

The Psychology of Winning

by Howard G. Sartin, Ph.D.

The Negative Consequences of Misdirected Emphasis

I recall the old Bob Newhart show in which he played a psychotherapist. His therapy group seemed to be going nowhere. Their neuroses were in stasis and they had reached a classic impasse. Thoroughly discouraged and contemplating another line of work, Bob goes to his college mentor and guru, played by Keenan Wynn, and asks for advice. Wynn listens attentively to Bob's tale of getting nowhere with his clients and says: "Bob, one thing you have to understand, psychotherapy is a crock!"

For about one third of our people this column, and any positive effect it may have in improving their handicapping, is a crock. They read this column, listen in rapt attention to my lectures and then go to the track and function as if totally unaffected by my words. Unlike Bob Newhart, I'm not thoroughly discouraged nor am I contemplating another line of work. More than 60% of our clients are succeeding nobly and report their win proficiency in glowing terms. However, as per the Biblical injunction, the sheep that have gone astray are of most concern to the shepherd. For them I've seen the solution. It is Thoromation.

This seemingly magical addition to our arsenal interprets and synthesizes readouts from both velocity and ENERGY!, with the addition of deceleration factors, and relieves the user of virtually all responsibility for readout interpretation.

With Thoromation, I can take another tack with that 30 plus percent who are failing. I'll disguise therapy as instruction. And, whereas the therapeutic approach is designed to be gentle and compassionate, the instructional approach can be more direct and dispassionate. What I will spare them is any mention of their names so that only the targets of my cold instruction will know who I'm talking about.

Although my approach will cause some anger, I can only hope it will be directed toward self and not at me. Unfortunately, with horseplayers who refuse to accept the fact that winning is 80% attitude and only 20% procedure, their anger will most likely be misdirected outward. At their computer programs, fate, trainers, jockeys, bias, etc. Anger directed at your Methodology handicapping program will be quickly and effectively combated by my current research project instituted via the last *Follow Up* where I asked you all to send me your losing races. For each one of these used I am giving a \$10 credit toward any handicapping program or seminar. This does not include ancillary programs such as Parmaker or the Brohamer Model Keeper, which we're practically giving away anyhow.

Since *Follow Up* 27, I have received over 300 races. Of the first 100 I was able to win 84 with no hocus pocus. Except in the case of glaring

and obvious errors, or when the winner was not entered into the computer, I used the contenders and pace lines indicated by the client. Thus, these user problems lay primarily in readout interpretation.

I now have an ample supply of test races, so please don't send any more until my present supply has been exhausted. I'll tell you when. Allowing for a standard deviation of 26 and dividing that in half per standard statistical procedure, we can lower that 84% by 13 to a very realistic figure of 71%! That means, quite simply that 7 of every 10 races lost by clients could have been just as readily won with proper readout interpretation.

Here is a short list of the glaring client errors I encountered while analyzing losing races:

- 1: Slavish adherence to the sort despite my warnings.
- 2: Failure On the part of ENERGY! users to utilize ENERGY!'s most potent readouts and graphics, EMUV, SMUV, UXR, MUV and EXDC. The second call, turn time and 3rd fraction pie charts.
- 3: Failure by velocity and Synergism users to evaluate their fractional readouts, Percent Median and dream race factors.
- 4: Adjusting slow horses upward equalizing them with genuine contenders.
- 5: Overestimating the chances of one move 3rd fraction horses who create the false illusion of a Sustained or Late Variegate or Bias when the true configuration is Early or Presser.
- 6: Focusing on and misinterpreting Tom Brohamer's chapter (in MPH) on the suspicious class drop while ignoring his chapter on turn time.
- 7: Inappropriate use of the manual and/or auto adjust in both velocity and ENERGY! programs. In short, the old bugaboo of over adjusting.
- 8: Thinking they can be another Bradshaw; of which there is only one. Trying to do a visual match up and failing to consider relative positions of contenders by each call of the race; stopping at the so-called fulcrum and thinking that they have done a match up.
- 9: Handicapping sprints only and wondering why their average mutuel is so low. They may think they're better at doing sprints but pace in general, and ENERGY! specifically, excels in route races.
- 10: Thinking in terms of lengths instead of feet per second or units of energy. Trying to evaluate fractions in units of time translated into lengths or portions thereof and thus returning to the dark ages and negating the true power of the Methodology.
- 11: Is a repeat of the first. A slavish adherence to the sort. This one is so important it bears repeating. In any kind of sort, all numbers are one apart. The difference between one and two is one. The difference

between one and four is three. These are linear distinctions that cannot recognize minuscule separations between apparent highs and lows.

The recent Kansas City seminar offered a perfect example of the one third, two-third balance between those who use the Methodology and those who abuse it. Tom Brohamer and Jim Bradshaw supervised a long and tedious handicapping session that took up all of Saturday night and much of Sunday morning. In all, nine races were handicapped; first by teams made up of seminar attendees, then reviewed via overhead projector onto a giant screen. Both Thoromation and velocity readouts were shown. Brohamer and Bradshaw cast the deciding vote on the top 2 selections, offering a third choice for exacta and trifecta wagers. Spencer Toner was in charge of the projection apparatus and kept written notes of the final selections. Here is what he recorded:

Race 1: (Quarterhorse) Choice #2 won, paid \$5.80

Race 2: Choice #1 won, paid \$17.40. Also had exacta & trifecta.

Race 3: Maiden. Pass the race, a unanimous decision.

Race 4: Maiden race. Choice #3 won, paid \$6.20. Also exacta. Winner was more easily discernible from a perspective of maiden-next-out win patterns than via pace. Nothing works every time.

Race 5: Jury was split. Winner (\$9.00) was Elton Smith's top choice. Place horse, (\$6.20) was Bradshaw-Brohamer key horse. Most clients won, some lost.

Race 6: (Quarterhorse) Lost.

Race 7: 2nd choice Won, paid \$6.40. Had exacta & trifecta.

Race 8: 1st choice won, paid only \$3.40 but had exacta & trifecta.

Race 9: 2 year old stakes. Passed by unanimous decision.

Race 10: (Quarterhorse) Choice #2 won, paid \$9.20. Had exacta.

Race 11: Lost two versions as seen on screen, won one version after a Bradshaw analysis. We'll go with the majority decision and call it a loss.

Nine races group selected. Six decisive wins, plus several exactas and trifectas for those who indulged. Only two really decent mutuels. But that's the nature of the Woodlands on a Sunday. Since virtually any method would get four of these six wins and since \$9.20 is not exactly a triumph for modern pace handicapping, let's focus on race #2 to learn why a full third of the attendees failed to wager on the winner. Since this was the only really good payoff of the day, it was an essential race to win. The original field of seven was reduced to six when Encino Lady scratched. In a six horse field the chance for decision error in this Method is reduced to four.

Here is the race:

2nd Woodlands

6 FURLONGS. (1.00) CLAIMING. Purse \$4,200 (plus \$630 from KBOF for Kansas breds). Fillies and mares. 3-year-olds and upward. Weight, 3-year-olds, 115 lbs.; older, 121 lbs. Non-winners of a race since June 15, 1991 allowed 2 lbs.; a race since May 15, 1991, 4 lbs.; since April 15, 1991, 6 lbs. Claiming price \$12,500; if for \$10,500 allowed 2 lbs. (Races where entered for \$10,000 or less not considered.)

LASIX—Statabella, Cajun Caper, Encino's Lady, Exorcized.

BUTAZOLIDIN—Statabella, Cajun Caper, Prosperous Victory, Encino's Lady, Holly Ball, Pearls for Preppy, Exorcized.

Statabella

Own.—Pearman William Robert

B. m. 7, by Doctor Stat—St Bella, by Prize Silver

Br.—Riecken Herb (Neb)

Tr.—Pryor Thomas J

\$12,500

87.3-81.4 (100)

170.6 115

Lifetime 1991 5 1 1 1 \$3,590

62 8 11 12 1990 15 2 3 3 \$9,565

\$75,384

11Jly91- 5Wdsfst 6f	.22	.453	1:13	3+ @Cim 5000	8 5 52 41 1st 1	Breux C H	L B 115	1:30	87-13 Statabella 119	Jello Kat 117	Big Streaker 117	Handily 9
30Jun91- 5Aks fst 1 1/4	.482	1:133	1:481	@Cim 5000	2 3 33 34 42 43	Shino K A	L B 114	*1:30	63-27 Moondust 114	Goldn Gummo 115	Tickles 110	Hung drive 7
19Jun91- 9Aks fst 1 7/8	.473	1:122	1:442	@Cim 5000	2 7 71 57 33 21	Shino K A	L B 114	*2:50	80-18 Fashion Fairway 120	Statabella 114	Bonnie Brrer 114	Late run 9
7Jun91- 4Aks fst 6f	.222	.452	1:133	@Cim 5000	9 12 12 13 910 57 31	Shino K A	L B 114	6:20	63-24 C. K.'s Dream 116	Classy Pirate 116	Statabella 114	5 wd 1/4 12
25May91- 5Aks fst 6f	.222	.453	1:121	@Cim 5000	8 10 116 87 44 42	Shino K A	L B 114	10:40	76-22 Epic Blue 112	Treat Me Right 117	Classy Pirate 116	4 wd trn 12
6Oct90- 9L nN fst 1 7/8	.484	1:141	1:442	3+ @Cim 9000	2 3 32 21 43 57	Frazier D L	L B 115	2:50	74-14 Shs Moonlight 112	Jnt Str 117	Fshon Frwy 116	Saved ground 8
22Sep90- 9L nN fst 1 7/8	.502	1:161	1:462	3+ @Cim 8000	6 5 63 42 42 21	Frazier D L	L B 116	2:50	70-26 Seruce 114	Statabella 116	Squeezethe Tiger 111	Outside bid 7
15Sep90- 9L nN fst 6f	.234	.471	1:12	3+ @Cim 7500	4 4 32 31 22 2nd	Frazier D L	L B 115	1:30	96-10 Fashion Fairway 116	Statabella 115	L' Carolyn 116	Late bid 7
23Aug90- 9Aks fst 6f	.223	.454	1:113	@Cim 5000	1 4 3nk 13 14 15	Frazier D L	L B 117	2:50	81-22 Statabella 117	Gary's Pence 116	Anishki 114	Driving 7
18Aug90- 10Aks fst 6f	.223	.461	1:114	@Cim 7250	1 6 64 56 35 36	Greer T G	L B 115	4:00	74-27 Epic Blue 114	Mystic Lov 115	Statabella 115	Inside bid 6

Speed Index: Last Race: 0.0

3-Race Avg.: -3.0

6-Race Avg.: +0.1

Overall Avg.: -2.1

Cajun Caper

Own.—Dale Janis L

Ch. f. 4, by Executive Counsel—Blue Bayou, by Restless Wind

Br.—Locke Delwin H (Kan)

Tr.—Kelly Ken

\$12,500

100

115

Lifetime 1991 3 0 0 1 \$773

28 5 3 7 1990 17 4 2 4 \$26,044

\$52,654

23Jun91- 7Wdsfst 5f	.221	.454	1:042	3+ @Cim 20000	3 3 33 44 58 59	Montoya D	L B 115	8:00	88-10 DrFrstLv115PrsprsVctry113LcklyLv116	Through early 7
7Jun91- 8Wdsfst 6f	.221	.451	1:10	@Cim c-8000	6 1 2nd 2nd 4nk 33	Montoya D	L B 115	3:00	92-08 PearlsforPreppy113Gry'sPence116CjunCor115	Weakened 7
24May91- 8Wdsfst 6f	.223	.461	1:124	3+ @Cim 10000	6 1 1 32 59 51 11	Montoya D	L B 115	2:50	69-24 Foolforfn117PrsprsVctry113ExclusivelyQuick116	Tired 11
29Nov90- 3RP fst 6f	.222	.451	1:112	@Cim 10000	10 3 62 43 46 34	Montoya D	L 116	5:70	77-16 Testarossaldy1168122CjunCpr116	Fin, well 12
18Oct90- 8RP fst 6f	.222	.461	1:12	@Cim 12500	4 5 11 31 22 45	Montoya D	L 116	*3:40	71-26 MadmeAvenger116Prncessjell116DecbbiesOrnge116	Tired 12
6Oct90- 6RP fst 6f	.214	.45	1:184	@Cim 12500	4 4 32 32 21 22	Montoya D	L 116	2:50	72-23 Comajesty112CajunCaper116Pester116	Too lead, weekend 9
28Sep90- 7RP fst 7f	.224	.463	1:253	@Cim 15000	6 5 21 21 33 47	Montoya D	L 114	*2:10	62-28 KariColors112BroadwayJenna114Mari'sNoble112	Faltered 10
15Sep90- 5Wdsfst 6f	.221	.453	1:111	3+ @Alw 9000	4 1 1nd 3nk 3nk 31	Montoya D	L B 114	2:50	— AbelLorum115Wicky'sSlew117CjunCpr114	Game finish 6
5Aug90- 10Wdsfst 1	.48	1:124	1:384	@Cottonwood	6 5 54 66 615 512	Bickel R	L B 115	9:00	— C.R.B.Bch117GtoDnc114Mdimois117	Always outrun 9
19Jly90- 8Wdsfst 6f	.22	.433	1:101	3+ @Alw 7500	2 2 1nd 21 1nd 11	Montoya D	L B 115	*2:00	— CjunCor115Robin'sSprndng121113HighCountry116	Ganely 6

Speed Index: Last Race: -2.0

3-Race Avg.: -3.0

7-Race Avg.: -4.8

Overall Avg.: -4.8

LATEST WORKOUTS

Jly 25 Wds 3fst :37 H

Jly 10 Wds 3fst :38 B

Jly 5 Wds 4fst :52 B

Jun 30 Wds 3fst :37 B

Prosperous Victory

Own.—Scudder Pat

Ch. f. 4, by Prosperous—Dancing Victory, by Dancing Count

Br.—Herring W J (Fla)

Tr.—Dickey Charles L

\$12,500

172.6

115

Lifetime 1991 5 0 2 0 \$2,000

25 7 6 3 1990 14 8 2 2 \$31,400

\$30,712

21Jly91- 7Wdsfst 1	.461	1:11	1:384	3+ @Cim 12500	1 1 13 2nd 21 62	Pettinger D	B 115	2:20	90-05 Affinity 116	Lady de Naskral 115	Batesville Belle 116	Tired 7
7Jly91- 8Wdsfst 6f	.212	.443	1:10	3+ @Cim 18000	8 5 53 57 44 23	Payton S P	B 113	6:50	91-09 Vntg Prospect 116	Prsprs Vctry 113	Miss Emma 116	No match 9
23Jun91- 7Wdsfst 5f	.221	.454	1:042	3+ @Cim 18000	4 4 42 31 21 22	Payton S P	B 113	6:00	95-10 OrFrstLv 115	Prsprs Vctry 113	LcklyLv 116	Second best 7
24Mar91- 6RP fst 6f	.214	.441	1:11	@Cim 15000	6 8 85 86 811 912	Berry M C	115	20:10	71-22 MyRockinRobbin 112	Affinity 114	Madme Avenger 112	Outrun 9
14Mar91- 6RP fst 6f	.221	.454	1:11	@Cim 20000	3 8 43 64 75 79	Berry M C	112	31:40	74-20 AnntLs Prospect 116	Prsson Joy 116	LL's BFF Gordy 109	Gave way 9
17Oct90- 8RP fst 7f	.231	.473	1:27	@Cim 25000	1 8 31 43 1022 1029	Carter G R	118	8:00	34-32 Fleet of Style 116	Joythel 116	Mrie's Flory 113	Brief stop 10
7Oct90- 9RP fst 6f	.221	.46	1:184	@Alw 13800	1 6 44 67 715 722	Berry M C	116	5:50	52-32 Miss Snc 116	Centerfold Miss 116	Vivrel Fmm 116	Thru early 7
15Sep90- 10PMTfst 6f	.222	.463	1:114	Kystine Lke H	3 6 62 53 34 1no	Berry M C	120	*80	107-1 Prosperous Victory 120	O. B.'s Head Set 114	San's Star 120	7
13Aug90- 10Wdsfst 1	.481	1:12	1:383	3+ Wiley Post H	4 1 11 13 12 11	Berry M C	115	*150	103-01 Prosperous Victory 115	Moy 117	Valley Jewel 116	8
23Jly90- 9BRDfst 6f	.214	.442	1:103	3+ Ye Song H	2 5 44 34 24 2	Camacho F	1204	*1:30	93-05 Smug Bug 121	Coral Twist 117	Prosperous Victory 120	8

Speed Index: Last Race: 0.0

3-Race Avg.: -0.6

8-Race Avg.: -6.6

Overall Avg.: -5.4

LATEST WORKOUTS

Jly 2 Wds 5fst 1:01 H

Jun 17 Wds 5fst 1:00 H

Jun 11 Wds 5fst 1:00 H

Encino's Lady

Own.—Linsay Art et al

B. f. 4, by Encino—Lady Be Kind, by Coco La Terreur

Br.—Charles Jeffrey (Kan)

Tr.—Linsay Arthur T

\$12,500

115

115

Lifetime 1991 4 1 1 0 \$3,142

20 4 6 2 1990 16 3 5 2 \$12,582

\$15,804

Tr.-Linsley Art 5f				Tr.-Linsley Arthur T				115 \$15,804					
14Jly91- 8Wdsfst 5f	.214	.45	.574	@Alw 5000s	5 4 52 33 22 22	Hilburn W J	L B 115	6:50	102-04 Yorlygotm 121	Encno's Lady 115	SldmLv 119	Finished well 7	
6Jly91- 9Wdsfst 6f	.214	.443	1:11	@Cim 5000	6 2 2 1 12 12	Hilburn W J	L B 115	9:30	90-09 Encino's Lady 115	Naughty Way 116	MyChrie Girl 116	Driving 10	
16Jun91- 8Wdsfst 5f	.22	.452	1:043	@Cim 6250	2 1 1 1 61 67 54	Davis K B	L B 115	10:10	91-08 Cremeroi Hope 115	SeldomaLv 121	Nices Nany 119	Mild bid 11	
24May91- 8Wdsfst 6f	.223	.461	1:124	3+ @Cim 3000	5 2 41 3 713 914	Davis K	L B 113	11:20	66-24 Foolforfn 117	Prsprs Vctry 113	Exclusively Quick 116	Thru early 11	
16Nov90- 8L nN fst 6f	.232	.471	1:144	@Cim c-5000	4 1 32 11 22	Harvell D R	L B 117	*1:10	80-14 Snstionl Rb 114	Encino's Lady 117	Lt's Mkl Lov 119	Hung drive 10	
1Nov90- 9L nN fst 6f	.233	.464	1:122	3+ @Alw 3500	3 1 21 14 15 14	Harvell D R	L B 115	17:50	94-12 Encino's Lady 115	Mambelle 122	Sweet Jan's Csh 120	Driving 8	
19Oct90- 8L nN fst 6f	.234	.472	1:14	@Cim 5000	9 5 44 13 13 13	Harvell D R	L B 119	22:00	86-11 Encino's Lady 110	Let's Make Love 117	Bby Coup 115	Driving 10	
4Aug90- 9CIs fst 6f	.242	.492	1:162	3+ @Alw 3811	3 1 31 13 66 79	Radom M D	L B 115	*1:20	71-17 Lvsh Mnt 110	Don'Dw M Wng 117	Cm SAbt M 101	Dull effort 9	
22Jly90- 9Wdsfst 5f	.231	.473	1:071	3+ @Cim 12500	4 3 21 2nd 3* 42	Murray K M	L B 114	*1:30	—	Kennedy's Doll 110	Dee's Peril 115	Holm's Fncy 119	Hung late 8
12Jly90- 1Wdsfst 6f	.233	.474	1:152	3+ @Cim 10500	5 1 1 1 1 1	Lidberg D W	L B 115	*1:30	—	Christy Casella 110	Encno's Lady 115	Kren E 115	Couldnt last 7

Speed Index: Last Race: +6.0

3-Race Avg.: +1.3

8-Race Avg.: -2.6

Overall Avg.: -2.6

Holly Ball

Own.—Terlip Robert

Ch. m. 5, by TIR Up—Galaxia Ball, by Snow Ball

Br.—Mears D J (Ky)

Tr.—Fowler Jeff

\$12,500

96

145

Lifetime 1991 8 1 0 0 \$4,833

30 4 1 4 1990 11 2 1 2 \$14,196

\$34,049

13Jun91-11Wdsfst	170	.474	1:132	1:442	3+ @Cim 6250	2 2 2nd 1st 11 41	Montoya D	B 121	1:50	73-17 Cr's Cookie 115	Mdm's Buck 115	Ldy Advert 115	Weakened 7
9Jun91-11Wdsfst	170	.472	1:121	1:431	@Cim 8000	3 5 63 67 54 69	Payton S P	B 121	*1:50	76-25 Tngl Buh 113	Mdm's Buck 115	Bnjo Girl 115	Showed nothing 8
25May91-9Wdsfst	1	.492	1:152	1:423	3+ @Cim 18000	3 4 51 67 54 42	Payton S P	B 113	5:20	70-45 Confidant Lss 115	Neroluskel 115	Batesville Belle 116	No rally 7
24May91-7RPfst	170	.49	1:134	1:44	@Cim 8000	1 2 2nd 1st 11 12	Payton S P	116	5:30	72-32 Holly Ball 116	Ntwl Tribute 112	Moonlight Bow 117	Inside trip 9
27Apr91-3RPfst	170	.472	1:124	1:44	@Cim 10000	9 9 65 64 53 44	Payton S P	116	16:30	68-27 Quiet Reality 114	Big Weep Out 114	Sanhoney 114	Inside rally 10
9Mar91-6RPfst	170	.48	1:131	1:423	@Cim 12500	3 8 93 85 69 58	Murray K M	116	18:30	71-23 Mari's Noble 116	Specs Moon 114	Sassy Fce 116	Wide into str 9
24Feb91-7RPfst	7f	.223	.451	1:224	@Cim 20000	5 8 82 64 56 57	Murray K M	113	33:30	76-17 Peppermint Znl 16	Prsson Joy 115	Lily's Lov 116	By tired ones 8
16Feb91-2RPfst	170	.47	1:101	1:41	@Cim 15000	1 6 65 65 56 58	Murray K M	116	25:50	80-08 Neroluskel 121	My Sister Sarah 116	There's Limit 116	Rail trip 7
12Nov90-8RP1m	1	.473	1:123	1:392	3+ @Alw 13800	4 8 816 816 820 820	Murray K M	116	19:20	64-16 Permissable 116	Lauro 116	Jamie Kiss 112	Trained 8
14Oct90-NOLNfst	1	.454	1:11	1:364	3+ Prsdnt's Cp	8 8 822 819 814 613	Frazier D L	B 115	100:20	87-11 SrgeDeception 121	Sping 117	HonstEquity 1174	Lacked speed 8
Speed Index: Last Race: 70													
1 Race Ago: 70													
2 Race Ago: 70													

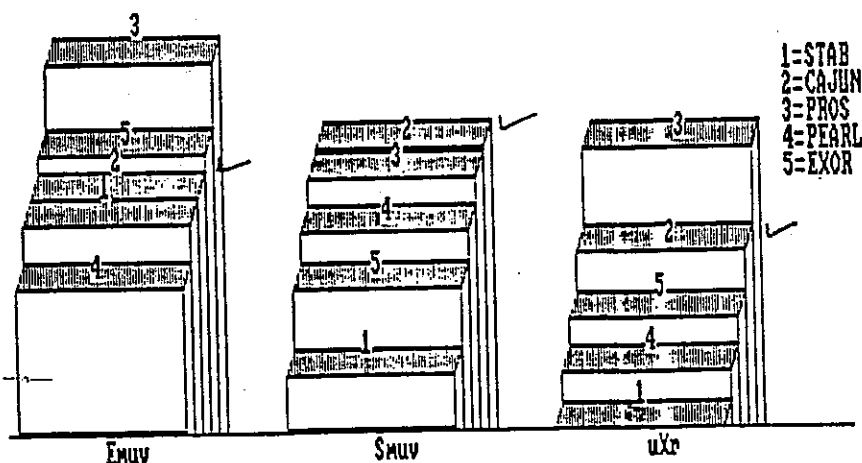
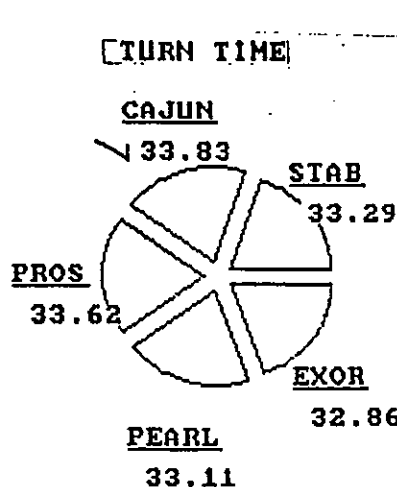
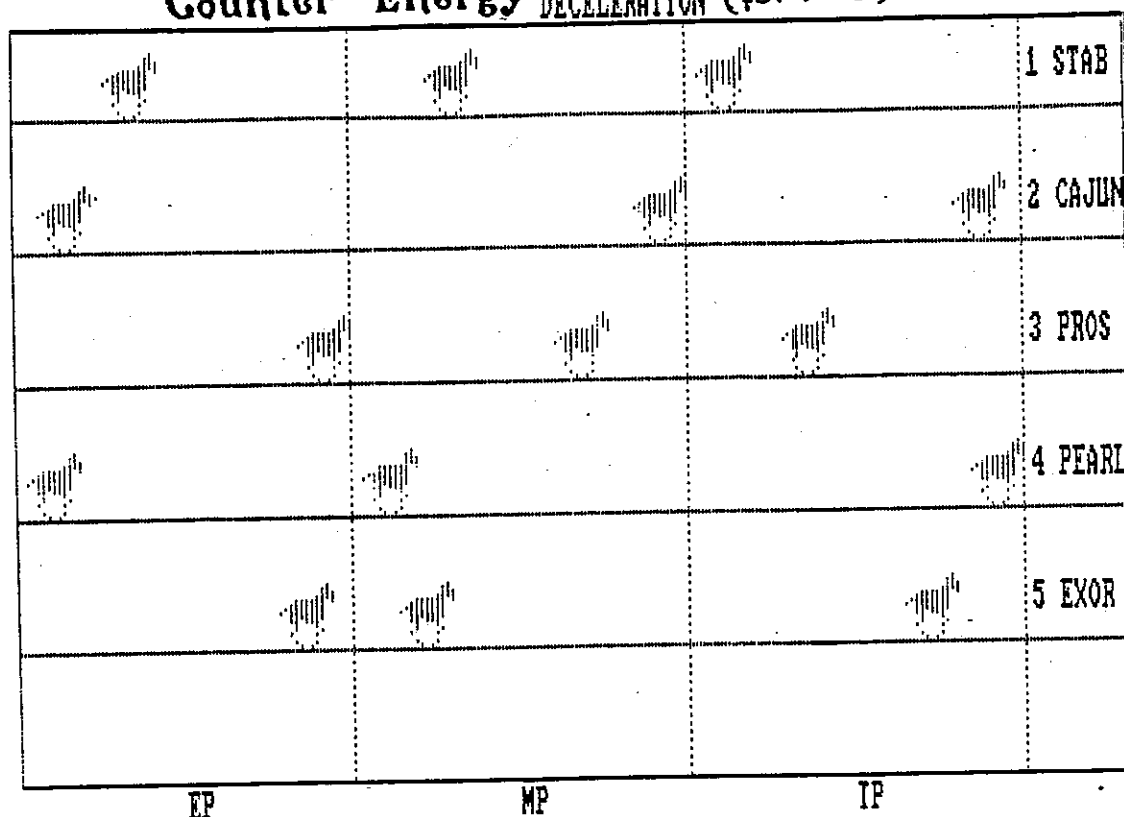
THOROMATION

	1 STAB
	2 CAJUN
	3 PROS
	4 PEARL
	5 EXOR

Instant PREplay COMPUGRAPH

			1 STAB
			2 CAJUN
			3 PROS
			4 HOLY
			5 PEARL
			6 EXOR

Counter Energy DECELERATION (for Place)



EXDC & DECELERATION

Early Exdc

S PROS
P EXOR
W CAJUN

Late Exdc

W CAJUN
P EXOR
S PEARL

Total Kpd

PROS
EXOR
STAB

Total Exdc

S PROS
P EXOR
W CAJUN

Exdc Name	Deceleration 1st	Ratio 2nd	3rd
PROS	100.00	98.75	97.30
EXOR	99.60	96.30	97.05
STAB	96.23	96.78	93.20
CAJUN	94.92	100.00	96.90
PEARL	94.64	95.76	94.60

Kinetic Exdc Name	Module Ekp	Mkp	Lkp
STAB	20.81	32.96	12.02
CAJUN	20.78	34.29	12.84
PROS	21.83	33.79	12.09
PEARL	20.23	33.76	13.78
EXOR	21.44	34.20	13.49

The final readout, labeled EXDC Deceleration Ratio, is similar to the final readouts in ENERGY! In this graph, best is high, as opposed to ENERGY! where best was low.. Hence the horses with 0's in ENERGY! have zero deficiencies, by category, from the dream race. In this program, a 100 is comparable. In past issues of *The Follow Up* I stated that any horse with zero deficiency in the second column will tend to upset the kinetic energy exertion of the other contenders and keep them from running their projected third fraction. In this race the 100 (0.00 in Energy) horses were Prosperous Victory and Cajun Caper, who came in third and first respectively. Who is the next least deficient horse? Exorcized, 2nd in categories one and three. The horse placed.

Of the over 300 losing races I have thus far received from clients, about half are from ENERGY! users. To date, not a single one has sent me readouts from the EXDC box. This, despite the fact that I have repeatedly stated this is quite possibly the program's most potent readout! What I have are races where the user went right to the Variegate and the sort to make wagering decisions.

Velocity users did likewise, looking primarily at the sort and wagering solely on horses with the most one's and two's. This is not using the Methodology, it's abusing it: daring it to pick winners despite the careless abandonment of the user.

Back to the 2nd race at The Woodlands. Here are readouts from that race taken from almost every handicapping program produced by Inland Empire Institute research. First Phase III. Then Phase I. Followed by Contender Scan, Ultra Scan Plus and finally, The Match-Up program (PC version). No matter how one might interpret any of these programs, from the very latest to the resurrected 1975 first program, Cajun Caper is a bet.

PHASE III

RACE: WOOD2. DIST: = 6.0 FURLONGS COMMENTS:

NAME	F W	E P	S P	T T	F X	W X
STAB	55.49	57.56	54.45	55.75	55.04	55.27
CAJUN	56.51	58.38	55.57	56.73	56.08	56.29
PROS	56.24	58.63	55.05	56.54	55.76	56.00
PEARL	55.86	57.31	55.14	55.93	55.82	55.84
EXOR	55.61	57.64	54.60	55.62	55.78	55.69

	F 1	F 2	F 3	S C		SC B/L
Pace	60.04	57.39	52.97	58.63		
=====	=====	=====	=====	=====	=====	=====
PROS	60.04	57.32	51.47	58.63	PROS	0.00
EXOR	59.99	55.46	51.56	57.64	CAJUN	0.66
CAJUN	59.41	57.39	52.76	58.38	EXOR	2.64
STAB	58.74	56.46	51.34	57.56	STAB	2.84
PEARL	58.67	56.03	52.97	57.31	PEARL	3.51

RANKINGS

	F W	E P	S P	T T	F X	W X	MED E
=====	=====	=====	=====	=====	=====	=====	=====
CAJUN	1	2	1	1	1	1	68.88
PROS	2	1	3	2	3	2	69.51
PEARL	3	5	2	3	2	3	68.41
EXOR	4	3	4	5	2	4	69.13
STAB	5	4	5	4	4	5	69.17

PHASE I

TODAYS DISTANCE = 6 FURLONGS

NAME	EPR	FFR	TPR	PBS	% MED
=====	=====	=====	=====	=====	=====
STAB	89.0	80.5	169.5	84	69.17
CAJUN	91.0	81.5	172.4	91	69.21
PROS	92.0	80.5	172.5	93	69.51
HOLY	83.0	82.0	164.9	68	68.39
PEARL	87.0	85.0	172.0	86	68.41
EXOR	89.5	81.5	171.0	84	69.13

RANKINGS

NAME	EPR	FFR	TPR	PBS
PROS	1	5	1	1
CAJUN	2	4	2	2
EXOR	3	3	4	4
STAB	4	6	5	5
PEARL	5	1	3	3
HOLY	6	2	6	6

✓ C S C A N
* * * * *

NAME:	CONTENTION FACTOR
=====	=====
PROS	58.54
CAJUN	58.54
PEARLS	55.93
STAB	55.75
EXOR	55.62

NAME	F 1	F 2	F 3	F W	E P	S P	C F	W X
-----	-----	-----	-----	-----	-----	-----	-----	-----
PROS	1	2	4	1	1	3	1	1
CAJUN	3	1	2	2	2	1	1	2
PEARLS	5	4	1	5	5	1	3	4
STAB	4	3	5	4	4	5	4	5
EXOR	1	5	3	3	3	4	5	3

✓ U L T R A P L U S
* * * * *

RAW RANKINGS
===

	U S	E P	L P	F W
===	===	===	===	===
CAJUN	1	1	2	2
PROS	2	2	5	1
PEARL	3	5	1	3
EXOR	4	3	3	4
STAB	5	4	4	5

MANUAL RANKINGS
=====

	U S	E P	L P	F W
===	===	===	===	===
CAJUN	2	2	3	1
PROS	4	5	4	4
PEARL	1	4	1	3
EXOR	1	1	2	2
STAB	3	3	2	2

✓ M A T C H - U P
* * * * *

Auto Adj Match-Up BL

Name	Emb1	Smb1	Fb1
-----	-----	-----	-----
PROS	0.000	0.214	0.214
EXOR	0.184	0.382	0.566
CAJUN	0.223	0.241	0.465
STAB	0.226	0.530	0.756
PEARL	0.313	0.313	0.625

RANKINGS
=====

	E P	F W	H E	S P	F X	BLsc
===	===	===	===	===	===	===
PROS	1	1	3	2	1	0.00
CAJUN	2	2	1	1	2	2.49
EXOR	3	4	5	4	4	3.48
STAB	4	5	4	5	5	4.54
PEARL	5	3	2	3	3	4.27

MANUAL Adj Match-Up BL

Name	Emb1	Smb1	Fb1
-----	-----	-----	-----
PROS	0.000	0.214	0.214
EXOR	0.061	0.128	0.189
CAJUN	0.223	0.241	0.465
STAB	0.226	0.530	0.756
PEARL	0.313	0.313	0.625

RANKINGS
=====

	E P	F W	H E	S P	F X	L X	BLsc
===	===	===	===	===	===	===	===
PROS	1	2	4	3	2	5	0.00
EXOR	2	1	3	2	1	4	0.33
CAJUN	3	2	1	1	3	3	2.36
STAB	4	4	5	5	4	2	3.32
PEARL	5	3	2	4	3	1	3.46

So, why did a full third of the Kansas City seminar group refuse to bet this horse? Why did they choose Prosperous Victory and Pearls for Preppy as their two choices instead? Here are some of the reasons as told to me and our PIRCO private interviewer, Spencer Toner:

Excuse #1: Class.

