY MENTALISM

By **BOB NELSON and OTHERS**

STILL MORE COMEDY BITS, MORE SKITS, MORE BLACKOUTS, MORE FUNNY LINES AND COMPLETE COMEDY ACTS. HUMOROUS BITS GALORE.

VOLUME III is all NEW material—comedy for every occasion. These famous writers bring you this great new material—Bob Nelson, Sid Lorraine, Bob Lynn, Philip Morris, Eddie Clever, Maurice, Bob Lewis, Karrell Fox, Gerald Kosky, Senator Crandall, Alan Milan, George Johnston and Dave Dowds. **A gold mine for comedy.**

You will chuckle and laugh as you read Volume III—63 pages—17 hilarious items, plus more of “It Actually Happened.”

PDF Price: \$6.00 (or just \$3.50 when you buy 3 or more titles)

<https://trickshop.com/nelson-comedy-mentalism-III.html>

ANSWERS TO QUESTIONS

By **Geo. DeLawrence**

The secret of success in doing a question and answer act lies in the performer's ability to ANSWER the questions intelligently and to the point. The lack of this knowledge—how to answer the questions—has proven the only stumbling block to many performers, and now we offer to the profession (only) the real secret of answering questions of ANY and ALL TYPES that may be submitted by the audience, written by a man who received this information as a result of years of ACTUAL experience.

Answers to Questions is not a new book on the subject. It was written years ago by Mr. DeLawrence, but his understanding of the subject was so complete and basically sound that we feel this book has a definite place in the working library of every mentalist.

Every angle of the answer business is considered, diagnosed and logically explained. Sensational stunts and answers do react on the box office with no uncertain results, and to possess such knowledge is to increase your own wealth. It has been said that “Knowledge Is Power,” and knowledge of this character to the mentalists is one of his greatest assets.

For sale to the profession only, neatly mimeographed in standard Nelson de luxe book form, and priced to be in the reach of all—that the art of mind-reading may reach a higher standard.

PDF Price: \$4.00 (or just \$2.80 when you buy 3 or more titles)

<https://trickshop.com/answers-to-questions.html>

MORE EFFECTIVE ANSWERS

A sequel to "Effective Answers to Questions", which has been regarded by the profession as the greatest book of its kind. In Mr. Nelson's new book, he presents many angles and arguments that will enable the performer to present a better, and more effective program. His comments on radio and newspaper work will be found very valuable for professional workers, as Mr. Nelson has a large fund of knowledge to draw from, as a result of his many years of actual experience.

How to impress your audience is one of the many features of this new book. Many new gags, both sensational and humorous will be found between these covers, and many a professional worker has often wished for new 'gags' at a dollar per, or more.

PDF Price: \$4.00 (or just \$2.80 when you buy 3 or more titles)

<https://trickshop.com/more-effective-answers.html>

SENSATIONAL ANSWERS

by ROBERT A. NELSON

Add Punch! Vim and Vigor to your stage presentation with "Sensational Answers." There must be a few outstanding and to-be-long-remembered situations in every program to give it perfect balance and audience reception. There must be escape from the ordinary!

The run-of-the-mill questions and answers rightfully constitute the bulk of every program, but out-of-the-ordinary, daring and sensational situations are the ones that everybody talks about. For a dynamic, sensational program, you must use dynamic and sensational material.

Vital information on how to call the husband's/wife's first names, addresses and vocational pursuits (and places of employment), though not told to anyone, or written. Super-sensational, easy to obtain data that will skyrocket your fame and reputation.

A perfect sequel to his "Effective Answers to Questions," Mr. Nelson furnishes you with an abundance of new, vibrant and punch-laden sensational answers. He has drawn deeply on his years of radio and stage experiences for this unique material. Any one situation will improve your program. Here is escape from the ordinary.

PDF Price: \$4.00 (or just \$2.80 when you buy 3 or more titles)

<https://trickshop.com/sensational-answers-nelson.html>

PROJECTED answers

By Robert Nelson

The first and only book on the technique of "projected answers to questions!" By projecting or carrying the replies to the questions *beyond* just the simple answer, the effect is greatly heightened.

Not only does the spectator receive an answer to his question, but he is given a bonus in the form of additional information pertaining to his question, plus other predicted events. The spectator is doubly intrigued at this mysterious source of information. Other spectators become eager for answers to their questions and additional bits of information pertaining to the future.

These subtle and unexpected bits of additional information strengthen and intensify the effectiveness of the presentation.

This new book explains in detail the "projection technique," shows you how to apply it, and gives abundant actual examples and patter lines. Enhance your reputation as a mentalist, which means higher fees.

PDF Price: \$4.00 (or just \$2.80 when you buy 3 or more titles)

<https://trickshop.com/projected-answers.html>



NELSON'S SUPER-MENTALITY is exactly what the name denotes—Super-mentality. Super mental feats—not one, but many—no two alike—genuine magic of the mind—call it camera mind, master memory, or what not. Super-Mentality is one of the outstanding achievements of modern mental magic. Super-Mentality is super-mentality—because it is real (not faked).

SUPER-MENTALITY WILL STARTLE AND MYSTIFY EVERY WITNESS!

(a) From ten to one hundred articles are legitimately memorized by performer, as called by spectators, and in their proper sequence. This accomplished rapidly and without hesitation at the conclusion of the list whether 20 or 100 words, performer immediately calls the entire list and in proper rotation from one to one hundred, then backwards, gives the number of any article in list or supplies the article corresponding to numbers called by audience. Articles and numbers are mentally recalled by performer faster than spectators can verify same on their written list.

(b) Five (or more) dollar bills are submitted, spectators calling aloud the serial numbers (of eight digits), performer immediately memorizing the numbers, which are later recalled in any order.

(c) Forty, fifty, or sixty digits given at random are instantly memorized by the performer who repeats them forward and backward.

(d) The names of a great number of guests at a private gathering can be instantly memorized at the first introduction, performer calling each guest by correct name later in evening.

(e) Technical or difficult words are memorized in like manner. Cities, states, populations, streets, addresses and numbers are instantly catalogued in the mind, and can be recalled days later.

(f) The Super-Mentality Publicity Tour—Performer walks several city squares on any street in local city, memorizing the contents or general merchandise in every window, repeating same at the end of the tour in proper sequence.

(g) Memorizing the correct sequence of a shuffled deck of cards, as the cards are called by spectators. The sequence is memorized forwards and backwards. And each card may be identified in its respective position. This is a complete and excellent stage or club demonstration in itself.

ALL THESE (AND MANY MORE) FEATS ARE ACCOMPLISHED BY SUPER-MENTALITY, which is an ultra-practical system whereby the memory actually does (with practically no effort) catalogue the "memory impulses." Super-Mentality is not difficult—in fact, it is extremely easy to learn and present. Long, tedious effort is not necessary. Any person of average intelligence can learn their first list of 20 words, understand and recognize the basic principle and put it in actual operation in one-half hour after reading our explicit instructions—that's our guarantee, backed by thirty-eight years of leadership in this particular field.

SUPER-MENTALITY is the FIRST REAL and PRACTICAL explanation of this system to be presented to the magical fraternity. Yes, others sell GIANT Memory Systems for 25c and up—BUT TRY TO WORK THEM!

Your own mind is the only apparatus used—no assistance—nothing written.

PDF Price: \$4.00 (or just \$2.80 when you buy 3 or more titles)

<https://trickshop.com/super-mentality.html>

SENSATIONAL MENTALISM

By Bob Nelson and Others

Destined to be the greatest book on mentalism in the last decade. New and startling concepts and techniques in the subtle art of mentalism.

