

STUDIES IN TAPE READING

By Rollo Tape

A 1910 CLASSIC ON
TAPE READING &
STOCK MARKET TACTICS



Studies In Tape Reading

By
Rollo
Tape



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Rollo Tape is the colorful nom de plume of one of the most astute students in the annals of stock market history, Richard D. Wyckoff. Mr. Wyckoff who for many years was publisher of the "Ticker Magazine" (the name was later changed to "The Magazine of Wall Street") probably contributed more to the study of the price movement than anyone else in America.

Of his many books on the stock market "STUDIES IN TAPE READING" remains as his most important work. Whether you are a seasoned professional or a neophyte to the ways of the market, the reading of this book cannot fail to be a most rewarding experience. Written in part over 50 years ago, this classic on the basic laws of the price movement is invaluable reference to today's market operator.



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Studies in Tape Reading

Introductory

THERE is a widespread demand for more light on the subject of Tape Reading. Thousands of those who operate in the stock market now recognize the fact that the market momentarily indicates its own immediate future; that these indications are accurately recorded on the tape; therefore those who can interpret what is imprinted on the narrow paper ribbon have a distinct advantage over the general public.

Such an opinion is warranted, for it is well known that many of the most successful traders of the present day began operations as Tape Readers, trading in fractional lots of stock with a capital of only a few hundred dollars.

Speaking of Joe Manning, one of the shrewdest and most successful of all the traders on the floor of the New York Stock Exchange, a friend of mine once said:

**Success of
Tape Readers**



Tape Reading

Joe Manning

“Joe and I used to trade in ten share lots together. He was an ordinary trader, just as I am. We used to hang over the same ticker.”

The speaker was, at the time he made the remark, still trading in ten-share lots, while I happened to know that Joe's bank balance—his active working capital—amounted to \$100,000, and that this represented but a part of the fortune built on his ability to interpret the language of the tape.

Why was one of these men able to amass a fortune, while the other never acquired more than a few thousand dollars at the same pursuit? Their chances were equal at the start so far as capital and opportunity go. The profits were there, waiting to be won by either or both.

Mental Qualifications

The answer seems to be in the peculiar mental qualifications, highly potent in the successful trader, but unpossessed by the other. There is, of course, an element of luck in every case, but pure luck could not be so sustained in Manning's case as to carry him through operations covering a term of years.

Livermore used to trade solely on what the tape told him, closing out everything before three o'clock. He traded from an office and paid the regular commissions, yet three trades out of five showed profits. Having made a fortune, he invested it in bonds and gave them all to his wife. Anticipating the 1907



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panic, he put his \$13,000 automobile up for a loan of \$5,000, and with this capital started to play the bear side, using his profits as additional margin. At one time he was short 70,000 shares of Union Pacific. His whole line was covered on one of the panic days, and his net profits were a million dollars!

By proper mental equipment we do not mean the mere ability to take a loss, define the trend, or to execute some other move characteristic of the professional trader. We refer to the active or dormant qualities in his make-up; viz., the power to drill himself into the right mental attitude; to stifle his emotions, such as fear, anxiety, elation, recklessness; to train his mind into obedience so that it recognizes but one master—the tape. These qualities are as vital as natural ability, or what is called the sixth sense in trading.

Some people are born musicians, others seemingly void of musical taste, develop themselves until they become virtuosos. It is the I WILL in a man which makes him mediocre or pre-eminent—in Wall Street parlance, “a dub” or “a big trader.”

Jacob Field is another exponent of Tape Reading. Those who knew “Jakey” when he began his Wall Street career, noted his ability to read the tape and follow the trend. His talent for this work was doubtless born in him; time and experience have intensified it.

Jacob Field

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Tape Reading

Jim Keene

Whatever laurels James R. Keene won as operator or syndicate manager, do not detract from his reputation as a Tape Reader. His scrutiny of the tape was so intense that he appeared to be in a trance while his mental processes were being worked out. He seemed to analyze prices, volumes and fluctuations down to the finest imaginable point. It was then his practice to telephone to the floor of the Stock Exchange, ascertain the character of the buying or selling, and with this auxiliary information complete his judgment and make his commitments.

At his death Mr. Keene stood on the pinnacle of fame as a Tape Reader, his daily presence at the ticker bearing testimony that the work paid and paid well.

One might say: "These are rare examples. The average man never makes a success of Tape Reading." Right you are! The *average* man seldom makes a success of anything.

Success in this field usually results from years of painstaking effort and absolute concentration upon the subject. It requires the devotion of one's whole time and attention to the tape. He should have no other business or profession. "A man cannot serve two masters," and the tape is a tyrant.

One cannot become a Tape Reader by giving the ticker absent treatment; nor by running into his broker's office after lunch, or seeing "how the market closed"

Study
Necessary



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from his evening newspaper. He cannot study this art from the far end of a telegraph or telephone wire. He should spend twenty-seven hours a week at the ticker, and many more hours away from it studying his mistakes and finding the "why" of his losses.

If Tape Reading were an exact science, one would simply have to assemble the factors, carry out the operations indicated, and trade accordingly. But the factors influencing the market are infinite in their number and character, as well as in their effect upon the market, and to attempt the construction of a Tape Reading formula would seem to be futile. However, something of the kind (in the rough) may develop as we progress in this investigation, so let us preserve open minds.

What is Tape Reading?

This question may be best answered by first deciding what it is not.

Tape Reading is not merely looking at the tape to ascertain how prices are running.

It is not reading the news and then buying or selling "if the stock acts right."

It is not trading on tips, opinions, or information.

It is not buying "because they are going up," or selling "because they look weak."

It is not trading on chart indications or by other mechanical methods.

**What Tape
Reading is
Not**



Tape Reading

It is not "buying on dips and selling on bulges."

Nor is it any of the hundred other foolish things practised by the millions of people without method, forethought or calculation.

Tape Reading Defined

Tape Reading seems to us: The science of determining from the tape the immediate trend of prices.

It is a method of forecasting, from what appears on the tape *now*, what is likely to appear in the future.

Tape Reading is rapid-fire horse sense. Its object is to determine whether stocks are being accumulated or distributed, marked up or down, or whether they are neglected by the large interests. The Tape Reader aims to make deductions from each succeeding transaction—every shift of the market kaleidoscope; to grasp a new situation, force it, lightning-like, through the weighing machine of the brain, and to reach a decision which can be acted upon with coolness and precision.

Supply and Demand

It is gauging the momentary supply and demand in particular stocks and in the whole market, comparing the forces behind each and their relationship, each to the other and to all.

A Tape Reader is like the manager of a department store; into his office are poured hundreds of reports of sales made by the various departments. He notes the general trend of business—whether demand is heavy or light



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throughout the store—but lends special attention to the lines in which demand is abnormally strong or weak. When he finds difficulty in keeping his shelves full in a certain department, he instructs his buyers, and they increase their buying orders; when certain goods do not move he knows there is little demand (market) for them, therefore, he lowers his prices as an inducement to possible purchasers.

A floor trader who stands in one crowd all day is like the buyer for one department—he sees more quickly than anyone else the demand for that class of goods, but has no way of comparing it to that prevailing in other parts of the store.

He may be trading on the long side of Union Pacific, which has a strong upward trend, when suddenly a break in another stock will demoralize the market in Union Pacific, and he will be forced to compete with others who have stocks to sell.

The Tape Reader, on the other hand, from his perch at the ticker, enjoys a bird's eye view of the whole field. When serious weakness develops in any quarter, he is quick to note, weigh and act.

Another advantage in favor of the Tape Reader: The tape tells the news minutes, hours and days before the news tickers, or newspapers, and before it can become current gossip. Everything from a foreign war to the passing of a dividend; from a Supreme Court decision to the ravages of the boll-weevil is reflected primarily upon the tape.