Cajun Caper is dropping from a last race claiming price of \$20,000. This is a Brohamer "Suspicious Class Drop" isn't it? No it is not. The horse last did well at \$8,000, at which level it was claimed. Then the new owner-trainer combination placed her in a \$20,000 race at an unfamiliar distance, for reasons only the trainer knows. Unlike my peers, I wouldn't try to analyze a trainer's thought processes even if I had him on the couch. At \$20,000, it would be highly unlikely to lose the horse to another claim. If it happened a net profit of \$12,000 would have been realized.

Running this filly today at \$12,500 was not a suspicious class drop, it was a class rise. However, take a look at all the other contenders. Except for Prosperous Lady, they are rising in class. Statabella won at \$5,000. Cajun Caper was close up at \$8,000. Holly Ball, a router, not a sprinter, did well at \$6250. Pearls for Preppy won at \$7,500. Exorcized won at \$7,500. Only Prosperous Victory had close up finishes at a claiming price higher than today: \$12,500 and \$18,000. This is why the horse went off as the favorite. If you'll forgive me for calling attention to their earnings box, Prosperous and Cajun are your two class horses based on the Methodology.

Excuse #2: A 35 day layoff renders this horse ineligible to win, doesn't it?

No less than our designated mainstream synthesizer, Tom Brohamer, when analyzing this race for the group, put his stamp of approval on Cajun Caper based on the consistency of her workouts since the layoff. Four workouts. Three of them spaced within a week apart. The last a blowout just three days before the race itself. Perfect harbingers of a win. When Methodology figures get a horse and Tom Brohamer finds no fault with it based on any of his mainstream capitulations, you'd best run to the window. You have the best of both worlds!

Excuse #3: Tote board odds.

Cajun is 7.5 to one. She can't be very good can she? I must have done something wrong getting her as my top figure horse.

Egad and expletives deleted! Price is what we're after. Why is she 7.5 to one? Because the public is looking at that abortive 5.5 furlong race at \$20,000 and not at the 88 speed rating it earned in an 8.75 length defeat. The public is also ignoring the 92 speed rating it earned when running close up two races back at the level of most of today's contention. The public is aware of the mainstream myth that *Racing Form* speed rating and variant figures are meaningless. The public is also looking at a 35 day layoff and they know the mainstream rule that horses that win come back in two week or less. Baloney! The public is your enemy. Stop consorting with the enemy.

There is your Psychology of Winning for this issue. There could be no quantitative reason within the framework of the Methodology for eschewing Cajun Caper as a win bet. Most certainly not as a designated place bet. The horse keyed the \$39.20 quinella and \$334 trifecta. Plus the double with our first race winner, \$63. I spent three days at this seminar demonstrating that one of the strongest indicators of the designated place horse was the contender hitting that second vertical line first on Thoromation's Stop Action Instant PREplay graphs.

Only psychological problems could prevent a client from some kind of a wager on this horse or for leaving it out of exacta and/or trifecta consideration. And the psychological problem here is reflective of the subtitle of this column:

Misdirected Emphasis

Those who ignored Cajun Caper were placing their emphasis on non-Methodology factors that this Methodology has become somewhat famous for debunking. Are you going to join the revolution or are you going to stay with General Howe and the Redcoats? They're authoring a Declaration of Independence down in Philadelphia. Frankly, I'd rather be in Philadelphia.

The Other Side of the Coin

Here is a client, quite new, who does grasp the relevance of the psychology of winning and incorporates it into his handicapping. Not yet as proficient as our standards demand, his attitude will get him there quickly. I know our editor dislikes letters of praise; but this one speaks more eloquently on the psychology of winning than I ever could.

March 3, 1991

Dr. Howard Sartin
1390 E. Sixth St. #5
Beaumont, CA 92223

Dear Dr. Sartin:

I'm not a very good letter writer, my wife tells me I babble even when writing a letter, but I have to take this time to write and thank you for what you have done for me in aiding my progress in thoroughbred handicapping.

I have to admire your insight, many years ago, to pursue this interest in horse racing and the many hours of dedication and hard work you have put forth to achieve your goals and in helping me to try and achieve mine.

I wish I could write you and tell you I have consistently hit 63% but I can't. I can tell you, however, that my confidence in trying to get 63% winners has greatly increased. By purchasing the back issues of the Follow-Up (I'm at Number II), I am able to eliminate most horses in a race by using many of the techniques talked about in the Follow-Up. I'm still working on Phase III and I'm getting better all the time thanks to you and your PIRCO members - thank you.

Reading the issues of the Follow-Up it bothers me that clients can blame you for their mistakes, why they can't get to 63% proficiency and why its your Methodology that has messed them up. Well, like I told you before, I haven't got to 63% yet, but I sure as hell can't blame you. It's been my stupid mistakes, my rushing thru races to get contenders, instead of doing ESP, +'s and 0's, and using PBS #'s to get the real contenders. It's been my laziness to not do all the work to get the winners of the races. I'm the only one to blame and I have learned from each and every mistake I have made. I also wish I could tell you that I haven't made the same mistake twice, but I can't. Although, my mistakes are becoming fewer and fewer. If I could give advice to anyone involved in the Methodology who thinks it doesn't work it would be to stop blaming others for the mistakes you make, accept responsibility for them, learn from them, try not to make the same ones, and you can progress to a level where you can win consistently. Since I have taken this attitude I can say that I will get to winning consistently and I will do it using good old Phase III, and it will be due to your research and insight and me putting it into practice. Oh! I know there will be some days where nothing goes right, but I'll learn from those days too.

So thanks again Dr. Sartin. Thanks to you I'll get there and thanks to the PIRCO members who have taken their time to research and test programs and techniques to help me along the way.

Sincerely,

Francis Cabana

The Psychology of Winning

By Howard G. Sartin, Ph.D.

This issue marks almost five years of *Follow Up* articles on the Psychology of Winning. Over that time I've described and discussed virtually every psychological type, personality deviation and fear/guilt/anxiety syndrome that might affect handicapping success. Now, at last, I think I've finally isolated the chief problem behind the failure of certain clients to reach their goals.

It's not that I have failed to recognize or address it in these pages before. I always knew it was part of the problem but only recently did I conclude that it was the chief problem.

It goes by the name of rules!

A client came to the office for help. In the course of our conversation he said that the Pace Line manual and accompanying audio tapes said: "Always use the last race." He was trying with little success to apply that perceived rule. I got a Pace Line manual off the shelf and asked him to show me where it said to always use the last race.

He found it on Page 17. I quote:

"Always use the last race UNLESS there is a valid excuse to go back farther. That shapes up as the biggest UNLESS in handicapping and puts the monkey on the back of 'valid' for further explanation."

To the rule oriented individual the sentence stops with the affirmation statement phrased like a rule. Thus, "Always Use the last pace line." Only the "rule" is remembered. The interpretive options requiring cognitive analysis are wiped from the mind through a form of self-imposed amnesia.

Rule orientation seeks out statements that sound like rules and places a period after them. Functional blindness for any interpretive phrase frequently ensues. This is why clients will perceive one thing when reading a manual or *Follow Up* article for the first time, but respond, months or even years, later with an entirely different slant on what they originally read. I've even had some clients swear that something I pointed out in the Yellow Manual 'sure wasn't there when they got it.'

The two chief reasons for clients failing to achieve desired success are readout interpretation and pace line selection. Thoromation is designed to take care of the former. As for the latter, a re-reading of the Pace Line manual was a revelation to me. It's just as current now as when it was written and is truly one of the best things we've ever done.

Here's a little more condensed from pages 17-18:

PACE LINE SELECTION

A GENERIC OVERVIEW

In 1983 the PIRCO Charter Group engaged in a three hour recording session and produced a set of audio tapes on "picking pace lines."

While some of that original group has departed and been replaced with more advanced teachers, the essential lessons of the session are as valid today as ever. Ironically enough, several of today's most outstanding Charter Members cut their handicapping teeth on those tapes and credit them with much of their current success. Those three hours of audio presented the generic basis of pace line selection that should precede all other considerations. The first guideline presented is:

Always use the LAST RACE UNLESS there is a valid excuse to go back farther. That shapes up as the biggest "unless" in handicapping and puts the monkey on the back of "valid" for further examination.

Some valid excuses are:

- 1 - TROUBLE LINE
- 2 - OFF TRACK
- 3 - WRONG DISTANCE
- 4 - WRONG SURFACE
- 5 - CLASS LEVEL TOO HIGH
- 6 - FIRST RACE OVER
THE TRACK -
CURRENT MEETING

- 7 - FORM CYCLE GRAPH
SHOWS CYCLIC LOW
(SEE "FORM CYCLE")
- 8 - BAD FINISH - BUT
GOOD EARLY PACE
- 9 - POOR EARLY PACE -
OUTSTANDING CLOSE
(NOT AGAINST TIRING
SPEED)

You can expand on the definition of LAST race thusly:

LAST RACE BEFORE
TROUBLE LINE(S)
LAST RACE AT
COMPARABLE DISTANCE
LAST RACE CLOSEST TO
TODAYS PACE/CLASS
LEVEL

At least 12 options for going past the last line. Yet many clients still cling tenaciously to the last line precept. The underlying reason is that virtually all mainstream instruction for "running line" selection is last line oriented. Some are elastic enough to suggest "best of the last two." Larry Voegle, whose handicapping books sold so well in the 1970's, insisted that his readers always use the last line. Virtually all mainstream handicapping techniques are built around rules. Look at any of the many popular systems on the market. They all come with a set of fixed rules.

The reason for this is simple. All Western public education, through at least the second year of college, is structured around rules. All of our institutionalized moral, religious and legal values are based on established rules. All athletic events have rules. We have rules of social conduct and business procedure. How often have you heard those moralistic phrases about 'playing the game of life according to the rules?' Being raised in this cultural environment causes us all to seek out rules for everything, including handicapping; to be skeptical of anyone who says there are no rules. Such words fall on ears deafened by layers of social conditioning.

The art and science of successful handicapping is stochastic. Stochastic principle is not taught in our public schools. It is touched upon lightly or not at all in undergraduate university courses. There are several definitions for the word. For our purposes the best is: "A process in which a sequence of values is drawn from a corresponding sequence of jointly distributed random variables."

Memorize the word and the definition. Next time someone asks you, "Who do ya' like?" answer with, "in an event governed by stochastic values one cannot afford the luxury of like or dislike." Then walk away. Quickly, before you get hit. (Editor's Note: in New York, you better run)

Some of our clients go astray is in applying mainstream handicapping "rules" to a non-mainstream, non-rule oriented handicapping process. Contemporary critics, whether praising or damning the Methodology, call attention to its being revolutionary. The revolution begins with pace line selection. This is first shot in the war.

Using mainstream "rules" in firing this shot would be like our 1776 minutemen lining up in closed ranks to attack the Redcoats, who lined up in closed ranks. Our bluecoats won the American Revolution by attacking the Hessians Indian style from ambush, through outflanking maneuvers. Revolutionary, non-European mainstream tactics sounded the death knell for European domination of the New World. A free, autonomous nation evolved.

Non-Mainstream tactics in pace line selection can make all of you free and autonomous. In an uncertain economic atmosphere I would think such autonomy would be sufficient motivation to abandon rules and follow our revolutionary guidelines toward personal freedom.

Recently I received a letter from a very insightful principal of a large urban high school. He wrote, in part, "Adult learners are often

difficult to teach because of their biases from earlier learning experiences." I've been echoing his thesis. He goes on to say, "Most of your successful clients, Charter and Teaching members are very visual, and abstract random in their orientation to learning. That orientation is probably more rare than we might think. For auditory and/or kinesthetic learners, attempts at visualization of races and the abstract randomness of the Methodology can make it seem like a kind of magical 'voodoo' to those who seek the ABC's of the concrete sequential thinker.

"Our schools have forever been catering to the concrete sequential students, often leaving abstract random thinkers to either adjust or fail. Albert Einstein comes to mind as the classic example." (of one who failed academically under such schooling.)

He continues with some excellent suggestions that our Teaching Members could follow in order better to convey the stochastic abstracts of the Methodology to our clients who are rule oriented.

We will most certainly take him up on his offer of help. I have invited him to write a series of articles for *The Follow Up* to implement his experience and wisdom. Also, I invited him to come as my guest to the Las Vegas seminar to make a direct "auditory" presentation. To kick off his article or series, next time we will publish the full text of his much appreciated and highly insightful letter.

The Psychology of Winning

by Howard G. Sartin, Ph.D.

I'll start this column off and then turn it over to Spencer Toner. Our Indiana Farm boy gets his first shot at being an investigative reporter at the behest of Dr. Robert Anthony, the famed Success Motivation Psychologist and best selling author. Robert was our keynote speaker at the Oklahoma Remington Park seminar in October. He waived his usual \$5,000 speakers fee for a copy of EXDC/KGEN Combo with Thoromation. He paid the highest price I've ever received - or ever will receive for any program. It's a one-time-only sale but now at least I can go to lunch again with Dick Mitchell on even terms.

Anthony, before the fact and in front of 23 witnesses, won ten out of ten races at Remington on Sunday, October 13. He put into practice the Psychology of Wining that he so eloquently teaches in his books and lectures and on audio cassette. He suggested a *Follow Up* article about his success, not as a brazen boast of his achievement, but as an example of how all of you could duplicate his success if you imitate his psychological protocol.

Interestingly enough there was a column in *The Racing Times* that week, penned by columnist Paul Deblinger saying, "To those adherents of the Sartin Pace Methodology, only those horses fitting the track's pace profile should win." He felt that our practitioners were probably having a field day at Remington opening week because of the new surface and the problems that speed - final time - handicappers were having with the new, slower final times and track to track adjustments for shippers. This was a rare concession by *Racing Times* since its editor, Steve Crist and his associates who give seminars, respond to audiences who ask about us that he never heard of Turn Time or the Methodology. Strange, since we paid him \$600 for a *Follow Up* article. Of course the reason for their feigned ignorance of us is based on their defense of printing Beyer speed figures instead of speed ratings and daily variants. They are somewhat paranoid about this because of the many requests they have had to employ SR'S and DV'S.

I felt that if I wrote an article about Anthony's triumph it would look like a set up. So I called Spencer Toner over to our table in Remington's posh Turf Club, told him to get out his pen and paper and do the interview. Spencer was the guest of Robert Infeld, who always goes posh first class but only went seven for ten on Sunday.

Here is Spencer's interview:

OKLAHOMA SEMINAR REPORT

A DAY AT THE RACES WITH DR. ROBERT ANTHONY

BY SPENCER TONER

THE OKLAHOMA CITY SEMINAR ENDED WITH ALL ATTENDING A GREAT DAY AT REMINGTON PARK RACETRACK THIS SUNNY SUNDAY AFTERNOON.

ELTON SMITH AGAIN ARRANGED EVERY DETAIL TO MAKE A TERRIFIC SEMINAR AND DAY AT THE RACES. THREE BUS LOADS OF SARTIN METHODOLOGISTS DESCENDED ON REMINGTON PARK. SOME HAD 'THOROMATION' WHICH WAS FIRST INTRODUCED AT THIS SEMINAR. I SAT IN THE ECLIPSE ROOM WHICH IS THE FINEST ENVIRONMENT FOR INVESTING I'VE EVER EXPERIENCED. THE DEEPLY CARPETED, WOOD paneled, ART DISPLAYED ROOM WAS PERCHED ON TOP OF THE GRANDSTANDS. AT THE OTHER END OF THIS FACILITY WAS A LOUNGE CONNECTED BY A LONG HALL. ON ONE SIDE OF THE HALL WERE THE BETTING COUNTERS ATTENDED BY CASHIERS IN FITTED TUXEDOS. IT ALL LOOKED JUST LIKE A RICH BANK. NOW I KNEW WHY 'THE HAT' CALLS THESE OKLAHOMA FACILITIES 'THE GREAT OUTDOOR BANK'. ACROSS THE HALL, OVERLOOKING THE TRACK WERE PRIVATE ROOMS (NOT BOXES), EACH OF WHICH WAS PRIVATELY AND INDIVIDUALLY DECORATED BY THEIR OWNERS.

AT THE END OF THE SEVENTH RACE THERE WAS A LOT OF HUB-BUB AT DR. SARTIN'S TABLE. OF COURSE I WAS INTERESTED TO FIND OUT WHAT WAS GOING ON. DR. SARTIN TOLD ME THAT DR. ANTHONY HAD JUST WON SEVEN OF THE SEVEN RACES THAT HAD RUN. AND ALSO, MRS. SARTIN WAS BETTING ALL THE RACES. DR. ANTHONY HAD JUST GIVEN A TERRIFIC KEYNOTE TALK AT THE SEMINAR, AND WAS OBVIOUSLY USING HIS PSYCHOLOGICAL PROWESS AND 'THOROMATION' ON THE RACES. IT IS A WELL KNOWN FACT THAT HOWARD'S WIFE, MARY, HAS NEVER BEEN PARTICULARLY FOND OF PSYCHOLOGISTS, BUT NOW SHE WAS REALLY BECOMING ENAMORED OF THIS GUY ANTHONY. ALTHOUGH, SHE HAD NO PRIOR INTEREST IN HANDICAPPING AND BETTING, NOW BY OBSERVING DR. ANTHONY, WHO WAS SEATED DIRECTLY ACROSS FROM HER, WAS BETTING EVERY RACE. AFTER THE EIGHTH RACE I WENT OVER TO THEIR TABLE. DR. ANTHONY HAD JUST WON EIGHT OF EIGHT, AND MARY HAD GONE TO THE WINDOW TO COLLECT HER WINNINGS. DR. ANTHONY SUGGESTED THAT HIS EXPERIENCE AT THE SEMINAR MIGHT BE OF HELP TO THE OTHER CLIENTS AND WOULD BE WILLING TO BE QUOTED WITH HIS RESPONSES. IT WAS SUGGESTED THAT I WOULD BE SELECTED TO DO THE INTERVIEW.

Q.: DR. ANTHONY HOW DO YOU DO WHAT YOU DO SO WELL?

A.: I AM NOT A PARTICULARLY GOOD HANDICAPPER, BUT DO JUST WHAT DR. SARTIN AND JIM BRADSHAW HAVE TOLD ME TO DO. BEFORE 'THOROMATION' MY WIN PERCENTAGE WAS 68% AND NOW WITH 'THOROMATION' IT IS 80%.

Q.: WHAT IS YOUR PROCESS THAT YOU GO THROUGH TO APPLY THE METHODOLOGY?

A.: THE FIRST THING I DO IS ELIMINATE FROM 2 TO 4 HORSES FROM A RACE WHICH ARE OBVIOUSLY OUT OF FORM. THEN I PUT THE PACE LINE FOR EACH OF THESE REMAINING HORSES INTO 'KGEN' AND USUALLY MY CHOICE OF CONTENDERS ARE THE TOP 5 RAW 'KEXDC' HORSES, AFTER ALSO LOOKING AT ALL THE GRAPHS AND

READOUTS, AND THE 'THOROMATION' GRAPHS. THESE 5 HORSE'S PACE LINES ARE SAVED TO DISK AND THEN ARE LOADED INTO 'EXDC w/ THOROMATION'.

NOW IN 'EXDC w/'THOROMATION' I PAY PARTICULAR ATTENTION TO THE DPH (designated place horse) AND, IN THE LAST COMPUTER SCREEN, THE HORSES THAT HAVE 100's IN THE EXDC DECELERATION RATIO.

Q.: WHAT ARE YOUR THOUGHTS ON THE METHODOLOGY?

A.: 'THOROMATION' WILL SURELY START A NEW REVOLUTION IN HANDICAPPING. 'THOROMATION' REALLY DOES THE JOB! I AM NOT TRYING TO BE MODEST WHEN I SAY I AM NOT THE WORLD'S GREATEST HANDICAPPER. I CAN HOLD MY OWN, BUT 'THOROMATION' IS RESPONSIBLE FOR THE RESULTS. DR. SARTIN IS A GREAT GUY, AND AN EXCELLENT TEACHER, A TRUE PROFESSIONAL. I CAN TELL BY TALKING WITH EVERYONE THAT THEY RESPECT HIM AND ARE GRATEFUL FOR ALL THAT HE HAS DONE FOR THEM. HE DESERVES TO REAP THE REWARDS OF HIS HARD WORK.

Q.: CAN YOU GIVE US ANY ADVICE FROM WHAT YOU HAVE OBSERVED?

A.: YES, JUST BELIEVE! FOLLOW WHAT HAS BEEN WRITTEN AND SAID BY DOC AND JIMMY. A LOT OF CLIENTS THAT I HAVE TALKED TO, DO LISTEN AND READ, BUT THEN THEY GO ON AND DO THEIR OWN THING. BELIEVE.

SO NOW I RETURN TO MY TABLE, AND MY TABLEMATES HAVING SEEN ME TALKING TO ROBERT ANTHONY, AND THEY KNOWING HOW WELL HE'S DOING, I'M GREETED WITH THE CHORUS, "WHO DOES HE LIKE?"

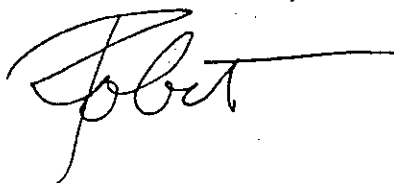
DR. ANTHONY PROCEEDED TO WIN THE NEXT TWO RACES. FOR THE DAY: TEN FOR TEN, 2 DAILY DOUBLES AND 6 OUT OF 8 EXACTAS.

Also a Post Script about the event from Dr. Anthony himself:

Robert Anthony Ph.D.
4022 E. Greenway 11-185
Phoenix, Arizona 85032
(602) 230-4224

Thoromation will surely start a new revolution in handicapping. Considering I hit 10 out of 10 races, 2 Daily Doubles and 6 out of 8 Exactas, I would have to say that Thoromation really does the job! I wasn't trying to be modest when I told everyone I am not the world's greatest handicapper. I can hold my own, but Thoromation was responsible for the unequalled results.

Best wishes,



Here are the results charts from Robert Anthony's 10 for 10 day.

Sunday at Remington

Copyright 1991, Daily Racing Form, Inc.
Track: Fast.

FIRST

RACE — Purse \$4,255, claiming \$4,000, 3-year-old and up fillies and mares, 1 mile 70 yards.

Horse	wt.	pp	1/4	1/2	3/4	str	fin	jockey	odds
Cara's Cookie	116	10	6-2	4h	2 1/2	1h	1-1 1/2	Payton	2.30
Confidant Crown	116	4	10-3	7-1 1/2	4-1	2-3	2-4	Estrada	10.60
Lois'es Queen	116	1	8 1/2	8 1/2	8-1	4-1	3-3 1/2	Quinonez	4.70
Magical Escape	116	5	12	12	10-4	6-1	4-1	Sides	10.00
Reyes Team	116	8	2-2	1h	1 1/2	3-3	5-2 1/4	Barton	2.60
Resistable Impulse	116	6	5 1/2	5-2	5h	5h	6h	Montoya	15.30
Recent Doll	115	12	11-2	10-1	7h	7-4	7-4 1/2	Green-x	23.30
Miss Arnie Brown	116	3	9-1 1/2	11-4	11-2	8h	8h	Benitez	42.50
Taut Jeanis	111	7	7-1 1/2	6-2	7h	9-2	9-2	Rubio-x	18.70
Miss Effective	111	9	4h	9h	12	12	10 1/2	Calva-x	70.40
Chit Chat	116	11	3h	3-1 1/2	6-1	10 1/2	11-3 1/2	Koyle	10.70

Dividend \$ Debby 11621-22153-111-112-Holland 29.00

x-5 lb. apprentice allowance

Off 100pm Cdt Start Good. Won Driving. Time 24 4-5 48 3-5 1:14 2-5 1:42 1-5 1:47.
10 Cara's Cookie 6.60 4.80 1.60
4 Confidant Crown 7.20 4.40
1 Lois'es Queen 4.40

SECOND

RACE — Purse \$6,000, 3-year-old fillies, claiming \$16,000-14,000, 6 furlongs.

Horse	wt.	pp	1/4	1/2	3/4	str	fin	jockey	odds
Wild	112	1	2h	3-2	-	3-2	1-1 1/2	Snyder	7.10
Amity Ann	114	7	3-2	2-2	-	1 1/2	2-1	Payton	7.00
Twenty Four Kay	116	4	5 1/2	9	-	4-1 1/2	3-4 1/2	Ziegler	2.80
Sweet Seattle Miss	114	2	8h	5 1/2	-	5-1	4-1 1/2	Steinberg	3.10
A-Sweet Swooney	114	8	7-1	4h	-	6h	5-1	Hilburn	3.10
A-Toomanycircles	112	6	1-1 1/2	1-1	-	2-1	6h	Barton	3.20
Equal Stride	116	3	6-1	6 1/2	-	7-1	7-1	Sides	25.60
Satin Sun	115	9	9	7h	-	8-8	8	Green-x	5.80
Model Gal	115	5	4h	8h	-	9	8h	Bickel	18.10

x-5 lb. apprentice allowance

Off 120pm Cdt Start Good. Won Driving. Time 22 1-5 45 2-5 1:12 4-5.
2 Wild 16.20 8.40 6.20
7 Amity Ann 7.00 8.00
4 Twenty Four Kay 7.00
Daily Double: (10-2) paid \$48.40.
Exacta: (2-7) paid \$149.20.

THIRD

RACE — Purse \$7,500, 3- and 4-year-old maidens 6 1/2 furlongs.

Horse	wt.	pp	1/4	1/2	3/4	str	fin	jockey	odds
Spoor	120	10	3h	1h	-	1-1	1-2 1/2	Snyder	3.50
Van Logic	120	3	1 1/2	2-1 1/2	-	2-7	2-9	Steinberg	7.0
Dick's One Punch	115	5	8h	8-5	-	3-4	3h	Green-x	14.80
Goodfoll	120	1	2 1/2	3h	-	5-1	4-7 1/2	Montoya	4.80
Pot Shot Kid	122	2	4-1 1/2	4-2 1/2	-	4h	5-1	Koyle	19.10
A-JinnidDee'sDrm	120	6	5 1/2	5-1	-	6h	6 1/2	Quinonez	53.40
Confederate Stew	120	11	11	11	-	8h	7-2	Landeros	37.90
Captain Benny	120	7	7 1/2	6h	-	7-1	8h	Cordova	27.90
Hawkinsfirst	120	8	10-1	9 1/2	-	9-2	9-3	Harvell	19.10
A-Nervous Alibi	120	4	9-2 1/2	10-2	-	10-1	10-3 1/2	Benitez	51.40
Gil Boru	120	9	6h	7h	-	11	11	Payton	19.70

x-5 lb. apprentice allowance

Off 200pm Cdt Start Good. All But Goodfoll Won Driving. Time 22 3-5 45 4-5 1:11 4-5 1:18 4-5.
1 Spoor 9.00 1.20 1.00
3 Van Logic 2.60 2.40
5 Dick's One Punch 4.40

FOURTH

RACE — Purse \$13,000, allowance, 3-year-olds and up, 1 1-16 miles (furl).

Horse	wt.	pp	1/4	1/2	3/4	str	fin	jockey	odds
Blow'n Flo	116	9	4-2	4-2 1/2	3 1/2	1h	1-1 1/2	Steinberg	2.50
Native Reel	116	4	5-2	5-3 1/2	5-2	5h	2-2	Ziegler	10.60
Spring Orchestra	119	6	2-1 1/2	2-1 1/2	2-1 1/2	3 1/2	3h	McNeil	5.90
Golding Reaction	119	7	6-1	6-2	6-3	6-7	4-2	Murray	2.30
Count Crystal	116	3	1h	1h	1h	2-1	5h	Cordova	3.90
Jim Nii	116	1	3 1/2	3h	4-1	4-1	6-4	Hilburn	13.50
McNeil Canlan	120	2	7	7	7	7	7	Murphy	6.80

Off 230pm Cdt Start Good. Won Driving. Time 24 1-5 48 2-5 1:12 3-5 1:37 4-5 1:44 4-5.

Off 230pm Cdt Start Good. Won Driving. Time 24 1-5 48 2-5 1:12 3-5 1:37 4-5 1:44 4-5.
5 Blow'n Flo 7.00 4.40 2.40
4 Native Reel 7.00 4.40
6 Spring Orchestra 3.80
Exacta: (5-4) paid \$44.00.

FIFTH

RACE — Purse \$10,350, 3-year-olds, allowances, 4 furlongs.

Horse	wt.	pp	1/4	1/2	3/4	str	fin	jockey	odds
Queen's Profit	116	9	4h	1 1/2	-	1-3	1-5 1/2	Cordova	1.90
Polskiego Wyrobu	116	12	7h	4-1 1/2	-	5-1	2h	Quinonez	16.70
Nicks Lunatic	116	5	12	8h	-	6h	3-1 1/2	Murray	12.90
Smoking Winchester	116	8	3h	4-1	-	2h	4-2 1/2	Holland	3.70
Toxic Waste	111	11	8h	7-2 1/2	-	8-4	5 1/2	Green-x	47.30
Halkey Creek	116	6	1h	2 1/2	-	3h	6-2 1/2	Knowles	94.10
Robert Clyde	119	4	5-3	5-1	-	4-1	7-1	Sides	6.00
Lee C. Reese	116	10	6h	9-3	-	9 1/2	8-1	Hilburn	58.80
Cordone Bleu	116	3	10 1/2	12	-	10-1 1/2	9h	McNeil	26.50
ew-Clide Act	122	1	2-1	3 1/2	-	7 1/2	10-5 1/2	Payton	4.10
Summer Outfit	113	2	9-3	10h	-	11-1	11h	Harvell	99.00
Cruise N Bruise	122	7	11h	11h	-	12	12	Steinberg	7.90

x-5 lb. apprentice allowance

Off 301pm Cdt Start Good. Won Ridden Out. Time 2245 1-5 1:12 2-5.
9 Queen's Profit 5.80 3.80 2.40
12 Polskiego Wyrobu 10.60 7.00
5 Nicks Lunatic 5.40
Exacta: (9-12) paid \$100.40.

SIXTH

RACE — Purse \$10,500, 3-year-old fillies, allowance, 1 mile (furl).

Horse	wt.	pp	1/4	1/2	3/4	str	fin	jockey	odds
Oklahoma Winter	116	7	2-2 1/2	2-3	2-3	2-3	1-1 1/2	Cordova	2.30
Misswordforward	116	3	6 1/2	6-3 1/2	4h	3-1	2-3	Steinberg	1.70
Bobby's Shamrock	116	5	7-2	7-2	7-2	4-1	3 1/2	Bickel	4.00
Lucky Astonisher	116	6	1-3	1-3 1/2	1-2	1h	4-2	Koyle	15.80
Faithful Witness	116	8	5-1	5-1	5-3 1/2	5-1 1/2	5-1 1/2	Payton	5.90
Blue Veinette	116	1	8	8	8	7-1 1/2	6 1/2	Barton	7.30
Hol Mix Honey	116	4	3-2	3-2 1/2	3-1 1/2	4 1/2	7-1 1/2	Sides	16.40
Totally Magic	116	2	4h	4h	6-2	8	8	Snyder	25.00

Off 330pm Cdt Start Good. Won Driving. Time 23 3-5 47 3-5 1:12 2-5 1:38 3-5.

7 Oklahoma Winter 6.60 3.00 1.60
3 Misswordforward 3.00 2.40
5 Bobby's Shamrock 3.20
Exacta: (7-3) paid \$15.40.
Winner-B F by It's Freezing—Chriesen by L.I. Stevens; Trainer-Charles L. Tabaler—Winsome Farm Inc (Ky).
Scratched: Reason To Give. Overweights: None.

SEVENTH

RACE — Purse \$27,273.42, 2-year-olds, Second Running of The Prevus Stakes, First Division Futurity Stakes, 7 furlongs.

Horse	wt.	pp	1/4	1/2	3/4	str	fin	jockey	odds
Desert Force	120	11	1-1 1/2	2-2	-	2-5	1-1 1/2	Holland	7.70
Trail Class	120	7	2-1 1/2	1h	-	1h	2h	Steinberg	5.60
Pump The Bilge	120	6	11	7-1 1/2	-	4h	3-2 1/2	Ziegler	6.60
Aly Sara	117	2	7h	6-3	-	5-1 1/2	4-5	Montoya	3.20
Nijinsky's Gold	120	1	5 1/2	5h	-	4-7	5-5 1/2	Harvell	6.30
Megaouch	120	4	4-2 1/2	3-3	-	3 1/2	6h	Bickel	2.20
Turn To Luke	120	9	6-1	8 1/2	-	7-1	7-2 1/2	Murray	45.40
Weekly Warrior	120	8	10h	11	-	9 1/2	8-2	Gomez	74.30
Shamie's Girl	117	3	8 1/2	9-1	-	10-1	9h	Snyder	14.90
Cody Case	120	5	3h	4-1 1/2	-	8-2	10h	Sides	80.30
Mountain Sun	120	10	9-1	10-1	-	11	11	Payton	25.50

Off 401pm Cdt Start Good. Won Driving. Time 22 1-5 45 3-5 1:11 2-5 1:25 3-5.

11 Desert Force 17.40 7.20 4.40
7 Trail Class 4.80 4.40
6 Pump The Bilge 5.30
Exacta: (11-7) paid \$91.40.

EIGHTH

RACE — Purse \$27,273. Second Running of The Prevus Stakes, 2nd Division Futurity Stakes, 2-year-olds, 7 furlongs.