Feature Writers

Fu Manchu
Bob Tripp
Bob Nelson
Alan Milan
Bob Parrish
Syd Bergson
Gerald Kosky
Philip Morris
Dr. Walter Grote

All the material in Sensational Mentalism has been time and audience proven. This book has been written by many of the best posted authoritative performers in Mentalism. No fanciful theory or unproven effects.

PARTIAL CONTENTS AND THE AUTHORS

Russian Roulette and a Super Slate Test by Alan Milan; Think Stop, the Fabulous Phono-Tape Prediction, a Tripple Prediction by Bob Tripp; Registered Letter Prediction by Syd Bergson and Bob Nelson; A Perfect Force by Syd Bergson; Synonymous Thoughts by Bob Parrish; Master Mental Divination by Dr. Walter Grote; Mnemonic Thought-Memory by Gerald Kosky; Prediction by Fu Manchu; Thoughts on Blindfold Street Drive by Philip Morris PLUS the following by Bob Nelson — Two Minds in Unison, the BOLD Approach, A Penny for Your Thoughts, Psychic Cigarette Test, Impromptu Billet Reading, The Phantom Mentalist (a phono-tape prediction), New Concepts in Mentalism, Phono-Tape Recorder Prediction, Minds en Rapport, An Experiment in ESP, The Man with the Attache Case and Voluminous Nelson Mental Notes.

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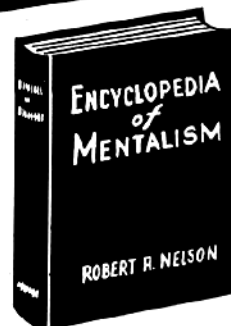
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VOLUME II

Written and Compiled by Bob Nelson

Again, New and original routines and sensational mental effects, brought to you by many of our foremost mentalists. A wide variety of time proven, audience tested psychic effects. Several of these effects were formerly catalogued and sold by their originator from \$3.00 to \$5.00 — now included in this fine book — the second of the series of “Miracles in Mentalism.”

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43 New and Original Superb Mental and Psychic Effects, covering the full range of Impromptu, Club, Radio, TV and Stage Presentations.

Edited and Compiled by Bob Nelson

A wealth of new and original material, all of which has been audience-tested and proven as worthy of inclusion in *your* program. In fact, this one volume contains sufficient sensational Mental and Psychic Effects for several programs. Many of the presentations contain full patter.

It is our sincere opinion that *any one* of the great majority of the 43 Effects are worth more than the price charged for the entire volume! Actually, these 43 Mental Effects from the Wonderful World of Mental Magic costs you less than **NINE CENTS EACH!**

At usual catalogue rates, it has been conservatively estimated that their worth would easily exceed *one hundred dollars*. Most of the effects are one-person presentations, and involve very little special apparatus.

See contents of this fabulous book on opposite page — and the writers who have so generously contributed their pet effects. You will meet and become better acquainted with the writers via the personal thumb-nail biographical sketches on each contributor.

MEET THESE LEADING WRITERS AND CONTRIBUTORS

You will meet and become better acquainted with the writers via the personal thumb-nail biographical sketches. All have generously contributed superb Mental Effects for your performing pleasure. These leading authorities assure you of "The Best in Mentalism" — Bob Parrish, Bob Nelson (6), Fredric Kolb, The Amazing Maurice (8), Al Mann, Gene Grant (2), Dick Johnson (4), Sid Solomon, Dr. S. P. Thornton, North Bigbee (4), Clettis Musson, Syd Bergson, James Auer, Dr. Chet Miller, Gerald Kosky, Orville Meyer (2), J. G. Thompson, Jr., Robert G. Tripp, Stewart Judah, Dave Dowds, and Alan Milan (3). The numbers indicate the number of effects by each contributor.

STILL MORE MIRACLES IN MENTALISM contains something for *everyone*. If you are an exponent of Mental Magic or have even the remotest interest, SMMM will fire your imagination and make you a staunch convert of Modern Mentalism. This is a **MUST** for every Mystery Worker.

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Spectators are more readily convinced by fortune tellers, and the like, if the reader will start the reading without first asking a lot of questions—in other words, giving the reading “from the cradle to the grave,” as tho the spectator’s life were the pages of an open book, then ask the questions at the conclusion of the reading if necessary.

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The True Secret of Genuine Mind Reading

THIS INFORMATION—THE TRUE REVELATION OF HOW TO READ THE THOUGHTS IN THE MINDS OF OTHERS, HONESTLY, FAIRLY AND WITHOUT RECOURSE TO TRICKERY OR FRAUD—IS NOW AVAILABLE TO YOU—HELLSTROMISM AS WRITTEN AND COMPILED BY ROBERT A. NELSON WILL DEFINITELY TEACH YOU THESE HERETOFORE GUARDED AND UNPUBLISHED SECRETS OF AXEL HELLSTROM. LEARN HOW TO DUPLICATE THE SENSATIONAL FEATS OF HELLSTROM.

HELLSTROMISM is a SIXTH SENSE HIGHLY DEVELOPED

A master manuscript, actually teaching the secret of how the average man or woman can divine the thoughts of others thru mere physical contact, . . . and without contact! This peculiar phase of mindreading has baffled some of the greatest minds of today! Its greatness lies in the fact that it is perhaps the first and only comprehensive attempt to accomplish mindreading by means other than fraud and trickery.

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Without pre-arrangement, any time, any place and with any group of honest, sincere spectators, the operator allows the spectators to merely THINK of certain actions—mental commands . . . which he promptly performs. A few of the thousands of possible tests: To find hidden objects; to deliver sealed messages to an unknown addressee; to obey mental commands such as to take Mr. A's handkerchief and place it on Martha's head; to unscrew an electric bulb and place it under the carpet; to turn out the lights; turn on radio; remove John's shoe and take the shoe string from it and tie around another spectator's neck, etc., etc. Thousands of similar tests are performed, known only to the trusted subject. These commands are interpreted and executed with amazing rapidity, in accordance with the thoughts actually possessed in the subject's mind!



Exponents of Hellstromism are able to execute many of these difficult tests by maintaining contact with the subject only thru a limp watch chain or handkerchief, and in many cases, without any physical contact whatsoever. Hellstromism is not trickery, but a highly developed sense—a sixth sense—because it enables the operator to "know" the thoughts of others, without spoken word, visual signal, conscious indication or pre-arrangement. This comes within the scope of genuine mindreading, when one mind, and without recourse to any of the known five senses can perceive and execute the thoughts of others! For this phase, a highly developed intuition is essential. Each step, basic and advanced is most completely revealed and described in non-technical language.

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Hellstromism teaches how to present the most sensational, baffling entertainment of modern today. You need only a clear understanding of the mental processes . . . no assistant, properties or apparatus. You always stand alone ready to mystify and entertain. It is the one act that will stand the gaff . . . unexcelled for club, parlor, social gatherings, newspaper offices, booking agencies, radio stations, scientific investigations and the STAGE!

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How to duplicate the strange feats of Hellstrom exactly as performed by this celebrated performer, and under the same severe test conditions, is clearly and comprehensively explained in this sensational work. Every phase is explicitly covered in detail, together with a fine introduction or lecture.

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The entire range of opportunities of mental magic are discussed at length, and with only one thought in mind—to make money! Whether you are new in the business, or an oldtimer, this book will mean many, many extra dollars.

If you are on the sidelines, watching others make real money in this profession, and want to join them, this book will tell you how—and show you so concretely that you will enter this most profitable and uncrowded field.