Advantages of the Tape Reader

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Tape Reading

The insider who knows a dividend is to be jumped from 6 per cent. to 10 per cent. shows his hand on the tape when he starts to accumulate the stock, and the investor with 100 shares to sell makes his fractional impress upon its market price.

The market is like a slowly revolving wheel: Whether the wheel will continue to revolve in the same direction, stand still or reverse depends entirely upon the forces which come in contact with its hub and tread. Even when the contact is broken, and nothing remains to affect its course, the wheel retains a certain impulse from the most recent dominating force, and revolves until it comes to a standstill or is subjected to other influences.

Manipulation

The element of manipulation need not discourage any one. Manipulators are giant traders, wearing seven-leagued boots. The trained ear can detect the steady "clump, clump," as they progress, and the footprints are recognized in the fluctuations and the quantities of stock appearing on the tape. Little fellows are at liberty to tiptoe wherever the footprints lead, but they must be careful that the giants do not turn quickly.

The Tape Reader has many advantages over the long swing operator. He never ventures far from shore; that is, he plays with a close stop, never laying himself open to a large loss. Accidents or catastrophes cannot seriously injure



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him because he can reverse his position in an instant, and follow the newly-formed stream from source to mouth. As his position on either the long or short side is confirmed and emphasized, he increases his line, thus following up the advantage gained.

A simon-pure Tape Reader does not care to carry stocks over night. The tape is then silent, and he only knows what to do when it tells him. Something may occur at midnight which may crumple up his diagram of the next day's market. He leaves nothing to chance; hence he prefers a clean sheet when the 3 o'clock gong strikes.

By this method interest charges are avoided, reducing the percentage against him to a considerable extent.

The Tape Reader is like a vendor of fruit who, each morning, provides himself with a stock of the choicest and most seasonable products, and for which there is the greatest demand. He pays his cash and disposes of the goods as quickly as possible, at a profit varying from 50 to 100 per cent. on cost. To carry his stock over night causes a loss on account of spoilage. This corresponds with the interest charge to the trader.

The fruit vendor is successful because he knows what and when to buy, also where and how to sell. But there are stormy days when he cannot go out; when buyers do not appear; when he is arrested, fined, or locked up by a blue-

**A Secure
Position**



Tape Reading

coated despot or his wares are scattered abroad by a careless truckman.

Periods of Loss

Wall Street will readily apply these situations to the various attitudes in which the Tape Reader finds himself. He ventures \$100 to make \$200, and as the market goes in his favor his risk is reduced, but there are times when he finds himself at sea, with his stock deteriorating. Or the market is so unsettled that he does not know how to act; he is caught on stop or held motionless in a dead market; he takes a series of losses, or is obliged to be away from the tape when opportunities occur. His calculations are completely upset by some unforeseen event or his capital is impaired by overtrading or poor judgment.

The vendor does not hope to buy a barrel of apples for \$3 and sell them the same day for \$300. He expects to make from nothing to \$3 a day. He depends upon a small but certain profit, which will average enough over a week or a month to pay him for his time and labor.

This is the objective point of the Tape Reader—to make an average profit. In a month's operations he may make \$4,000 and lose \$3,000—a net profit of \$1,000 to show for his work. If he can keep this average up, trading in 100-share lots, throughout a year, he has only to increase his unit to 200, 300, and 500 shares or more, and the results will be tremendous.

The amount of capital or the size of



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the order is of secondary importance to this question: Can you trade in and out of all kinds of markets and show an average profit over losses, commissions, etc.? If so, you are proficient in the art. If you can trade with only a small average loss per day, or come out even, you are rapidly getting there.

**Average
Profits**

A Tape Reader abhors information and follows a definite and thoroughly tested plan, which, after months and years of practice, becomes second nature to him. His mind forms habits which operate automatically in guiding his market ventures.

Long practice will make the Tape Reader just as proficient in forecasting stock market events, but his intuition will be reinforced by logic, reason and analysis.

Here we find the characteristics which distinguish the Tape Reader from the Scalper. The latter is essentially one who tries to grab a point or two profit "without rhyme or reason"—he don't care how, so long as he gets it.

The Scalper

A Scalper will trade on a tip, a look, a guess, a hearsay, on what he thinks or what a friend of a friend of Morgan's says.

The Tape Reader evolves himself into an automaton which takes note of a situation, weighs it, decides upon a course and gives an order. There is no quickening of the pulse, no nerves, no hopes or fears. The result produces neither



Tape Reading

elation nor depression. There is equanimity before, during and after the trade.

The Scalper is a bob-tailed car with rattling windows, a jouncing motion and a strong tendency to jump the track.

The Tape Reader is like a Pullman coach, which travels smoothly and steadily along the roadbed of the tape, acquiring direction and speed from the market engine, and being influenced by nothing else whatever.

Qualifications of a Tape Reader

Having thus described our ideal Tape Reader in a general way, let us inquire into some of the requisite qualifications.

First, he must be absolutely self-reliant. A dependent person, whose judgment hangs upon that of others, will find himself swayed by a thousand outside influences. At critical points his judgment will be useless. He must be able to say: "The facts are these; the resulting indications are these; therefore I will do thus and so."

Next he must be familiar with the technicalities of the market, so that every little incident affecting prices will be given due weight. He should know the history, earnings and financial condition of the companies in whose stock he is trading; the ways of the manipulators; the different kinds of markets; be able to measure the effect of news and rumors; know when and in what stocks it is best to trade; measure the forces behind them; know when to cut a loss and take a profit.

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He must study the various swings and know where the market and the various stocks stand ; must recognize the inherent weakness or strength in prices ; understand the basis or logic of movements. He should recognize the turning points of the market ; see in his mind's eye what is happening on the floor.

**Knowledge of
Market**

He must have the nerve to stand a series of losses ; persistence to keep him at the work during adverse periods ; self-control to avoid overtrading ; a phlegmatic disposition to ballast and balance him at all times.

**Nerve and
Patience**

For perfect concentration as a protection from the tips, gossip and other influences which abound in a broker's office, he should, if possible, seclude himself. A small room with a ticker, a desk and private telephone connection with his broker's office are all the facilities required. The work requires such delicate balance of the faculties that the slightest influence either way may throw the result against the trader. He may say: "Nothing influences me," but unconsciously it does affect his judgment to know that another man is bearish at a point where he thinks stocks should be bought. The mere thought, "He may be right," has a deterrent influence upon him ; he hesitates ; the opportunity is lost. No matter how the market goes from that point, he has missed a cog and his mental machinery is thrown out of gear.



Tape Reading

Silence, therefore, is a much needed lubricant to the Tape Reader's mind.

Seclusion

The advisability of having even a news ticker in the room, is a subject for discussion. The tape tells the present and future of the market. On the other hand, the news ticker records what *has* happened. It announces the cause for the effect which has already been more or less felt in the market.

Money is made in Tape Reading by anticipating what is coming—not by waiting till it happens and going with the crowd.

News

The *effect* of news is an entirely different proposition. Considerable light is thrown on the technical strength or weakness of the market and special stocks by their action in the face of important news. For the moment it seems to us that a news ticker might be admitted to the sanctum, provided its whisperings are given only the weight to which they are entitled.

To evolve a practical method — one which *any* trader may use in his daily operations and which those with varying proficiency in the art of Tape Reading will find of value and assistance—such is the task we have set before us in this series.

Our Task

We shall consider all the market factors of vital importance in Tape Reading, as well as methods used by experts. These will be illustrated by reproductions from the tape. Every effort will be made



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to produce something of definite, tangible value to those who are now operating in a hit-or-miss sort of way.