Horse	wt.	pp	1/4	1/2	3/4	str	fin	jockey	odds
Daken Launch	120	5	6-2 1/2	5-3	-	1-1	1-5 1/2	Steinberg	1.30
Sr Dresden	120	9	5 1/2	3-1 1/2	-	2-5	2-1	Montoya	13.40
Across Express	120	4	8 1/2	9 1/2	-	3h	3-3 1/2	Quinonez	9.60
Senior Commandante	120	1	9-3	8h	-	5h	4-1 1/2	Gomez	10.70
Ducklore	120	6	10-3	10-15	-	7-4	5-4	Cordova	10.10
Victory Baby	117	11	4 1/2	4h	-	4h	6-2 1/2	Lidberg	19.80
Shuffleboard Billy	120	7	1h	1 1/2	-	6-1	7-6	Murray	7.00
Aln'l Nobody Knows	120	3	7-2 1/2	7-3	-	9-7	8-1	Bickel	58.20
Tastic Gal	117	10	2h	2h	-	8-1 1/2	9-13 1/2	Holland	23.20
J.P. Solitaire	120	8	3-2 1/2	6h	-	10-7	10-1	Knowles	84.50
Lonesome Gold	120	2	11	11	-	11	11	Rubio	146.50

Off 420pm Cdt Start Good. Won Ridden Out. Time 22 1-5 45 2-5 1:11 4-5 1:25 2-5.

5 Daken Launch 4.40 1.40 1.80
9 Sr Dresden 8.40 5.20
4 Across Express 5.20
Exacta: (5-9) paid \$43.40.

NINTH

RACE — Purse \$27,273.42 2-year-olds, Second Running of The Prevus Stakes, 3rd Division Futurity Stakes, 7 furlongs.

Horse	wt.	pp	1/4	1/2	3/4	str	fin	jockey	odds
Timeless Design	120	2	8h	8-1	-	4h	1h	Murray	6.40
Goldgusher	120	7	1-1	1-1 1/2	-	1h	2-1	Murphy	1.30
Delta Wolf	120	8	6-2	2 1/2	-	2-3	3-1 1/2	Snyder	2.60
Red Streak	120	6	7h	7-2	-	3-1 1/2	4-1 1/2	Koyle	10.60
Dunbar Gold	120	9	10-3	6 1/2	-	5-5	5-6 1/2	Gomez	25.00
Manchild	120	3	11	10 1/2	-	8 1/2	6-2	Cordova	39.10
Silent Heart	120	4	3h	3h	-	6-2	7-1	Montoya	10.70
King Quiver	120	1	4 1/2	9-3	-	9-3	8-1	Bickel	17.30
Dance For Choice	120	11	5h	5h	-	7h	9-4	Quinonez	20.10
Leslie's Fortune	117	5	9h	11	-	10-4	10-11	Wilson	60.40
Coaler	120	10	4h	4h	-	11	11	Payton	38.90

Off 502pm Cdt Start Good. Won Driving. Time 22 2-5 45 4-5 1:12 2-5.

2 Timeless Design 14.80 5.80 3.80
7 Goldgusher 3.80 2.40
8 Delta Wolf 2.40
Exacta: (2-7) paid \$34.80.

TENTH

RACE — Purse \$4,500 3-year-olds and up, claiming \$6,500-6,000, 6 furlongs.

Horse	wt	pp	1/4	1/2	3/4	str	fin	jockey	odds
Winning Tactics	116	3	2 1/2	2-1	-	2-1 1/2	1-1 1/2	Payton	1.60
Chin	112	10	6 1/2	4-1	-	1h	2h	Barton	10.40
O.B.'s Head Set	112	12	10 1/2	7h	-	5-1	3-1 1/2	Snyder	22.90
White Mans Magic	111	5	8 1/2	9-1	-	9h	4 1/2	Green-x	45.20
Tri David	116	2	7-2	8-1	-	7h	5-2	Cordova	4.80
Dots Quick Stepper	112	6	11-5	10-1	-	10-2 1/2	6h	Hilburn	73.20
Son Of Becky	114	7	1-1 1/2	1h	-	2-3	7h	Steinberg	2.90
Decalogue	111	9	8	5 1/2	-	6h	8h	Rumpe-x	8.40
Appealing Wind	116	4	9-1	11-4	-	4-1	7-1	Estrada	1.80
Erratic	116	8	9-1	11-4	-	4-1	10-1	Holland	1.80
Kewlin	114	11	12	12	-	12	11-1 1/2	Onionozet	38.40
Dancing Prospect	116	1	4-3 1/2	6-2	-	8h	12	Benitez	4.80

That was Dr. Anthony's record wagering on two horses to win. Also making news both on Remington Park's bulletin board and in the Daily Oklahoman Sports page, was Don Jones a client from Broken Arrow Oklahoma. Jonesy is a certified member of Bradshaw's Oklahoma Mafia, replete with black T Shirt inscribed in silver with a Stetson Hat and the words Oklahoma Mafia. Don entered the track's handicapping contest which only allowed him to pick one horse to win per race.

\$14,600
Coors Handicapping Challenge

TOP TEN HANDICAPPERS FROM ROUND I
SATURDAY, OCTOBER 12 & SUNDAY, OCTOBER 13

NAME	#WINS	PAYOFF
Don Christensen Oklahoma City, OK	6	\$63.80
Glenn Faulkner, Jr. Oklahoma City, OK	5	\$45.80
✓ Don Jones Broken Arrow, OK	5	\$45.80
Terry Cullen Oklahoma City, OK	5	\$43.80
Paul J. Weir Rogersville, MO	5	\$43.80

As you can see he picked five single bet winners on the ten horse card. His average mutuel was just over \$9.00. The track handed him a \$100 prize check and made him a finalist in their big handicapping contest later in the meet.

I knew Jonesy when he couldn't pick his way through a race track betting line without getting lost. He became a client and a personal disciple of Jim "The Hat" Bradshaw. Bradshaw teaches the Psychology of Winning the old fashioned way - with a stick. He abides no hossy maxims, no excuses, no rationalizations. He teaches the Methodology as written with no little personalized, subjective side trips. Jonesy learned it the way Bradshaw teaches it and he learned it well.

Incidentally, betting two horses he went seven for nine. He eschewed one maiden race in his own wagering. His average two horse mutuel was considerably higher than \$9.00 because he had two so-called 2nd choice winners paying \$16.20 and \$17.40 respectively.

The Psychology of Winning

By Howard G. Sartin, Ph.D

With

Dr. Robert Anthony

A new twist this issue as Dr. Robert Anthony, the celebrated best selling author of books on motivation, self confidence and total success joins me as collaborator.

In Anthony's latest, *Betting On Yourself*, reviewed in this issue, he writes that attitude, or a winning personal psychology, is more apt to make you a winner than any handicapping methodology, including ours. He stresses that mediocre handicappers with a winning attitude are more apt to enjoy success than highly skilled handicappers without a winning attitude. In this I concur wholeheartedly.

Having received at least lip service status as "expert" by mainstream authorities, I have had the opportunity to personally know virtually every recognized handicapping authority in the field. Most of them can run circles around me when it comes to racing knowledge, per se. Yet many of them do not have a true winning attitude. They are absorbed with all the intricate racing variables that can upset their figures and best projections. They are so sensitively aware of all that can go wrong that they fail to grasp the fact that there are ways to condense those variables into procedures that will produce a stable and consistent win proficiency.

Instead of concentrating on what can go right, many of them dwell on what can go wrong. They try to beat the "game," as they call it, by accepting a low win percentage as a given, then trying to manipulate the profits from fewer wins into higher mutuels.

A winning attitude is not derived from self-talk, visualization and merely telling yourself: I AM A WINNER! These are but exercises that help the process along. A winning attitude comes from expanding the frame that encompasses our mind set. It comes from accepting the fact that our current frame of reference is the reason we are now failing to win.

Trying to successfully implement a winning methodology from a non-winning attitude is just that; trying. The therapeutic definition of "trying" is: "trying is lying." The "try harder" syndrome is a non-winning one. The affirmation is do, instead of try to do. "I'll try" is a term synonymous with admission of defeat.

Many clients fail to realize that it was (is) their attitude, or mental set that makes the yellow, and other, manuals difficult to comprehend. When their frame of reference is expanded these manuals become easy to understand. This is not a personal opinion, but a statement of fact gleaned from many client testimonials. The original problem stems from the fact that so many of you try to absorb contrarian information from a mainstream mind set. You try to translate our manuals back into horse-ese, the language of non-winners. It won't work that way. Neither will

applying mainstream classifications for contenders and running (pace) lines. So, it behooves us all to read and listen to our material from a mind-set comparable to that of the persons who did the writing and do the speaking. Be on the same wave length. In the same groove. Once this is accomplished, winning becomes routine -almost easy.

I found an interesting commentary written by a group of my psychiatric "colleagues" (who believe only in abstinence) in the *Journal of Gambling Studies*. The article deals primarily with gambling event preference by age group. It reveals that horseracing is the preferred event of men between the ages of 44 and 65. It also deals with self-presentation: our outward behavioral manifestations relative to gambling. Here is an except:

JOURNAL OF GAMBLING STUDIES

Self-Presentation. Goffman () maintained that social behavior can be understood from the perspective of self-presentation. Individuals engage in social activities to make a favorable impression on others and thus enhance self-esteem. Participating in action, or risk-taking, is highly valued in American culture and is thus a context for favorable self-presentation (Goffman, ; Abt, Smith & Christiansen, 1985; Frey, 1984). By gambling, one can be seen as a big-spender and thus a big-shot. Gambling is a form of action, in which fateful decisions are made and observed. It breaks out of the routine and is an opportunity to display one's confidence and competence to others for self-esteem enhancement (Holtgraves, 1988).

Self-presentation has been found to have a role in gambling. In a study at a racetrack in Hollywood Park, California, Herman () observed that horse betting served to enhance a bettor's self-esteem; they displayed for others that they were making fateful decisions. Zola () made similar observations in his study of bettors at an illegal off-track betting parlor in a New England town. A linear decline in gambling behavior with chronological age would be expected from this perspective. Older people, having more stable self-concepts (McPher-son, 1983; Gove et al., 1989), would be less likely than those younger to turn to gambling for self-presentation.

To the non-winner, this form of false "self-presentation" is said to bolster self-esteem. But it is a false self esteem derived from loudly bragging about victories never won. This is commonplace at the track and off-track wagering centers. It is acceptable behavior because none of the braggarts challenge each other since they know the next big lie will come from them. What we all must seek is true self esteem first, and then apply it to our handicapping. True success is derived from true self esteem. not from false self-presentation!

No one speaks more eloquently on the subject of self esteem than our friend Dr. Robert Anthony. So, now I'll turn this column over to him.

A Note From

ROBERT ANTHONY PH.D

Some clients may wonder if Thoromation picks longshots. As you know, I have had many winners paying over \$30, and several paying \$50 - \$80. Thoromation also picked my best Trifecta to date which paid \$1,262. Since reading and studying "The 55% SOLUTION", I have had dozens of Exacta and Quinella payoffs in the \$200 - \$500 range using the often maligned, three horse box. The "value boys" say it's a losing proposition, but my ROI is over 200%.

If anyone still has any doubt, perhaps this may help to convince them. In this race, I had the Win, a \$5 Exacta box and a \$8 Quinella box. Looking at the results, it's obvious that that wasn't the best part. Thoromation picked the Win, Place and Show horse for a Trifecta payoff of \$3397.60! I wagered \$120 and got back \$6865.

Believe me, I am no handicapping genius. Most PIRCO members could run circles around me. However, I have made over \$24,000 in the past two months using Thoromation. What's my secret? Every PIRCO member knows it, but few will acknowledge its true importance. Of course, I'm referring to the Psychology of Winning. As good as this, or any program is, the user is doomed to failure unless he or she BELIEVES IN HIS OR HER ABILITY TO PICK WINNERS and BACKS IT UP WITH MONEY AT THE WINDOW.

The key to profits at the race track is the SELF-CONFIDENCE to FOLLOW THROUGH with your handicapping decisions. Thoromation will surprise you many times by picking what looks like the worse horse in the race. Upon closer examination, you will see that the figures don't lie! Sure, you will be wrong 30% - 40% of the time, but you will be right 60% - 70% of the time! At these prices, you don't NEED to be right too many times.

I personally don't believe you can get RICH grinding out 2/1 or even 9/2 horses. Don't get me wrong. They will keep your head above water and pay the bills, but the BIG PROFITS are made when those long-price horses loom out at you on the Thoromation screen. Low uxr, even Smuv-Emuv, #1 counter-energy, 100 deceleration, etc. Don't forget those Win and Place bets, but head for the Exacta, Quinella, Trifecta window. We must take advantage of the sophisticated information, technology and psychology we are privileged to share in PIRCO.

Opportunity is never lost, but it goes to someone else unless we take advantage of it. Many people are waiting for their ship to come in, but when it comes in, we must have the self-confidence to unload it! Let's all have monster payoffs in 1992!

	1 AT A
	2 ASK
	3 SPARK
	4 PROTE
	5 MOSCO
\$2 QUIN \$231.00 EXACTA \$492.20 TRIF \$3,297.60	

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AMOUNT \$2 : FURFPARADISE
 TYPE TRI : DEC 14 91
 RACE 7 : 8489 0217
 HORSE 1.2 1.1 5 : 011 587 438

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Tote AmTote AmTote AmTote

\$2 Mutuel Prices: 12-ASK FORGIVENESS 25.00 16.00 9.00
 11-MOSCOW QUEEN 9.00 6.00 3.00
 5-AT A GLANCE 12.00
 \$2 RUIN 11-12 PAID \$231.00 \$2 EXA 12-11 PAID \$492.20 \$2 TRIF 12-11-5 PAID \$3,297.60

As a postscript to this article I receive this message and clipping from client David Morck. Seems that successful commodity traders are taking a page from our Psychology of Winning columns and echoing the messages of Robert Anthony and myself.

David Morck
7921

Dear Dr. Sartin,

I saw something in an advertisement I recently received from a company called CompuTrac, which specializes in trading commodities. One page contained something which I thought you might be particularly interested in. The few paragraphs on Psychology seem right up your line. It would appear that we are not the only ones who have to deal with psychology.

Mark Douglas was one of the featured speakers at TAG XIII. On Saturday night we held a single workshop for all attendees. We felt Mark's work was so important no other workshops were run concurrently. Unlike our other workshops Mark used no overheads or reference materials. For two hours he kept the audience completely spellbound describing that portion of the trading equation which any good trader would allow is the most important, that is to say, the psychological portion. Success

in trading is probably 80% psychological and 20% one's methodology, be it fundamental or technical. The psychological aspects of trading are probably the hardest to master of all the disciplines required by the trader. The grim reaper who kills off "your equity" and disappears with your profits is not the mysterious and ubiquitous "they" but a simple misguided "you". Medea said just before she murdered her children, "I know what evil I'm about to do but my irrational self is stronger than my

resolution". If this sentiment reflects your mind set when you trade then this audio workshop should be a must for you. Before you make a serious mistake I would like you to take the time now to learn about yourself and study this aspect of your trading patterns. You who take the time to reflect and practice will survive and prosper. If you order no other tape, order this one. It is universal in its applicability no matter what system or technique you are presently using or contemplating using.

The Psychology of Winning

by Howard G. Sartin, PhD

Recently Mark Cramer asked me if I had any ideas on brain fitness in handicapping for his *Cramer-Olmsted Report* newsletter. At first I thought he was talking about the horse's brain. On that subject I have little knowledge and or opinion.

Then I deduced that he was referring to the brain fitness of those who handicapped horses. In this area I'm a foremost expert. Quite frankly, I know a lot more about handicap-ERS than I do about handicap-ING. I have always limited my handicapping knowledge only to that which wins. I cannot hold a candle to any of the recognized author-experts when it comes to handicapping knowledge, per se.

In defining brain fitness, we must distinguish between structural and functional fitness. The structure of the brain and central nervous system is determined genetically, except in cases of trauma caused by such things as severe blows to the head, tumors or, as in the case of meningeal disorders, virus and extreme fevers that produce brain lesions. Prolonged blood loss, Alzheimers, senile dementia and other disorders will also alter the genetic capacity of the brain.

I have clients who have suffered through brain tumors, grand and peti mal epilepsy and diabetes, which frequently mocks psychosis, who have gone on to be successful, winning handicappers. I have also had clients with a genetic brain capacity for genius who have never been, nor probably ever will be, successful handicappers.

Structural brain fitness is measured by a number of tests, the most sophisticated of which is a brain scan. The most common is the IQ test. Other than reading skills limitations often imposed by an IQ of under 85, I find that there is no correlation between IQ and handicapping success. Even those who register in the sub 85 area and are functionally illiterate, have been able to achieve a degree of success through direct one-on-one verbal training.

When I first started on the journey toward successful handicapping, I worked with 39 truck drivers convicted of gambling related felonies. I gave them all a battery of tests including IQ, Minnesota Multi-Phasic, Rorschach, Thematic Apperception, Passive-Aggressive and Iowa Achievement Index. 33 of the 39 achieved the prescribed level of success, two managed to consistently break even and four failed completely to grasp the concept. Ironically three of these four had scored the highest on the Weschler-Bellvue IQ test. The six who were most successful and are still winning today, 17 years later, had an average IQ of 112, with the lowest being 99.

Electronic brain scanning devices can measure both right and left brain activity. The left brain is the hemisphere most used by the vast majority of persons. In its domain lie all linear concepts such as math, language and conventional logic. The right brain deals with intuitive,

theoretical, ephemeral, and non-linear, conceptual matters. Of primary importance to handicappers, the right brain is essential in pattern recognition, the most important factor in the selection of pace lines and interpretation of factors. It is also the sphere of artists, the better poets, authors of books like *Thoroughbred Cycles*, *Please Hold All Tickets* and creators of concepts like Energy/Kgen, Deceleration and Thoromation.

Handicapping is part art and part science. The reason why handicappers relying solely on their left brain seldom reach optimal levels of success is that, while they can apply the science aspect, the art of handicapping eludes them.

With a brain scanner attached to the subject, the psychologist asks a series of questions designed to test the activity of both hemispheres. The person functioning primarily from the left brain has little trouble delineating rule-oriented instructions and solving linear, logical problems. When pressed for answers on conceptual and theoretical matters this same subject becomes confused and dissociated. We see evidence of right brain activity but no cogent answers. Subjects who are extremely right brained excel in this area. In matters best solved by the left brain they also give fluent answers, but not in the same logical, concise order as those proffered by their left brain counterparts. The ideal brain-set is called Hemi-Sync, in which both hemispheres have the ability to cathect naturally by situation.

Hemi-Sync can be learned by virtually anyone. The so-called genetic limitations of right-left brain activity can be overcome through specialized training. Last February, in Beaumont, Bert Mayne presented a Silva Mind Control class that taught the procedure. Ironically, very few clients attended; as opposed to the spillover crowd that showed up for the two informational workshops two weeks previously.

Which brings us to functional brain fitness in handicappers. This is a horse, and "horseplayer," of a different color.

Virtually anyone who chooses to be a winning handicapper can be one. It requires only an alteration of brain function. Limitations are imposed by how one chooses to limit the function of the brain. They are almost universally self-imposed limitations. It is the environmental, culturally produced nature of most aspiring handicappers to be more prone to dissatisfaction with the so-called normal, mundane aspects of life. He/she is quite often at odds with their occupational/job environment.

Many handicappers, and virtually all losers, are also orally fixated at that period between birth and aged two when everything was done for us. Since we had no cognizance of why all this was happening, we perceived the "doing" as magic. Virtually every losing handicapper I've ever known believes in magic: the chief symptom is always asking for answers from some so-called expert source outside of self. Playing the game of "do me something". What to and how to questions, incessantly asked. Always seeking help from without, never exploring the concept from within.

The *Racing Form* is full of magical ads: magic from tout services, dialing an 800 or 900 number for selections. Magical information from a backstretch friend of some trainer. Even magic from some jerk standing

next to you asking: "Who do ya' like?" But, most of all, the magic from simple rules and ancient handicapping axioms and myths. Then there's the dangerous kind of illusion that comes when one expects magical results from the latest handicapping book, article or gadget - including computer programs. Quoting Dick Schmidt, systems and methods or computer programs don't win races. People using them with insight win races.

I stress the in in insight. It must come from within. From the handicapper's attitude and determination. This is the wellspring of the only true magic in handicapping. Such insight and attitude, once attained, can produce magical results with virtually any viable handicapping procedure, but especially ours.

Another functional aspect of brain fitness has to do with fear of winning! Not losing; winning. This is a subject that is very real and affects more handicappers than will ever be willing to admit it. It has a lot to do with our response to those inner fears that have been imposed on our subconscious mind through our social, moral and religious conditioning. It's a subject that cannot be detailed in an article. It requires a complete book. In fact, prodded by Dr. Robert Anthony, I'm busy writing it.

Every winner I know is a maverick. He/she dared to leave mainstream thought and mainstream thinkers behind and do pretty much the opposite as called for in all those rule oriented systems and methods. This means eventually losing most of their friends and becoming, at least when handicapping, a loner, a contrarian, an outcast. We live in a nation that gives lip service to the ideal that "The majority is always right." Well, in handicapping the majority is always wrong! On a given day only 5% win. Overall, a mere 2% win consistently. Only by being a member of the minority, and a militant member at that, can one ever expect to be a consistent winner.

How can you join the minority who consistently win? How can you bring yourself to dispel the mythical contaminations that pass for handicapping "truths?"

Most of the answer lies within yourself. Within the functional, not the structural fitness of your brain. You must learn to properly balance inspiration and information. Inspiration is attitude and determination. Self-Determination!

Contender and Pace Line Selection

In the Methodology's first decade, we regarded client difficulties in picking logical contenders from predictive pace lines as a simple learning disorder. Most new clients had a problem in this area. Apparently whatever handicapping procedure they were employing before their exposure to the Methodology did not incorporate logical contender and paceline selection. Or so it seemed.

I reviewed every know system and method on the market for the past thirty years and discovered that virtually all of them required the

elimination of non-contenders and at least some usage of one or more past performance running lines. The difference between our methodology and these others, however, lies in the fact that they all offered specific rules for eliminations and choice of running line. The fact that none of these systematic, rule-oriented approaches ever worked long enough to gain a loyal following should be evidence enough that these rules, and the systems they supported, were worthless.

To compensate for our purposeful lack of rules in the vital areas of contender and pace line selection, we offered an assortment of manuals, audio tapes, seminars and classroom workshops designed specifically to implant procedural guidelines. Some clients, immediately, and others gradually, became proficient enough to consistently win races and money from virtually any of our computer handicapping programs. On the other hand, a significant core group of at least one-third of our clients continues to make the same nagging mistakes year in year out despite all our written texts and spoken lessons.

A number of PIRCO Charter and Teaching members attribute the failure of such clients to "stupidity." This description is born out of frustration and is an inaccurate diagnosis. In many instances the general IQ of the failure is higher than that of many of our more successful clients.

The true problem lies not in brain structure but in brain function. Protracted inability to pick viable contenders from predictive pacelines is a functional disorder. Since so much of our written and spoken instruction is focused in these areas we must conclude that continued client failure is a dysfunction that can be diagnosed and treated. As such we will label it:

Undifferentiated Pre-Entry Schizoaffective Dissociation

The term "undifferentiated" means that there is no specific or consistent pattern or reason for the behavior. "Pre-entry" has to do with failure to make proper analysis prior to entering horses into the computer. "Schizoaffective" refers to the fact that the dysfunction exists in both schizoid and manic-depressive personality types. "Dissociation" applies to the non-focused mind-set of the subject, who in the moment of truth cannot recall or utilize prior instruction and positive experience. This diagnostic term should appeal to all of those who are failing to pick proper contenders and predictive pacelines. They are constantly saying, "Something Must Be Wrong With Me." Now they will have a name for it. Unfortunately many are happier with a disorder that carries a label with medical type jargon than they are with a cure.

Others, and I hope that you are among them, do not care for such labels and resolve to function in such a way as to banish them. Attending the four day, two-weekend sessions presented by Bert Mayne last February would have been a good start. He employed a number of techniques from Silva Mind Control that are designed to expand consciousness specifically in the areas of contender and pace line selection. As I stated previously, the attendance was woefully small.

That fact, in itself, gives evidence to the proposition that most losers get some malignant pleasure from failure. In short, they have a death wish. Otherwise why would they fill to overflow our two February handicapping workshops, necessitating two carry over sessions in March, yet eschew the benefits of Bert's sessions? Perhaps the answer is that these clients do not believe that they have a dysfunction. Perhaps they refuse to accept the diagnosis and, hence the treatment. More information, they cry. That's all I need. More and better information. What they're really crying out for are rules! Sorry, there are none.

But there is a curative treatment for those willing to undergo it. Ah, there's the rub. Ironically, those needing treatment the most never seem to turn up in Beaumont. They're too busy at the tracks and off-site wagering centers losing races and complaining about defects in the Methodology. A lot of them also do not subscribe to *The Follow Up*, so even this message is lost to them.

The bottom line is this: future Psychology of Winning articles will focus on specific problem areas and some treatment exercises designed to cure basic mind-set dysfunction. A dysfunctional mind-set is truly more germane to lack of handicapping success than all informational or other factors combined. In addition, Bert Mayne will present some proven exercises from Silva Mind Control, a westernized version of Hindu Auruvedic techniques.

I'll also barrage you with freely-offered testimonials from clients who are consistently winning. Editor Schmidt does not like gratuitous letters that serve as advertisements for ourselves. Yet, sometimes these are necessary. Too many clients, in trying to justify their own failure, cry out that they never met anyone in the Methodology who is winning! This is either pure psychological projection or indicative of the fact that they enjoy the "comfort" of hanging out with losers, never seeking that of successful clients who might disturb their comfort. At any rate, in the future you will begin hearing more and more from some of those consistent winners outlining just HOW they are doing it.

Times are tough. It's time for the non-winners to stop whining and start winning. Let's use this recession of 1991-1992 to motivate us all to optimal performance. If you truly want to be a winner, you will become a winner. That's a simple fact. With the help of PIRCO Charter and Teaching members I've proven it before and I'll prove it again.

IF YOU'LL LET ME!

Psychology Of Winning

by Howard G. Sartin, Ph.D.

As I said in my Publisher's Desk column, I'm going to make a few references to calls and letters I get from people whose comments are potent examples of why they are failing to make optimal use of the tools we provide them. My intent is not to demean or embarrass anyone, so I won't use any names or locales.

A client from America's heartland wrote that he was exasperated because I would not give specific instruction for using Deceleration Pars. He concluded his diatribe by postulating that my reason stemmed from my not knowing, myself, how to use them.

I know very well how to use them. My stated reason for providing only sketchy information until now, was that I felt users would be better served by solving the puzzle on their own. Bruce Jorgenson did it. Sam Wada did it. Client William G. Ross did it and won the Kentucky Derby as his reward.

All of them enjoyed the thrill of self-discovery and sense of accomplishment from having done it virtually on their own. They heeded my advice to treat the Methodology as "Their own, not as a foreign substance imposed upon them from an outside authoritarian force." Self discovery goes hand in hand with self-esteem. Without self-esteem no one becomes a consistent winner at the race or in life. The three people mentioned were not born with any unique qualities. Virtually all of you have capacities equal to theirs. Their accomplishments come from an inner determination to succeed; to seek and search until the grail is found. Moreover, they view successful handicapping as an endeavor worthy of both their intellectual and spiritual goals.

There's the major difference between them and their non winning counterparts. The non-winners, all protestations to the contrary, does not truly believe that handicapping success is an endeavor worthy of their finest effort. Subconsciously they regard it as a gambling venture. And doesn't "everybody know that gambling is just random chance, luck and magic?" Sure they do.

My psychiatric peers extolling the abstinence treatment, all agree that anyone who devotes (their word is wastes) a great deal of time and effort studying any gambling event is pathological. When any of you look for magical shortcuts and fail to do the work essential to winning, you are helping to put a self-righteous smirk on the faces of these practitioners. You are justifying their edict: "gambling is evil (pathological) and, all gamblers lose." Anyone believing that they have not been socially conditioned to feel this way is just as much in denial as any booze or dope addict. Either that or they had a very unique childhood.

Many of you are successful in business. Many are in, or retired from, the fields of law, health care, engineering, accounting, real estate,

insurance stock market or professional consultation. Whatever you do, or did before retirement, most of you are/were very successful. But had you approached your own area of endeavor the way you do handicapping, many of you would have been on the welfare roles from the start. Had you mismanaged your money the way you do at the track or off track wagering centers, you would have gone bankrupt the first month.

"But handicapping is supposed to be fun" you say. "A relaxing relief from the strain of everyday life." If that's the way you feel, be my guest. Just have your fun with two dollar bets. Don't pretend that you're serious.

Any profession or occupation is fun when you're up there with the best in your field. Man's (and woman's) greatest satisfaction comes from pursuing a goal and achieving it. That's what has kept mankind going for all these centuries.

If you have no goal, no personal dedication to becoming a successful handicapper, you should find a different field. One in which you do have goals. No amount of psychotherapy can help a person who is not motivated. The seemingly dismal cure record of psychiatry and clinical psychology from Freud onward stems not just from incompetent therapists, of which there are many, but from patients who want to stay helpless.

Resistance. There's that word again.

Consider the theme of this letter.

You said at the end of your Psychology of Winning chapter in *Pace Makes The Race* that under normal racing conditions, both the daily variant and track bias were 80% caused by the inter-relationship of the unique physical and psychological characteristics of the horses in a given Match-Up. But you never mentioned it again, or elaborated on it in the rest of the book. What does this mean?

It means just what it says. That one statement made by me to Jim Bradshaw made him one of the all time most proficient winners in handicapping history.

Apparently many North Americans are victims of media advertising. The ad man's favorite slogan is, "Tell them. Then tell them again. Then tell them what you told them, then tell them that you told them what you told them." Are we so accustomed to being hit over the head with slogans that we cannot perceive and utilize the wisdom from a statement uttered but once?

Another client upon receiving his Thoromation Package, called up and exclaimed. "I just love the program! Of course I can't understand a thing about it, but I sure love it." What's to understand? Basically it's horses running across the computer screen in projected order of finish. Then there's a 141 page manual that goes with the program explaining in detail the why, how to and what of the program for those wishing to optimize its use.

In issue #31 of *The Follow Up* there was a great little poem by Roy Peterson extolling the "Magic of Thoromation." I liked it, even though Roy will probably never make his living as a poet. Yet he does make a living from applying Thoromation. Is Roy a genius? Did God give him something special that the rest of us were denied? I doubt it. Roy simply has self-esteem. He gave himself permission to win. Then he used his creative powers to wax poetic about it.

Permission!

That's the therapeutic term missing from the lexicon of non winners who persist in being confused; proclaiming the can't understand the rudiments of what they claim is their chosen avocation. Again I say, can't means won't. All non-winners must give themselves permission to understand and then to win. Teaching member Dick Resch called me the other day to say that he never understood why I said so often that most people really don't want to win, until he started teaching the method. Now he believes it. He doesn't understand why people are that way. But he knows it's true because he sees it so often in those he's trying to help.

This long standing cry of "I can't (won't) understand, goes back to the yellow manual. Inadvertently Phillips Racing Newsletter gave people permission to be confused by saying that out material was poorly written and very difficult to understand. That's all a "horseplayer" needs. An authoritative source accentuating the negative. "Poorly written" means: no linear, rule bound sequential procedure presented. It was in that manual where I first said, "The specter of Thantos lurks darkly within us all." Poor writing? Hah! "Difficult to understand" means, not written in conventional horsy language the way all losing methods are written.

I received a measure of recompense when Tom Brohamer's *Modern Pace Handicapping* was published. Heralded as the most comprehensible, and articulate member of our group, his writing also caused a lot of confusion among his readers. My address was in the book. I got the questions. Succinct and brilliant as the book is, the questions were just as "dumb" as the ones elicited by my "poorly written" manual.

Then came *Pace Makes The Race*. All three of my co-authors, at one time or another, had field days making kindly jokes about the ambiguity of the yellow manual. Now it is their turn. My address and phone number are also in that book. I receive calls and letters daily from people saying that they're "confused" and can't (won't) understand much of the content written by Hambleton, Schmidt and Pizzolla. (They understood me perfectly, this time). Dick Schmidt may not think that he is as articulate as Brohamer, but he is regarded by *Follow Up* readers as the consummate wielder of easy to understand vernacular. He edited *Pace Makes The Race*. Anyone who doesn't "understand" Schmidt ain't never gonna know.

That great majority of clients who have achieved success in their occupations had to study and learn from texts on engineering, medicine, law, accounting and whatever. There was nothing "easy" about mastering their chosen profession. But they did it. Why then are they so mystified by our material? Certainly not the big words or so-called esoteric terminology. Real estate terms? Insurance words? Legal terminology?

That strange language accountants speak? Stock market lingo? As Schmidt would say, "gimmie a break!" I never uttered any phrase as complex as the pro-speak used in any of those fields.

Yet that's the way many clients perceive it. That's why a nine page *Follow Up* article could appear backwards with only one person realizing it. Yet the material in that article was the foundation for Sam Wada (see his article herein) to win 67% of his races at Hollywood Park with an average mutuel of \$12.29. He achieved that result using only the DC Pars program he and other seminar attendees received free. Apparently Sam Wada thought it was worth nine boring pages when he first read it front to back as it appeared in a seminar manual.

With that in mind, it is quite possible that my article on chaos in this issue might just as well be printed backwards (don't do it, Dick). It might possibly be even more boring since, like DC/Pars, it contains the key essence of future handicapping success.

The "can't understand, confused" syndrome is directly related to the way one regards handicapping and racing in general. It is largely a male disorder. Female clients are less plagued by it (doesn't that hurt the male ego just a little?) The majority of men sit around and talk about racing like characters out of Damon Runyon. Between rounds at our own seminars a lot of clients revert to being "Horsy" types when they start (do they ever stop?) talking racing.

The myth filled, vernacular of racing is apparently so deeply implanted in most horse race devotees that my attempt to legitimize handicapping into a proud and serious profession becomes just a thin coat of veneer that quickly fades away when the repartee begins. I sit and watch bemused as clients go from Dr. Jekyll to Mr. Hyde at the mention of a jockey switch, an alleged trainer maneuver or an insider angle.

The old ways die hard. The old myths prevail. The lure of magic lingers like a haunting refrain. Reason is abandoned and chaos without order ensues. Were it law, medicine, insurance, stocks, accounting, etc., such a thing would never happen.

In reading instructional material relative to their own professional or occupational fields, they would not experience the kind of mental blocks, producing confusion, that they get when reading Methodology material. Why? Because when reading our material their minds are blocked by the those onion skin levels of contaminated social conditioning proclaiming that horse race handicapping is gambling and, therefore an unworthy pursuit. A brain so conditioned, even when that conditioning remains beneath the level of conscious perception, will produce endorphins and neuro-peptides that cause behavioral responses not consistent with clear or reasonable perception.