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The most comprehensive and authoritative book on sealed billet reading, dealing with practically all the known methods, as actually employed by magicians and mediums throughout this country and abroad.

This book is divided into two sections, dealing with methods and devices used exclusively for private or office work, and stage presentation.

- 16** methods are described and explained in detail as used for private work. Many of these are adaptable for magician's programs, and can be presented without practice. The best and cleverest dodges are given.
- 18** methods are revealed for public presentation, suitable for stage, clubs, banquets, parlors and private. Such a wide variety of methods and routines are given that the performer can perform 'apparent miracles' under even the most adverse conditions.
- 34** complete methods are given in the text. Explanation of methods that have been actively used for years by the most successful mentalists, mindreaders and magicians. Any one routine is worth the price of this book.

Those interested in this type of entertainment (and who isn't) can ill-afford to be without a copy of this amazing book. Consider that the average cost of each method or routine is less than **TEN CENTS EACH**.

How To Read Sealed Billets is endorsed by leading lights in the Mental Profession. It is not a new book—having made its appearance long before other similar and competitive books were presented—however this book has been revised, and brought right up-to-the-minute, as are all Nelson Publications.

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SENSATIONAL EFFECTS

BY ROBERT A. NELSON

The most sensational release of the mentalist's closest guarded secrets. A choice collection of ultra-sensational effects that will not only puzzle the layman, but will baffle the mind-reading profession as well. Due to repeated inquiries for a period of several years, we have at last decided to release a number of these closely guarded effects under one cover, and now offer them for the first time. Countless numbers of professional crystal gazers have been completely mystified by the effect known as "Answering questions that have not been written down," and on witnessing this effect, have asked us for the solution. One of the many effects described in this work.

The contents of "Sensational Effects" consists of a complete explanation and routine of how to accomplish the following effects, all of which are unbelievable, and yet easily accomplished.

a. Answering questions that have not been written down, but merely thought of—no plant or confederate.

b. Answering questions that have been written, but not collected. No plant or confederate.

c. Answering questions that have been written, collected by another member of the audience, deposited in a fair glass bowl that never leaves the audience's sight, and spectators removing their questions as they are answered. No plant or confederates.

d. Answering questions held by the writer, this question having never left their possession. No plant or confederates.

e. Locating and answering questions merely thought of by spectators in the audience. No plant or confederates.

f. Giving the birth date, address, phone number, etc., of spectators who retain their question and never allow it to pass out of their possession. No plant or confederates.

g. Telling the birth date of spectators while they concentrate on same. No plants or confederates.

h. Dozens of other equally good effects explained in detail, and with which you can build a gigantic reputation as a mentalist.

Detailed and extremely valuable information on the use of plants, strong and sensational questions, gags and wrinkles. We also explain in detail one of the best stage crystal gazing routines ever devised, which does not employ apparatus, and is absolutely undetectable. This feature alone is worth many times the price of this manuscript.

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What is the Private Medium's Secret Guide? What 'secret' information does it contain? Is it the 'Secret Blue Book' of the Spiritualists, often whispered about, but never seen? Just what does the guide contain?

The author is a person who has devoted his life to psychic research, both fraudulent and real—and writes not from theory, but from years of practical experience as a practicing psychologist and reader. His conclusions will be found in the pages of his guide. His advice and counsel on successful reading and counselling—and page upon page of 'psychological readings', those exclusive patter lines that compose the readings.

Analysis of problems—how for one to proceed to be a successful reader—cause and effect situation—natural sequence of life—facts of life—and trend of our lives—associations, all are artfully blended into a wealth of valuable information for all who hope to achieve success as a reader.

If you understand human nature—says RaMayne—then you have the 'Secret or Key' to a person's life, to analyze his past and chart the trend of his future life is not difficult, if you have the 'key'.

Here is new data—much of it in print for the first time—on the subtle art of private reading and counselling. The reading methods are adaptable to cards, palmistry, crystal or psychic effort. This book should greatly improve whatever talent you have thus far developed.

Many books (published by us) have been written on this subject, and have proven most helpful and highly praised. This book is an advanced course—as it were—in the phase of more successful and higher counselling. Regard it as a sequel to our other offerings—add it to your collection, and profit by the years of experience of this well versed author.

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Pages from a Medium's Notebook

The author's name remains anonymous. The inner thoughts, information and experiences of the author, as related in this note book, is the reason!

Would you like to open the secret notebook of a successful medium and reader—study and absorb the personal notes and information gleaned as a result of years of experience? Would you like first-hand observations and instructions on how to give successful “psychological readings”? To know what to anticipate when a client enters your office? To know what type of reading to give—for satisfaction. How and why the client is so easily fooled—closely guarded bits of “business” that build reputations and incomes? How readers get their business—hold it—and give reputation—building readings?

The information contained in this book is unique—it is a series of notations—observations—revelations of a most successful operator. Twists, wrinkles, ways and means of “giving readings” for pleasure or profit are revealed. Examples, readings and methods galore! These notes have been collected over a period of years, now compiled and published in book form for the first time.

Information that is supplementary to “Technique of the Private Reader” and “Psychological Reading” (two of our best sellers) in fact, “Pages from a Medium's Notebook” is a sequel to these two important theses—taking the information—story where they leave off, and carrying it to a final conclusion.

The publishers feel that these three books—carefully studied will give the reader a sound basic foundation on “psychological or cold readings,” and without resorting to trick devices or apparatus.

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TECHNIQUE OF THE PRIVATE READER

There IS a special technique in private readings. Successful operators are able to astound and bewilder clients with apparent facts and reason, though unbeknown to them. *From whence does this strange power come?*

It is easy to “give readings,” to apparently read the inner thoughts and to chart their life from “cradle to grave,” IF you possess the technique—the knowledge of how to judge your subject; what to tell him and how to accurately read his reactions. Such is the true secret. This book is a complete analysis and digest of successful methods of psychological readings, with two very clever methods for telling the spectator's name. It contains much valuable information for those who wish to “read fortunes” privately. Highly recommended.



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An all new book, covering the inner working secrets of the private mediums and clairvoyants. How and where they operate—and amass large sums of money.

Every intimate detail of their methods of operation. How the clairvoyant invades “closed towns”—set up a thriving office business the second day—and continue to operate without legal interference.

How the medium “sets up” in business—how they satisfy their patrons with their exaggerated claims—how they get their customers to come back again and again.

How the reader calls the spectator by their correct names—and tells them many intimate details, all apparently fair and above suspicion. Little known “convincers” and “clinchers,” and how they are used.

The beauty shop racket fully exposed—step by step—how readings are arranged and booked days in advance—a new and subtle advertising technique. How cases are built—the big money income!

The Bible quotation—little known—but the greatest convincer known to the medium. How it is used and exploited. Many closely guarded and little known secrets revealed for the first time.

Hundreds of convincing patter lines for psychological readings—a full office reading tape-recorded and every word revealed. The Medium’s philosophy explained.

Legal aspects of fortune telling—how they evade the law and “con” the public. Most readers avoid brushes with the law because they employ nothing but a glib tongue, and true knowledge of human nature and the methods herein explained.

A full and complete expose of the famous Spit-Ball Test. A terrific convincer—calling the spectator by his or her correct name, and completely baffling them. Here is the answer to the continual request—READ MY MIND! Demonstrate this apparent ability on the spot!!

New technique on the medium’s “tricks of the trade”—the switch. Illustrated instructions, plus new improvements and subtle pieces of business. Many of the former handicaps overcome. The Supreme Office Switch and Trance Vision fully revealed. The complete “reading” technique is explained in detail. A wide open expose of the secret methods of the private reader.