II. Preliminary Suggestions

**Actual
Trading
Necessary**

WHEN embarking on any new enterprise, the first thing to consider is the amount of capital required. To study Tape Reading “on paper” is one thing, but to practice and become proficient in the art is quite another. Almost anyone can make money on imaginary trades, for these require no risk of any kind—the mind is free from the strain which accompanies an actual venture; fear does not enter into the situation; patience is unlimited.

All this is changed when even a small commitment is made. The trader of slight experience suffers mental anguish if the stock does not go his way; he fears a loss, hence his judgment becomes warped, and he closes the trade in order to secure mental relief.

As these are all symptoms of inexperience, they cannot be overcome by avoiding the issue. The business-like thing to do is to wade right into the game and learn to play it under conditions which

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Preliminary Suggestions

are to be met and conquered before success can be attained.

After a complete absorption of every available piece of educational writing bearing upon Tape Reading, it is best to commence trading in ten share lots, so as to acquire genuine trading experience. This may not suit some people with a propensity for gambling, and who look upon the ten-share trader as a piker. The average lamb with \$10,000 wants to commence with 100 to 500-share lots—he wishes to start at the top and work down. It is only a question of time when he will have to trade in ten-share lots.

Start Small

To us it seems better to start at the bottom with ten shares. There is plenty of time in which to increase the unit if you are successful. If success is not eventually realized you will be many dollars better off for having risked a minimum quantity.

It has already been shown the *The Magazine of Wall Street* that the market for odd lots on the New York Stock Exchange is most satisfactory, so there is no other excuse for the novice who desires to trade in round lots than greed-of-gain, or get-rich-quick. Think of a baby, just learning to walk, being entered in a race with professional sprinters!

In the previous chapter we suggested that success in Tape Reading should be measured by the number of *points*



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profit over *points* lost. For all practical purposes, therefore, we might trade in one-share lots, were there no objection on the part of our broker and if this quantity were not so absurdly small as to invite careless execution. Ten shares is really the smallest quantity that should be considered, but we mention one share simply to impress upon our readers that in studying Tape Reading, better keep in mind that you are playing for *points*, not dollars. The dollars will come along fast enough if you can make more points *net* than you lose. The professional billiardist playing for a stake aims to *out-point* his antagonist. After trading for a few months do not consider the dollars you are ahead or behind, but analyze the record in points. In this way your progress may be studied.

Points, Not
Dollars

As the initial losses in trading are likely to be heavy, and as the estimated capital must be a more or less arbitrary amount, we should say that units of \$1,000 would be necessary for each ten-share lot traded in at the beginning. This allows for more losses than profits, and leaves a margin with which to proceed. Some people will secure a footing with less capital; others may be obliged to put up several units of \$1,000 each before they begin to show profits; still others will spend a fortune (large or small) without making it pay, or meeting with any encouragement.

Capital

Look over R. G. Dun & Co.'s Causes



Preliminary Suggestions

of Commercial Failures, and you will find the chief causes to be: (1) Lack of capital, and (2) Incompetence.

Causes of Failure

Lack of capital in Wall Street operations can usually be traced to over-trading. This bears out the epigram, "Over-trading is financial suicide." It may mean too large a quantity of stock in the initial operations, or if the trader loses money, he may not reduce the size of his trade to correspond with the shrinkage in his capital.

Over-Trading

To make our point clear: A man starts trading in 100-share lots on 20 points margin. After a series of losses he finds that he has only \$200 remaining. This is still 20 points on ten shares, but does he reduce his orders? No. He risks the \$200 on a 50 or 100-share trade in a last desperate effort to recoup. After being wiped out he tells his friends how he "could have made money if he had had more capital."

Incompetence really deserves first place in the list. Supreme ignorance is the predominant feature of both Wall Street lamb and seasoned speculator. It is surprising how many people stay in the Street year after year, acquiring nothing more, apparently, than a keen scent for tips and gossip. Ask them a technical question that smacks of scientific knowledge of trading and they are unable to reply.

Ignorance

Such folks remain on the Street for one of two reasons: They have either



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been "lucky" or their margins are replenished from some source outside of Wall Street.

The proportion of commercial failures due to Lack of Capital or Incompetence is about 60 per cent. Call the former by its Wall Street cognomen—Overtrading—and the percentage of stock market disasters traceable thereto would be about 90.

Success is only for the few, and the problem is to ascertain, with the minimum expenditure of time and money, whether you are fitted for the work.

These, in a nutshell, are the vital questions up to this point:

Vital Questions

Have you technical knowledge of the market and the factors which move it?

Have you \$1,000 or more which you can afford to lose in an effort to demonstrate your ability at Tape Reading?

Can you devote your entire time and attention to the study and the practice of this science?

Are you so fixed financially that you are not dependent upon your possible profits, and so that you will not suffer if none are forthcoming now or later?

There is no sense in mincing words over this matter, nor in holding out false encouragement to people who are looking for an easy, drop-a-penny-in-the-slot way of making money. Tape Reading is hard work, hence those who are mentally lazy need not apply.



Preliminary Suggestions

Nor should anyone to whom it will mean worry as to where his bread and butter is coming from. Money-worry is not conducive to clear-headedness. Over-anxiety upsets the equilibrium of a trader more than anything else. So, if you cannot afford the time and money, and have not the other necessary qualifications, do not begin. Start right or not at all.

Having decided to proceed, the trader who is equal to the foregoing circumstances finds himself asking, "Where shall I trade?"

The choice of a broker is an important matter to the Tape Reader. He should find one especially equipped for the work: who can give close attention to his orders, furnish quick bid and asked prices, and other technical information, such as the quantities wanted and offered at different levels, etc. The broker most to be desired should never have so much business on hand that he cannot furnish the trader with a verbal flash of what "the crowd" in this or that stock is doing. This is important, for at times it will be money in the pocket to know just in what momentary position a stock or the whole market stands. The broker who is not overburdened with business can give this service; he can also devote time and care to the execution of orders.

Let me give an instance of how this works out in practice: You are long 100

Choice of Brokers



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Handling an Order

Union, with a stop-order just under the market price; a dip comes and 100 shares sells at your stop price—say 164. Your careful, and not too busy broker stands in the crowd. He observes that several thousand shares are bid for at 164 and only a few hundred are offered at the price. He does not sell the stock, but waits to see if it won't rally. It does rally. You are given a new lease of life. This handling of the order may benefit you \$50, \$100 or several hundred dollars in each instance, and is an advantage to be sought when choosing a broker.

The house which transacts an active commission business for a large clientele is unable to give this service. Its stop-orders and other orders not "close to the market," must be given to Specialists, and the press of business is such that it cannot devote marked attention to the orders of any one client. Hence, it would seem that our Tape Reader had better search for a small commission house which has one New York Stock Exchange member, an office partner and only one or two employees.

A Small Firm Best

The number of clerks is a good index to the amount of business done. Their fewness is not a reflection on the strength, standing, or brokerage ability of the house. Some people are good brokers and have ample capital, but they do not understand the science of business getting.

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Preliminary Suggestions

In a small house, such as we have described, the Tape Reader is less likely to be bothered by a gallery of traders, with their diverse and loud-spoken opinions. In other words, he will be left more or less to himself and be free to concentrate upon his task.

The ticker should be within calling distance of the telephone to the Stock Exchange. Some brokers have a way of making you or a clerk walk a mile to give an order. Every step means delay. The elapse of a few seconds may result in a lost market or opportunity. If you are in a small private room away from the order desk, there should be a private telephone connecting you with the order clerk. Ponderous, ice-wagon methods won't go in Tape Reading.

Orders should generally be given "at the market." We make this statement as a result of long experience and observation, and believe we can demonstrate the advisability of it.