In other words, confusion, inability to comprehend.

Thus when I write about subjects intended to elevate the intellectual perceptions of clients relative to handicapping - subjects like Energy, Deceleration, DC/Pars and such - the perceptive, cognitive areas of the

brains of some clients simply shut down and, confusion - chaos - ensues. The bottom line is that there is nothing truly confusing or intellectually unfathomable about anything I've ever written in *The Follow Up* or in our manuals. Frankly, I'm simply just not that intellectual. I'll venture to say that at least one third of our clients have higher IQ's than I.

Like beauty, understanding is in the eye of the beholder. The ball is in your court. Learn to control those endorphins and neuro-peptides that your guilt plagued sub conscious is telling your brain to release into your system, altering your mood and cognitive powers.

All is not bleak however. The Roy Peterson's and William Ross's out there exist in abundance. I only wish each of the several hundred really big winners in our group would write a page or two on the attitude they have developed to become the winners they are.

I say attitude because they have the exact same manuals and programs as the non-winners. The programs are the best, I'll humbly admit. They are the best because those contributing to their development do understand and are not confused. Those "poorly written" manuals that go with the programs represent "the most advanced handicapping thinking of the century." That's a quote from a well known authority (not me). They contain more valid winning information than anything else available. (again, a quote, not my boast). Yet, manuals and programs alone do not make winners. Personal psychology does.

The few of you who still persist in being non-winners have my permission to give up "horseplayer" mentality and think positively. When you do, nothing I could ever conceive or write about will ever again elicit a "confused or can't understand" response. When (if) you refuse to be confused, nothing again will ever be confusing. If you are determined to understand you will understand and nothing will ever again be beyond your comprehension.

Begin your exercise by reading the first word of any treatise that you thought was confusing. Even as a journey of a thousand miles begins with a single step, so does a journey through one of our manuals or articles begin with a single word.

The Psychology of Winning

Howard G. Sartin, Ph.D.

The venerable turf writer Kelso Sturgeon provides the inspiration for this month's column. Kelso has been writing snappy articles on thoroughbred racing and handicapping for longer than many of us can remember. As a part of my initial handicapping education when I did my first studies in 1975 I sent for a bevy of back issues of *American Turf Monthly*. Sturgeon was a featured writer. So, he must have started very young or he is even older than I am. He is now a feature writer for *Racing Action*.

His writing over the years has always been stimulating, often quite informative and providing valuable handicapping tools. Of late he has turned into something of muck raking curmudgeon of the Ambrose Bierce school of journalism. He often steps on the toes of both the horse racing and the handicapping industry. This shows courage on his part and even when he errs it is good for racing. Kelso has become so controversial that his *Racing Action* editors always place a caveat at the end of his contributions: "The views expressed are not necessarily the views of *Racing Action*. We welcome opposing viewpoints."

I've had some occasion to oppose some of Sturgeon's viewpoints but that's what makes his writing admirable. He stimulates thought through controversy. So I never had any real motivation to express an opposing viewpoint. Until the May 28-June 3 edition of *Racing Action*. Here Sturgeon let his flamboyant writing style exceed his field of expertise. He presumed to do a commentary on the psychological aspects of winning and losing. Unlike his writings on horse racing and handicapping where he is stimulating and controversial, his approach to the psychology of "horseplayers" was erroneous, banal, demonstrably ignorant of proven psychological reality and seriously detrimental to the mental health of the very people his writing is supposed to serve. Like Andy Beyer going on a network television (48 Hours) to prove that professional "horseplayers" are not pathological gamblers and then proceeding to lose all 9 races on the day's card. My self-righteous "abstinence" peers in the psychiatric community are still having a field day with that fiasco.

So I wrote a letter to *Racing Action* for the right to reprint Sturgeon's column. Here was the reply from Kelso himself.

Racing Action

18 Industrial Park Drive, Port Washington, NY 11050

June 17, 1992

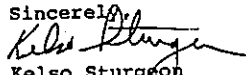
Mr. Howard Sartin
Pirco
1390 E. 6th Street #5
Beaumont, CA 92223

Dear Mr. Sartin:

Jack Cohen forwarded to me your letter of May 28 asking for permission to reprint my "Backstretch" column from the issue of *Racing Action* dated May 28-June 3.

Permission granted. Please make certain that both I and *Racing Action* receive credit anytime you reproduce it.

Thank you for your interest.

Sincerely,

Kelso Sturgeon

Backstretch

Beware of Scamsters Pitching Advice

□ By Kelso Sturgeon

From this day forth, the following statement should be printed in italics above this column: *Never take handicapping advice from anyone who is trying to tell you how to become a millionaire while walking around with holes in the bottom of their shoes.* This is my battle cry for 1992 — and for as long as it takes to make a point.

I understand last week's column, which pointed out the average turf writer's racing IQ is a couple of points lower than his shoe size, offended a lot of people — and made more extremely angry. Just call it a \$20 million to \$30 million shot to the jaw, for that is the amount these airheads caused the public to lose on Arazi in the Kentucky Derby.

In 1992, horse racing has become a fertile ground for people on the scam — respected folks with magic formulas for winning millions of dollars at the pari-mutuel windows. All you need to do to get rich is to follow their system, or bet their "numbers," or follow their methodology. Since 99 percent of the people promoting such ventures walk around broke and live from one trip to the post office box to the next, I have become extremely suspicious of them.

It was recently called to my attention that one prominent handicapping authority — a man who publishes his own books and who conducts seminars from coast to coast — opens up each of his gatherings with a touching speech about how to win and avoid the guilt of it.

One of his paid stooges, wearing a Robert Hall suit and a pair of broken eyeglasses, tells people: "You're going to win with us, and we don't want you to feel guilty about it. We know when you win, you feel badly about it, because you're taking other bettors' money. That's just the way the pari-mutuel system works. You win your friend's money, while he loses it."

Give me a break, for heaven's sake. This guy is telling these supersensitive horseplayers to not feel guilty about winning — that it's O.K. Doesn't the speaker realize that these are the same horseplayers who have an almost uncontrollable urge to punch some poor jockey for not beating the holy hell out of some horse which was eased after popping a stiffler? Feel bad about winning?

Yet, sitting on the edges of their chairs, and listening intently to every word are a hundred or so diehard racing fans — all of who paid \$300 to attend this two-day seminar. And it goes on day after day, all over the country — slick con men who claim the key to the kingdom.

I know winning, and I know losing and, more important than these, I know horse racing, the horse and the classical approach one must make to handicapping and winning. Yet, I still win and I still lose, which makes me pretty average.

It causes me a great deal of pain and sometimes even rage when I listen to the self-proclaimed experts of this business tell people how it is done. These could be helpful and informative encounters if those who preach that they know how winning happens would not try to lead people to believe that they, and they alone, have finally figured it all out. Think about it: Millions before have tried to find the absolutely perfect handicapping system and failed, but these people have suddenly succeeded. One man among millions? How wonderful.

RA Truth Squad?

There are so many outrageous things being said and written about horse racing today, I may ask the publisher of *RACING ACTION* to put a "truth squad" on the road to hold racing seminars which simply deal with the facts of handicapping. Yes, I mean that. Horseplayers are being led to financial oblivion by the ignorammuses and scamsters, and someone needs to stop it.

It is easy to be misled by the expert with the loudest voice, or the biggest following, simply because everyone is looking for an easy answer to what winning is all about. I wish it was that simple, but it is not, nor will it ever be.

For a man or woman to be successful handicapping race horses, they need only get to the basics, which are a requirement to understand the race horse and what makes it tick. The successful handicapper comes to grips with a horse's conditioning cycle and knows its high and low points, has at least a workable knowledge of the "conditions" of each race, is able to understand current form and recognizes the impact a trainer and a jockey has on the success or failure of the horse.

As I said last week: *Listen to yourself and trust yourself.* In most cases, your opinion is every bit as good, as valid and as sound, as those who claim to be experts. If you do your basic homework, the chances for a winning day at the races improves drastically. ■

The views expressed by the author are not necessarily the views of RACING ACTION. We welcome opposing viewpoints.

Let's go down to the third paragraph that begins with, "It was recently called to my attention . . ." While I am not the only so-called "handicapping authority" who publishes his own books and conducts seminars from coast to coast, I am the only one who opens gatherings with a touching speech on how to win and avoid guilt. So I have to believe I am the intended victim of this diatribe. If I'm not, I'll defend the person who is.

I do not have stooges. (Editor's Note: we try!) I have associates, none of whom owns a Robert Hall suit. In fact none of them even remembers when there were Robert Hall suits. I asked all of our teaching members if they ever wore a pair of broken eyeglasses. They all pleaded innocent. As for talking about guilt as the primary cause for losing I am not innocent. I'm the guy he's berating.

In my 17 years of working therapeutically and educationally with over 1400 persons aspiring to become professional handicappers, my records show that 87% of those who experienced short cycles periods of winning followed by losses that obliterated those winnings, were suffering from a deep sense of guilt about being involved in racing. This was not a casual subjective perception of mine but a hard fact revealed over and over in a therapeutic setting by the subjects themselves.

I dubbed this phenomenon the "Sisyphus Syndrome" after Greek mythology where Sisyphus rolls a rock almost to the top of the mountain only to have it roll back on him just as he reaches the top. Anyone whose wins and losses has a rhythmic consistency, typified by two wins, one loss, three wins two loss, etc. etc., has overcome their guilt produced erraticism. Those who win six of seven one day and then lose fourteen in a row, or experience similar inconsistencies, invariably reveal when they finally enter into Win Therapy, that they are plagued by the kind of guilt that Mr. Sturgeon decries as bunk.

Kelso seems to think (paragraph 6) it incomprehensible that someone feeling guilt would have an uncontrollable urge to punch out some jockey for not whipping the "hell" out of his horse. Doesn't he know that guilt and violence are closely linked?

Our thesis is not so much that we feel guilt about taking other people's money, although Dr. John Bolander's speech on that very subject received a lot of applause and agreement from the audience at our San Francisco Bay area seminar. Perhaps Mr. Sturgeon's informant, the one who "recently called the matter to his attention," has never won any one else's money at the track and would have no reason to feel guilty about it. Perhaps this is true of many of Kelso's associates.

Our prime thesis is that the typical "non-winner" guilt stems not so much from guilt feelings about taking money from "others" via the pari-mutuel system, but from a subconscious guilt complex resulting from those negative injunctions imposed on us from earliest childhood by parents and other authority figures imparting the message that "gambling is evil and all gamblers lose."

I have now conducted over 100 Handicapping-Win Therapy seminars, if you count the Beaumont workshops. In each one I have asked the assembly whether or not they, as children, received and were affected by such injunctions. Never more than one individual per group has said no. Often even that person recants at a later date and recalls such a message. Incidentally while its nice to know that our die-hard racing fan clients were sitting on the edge of their chairs listening intently to my every word, none of my seminars or workshops ever cost the \$300 Sturgeon refers to.

Yes, Mr. Sturgeon, many handicappers do feel guilty about winning. "Gimme a break for heaven's sake," you say in discounting me. The persons I'm describing show

you one face, their macho horseplayer face. My job is to pierce that facade and discover the real cause of handicapping failure. It lies in the fact that these persons, this 87% of the total, have ignored the primary injunction: "gambling is evil." Primary injunctions are usually ignored even though they are absorbed into the subconscious. It's the secondary injunction: "all gamblers lose" that is acted upon. To alleviate their guilt for ignoring the first injunction, those who perceive handicapping as gambling will purposefully lose. Not consciously. But purposeful just the same.

Oh, they will deny it, especially to you. They will debunk the concept even more loudly than you, Kelso. "Psychology crap!" they shout. Yet when they finally tire of losing, those with the courage to change will come to me and openly admit their guilt feelings. How they are ashamed to tell friends and family about their handicapping aspirations. About their uncontrollable urges to plunge their winning back into hopeless exotic combinations. About how they cannot stand to have winnings "burning a hole in their pockets." Burning a hole in their conscious, is what they're really saying. So they go into therapy.

There they reveal that the reason they mis-read, misinterpreted or totally ignored the content of viable instructional material was a projection of their guilt: a kind of death wish. They confess uneasiness when they win and an almost compulsive need to suffer a loss even when it means going counter to the methodological procedure they have espoused.

Through their own insights and a little direction they come to realize that, approached properly, handicapping is not gambling; so the early guilt injunctions do not apply. The pari-mutuel system is the fairest of all economic ventures. Profit and loss can be plotted with near precision. It is a noble business if one will make it a business!

Mr. Sturgeon says, in paragraph 3, that 99 percent of us who promote our numbers or methodologies "walk around broke"; or, as in paragraph 1. "with holes in the bottoms of our shoes." Who is this 99%? Certainly not the person he writes about in this column, the one he calls a "slick con man." Certainly not Dick Mitchell with his Cadillacs and million dollar home. Nor Mark Cramer or James Quinn whose book royalties, newsletter and seminar fees greatly exceed any sum that *Racing Action* pays its writers. (I know, they made me an offer once).

Is he referring to those nefarious fly by night mail order system sellers? Ah, but they don't conduct \$300 (or thereabouts) coast to coast seminars year after year. Just who is causing Kelso Sturgeon the "rage and pain" he talks about in paragraph 9? Self-proclaimed experts, he says. Yet he has been proclaiming himself an expert while writing sage handicapping advice for over a generation. He has done so for almost all of the racing periodicals. *American Turf Monthly*, *Turf Digest* (now defunct) and *Racing Action*.

He calls for a *Racing Action* Truth Squad to go on the road giving a series of seminars dealing with the "facts." Who would conduct them? Mr. Sturgeon giving his facts? Would they cost \$300? Above all, what kind of suit would he wear? Certainly not Robert Hall. Bring on your Truth Squad, Kelso. Let's hear those facts. But first look at some of the "expert advice" offered by yourself and the publications you have written for. Take stock of some of those ads and claims that dominate the pages of *Racing Action* itself. Better tell your Truth Squad to check its own pages before throwing stones. Better yet, Kelso, stay in your own field of expertise where you're a top notch professional. But based on the article reprinted here, as a psychologist, you're a hell of a journalist.



Howard G. Sartin, Ph.D

The Psychology of Winning

THE PARANOID HORSEPLAYER
Delusional Disorders in Handicappers

In classic psychiatric terminology, Paranoia is defined as a disorder characterized by fixed and systematized delusions. In the early 70's, my colleague, Dr. Claude Steiner, who pioneered Radical Psychiatry and who was one of Eric Berne's original Trio in Transactional Analysis, re-defined paranoia as: HEIGHTENED AWARENESS. He was addressing particularly the paranoid symptom found in feelings of persecution. Claude's thesis is that it is absolutely TRUE that someone is out to get us ALL.

From the IRS and other government agencies, national, state and local, to those ads we get on TV, radio and in the newspapers, a lot of someone's ARE out to get us. Paranoid suspicion of banking institutions were justified by the Savings and Loans scandals and a host of bank failures over the past few years. Our suspicion of almost ALL politicians has proved quite correct and is justified by the current state of our economy.

So, when I speak of delusional disorders in handicappers it is only a negative factor for those whose delusions are preventing them from achieving their stated goal, which presumably is WINNING.

Mainstream psychiatry, with few exceptions, maintains that we are suffering from a Delusional Disorder just through the very act of THINKING that it is POSSIBLE to win. That notion has been shattered consistently for decades by at least two percent of all handicappers striving to win; and by five percent who win, INconsistently, on any given day.

The Sartin Methodology alone, is responsible for inspiring over 480 persons to become consistent winners with substantial monetary reward, and another 400 to win with SOME profit. It has also helped an unrecorded number of readers of MODERN PACE HANDICAPPING and PACE MAKES THE RACE to at least break even. If all gamblers broke even there would be no Problem Gamblers and a lot of psychologists, psychiatrists and social workers would have to look elsewhere for their fees. Gamblers Anonymous would go out of existence.

For those of you interested in this sort of thing, here is a list of Delusional (Paranoid) disorders as published in the newest edition of the Diagnostic and Statistical Manual of the American Psychiatric Assn. This is the manual defining symptoms and accompanying diagnosis.

Delusional (Paranoid) Disorders (DSM-III-R)

297.10 Delusional (Paranoid) Disorder

- A. Nonbizarre delusion(s) of at least one month's duration (ie, involving situations that occur in real life, such as being followed, poisoned, infected, loved at a distance, having a disease, being deceived by one's spouse).
- B. Auditory or visual hallucinations, if present, are not prominent (as defined in schizophrenia, A(1b)).
- C. Apart from the delusion(s) or its ramifications, behavior is not obviously odd or bizarre.
- D. Major depressive or manic syndrome, if present, was brief in duration relative to the duration of the psychotic symptoms.
- E. Has never met criterion A of schizophrenia and not due to an organic mental disorder.

Specify type:

The following types are based on the predominant delusional theme. If no single theme predominates, specify as other type.

Persecutory type

A delusional disorder in which the predominant theme of the delusion(s) is that one (or someone to whom one is close) is being malevolently treated in some way. Individuals with this subtype repeatedly take their complaints of being mistreated to legal authorities.

Jealous type

A delusional disorder in which the predominant theme of the delusion(s) is that one's sexual partner is unfaithful.

Erotomanic type

A delusional disorder in which the predominant theme of the delusion(s) is that another person of higher status is in love with him or her.

Somatic type

A delusional disorder in which the predominant theme of the delusion(s) is that there is some physical disorder or abnormality of appearance.

Grandiose type

A delusional disorder in which the predominant theme of the delusion(s) is of inflated worth, power, knowledge, special identity, or relationship to a deity or famous person.

Grandiose type

A delusional disorder in which the predominant theme of the delusion(s) is of inflated worth, power, knowledge, special identity, or relationship to a deity or famous person.

Other type

A delusional disorder that cannot be subtyped in any of the previous categories (eg, persecutory and grandiose themes without either predominating; delusion of reference with malevolent content).

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According to mainstream psychiatry, the Delusional Disorder all of us are suffering from is Delusion of Grandeur, also called Grandiosity. You see it listed above as "GRANDIOSE TYPE." It tells us that we think we have an inflated worth, power, knowledge, and special identity. In truth, we do. By normal statistical standards we can and DO perform the so-called impossible winning as often as we do. Even our least proficient members are out performing MANY so-called mainstream experts as far as winning RACES is concerned. Our deficiency usually lies in managing our money properly. Here is where many of us lag behind the mainstream experts who either envy or fully discount our win percentages.

Here are some other serious delusions to which many "horseplayers" and even handicappers are subject:

1. The demand for a higher average short term return on investment from pari-mutuel funds than so-called "legitimate investments" might earn in a year. This delusion fits the "delusions of grandeur" category. It causes a paranoid avoidance of profits from mutuels that can be acquired on a normal day's racing card and views them as insignificant.

In other words, seeking the "big hit" and eschewing all races that pay less. A few well-known professionals APPEAR to be getting away with this. I know one who says that he absolutely will NOT make an Exacta wager unless he can get odds of 50 to one. He also demands at least 5 to one on his win bets. He refuses to consider place or show wagering. He, and the several others I know who subscribe to this philosophy, need a hand held calculator. I'd happily buy one for each of them if I thought it would do any good.

With calculator in hand one could weigh the money that could have been earned on a regular basis against the windfall profits that come from the occasional big hit. When a 50 to one 1 exacta DOES present itself, the non-delusional handicapper will happily accept it. WE get our fair share of these.

Why not have the best of BOTH worlds? Sanity dictates that two to four hundred dollars a day profit projected over a 200 day year equals a return of between 40 and 80 thousand dollars. Six 50 to one exactas, the most that can reasonably be expected to win in a month at any one given track, would equal about \$3600, or \$36,000 in ten months. There is no reason to presume that only the kind of handicappers suffering from this delusion will GET those 50 to one exactas, so the SANE handicapper will also receive the same \$36,000 along with the smaller payoffs that come regularly.

The secondary delusion suffered by these subjects is that ONLY THEY can receive the bounty from 50 to one payoffs. On the one hand they - and this particular person specifically - will admit to our average win proficiency of over 60% and to our prescribed exacta proficiency of 55%. Yet he seems to feel that the province of larger payoffs lies solely within his own domain. This too is a delusion.

Second only to obsession/compulsion, delusional disorders are the least curable. By definition delusions are fixed and systematized. Those with delusions focused on alleged "value" will never be cured by anything I have to say. Fortunately NONE of them I know is without a source of income outside what they earn from handicapping.

Look for value, by all means, but while looking take the profits that are there.

2. The delusion that a win percentage in excess of 60 % is not constantly possible and that one cannot predict within ONE of his/her average number of losses in a row.

On recent trips to Seattle and Canada I had the experience of handicapping across the table from P.J. Santerre who was not even a client. P.J. sponsored a Seminar in Vancouver, B.C., featuring the Seattle Savant, Paul Braseth, one of James Quinn's 14 "New Expert Handicappers." I was a guest speaker. As I watched, she handicapped 27 races at Longacres and Exhibition Park (including maidens) Santerre's top TWO selections won 17 races. That's 63% P.J.'s longest losing streak was two. She employs a speed/pace and variant procedure not unlike our Phase I. In fact I used Phase I to confirm her selections before I wagered. I bet two horses. She bet only ONE, but she DOES recognize the profits from place and show. Had she appropriately dutched her top two "numbers" she would have made far more than she did - which was considerable. Granted Longacres and Exhibition Park are NOT difficult tracks to "beat." (except to those who live there and suffer from the delusion that they ARE.) Yet, 63% is an admirable achievement at ANY track.

Santerre does NOT suffer from any delusional anxieties that preclude wagering on the basis that her longest losing streak (if she bets two horses to win) will be three. (always add one to current reality.) And, relative to the first delusion discussed herein, she does NOT miss out on those rare 50 to one propositions when they appear. And yet, the kinds of persons afflicted with that first delusion tend to look down upon her with intimidating chauvinism. As if they expected that at any moment she would pick the gray horse and purple silks or bet exactas according to her brassiere size.

The truth is that she is a better all around handicapper than they are. She is also a far more charming and enjoyable person to be at the track with than they because life to her is more than just horses. Yet she knows the strength of her "numbers" and picks winners accordingly. Her male detractors say the same of her as they do of US. Picking winners is easy. It's picking VALUE that counts.

From my observation, picking winners is NOT easy for them. They use VALUE as an excuse for that inability. For if one can TRULY pick winners, he/she can do it just as well for a five to one contender as for one paying only eight dollars. Only a delusional disorder will prevent one from doing BOTH.

The pages of history are filled with persons suffering from delusions similar to ours. The Nazarene, Edison, Einstein and Winston Churchill come immediately to mind. But on the other hand, so do Alexander The Great, Tamerlane and Adolph Hitler. Depends

on one's point of view. However, thinking that you can win consistently without doing any work or having a basic understanding of the **CONCEPT** behind your handicapping **TOOLS**, IS dangerously delusional. It qualifies under the standards of **DMS-III**. Another dangerous delusion is the notion that one can make **LARGE** sums without adequate investment. As an example of this I cite a short paragraph from a recent client letter:

"The combination of your **DC/Pars** and the new **Synergetic Match-Up** program is doing it for me. I found out that part of my past problem was pure greed. I wanted to triple my money every day, and that was the wrong philosophy to have."

It is not delusional to think that one can possibly **DOUBLE** a given bank on a single day; especially at off-sight locations where we can wager at more than one track. I double my **WORKING** bank about 40% of the time under such circumstances. I have seldom **TRIPLED** any bank on a single day. The only way one can hope to even **DOUBLE** a bank in one session is by either making very large bets or by capitalizing on **Place**, **Show** and **Exacta/Quinella** opportunities.

While not pertinent to the **Psychology of Winning**, our revolutionary new **ENTROPY** Program (The final evolution of **DC/Pars**, has proven almost miraculously effective in this regard.(See examples this issue.)

Most of you already know that I addressed the 1987 conference of psychiatric professionals dealing with problem (pathological) gambling. I was the only one to offer an alternative to the accepted treatment plan of abstinence. I was also the only speaker to be openly chastised by the Panel Chairmen of the symposium to which I contributed. That chairman's name was Dr. Richard Rosenthal, billed as a Beverly Hills Psychoanalyst. I can think of many reasons why someone practicing psychoanalysis, especially in Beverly Hills, should have guilt complexes manifesting themselves in hostility and aggression. In Rosenthal's case I think he was trying to score points with the pre-eminent figure in the field at that time, Dr. Robert Custer. He failed. Custer was quite intrigued with my thesis.

Unfortunately Custer died . Rosenthal did not.

Here are some quoutes from a Rosenthal article in **PSYCHIATRIC ANNALS**:

"Historically. pathological gamblers were known as addicts long before the term applied to alcoholics or individuals with substance dependency.—"

He admits here that man's urge to gamble is pervasive and historically more evident than any other so-called "addiction." Our premise exactly.

Quoting on:

"In early Roman Law the original 'addictus' was someone who could not pay his debts and was sentenced into slavery. Hence an addict was considered a slave to his addiction."

He goes on to state:

"It was period when gambling was rampant."

He's right. There is evidence in Roman Ruins of the notations of touts and bookmakers marking selections and bets on Chariot Races.

Roman Judges, in sentencing the 'addictus,' imposed abstinence as well as slavery on the guilty. So, the abstinence in lieu of cure concept, is at least two thousand five hundred years old.

It didn't work then and it doesn't work now. GA's cure rate is about 3%. Psychiatry's is lower. Win Therapy, my alternative treatment, has a cure rate of 82%.

I wish YOU could read the entire piece but here is another quote:

"There are typically four phases or stages in the career of the pathological gambler: Winning, Losing, desperation and hopelessness."

Citing winning and losing as two of the phases does not take an M.D. or even a Ph.D to figure out. Any railbird knows that. As for the stages of desperation and hopelessness, there is less of that in the total population of Horse Race handicappers than in the general population. The handicapper always thinks of "Tomorrow" which is why so-called "Horseplayers" live 7.2 years longer than any other kind of gambler.

If Rosenthal and his cohorts would delineate horse race 'gambling' from other events they might possibly be more fair in their blanket appraisals. But they do not. They INSIST that we are the same as the frenetic patrons of casino games. This is categorically UNtrue. Even Dr. James Quinn wisely isolated the vast chasm between the Horseplayer and the Casino gambler.

Rosenthal includes in his treatise an excerpt from the Diagnostic and Statistical Manual of the American Psychiatric Ass. (DSM-III-R) Here is the criteria for a diagnosis of "Pathological Gambler."

FIGURE 1
DSM-III-R Criteria for
Pathological Gambling

Maladaptive gambling behavior as indicated by at least four of the following:

- ① Frequent preoccupation with gambling or with obtaining money to gamble X
2. Frequent gambling of larger amounts of money or over a longer period of time than intended
- ③ A need to increase the size or frequency of bets (to achieve the desired excitement) X
- ④ Restlessness or irritability if unable to gamble X
- ⑤ Repeated loss of money by gambling and returning another day to win back losses ("chasing") X
6. Repeated efforts to reduce or stop gambling
- ⑦ Frequent gambling when expected to meet social or occupational obligations X
- ⑧ Sacrifice of some important social, occupational, or recreational activity to gamble X
9. Continuation of gambling despite inability to pay mounting debts, or despite other significant social, occupational, or legal problems that the person knows to be exacerbated by gambling

From American Psychiatric Association. *DSM-III-R*, 1987.

I'm supposed to be one of THEM and I'm guilty of at least SIX violations. How about you? To how many of these questions would you answer yes?

- 1: If handicapping (They call it gambling) is our means of making or augmenting our living, we **SHOULD** be frequently pre-occupied with our avocation.
- 2: That's a no-no. Don't let yourself be found guilty here.
- 3: We have an entire wagering plan based on doing just this. Even the original Kelly Criterion increases bets on a win. If the thrill of victory or achievement represents "desired excitement," why not?
- 4: How many devoted handicappers are **NOT** a little restless when denied accessibility to a track or wagering center?
- 5: What person in **ANY** kind of business does **NOT** try to recover their losses. To call this "chasing" is unreasonable.
- 6: It's our "business," or at least our avocation. We should not be expected to try to **STOP**.
- 7: An afternoon tea party, or tennis, anyone? As for letting your handicapping interfere with an honest job, that **IS** a No No.
- 8: Just **WHAT** is a "social or recreational" activity that is more important than handicapping and wagering. For us, what we do is the most important social or recreational activity. If we're good at it, then it **IS** our occupation.
- 9: On this one I agree 100%. **DON'T** let it happen to you!

Well, I flunked on 6, possibly 7; how about **YOU**?

Four or more makes us "Pathological." If you flunked, as I did, you're only a candidate for pathology if you're consistently losing. But seldom has abstinence ever been the cure. No, the "Cure for Losing is **WINNING!**" You owe it to yourself and your family to flunk the test as a **WINNER**, **NOT** as a loser.

Perhaps the most insidious delusion stems from the phrase, "I can win **WITH IT**" (whatever program is being employed) at home on paper, but not at the track. "IT" does **NOT** win, the user does. My prescription for this is the simple use of a rubber band around the wrist. Recently I heard this excuse from a client and asked if he was following my rubber band prescription. "NO" was his reply. I told him that if he refused to follow a practitioner's prescription to get another clinician. The rubber band prescription has been so effective for those who are taking it that I've written an entire article on it as an addition to this column.

The most irritating of delusions is the one expounded by almost all the experts maintaining that "Profit" is the ONLY way to keep score on how effective you are as a handicapper. As an example, our new Managing Editor, Spencer Toner, has achieved an admirable win percentage via his perceptive experimentation with THOROMATION. Yet, one client had the audacity to say that Spencer is NOT a winner because he openly admits that he DOES NOT MAKE HIS ENTIRE LIVING through handicapping. Spencer is a mild, passive human being who, as yet, does not wager boldly enough to make a lot of money. To regard this as some sort of sin is contemptible. His reward is fulfilling his needs for the "Gift of Prophecy." No one has the right to delude us into believing that "Big Profits" are the ONLY measure of success. Each person must evaluate what constitutes success for him/herself.

If you think that winning is a matter of MORE or BETTER information, you ARE suffering from a the MOST dangerous of DELUSIONS. This is the one that carrion system sellers, promoters of books and computer programs WITHOUT THERAPEUTIC FOLLOW UP, use to fill their pocketbooks. They prey upon all kinds of gamblers, but especially horse racing fans, by offering magical solutions that are all PURE DELUSION.

What is needed is more Inspiration. Therapy by whatever name you wish to call it. We offer that FREE in private counseling in Beaumont or on the phone. This alternative to abstinence is now even being recognized as viable by an enlightened minority of the healing arts community. (See Recognition. At Last, article in this issue). It is gratifying to note the number of clients who taken advantage of WIN THERAPY with successful result. It is a crying shame that so many more clients have refused to take advantage of this alternative and cling to the erroneous notion that MORE or BETTER information is the answer.

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Now....On to the details of the Rubber Band prescription.

THE RUBBER BAND - A ONE CENT PRESCRIPTION FOR SUCCESS

The late B.F. Skinner was the latter day dean of Behaviorism. While I do not subscribe to behaviorism or "operant conditioning" as the ideal therapy, some of Skinner's work has proven quite effective in the cure of alcoholism, smoking, Paraphilia and drug dependency. Skinner's "operant conditioning" calls for shock via some kind of pain as a NEGATIVE experience. From Watson on, behaviorism has been based on the Stimulus Response bond. Through operant conditioning one's synapses are trained to respond in a given way to a given stimulus.

I have turned the Skinner, et al, concept around so that conditioning through slight pain will produce a POSITIVE response. Here, step by step is my prescription:

- 1: Get yourself a supply of rubber bands.
My newspaper is wrapped in one each day and when I peel it off the paper immediately wrap it around my RIGHT wrist. That's because I'm left handed. Right handed people use your LEFT wrist.
- 2: During the day, regardless of what you are doing, when something goes JUST RIGHT, when you feel good about something you've done and, hence feel good about yourself, snap the rubber band against your wrist until it hurts. On a good day you'll end up with a lot of red on your wrist.
- 3: When handicapping at home and you feel comfortable AND confident in what you've done; when you sense no confusion or apprehension, snap that rubber band until it hurts.
- 4: When you learn the results of a day's handicapping, be it at the track, from the radio or from your morning paper or whatever, EVERY TIME you note a WINNING selection, be it win, place or show bet or exacta, SNAP THAT RUBBER BAND until it hurts. Never mind if you made a profit. Never mind anything else except the area where you SUCCEEDED. Let the snapping of the rubber band be the stimulus for ANY triumph. When you actually WIN MONEY or have a truly winning day, snap that band extra hard until your wrist starts turning red.
- 5: Do this on a DAILY basis, not just a few times and then forget about it. Like an antibiotic, this prescription requires time and consistency to work.

Now to address that age old and tired statement: "I do real good onpaper at home, but it all falls a part at the track." Here's how to use your rubber band to KEEP it from all falling apart at the track

- 6: Make your handicapping and basic wagering decisions BEFORE you get to the track or off-track wagering center.
- 7: Whenever something distracts you from implementing those decisions - tote board, comments or tips from friends or others at the track, snap that rubber band hard against your wrist. Follow your "at home" plan. Murphy's Law will always crop up at times. Ignore it. It will go away soon enough as you already know.

- 8: If your head begins to buzz, your eyes blur and you get a knot in your stomach before placing wagers on your "at home" selections, snap yourself back to **POSITIVE REALITY** with your trusty rubber band.

In transactional terms the rubber band creates a Cathexis Path that helps you to automatically shift ego states. If you handicap at home in an adult ego state but function at the track in an adapted child(frightened-anxiety ridden) the rubber band will eventually cause you to Cathect to an adult ego state where your anxieties will go away. In **THIS** usage Cathexis is just another term for connect with.

This prescription will work increasingly well as you go on. Don't expect miracles the first week. Your use of the rubber band around the wrist is setting up a stimulus-response bond to replace the **OLD ONE** that is now operant. If your current conditioning is **NOT** working for your success and profit, you need a **NEW** one. But before you grow impatient, just consider **HOW LONG** it took for your present **NEGATIVE** conditioning to take hold. From Birth until now.

POSITIVE conditioning through the rubber band prescription, taken **DAILY**, along with Positive Visualization, should take no more than 14 days to show marked improvement.

BUT above all, follow the above steps **DAILY** as a ritual, like teeth brushing. **THAT'S** the only way to make the prescription work.