Further exploits of the Famous Dr. A—written from his personal notes and from transcribed recordings. Much material in this book is based upon the actual technique and methods of Dr. A—a fabulous reader and one who has actually made many thousands of dollars in this work.

A complete and ruthless expose—all new—of the Secret Methods of Private (readers) mediums. Glossary of medium’s secret terms.

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The Secret of Doctor A

"Dr. A" is a vary real-life figure, having devoted 33 years of his life as a very successful office reader and clairvoyant. Due to the fact that he is still operating, and has given us full permission to publish his unique secret, he must remain anonymous for the present.

He has devised, created and used what we regard as one of the finest—if not the finest—methods of giving private readings—of reading the minds of others. His system is so subtle and versatile that he gives thought-staggering readings and demonstrations under the most adverse conditions, whether it be in his own private office, at a dining room table, or a bar stool, or standing very much inebriated under a convenient street light. There is boldness and some madness in his methods, yet his work is punch-laden.

The demand has long been loud and insistent for such a sound, tried and proven method of giving readings—without any special apparatus—under practically any circumstance—and without guess work. Direct thoughts are learned and revealed with amazing accuracy—and to the complete bewilderment of the spectators.

As the publishers of Dr. A's Secrets, we believe that he has at last given proper and final solution to this demand. We add our hearty endorsement and offer it to the profession for their further glorification.

For answering individual questions—private readings—to publicize your ability as a mindreader anywhere—this is it. The "answer" for night club or hotel table reader! For private office work, we feel this work will prove invaluable to any reader—it not only gives his unique method of private reading, but superb patter lines—psychological approach—little effects and sensational knockouts that he has carefully guarded these long years.

Our Mr. Nelson has written a complete exposition of Dr. A's Life and Secrets—woven them into a fascinating revelation, teaching you his true and time proven methods. Dr. A's Secrets should be in the possession of every one interested in mental magic. It's easy to learn—easy to do!

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Confessions of a Medium

THE SPIRIT GRAFT EXPOSED

Since the dawn of Spiritualism, there has never before appeared such a complete and thoroughly accurate expose of the INNER working and LIFE-GUARDED secrets of the medium, psychic and healer. True in detail and concise in explanation, the searchlight of truth is projected on the grafters of this profession.

TAKES UP Mediums', psychics' and healers' certificates, showing how Spiritualists get their certificates which make them immune from Police Interference. How anyone can secure such a certificate. The exact procedure fully explained.

EXPLAINS How mediums and psychics work in "closed towns" so city authorities can't touch them. Their subtle methods when newspapers refuse to run advertisements. Sample advertising and sample ads as used by them. The "come-back" system fully explained and how it is operated. How and where the mediums get their business—spare-time readings. Methods of getting "suckers" to return. Explains where and how mediums clean up big sums of money.

TELLS HOW People enter the psychic field—how they conduct their office and other business for profit—mediums are able to tell sitter his innermost thoughts, and no trickery employed. Other clever gags and methods resorted to in defrauding the public—mediums' protection from the law. How readings are given.

SHOWS How simple it is for medium to give the real "knock-out" facts without preparation, writing or apparatus of any kind. Why spectators are unable to "beat the medium at his own game." The underhand and grafting methods, explaining in detail.

REVEALS Never before published inner secrets of the medium—the grafting methods resorted to—not old tin-type information—BUT FACTS. The grafter's method of "bleeding suckers" for money—How they protect themselves from the law—the Lost Husband Gag and how the medium always "cashes in." Inside dope on palm readings and clairvoyant methods. The GRAFT explained and REVEALED.

AND A COMPLETE EXPLANATION

of THREE of the CLEVEREST and MOST SUBTLE Billet and Private Reading Tests EVER devised. Used extensively by a chosen few of the old school of Spiritualists. Now publicly exposed for the FIRST TIME.

Sold with the distinct understanding that any information derived from this expose will be used for legitimate purposes only, or for the reader's protection from Grafting Mediums.

PDF Price: \$5.00 (or just \$3.50 when you buy 3 or more titles)

<https://trickshop.com/confessions-of-a-medium.html>

The Art of Cold Reading

By ROBERT A. NELSON

You need not be the seventh son of a seventh son, or be born with a 'veil over your eyes' to be a successful so-called clairvoyant or private reader! No sir—such ability is not inborn—it is achieved!

It is achieved by obtaining the knowledge or know-how of the 'cold reader'. That strange individual who apparently—and for a generous fee—proceeds to delve deeply into your past—revealing carefully guarded secrets—amazing you with his knowledge of your daily routines—your heartaches and joys—your successes and failures—your desires and achievements. That strange individual that seems to understand your unspoken thoughts—and ruthlessly tears aside the veil that hides your destiny.

EASILY ACQUIRED

The Art of Cold Reading is the learned ability of one person to cleverly read another 'from cradle to grave'—and without important error. It is amazingly easy—if you understand the technique and methods. Possess it and you are always ready to give readings—without apparatus, preparation or question writing—anywhere—for fun or profit.

YOU can learn the art of cold readings easily and quickly. You can soon learn to 'read people'—giving them readings that will utterly amaze them—sensational revelations that will long linger in their minds. No preparation—no apparatus or written questions. You just start to talk—and need nothing but the 'know-how'. The what-to-say—to whom—how and when?

This book is a complete text in itself and teaches the Art of Cold Reading. It should prove invaluable to the novice as well as the old experienced reader. If you are interested in giving cold readings—without benefit of apparatus or gimmicks—then this book is a MUST on your list.

PDF Price: \$5.00 (or just \$3.50 when you buy 3 or more titles)

<https://trickshop.com/art-of-cold-reading.html>

The inner secrets of 'cold reading' have been closely held and guarded for many years. Knowledge of this kind has been passed down from generation to generation, and seldom found in print until the Nelson Enterprises brought accurate enlightenment on this important subject by their several text books—Psychological Reading, Technique of the Private Reader, Dantes Life Span Readings, The Secrets of Dr. A. Pages of a Medium's Notebook, and Private Medium's Secret Guide.

INNER SECRETS EXPLAINED

The Art of Cold Reading—is a new and valuable contribution to the subject revealing in print for the first time many inner secrets of the cold reader. It is not a rehash of the other text books, but new and more comprehensive enlightenment on the subject. It is meant to supplement, rather than supplant the earlier text.

Much of the secret information in this new book is taken from the inner sanctuaries of many leading readers—based upon years of successful experience—not arm chair theory. Thru our close association with the mental profession and our own active participation we have been able to gather and assemble this data from reliable and time proven sources.

Dwight F. Damon says, "I have through the years acquired almost all of the books that you publish as well as many of the fine mental effects and routines. In fact, I have right here with me 'The Art of Cold Reading,' which I feel is a terrific book."

Walter A. Turning writes—"I have examined the books and I am very satisfied with them. Confessions of a Medium, particularly, contains material that I can use."

Chas. E. Johansen says: "I want to tell you how much I like your book, 'The Art of Cold Reading!' The book contains some very good and useful material."

Stage Hypnotism

A Complete Course in Pseudo and Real Stage Hypnotism, Covering Every Phase of Hypnotic Performance

TWO HOUR PROGRAM

A complete two-hour program of scientific, mystifying and comical hypnotic entertainments can be presented after a careful study of this great (and only one of its kind) course. Written by an experienced operator, giving authentic instructions for performing a complete evening's entertainment.