Giving Order

The process of reporting transactions on the tape, consumes from five seconds to five minutes, depending upon the activity of the market. For argument's sake, let us consider that the *average* interval between the time a sale takes place on the floor and the report appears on the tape is half a minute.

A market order in an active stock is usually executed and reported to the customer in about two minutes. Half this time is consumed in putting your



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broker into the crowd with the order in hand; the other half in writing out and transmitting the report. Hence, when Union Pacific comes 164 on the tape and you instantly decide to buy it, the period of time between your decision and the execution of your order is as follows:

	Minutes.
The tape is behind the market.....	$\frac{1}{2}$
Time elapsed before broker can execute the order.....	1
	<hr/>
	$1\frac{1}{2}$

It will therefore be seen that your decision is based on a price which prevailed half a minute ago, and that you must purchase if you will, at the price at which the stock stands one minute hence.

This might happen between your decision and the execution of your order:

UP 164. $\frac{1}{8}$. $\frac{1}{4}$. $\frac{3}{8}$. $\frac{1}{2}$. $\frac{1}{4}$. $\frac{1}{8}$. 164.

and yours might be the last hundred. When the report arrives you may not be able to swear that it was bought at 164 before or after it touched $164\frac{1}{2}$. Or you might get it at $164\frac{1}{2}$, even though it was 164 when you gave the order, and when the report was handed to you.

Just as often, the opposite will take place—the stock will go in your favor. In fact, the thing averages up in the long run, so that traders who do not give market orders are hurting their own chances.



Preliminary Suggestions

An infinite number of traders, seeing Union Pacific at 164, will say:

"Buy me a hundred at 164."

The broker who is not too busy will go into the crowd, and, finding the stock at $164\frac{1}{8}$ at $\frac{1}{4}$ will report back to the office that "Union is $\frac{1}{8}$ bid."

The trader gives his broker no credit for this service; instead he considers it a sign that his broker, the floor traders and the insiders have all conspired to make him pay $\frac{1}{4}$ per cent. higher for his 100 shares, so he replies:

"Let it stand at 164. If they don't give it to me at that, I won't buy it at all."

How foolish! Yet it is characteristic of the style of reasoning used by the public. His argument is that the stock, for good and sufficient reasons, is a purchase at 164. At $164\frac{1}{8}$ or $\frac{1}{4}$ these reasons are completely nullified; the stock becomes dear, or he cares more to foil the plans of this "band of robbers" than for a possible profit.

If a stock is cheap at 164 it's cheap at $164\frac{1}{4}$.

If you can't trust your broker, get another.

If you think the law of supply and demand is altered to catch your \$25, better reorganize your thinkery.

Were you on the floor you could probably buy at 164 the minute it touched that figure, but of this there is no certainty. You would, however, be $1\frac{1}{2}$

Limited
Orders

On the
Floor



Tape Reading

minutes nearer to the market. Your commission charges would also be practically eliminated. Therefore, if you have seventy or eighty thousand dollars which you do not especially need, buy a seat on the Stock Exchange.

A Tape Reader who deserves the name, makes money in spite of commissions, taxes and delays.

If you don't get aboard your train, you'll never arrive.

Giving limited orders loses more good dollars than it saves. We refer, of course, to orders in the big, active stocks, wherein the bid and asked prices are usually $\frac{1}{8}$ apart. Especially is this true in closing out a trade. Many foolish people are interminably hung up because they try to save eighths by giving limited orders in a market that is running away from them.

For the Tape Reader there is a psychological moment when he must open or close his trade. His orders must therefore be "at the market." Haggling over fractions will make him lose the thread of the tape, upset his poise and interrupt the workings of his mental machinery.

In scale buying or selling it is obvious that limited orders must be used. There are certain other times when they are of advantage, but as the Tape Reader generally goes with the trend, it is a case of "get on or get left."

By all means "get on."

Scale
Trading



Preliminary Suggestions

The selection of stocks is an important matter, and should be decided in a general way before one starts to trade. Let us see what we can reason out.

If you are trading in 100-share lots, your stock must move your way one point to make \$100 profit.

Which class of stocks are most likely to move a point? Answer: The high-priced issues.

Looking over the records we find that a stock selling around 150 will average $2\frac{1}{2}$ points fluctuations a day, while one selling at 50 will average only one point. Consequently, you have $2\frac{1}{2}$ times more action in the higher priced stock.

The commission and tax charges are the same in both. Interest charges are three times as large, but this is an insignificant item to the Tape Reader who closes out his trades each day.

The higher priced stocks also cover a greater number of points during the year or cycle than those of lower price. Stocks like Great Northern, although enjoying a much wider range, are not desirable for trading purposes when up to 300 or more, because fluctuations and bid and asked prices are too far apart to permit rapid in-and-out trading.

The trend of the general market is largely made by the following stocks, in the order named:

Union Pacific
Reading
Steel Common

The Selection of Stocks

Important Stocks



Tape Reading

St. Paul
Anaconda
Smelters

Union Pacific

Union Pacific is a leader because there is a large floating supply, a broad market and wide swings; it is popular with floor traders, big and little. Southern Pacific is its running mate, but owing to the smaller number of shares of the latter afloat, it seldom disputes for the leadership.

Reading

Reading's daily swings are on about the same scale as Union Pacific. There is only \$70,000,000 of it outstanding. The floating supply is small, owing to the large blocks held by other roads, or by permanent investors. Hence, it is easy to manipulate. The comparative scarcity of the stock is shown in the frequency of $\frac{1}{4}$ point fluctuations between sales. It is a very satisfactory stock for Tape Reading operations.

U. S. Steel

Steel common reflects the five million shares outstanding and the consequent widespread public interest. It is useful as a barometer of the market and of public sentiment, but its swings are rarely wide enough for the Tape Reader, as they average only about a point a day.

St. Paul

St. Paul is one of the truest stocks for trading purposes. It is manipulated at times, but generally it responds automatically to the slightest change in market temper. Its daily movements are not as wide as Union Pacific or Reading.

Anaconda

Anaconda is the leading copper stock,



Preliminary Suggestions

has some satisfactory moves and offers good opportunity for trading.

Smelters is one of the most highly manipulated issues on the list, erratic, often difficult to follow, at other times easy. Its daily range is usually equal to the others. One gets plenty of action in Smelters, but not nearly the steadiness, nor the clearly defined trend prevailing in the other big stocks.

As a result of observation and years of trading experience, we prefer Union Pacific and Reading. These two issues are often the chief hinges on which the door of the market turns—Union the upper, Reading the lower hinge. It is unnecessary for anyone to go beyond these except in times when the industrials dominate the market; in this case, Anaconda, Smelters or Steel will replace them.

It is better for a Tape Reader to trade in one stock than two or more. Stocks have habits and characteristics which are as distinct as those of human beings or animals. By a close study the trader becomes intimately acquainted with these habits and is able to anticipate the stock's action under given circumstances. A stock may be stubborn, sensitive, irresponsible, complaisant, aggressive; it may dominate the tape or trail along behind the rest; it is whimsical and coquettish. Its moods must be studied if you would know it and bend it to your will.

Smelters

**Best Stocks
for the Tape
Reader**

**Trade in
One Stock
at a Time**



Tape Reading

Study implies concentration. A person who trades in a dozen stocks at a time cannot concentrate on one.

The popular method of trading (which means the unsuccessful way) is to say:

"I think the market's a sale. Smelters, Copper and St. Paul have had the biggest rise lately; they ought to have a good reaction; sell a hundred of each for me."

Trades based on "thinks" seldom pan out well. The selection of two or three stocks by guesswork, instead of one by reason and analysis, explains many of the public's losses. If a trader wishes to trade in three hundred shares, let him sell that quantity of the stock which he knows most about, or which is entitled to the greatest decline. Unless he is playing the long swing he injures his chances by trading in a lot of stocks at once. It's like chasing a drove of pigs—while you're watching this one the others get away.