BETTING ON YOURSELF

STEP-BY-STEP
STRATEGIES
for The
TOTAL
WINNER

BETTING ON YOURSELF — Dr. Robert Anthony

A professional psychologist and author, he endorses the Dr. Howard Sartin methodology of winning. This 1991 book contains a major chapter on Win Therapy, and overall champions the need to think positive and act with confidence when handicapping the ponies, or wagering in any game or in making important decisions in business and your personal life. Other chapters discuss luck, probability, superstition, intuition. 150 pages, paperback (612608) \$7.95

Dr. Robert Anthony

CHAPTER 9

"Win Therapy"—
A Model Of Success

Without my life I have been fortunate to have several mentors who were willing to share their knowledge with me. In "winners," I thought them out, and in other instances, they my life just when I needed them. that the concept of "modeling" is one of the most vital to achieving success. Essentially, modeling is an individual that has achieved outstanding success which you are involved, and then modeling yourself after them. easy to reinvent the wheel. I can assure you that out to achieve, there is someone, somewhere, who and the same goal. All you need do is find that success, and do what they do. These people usually, must learn to model themselves after

ATTRACTING A TEACHER

GBC

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THE PSYCHOLOGY OF WINNING

By Howard G. Sartin, PH.D.

COGNITION & COGNITIVE THERAPY

Cognition is simply "the process of knowing something in the broadest sense." It includes perception, memory and judgment. Bringing all of these factors together in proper balance is essential to successfully achieving any worthwhile goal. Presuming that our goal is profitable handicapping, Cognitive Therapy (CT) may be an answer to some of the problems we encounter along the way.

In working for over 18 years with clients seeking to be successful handicappers, cognition, NOT IQ, has been a primary factor for those who achieved such success. Persons of equal intelligence, sitting side by side in a clinical, classroom or seminar setting; hearing and reading the exact same message will elicit a wide range of interpretive responses. Some beneficial, other self-destructive. In truth it is often the higher IQ's that suffer the greatest distortions. A high IQ often breeds the kind of perception that tends to dwell on all of the things that can go wrong with a given thesis, whereas persons with more average IQ's tend to focus on a narrower path and can be motivated and directionalized.

The bottom line: WHY do some people "get it" - usually in a relatively short time - and why do others, at least as intelligent, lag behind or FAIL to get it?

The answer lies in the cognitive processes.

In testing CT techniques side by side with other therapeutic disciplines and with pharmacotherapy (use of medicinal drugs) the National Institute for Mental Health has concluded that Cognitive Therapy and its handmaiden, Cognitive Behavioral Therapy (See The Rubber Band Prescription, FU #35) works best for "motivated persons. "These kinds of people are goal oriented and have gained insight into the problems that are keeping them from their goals and truly wish to do something about it.

However, we do find that a number of clients have certain biological problems that are restricting their cognition. Here is a brief description of the hypothesis as postulated by M.D.'s, Jesse H. Wright and Michael E. Thase:

CT AND PHARMACOTHERAPY: A THEORETICAL INTEGRATION

Our theoretical model for joining CT and pharmacotherapy is based on the following assumptions.⁴¹

- Cognitive processes are the primary modulator between the external environment (e.g., life experience, stressful events, interpersonal relationships, social systems) and the CNS substrate for autonomic, neuroendocrine, emotional, and behavioral responses.
- Dysfunctional cognitions can result from both environmental and biological influences.
- Biological interventions can alter cognitions.
- Cognitive interventions can alter biological processes.

As we go down the list we are faced with a kind of dilemma when we see that: "Biological intervention can alter cognitions," and then: "Cognitive interventions can alter biological processes."

In light of the above I strongly urge all clients who keep "Trying Hard" but like sisypus, never seem to reach the other side of the mountain, to get a COMPLETE physical examination before concluding that they are failing to reach their goals because of faulty cognition. A number of clients who are over 50 have done this and were found to have blood chemistry deficiencies

and other **PHYSIOLOGICAL** problems that were altering their cognitive processes. Some received anti-depressants or Lithium, others got a simple prescription for methylphenidate a central nervous system stimulant, called Ritalin.

So **DO NOT** overlook the physiological factors that can be a deterrent to proper cognition. Even one of our most cherished Charter Members suffered through a period when his handicapping skills became less than optimal. He learned first that he had a blood pressure problem and then that his medication needed regulation. But when it was all straightened out his handicapping skills returned stronger than ever.

Having paid our tribute to structural medicine, let's move on to the counter energy statement: "Cognitive interventions can alter biological processes."

Thanks to works by M.D.'s Depak Chopra and Bernie Siegal and author Norman Cousins and others, Mind/Body Medicine has made giant strides in the past few years. As recently as 1990 when I had my renal failure, caused allegedly by "Milk-Alkali syndrome," conventional M.D.'s were openly making fun of my use of visualization and meditation to keep me off their prescribed dialysis, which I sternly refused despite their warning of impending death. My mind medicine together with their body medicine turned the tide and my blood chemistry is now normal.

I heard something very interesting during the NBC telecast of the Notre Dame-Purdue game which the Irish won 48 zip. Lou Holtz employs visualization therapy for his team every Friday before game day. He puts them in a darkened room and has them close their eyes and **VISUALIZE** themselves as they perform each maneuver in the next day's game. John McKay instituted similar techniques during his tenure at U.S.C on his way to two national championships. So the concept is neither unique nor new. Notre Dame seldom loses, nor did U.S.C. after McKay's first year. So If it works for athletes we should give it serious consideration and let it work for US.

Just three years after my own renal failure the same M.D.'s who laughed at my own visualization therapy are lending a respectful ear to books and tapes that I have given them written and recorded by mind/body physicians. They now even question their original diagnosis as to the etiology of my renal failure.

In a previous stanza of this column I recommended to all of you Depak Chopra's book: **Quantum Healing**. I said it could be the secret remedy for your handicapping problems; better in that regard than ANY book of handicapping instruction.

Medicine in general and psychiatry in particular are in agreement that cognition and emotion are inseparable. All learning is presumably synaptic, a stimulus-response bond activated by neuro-transmitters. The impact value of the response is directly related to the emotional intensity of the stimulus. This is why we might experience almost eidetic memory for certain momentous or traumatic events in our life OR in varying degrees - including total - amnesia for the same event.

Never has a client disagreed with the hypothesis that one is motivated toward handicapping or just "horseplaying" through an emotional stimuli as opposed to a purely intellectual one. I have yet to meet the person who claims otherwise. Even my own entry into the field was charged with the emotional stimulus of challenge. And, despite its intellectual overtones, CHALLENGE is emotion based.

Now I'll ask you to lean back and close your eyes and recall your INITIAL memories relative to "horseplaying," handicapping and betting. If you're like the majority of clients I've asked to regress on this subject, you'll discover that you were at one time led to believe that there was "easy money" out there for your taking if you learned a few simple "rules" for selecting winners. Maybe it was a family friend, a relative or someone else who introduced you to the lore and lure of the track, a circumstance so well described by William Murray in his excellent new book **THE WRONG HORSE**. (we reviewed and recommended it last issue.) Once you accept the fact that your own initial stimulus was emotionally charged, you are on the road toward rational cognition. If you insist that the stimulus was purely intellectual, it will probably take a lot longer.

One of CT's pioneers is Aaron T. Beck, M.D. Originally CT was employed in treating Unipolar Depression. Which is Manic— depressive with no manic symptoms. More recently CT is being applied to Anxiety related panic attacks and interpersonal disorders. Some level of Depression and/or Anxiety is universal to some degree among ALL handicappers whether successful or not. Beck and his CT disciples are in agreement that the assignment of "Homework" by the therapist and its completion by the client,

is a key curative factor in CT.

Homework involves the client following through on certain cognitive exercises prescribed by the clinician. This is what I've been doing via manuals, classrooms and seminars. Our exercises ALWAYS include example races that were profitably handicapped by others. We then ask YOU to follow their procedure in handicapping future races. Many of our manuals contain unmarked races that the client is asked to handicap him/herself, THEN turn to the readouts and results charts for confirmation.

Beyond cognition lies what we call PRE-Cognition. This is the supposed perception of an event or condition BEFORE it happens. Tests confirm that those supposedly blessed with this gift do NOT have E.S.P. but have developed their cognitive abilities to a level where past experiences acutely enhance their predictive powers. Both Jim "The Hat" Bradshaw and Tom Brohamer appear to be PREcognizant. Bradshaw from a mystical level, Brohamer from a vast store of mentally filed facts and memories. As a result, neither makes the same mistake twice.

Response to cognition homework exercises varies. Some do the work and ultimately achieve the desired result. Others merely turn to the results with no attempt to do the "homework." These persons remain non-winners. A third group complains that my writing is too complex and uses words they don't understand. Dictionaries are available for \$1.98.

The main reason I use specific language as opposed to vernacular verbiage is to discourage readers from the notion that winning at the races is "Simple." Years of experience has taught me that simplistic instruction evokes simplistic and superficial comprehension. At Expo 90 at least one attendee went to entrepreneur Greg Lawlor and complained, "Why don't you get Sartin to talk in English, I can't understand a word he says." To which Lawlor replied, "His winning clients understand him perfectly."

I often hear the same complaint voiced about books by James Quinn. "Writes like a Ph.D.", they whine. "You gotta have a Ph. D. to understand him." Not so, Jim's 9 books sell at the rate of over 5,000 each per year. Annually that's 45,000 better educated horseplayers, most with no advanced degrees.

Over the past 90 years dozens of authors have attempted to reduce viable

handicapping instruction to the literary level of grade school primers or comic books and have failed. Others have contributed impeccable literary texts filled with valid, detailed instructions with little or no emotional appeal and THEY have failed. Human learning depends on BOTH emotional and intellectual appeal in order to reach its optimal cognitive powers. Often this requires the re-programming or re-parenting of previous emotionally charged cognition. Empirical reality teaches us that contaminated messages are retained and clung to longer and more firmly than positive ones. This is an ironic phenomenon of the human experience.

Thus, contaminated messages like "keep it simple stupid," and other easy, rule oriented philosophies of handicapping dominate the cognition of those in our field DESPITE the great "Information Age" innovations arising from computer technology and the works of Quirin, Quinn and other contemporaries that we have mentioned so often in the FU.

One single fact dominates all others in cognitive handicapping. One MUST, by whatever means, be able isolate true contenders and pick predictive running lines in order for any empirical method to select profitable investments to work. Methods that rely solely on earnings, breeding, trainer maneuvers, jockey switches, post position, et al and give NO consideration to past performance lines, have a different set of problems that are, in truth, far more complex than ours.

There are literally dozens of ways to narrow contenders and choose appropriate pace lines. Maybe this is the problem: TOO many ways. The trick is to focus on ONE that works for YOU and to utilize it autonomously so that the technique becomes synaptic. Indelibly etched in your brain via neuro-transmitters so that proper pace lines WILL inevitably "Loom Up At YOU from the pages of the Racing Form.

It takes time to form a stable synaptic response bond. So when one keeps switching from one process to another no firm cognitive implant is possible. Here's where the Rubber Band Prescription comes in: Whenever you enjoy success with a chosen contender/pace line selection procedure, snap that rubber band around your wrist until it hurts. This constitutes Cognitive Behavioral Therapy on your part and will, if continued persistently, form a synaptic bond that will work in your behalf indefinitely.

The September issue of PSYCHIATRIC ANNALS is dedicated to articles on

CT. Along with "Homework." Another positive technique used in Cognitive Therapy is the audio taping of therapy sessions. I did this regularly before I retired from private practice. It is a permissible invasion of privacy when one is OFFICIALLY a practitioner and is charging fees for service. I am no longer in that position. I no longer impose fees and clients do not come to me as patients in a true clinical setting.

THEREFORE, I will ask that YOU bring your own tape recorder when you visit me in Beaumont. Turn it on through our entire session and then listen to it for continued re-enforcement at home. You can also get an inexpensive mechanism to attach to your phone to maximize the benefits of telephonic therapy.

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SUMMARY: Successful handicapping is cognition based. Viable cognition is both psychological and physiological. The most dominant memories are emotionally charged. Thus one must learn to associate POSITIVE emotions with POSITIVE cognition. The Rubber Band prescription is one way to enforce this bond.

Once proper synaptic bonds are established one begins to develop PRE-COGNITION, which takes the form of SEEMING to be able to see into the future. A good quality for those in the "Predicting" business. What is actually occurring is a subconscious pattern recognition of past events that automatically perceives future events with great clarity.

When one is biologically OR psychologically impaired one's cognitive powers can become diminished. A complete physical is recommended before assuming that problems are purely psychological.

The Visualization techniques that we have recommended in past FU articles are being used by successful persons in every field of endeavor, especially athletics. They have also been demonstrably successful in turning non-winning handicappers into consistent winners.

Following through with "homework" is one positive way to utilize CT. Homework means doing the exercises found in our handicapping manuals: handicapping races won by your peers and reaching the same conclusions and interpretations they employed in winning their races.

The "YOU CALL THE RACE" exercise has been particularly beneficial for those who take the trouble to do it. RE-enforce each positive handicapping memory via the rubber band around your wrist prescription. DO NOT TRY HARDER but, DO HARDER. DO set up a methodological process for picking contenders and pace lines by focusing on a SINGLE procedure until a POSITIVE synaptic memory bond is established.

In your personal consultations with ME, either in Beaumont or on the phone, TAPE RECORD the sessions and listen to them at home for continued RE-enforcement.

Finally, there is a school of Popular Psychology which equates the individuals cognitive competence and incompetence with simple but meaningful phrases like: "Unconscious Incompetence", "Conscious Incompetence" and their counter parts: "Unconscious Competence" & "Conscious Competence."

In defining competence and incompetence we will narrow our reference to cognitive abilities in a specific area; in our case proficient handicapping. One can be immensely competent in any number of fields and still never be successful in this ONE field; and that is no sin. There are certain persons whose behavioral patterns and thought processes are so firmly fixed that they probably will never succeed at ANY stochastic endeavor but at the same time excel as engineers, mechanics, certified public accountants or whatever.

Unconscious Incompetence describes those who are failing to achieve their goals without really knowing why. This state is characterized by the "Try Harder" syndrome. They persist in "trying" but never quite achieve because they cannot get past their childhood injunctions to "Try Harder." Conscious Incompetence implies an awareness of one's deficiencies and, presumably, the WILL to overcome. However, many persons who are consciously incompetent dwell on the fact and employ such terms as: "I'm not as smart as others," "I never was very good at math" or simply, "I just don't understand." They have insight into their problem but lack essential discipline and will power.

Unconscious competence is what we perceive in persons like Jim "The Hat" Bradshaw. He is virtually without peer as a handicapper and selector of winners but openly admits that he does not completely understand WHY. Nor does he particularly like to articulate his inner mystique. He can

verbalize instruction in specific areas quite well but prefers to let his non-verbal right brain dominate the actual process of his handicapping.

Tom Brohamer is the epitome of the Consciously Competent individual. He knows exactly what he knows; why he knows and THAT he knows. He functions almost solely from this left hemisphere perspective. As such he is almost universally perceived as the most articulate of all Pirco Teachers.

In the middle are two dynamic NEW teachers, Tony Rust and Tom McCrae, both of whom were trained personally by Bradshaw. A little over a year ago both were - as handicappers - Consciously Incompetent. They were able to become Consciously Competent through personal inter-reaction with Bradshaw, giving his instruction their total attention and devotion with no argument. They read Bradshaw's Right Brain perfectly BUT - and this is the most important aspect of their competence - THEY NEVER TRIED TO IMITATE OR DUPLICATE Bradshaw's Right Hemisphere insights. They are devoted to their computer readouts and left brain sequential logic.

As such they have become highly valued teachers because they can convey to large audiences and/or small groups the insights of a Bradshaw coupled with the articulation of a Brohamer. Along with Bradshaw and Brohamer and other regulars, Rust and McCrae were instrumental in making the Oklahoma seminar one of the best ever. Some in the audience even said THE best.



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PSYCHOLOGY OF WINNING

BY

Howard G. Sartin, Ph.D

For this seventh anniversary edition of the Follow Up I think it only fitting that I share this column with a most worthy guest writer, who in his own field, Pastoral Counseling, has given so many clients guidance toward fuller lives both spiritually and materially.

I speak of the Reverend Bert Mayne who became a Charter Member in 1986. The Rev. Bert began his pastoral career as a Presbyterian minister of two small up-state New York country churches with very small congregations. He was provided with a leaky Sears Catalogue, build-it-yourself home and two goats. His ministerial salary was well below the poverty level. He truly put aside his worldly goods and followed his Messiah in teaching the Word. In New Testament times fishes and loaves were provided. In up-state New York, fish lurk well beneath a crust of ice in winter and loaves require flour which costs money. Bert sought supplemental income.

He read and accepted my thesis that the Pari-mutuel system constituted the epitome of Christian fairness because it rewarded only the correct and was not subject to manipulation by man or the Devil. He became a Methodology client and began his investment program with a \$50 bank; a huge sum for him under the circumstances. Before he was rewarded with lasting success he lost TWO \$50 banks. It was a hard lesson for him but he persevered.

He became one of our most consistently successful clients and was able, not only to augment his own income, but to help out in the financial problems of his two churches. Like virtually all persons raised in the Judeo-Christian ethic, he had to fight off the spell of those demonic religious injunctions that "gambling is evil." He knew intellectually that these deeply implanted notions were incorrect but man does not live by intellect alone and myths deeply seated in the sub conscious are hard to dispel no matter how keen the mind.

Bert tussled with the Devil and like Martin Luther before him, aimed and threw his inkwell, dispelling the demon for all time. More than most of us, Bert realizes that inner turmoil and the injunctions of false prophets have far more to do with losing than lack of an optimal methodology or insufficient information.

And so, at seminars and workshops, The Rev. Bert always chose as his theme INSPIRATION over Information. He knows the Method thoroughly from Phase I through VI. He can use all of our computer programs with consummate skill. Yet, possibly more than any other teacher, he knows the true secret of lasting success in handicapping lies more in the heart, soul and the spirit than in the intellect alone.

So he leaves the informational teaching to others and continues to nurture the heart and soul of our clients so that they, like himself, can overcome the demons that stand between them and their truly noble goal of becoming successful pari-mutuel fund investors.

Take over, Rev. Bert.....

Living By Your W.I.T.S.

by

Rev. Bert Mayne

In this world of acronyms, newly coined words that spring from the letters used to abbreviate the words involved, I want to add an entry. We have *wimp*, *radar*, *snafu*, etc. ... how about *wit* – What It Takes!

I believe that those who sincerely are willing to do What It Takes most often find themselves in the winners' circles of life. Many wish. Few apply themselves tirelessly to the fulfillment of their wishes. How often have we seen this in the Sartin Methodology clients? How often have we been among those who simply wished for something, and never put any thought or effort into the bringing-about of the project or dream? The real doers in life are willing to pay the dues (or maybe we should say the "do's"). Those who seem blessed by good fortune can usually tell you very truly that the harder they've worked for something, the luckier they have gotten.

The phlegmatic sort of person with little or no drive will never reach any desired goal. But the ones with the vision and the fire will always be among those with victory tales to share around the campfires, new songs to teach that enliven the spirits of their companions, open smiles and words of encouragement to the others who follow the same quest, regardless of the name by which they know it. And there is one simple formula, free to all who would employ it, that makes the way clear, and brings the dreamer and the visionary into

the arena with the builder and the technician, and puts the seal of accomplishment on all they do.

You simply have to be willing to throw out the props and seductive "support systems" and live by your WITs. Years ago Dr. Sartin stunned the narrower minds of the clinical psychology community by prescribing winning as the cure for losing. The luminaries of the day prescribed abstinence as the only treatment. Doc said they had it wrong. He believed then, as now, that those with the guts to be risk-takers are the noblemen (and women) of this world, and that the will to take risks is innate in the human makeup. I have gone so far as to propose the theological shocker that God chose to gamble on the cosmic outcome of creating us humans as free-willed choice-makers, fully capable of disobedience, sloth, falsehood, and a plethora of other wicked ways. In doing things this way, I suggest, God had greater satisfaction when our struggles toward the light bore fruit. Where there is joy in seeing a puppet respond to the string, we must be in the realm of puppet-masters, in which we know how to make puppets, and so, it is never enough to live like one yourself. Or to have your children live that way, either.

The vision of the Sartin Methodology always has been one of greater autonomy, greater empowerment on one's own. The gift of real personal power over one's life circumstances is freely given, but the true receiving of it comes at a certain cost. We must drop the load of excuses, conspiracy theories, posturing, and negative attitude, in order to be free to embrace that which

we have said we want. We have to stop getting into the trap of our own devising which have the capacity to ensnare permanently all our highest aspirations, all our dearest dreams. We must put down the chains that hold us back, and, having thrown them to the ground, find that it was we who held the chains, and not the other way around. Who has room in his or her arms to embrace success when they are already cumbered with a full load of visions of failure?

I have chosen to use the small "s" after WIT because it is intended to serve to make the acronym plural. That is to say "living by your What-It-Takes-es", as unhandy a mouthful as all that is. Because WIT in one instance may very well not be WIT in another. In fact, it's very nearly a sure thing that what is called for in one instance will not work for you in another place and time. It's not enough to adopt one new mode of operating; we have to adopt a mode of flexibility in which we may opt for many ways of approaching a project.

This is why the Sartin Methodology was never intended to be a mass-marketed cookbook racing system. That wouldn't get near autonomy. That is why the Doctor discourages dependence upon someone else's ratings, numbers, "inside information", or any of the rest of the stuff that those who never quite have the courage to become winners lean on so dependently. Doing WIT means just that. Not what you wish it might take. But what it really does take. Many of us who are today successful with the Sartin Methodology took some tortured time getting here. There were many ghosts to lay to rest, may specters to

conquer, many deeply seated controls to override, and many loser "tapes" playing on and on in our subconscious, assuring us we could never be good enough, or smart enough, or lucky enough, or whatever.

We've been there. When we suggest that beating the races may take a person a great deal of work, many fall short of the resolve it takes to live by the demands of WIT. If it takes 300 hours of practicing choosing contenders, so what? Do you want to be able to do it? Then practice is WIT. Does the idea of poring over thousands of pacelines, practicing through hundreds and hundreds of races, to master paceline selection offend you? The Oklahoma Wise Man is right, then, when he suggests in his gentle manner that you might do better raising guppies. The bottom line remains the same. To get from point "a" to point "b", you have to start the journey and not end it until you arrive. The Chinese sages remind us that the longest journey begins with one step. Jesus said that if someone started to plow, but then kept looking back over his shoulder, he wasn't fit for the work of the Kingdom. We have to set goals and keep our eyes on that prize, working as long as it takes, trying all the approaches it may take, engaging in all the necessary time and effort of practice that it takes to become masterful at anything worth doing.

Start now! Get the new year off to a great start by resolving to be a WIT-ty sort of person from now on. No half-WIT behavior, now. The Real McCoy! And you'll experience as many changes in your life's fortunes as you have the courage to embrace. Best wishes!



The PSYCHOLOGY OF WINNING

With **Howard G. Sartin, Ph.D.**

The Psycho-Biology of Handicapping & Optimal Profit Taking PART I of 2

The term Psycho-Biology refers to both the mental and physical stress factors inherent in wagering for optimal profit. If you are flirting with the idea of spot wagering strictly for value, most of you will have to undergo dramatic changes which will affect both your mind and your body. Over the years my appeal has been largely to the timid. Dick Mitchell and company have similarly appealed mainly to the bold.

The transformation from timid to bold is not an easy on, so it will require TWO articles to address it properly.

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At EXPO '93 there was NO Psychology of Winning Symposium. Strange, since at EXPO '84, because of UNEXPECTED public demand, one was hastily scheduled on the spot as an after thought. At EXPO '90, the session, moderated by me, featured some of the brightest names in the business: William (Joe Finley) Scott, Dick Mitchell, Mark Cramer, Paul Braseth and Lee Russo. The segment was both Audio and Video taped and its sales helped the sponsors financially.

At this year's EXPO the closest thing to Psychology was a session on the prospects and pitfalls of Turning Professional. The Educational aspects of that session were handled quite well but the PSYCHOLOGICAL factors were given neither proper NOR psychologically PROFESSIONAL emphasis. Ironical, since the man who made up the schedule was James Quinn, with a Ph.D in psychology. However, although he took at stab at doing some clinical work, Sir James is an EDUCATIONAL PSYCHOLOGIST.

As such, his discipline leans toward the belief that all problems can be solved INTELLECTUALLY through better education. Good luck to all who believe that.

Yes, for some, knowledge may be all that is needed.

For example, Tom Brohamer and Andy Beyer - at opposite ends of the sanity spectrum - may possibly fit into the Quinn model of immunity to psychological pressures. Perhaps NOT EVEN they. Maybe they merely disguise it better. Bradshaw is that way NOW, but in the beginning he was just the opposite.

At the EXPO session conducted by Bradshaw and myself, I asked for a show of hands after posing TWO questions to an audience of about 80 persons. The questions: (1) "How many of you are into handicapping motivated solely by the potential of MONETARY profit?" Five hands were raised. Question (2) "How many of you are motivated by man's eternal quest for the GIFT OF PROPHECY?" The rest of the hands shot up.

That's only 6.5% with the profit motive.

This two part series is mainly for the 6.5% of YOU who share that minority desire; AND for the rest of us who wouldn't mind taking a little extra profit to go along with our gift of prophecy.

Along with the Turning Professional session, Expo featured a Money Management forum conducted by Dick Mitchell and Barry Meadow. They mentioned me in the context that while I had spent thousands of hours in admirable research and development of a successful handicapping method, I probably spent no more than FIVE MINUTES on the subject of Money Management. That's okay. I've taken enough shots at them, I deserve a few in return.

Even TOM BROHAMER, who gets no flack from others in the field, admits, at workshops and seminars, that he is one of the WORST money managers around and leaves "a LOT of money on the table."

Acknowledging ANDY BEYER as the best known handicapper among us all for his GROSS PROFITS, BARRY MEADOW should be recognized as the uncontested champion in the arena of NET PROFITS. Even TOM AINSLIE cited BARRY'S book on Money Management as the BEST in our field.

At the Mirage horsebook I saw Barry Meadow sitting in the book and sat next to him for a brief conversation. As we were talking Barry held up a hand and said, "hold it a second I want to watch the finish of this race." He studied one of the Mirage's giant TV screens until a horse crossed the finish line first. BARRY calmly help up for my view a WIN ticket on that horse worth several thousand dollars. He then produced two more tickets whose combined worth about equaled the first.

No show of emotion; no boasting or apparent rise in the rate of his heartbeat or blood pressure. In a relatively short period of time he had wagered several thousands of dollars, won even more and remained a statue of equanimity. Later I asked him a key question: "Were you ALWAYS able to wager such large amounts?"

His reply was "NO." In the beginning, he said that he went to the track with a group of semi-pro's and watched one of them make a \$30 win wager. He was nonplused and felt that he would NEVER be able to bet that large a sum all at once. We were interrupted before I could ask him how long it took him to escalate to a \$30 bet, and how much longer it took to be able to make wagers in excess of a Thousand dollars?

Since Barry is a relatively young man, (they all seem young to me) it must not have been TOO long. I first met Barry in 1987 when he was making the transition from being a foremost Harness Race handicapper to Thoroughbred Investor. Dick Mitchell introduced us at my request.

What were the factors that made it possible for BARRY to make such a dramatic adjustment? What are his unique qualities? They number four. The first (1) is DISCIPLINE. (2) A thorough knowledge and complete understanding of how to USE mathematical odds and probabilities. (3) a NON-EGO related, totally focused motivation toward ACQUISITION. There will be those who say that Acquisition is just a nice term for greed However, greed is indigenous to our social structure and cannot be automatically dismissed as evil. (4) COURAGE. Call it guts, gonads or Chutzpa (sp?) or whatever, it adds up to courage. Or in Barry's terms, the ability to dissociate one's emotions from MONEY as being anything more than pieces of paper designed for the pursuit of profit.

We must not confuse (3) ACQUISITION with DESIRE. All of US have desire. But OURS is primarily a desire to win; to PROVE that we can do it. Even MARK CRAMER, who Pioneered the Value concept via making one's own morning line and wagering on overlays only, is NOT sufficiently motivated by ACQUISITION to duplicate the profits of those who emulate his concept.

DESIRE, while essential to winning, is NOT the same as ACQUISITION. In varying degrees, all Value oriented handicappers have the ABILITY TO DISSOCIATE THEIR MINDS FROM THEIR EMOTIONS. That will be the theme of Part Two in this series.

A clue to MEADOW'S skills is the fact that he makes no boastful claims to being an inordinately good picker of winners. He seeks NO Bragging Rights and never quotes his Win percentage Proficiency. He is totally dedicated. If

he's having any FUN, he doesn't show it.

The question now is CAN BARRY'S 4 great skills, shared, to a lesser degree, by MITCHELL and a coterie of other "Value Boys," BE TAUGHT?

And, if so, to how many? Hopefully, for them, not too many or there will be NO Value. Just as would be the case if Too Many people mastered the Handicapping skills enjoyed by many of our clients.

That will be the subject of Part Two of this series in which we will concentrate on the Behavioral AND the Psycho-Biological changes that are essential for one to undergo in such a pursuit.

It took time for BARRY MEADOW to achieve his skills and will take at least as long for YOU.

Examining the necessary procedures and the potential Biological and Psychological consequences that might result from such a quest should be most interesting even for those who do not focus solely or even primarily on profit.

Since it has taken more than five minutes to write this, I hope I can be freed of the stigma of giving no more time than that to the thought of \$\$\$ management.

Meanwhile, until Part 2 of this series, here is some food for thought from BOB PANDOLFO, courtesy of RACING ACTION weekly.

Momentum

Stick With One Pattern

The old adage goes: "You can beat a race, but you can't beat the races." Is it true that the only way to show a profit is to be selective? I don't think so.

Sure, some races are difficult to figure out. Generally speaking, inconsistent horses, such as low-level claiming fillies, are tough to count on. A spot player who attempts to load up on a Best Bet would probably be better off concentrating on more consistent horses. Let's face it: When you love a horse, you bet on the theory that the horse will run its race today. If it doesn't, all of your handicapping went for naught.

That's one of the problems with spot betting. For instance, say there's a good handicapper named Sammy Spot. He averages about two bets a week. But, instead of betting \$20 on each, he bets \$200.

Some of Sammy's horses are going to lose because of bad luck (rough trips), while others will lose because they simply didn't run well that day. And some will run just the way Sammy expects them to, and win.

But if Sammy hits a run of bad luck and loses eight bets in a row, he has lost for an entire month and hasn't cashed in a single ticket. Some players would not be able to keep their confidence under those circumstances, regardless of past successes.

Now we have another player, Arnie Action. He bets five to seven races every day. If he loses eight in a row, he had a bad day or day and a half. He still has 29 more days to make up for it.

Believe it or not, both of these players could be winners if they're good handicappers. But the guy who is very selective has a few things going against him. First of all, handicapping is much different than bowling, golf or basketball. If you've ever participated in sports, you know that some days you just can't miss. The fact is that most good handicappers run hot and cold. The better the handicapper, the longer the hot streaks, the shorter the cold streaks.

The player who bets at least a few races every day can take advantage of a hot streak. A spot player who is very selective might have a tough time establishing momentum.

Some of you are probably saying, "Momentum? What the hell is he talking about? Betting horses is not like playing football."

Momentum Extremely Important

I disagree. Momentum is extremely important to a handicapper. There's a thoroughbred handicapper in New York who publishes a daily tip sheet like I do. He's a good handicapper, but he doesn't bet a dime. He told me that if he bet, it would change the way he handicapped. He wouldn't be as objective.

I understand what he means. If I bet anywhere between \$10 and \$50 a race, it doesn't affect my professional handicapping. But, over the years, there have been times when I tried to up my bets to \$150 or more per race. I immediately went into a slump.

If I know that I'm going to raise my bets from \$20 to \$200, I might handicap differently. I might be extra careful, more conservative. I might spend twice as long handicapping the card. I might make my Best Bet a 3-2 shot that looks like it can't lose, instead of a 10-1 shot that has a chance at a price. Why? Because no matter how hard I try to block it out, in the back of my mind I know that I'm going to be betting \$200 on this horse. Consequently, my thinking pattern and the whole handicapping mentality I've developed is disrupted.

Basically, you have to develop a pattern that works for you and stick with it. If you haven't developed that pattern, you have to keep working towards it or follow someone else's advice.

Bob Pandolfo

Bob Pandolfo is the publisher of "The Daily Informer," a handicapping newsletter.



The Psychology of Winning

Howard G. Sartin, Ph.D

The Psycho-Biology of Handicapping for Optimal Profit PART II

In the first installment of this series we used money management specialist **BARRY MEADOW** as a model of someone who wagers for optimal **NET** profit. The purpose of these articles is to determine just what it would take for all of US to duplicate his profits.

I sent **BARRY** a copy of the article and, since I received no protest from him, I can assume that the **FOUR** principle qualities I ascribed to his success were accurate. They were:

(1) DISCIPLINE

(2) A THOROUGH KNOWLEDGE AND COMPLETE UNDERSTANDING OF THE MATHEMATICS THAT GOVERN ODDS AND PROBABILITIES.

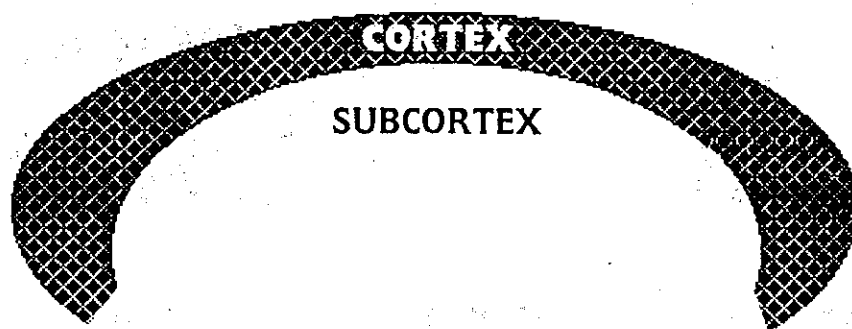
(3) A NON-EGO RELATED, TOTALLY FOCUSED MOTIVATION FOR ACQUISITION.

(4) COURAGE.

We also stated, last time, that in his salad days **BARRY** thought that a \$30 bet was too rich for his blood and wondered how long it took him to wager maximally today.