The Nelson Course of instructions, complete and authentic, teaches you HOW. A two hour program is explicitly explained with lecture and patter. Not only does this course teach you how to do these wonderful feats, but gives you the complete routine of your show, tells how to secure subjects, how to operate a hypnotic show, publicity stunts and a hundred and one details. You require nothing but the INNER KNOWLEDGE of Stage Hypnotism—no apparatus gimmick necessary.



LENGTHY STUDY IS NOT NECESSARY! Many students study for years, endeavoring to duplicate the stunts of stage hypnotists, and without success. WHY? Because Stage Hypnotism is a combination of Suggestion and 90% trickery. And the trickery element has been closely guarded and is the least known of the many branches of the theatrical profession. All the inner secrets of stage hypnotism are revealed for the first time!

A FEW OF THE TESTS

The Rigid or Great Rock Breaking Test; Scientific Bloodless Operation, placing four, five or six steel needles thru various parts of the body; Famous Instantaneous Hypnotic Test; 24 to 48 hour window sleep, the greatest publicity stunt of all; Hypnotism by Radio; Group Hypnotism, Barnyard Test, A-B-C Lecture; Flour Soup; Swimming Pool; Hot or Cold; Bumblebees; Whirling Arms; Forward and Backwards; Feet Fastened to Floor; Hands Frozen Together; Subject Unable to Move from Chair; Hypnotizing Dumb Animals and many, many others. (See elsewhere in catalogue for more complete descriptions. If purchased separately, would represent many times the price of this complete course).

Hypnotists in demand

Because of the relative few who understand how to put on a real, sensational hypnotic performance, the demand for entertainers in this class is great. Your investment stops at \$10.00. You have no baggage to transport—No bulky apparatus to handle. YOU are the show! No matter what the occasion, you are ready to perform!

This Course has been approved and endorsed by some of the leading authorities and professional hypnotists.

If you want the real, inside dope and instructions on Sensational Hypnotic Tests, with routine, patter and lecture already prepared, then this course will meet all your requirements. There is nothing extra to buy—a few subjects and handy properties, and you can present one of the greatest box-office shows in America. Or, use a few of these sensational feats in your club program! This course is obtainable only from the Nelson Enterprises.

PDF Price: \$4.00 (or just \$2.80 when you buy 3 or more titles)

<https://trickshop.com/art-of-cold-reading.html>

HOROSCOPES

NEW SOLAR ZODIAC CHART

A BRAND NEW money making idea involving the age-old Science of Astrology . . . Nelson's NEW Solar Zodiac Ticking Charts enables you to produce an Individual and Personal Reading in a matter of a few seconds.

Each Solar Zodiac Chart is cast individually for the purchaser — while they wait, which is a matter of seconds. Their individual reading will show their birthdate, birthsign and constellation; Ruling planet and Birthstone; Physical Portion of the Body ruled by that sign, alleged "lucky" day and various characteristics and vocational aptitudes, as well as faults and shortcomings.

Calculation is based on the individual birthdate, and the system or working can be learned in a few minutes. No skill is required. The simple, easy to understand manual explains the "casting" process in detail. Given the same birthdate — month, day and year, different operators will produce the same reading. Even years later, by using this simplified system, the reading will be the same for a given birthdate; No later contradictions!

The New Solar Zodiac Ticking Charts are expertly printed on a high grade heavy white paper stock in black/blue ink, and ready to use. The reading is 11" x 17", and folds into a four page folder, 8½" x 11".

A fast, proven money-getter in dime and department stores, theatres, fairs, resorts, expositions and night clubs for table work, parties, etc. A dignified reading that readily sells at 50c or a dollar, yet requires only a few seconds to produce. The intense appeal of a PERSONALIZED reading is immense. Initial tests show that the New Solar Zodiac Ticking Charts have greater appeal than the graphology pitch, consequently earn more money.

A new appeal — a new virgin field now exists. Be the first to cash in on this terrific selling line. Profits are enormous.



PDF Price: \$6.00 (or just \$4.20 when you buy 3 or more titles)

<https://trickshop.com/nelson-solar-zodiac-horoscope.html>

HOROSCOPE PARTY MANUAL

THE HOROSCOPE PARTY MANUAL—the What—Why—How—Where and When Instruction Manual. How to engage in this profitable and fascinating work. The Aggressive performer as a feature Astro-Mentalist can earn from \$30.00 to \$100.00 a night, several nights a week in your SPARE TIME.

Here is the FULL story of how to book and present the very profitable Horoscope Party in various homes. Proven plans and routines that have enabled many performers to get into the BIG money in their spare time.

Proven Case Histories. Once this plan is started, it snow-balls into continual bookings. Limited investment ... unlimited opportunities to make Big money as a featured mentalist. This should be one of your most profitable investments of the year.

PDF Price: \$6.00 (or just \$4.20 when you buy 3 or more titles)

<https://trickshop.com/horoscope-party-plan-nelson.html>

TV *Mentalism*

by Robert Nelson

IT'S NEW — IT'S TIMELY — IT'S COMPREHENSIVE !

No longer do you need merely watch and be mystified by TV Mentalists. Embarrassing, isn't it to have your friends recall the "miracles" of a TV Mentalist and ask YOU how they were accomplished—when you might be a successful TV mentalist YOURSELF! You, too, can bask in the limelight and glory of television.

TV offers a new and vast lucrative field of entertainment. Here—for the first time—is comprehensive and authoritative information on HOW and WHERE to enter TV as a mentalist.

SENSATIONAL "BRAIN BUSTER" ROUTINES REVEALED

All phases of successful operation are covered in detail in this simple volume written by a mentalist of many years of actual experience. Actual program methods and routines, including the sensational and baffling "Brain Busters" are explained. The "Brain Buster" methods and much of the material can also be used for stage or club presentations.

FOR CLUB AND PRIVATE ENTERTAINMENT

Practically all of the material and "Brain Busters" can be used with equal effectiveness to live audiences, whether it be stage, club or small groups.

Learn TV programming—guest appearances—sponsored shows—local and networks—advance preparation—pre-show audience warmups—audience participation—camera technique—suggested programs and actual routines—where and how to commercialize this vast new form of entertainment.

Here is your ticket to a successful excursion in Television.

PDF Price: \$4.00 (or just \$2.80 when you buy 3 or more titles)

<https://trickshop.com/tv-mentalism-nelson.html>

"TV Mentalism appears to contain a wealth of data that would be of tremendous value to an aspiring TV Mentalist. Further, even if you do not wish to enter the field seriously, you'll enjoy reading how many of the impossible-looking effects are accomplished." — J. G. Thompson, Jr., Review in the Linking Ring.



WHO TO SEE! WHERE TO BOOK! HOW TO BOOK!

HOW TO BOOK *your* ATTRACTION

You may have one of the finest shows, possess extraordinary talent and ability AND still be a financial failure simply because you **don't know how to book your attraction!** For years, there has been an insistent demand for the knowledge of HOW to sell your attraction to entertainment buyers and the public!

Years and years of booking **experience** have gone into this valuable and essential book. It will show you, as a clever mentalist, where and how you can book your show and work every day in the year! You need never be out of work for lack of knowledge as to WHERE to work. There is plenty of work for the mentalist who wants to work, if he will utilize the information and 'dollars in the bank' knowledge contained in this book.

PARTIAL CONTENTS

THEATRES, CLUBS, NIGHT CLUBS AND HOTELS. What salary to expect—percentage deals—extra sources of revenue—special privileges—tips—extra shows—publicity—contracts repeat dates—your press book and a hundred and one time proven facts on how to get more money when booking.