Better to concentrate on one or two stocks and study them exhaustively. You will find that what applies to one does not always fit the other: each must be judged on its own merits. The varying price levels, volumes, percentage of floating supply, investment values, the manipulation and other factors, all tend to produce a different combination in each particular case.

Concentrate



III. The Stock List Analyzed

IN the last chapter we referred to Union Pacific as the most desirable stock for active trading. A friend of mine once made a composite chart of the principal active stocks, for the purpose of ascertaining which, in its daily fluctuations, followed the course of the general market most accurately. He found Union Pacific was what might be called the market backbone, while the others, especially Reading, frequently showed erratic tendencies, running up or down, more or less contrary to the general trend. Of all the issues under inspection, none possessed the all-around steadiness and general desirability for trading purposes displayed by Union Pacific.

The Best
Stock

But the Tape Reader, even if he decides to operate exclusively in one stock, cannot close his eyes to what is going on in others. Frequent opportunities occur elsewhere. In proof of this, take the market in the early fall of 1907: Union Pacific was the leader throughout the rise from below 150 to 167½. For three or four days before



Tape Reading

this advance culminated, heavy selling occurred in Reading, St. Paul, Copper, Steel and Smelters, under cover of the strength in Union. This made the turning point of the market as clear as daylight. One had only to go short of Reading and await the break, or he could have played Union with a close stop, knowing that the whole market would collapse as soon as Union turned downward. When the liquidation in other stocks was completed, Union stopped advancing, the supporting orders were withdrawn, and the "pre-election break" took place. This amounted to over 20 points in Union, with proportionate declines in the rest of the list.

**View the
Market
Broadly**

The operator who was watching only Union would have been surprised at this; but had he viewed the whole market he must have seen what was coming. Knowing the point of distribution, he would be on the lookout for the accumulation which must follow, or at least the level where support would be forthcoming. Had he been expert enough to detect this, quick money could have been made on the subsequent rally.

While Union Pacific constitutes the backbone, this important member is only one part of the market body, which after all is very like the physical structure of a human being.

Suppose Union is strong and advancing; suddenly New York Central develops an attack of weakness; Consolidated



The Stock List Analyzed

Gas goes off; American Ice becomes nauseatingly weak; Southern Railway and Great Western follow suit. There may be nothing the matter with the "backbone," but its strength will be affected by weakness among the others.

A bad break may come in Brooklyn Rapid Transit, occasioned by a political attack, or other purely local influence. This cannot possibly affect the business of the grangers, transcontinentals, or coalers, yet St. Paul, Union, and Reading decline as much as B. R. T. A person whose finger is crushed will sometimes faint from the shock to his nervous system, although the injured member will in no wise affect the other members or functions of the body.

The time-worn illustration of the chain which is as strong as its weakest link, will not serve. When the weak link breaks the chain is in two parts, each part being as strong as its weakest link. The market does not break in two, even when it receives a severe blow. If something occurs in the nature of disaster, whereby the money situation, investment demand, public sentiment, or corporate earning power, are deeply affected, a tremendous break may occur, but there is always a level, even in a panic, where buying power becomes strong enough to produce a rally or a permanent upturn.

The Tape Reader must endeavor to operate in that stock which combines the

Sympathetic
Movements



Tape Reading

widest swings with the broadest market; he may therefore frequently find it to his advantage to switch temporarily into other issues which seem to offer the quickest and surest profits. Hence it is necessary for us to become familiar with the characteristics of the principal speculative mediums that we may judge their advantages in this respect, as well as their weight and bearing upon a given market situation.

The Market is Mental

The market is made by the minds of many men. The state of these minds is reflected in the prices of securities in which their owners operate. Let us examine some of the individuals, as well as the influences behind certain stocks and groups of stocks in their various relationships. This will, in a sense, enable us to measure their respective power to affect the whole list or the specific issue in which we decide to operate.

The market leaders are, as already stated, Union, Reading, Steel, St. Paul, Anaconda and Smelters. Manipulators, professionals and the public derive their inspiration largely from the action of these six issues, in which, except during the "war" markets of 1914-16, from forty to eighty per cent. of the total daily transactions are concentrated. We will therefore designate these as the "Big Six."

Three stocks out of the Big Six are chiefly influenced by the operations of what is known as the Kuhn-Loeb-Stand-



The Stock List Analyzed

ard Oil party. Their four stocks are Union, St. Paul, and Anaconda. Of the other two, Smelters is handled by the Guggenheims, while Steel, controlled by Morgan, is unquestionably swung up and down more by the influence of public sentiment than anything else. Of course the condition of the steel trade forms the basis of important movements in this issue, and occasionally Morgan or some other large interest may take a hand by buying or selling a few hundred thousand shares, but, generally speaking, it is the attitude of the public which chiefly affects the price of Steel common. This should be borne strictly in mind, as it is a valuable guide to the technical position of the market, which turns on the over-bought or oversold condition of the market.

Next in importance come what we will term the Secondary Leaders; viz., those which at times burst into great activity, accompanied by large volume. These are termed Secondary Leaders, because while they seldom influence the Big Six to a marked extent, the less important issues usually fall into line at their initiative.

The principal Secondary Leaders are:

Atchison
Baltimore & Ohio
Brooklyn Rapid Transit
Colorado Fuel
Consolidated Gas
Erie
Great Northern

The Big Six

Secondary Leaders



Tape Reading

Northern Pacific
Illinois Central
Louisville & Nashville
Missouri Pacific
Norfolk & Western
New York Central
Pennsylvania
Republic Iron & Steel
Southern Pacific
American Sugar

Another group which we will call the Minor Stocks is comprised of less important issues, mostly low-priced, and embracing many public favorites, such as

Minor Stocks

American Car & Foundry
Chesapeake & Ohio
Chicago Great Western
Colorado Southern
Denver & Rio Grande
Interborough
Missouri, Kansas & Texas
Ontario & Western
Rock Island
Southern Railway
Wabash

Minor Stocks Do Not Lead

Some people, when they see an advance inaugurated in some of the Minor Stocks, such as Chesapeake & Ohio, Ontario & Western, or Rock Island, are led to buy Pennsylvania, Reading and other Primary or Secondary Leaders, on the ground that the latter will be bullishly affected. This sometimes occurs; more often it does not. It is just as fallacious to expect a 5,000-share oper-



The Stock List Analyzed

ator to follow a 100-share trader, or a 100-share man to be influenced by the 10-share trader.

The various stocks in the market are like a gigantic fleet of boats, all hitched together and being towed by the tugs "Money Situation," and "Business Conditions." In the first row are the Big Six; behind them, the Secondary Leaders, the Minors, and the Miscellaneous issues in the order named. It takes time to generate steam and to get the fleet under way. The leaders are first to feel the impulse; the others follow in turn. Should the tugs halt, the fleet will run along for awhile under its own momentum, and there will be a certain amount of bumping, backing and filling. In case the direction of the tugs is changed abruptly, the bumping is apt to be severe. Obviously, those in the rear cannot gain and hold the leadership without an all-around readjustment.

The Big Six are representative of America's greatest industries—railroad-ing, steel making, and mining. It is but natural that these stocks should form the principal outlet for the country's speculative tendencies. The Union Pacific and St. Paul systems cover the entire West. Reading, of itself a large railroad property, dominates the coal mining industry; it is so interlaced with other railroads as to typify the Eastern situation. Steel is closely bound up with the state of general business throughout



Tape Reading

the states, while Anaconda and Smelters are the controlling factors in copper mining and the smelting industry.