Making the transition from timid to bold wagering constitutes more than a **JUST** simple mental decision to do so; it requires both a mental and physiological adaptation that will effect your entire organism. The initial stimuli, the **IDEA**

itself, originates in the Cerebral Cortex. It then is transmitted to the SUB CORTEX where it will remain so long as its only an idea; an exercise on paper.



Many of you have gone that far. You have paper-tested various money management plans on paper and found yourself theoretically making thousands of dollars with little or no apparent risk. Intellectually, YOU are convinced that you can make properly sized wagers and hence, a great deal of money. Now you go to the track or off-site wagering center. You decide that you'll start with a \$500 bank and your first bet will bet 10% of that bank with a fixed minimum of \$50. You head toward the window or automatic betting machine. Suddenly your Autonomic Nervous System kicks in. It's called autonomic because the vast majority of us have absolutely NO CONTROL over its function. It sends you a caution message and you find yourself cutting that 10% of bank down to 5%. Your first bet now totals \$25.

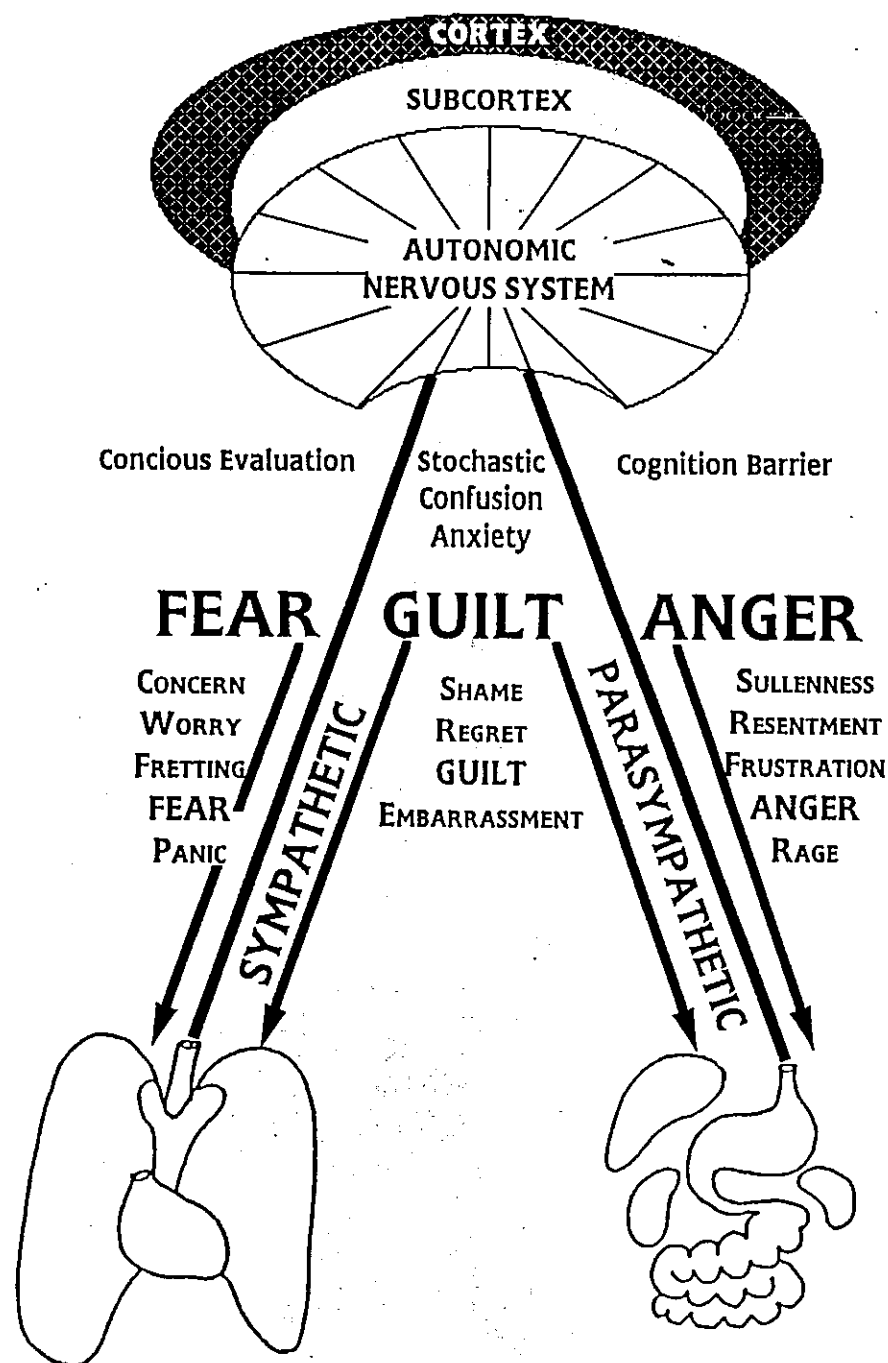
That wasn't so hard, was it? You take a deep breath and wait for the race. Now one of TWO THINGS will happen. You will either Win or LOSE the race. If you lose and respond as do most normal persons, you find it difficult, but not impossible, to go back and make a \$25 bet on the next race. If you win, your next bet is 5% of your NEW bank. If your payoff was a net \$60 for that first \$25, your next bet is only \$28.

No problem. You wish now you had stuck with your original 10% plan.

Fade out and now fade in SIX races Later. Several possibilities exist. You may have lost most or all of those races and that basic \$25 bet no longer seems like child's play. OR you won them all and your next bet is calculated at \$100 or more. If THIS wager exceeds your comfort level, your ENTIRE physical organism along with your deepest subconscious memories and childhood injunctions emerge and take over.

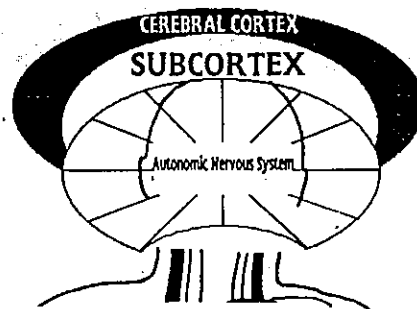
Your Autonomic Nervous System is sending simultaneous messages through the Sympathetic and Parasympathetic wings of the Central Nervous System. Your legs grow weak, you shake, the mucous membrane gives you a dry mouth. Your heart rate and blood pressure change. Acids churn in your stomach. Your intestines rumble. Your kidney function goes dry or becomes over-active. ALL of you becomes affected because you just scared the hell out of your autonomic nervous system and IT is scaring the hell out of the rest of you.

Now let's get a close up of what is going on.



Initially **THREE** reactions occur simultaneously. We strive for (1) **Conscious Evaluation**. To rationalize the situation intellectually. (2) **Stochastic Confusion-anxiety**. Ours is a stochastic event which means it is subject to a range of variables that are not subject to **RULES**. (Most of the time, not even to logic.) We come from a **RULE ORIENTED** social structure; hence the confusion-anxiety. (3) A **Cognition Barrier** is set up. Cognitive processes meet an impasse. This causes that feeling of dissociation; of **not** quite being there; slight dizziness and an impulse to flee the track or merely sit and watch in a daze.

Emotions, born of childhood inhibitory training - injunctions, NO messages produce reaction of either FEAR, GUILT or ANGER; OR all three at once. Usually the three progress in order from Concern, worry, fretting all the way up to PANIC! . . .



Mucous Membrane (Mouth)

Larynx

Trachea

Esophagus

Lungs

Heart

Cardio-vascular System

Stomach

Abdomen Blood Vessels

Adrenals

Liver & Ducts

Kidneys

Intestines Small-Large



— Then Guilt sets in. You want to apologize to someone who is symbolic of your mother who is **REALLY** the person to whom you wish to apologize. It was probably **HER** injunction that gambling is evil and all gamblers lose that is causing you **SHAME** and **REGRET** and, particularly, if you are with someone, **EMBARRASSMENT** over your apparent failure.

All the while we see the physiological effect from the vital body organs. Now, for many **ANGER** sets in. You become sullen and look for someone or something to blame. Jockey, Stewards, Trainer, The Mob fixing races, You're venting your frustration with no cognitive reasoning. Some of you even go into a momentary **RAGE**.

In the old days I was the target of many persons anger. In the last few years, with so many clients winning, losers are less inclined to target **ME** or our programs for blame.

The healthy person will get angry with him/herself; but not to the degree of self-destruction. Instead self-talk takes place. The problem is faced and solved within the self. After Self Evaluation, outside help, which we freely offer, is sought and a new orientation begins.

From this new orientation **YOU** work slowly **ONE AT A TIME**, on those **FOUR** qualities we discussed. 1st, **DISCIPLINE**.

Discipline comes from practice. In a way the very word may seem like a contradiction because it requires discipline to achieve discipline.

If we stretched this article to 12 parts it would still not be long enough to teach **DISCIPLINE**. It **MUST BE** self-directed. Even alcoholics with an AA support group behind them, **MUST** sooner or later take their lives in their own hands and enforce self-discipline. We can offer you a support group but we cannot do for you that which must come from within. In the final analysis, **ONLY YOU** can achieve discipline.

That's why Discipline should be relegated to #4 on our list even though it is **BARRY MEADOW'S** #1 quality. The **DISCIPLINE** ball is now in **YOUR** court.

So, let's **START** with #3: A total motivation toward **ACQUISITION**.

Motivation is the mother of achievement. If you have no deep seeded **DESIRE**, a **Genuine WILL** to make lots of money you can rest easy. If your **TRUE** desire is merely to **WIN** lots of races and **NOT** lose money or to make just enough to augment your income or buy a few frills, just stay as sweet as you are.

Still, do NOT OVERLOOK factor #2: A thorough knowledge of the mathematics of ODDS and Probabilities. If you're hazy in this department, read BARRY MEADOW'S Money Secrets At The Racetrack, MARK CRAMER'S The Odds On Your Side; Any of DICK MITCHELL'S Money Management dissertations. Be aware, especially, of HUEY MAHL'S works.** Huey got a head start on the rest, beginning in 1973. Some of the others tend to dismiss Huey's contributions. But I see little in their works to justify such an attitude unless it's their sophisticated methods of making their own morning line. Huey showed his readers how to make a morning line in 1975. That's 18 years ago before ANY of the value boys had written their first book. With HUEY'S gracious permission we are reprinting his article on the subject in this issue of the Follow Up.* (Next Issue)

Our own original LINE SCORE concept, first used by me in 1976, constituted a subjectively made Morning Line based on readouts from OUR Methodology. This is why I am so amused when people say I've never spent more than five minutes on Money Management and don't understand about the value of making one's own line. Apparently mathematically oriented persons do NOT study history. THIS is where Mark Cramer has it over the others: HE DOES know his history.

** Available GAMBLER'S BOOK CLUB, Las Vegas.

You may not AGREE with all that these authors expound. BUT you should at least KNOW what they know before you form an independent opinion.

GINNY BUTLER has volunteered as a Guinea Pig in this dissertation. In FU #38 she outlined here ROI'S over TWENTY-THREE 20 race cycles; that's 460 races. Her average ROI over that span seems so high as to be virtually UN-believable! In fact, no mainstream expert would accept the POSSIBILITY of that kind of profit. They would not even begin to believe her. I do because I know she has not yet learned how to lie.

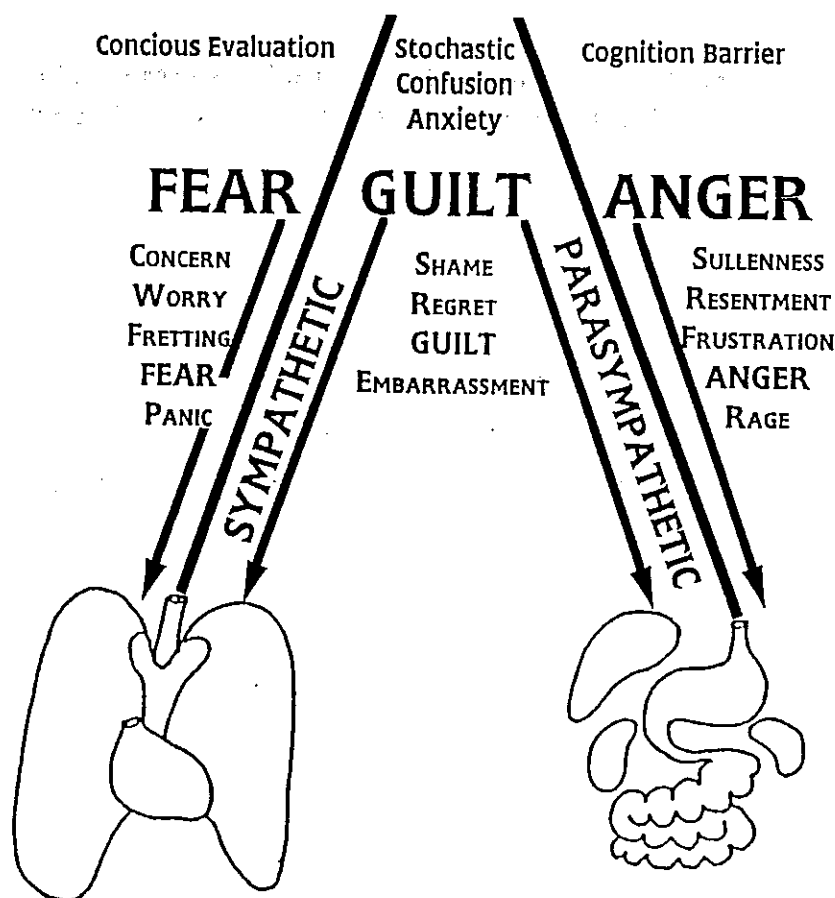
Ginny should be rich, she should NOT have to hold down a job of ANY kind, RIGHT? Even though many of her wagers are at the track and her track is YAKIMA MEADOWS, (no relation to Barry), where a \$100 wager might lower the mutuel, she could get away with \$50 per race. Since she uses the 60-40 Dutch that would be wagers of \$30 and \$20. Instead she bets a total of \$5 or, at most, \$10 a race.

She represents a perfect example of the factors with which this article is dealing. For years she has vowed to start wagering more. For years she has continued to put it off. GINNY is NOT the exception; she is TYPICAL. The basic reason that she, and the rest of you who share her "problem," do not make higher wagers is YOUR (3) LACK OF A FOCUSED MOTIVATION FOR ACQUISITION and

Fear/Anxiety, manifest as lack of (4) COURAGE.

When financial crisis drives on to desperation IT IS TOO LATE for most minds to seek such motivation. Some of the world's great success stories have been born out of desperation, but these are the RARE exceptions to be marveled at but seldom duplicated.

I would NEVER try to motivate anyone toward A TOTAL FOCUS ON ACQUISITION. For most it causes more harm than good. I DO feel, however, that you can meet the need for such motivation half way. You can look at your win results and average mutuel and wager somewhat higher with confidence. With a 50% Two Horse Entry ROI you can augment your income by \$500 per week with 20 \$50 wagers. In working with clients over a span of 18 years I have learned that the majority can be taught to WIN RACES with a greater degree of proficiency than most of the acknowledged experts. However, when these same clients attempt to make wagers high enough to optimally capitalize on the win proficiency, the majority of them seem to panic and their selection process suffers. What is happening inside their psyche is best portrayed in a picture we have already shown.



A loss or series of losses that would not upset a person's equanimity when investing ten or twenty dollars now sets off an emotional trauma. Childhood injunction messages flow from brain to Sympathetic and Para-Sympathetic nervous systems and anxiety/guilt panic ensues. The BARRY MEADOW'S of this world are a rare breed. They have placed an iron willed barrier between their intellectual knowledge and indoctrinated fears. The GINNY BUTLER response is NORMAL. The BARRY MEADOW response is extraordinary.

There IS a way to gradually overcome the natural fears that seem to accompany investing in stochastic events. It is a gradual weaning and cannot be accomplished overnight. TRY THIS:

When you have established a consistently positive ROI bet in amounts that are comfortable. Stay away from propositions in which you are not proficient: Exotics, et al, UNTIL YOU BECOME PROFICIENT from practice. Now, after each 20 race cycle, up your bets a dollar or two on each of your TWO HORSE ENTRIES. It may take months, it may take over a year, yet one day you WILL be making wagers adequate to your financial needs.

BARRY MEADOW started slowly and worked his way up to his present level of wagering. SO CAN YOU! _____

GOOD NEWS. Barry Meadow's response to part I of this series just arrived as we were putting FU 39 to bed. He graciously permitted our use of his commentary which follows-----

Commentary



By Barry Meadow

There are so many stresses at a racetrack that it's not surprising that few players remain calm enough to note good betting opportunities. But you've got to be alert, because you never know where your next good play may be coming from. Here's an incident that happened to me during the conference in Las Vegas which illustrates, I think, how important it is to use mathematics to get the best of it:

I loved the two heavy favorites in the seventh at Santa Anita (Glen Kate and House Of Joy, who both went off at 6-5). The on-track quinella was coming back at \$3.80. However, the house quinella (win price multiplied by half the place price) was paying \$5.98--no matter which horse won. A quick call to Vito The Bookmaker (a pseudonym) informed me he would take my action on the house quinella rather than the on-track quinella. The two champions ran 1-2 as expected and I collected 50% more than I would have had I not done the simple calculation which informed me what the house quinella would have paid.

Luckily, I've never had trouble passing races that either (a) I had no opinion on or (b) my opinion matched the crowd's, so no play was warranted. I've always been able to insist on the odds I need to make a particular bet. One day last week at Hollywood, in fact, two races interested me. In one, my top choice was 4-5 on my line and went off at 6-5; I bet her and she won. In the second, I was all excited about a horse that was 8-1 on the morning line--I had him at just 4-1 on my line. However, the crowd banged him down to only 4-1 so there was no value for me. As it turned out, he lost--but even if he had won, the play would not have been the kind of winning move that gets the money in the long run.

Making serious money at this game involves focusing on just that--making money. It's not about picking winners or being the best handicapper who ever lived. It's about finding small errors in the crowd's line (such as they have a favorite you hate, or they overbet the second choice, or they underbet a horse you think has a decent chance) and then acting.

The public is not just a bunch of clowns. Every study I've seen shows that the public's 6-5 shots win more than 7-5 shots, who win more than 8-5 shots, etc. Collectively, the crowd is a damn good handicapper, and most of the time they're pretty close to assessing everyone's chances before the race. Our job is to be alert for their little errors--and then pounce.

I wish I could live up to the ideal of the gambler who can disassociate his mind from his emotions, but in all candor that's not the case. The more money involved, the faster my heart beats and the louder I cheer. And when I'm on a losing streak, I still feel like a complete idiot (even if intellectually I'm aware that after many years and many thousands of bets, the amount I'm ahead couldn't possibly be due simply to luck).

Gambling is stressful. It's hard work. It's not especially fun. But it is challenging, and always enlightening.

To answer your question about how to go from betting tiny dollars to betting large dollars, it's simply a matter of attitude. It took me about a year to be able to go from betting \$10 a race to betting \$100 a race. It took some additional time for me to get comfortable betting the kind of money I do today. Most people bet small not just because they can't afford to bet big (it's stupid to make \$200 win bets when your total bankroll is only \$1000), but because they fear losing. Frankly, you can't become a winner at this game unless you're not afraid to lose.

When you can lose a big bet and go on to the next race as if nothing extraordinary has happened, you're well on your way to becoming a winning player.

I think you've done an excellent job of summarizing the psychological attributes necessary for success at this game:

1. Discipline--Due to the high takeout at racetracks, most races offer little or no value. If you're playing seven races a day, something's wrong.

2. Knowledge--You have to be able to look at a tote board and quickly determine who's overbet and who's underbet in each pool, and to calculate discrepancies.

3. Acquisition Motivation--If you're solely focused on profits, you won't have any problem passing marginal situations. If money is not your goal, then don't be surprised if you don't earn much of it.

4. Courage--This is a game of opinions. And when yours doesn't match the crowd's, it's showtime. If you're afraid to lose, you're probably afraid to win.

Interestingly, these four principles you mention can be applied to many other similar areas besides horse-race betting (stock-market investing, poker playing, real estate, etc.).

Many players simply get their ego mixed up with their desire to win at the track. Our ego ("I had him...I told you I liked that horse...That's me, I'm a winner") wants to pick the winner of the race. But to win consistent money at the track, you sometimes need to bet your third choice, or an exacta combining your second and fourth choices, simply because the odds on them are right while the odds on your top pick are wrong. And you'll need to pass races where your top choice wins because his odds weren't commensurate with his chances. And when you do that and he wins by six, you're not going to feel too terrific at first.

But hang in there. There'll come a time when you understand that value--which is simply price vs. worth--is going to get you the money. Understand worth, understand price, and the key to the mint may soon be yours.

Barry Meadow

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Coming in Late July...

Follow Up #40

Featuring

MAKING YOUR OWN BETTING LINE

"Why doesn't Sartin tell his clients to make a betting line?" I hear that all the time. I get feedback from all over that I am being criticized by the "Money Management Experts" for focusing on teaching people to win "races" but NOT how to wager. That's partly correct. The reason is quite simple. If you can't win races NO money management scheme can bail you out.

Doc Sartin.... And Huey Mahl



The Psychology of Winning

Howard G. Sartin, Ph.D

REPETITION COMPULSION

Here is a question that crosses my desk and MY MIND almost daily. WHY in a grouping of twenty or more client win/loss reports do I get eighteen or nineteen with winning records and one or two with abysmal result? Often the NON-WINNING reports come from persons who are handicapping the same tracks within the same time frame and even the same races as those submitting winning reports. This makes the question even more perplexing.

Often the answer lies in a behavioral pattern known as a Repetition Compulsion. The classic technical definition is: "The blind impulse to repeat earlier experiences and situations quite irrespective of any advantage that doing so might bring from the pleasure principle."

That's the 1938 definition as postulated by Ernest Jones, a Freudian Analyst. Despite the anti-Freudian tidal wave that swept over the psychological dictum's of the 70's and 80's, even the detractors cannot dispute or avoid certain Freudian terms today. In virtually every case of addictive behavior of any kind, the Repetition Compulsion rears its ugly head. Woman who repeatedly choose the "wrong" man for a relationship; men who likewise choose inappropriate female partners. Along with Inter-Personal Relationship Disorders, Eating Disorders, Sexual Disorders, Alcoholism and Drug Addiction, are most often similarly rooted.

We cannot escape from the fact that at one time or another ALL of US tend to redramatize or re-enact some earlier emotional experience EVEN when it brings us PAIN without the potential of pleasure. This implies the presence of a certain amount of masochism. What it boils down to is a kind of human perversity that gets pleasure, disguised as pain, from NEGATIVE "strokes." This is NOT an uncommon phenomenon in society at large AND for some of our clients.

Many of you have told me the only parental recognition signals that you remember are being scolded or being told what a klutz you were. Many of you describe yourself as being a sibling in a family where the behavior and accomplishments of a brother or sister were extolled by your parents while you were told, "Poor (Does your name go here?), you never seem to learn. Here, let me do it FOR you. " Or, "Why can't you be smart/get good grades/like your brother/sister _____?"

It would seem less than reasonable for one to get pleasure from such negative recognition but if it's the ONLY kind of parental recognition ever received, the mind distorts it into being akin to the pleasure principle. As further proof of this, how many persons do we ALL know who as children were victims of this insidious practice who turn right around and duplicate the same kind of behavior raising THEIR children?

That, too, is an example of the Repetition Compulsion! While the term is universally recognized, treatment techniques vary. Here is where the Anti-Freudians differ sharply from their classically oriented cousins. Behavioral schools, along with Gestalt Therapists, tell us to live in the NOW and not concern or burden ourselves with any parental or other social influences that might be perceived as causing emotional disturbance. Just alter behavior by accepting NOW reality and tossing all those childhood repressions and injunctions in the garbage pail.

With the help of an EFFECTIVE behavioral or Gestalt therapist this result CAN eventuate. The Freudians and Neo-Freudians tell us that if we merely change our BEHAVIOR without resolving childhood conflicts, we will end up with another, probably more serious, disorder. Like trying to stop steam escaping from a kettle of water placed on a stove burner: plug up one hole and another opens to let the steam escape.

This is why Freud abandoned the use of Hypnosis and Hypno-Therapy in

trying to cure diseases of hysteria. (Psycho-somatic). He would "cure" one disorder through hypnosis, only to find it soon replaced by another, more serious one. Cure Asthma and the patient develops Arthritis and so on.

The basic assumption here is that IF an individual, in order to function PSYCHOLOGICALLY, REQUIRES a DISEASE, he/she will get one. Sounds a bit cruel, you say? Yet how many of us cherish childhood memories of pampering and tender treatment we got when we were ill? The sad fact is that all too many humans seek a "Crutch;" some kind of frailty - physical or psychological - as a survival mechanism in a society perceived as hostile.

The Behaviorists and Gestalt Therapists have some real problems in convincing their clients to trade THIS kind of pleasure for ANY KIND of NOW reality. Let's face it we are treated better, more kindly when we are ILL than when WELL. Theoretically, the discomfort of illness is SUPPOSED to over-ride the pleasure derived from kinder treatment. Thus, so-called NORMAL people try their best to get well quickly.

And yet, most of our LOSING clients - and I'm happy to say they are becoming a small minority - are suffering from a Repetition Compulsion based on getting pleasure from failure. Conversationally they dwell on the negative, on everything that HAS and CAN be wrong with life. I go to the off-track betting site with them, assist them in having a winning day. They blossom with momentary euphoria but then they say, "That was a great experience, but just watch me, with my luck tomorrow I'll go right back to losing."

If I respond in a Behaviorist or Gestaltist manner and firmly tell them to STOP WHINING and start WINNING, the shock value has a degree of NOW merit. But when they leave me they always find SOMEONE who will feel sorry for them and treat them more kindly because of their insecurity. Any therapeutic value my stern response might have had will then be lost. One of life's tragedies is that for every victim there is a well-intended "rescuer" who gets HIS/HER kicks from feeling superior by comforting and excusing a "Victim." When standing at the crossroads of handicapping success or failure, many still SUBCONSCIOUSLY prefer the known to the unknown. The rewards for failure, for ILLness, are known. The responsibilities that go along with success can be extremely frightening.

I emphasize SUBCONSCIOUSLY here because most NON-winners affected with a Loser Repetition Compulsion would NEVER acknowledge or even believe it POSSIBLE that they were so afflicted. They will avoid therapy and go on perpetually seeking an INFORMATIONAL solution to their problem. Unfortunately, in most cases, their personal perception of what they call INFORMATIONAL really translates to MAGICAL. They are emotionally arrested and fixated in the early, oral stage of their development where ALL THEIR NEEDS were met as if by magic.

Yet all is not bleak for these individuals. Many were helped by the sessions featuring PHIL GOWENS. Many others have entered into WIN THERAPY and allowed themselves to be transposed into WINNERS. Those who succeed in this are frequent Beaumont visitors. Yet, when someone comes in for Win Therapy vowing to change but never returns for follow up, I can be sure they enjoy losing TOO MUCH to truly WANT a change. This despite the fact that Win Therapy is FREE!

Successful treatment procedures will vary. Some respond well to Behavioral and Gestalt techniques, others respond better to in-depth, regressive type techniques; which incidentally, are making quite a comeback. I'm not prejudiced. I believe that whatever works is valid. In Therapy AND in handicapping.

However, therapy is not ALWAYS the answer. One big problem we must face is that many of you associate Psychology of Winning solely with various aspects of childhood trauma, parental injunctions, social moral conditioning and other aspects of environmental programming. Articles like the first part of this one and those dealing with "The Hypomaniac, Schizophrenic and Paranoid (Delusional) Handicapper," ignited your memory banks leaving deep impressions. Operant Conditioning and Cognitive Behavioral themes had less impact.

Happily the August Beaumont Workshop featuring PHIL GOWENS, opened a lot of eyes, minds and hearts. While sub-clinical Neuro-Psychiatric aspects of personality function are highly contributory to the problems of NON-WINNING clients, they are NOT the only cause. The underlying personality disorders associated with these poly-syllabic terms are but one side of the coin. Cognitive Dissidence and a constrictive frame of reference derived from self-limiting belief systems constitute the other side.

PHIL GOWENS has done even more work than I with persons who seem to persist in **RECEIVING INFORMATION** in almost direct contrast to the **MEANING** intended by the **SENDERS** of that information. In the language of Neuro-Linguistic Training, something is wrong with their radio set. It is **DISTORTING** the signal being broadcast by the radio **STATION!** It's not just static, it's an entirely different station emanating from the same frequency. Like people in Southern California tuning to KFI and receiving KNX; or in New York, turning to WWOR and hearing WNEW. The problem with these examples is that when you get the **WRONG** station you still get **THAT** station's message. What we are describing is a circumstance where you may hear a few words from KFI and then get the KNX message without **REALIZING** that you are listening to **TWO** entirely **DIFFERENT** transmissions.

PHIL GOWENS demonstrates that many clients **APPEAR** to be listening intently to viable educational messages about the concept and implementation of the Methodology but are in fact, actually hearing entirely **DIFFERENT** messages being broadcast from their own brain. They are translating the words of the instructors into their own subjective language, hearing what they **WANT** to hear. If what they hear in their head does not conform to their own self-limiting sense of reality, they **INTERNALIZE** an entirely **DIFFERENT** message, swearing on a stack of bibles that their misinterpretation was the message actually imparted.

How many times have **YOU** been to a seminar or workshop and heard questions from the floor phrased like: "What you're saying, in other words is **ALWAYS ----**" Answer: "**NO.**" Then the question is repeated, again in the form of an answer. The instructor again says, "**NO.**" It goes on like this for a few more attempts until the questioner becomes silent and often sullen. He/she then goes back home and swears that the answer to the question was, "**YES.**" That's the desired answer and the **ONLY** one acceptable to **THAT** particular individual.

Instead of a radio receiver, he/she was listening to a tape cassette, tailor-made in the subjective mind.

I'm not just referring to **VERBAL** messages, either. The written word is even more subject to distortion. Think of a **FAX** machine; most offices and many homes now have one. I send you a fax from Beaumont saying one thing but your fax machine prints out an **ENTIRELY** different message.

Your receiving set is NOT in Sync with the sending apparatus. For many clients this was - and for a few - still is the case.

The YELLOW MANUAL was the first victim of such faulty reception. Every manual and concept since has likewise been distorted by some. The ENERGY, THOROMATION/DECELERATION and CHAOS/ENTROPY manuals produce even more static. The sad truth is that the vast majority of North American "handicappers" are in truth, "horseplayers" who really do not believe DEEPLY that theirs is a pursuit worthy of intellectual or spiritual involvement. So they seek the familiar, the simplistic. Speed Ratings, Pace/Speed Figures, Par Times, Adjustment Techniques and all rule-oriented procedures have universal appeal and sell like hot cakes even when they don't work. Ironical, since most of the persons purchasing such material will admit that they don't have the slightest idea of how to benefit from using them.

Because rule bound systems purposefully employ terminology that is familiar to conventional "horseplayer" mentality, they have mass appeal. The surest way to avoid mass popularity is to employ the kind of esoteric terminology we use and then go so far as to tell people that seeking proficient handicapping skills is spiritually noble and a true manifestation of intellectual superiority. For these reasons our own appeal will always be to a minority. The good news is that YOU are the spiritually, intellectually SUPERIOR minority because you have stuck with something that the handicapping public feels is too complex. On occasion we get inquiries from persons I call "horseplayers " They hear or read about us or watch one of our clients go six wins in seven races and cannot wait to "get our stuff." Fortunately, most are usually discouraged by the restraining caveats and conditions contained in our "Inquiry Package." On rare occasions we get a gem, an unpolished diamond, who is willing to do the work. Others echo that age old "horseplayer" refrain. "I don't understand" They never stick around long enough to learn that they are prime examples of the "Repetition Compulsion."

POSTSCRIPT ON THE AUGUST BEAUMONT WORKSHOP

Headed by Phil Gowens with a little assistance from me, this was another so-called NON-Handicapping workshop. No computer programs were offered, no Handicapping INFORMATION, per se. It fell into the same general category as our three previous workshops on "The Psychology of Winning."

Like the others it was considerably less well attended than our handicapping workshops. Happily, it was the BEST attended of the four. This can be attributed both to PHIL GOWENS magnetic appeal AND to the fact that, at long last, more and more clients are coming to realize that the difference between handicapping success and failure lies NOT so much in INFORMATION but in INSPIRATION.

If that's too fancy a term, just change the word to ATTITUDE or even PERCEPTUAL FRAME OF REFERENCE. No amount of information can make a winner out of someone whose perception is distorted by destructive ego boundaries and restrictive frames of reference. Phil Gowens succeeded in helping many clients to break through some of these barriers.

We always lose money on these kinds of sessions. But I'd rather lose a few dollars promulgating truth than make a fortune selling computer programs and instructional material to persons whose self-imposed perceptual limitations preclude their benefiting from them.

YOU are all part of what, in scientific circles, is called a CONTROL GROUP. For medical and other scientific research, Control Groups are divided into several sub groups. Each group is given a different medication, or whatever, and the results are tabulated by group.

In our own work we might have as many as FOUR groups based on the Phase number of the computer program each group might be using. Or, classifying success ratios by those subscribing to the FOLLOW UP and those who do not; those who attend seminars and workshops and those who don't, etc... are other areas producing valuable research data. In this instance I'm focusing on those who take seriously the need for cognitive/psychological introspection and training and those who discount such a need.

I've always kept my eye on this control group dichotomy but since 1986 have kept detailed records. The result is that 87% of our true and consistent winners come from the group whose primary concern is with what we loosely call INSPIRATION as opposed to pure INFORMATION. A double irony here lies in the fact that most clients who are in that 87% control group are, by classical definition, NOT good handicappers. Their less successful counterparts know FAR MORE about handicapping, per se. And, by now I'm sure you know that by "Handicappers" I'm using the classic Quinn/Beyer et al, definition which requires an eclectic knowledge of

ALL aspects of racing as demanded in their various books. Further, the "success group" demonstrates little if any "Ego Identification" with their success. They make no "macho" attempt to prove that their winning stems from some innate ability, indigenous to them alone and NOT reflective of any outside influence. Instead, they get ego satisfaction from following a methodological procedure they have accepted and fully embraced.

The "good" handicappers represent 89% of the 22% who just never seem to "get it." They cluster toward an attitudinal mean proclaiming that psychological factors are mostly a bunch of "crap" that must be endured from me in order to GET the information.

This is kind of ironic and apparently a mind-set exclusive to the community of "horseplayers. " In every OTHER area of human pursuit in North America, psychologically oriented self-help groups, seminars, magazine articles and books, remain the MOST commercially successful of all fields.