RESORTS, FAIRS AND EXHIBITIONS— Salary and percentage deals—concession fees—locations—commercial tie-ups—sponsors—and how to handle to the best advantage.

HOTEL AND RESORT BOOKINGS— Salary and percentage deals how to promote free lodgings and board—Floor shows—Table Readings—private readings and complete information.

RADIO AND TELEVISION SHOWS— Sponsorships—programming—where and how booked—a vast and profitable field.

SPECIAL EVENT BOOKINGS— Newspaper tie-ups and sponsorship—extra sources of revenue—private reader promotions.

STORE DEMONSTRATIONS— Horoscope pitches—where and how to book—the usual terms—extra revenue—how to build the tip—holding crowds and selling them. Objectionable features and how to overcome. A big money field.

TEA ROOMS, HOROSCOPE PITCH— Ghost Shows and Publicity Stunts. How Mentalists and readers can always work and earn BIG money.

HOW TO BOOK BY MAIL— Artist's Representatives—Booking Agents—Advance bookers—where and how to secure their services.

LUXURY CRUISE VACATIONS with pay—Live like a millionaire aboard some of the world's most luxurious cruise ships, with all expenses paid, plus a salary. Bermuda—South America—the Orient—Europe, etc. Live like a millionaire and get paid for it. Extra revenue—big money—glorious vacations with pay. Where and how to book these luxurious cruises.

Comprehensive coverage of not only where and how to book, but how to do it to your best advantage. Tried and proven secret tips and wrinkles that can keep you always busy and in real money.

Complete A to Z information on How to Book your Attraction in the many varied fields of mentalism. You buy years of experience—not theory.

PDF Price: \$4.00 (or just \$2.80 when you buy 3 or more titles)

<https://trickshop.com/how-to-book-your-attraction.html>



RESISTANCE SECRETS

SERIES OF FOUR, PLUS BONUS EFFECT

The presentation of a series of scientific baffling effects that appear contrary to all **NATURAL LAWS**. Deemed impossible by those who have never witnessed the phenomena; regarded unreal by those who have seen it. The effect is that of a strange mental influence exerted over the strongest, weakening them at will. Undescribable, yet real!

(1) Man or woman stands on one foot and places broom across outstretched hands and challenges any number (yes, any number) of men, women and children to push against this broom—and push her off her balance. Nor does she employ any great physical energy in successfully resisting this superior force, a mere girl combating the combined effort of 20 or more men.

(2) Performer states that strongest man cannot lift her against her will, and a trial proves assertion. However, when she so “wills,” the lifting is easy. A tremendous sensation and the feature attraction of many shows the world over. The “Non-Liftable Girl” is the greatest of Resistance Secrets.

(3) Performer places the tips of the two forefingers together, holding same about six inches in front of the chin, requesting any spectator to grasp the wrists and pull the fingers (which merely touch each other) apart. As utterly simple as it may seem, this is impossible without the performer’s consent. A “vest pocket” edition and extremely effective.

(4) Performer places palms against broom handle of ordinary broom held in vertical position and requests any spectator to push the broom down so the lower end touches the floor. This is found impossible to do, as they cannot move it down one inch, yet the performer simply supports it with open palms.

The above resistance effects can be accomplished by anyone possessing the true secret. Absolutely no apparatus is employed in this super-sensation. May be performed without previous experience, only a few minutes practice required. Excellent for a feature attraction, ballyhoo and high-class entertainment. Untold possibilities when presented as “Mental Force”, “Mind Over Matter”, “Hypnotism,” etc.

PDF Price: \$4.00 (or just \$2.80 when you buy 3 or more titles)

<https://trickshop.com/resistance-secrets-nelson.html>

THE X-RAY EYE ACT

(With Lecture)

Originated several years ago by Shireen, the girl with the X-Ray Eyes—a sensational headline act on leading vaudeville circuits. Since popularized by many performers under such titles as 'Super Sensitive Finger Tips', 'Seeing with the Fingers', etc. A fine, complete act for stage, club or private entertainment.

Ideally adapted to night club presentation. We have recently added new and very effective routines especially for night clubs. Also general presentation improvement wherever shown.

Puzzling in nature, sensational in effect, and of undetectable qualities is the X-Ray Eye Act. Large wads of cotton are placed over the medium's eyes, completely shutting out sight, these held in place by strips of 1½-inch adhesive tape. Over this is tightly tied a heavy bandage. Despite this unquestionable handicap, the performer carries out any number of various tests, proving her ability to see through material obstacles. Various obstructions are placed about the stage. However, she dances freely among them, picks out colors, numbers, cards, and many other stage tests. Finally, the performer goes into the audience and completely describes spectators or objects handed her as freely as if she had normal use of her eyes.



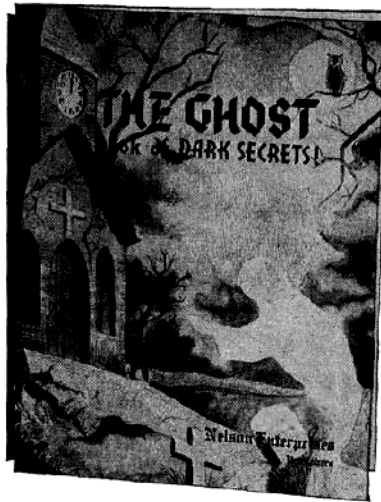
This is a new act and opportunities are many. It's decidedly different and novel. Presented any place at any time by two people. Little prac-

tice required, ordinary properties used. With explicit instructions, drawings and lecture.

PDF Price: \$4.00 (or just \$2.80 when you buy 3 or more titles)

<https://trickshop.com/x-ray-eye-act.html>

The Ghost Book of Dark Secrets



Revealed—completely—the strange and weird manifestations that transpire in darkness during the midnight spook shows and in private seance rooms. Ghosts by night stimulate the imagination—insecurity enters as darkness falls—a thousand thrills and chills. Go behind the scenes and learn how to duplicate these spine chilling demonstrations for profit—or fun!

1000 Thrills – 1000 Chills

If you want to do a Mid-Night Theatre Ghost Show — a Spiritualistic Seance — Haunt a House or Scare the Yell out of your friends at a Ghost Party, remember the "Ghost Book of Dark Secrets" TELLS YOU HOW!

SCARE THE YELL OUT OF YOUR AUDIENCES!

(1) The Theatre Mid-Night Ghost Show—How to organize, book, perform and exploit.

Complete coverage is given this subject. An entire show is routined, including the new effective ghost stunts used on the author's radio show, Hallowe'en 1947, on WE THE PEOPLE, witnessed by a CBS studio audience of 2800 people in New York City, and heard by an estimated 13 million listeners.

(2) The professional spiritualistic seance, described in complete detail, with lecture and patter. Usually conducted for the true believer, the author gives his own time-tested and effective methods. A very complete thesis on these dark manifestations.

(3) An especially routined spook party for the home—for Halloween or any time you want to do the unusual. Easy to arrange and do spook effects that will long remain in the memory of your friends and guests. Entertain them with a 'Mock Funeral and Zombie Party'!!

(4) Illusions with Luminous paint, etc.—Smart applications that grow like mole-hills to mountains in darkness—an endless reservoir of ideas for spook stunts, haunted houses and scary fun.

(5) Spooky sound effects of an unlimited variety are easily and cheaply obtained. Where and how to obtain practically ANY sound effect. Visual and special lighting effects, including the use of U V liquids and 'black light'. How to create physical contact with the audience, bringing hundreds of spectators in actual contact with 'ghosts or denizen of the threshold' at each show, scaring the daylights out of them.