Sympathetic Relations

By classifying the principal active stocks we can recognize more clearly the forces behind their movements. For instance, if Consolidated Gas suddenly becomes strong and active, we know it will probably affect Brooklyn Union Gas, but there is no reason why the other Standard Oil stocks should advance more than slightly and out of sympathy. If all the stocks in the Standard Oil group advance in a steady and sustained fashion, we know that these capitalists are engaged in a bull campaign. As these people do not enter deals for a few points it is safe to go along with them for awhile, or until distribution becomes apparent.

An outbreak of speculation in Colorado Fuel is not necessarily a bull argument on the other Steel stocks. If it were based on trade conditions, U. S. Steel would be the first to feel the impetus, which would radiate to the others.

In selecting the most desirable stock out of the Kuhn-Loeb-Standard Oil group, for instance, the Tape Reader must consider whether conditions favor the greatest activity and volumes in the railroad or industrial field. In the former case, his choice would be Union Pacific or St. Paul; in the latter, Anaconda.

A Low-Priced Stock Rarely Leads

Erie may come out of its rut (as it did during the summer of 1907, when it



The Stock List Analyzed

was selling around 24), and attain leadership among the low-priced stocks. This indicates some important development in Erie; it does not foreshadow a rise in all the low-priced stocks. But if a strong rise starts in Union Pacific, and Southern Pacific and the others in the group follow consistently, the Tape Reader will get into the leader and stay with it. He will not waste time on Erie, for while it is moving up 5 points, Union Pacific may advance 10 or 15 points, provided it is a genuine move. Many valuable deductions may be made by studying these groups.

Experience has shown that when a rise commences in Atchison (a Secondary Leader), the Big Six is about done and distribution is taking place, under protection of the strength in Atchison and others in its class. Sugar acts in a similar capacity for the Standard Oil group. Professional traders used to call these stocks "Indicators."

Indicators

The absence of inside manipulation in a stock leaves the way open for pools to operate, and many of the moves that are observed in these groups are produced by a handful of floor or office operators, who, by joining hands and swinging large quantities, are able to force their stock in the desired direction.

Pools

U. S. Steel is swayed by conditions in the steel trade, and the speculative temper of the general public, assisted

The Public



Tape Reading

occasionally by some of the insiders. No other stock on the list is such a true index of the attitude of the public, or the technical position of the market. Including those who own the stock outright, and those who carry it on margin, probably a quarter of a million people here and abroad closely follow its movements. Reports of the steel trade are most carefully scrutinized, and the corporation's earnings and orders on hand minutely studied by thousands.

This great public rarely sells its favorite short, but carries it "paid for," or on margin until a profit is secured, or until it is shaken or scared out in a violent decline. Hence, if the stock is strong under adverse news, we may infer that public holdings are strongly fortified, and that confidence abounds. If Steel displays more than its share of weakness, an untenable position of the public is indicated.

The other steel stocks are dominated by the giant corporation, and do not often furnish indications of value to Tape Readers, except at the end of a long rise.

Equipment Stocks

At this point public sentiment becomes intensely bullish and spreads itself in the low-priced speculative shares. Insiders in the junior steel stocks take advantage of this and are able to advance and find a good market for their holdings.

The Equipment Stocks find their



The Stock List Analyzed

chief inspiration in the orders for cars, locomotives, etc., placed by the railroads. These orders are dependent upon general business conditions. Consequently the equipment issues can seldom be expected to do more than follow the trend of prosperity or depression.

We should thus introduce ourselves to the principal speculative mediums and their families, each of which, upon closer acquaintance, seems to have a sort of personality. If we stand in a room with fifty or a hundred people, all of whom we know, as regards their chief motives and characteristics, we can form definite ideas as to their probable actions under a given set of circumstances.

So it becomes the Tape Reader to acquaint himself with the most minute details pertaining to these market identities, also with the habits, motives and methods of the men who make the principal moves on the Stock Exchange chess-board.

**Knowledge
of Details**



IV. Stop Orders, Trading Rules, &c.

WHEN a person contemplates an extensive trip, one of the first things taken into account is the expense involved.

In planning our excursion into the realms of Tape Reading we must, therefore, carefully weigh the expenses, or fixed charges in trading.

Expenses

Were there no expenses, profit-making would be far easier—profits would merely have to exceed losses. But no matter whether you are a member of the New York Stock Exchange or not, in actual trading profits must exceed losses *and expenses*. These are incurred in every trade, whether it shows a gain or a loss. They consist of:

Commission on 100 shares.....	\$25.00
"Invisible eighth"	12.50
(Difference between bid and asked price, assuming that you buy and sell at the market price.)	
Tax on sale*	2.00
	<hr/>
	\$39.50

*This has since been increased to \$4.00.



Stop Orders, Trading Rules, &c.

in addition to interest if the trade is carried over night.

By purchasing a New York Stock Exchange seat, the commission can be reduced to \$1 per hundred shares, if bought and sold the same day, or \$3.12½ if carried over night. This advantage is partly offset by interest on the cost of the seat, dues, assessments, etc., which amount to nearly \$5,000 per annum on a seat costing \$75,000.

The "invisible eighth" is a factor which no one—not even a member—can overcome. The bid and asked price is never less than an eighth apart. If the market be $45\frac{1}{4} @ \frac{3}{8}$ when you buy, you will as a rule, pay $\frac{3}{8}$. Were you to sell it would be at $\frac{1}{4}$. This hypothetical difference follows you all through the trade and has been designated by the writer as the "invisible eighth."

The Tape Reader who is a non-member must, therefore, realize that *the instant he gives an order to go long or short 100 shares, he has lost \$39.50*. In order that he may not fool himself, he should add his commissions ($\frac{1}{4}\%$) to his purchase price, or deduct them from his selling price *immediately*. People who boast of their profits usually forget to deduct expenses. Yet it is this insidious item which frequently throws the net result over to the debit side.

The expression is frequently heard, "I got out even, except the commissions," the speaker evidently scorning such a

The Invisible Eighth



Tape Reading

trifling consideration. This sort of self-deception is ruinous, as will be seen by computing the fixed charges on 10 trades—\$395—or on 20 trades—\$790. Bear in mind that a loss of \$39.50 on the first trade leaves double that amount—\$79—to be made on the second trade before a dollar of profit is secured.

It therefore appears that the Tape Reader's problem is not only to eliminate losses, but to cover his expenses as quickly as may be. If he has a couple of points profit in a long trade, there is no reason why he should let the stock run back below his net buying price. Here circumstances seem to call for a stop order, so that no matter what happens, he will not be compelled to pay out money. This stop should not be thrust in when net cost is too close to the market price. Reactions must be allowed for.

Use of Stop Orders

A Tape Reader is essentially one who follows the immediate trend. An expert can readily distinguish between a change of trend and a reaction. When his mental barometer indicates a change he does not wait for a stop order to be caught, but cleans house or reverses his position in a twinkling. The stop order at net cost is, therefore, of advantage only in case of a reversal which is sudden and pronounced.

A stop should also be placed if the operator is obliged to leave the tape for more than a moment, or if the ticker gets



Stop Orders, Trading Rules, &c.

out of order. While he has his eye on the tape the market will tell him what to do. The moment this condition does not exist he must act as he would if temporarily stricken blind—he must protect himself from forces which may assail him in the dark.

I know a trader who once bought 500 shares of Sugar and then went out to lunch. He paid 25 cents for what he ate, but on returning to the tape he found that the total cost of that lunch was \$5,000.25. He had left no stop order, Sugar went down ten points, and his broker wore a MM (more margin button) in his lapel.

The ticker has a habit of becoming incoherent at the most critical points. Curse it as we may, it will resume printing intelligibly when the trouble is overcome—not before. As the loss of even a few inches of quotations may be important, a stop should be placed at once and left in until the flow of prices is resumed.