In our own experience there is an interim group of about 6% who, like, TOM BROHAMER, JIM "The Hat," et al, appear to have it "all together" and don't seem to NEED any psychological fortification. Unless YOU are in that 6%, I suggest you re-think your attitude.



The Psychology of Winning

Howard G. Sartin, Ph.D

The Summer, 1993 edition of The Journal of Gambling Studies offers some very interesting statistical data which, when properly applied, will solve a persistent and nagging problem dealing with taking profits from our handicapping. Many of you report that you frequently win money proportionate to your win proficiency percentage but then hit a streak where you lose it all back. In most cases this stems from taking fliers and delving into exactas where your horses come in one- three because you have not yet mastered the art of picking a place horse or try to skimp by using only TWO contenders. By far the biggest reasons for concurrent losses is a psychological let down resulting in loss of focus and concentration. The nagging subconscious desire to lose, to let your winnings burn the proverbial hole in your pocket is another, more insidious reason.

Some notable instances of loss streaks occur when horses move from one track on your circuit to another: Hollywood to Del Mar, Del Mar to Oak Tree, Aqueduct to Belmont, Arlington to Hawthorn, etc. You get into a rut, thinking that the win model/profile you've mastered at one track will apply to the next. We've warned about this year after year yet clients still fall prey to it.

Now comes some research data from of all places, a source that is anathema to all seeking handicapping success, the National Council On Problem Gambling, the abstinence boys. My source is an article by Pamela Mobilia, Ph.D from Brooklyn College. She begins by stating that Gambling has become America's latest social addiction. She cites it as being an underlying cause of divorce, crime and even such medical problems as migraine, respiratory and cardio-vascular disease. She makes no

reference to over-population, recession, car jackings, drive by shootings, lack of family values or other more serious social disorders, but lays major blame at the doorstep of gambling.

Her study, summarized over 31 pages of small type, is the culmination of a joint effort by a number of psychiatrists, psychologists and sociologists and was made at casinos and pari-mutuel betting sites throughout North America. So it's about US and not merely a study Bingo players, lottery ticket buyers and casino patrons. The article bears an interesting title: 'THEORETICAL MODEL FOR GAMBLING AS RATIONAL ADDICTION.' Sounds a bit contradictory since, to Mobilia and her colleagues even a WINNER is seen as someone addictive, although RATIONALLY. No mention of successful stock market, commodity or real estate ventures as being addictive, rational or otherwise. These are socially approved speculations and NOT within the province of the healing arts professions.

Their term, RATIONAL ADDICTION, represents a developmental milestone for the healing arts professions. Heretofore ALL forms of gambling have been considered as IRRATIONAL and pathological. We might be willing to consider ourselves addicted - in the parlor definition of the word - such as addicted to our profession, family, loved ones, fishing, golf or handicapping. And most of us are acceptably rational, at least on the surface. So I'm willing to meet Dr. Mobilia half way as a result of this study and USE it to help US.

Here is some data gleaned from their research that may be of help to all of us:

Those addicted to betting the ponies allegedly a with "Luck" we might reasonably expect profit potential "Bursts" of 31.3%. Even a worse case "Short Term" scenario predicts a loss of only 4.5% This is about the same as the house edge percentage in a casino. Translated in terms of pari-mutuel wagering this means that WE can enjoy a profit potential of 94.5% profit IF we make short term investments with maximum skill level and PSYCHOLOGICAL EQUANIMITY.

While I am loathe to concur with the psychiatric mainstream on their stance branding pari-mutuel events as equating with casino games, I must reluctantly agree that many "horseplayers" under the guise of being handicappers, function with the same behavior as casino addicts. Many of our clients DO classify as Problem Gamblers. Around me they are in complete denial. This is because they want to get the latest program and will say what they think I want to hear to achieve their ends. Most do NOT go so far as to subscribe to the Follow Up, however.

Therefore I cannot dismiss the results of this study. It has validity. I have witnessed countless numbers of instances where clients enjoy periods of profit; writing me

glowing letters of their achievements, only to have their bubble burst and wonder what went wrong. Their ensuing cries for help prompt me to question them about the changes in their psychological protocol concurrent with their reverses.

My probes have always hit home. The client's mind subconsciously yielded to the innate pressures that arise when dealing with ANY stochastic situation. The conscious response is malaise, cockiness, carelessness and lack of mental and emotional CENTERING: focus on reality. It might all be summed up in the old adage: "Waiting for the other shoe to drop."

It is an incontrovertible fact of our human nature that when dealing with the unknown, a predictive endeavor like handicapping, we suffer a deep fear of loss. When we WIN the fear grows until it creates such tension that we WANT to lose to BREAK that tension. It happens to the best of us. It even happened to Tom Brohamer on a memorable occasion when he won eighteen races in a row. He begged for a loss.

When a one's handicapping suffers a sudden series of losses, mainstream writers choose to call it the "inevitable losing streak." This term is just another hossy myth; a slick rationalization for personal failure. Wins AND losses are highly predicable and the ONE horse to win bettor can mathematically expect as many as 17 losses in a row. TWO horse win bettors, even if less skilled, can anticipate no more than seven losses in a row. The difference lies in the fact that ONE horse bettors are accustomed to such a series of losses. WE'RE NOT!

I equate sudden lapses in handicapping success with performing on a musical instrument. The performance is going smoothly when all of a sudden the sheet music blows away and the performer is left with no notes to read. Panic ensues. To an improvisational musician, a JAZZ performer, this is no problem. He/she was probably not looking at the sheet music anyway. Handicapping is like Jazz. It is improvisational, born of feeling and intuition. Musical training, the essential INFORMATION necessary to play an instrument is absorbed into the subconscious yes; but the end result, the performance itself, comes from - as a romanticist might say from the soul. Ask Mark Cramer about this. He, above ALL the other experts, knows. When we speak of sudden reversals from winning to losing we are dealing with TENSION CAPACITY. Each of us has a different level of Tension Capacity. But we all have a limit beyond which our psyche cannot deal. When a winner can no longer bear the tension he/she will temporarily fold. This is a psychological phenomenon and it can happen with no conscious realization. It is like a rubber band expanded to its limit. Before it can be stretched again it must be released. And, if we try stretching it too far, it will break. The same applies to human beings.

We can ALL benefit greatly from the findings of Dr. Mobilia and her staff of researchers. Here is the prescription:

Keep your wagering cycles short. Don't get greedy and push when you're sufficiently ahead. Take a spike, a profit and relax. We have always known and this study confirms it, that we often get "killed" both mathematically and Psychological by trying to extend a win streak indefinitely. This particularly applies to the philosophy of the Value Boys. They say that WE may win more over a short haul but they will win in the "Long Run." This is mathematically correct but the problem is that very few of us can withstand long run pressures. Wager in short bursts. If a 20 race cycle taxes your Tension Capacity, decrease to ten. BUT, and this is vital, ALWAYS END A CYCLE ON A WIN! Then begin a NEW cycle without reference to the old. Take heed of the experience A well known author-expert is fond of relating in his lectures. When he first turned pro he built his bankroll up to \$25,000 in the first half year. Instead of chalking up a six month milestone and banking his \$25,000, he continued wagering in an unbroken cyclic continuum. During the next six months he experienced a series of sporadic wins and losses resulting in a final profit tally for the entire year of, yes, you guessed it, \$25,000. From this experience he concluded that EVERYONE was condemned to a maximum annual profit from racing of \$25,000. Being a highly educated person he should have known about tension capacity, adapting his behavior accordingly.

The solution to this kind of problem is fairly simple: Quit after any substantial winning cycle. Take a vacation COMPLETELY away from anything remotely connected with handicapping. Make it an interval long enough to erase all tensions derived from handicapping and wagering. Mentally and emotionally condition yourself to divide each year into several parts. In the of the afore mentioned author-expert, had he divided each year in HALF, calling each half a full year, he would have made \$50,000 in twelve months by conditioning himself to think of each six month period as a full year. Then instead of telling his audiences that the most annual profit they could ever expect from their handicapping is \$25,000, he would say \$50,000.

Tom Brohamer follows this prescription religiously. He goes on golfing excursions and he and Shirley take frequent vacations to exotic places. He always comes back fresh, his win proficiency and average mutuel higher than when he took off.

The average "horseplayer" whose dollars we must unfortunately take when we win, is unaware of cyclic lapses in tension capacity. "Horseplayer" mentality dictates that streaks are attributable to the fortunes of the game, bad luck, chicanery or whatever. We must never fall into their trap if we are to continue taking their money. Always remember, that the problem here is PSYCHOLOGICAL and the way to CURE psychological problems is NOT to go against nature but to cooperate with it; to be in harmony with it. Tension Capacity limitations are a natural human function. Instead of FIGHTING them, we must recognize them and, when our rubber band is stretched

too far, relax it. Let it return to stasis.

If we do not, we will lose our God given elasticity. If that happens we have a REAL problem. Check your own tension capacity. Learn just how long you can go completely centered and totally focused. Then DON'T exceed that time limit. Take a break relax. Smell the flowers

Spencer Toner's Editorship
applauded by
American Turf Monthly

Every Family Needs a Horseplayer

One of our readers recently forwarded a copy of *The Follow Up: The Journal of the Sartin Methodology* to us. The Sartin group's newsletter is an informative, professionally-done publication which also contained the following "advice column" we thought ATM readers might enjoy:

Dear Abby:

I have a problem. I have two brothers. One brother bets on horses, the other was put to death in the electric chair for murder. My mother died from insanity when I was three years old. My two sisters are both hookers and my father sells drugs to high school kids.

I recently fell in love with a girl who was just released from prison...My problem is this: if I marry this girl, how on earth do I tell her about my brother who bets on horses?

Name withheld

"Professionally done
publication" ?? Are They
trying to ruin my reputation



The Psychology of Winning

Howard G. Sartin, Ph.D

A personal commentary on the Sacred Season

I keep reading in the business sections of various daily newspapers that the recession is over. Certain economic barometers and growth statistics indicate this, but there is little evidence of it in the real life stories of the homeless, the disadvantaged and many other people I see daily.

The harsh reality of today's economy is especially depressing during the holiday season when the child within us longs for everyone to be blessed with bounty and filled with joy. Alas, we can only do what we can: give to organizations that help the needy and feed the homeless; and when we return from a good - or even "bad" day at the track, put a few shekels in the Salvation Army pot.

There is a long standing myth that Horse Racing and gambling in general thrives during hard times. Don't you believe it. During the great depression tracks stayed open and suffered less than many other businesses, but they did not prosper as they did in good times. THIS recession is gradually being felt in the Handicapping Marketplace. Four bookstores handling handicapping and gambling related titles have gone, or are about to go out of business. Happily, The Gamblers Book Club thrives on, under the direction of Howard Schwartz and his worthy assistant, Doug Manley. Our own efforts have not been deterred by the economy. Neither wealth nor commercial success were ever OUR goals. So, we have experienced little change. Others have. Racing Action magazine folded. It was top heavy with generic racing news but had little content of real benefit to the handicapper after writers like Litfin, Sinatra and Willett were discarded. 900 numbers dominate Racing Form advertisements that once featured a plethora of ads for Systems and

Methods. The do-it-yourself era has past, at least for now, replaced by 900 numbers and purveyors of "magic" or outright pirates. Even one of THEM, selling our programs in Texas, turned up with no forwarding address last month.

"Horseplayers" are now grasping for a "quick fix." When times were good and high paying jobs were abundant, NON-winners could afford their self-destructive opinions. Mark Twain said that it was "difference of opinion that made a horse race." Good literature, bad philosophy. Opinions in handicapping are only valid when held by those who consistently occupy the payoff line. Opinions that DON'T pay off are even more worthless in a depressed economy.

We are are feeling the transition a little. A number of past seminar devotees are no longer showing up. For many of them it was just a hobby, after all. They won enough to be satisfied when they didn't need the money. But when true NEED arose it did not create a healthy DETERMINATION to win, only FEAR. Their habit structured minds were ill-prepared for reality. Our clientele now includes a "new breed" of persons more focused, more self-directed on handicapping as an investment rather than as an intellectual hobby; an expensive chess game. Defectors were eagerly replaced by members of this new breed; serious devotees who are NOT looking for magic but for help in reaching a self-determined goal: handicapping success through EFFORT. Fortunately there are MORE of them than those who either gave up or gave IN to the sorcerers.

I have had to face a harsh reality: it is difficult, almost impossible, to turn non-winners into winners AFTER they have let their Non-winning "opinions" rule. The losing habit is too strong, insidious myths too firmly implanted. Those who resist winning truths when they have financial security cannot seem to bring themselves to face reality in the face of financial hard times.

It was out of deep sympathy for clients like these that Spencer Toner spent almost two years seeking a mechanical solution to help them pick pace lines and contenders. It may have been a naive venture but it was well intended. Spencer knows that when this is no longer a problem, our programs, especially the advanced ones, get the winner as a contextual wagering choice with inordinate consistency.

Many of those trying his technique managed to deviate so far from what Toner told them that HE didn't recognize what they were doing. Even had they followed his instructions to the letter they would not have enjoyed consistent success because success at ANYTHING requires a certain measure of cognizant judgment based on reality.

Unfortunately those who seek the simple or the mechanical do so to avoid making

judgments. This involve DECISION. In truth they are frightened by decision: a psychological problem having nothing whatsoever to do with handicapping, per se.

From a clinical perspective, ABULIA, a medical term for INdecision, and absence of willpower is a psychological disorder that affects more persons than Clinical Depression, is more prominent than alcoholism and a close kin to the highly publicized Anxiety Neurosis.

Spencer's "ongoing research" did accomplish several good things, however. We were inspired to provide a reasonably effective alternative process derived from research employing the "scientific method" as opposed to purely subjectivity-based research.

My Toner inspired alternative is not THEE way, it is A way for the lazy or those whose cognitive powers have been diminished by neurotic resistance, contaminated childhood programming, educational deficiencies, brain damage or whatever.

AND we re-established the fact that there is NO substitute for the lessons we have been ATTEMPTING to teach for over 18 years: I say, attempting advisedly. We've taught it but many did not seriously attempt to LEARN it. Tom Brohamer, Jim Bradshaw, Marion Jones, Bert Mayne, Vic Palermo, Bruce Jorgenson, Glen Connolly, Sal Sinatra, Ginny Butler, Sam Wada, Paul Colwell, Dick Resch and a bevy of other teaching members have worked tirelessly and largely without material reward to TEACH clients how to win. BUT, in the final analysis, successful handicapping cannot be taught; it must be LEARNED. And, above all it can never be an AUTOMATIC procedure. Success comes ONLY from cognition abetted by a viable methodology.

We have never claimed that handicapping was a road to riches kind of endeavor except for the very few. We have always said to treat it like a job, albeit a well paying job. This advice has been regarded with a degree of derision by many of our peers like Andy Beyer, and other acknowledged "Giants" in our field. It appears to be easy for them to write and talk about the "BIG HIT." It is heartbreaking for me to witness the sad plight of those who woo the beautiful but fickle Lorelai of handicapping riches and suffer her rejection.

We should heed the age old injunction to beware of false prophets promising false profits. Let us not be deluded by literary illusions. There IS monetary profit in this for all of us if we do not focus on money as an object. Set a reasonable goal and when it is met, set a higher one. Andy Beyer, et al, are real persons but they are also characters out of contemporary mythology. YOU and I are just real persons functioning in real life.

Let us read fiction for the pleasure it affords. But let's not attempt to live fiction. The mental hospitals are overcrowded as it is.

Spencer's efforts manifest those ancient philosophies that extol the virtues of the have nots; the meek and the poor. The teachings of the most honored prophets, including Buddah and Jesus, who gave His highest blessing to "The LEAST of these my children," and promised them the treasures of the earth and the kingdom of heaven.

Toner's gesture was in keeping with such traditions. It was noble in its intent. Unfortunately philosophies like Christianity have not been very successful, either. Yet, this is the season when men and women of good will re-affirm their faith in Christianity-and the Judaism that spawned it. We know that the laws of the Talmud the Torah and The New Testament have been universally violated throughout the centuries, but we keep on trying. Both Chanukah and Christmas are but symbolic reminders for US to renew our faith in goodness and decency in the face of villainy, treachery and moral decay. If we can abide by biblical law - so simple, yet complex - even for just the short time of these religious holidays, we will have set for OURSELVES an example that can make us the better for it through the coming year.

The beatitudes of honor and decency in the face of treachery were never more beautifully manifest than at the November Las Vegas Seminar. The display of goodness, kindness and true faith given so spontaneously to me in my moment of despair was so spiritually uplifting that this Holy Season will be, for me, the most memorable in a long lifetime.

Thank you all for being you. Regardless of how you may do at the track, to me you are, in the TRUE sense of the word, WINNERS!

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The Psychology of Winning

Howard G. Sartin, Ph.D

STUBBORN RESISTANCE

Just as we seem to solve one persistent problem, another arises. We once had trouble keeping clients who lived in Las Vegas. Actually, Las Vegas had trouble keeping them. After a few weeks residence there our mail to them was returned: "Moved, left no forwarding address." A few hung around long enough to join the James Selvidge Memorial Losers Circle, a recalcitrant group who joined in a mutual Sartin Bashing society led by Selvidge who persists in telling everyone I "stole" the initial premise of the Methodology from John Meyer instead of Huey Mahl. Meyer didn't release his feet per second ideas until three years AFTER our original Velocity Method.

NOW we have over 2 Dozen Follow Up subscribers in Vegas who admit to winning. Having a stable Las Vegas Teaching Member in the person of Vic Palermo, has helped the Vegas situation immeasurably. Being around all that supposedly "easy" money, and smart talk from loser know-it-alls was just too much for our dropouts.

The name of the NEW problem is described by the title of this article: Stubborn Resistance. We've already dealt with Resistance itself, but Stubborn Resistance - REALLY Stubborn - is relatively new. It is manifested by a few clients throughout North America, is especially prevalent on the Eastern Seaboard, but also affects some pocket areas like Chicago and Washington state. The New York, New Jersey group is understandable. Being originally from New York, though I left before its current deterioration, I know something about the defensive wise-guy attitudes that are derived from (and seemingly essential for some) to be able to survive in the New York jungle. I also lived for five years in the Pacific Northwest where I came to recognize a regional phenomenon that convinced natives they were indeed "different" from the rest of a nation. In our field this applied to the tracks up there, especially to devotees of the now defunct Longacres. The Longacres syndrome is still strong with many who can't even bring themselves to take the racing at Yakima Meadows or Playfair seriously.

Ironically, these same geographic areas are also the home of our WINNINGEST clients. Some of the most POSITIVE client reports also come from New York, New Jersey, Chicago and Washington state. And, more importantly they come from persons steadfastly adhering to the tenents of the Methodology. People like Sheldon Weiner in New York and Matthew Noreen from New Jersey. Joe Och-enaro and Dick Fritts from the state of Washington. And Paul Colwell who earns a substantial living from the Chicago tracks along with Fairmont Park..

The most dominant aspects of Stubborn Resistance are: (1) Refusal to go past one or two Pacelines to evaluate contenders. (2) Insisting that their tracks are different and require special "Rules" that apply exclusively to them. (3) Ignoring the delicate adjustment procedures built into the fabric of our advanced programs and making their own, based usually on mainstream concepts and then blaming the program when they lose the race. (4) Refusal to make TWO HORSE win wagers based on the popular assumption that to do so is "betting against yourself." By singling out the numerically designated FIRST CHOICE horse these people then get angry when the "other" prescribed selection wins. In truth we do NOT have a first or second choice based on the highest numbers; we have what I call a CONTEXTUAL choice - a dutched two-horse combined entry we bet because our wager fits the Methodology-derived CONTEXT of that particular race. CONTEXT includes such things as Match-Up, Modeling WHICH readouts are most predictive in such a race, Track Profile and the outputs from some of our newer, more esoteric programs such as the Probability and Betting Line as used in concert with The Sartin/Bradshaw Pace Numbers.

There are many other forms of Stubborn Resistance but those are the Big Four. The true origin of all four of these problems is based in deceit. The Inquiry Package sent to every client before we accept them states the following:

WE ARE NOT SYSTEM SELLERS.

NEITHER DO WE OFFER YOU A PROMISE OF RAGS-TO-RICHES IN THIRTY DAYS OR YOUR MONEY BACK.

...My singular goal is to make YOU a winner! This can be accomplished only if you truly WANT to be a winner. This means abandoning certain popular "horseplayer" myths that are severe deterrents to success.

...Once you embrace the Sartin Methodology as your own, and not a foreign substance, you will be able to do a card of playable races in less than an hour.

Now, another roadblock: WE DO NOT HAVE CUSTOMERS - WE HAVE CLIENTS. The Practitioner/Client relationship in my profession is a sacred one that must be honored by both parties. It is the principle key to your success.

...The secret of our client success is based largely on the fact that WE, not YOU, demand a winning proficiency of no less than 63%. Our tailored follow-up service makes it possible for us to monitor your progress by mail, phone appointment, or personal appointment, until you have reached to prescribed win level. We are always available, as attested to in so many letters to us and Phillips Newsletter.

...Do not make your decision lightly. But whatever your decision, we thank you for your interest and wish you the very best.

The bottom line is we make it emphatically clear that we're not interested in having "Customers," only clients. AND, most importantly, we DO NOT WANT "HORSEPLAYERS." We further state that "WE, not YOU demand a winning proficiency--" and we emphasize that such a proficiency is based on the TWO horse wagering plan. The whole idea behind these caveats is to weed out persons with stubborn resistance to new concepts. Thus, those who read the caveats but ignored them deceived me into accepting them as clients. They had no intention of giving up their cherished "horseplayer" myths in the first place.

Having joined the Methodology under false pretenses they fail to absorb the material in our instruction manuals and ignore or discount any statements that doesn't conform to their personal conditioning. Many thumb through the manuals superficially or fail to read them at all. They go immediately to their computer and expect the programs to produce "Magic" from THEIR entry lines and THEIR contender guidelines. I equate this to signing up with George Washington's Revolutionary Army but actually fighting on the side of the Redcoats.

Let's explore the Big Four Resistances one by one:

(1) Recency. Refusal to go past the last one or two races for a paceline. Conventional wisdom here says that a horse's form cycle is relatively short so going past its most recent lines is not indicative of current form. I'm not going to repeat the thousands of words we've written on this subject. However, I will offer this bit of reasoning. If we accept the fact that an animal's "IN-Form Cycle" is short, is it not just as reasonable to assume that its "OUT-OF-FORM Cycle might be equally short? Granted, good Form IS cyclic. So is it more pertinent to adopt a procedure designed to detect the historical nature of each contender's Form Cycle than to merely ASSUME that it is based on the most recent race(s)? There are dozens of legitimate reasons for going back well beyond the last one or two lines, the most convincing of which is the long -range statistic, compiled by us since 1976, that exclusive use of the LAST line results in a MAXIMUM two horse win proficiency of 41%. Our procedure for FORM CYCLE DETECTION and not recency is optimal here.

(2) MY TRACK is different. The epitome of this notion was voiced recently by a New York client who went to a Albany/Saratoga Seminar but said he got nothing out of it because the races we won were at Saratoga and Finger Lakes and he doesn't "play" Saratoga or Finger Lakes. He focuses solely on Aqueduct and Belmont. He will not be deterred from the notion that lessons taught from winning at ANY TRACK other than the ones HE attends are useless. Granted each track may have its unique set of periodic tendencies or biases; these are factors that can be detected only through profiles made and KEPT by the individual handicapper. We provide adequate tools for this. At an Albany Seminar whatever we know about the peculiarities of Saratoga or Finger Lakes we learned on the spot in one day by examining results charts. All seminars have sessions designed to teach others HOW TO DO THIS so that ANY track can serve as their bank. We have ALWAYS eschewed

teaching "Local Knowledge" or anything like trainer/jockey angles specific to a given track. The end result is that virtually every Charter or Teaching member does even BETTER when handicapping tracks away from their "home" track. Fundamental handicapping truths apply at EVERY track in the U.S. and Canada. And, I must add, according to our Pacific Rim clients, in Hong Kong and Australia.

(3) Adjustments. This is the most delicate handicapping subject. The North American handicapper is adjustment happy, apparently feeling that making some kind of adjustment to each horse is ALWAYS essential. The basic reason for this is rooted in the belief that the horse is a dumb animal that wins races only through "Human Manipulation." The more an individual is convinced that "Man" is endowed with the capacity to manipulate his environment, the more this myth persists. Show me a handicapper who is a Trainer or Trainer/Jockey Maneuver expert and I'll show you a person who is manipulative and seeks to always be in control. Suggest to such a person that "The Horse Runs the Race" and he'll laugh at you. Because this kind of person DOES exercise a lot of control, he - it's almost always a he - has a lot of influence over others; especially if he writes books, articles or gives extensive lectures. Most handicappers are passive and welcome "Control" artists, so they believe that by manipulating a horse's figures THEY can beat the races.

Back in the late seventies and early eighties before we were able to automate adjustments, we found that persons who used RAW (non-adjusted) readouts produced better results than any others except the very few who KNEW how to make precise, usually minimal, adjustments.

To help resolve the question let's go back to the assertion "A variant is a variant is a variant." We borrow this from Gertrude Stein who first said it about a rose. Since all adjustments are made to compensate for some kind of variable we sought a common denominator for ALL variables. It is ENERGY. All variations in a horse's performance stem from variations in Energy yield. Distance, Surface, Class, Form, Physical Condition, Match Up, you name it, relate to Energy Expenditure.

The most common mainstream procedure for determining and adjusting energy is using par times based on winning pace of race times by distance, class and surface, averaged over the course of at least one, preferably two meets. These averaged times indicate what a horse is SUPPOSED to do. But because they are based on past averages, for all except the most astute users, they seldom predict satisfactorily what a horse will ACTUALLY do. Averaging of past PACE OF RACE times alone does not take into consideration each horse's unique response to the delicate physiological and psychological relationships that occur within a race that we call the MATCH-UP.

An alleged Pace and Final Time par for six furlongs may be 45 - 110 but, since horses do not read par time charts, the chemistry of the Match-Up often creates a

scenario with far different times. As these deviations are compounded over the course of a meet, Pars become nothing more than parameters. This is how true experts use them. Unfortunately, most handicappers treat them as exactitudes, making their adjustments totally invalid.

We spent years searching for an automated adjustment formula based on actual energy relationships within each race. UltraScan and Synergism both made inroads that, despite the plaudits of many users, were not completely satisfactory.

With the introduction of ENERGY! in 1989 came automated adjustments based on the DREAM RACE: The HIGHEST 1st, 2nd and 3rd fraction ENERGY run by the composite of contenders entered. These constituted Energy Yield Pars based, not on an average of last year's times, but on incremental times taken from the actual performances of the contenders in the race about to be run. Based on empirical evidence, NOT theory, adjustments made from this formula have proven to be optimal for the vast majority of those applying them as DIRECTED. Those who still insist that par times are as effective based on actual evidence are not asked to change their ways. Unfortunately this is a minority group of which Tom Brohamer may be a minority of one. I have yet to receive winning reports from others using par times. I have multitudes of winning reports from those using our auto adjust procedures as prescribed. As always, we must subscribe to the democratic concept of the "greatest good for the greatest number."

(4) The One Horse to win bet. I really don't care if people refuse to follow my advice on this matter PROVIDING they don't blame me when the "Other" horse comes in paying a big mutuel. I only object when they blame ME and the Methodology when they fail to win at least 63% of their races. They frequently DO blame the Methodology, as per a recent phone call to Spencer Toner from a client using ENERGY! whining about getting only 42% winners. Even though the caller is a Follow Up Subscriber privy to all of our abundant evidence to the contrary he said that "Betting on two horses was betting against himself."

Besides, he proclaimed, "Brohamer and Bradshaw are primarily one horse bettors." That may be true, but they take the responsibility when their "Other Horse" wins.

Clients can no longer say that about pace line choice. From Brohamer to Bradshaw to Mayne to Sartin, Jorgenson, Wada, Jones and the rest, the average pace line employed is from 1.7 to 2.4 back. One of the best accolades Brohamer received in a review of his book MODERN PACE HANDICAPPING came from MARK CRAMER who applauded Tom's willingness to go back four races for an appropriate pace line.

Granted both the Bro and the Hat are possessed of some kind of Alamo mentality that causes them to bet only one horse. I take it back; Hat has the Alamo mentality, Bro is just pecunious. Both attitudes hurt their pocket books - they admit it-

but it bolsters their ego. Besides, **THEY** can afford it. Apparently Spencer's caller can not!

For **ALL** those who think their track is **DIFFERENT**, here is a letter from a Canadian who invests at **EXHIBITION PARK** in Vancouver, B.C. This missive should serve to counteract some of the Stubborn Resistance I've been discussing. The writer, **DEAN MILLWAND**, sent me two **HUGE** bundles of **Racing Forms** covering 105 races - \$15.80 Canadian postage- to show me the pace lines used in compiling a **WIN PROFICIENCY** of 76% with an average mutuel of \$10.80+. He almost uniformly used the **BEST** Race in the last three, comparable class surface and distance.

When I first looked at his package I thought he was going to ask me to go over his 105 races and tell him what he did wrong. There **ARE** those who do that. I was pleasantly surprised and, since it arrived two days before Christmas, it was one of the best presents I've ever received.

I love his line: "You might think my paceline selection is horrible. "I should pick lines so well, Dean. I wrote him back that any pace line selection process that produces 76% winners over a span of 105 consecutive races was the **BEST** in all of North America.

I am flattered when subscribers tell me how much they get out of this Psychology column but the **BEST** kind of therapy comes from witnessing someone else's cure. Dean is certainly cured and his \$10.80+ average mutuel dramatically attests to the profitability of 2 horse win wagers.

You may well ask, **WHY** do people resist when contrary evidence is so abundantly offered in our many manuals, audio/visual material and at our seminars? Dr. Depak Chopra would tell us its in our DNA: Genetic memory patterns so firmly established that they can be changed only through conscientious **WILLED** effort - or protracted treatment. Carl Jung would call it a by product of the Collective Unconscious - Racial Memory. Pretty much the same thing. It is atavistic, whether from genetic DNA or from operant conditioned memory. If you don't like mysticism, just go along with the classic and neo-Freudians and chalk it up to early childhood "programming" or conditioning.

Our newest Teaching Member, Phil Gowens, a cognitive behavioral psychologist, says that people will only read **INTO** our manuals the things that conform to their own belief structure. They subconsciously **ALTER** the words to conform to what they **EXPECTED** to read in the first place. In short they will accept only that which they have always accepted; **NOTHING** new. This is a harsh judgment and doesn't apply to many clients. But where it **DOES** apply it applies supremely. Phil is not a cynic, he has dedicated himself to helping change the situation.

To some degree we're all conditioned to want and need rules for just about everything. Unfortunately the "FIRST" rule we receive about ANYTHING tends to stick with us while all subordinate clauses to such rules are generally disregarded. Students of ethics, literature, history, social anthropology and the behavioral "Sciences" often develop the capacity to over-ride early "rules" in favor of logic and current reality. The more exact fields, like medicine, (other than surgery) accounting, engineering, sales, teaching, etc., do little to help their practitioners overcome initial conditioning. So, if one's introduction to handicapping included rules like use the LAST LINE, or no race beyond 15 or 28 days or "betting two horses is betting against yourself" or play top ten trainers and jockeys only, or WHATEVER, then often one retains such myths as facts and will resist ANY information to the contrary EVEN when they see persons who violate such rules winning at a 76% clip with a \$10.80+ average mutuel.

Andy Beyer, giant that he is, evidenced a degree of this hide-bound thinking when he watched our San Diego client do so well with Sustained Pace. After witnessing his success and profiting from it in his own Del Mar wagers, Andy concludes: "I would have taken a blood oath to Doc Sartin but -- being more jaded, I recognized that the conditions at Del Mar were ideal for (Sustained Pace) and a mechanical system.".. I hate that word, system. That's why we have other readouts, ANDY! And what are the Beyer numbers if not mechanical? Beyer also persists in confusing pace with early pace and looks at what his mainstream friends (not us) call pace as being a West Coast phenomenon. Brohamer wasted hours trying to dissuade him of this conviction backed by successful New York clients. All to no avail. Andy, like so many contemporary handicapping giants has fixed and systematized delusions. When experts are stigmatized by subjective warps is it any wonder that those who read their books are similarly fixated?

Once in a while you may hear one of our teachers make the mistake of reciting a subjective absolute. Personally I have tried to avoid such declarations. Every time you see this kind of statement in the Follow Up or hear one at a seminar, the exceptions to such declarations crop up in abundance. The three most recent that come to mind are:

- (1) "Horses with a 2nd fraction better than the first seldom win." After we printed that observation by a New York client, dozens of you reported numerous exceptions.
- (2) Spencer's ill-fated statement that horses with a 1 P/dv readout in Entropy who were not also number 1 on E/dv never won. Subsequent to his assertion dozens of races were won by horses that were anathema by Spencer's "statistic." He learned his lesson and will never repeat that kind of error.
- (3) The one that really gets to me is when a teacher who has never met the trainer or jockey of a particular horse tells us with a straight face the full details of that trainer's intentions together with his specific instructions to the jockey.

Handicapping lessons and written texts are replete with hundreds of similar subjective absolutes. Persons who are acutely aware of reality in their business and professional dealings seldom maintain their skepticism when it comes to "horseplaying." They suddenly become as trusting children believing in the magical words of their favorite soothsayer. Dick Mitchell said it long ago and he was correct:

"Never accept as absolute the handicapping maxims of anyone, even the experts until you validate them for yourself."

To which I always added: **"Especially the experts."**

Most winners have boundless egos and DO apply subjectively derived techniques to win. The problem is that these techniques are highly "Individualized" and cannot be taught. The old adage of "What's good for General Motors is not necessarily good for the General Public," applies here.

I try to avoid at all cost pontificating absolutes or rules of any kind. One former client told me that he "went ballistic" every time I said that the only rule in the Methodology is "There are no rules." Like so many others striving for handicapping success, he is deluded by the notion that handicapping success can be come from a set of rules. When I refused to give him rules he quit the Methodology and went with someone who WOULD. We've lost a lot of clients that way but many of them have called me to say that while they're not winning with the rules oriented "systems," they're happier about losing now because at least they lose by the "rules."