Complete coverage of "spook manifestations" that take place in darkness (whether for the theatre, stage, club, radio, seance room or private home party.)

Information obtained in this valuable book would require years to obtain otherwise, and represent an investment of hundreds of dollars. Only practical applications all of which are time-tested and proven, are explained in detail.

Mid-Night Ghost Shows and the idea of offering scare or horror entertainment to the public is still a big and profitable business. The investment is small—the returns LARGE! Bookings are easy, as this type of show does NOT interfere with the usual policy of the theatre.

Written in the usual Nelson style, with personal anecdotes and experiences upon which you can easily commercialize, this book not only reveals many heretofore secrets of the "spook business" but show how they can be easily and cheaply accomplished. Every active or prospective ghost show operator can profit immensely from this Ghost Book of Dark Secrets.

PDF Price: \$4.00 (or just \$2.80 when you buy 3 or more titles)

<https://trickshop.com/ghost-book-dark-secrets.html>



LONDON MID-NIGHT GHOST SHOW

Ghost shows or spook parties have taken the country by storm. In theatres they have proven to be a most profitable form of entertainment for the operator. It has been our pleasure to build many ghost shows for our various clients, and to see them enter the field of big money. The Nelson Enterprises are the largest producers of ghost shows in the world!

Several years ago, the Nelson Enterprises launched one of the biggest and finest ghost shows ever to take to the road, the 20th Century London Ghost Show. As the demand continued for good ghost show equipment, we decided to offer a full and complete show as a single unit, at a minimum price, modeled and patterned directly after our original London Ghost show, which embodies many of the best spook effects.

FULL HOUR SHOW—THREE BIG ACTS—SURPRISE BLACKOUT!

This show we now offer will give approximately one hour and ten minutes of real, thrilling entertainment. It is a real, solid piece of nourishing entertainment. Divided into three parts, the show moves along at a thrilling pace, surprise after surprise.

Opening the show, various phases of spiritualism are demonstrated, the reading of sealed billets, trance version; clairvoyance, thought transference, spirit slates and messages and other manifestations in full light—the original spine-chilling ghost story as told by our Alla Rageh, places the audience in a receptive mood for the second act, which includes a rope tie, haunted skull, spirit writing, etc.—lots of comedy. Tricks and pranks of mischievous ghosts—on and off the stage . . . The third act is a sensational blackout, devoted to real thrills and chills—ghosts, skeletons, phantom faces and the like, on the stage, in and over the audience—clutching hands, sound effects in a sensational finale.

PDF Price: \$4.00 (or just \$2.80 when you buy 3 or more titles)

<https://trickshop.com/century-midnight-ghost-show.html>

MENTAL EXPLOITS

Seven killer effects/ideas with Joe Berg's Ultra
Mental (Invisible) Deck.

Please note, Nelson originally supplied the deck
with this manuscript. We supply the Nelson's
instructions only in PDF format.

MENTAL EXPLOITS

Robert A. Nelson

The special type deck referred to in 'Mental Exploits' is credited to its originator, Joe Berg, who first placed it on the market a number of years ago, under the title of 'The Ultra Mental Deck'. It was the first of a series of 'Brain Wave decks' involving slight variations. This was the first deck of this type and the best. It is furnished with these routines, which greatly expands the deck's usefulness and utilization, with the permission of Joe Berg.

The advantage of this deck is that all cards have the same color back - MAY BE SHUFFLED (by performer) - no markings on the backs and no need to COUNT to locate the desired card. The effect can be repeated over and over again with the SAME deck.

MENTAL EXPLOIT #1

Here is a terrific publicity stunt that can be arranged most anywhere and with an absolute minimum of effort.

Select some prominent radio or TV program - newscast show where-in guests frequently appear, or a variety show. Contact the person in charge, by mail, telling him that you would like to try an experiment in Extra-Sensory Perception on his show. That you are mailing him a deck of playing cards, with the tax seal still intact. He is requested to open the deck, throw out the joker and advertising card - shuffle them and then take ONE card - of his choice - and insert it in the deck UPSIDE DOWN - and seal the deck. He is to tell NO ONE the name of his selected card!

At the appointed time, you will appear at the station and appear on his program, and prove your ability as a mentalist and reveal the identical card from your pack, in reversed position. To make the situation more appealing, you can (safely) announce that should you fail, you will donate \$100.00 (or more) to any charity!

You send an ordinary deck of cards, tax seal intact, and your letter to the TV or radio artist. Contact by phone to confirm the stunt, and time you are to appear on the program and reveal your prediction.

When you appear on the program, either you or the artist summarizes what has transpired, and the fact is made known that ONLY the artist

knows the name of the card. Mentalist explains that he 'sensed' the card that would be chosen and reversed in the deck, and consequently, reversed one card in his own deck.

TV artist breaks seals on his deck, and reveals his selected card for all to see. (If a radio program, a running commentary is given of the experiment.) Mentalist withdraws pack from his pocket, takes the cards from case, and fans cards face up...ONE and ONLY one card is reversed - this is removed and is revealed to be the identical card selected several days before hand by the studio artist!

As a real kicker for a smashing climax, mentalist offers to repeat the feat! Turning his back, he states he will reverse another card in this deck as ANY studio spectator merely THINKS of a card. Now, facing the audience, he requests the person to name aloud their mentally selected card - withdrawing it from the deck, only one card is reversed and that is the mentally selected card.

This routine is PERFECT for clubs, luncheon and banquet dates and NEWSPAPER Publicity by mailing a fair sealed deck to the club President or entertainment chairman, or at a newspaper to the City Editor. Don't overlook this tremendous impact mental test. Use it, and you will agree it's sensational!

MENTAL EXPLOIT #2

(An Alternate Publicity Prediction
Suggested by Dave Dowds)

As in the first 'exploit' arrange your appearance on a prominent TV or radio show. The special deck is sent by registered mail, SEALED to the person in charge of the show, with the instruction he is to bring it to the show - untampered and still sealed. That, with the aid of the deck in his possession, you propose to read his mind!

When doing the presentation, give a brief resume of the prior happenings; that the sealed deck was sent to the recipient, who confirms the deck has not been tampered with, and the seal is still intact. Ask your assistant to THINK of any one of 52 cards in the deck. He does so. Bring out the fact that it would be impossible for you to KNOW, in advance, what card he would select. He is then asked to break the seal on the deck, hand to the performer, and state aloud the name of the card mentally selected.

Removing the cards carefully and deliberately, the performer fans deck - faces up - showing all cards except one, WHICH IS REVERSED. Performer states - "I knew Thursday when I sent you my deck by mail that you definitely would select (the mentioned card), and therefore, I reversed that one card in the deck."

This Mental Exploit can also be used for personal appearances, sending the deck to a prominent person, chairman of the event, etc., that will be present. It makes good publicity - promising to read such-and-such a person's mind during your performance.

MENTAL EXPLOIT #3
(Wherein a spectator proves
Extra Sensory Perception)

After having completed a mental test of some astounding nature, explain to the audience that most people possess the faculty of extra-sensory perception, and might be surprised if they would test their abilities.

Any spectator is selected to participate in the test. Mentalist asks that if he were to write the name of a playing card on a slate, what are the chances someone in the audience could GUESS the card? The answer of course, is that the participant would have only ONE chance in FIFTY-TWO of hitting the right card - not a very good percentage.

Mentalist states that he has reversed one and only one card in his deck (hold up), and asks the spectator to concentrate and see if he can name the card - whatever card first enters his mind! (A card is named aloud). Mentalist removes card from deck and reveals only one card in reversed position, withdraws and exhibits. It is the same card named by the spectator. Mentalist remarks, "I knew you could do it - you do have strong psychic powers."