If a trade is carried over night, a stop should be entered against the possibility of accident to the market or the trader. An important event may develop before the next day's opening by which the stock will be violently affected. The trader may be taken ill, be delayed in arrival, or in some way be incapacitated. A certain allowance must be made for accidents of every kind.

As to where the stop should be placed

Accidents



Tape Reading

under such conditions, this depends upon circumstances. The consensus of shrewd and experienced traders is in favor of two points maximum gross loss on any one trade. This is purely arbitrary, however. The Tape Reader knows, as a rule, what to do when he is at the tape, but if he is separated from the market by any contingency, he will be obliged to fall back upon the arbitrary stop.

Points of Resistance

A closer stop may be obtained by noting the "points of resistance"—the levels at which the market turns after a reaction. For example, if you are short at 130 and the stock breaks to 128, rallies to 129, and then turns down again, the point of resistance is 129. In case of temporary absence or interruption to the service, a good stop would be $129\frac{1}{8}$ or $129\frac{1}{4}$. These "points of resistance" will be more fully discussed later.

Automatic Stops

If the operator wishes to use an automatic stop, a very good method is this: Suppose the initial trade is made with a one-point stop. For every $\frac{1}{8}$ the stock moves in your favor, change the stop to correspond, so that the stop is never more nor less than one point away from the extreme market price. This gradually and automatically reduces the risk, and if the Tape Reader be at all skilful, his profits must exceed losses. As soon as the stop is thus raised to cover commissions, it would seem best not to make it automatic thereafter, but



Stop Orders, Trading Rules, &c.

let the market develop its own stop or "signal" to get out.

One trouble with this kind of a stop is that it interferes with the free play of judgment. A homely illustration will explain why: A tall woman and a short man attempt to cross the street. An automobile approaches. The woman sees that there is ample time in which to cross, but he has her by the arm and being undecided himself backs and fills, first pushing, then pulling her by the arm until they finally return to the curb, after a hairbreadth escape. Left to herself, she would have known exactly what to do.

It is the same with the Tape Reader. He is hampered by an automatic stop. It is best that he be free to act as his judgment dictates, without feeling compelled by a prior resolution to act according to hard and fast rule.

There is another time when the stop order is of value to the Tape Reader, viz., when his indications are not clearly defined. The original commitment should, of course, be made only when the trend is positively indicated, but situations will develop when he will be uncertain whether to stand pat, close out, or reverse his position. At such a time it seems better to push the stop up to a point as close as possible to the market price, without choking off the trade. By this we mean a reasonable area should be allowed for temporary fluctua-

Uncertainty



Tape Reading

tions. If the stock emerges from its uncertainty by going in the desired direction, the stop can be changed or cancelled. If its trend becomes adverse, the trade is automatically closed.

Fear

Fear, hesitation and uncertainty are deadly enemies of the Tape Reader. The chief cause of fear is over-trading. Therefore commitments should be no greater than can be borne by one's susceptibility thereto.

Hesitation

Hesitation must be overcome by self training. To observe a positive indication and not act upon it is fatal—more so in closing than in opening a trade. The appearance of a definite indication should be immediately followed by an order. Seconds are often more valuable than minutes. The Tape Reader is not the captain—he is but the engineer who controls the machinery. The Tape is the pilot and the engineer must obey orders with promptness and precision.

We have defined a Tape Reader as one who follows the immediate trend. This means that he pursues the line of least resistance. He goes *with* the market—he does not buck it. The operator who opposes the immediate trend pits his judgment and his hundred or more shares against the world's supply or demand and the weight of its millions of shares. Armed with a broom, he is trying to stay the incoming tide.

When he goes *with* the trend, the



Stop Orders, Trading Rules, &c.

forces of supply, demand and manipulation are working for and with him.

A market which swings within a radius of a couple of points cannot be said to have a trend, and is a good one for the Tape Reader to avoid. The reason is: Unless he catches the extremes of the little swings, he cannot pay commissions, take occasional losses and come out ahead. No yacht can win in a dead calm. As it costs him nearly half a point to trade, each risk should contain a probable two to five points profit, or it is not justified.

A mechanical engineer, given the weight of an object, the force of the blow which strikes it, and the element through which it must pass, can figure approximately how far the object will be driven. So the Tape Reader, by gauging the impetus or the energy with which a stock starts and sustains a movement, decides whether it is likely to travel far enough to warrant his going with it—whether it will pay its expenses and remunerate him for his boldness.

The ordinary tip-trading speculator gulps a point or two profit and disdains a loss, unless it is big enough to strangle him. The Tape Reader must do the opposite—he must cut out every possible eighth loss and search for chances to make three, five and ten points. He does not have to grasp everything that looks like an opportu-

Quiet
Markets



Tape Reading

nity. It is not necessary for him to be in the market continuously. He chooses only the best of what the tape offers.

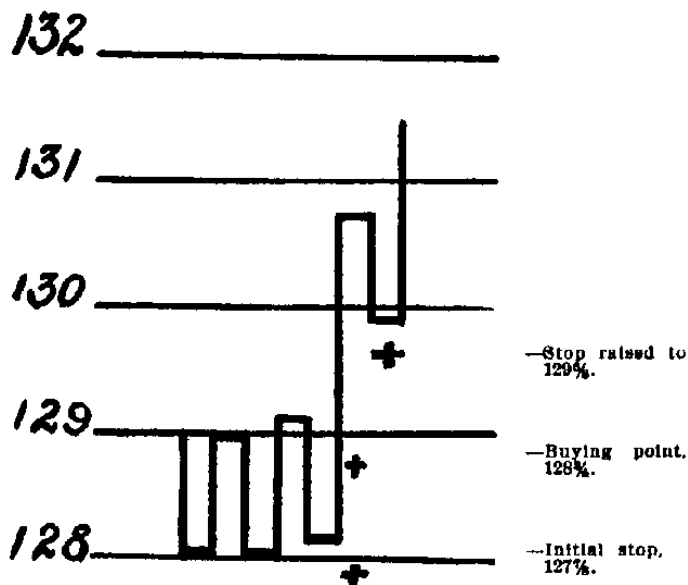
Mental Stops

His original risks can be gradually effaced by clever arrangement of stop orders when a stock goes his way. He may keep these in his head or put them on the "floor." For my own part I prefer, having decided upon a danger point, to maintain a mental stop and when the price is reached close the trade "at the market." Reason: There may be ground for a change of plan or opinion at the last moment; if a stop is on the floor it takes time to cancel or change it, hence there is a period of a few minutes when the operator does not know where he stands. By using mental stops and market orders he always knows where he stands, except as regards the prices at which his orders are executed. The main consideration is, he knows whether he is in or out.

The placing of stops is most effectual and scientific when indicated by the market itself. An example of this is as follows:



Stop Orders, Trading Rules, &c.



Here a stock, fluctuating between 128 and 129, gives a buying indication at $128\frac{3}{4}$. Obviously, if the indication be true, the price will not again break 128, having met buying sufficiently strong to turn it up twice from that figure and a third time from $128\frac{1}{8}$. The fact that it did not touch 128 on the last down swing forecasts a higher up swing; it shows that the downward pressure was not so strong and the demand slightly more urgent. In other words, the point of resistance was raised $\frac{1}{8}$. Having bought at $128\frac{3}{4}$, the stop is



**Market
Indication
of Stops**

Tape Reading

placed at $127\frac{7}{8}$, which is $\frac{1}{4}$ below the last point of resistance.

The stock goes above its previous top ($129\frac{1}{8}$) and continues to $130\frac{3}{4}$. At any time after it has crossed 130 the operator may raise his stop to cost plus commission (129). The stock reacts at $129\frac{7}{8}$, then continues the advance to above 131. As soon as a new high point is reached the stop is raised to $129\frac{3}{8}$, as $129\frac{7}{8}$ was the point of resistance on the dip.