That's the epitome of Stubborn Resistance. The tragic part of the SR syndrome is that so few want to give it up. For those who do there is a prescription: A **RADICAL CHANGE** in your present habit patterns:

- (1) Drive to work or play by a totally different route.
- (2) If you smoke, change brands. Drink? Order something quite different from your "usual."
- (3) Start eating some exotic foods that you swore you'd never touch. Or, if you're a gourmand, try mundane dishes.
- (4) Dress differently than you have in the past. If you're a conservative dresser borrow one of Doctor Flowers' loud jackets. If you're a flashy dresser, try a pair of Levi's and a T Shirt. For example. Spencer has 18 blue, oxford cloth, button down collar dress shirts. He never wears anything else. If one didn't know better it would seem like he wore the same shirt every day. If he wants to become a consistent winner he should start wearing floral sport shirts.

- (5) **Change your social behavior.** If you tend to be formal and dignified get casual - or vice versa.
- (6) **Laugh a lot.** If you laugh frequently now, contain it and wait until you're alone, then roar. However, Most rule-bound, habit restricted persons don't laugh enough because they have an extremely limited sense of the sublime and the ridiculous.
- (7) **If you're a devoted reader of fiction, switch to non-fiction.** Or vice versa. If you don't like to read at all, force yourself to learn as much as possible about a subject that holds no current interest for you.
- (8) **See how long you can go without telling a canned joke.**
- (9) **For at least ten days, give up your favorite TV shows.** If you think PBS is boring, watch it. If you're devoted to PBS watch some sit coms. Most of them are so bad you'll start winning in self-defense.
- (10) **Listen to the kind of music you think you don't like.** Classical fans, go country western. Jazz Fans, listen to schmaltz. I know if I were forced into a steady diet of Guy Lombardo, I could learn to play quarterback in the NFL. Rock Fans: I can't help you. Maybe God can.

TWO things not to change. If you're straight don't turn gay. And if you live in the U.S.A. don't start driving on the left hand side of the road. Neither will help you win.

That should do it for now. I've offered this kind of prescription before. Only a few - a very few - followed it. But lo and behold, they found that it worked wonders.

The Washington Post

Sartin is only one of many people today who are attempting to apply computers to handicapping. But most of the others are misguided: they are seeking a neat mathematical model, an all-encompassing formula, that will make it easy to pick winners. What sets Sartin and his group apart is their willingness to deal with all the diversity and complexity in the game.

ANDREW BEYER



Howard G. Sartin, Ph.D

The Psychology of Winning

THANTOS

At one point in the Yellow Manual I wrote, "The specter of Thantos lies darkly within us all." Thantos is merely a big, yet poetically beautiful word for Negativity, Failure and the Death Wish even as the term Eros symbolizes the Life Wish: Success, Bliss.

The Death Wish or Death Instinct are terms taken from Psychoanalysis and are attributable to Freud himself and further refined by Melanie Klein. Many aspects of pure Psychoanalysis have, in recent years, fallen into a degree disrepute and heated dispute among contemporary psychologists. Yet, regardless of professional discipline, the "Death Wish," or self-destructive impulse, remains one of the most prevalent personality traits found in humans. They are the principle cause for suicide, violence, divorce, abusive behavior and unsuccessful inter-personal relationships; especially those between men and women.

They are especially prevalent in those aspiring to make horse race handicapping a means of making a living or augmenting an income. We have often referred to the Sisyphus Syndrome. This is a term used by contemporary psychotherapists and describes a very common disorder based on the Greek Legend in which Sisyphus pushes a rock up to the top of a mountain and just as he is about to shove it down the other side it always rolls back on him.

The Sisyphus Syndrome prevails in such a large segment of the general population it is not viewed as an abnormality, per se, but when the syndrome is diagnosed in an aspiring handicapper it can spell disaster and signifies a decided "death Wish" or, if you prefer, a subconscious will to fail, to *lose*. Usually this is a sub-clinical problem and more of a nuisance than a true neurosis. Because, according to contemporary psychiatric thinking, just *aspiring* to handicap for a living is considered a neurosis in itself.

Discussing a problem is one thing. Solving it, another. My job is not to write erudite dissertations on a problem but to spell out some of its more obvious manifestations and to offer a means for cure or, at least, amelioration.

Since the turn of the century psychology has offered terminology that equates with the late Dr. Eric Berne's concept of "Scripting." Our Life Script is a drama written for us by parents and other authority figures and is lived out based on our response to these social forces. Adler called it Life Style; Jung referred to persistent behavioral tendencies as Archetypical. The Behaviorists call it operant conditioning. I prefer Scripting. You might be more comfortable with "Programming." Whatever, here are some of the more obvious symptoms of the "Death Wish" or Will to Fail which we'll continue referring to as the Sisyphus Syndrome:

SISYPHUS

In Greek mythology, Sisyphus was condemned to roll a heavy stone up a hill. Just as he was about to reach the top, the stone rolled back, and he had to start over again. Over and Over scripts are represented by Sisyphus.

1. "Over and Over" scripts are Sisyphus. He was condemned to roll a heavy stone up a hill, and just as he was to reach the top the stone rolled back and he had to start over again. This is the classical "Almost Made It" script, with one "If only after another.....Eric Berne.

From *"What Do YYou Say After You Say Hello?"* Grove Press, N.Y.

The "Over & Over" script is the one lived out by Alcoholics, Narcotic Addicts, and Pathological gamblers. Also by those who persist in choosing the wrong love mate. In essence it is recidivism: --- continuing to pursue habitual negative behavior patterns even while fully knowing the inevitable and disastrous consequences. Losing is caused by habitual negative behavior, all other rationale to the contrary.

"Over and Over." Sound familiar? "If Only," "Almost made it." Woulda, Coulda. Shoulda. None of these phrases indicate a psychological problem when used once, or even twice. We all recognize certain things after the fact which, observed before the fact would have made us win. It is the **PERSISTANT** "If Only," and similar phrases repeated vocally and internally day in day out that represent the problem. **REPETITION** of destructive acts is the **KEY** to the problem.

Clients who keep making the same same handicapping mistakes "Over and Over," despite written, spoken and hands on corrective information. Clients who keep asking the same *questions* "Over and Over" are in abundance. They're exhibiting the Repetition Compulsion we have discussed in a previous issue. *repetition* is a function of habit. Losing is a habit. Just as winning is a habit. Those with the Sisyphus Syndrome have chosen to adopt the habit of Losing by persisting in performing the same incorrect handicapping techniques "over and over."

Dr. Berne defines three kinds of scripts: Winning, Non-Winning and Losing. Winning needs NO treatment. Losing is difficult to treat. A Non-Winning Life Script is the one we encounter most often and is highly susceptible to being turned into a "Winning" script through proper treatment. And, as with treatment of most disorders, the attitude and dedication of the "patient" is far more important than any technique applied by the practitioner.

2: Seeking systems and/or computer programs that will perform some kind of "magic" that will relieve one of all responsibility for essential cognition and decision making. In our own clientele there are scores of persons making closet use of virtually every computer program on the market. They go from one to the other like a street walker and have about the same moral values. They then wonder why they cannot win consistently. Those choosing a single viable program or a combination of such programs designed to work in concert with each other and fully comprehend the meaning of all their readouts are the ones who are the consistent winners. To push the rock to the top of the hill and then change procedures will inevitably cause the rock to roll right back down on you.

3: **FAILING TO KEEP RECORDS.** By records I mean wagering records and at least a cursory record of which readouts are the most predictive. A Track Profile sufficiently detailed so that you won't bet horses to win who have too much or too little Median Energy to get the job done based on an

adequate sample by track, class, surface and distance. Keeping too many records and modeling and profiling more than four viable factors can be just as dangerous as keeping no records at all.

Altering the four factors each time to get the winner of the race just run seems to be the kind of folly most often practiced. NO profile works on every single race. A well kept - *CURRENT* - Model/Profile will work on *MOST* races. To change it after every loss usually leads to the inevitable fact that it works on the *NEXT* race. To fiddle with it after a loss is to zig when zagging works and vice versa. This is an open invitation to get smacked by the very rock you've just pushed to the top of the mountain.

4: **WAGERING INCONSISTENT AMOUNTS;** This practice leads to the cry of "Winning Races but not making any Money." It is perhaps the most common manifestation of the Sisyphus Syndrome. In essence what happens is that we will wager, just to pick a figure from the air, \$50 on an entry we feel is a lock. Both horses run up the track. We're crestfallen so we pull back and bet a total of, say, \$10 on the next race. One of our horses wins paying a box car mutuel. Instead of showing a good profit we lose money on the combination of two races because we wagered more on the losing race than on the winning one. It has happened to ALL of us. When it happens with a measure of consistency it is Sisyphus at work.

5: **EGO STATES:** This is another subject we have previously addressed. There are three basic Ego States: Parent, Adult and Child. However, the most dangerous state is a fourth: the Adapted Child. From this state come unhealthy adaptations that imitate the worst traits and behavioral mannerisms of punitive parents. Stubborn rejection of reality, belief in proven myths, know-it-all attitudes and ego-centric macho and bravado are dominant.

6: **IRREGULAR HANDICAPPING PROCEDURE:** I just spoke to a client who has experimented with every handicapping technique he has read about in the Follow Up. Over the years he has constructed a Virgo-Like list of the *EXACT* step by step procedure that has worked best for him. He has written down his exact procedure in numerical steps. He follows these steps religiously and without deviation each time he handicaps. He has built in a number of essential flexibilities so his list is not composed of *RULES*. His latest win cycle was 75%. His average over the last 100 races: 69%. Those with the Sisyphus Syndrome tend to awaken each day in a new world, trying a variety of different approaches; following no stable, yet flexible, routine.

Hence they will have a good day followed by a bad day and wonder why. The answer is simple: Cyclic procedures forgetting contenders and pace lines always produce cyclic results.

7: FIXED AND SYSTEMATIZED NOTIONS: In truth this characteristic should be incorporated in the segment on EGO STATES. However, it is such a prevalent, event dominant trait, in the Sisyphus Syndrome that I've isolated it here. Prominent displays of this contamination are seen in those who will not handicap and wager certain kinds of races. Some avoid three year old fillies or turf races or route races or odd distance races, or whatever, because they firmly believe that they cannot win such races or that they fall into the self-determined area of "UNplayable." The most dangerous manifestation of this problem lies in fixed notions about recency: "last race," *AND* putting a limit on how many, or more to the point, how *few* lengths a horse can be beaten by and still qualify; *or*, basing a horse's qualifications solely on how "Fast" it ran i.e. (Final Time). This is the category that keeps those afflicted by it from getting the higher mutuels we all should seek.

Horse racing has changed more in the last five years than in any other time in its history. Average mutuels on favorites have gone down yet "long shot" horses are paying *MORE*. It is incumbent upon us to keep both our attitude and handicapping method current with reality. I am working on this every day. But it is only fair to warn you that unless your attitude is current and you purge yourself of any or all of the above seven contaminations NO computer program can properly perform up to the advanced level for which it is designed.

Improper, contaminated mental attitudes - Loser Scripting - is a far more powerful *NEGATIVE* tool than the *ULTIMATE* best handicapping method or computer program.

Norman Vincent Peale wrote a book called the Power of Positive Thinking. It's a good book and a noble thought. But, in fact, there is *NOTHING* more powerful than The Power of *NEGATIVE* Thinking. This is a sad commentary but unfortunately it is regrettably true. Not just in horseracing. Read your newspaper, watch TV. Note the increase in wanton murders, random killings and beatings, drive-by shootings, child abuse and molestation and rapes, among other things.

Thantos is running rampant in our society. Let's work extra hard to keep it out of our handicapping.



Howard G. Sartin, Ph.D

The Psychology of Winning

COMPLEXITY

The Emerging
Science
at the Edge
of Order
and Chaos

In Follow Up #39 Spencer Toner reviewed and made some commentary on a Scientific American article by Prof. W. Brian Arthur. Particularly cited were facts like the original Turbot Engine prototype worked with but one moving part while today's jet engine requires 22,000 parts; and that in 1896 Stanford University had only 12 administrators but now it has many hundreds. The ultimate implication of the article was that eventually the world, and science in particular, would return to the simplistic. Spencer concluded his commentary with an indication that successful handicapping, as viewed from our special perspective, would go full cycle and return to its original simplicity.

"A consummation devoutly to be wished," as old Will once said.

We thought Phase III was simple. We thought it was even better simplified by TOM BROHAMER'S book, Modern Pace Handicapping. Yet, a large segment of the handicapping public thought even that book was *TOO COMPLEX* for them to

understand. So, out comes our Pace Makes The Race, so simple that my 12 year old grandson, Michael Justin can understand it. My 19 year old granddaughter, Pilar, is into Chaos Physics, comprehending it with the ease we once had for Newton's falling apple. The only problem with the the intrinsic simplicity of Phase I is that it works when it works but doesn't work often enough to solve the underlying complexity of its subject matter: **SUCCESSFUL HANDICAPPING.**

This is the crux of the problem: The solution to the stochastic riddle of *WINNING* at the races is in itself highly **COMPLEX**. The simple Turbot Engine with only one moving part was a prototype and not expected to propel aircraft large enough to hold over 150 passengers, carrying them *SAFELY* for thousands of miles. The fact that Stanford University had an administrative staff of just 12 in 1896 bespeaks the fact that Stanford then only had a few hundred students and an extremely limited curriculum. Many colleges within the new university structure, including graduate schools, have been added since 1896 so that *NOW* Stanford is considered the Harvard of the west. Education itself has become considerably more complex since 1896. The standards imposed on Medical Doctors, Lawyers, Engineers and a host of other professions qualifying them to practice, are infinitely more rigorous now than even 20 years ago, much less almost a century ago. The sciences, be they of the mind, body, law or machinery, have undergone a *COMPLETE* metamorphosis since the turn of the century. Even within the last fifty years, since the first Atomic tests in New Mexico, the science of Physics has evolved with a dramatic new paradigm shift from Newtonian to Einsteinian and beyond.

A return to simplicity in *ANY* field is Reductionist. Reducing things to a few simple rules has been the paradigm of handicapping texts for over a century. For many years my researchers and I have extensively tested all the "Simple" handicapping concepts for consistently winning races and money. The formulae for these so-called *SIMPLE* answers to the great stochastic riddle remain today much as they were back in the late nineteenth century.

Meanwhile, racing itself has grown more complex. More of the lower paying, relatively easy to figure, horses are winning at major tracks. Contrariwise, *MORE* Long Priced winners that recognized experts seem to regard as *NON-figureable* are also winning. This phenomena has not yet been as significantly evident at some smaller tracks, but it's coming.

Major Metropolitan tracks attract a more "sophisticated" clientele who are served by a bevy of handicapping services and 900 numbers. So, quite naturally the easily "figured" horses pay less. This same reasoning applies to the increased number of *HIGHER* paying winners, along with place and show payoffs and the cyclic rise of *HUGE* exacta and trifecta profits we see several times each racing week. Quite "simply," if you'll pardon the expression, the vast majority of opinion makers are

NOT picking these high paying opportunities because the kinds of horses involved do **NOT** fit the procedural handicapping model "THEY," the experts, employ. It would seem that *IF* Professor Arthur made some kind of impressive point in his "Cyclic Return to Simplicity" article, it did not apply to successful handicapping. I hope this doesn't dash Spencer's hopes for some "simple" solution to making a living at the track. If he has another 145 years to experiment, perhaps *HE* will be the one to discover a new "cycle of simplicity." Meanwhile we must all learn to comprehend the essence of **COMPLEXITY**.

TOM AINSLIE did much to further the more **COMPLETE** understanding of our common problem beginning in 1968. His initial work has been updated several times, yet the only readers who actually benefited from the great wealth of information he provided were those who truly **WANTED** to win. There seems to be some statistically skewed propensity for aspiring handicappers to eschew the kind of informational material that would benefit them most. This fact also permeates the attitude of of the general public, but I think it is even **MORE** pronounced among those who call themselves "Horseplayers."

Before Ainslie both Ray Taulbot and Robert Saunders Dowst offered some enlightenment but they did so in specific areas. Ainslie is "Complete." In the post-Ainslie era there have been a lot of so-called updated books on our subject by highly credentialed authors. I won't mention my own contributions. I'll just say that **ONLY** Huey Mahl, Steve Davidowitz; Jim Quinn's "Handicapper's Condition Book" and some of his Boswellian Overviews; Bradshaw's **MATCH UP**, Tom Brohamer's **MODERN PACE HANDICAPPING** and several works by Mark Cramer have done anything more than merely kind of paraphrase Ainslie. In fact, several of the better selling volumes were sponsored by and edited by Ainslie. And yes, *I HAVE* read and re-read them all.

I leave it to history to judge the "total effectiveness" of works by Andy Beyer. His offering are in a category unlike those mentioned above and as such they belong at the top despite the fact that the end result of Beyer's contributions to handicapping appear as numbers in the Daily Racing Form. Those numbers, however, do not reveal the wit and wisdom of Beyer as an author who has inspired a generation of devoted advocates.

Freud and Jung belong at the top in the history of Psychoanalysis, even though the psychoanalysis of Freud and Jung is now considered by most practitioners as being both archaic and arcane. To the immense credit of both Freud and Jung they were revolutionary pioneers of their time: the late 19th and early 20th century. Both men, Freud in particular, would not adapt to the psycho-social evolution of the post 1920's era of the 20th century and the existence of the United States as a society unlike that of Central Europe. The **MOST** significant contribution made by these

men, along with Alfred Adler and a few other psychoanalytic pioneers, is that they were **FIRST** to ask the *QUESTIONS* that were suppressed and obscured by the social taboos of the 19th and early 20th centuries.

By posing valid questions regarding human sexuality they were eons ahead of their time and made it possible for all of the psychiatric practitioners who followed them to find some effective answers. They contributed much to psychiatric *THEORY* and language, some of which remains valid. But the tragedy that befell the clinical practices of these pioneers is that the application by others of their techniques became increasingly inadequate to effect *CURE* as society progressed into the contemporary era.

In handicapping we have a situation in direct contrast to the basic problem faced by Freud and Jung, et al. We have known and accepted the essential handicapping *QUESTIONS* for over a hundred and fifty years. Having resolved the nature of the *QUESTIONS* we have long sought some definitive *ANSWERS*.

Other than that twist, the history of psycho-analysis, its theories and and practices, so closely parallels that of handicapping that it's almost eerie. The similarities are startling. *MOST* of the current breed of Handicapping author/experts" are like Freud. They refuse to adapt their frames of reference, language or procedural techniques to contemporary reality. I say *MOST*, because a number *HAVE* adapted. By adapted I mean that they've at least, to some degree, come to accept and use someone's creativity. Yet, the only person outside our own little group, in which we include the always pioneering Ainslie, who has truly made a foray into new terrain is Mark Cramer.

What we desperately need in the handicapping field is more *CREATIVE* people. It is noble for one to admit "shamelessly stealing," but that's proliferation not Creativity. *WHERE* have all the creative people in this field gone? *WHY* have they been replaced by crass imitators? Even some who repeatedly imitate themselves. *AND* what will fate decree for a society in which blatant stealing is so prevalent and even deemed as "Shameless?"

The fact remains that most handicapping expertise marketed today is anachronistic: Nothing more than palimpsests superimposed over ancient parchments.

In defense of Spencer Toner's enchantment of Professor Arthur's cyclic theories, Einstein and the scientists who ushered in the "Atomic Age" *DID* effect a return to certain scientific *AND* philosophical concepts found in the writings of a few noted intellectual elitists of ancient Greece and the Hindu Rishis of India. In so doing they established a new paradigm that reduced to obscurity and obsolescence the previ-

ously UNquestioned acceptance of Newtonian Physics and the doctrines of logic derived from Aristotle.

The paradigm of our new age, which did not reach full fruition until recently, is holistic. It is no coincidence that Atomic science uses the word "Fusion," for that's what has happened. Not only in Physics but in medicine, psychiatry and philosophical thought, there is no more separatism of matter or of mind and body: All things are a part of a universal whole; becoming as one with the whole by Fusion.

In our western civilization this concept did not begin with the Atomic Age; it was pioneered in Europe by Max Wertheimer, Wolfgang Koeler and Kurt Koffka and promulgated in America by Kurt Lewin. The name they applied to this concept was "Gestalt." Loosely translated from the German, it means "Whole." Its thesis is that nothing is an entity by and of itself. Its properties cannot be totally deduced from the sum of the parts. In short: The WHOLE is not the sum of its parts.

Generations of handicapping author/experts attempting to systematize a successful process for winning at the races, have based their procedures on the inaccurate assumption that the whole IS the sum of its parts. They persist in assigning numerical values for any number of variables which are added together and then averaged to get a Final Rating. This is Reductionism at its worst and despite generations of failed methods based on this kind of thinking, it still permeates most of the systematic approaches to handicapping.

While he didn't refer to it as Gestalt, the very *FIRST* person outside of our group who recognized the holistic nature of the handicapping process was Mark Cramer. In his book THOROUGHbred CYCLES, and his articles for WIN MAGAZINE, he proclaimed that the only methodological procedures of any value in today handicapping arena were those which expounded that the whole is either Greater or Less than the sum of its parts. He cited US as one of two entities whose computer programs adhered to this holistic principle.

It is no coincidence that books on CHAOS Theory, FUZZY LOGIC and now-COMPLEXITY, all have taken their place on the New York Times best seller list in rapid succession. Many book stores are back-ordered for works on these subjects. The three subjects are inter-related and as such constitute their own "gestalt." Once again CRAMER is the only author outside of our group who has delved into the arena of the new science. His new book, KINKY HANDICAPPING, is an excellent example of Fuzzy Logic applied to handicapping.

I know of two merchandisers who claim to be using aspects of Chaos in their material. But an investigation of the purveyors of these claims revealed that one merely got a free copy of my CHAOS treatise at Expo '93 and the other got some hacker to

abstract our formula for converting fractional times into "Energy." Just duplicating "numbers" derived from the creative efforts of others is not the answer. While Mark Cramer gently tries to persuade me that such imitation is the sincerest form of flattery, I'm not flattered.

When merchandisers merely *LABEL* something as being based on CHAOS, FUZZY LOGIC or COMPLEXITY, they cloud the real issue and tend to further confuse an easily confused handicapping public. All three of these inter-related subjects deal with bringing ORDER OUT OF CHAOS. As subject matter for this thesis, handicapping is ideal. Because it is stochastic it is chaotic by nature. It cries for solutions derived from CHAOS formula and Cramer's kind of FUZZY LOGIC. It is the epitome of COMPLEXITY.

The *KISS* - (KeeP It Simple Stupid) - school of handicapping is still the most appealing to horse racing fans at large. This is to our advantage. Yet, ironically *MANY* of our clients, along with potential new one's, *AND* the inevitable drop out's, merely give lip service to the demonstrable truism that *SUCCESSFUL* handicapping is *COMPLEX* and cannot be achieved through simple Reductionism. They seek an *EASY* fix. They resent my arcane terminology.

"Why can't Sartin just talk like everyone else?," they ask.

My response is:

Trying to define the
TERMS of a NEW
Language with words
from the OLD
Language
is to
Diminish the POWER
of the NEW...
A new Paradigm
requires NEW terms.

DOC.

More important than such aphorisms is the fact that I make no conscious effort to write or speak any differently than the way I have always done. I don't use a Thesaurus; though if forced to use the "Little" words some people find so enchanting, I might need one to find them.

If you don't know the meaning of certain words, why not keep a dictionary next to the place where you do your reading?" In my own choice of reading matter, I have to look up the specific definition of at least three words per chapter. There's a big red Webster's at hand on the table next to my bed.

Perhaps it is unfortunate that our society has been oriented toward verbal communication. The WORD is the thing, that's the way it is. The English language is replete with words that seem to be synonymous but are NOT specifically so. Often a less used word is more explicit than a common one. It is what Hemingway called the *Mot Juste*. The ideal or perfect word for the feeling or information being conveyed. With the advent of Television, we have become increasingly seduced by Audio-Visual presentation. For this reason our nationwide seminars, workshops and audio/video tapes have elicited the kind of positive response that our written works are supposed to get. We constantly receive messages filled with phrases like: "Oh, now I understand what you meant when you wrote,---" referring to some manual or an article or whatever. Shades of Marshal McLuen, "The Medium is the message," - or massage, as the case may be.

Were it only I whose words cause confusion and odd questions, I would alter my presentations to conform to the apparent reality of others and make a concerted effort to look up and use only those "Little" words that many seem to cherish. But, ironically, the words of Toner, Jones, Mayne, Connolly, Jorgenson and Bradshaw (especially Bradshaw), et al - including BROHAMER who, despite his noted gift for clarity and articulation, confused as many readers as I have through his great book, MODERN PACE HANDICAPPING.

I know because he put *OUR* address in the book. Most of the questions came from those too lazy to apply self-help; who wouldn't re-read through the material to arrive at answers *OR* who just wanted to argue some particular point.

On the bright side of this same coin, TOM AINSLIE said with all sincerity that the Sartin Clients he met in Albany, N.Y. and in New Orleans were the brightest, most intelligent group of handicappers he had ever met in almost three decades of doing seminars. Whether that speaks well of *US* or decries the abysmal mentality of the average North American horseplayer, Ainslie didn't specify. So let's just take it as a compliment from the Dean.

There is another reason for the need of a more scholarly and specific language for handicapping's new paradigm. It is best expressed in a letter I just received. The syndrome outlined in the letter is one I encounter several times a week; it comes down to this:

The individual was having overall mediocre success. Some days winning six of seven, others days going one for six or none at all. Then he visited me for a lengthy Win Therapy session. His win percent and profit margin soared to a point where he felt he could make a living solely by handicapping. One day, a few months later, he suddenly began feeling physically and mentally uncomfortable and his win and profit percentage began to fall just above the break even point. He wanted another Win Therapy session, which of course I granted. However, the problem he faces is one associated with his youth and the Puritan Work Ethic, NOT with the mechanics of handicapping.

In our culture, persons of talent and ability are supposed to "make something of themselves." This young man was well raised in the great American socio-economic tradition. What he fails to realize is, that despite his plea to the contrary, HE IS ASHAMED to be making it in a socially reprehensible field-"Playing the horses." He is, in effect, letting his parents down. Also his loving relatives and his former-school teachers who felt he had so much promise. His structured friends, seeking success in conventional fields, also regard him as a wastrel with abnormal aspirations. (although they secretly envy him).As for a sweetheart with whom a relationship could lead to marriage:What woman, or what set of parents of any woman, wants someone with the dubious ambition of being a professional "Horseplayer" for a husband or son-in-law?

It's an old story, one I've dealt with a thousand times. It is the reason that our "older" clients can achieve unlimited success with the Methodology while younger, seemingly sharper ones, don't succeed at the same level. Older persons have suffered life's disillusionments and can no longer afford to appease the hypocritical moral dictum's of their parents, et al. In many cases the parents have either passed on or are living off the bounty of "their children:"(our older clients). Once the yoke of guilt is lifted about the legitimacy of handicapping as a profession, people begin succeeding because they no longer sift our material through guilt-screened minds.

Mine has been a 20 year effort to raise the scientific, artistic *AND* the intellectual aspects of handicapping to a level where our clients will *NOT* be ashamed of what they're doing. One of the ways to achieve this goal is through a language that is more arcane, esoteric and less commonplace than the language used by those whose behavior created the social stigma against handicapping to begin with. My efforts have not been entirely in vain, as attested to by several hundred clients who are truly winning both races and money with an enviable degree of consistency. I hope I can someday say the same for the young man who wrote the letter and all others similarly afflicted.

In truth, participating in solving handicapping's ancient riddle, *DOES* require a *NEW* language. Huey Mahl said so many years ago. Odd, because Huey often fa-

vors a personalized vernacular in his own writing. My particular lexicon springs from the necessity of delineating between OLD mythical suppositions and proven realities.

All great revolutions, political, social or intellectual, have produced some terminology peculiar to the nature of the revolution itself. Our Handicapping Revolution began in 1975. The American Revolution began in earnest in 1775, exactly two hundred years earlier. Is that some kind of omen? The French Revolution started in 1789. The next important revolution was the Russian one of 1917. Three major world shattering events but all producing widely divergent social results. The initial premise of the French Revolution was aborted by the rise of Napoleon's dictatorship in 1899 and we've recently witnessed the dissolution of the Soviet experiment.

In England there were several revolutions over a period of about six centuries leading toward full democracy. America's destiny as a democratic union was threatened only once in 1861, by the War Between The States. Historically, only the British and American Revolutions were able to produce political entities that even vaguely approached fulfillment of the cause for which they were fought.

The French, after a couple of Napoleons, returned to a semblance of democracy, yet still live under laws based on the old Napoleonic Code which proclaims that one is *GUILTY* until proven innocent. Who knows what destiny awaits Russia.

History has proven that a working Democratic Union, even an imperfect one, requires a far more COMPLEX operating formula than an oligarchy. There is no reason to suspect that handicapping and nations should have dissimilar histories. The Masses, or social groupings if you prefer, have always succumbed either to dictatorial rulers who told them what to do in simple dictum's; OR to governments creating social INSTITUTIONS that subtly provided similar dictates.

The difference is that, especially in England, its Dominions-past and present, and the United States, the INDIVIDUAL at least has the RIGHT to dissent; to shape his/her own destiny.

Over the past century and a half, handicapping has, as an institution, followed an identical course. Systematic, rule bound procedures being the equivalent of oppressive dictatorships and absolute monarchies; *AND* a small number of self-help procedures expounding the democratic ideal. Ours belongs to the latter group. Yet, it has been my experience that most of our present clients and *ALL* of our former clients would prefer a Method dictated by rules, absolutes and common verbiage.

Rest in peace, Thomas Jefferson, Ben Franklin, Tom Paine. You and your revolutionary buddies came up with a *SIMPLE* idea, yet one replete with an abounding

degree of COMPLEXITY. No, it doesn't work all of the time. The results of *YOUR* revolution have not been perfect, just better than whatever is second best.

I received a letter from a client doctor asking me to recommend a psychotherapist versed in Win Therapy located in his state. This was my answer:

Dear Dr. -----,

Regrettably, it is virtually impossible to find an active psychotherapist who does NOT share the prevailing abstinence theory.

The exceptions are one in Australia and one at the University of Nevada, Reno, both of whom wrote glowing chapters about me and my work in expensive textbooks dealing with "pathological" gambling. Dr. Robert Anthony did likewise in his book "Betting On Yourself," but he is not a practicing therapist.

To give you some indication of the dominant psychiatric attitude, I enclose a portion of a letter from a client: (See the following).

I enclose my own treatise on the subject in the hope that it will help you with any problems you may have in this area. However, will to win and continued self-determination are better than the dubious crutch of conventional psychotherapy.

Here is an excerpt of a letter from a client who went into therapy with a renowned Psychiatrist. We'll keep his true name confidential. His past experience in therapy is nobody's business but his own.

In closing I would like to relate to you an experience I had a few years ago with the eminent psychiatrist, Dr. David Burns, author of Feeling Good. Having sought the services of Dr. Burns office, I had a few sessions with one of his associates. When his associate returned to his homeland (Ireland) I elected to see Dr. Burns himself.

During one of our sessions I mentioned that I aspired to become a successful handicapper. His immediate response, given in an almost condescending manner, was that this wasn't possible and he challenged me to name anyone who was successful. When I mentioned you and your methodology, and specifically Brohammer, and his book, Burns dismissed it with, "well if he's winning at the track why is he sharing his secrets with others?". Sensing that there was little chance in changing his opinion I elected not to pursue the issue.

Shortly thereafter I stopped seeing Dr. Burns, but his attitude has remained something of a mystery to me. How can one so prominent in one field be so closed minded to the efforts of others in a field about which he knows so little? It would give me great pleasure to be able to send Dr. Burns a copy of a years worth of successful 20 race cycles.

I anxiously await your response and thank you for your consideration.

Dear ---,

YOU are approved for Thoromation. Approval depends not on skill but on attitude and yours is a most enlightened one.

We'll miss you in Baltimore but family should always come first; something so many "horseplayers" ignore to the detriment of themselves AND their families.

Dr. Burns' attitude prevails in the psychiatric community. Only three prominent psychotherapists - other than my psychiatrist-psychologist clients - have acknowledged the potential of my Win Therapy.

I wouldn't worry about his attitude; it dominates society. Save your year's worth of 20 race cycles and spend the profits on your family and worthy charities. If you want to take a little dig at Burns, ask him why Freud, Jung, Adler et al, along with the other great medical, psychiatric, engineering and scientific researchers didn't just keep their discoveries for their own betterment.

For him to suggest that a winning handicapper should not "share" his procedural techniques with others but, instead, reap all the financial reward for himself, is an attitude typical of skeptical "Horseplayers" and an unworthy one for an eminent psychiatrist. While Burns may be a giant in his field, he shares the pathology of the most common of men. He should have come to *YOU* for therapy.

DEAR DR. I'M WRITING YOU THIS LETTER TO TRY TO EXPRESS MY OBSERVATIONS ON THE FRACTALS PROGRAM THAT I RECEIVED FOR TESTING, THE PRINTOUTS OF WHICH SAID PROGRAM I'M REMMITING WITH THIS LETTER

IT SEEMED TO STRIKE ME THAT A VERY INTERESTING FACT WAS THAT MANY TIMES THE HORSES RANKED FOURTH OR FIFTH ON THE BASIC RANKINGS, AND WERE FIRST OR SECOND ON THE CHAOS RANKING TURNED OUT TO BE THE WINNERS AND MOST OF THE TIMES AT VERY GOOD MUTUELS. OVERALL I FEEL THAT THE MOST PREDICTABLE WINNERS WERE THE TOP RANKINGS IN THE BASIC SCREEN.

I'M VERY INTERESTED IN THE RESULTS OF THE OTHER PEOPLE TESTING THE PROGRAM, I EXPECT TO SEE THEM IN THE FOLLOWUP. ABOUT ALL I CAN SAY ABOUT THIS PROGRAM IS THAT I THINK IT'S GREAT, AND CAN ONLY EXPECT IT TO GET BETTER IF YOU ARE STILL REFINING IT, I ONLY HOPE THAT I WILL BE ABLE TO AFFORD IT WHEN IT IS FINALIZED

I WANT TO THANK YOU FOR ALLOWING ME TO BE ONE OF THOSE PEOPLE GIVEN A CHANCE TO TEST THE PROGRAM.

THE MAJORITY OF THE OTHER TESTERS EXPERIENCED THE SAME PHENOMENON. THAT'S WHY WE'RE WORKING DILIGENTLY TO PRODUCE A SINGLE SUPERIOR SCREEN. WE'RE GETTING CLOSE.

"DOC"