"Maybe you were just lucky - let's try it again" (with same spectator or another). Performer turns his back to insert another card upside down in his deck. The card is named and, of course, proves the spectator correct AND the procedure can be repeated a third time if wished. The audience is then informed at the conclusion of the third effort that the chances of success in three tries has risen from one in 52 to one chance in almost a million - so, it must be extra-sensory perception, (2) mindreading or (3) mental projection of thought from the performer's mind.

I prefer to place three decks on a table, stating that in each deck, I have reversed ONE CARD. Decks One, Two and Three are used with participants One, Two and Three. This makes for a stunning climax.

To employ freely selected spectators from the audience, and let THEM bask in the limelight is, indeed, good showmanship. Your efforts become a participating GAME and lends authenticity to your other exploits. This is a comparatively NEW approach in mentalism.

MENTAL EXPLOIT #4 (Mindreading)

The procedure, of course, can be reversed and the mentalist presents the effect as a mindreading effect. In such case, any spectator is asked to stand, and think of card. Performer turns back for a moment, then faces audience. He states that he has read the spectator's mind - (he is pretty sure). In proof of his assertion, he states that he reversed the mentally selected card, while his back was turned. Spectator states aloud the selected card, and performer reveals the one reversed card - which is the selected one. This, too, can be repeated.

MENTAL EXPLOIT #5 (A Prediction)

This is a honey of a psychic trick. Performer makes a pencil prediction on a match pad and tosses it into the audience to any legitimate spectator to hold. Any spectator is asked to think of a card - and then name it aloud. Performer removes cards from case that has been in plain view since the start of the test and fanning them out, reveals one and only one card to be face down - which is the selected card. Spectator with prediction is asked to open the match pad and to verify the prediction. This is done, spectator verifying the prediction.

The prediction? That is a subtle touch added by your author. On the match pad is previously written, "The selected card I have already reversed in the deck." As you fan out the cards, you are calling attention to the faces of all the cards - and one and only one is reversed in the deck - the selected card - and the selected card was - turn it over and reveal as the selection is again stated. Turn to the spectator holding the prediction - ask him to open it - and to stand on his own two feet and tell the audience whether or not the prediction was 100% correct. He naturally answers in the affirmative - and you get credit for correctly predicting the name of the selected card!

MENTAL EXPLOIT #6
(A double clincher)

An especially devastating effect can be arranged by utilizing a combination of the Ultra Mental Deck, pocket indexes and the Nelson Mental Gimmick.

In this routine, the mentalist writes out the prediction on a slip of paper, and places it in the Mental Gimmick - suspended in mid-air by a thin upright wire - reveals the mentally chosen card as reversed in the deck, and then hands his written prediction directly to any spectator for verification - revealing the NAME OF THE CARD - which apparently was written even before the spectator was selected.

MENTAL EXPLOIT #7
(Double Prediction)

This routine involves the use of the Ultra Mental Deck and a nail writer. Performer states that he will make a prediction and record it on a card, and seal in envelope. This he does and the envelope is placed in view of all. ANY spectator is chosen to act as a participant. Performer withdraws a pack of cards from his pocket and asks any spectator to first mentally select any card in the deck - then name it aloud. The sealed envelope is picked up (and while talking with audience), writes name of card on the face of envelope with a STYLUS nail writer, using red carbon paper inside the envelope against the face of the enclosed cardboard. Envelope is opened and card removed, with the name of selected card written in red. Naturally, when first pretending to write his prediction, the performer uses a RED pencil, actually writing nothing.

Performer then removes cards from case, and reveals the selected card is the only one reversed in the deck. Some people will argue that this last step is unnecessary, but experience has taught it DOES heighten the effect, and is a point of much later speculation.

MORE: In all effects where spectators are selected, it is wise that the selection of participants be made in the fairest possible manner. A good method is for the performer to turn his back momentarily and toss a ping pong ball into the audience. Whoever receives the ball is to assist, or may, if they wish, toss it at random to another spectator. In each case, it should be brought out in the patter that there positively exists NO collusion between the performer and spectator,

i.e., “On your word and honor, no collusion whatever exists between us, and you haven’t the slightest idea what I am about to ask you to do. Is that correct?” Such statements will clarify the situation or an offer of \$100.00 to be given to charity to anyone who can prove that you use confederates.

DIRECTIONS FOR JOE BERG’S ULTRA MENTAL DECK

As the performer searches for the reversed card, the various faces are shown. The reversed card is revealed in the deck - and then dramatically turned over and the face displayed. This slight delay in revealing the card builds a dramatic climax, and is only possible with this deck.

The deck is cleverly gaffed. It is a complete deck of 52 cards, all the odd number of cards facing one way, and the even number facing the other. The value of each pair of cards total 13, and each pair of cards are of the same color, but of opposite suit. Thus, if the arrangement of the deck is disturbed; to reset, pair up the cards, back to back, so the faces total 13, and of the same color, but opposite suit [decks today pair Spades with Hearts and Diamonds with Clubs]. As the Kings are 13, they back up themselves [with the contemporary set up, Red Kings are on the odd side and Black Kings face out on the even side].

The cards are prepared with a special compound [roughing fluid*], which causes the backs to adhere to each other, if slight pressure is brought to bear. Thus, you can cut the cards and even shuffle them, with care. Place all cards in pack, so that all odd cards face the front of the card case. Spectator may call any of the 52 cards (no joker) and you remove the deck, fan and find his card, which is upside down.

**Note: Commercial roughing fluid is available from most magic dealers in liquid or spray form. For over the counter products that can also be used to treat playing cards and application information (as well how to make up a number of different types of decks, including Berg’s Ultra Mental Deck), see Trickshop.com’s expanded PDF edition of Joe Berg and Al Aldini’s “Rough Stuff.”*

Whatever card is called (illustration, say the 3 of Clubs, you subtract the number 3 from 13 leaves 10), take the same color (black) but opposite suit (spades) and that card locates the selected card. Remove

the cards from case with even cards showing as the top of the deck - fan through deck until you locate the 10 of Spades, EASE the pressure and part the card underneath it (card paired with 10 of spades), which is the 3 of Clubs upside down. Increase pressure, and fan on through the deck, showing that to be the only card upside down, or in reverse.

When fanning or running the cards from hand to hand, do so with slight pressure on the faces of the cards. That causes them to adhere to each other, revealing only the faces. To 'kick' loose the selected card, ease the pressure and allow it to slide into view. A few minutes practice may be necessary to get the knack of the cards.

If the card of odd value is called, remove the cards from case with even faces showing. If an even card is called, you must remove them with the odd faces showing. Remember the rule - subtract the number of the card sought from 13, take same color, but opposite suit. Desired card is immediately underneath, and in reverse, ready to be revealed by relieving the tension on the cards as they are fanned.

Needless to say, only the faces of the cards are shown. Card produced upside down, and then replaced in the pack. Selected card must later (before trick is again performed) be paired up again with its complement card, and odd cards all facing the same way. Place King of Clubs and King of Hearts with odd cards, King of Spades and Diamonds facing the even cards [unless using modern set-up already described], and remember this arrangement as the King is 13 and backs itself up.

[Ed. Note: When working standing in front of an audience, you can hold the cards vertically with faces spread to the audience. In doing so, the card to reverse is facing you (only); so you do not even need to locate the key; just the card you will show reversed. Practice it and you will find it makes the handling even smoother.]