In such a case the initial risk was $\frac{7}{8}$ plus commissions, etc., the market giving a well defined stop point, making an arbitrary stop not only unnecessary but expensive. The illustration is given in chart form, but the experienced Tape Reader generally carries these swings in his head. A series of higher tops and bottoms are made in a pronounced up swing and the reverse in a down swing.

Arbitrary stops may, of course, be used at any time, especially if one wishes to clinch a substantial profit, but until a stock gets away from the price at which it was entered, it seems best to use the stops it develops for itself.

If the operator is shaken out of his holdings immediately after entering the trade, it does not prove his judgment in error. Some accident may have happened, some untoward development in a particular issue, of sufficient weight to affect the rest of the list. It is these unknown quantities



Stop Orders, Trading Rules, &c.

that make the limitation of losses most important. In such a case it would be folly to change the stop so that the risk is increased. This, while customary with the public, is something a Tape Reader seldom does. Each trade is made on its own basis, and for certain definite reasons. At the outset the amount of risk should be decided upon, and, except in very rare instances, should not be changed, except on the side of profit. The Tape Reader must eliminate, not increase his risk.

**No Increase
of Risk**

Averaging does not come within the province of the Tape Reader. Averaging is groping for the top or bottom. The Tape Reader must not grope. He must see and know, or he should not act.

It is impossible to fix a rule governing the amount of profit the operator should accept. In a general way, there should be no limit set as to the profits. A deal, when entered, may look as though it would yield three or four points, but if the strength increases with the advance it may run ten points before there is any sign of a halt.

We wish our readers to bear fully in mind that these recommendations and suggestions are not to be considered final or inflexible. It is not our aim to assume the role of an oracle. Rather, we are reasoning things out on paper, and



Tape Reading

as we progress in these studies and apply these tentative rules to the tape, in actual or paper trading, we shall probably have occasion to modify some of our conclusions.

Closing Trades

A Tape Reader must close a trade (1) when the tape tells him to close; (2) when his stop is caught; (3) when his position is not clear; (4) when he has a large or satisfactory profit.

The first and most important reason for closing a trade is: The tape says so. This indication may appear in various forms. Assuming that one is trading in a leader like Union Pacific or Reading, the warning may come in the stock itself. Within the ribbon of sales recorded on the tape, there runs the fine silken thread of the trend. It is clearly distinguishable to one sufficiently versed in the art of Tape Reading, and, for reasons previously explained, is most readily observed in the leaders. Hence, when one is short of Union Pacific and this thread suddenly indicates that the market has turned upward, it is folly to remain short. Not only must one cover quickly, but if the power of the movement is sufficient to warrant the risk, the operator must go long. In a market of sufficient breadth and swing, the Tape Reader will find that when it is time to close a trade, it is usually time to reverse his position. One must have the flexibility of whale-



Stop Orders, Trading Rules, &c.

bone, and entertain no rigid opinion. He must obey the tape implicitly.

**Obey the
Tape**

The indication to close a trade may come from another stock, several stocks or the general market. For example, on the day of the Supreme Court decision in Consolidated Gas, suppose the operator was long of Union Pacific at 11 o'clock, having paid therefor $182\frac{3}{4}$.

Between 11 and 12 o'clock Union rallied to $183\frac{1}{2}$, and Reading, which was more active, to 144. Just before, and immediately after, the noon hour, tremendous transactions took place in Reading, over 50,000 shares changing hands within three-quarters of a point. These may have been largely wash sales, accompanied by inside selling; it is impossible to tell. If they were not, the inference is that considerable buying power developed in Reading at this level and was met by selling heavy enough to supply all bidders and prevent the stock advancing above $144\frac{3}{8}$. Large quantities coming within a small range indicated either one of two things: (1) That considerable buying power suddenly developed at this point, and the insiders chose to check it or to take advantage of the opportunity to unload. (2) The demonstration in Reading may have been intended to distract attention from other stocks in which large operators were unloading. (There

**Large
Volumes**



Stop Orders, Trading Rules, &c.

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**Large
Volumes**



Tape Reading

was no special evidence of this, except in New York Central.)

A Check to Reading

If the selling was not sufficient to check the upward move, the market for Reading would have absorbed all that was offered and advance to a higher level, but in this case the selling was more effectual than the buying, and Reading fell back, warning the operator that the temporary leader on the bull side of the market had met with defeat.

If a stock or the whole market cannot be advanced, the assumption is that it will decline—a market seldom stands still. At this point the operator was, therefore, on the lookout for a slump.

Reading subsided, in small lots, back to $143\frac{7}{8}$. Union Pacific, after selling at $183\frac{3}{8}$, declined to $183\frac{1}{4}$. Both stocks developed dullness, and the whole market became more or less without feature.

Suddenly Union Pacific came $183\frac{1}{8}$. 500.183,200.182 $\frac{7}{8}$,500. $\frac{3}{4}$, indicating not only a lack of demand, but remarkably poor support. Immediately following this, New York Central, which sold only a few minutes before 400.-131 $\frac{1}{2}$ came 131,1700.130 $\frac{1}{4}$,500.130. This demonstrated that the market was remarkably hollow and in a position to develop great weakness. The large quantities of New York Central at the low figure, after a running decline of a point and one-half, showed that there was not



Stop Orders, Trading Rules, &c.

only an absence of supporting orders, but that sellers were obliged to make great concessions in order to dispose of their holdings. The quantities, especially in view of the narrowness of the market, proved that the sellers were not small fry.

Coupled with the wet blanket put on Reading and the poor support in Union Pacific, this weakness in New York Central was another advance notice of a decline. On any indication of this kind, the operator must be ready to jump out of his long stock and get short of the market.

While waiting for his cue, the Tape Reader has time to consider which stock among the leaders is the most desirable for selling. He quickly chooses Reading, on the ground that the large lots which have apparently been distributed around 144 will probably come into the market as soon as weakness develops. Reason: The outside public generally buys on just such bulges as the one which has taken place in Reading. A large volume, even if accompanied by only a fractional advance, has the effect of making the ordinary trader intensely bullish, the result being that he bites off a lot of long stock at the top of the bulge. This is exactly what the manipulator wishes him to do. We have all heard people boast that their purchase was at the top eighth and that it had the effect of turning the stock

**Catching
the Cue**

**Public
Buying**



Tape Reading

Buying at the Top

down Those who make their purchases after this fashion are quickest to become scared at the first appearance of weakness, and throw overboard what they have bought. In choosing Reading, therefore, the Tape Reader is picking out the stock in which he is likely to have the most help on the bear side.

At 12.30 the market is standing still, the majority of transactions being in small lots and at only fractional changes. Reading shows the effect of the recent unloading. It is coming out 500.143 $\frac{3}{4}$, 500. $\frac{5}{8}$, 400. $\frac{1}{2}$, $\frac{3}{4}$. The operator realizes that Reading is probably a short sale right here, with a stop order at 144 $\frac{1}{2}$ or $\frac{5}{8}$, on the ground that the bulls must have an extraordinary amount of buying power to push the stock above its former top, where, at every eighth advance over 144 $\frac{3}{8}$, they will encounter a considerable portion of 50,000 shares. This reasoning, however, is all aside from our main argument, which is to show how the cue to get out will be given by stocks other than that in which the operator is working.

Union Pacific shows on the tape in small lots at 182 $\frac{3}{4}$; New York Central 1100.130,900. $\frac{3}{8}$. The rest of the market seems to have all the snap and ginger taken out of it and the operator does not like his position on the long side. He has no definite indication to sell short, however, but feeling that his chances on the long side have been



Stop Orders, Trading Rules, &c.

reduced to practically nil by the weak undertone of the market, he therefore gets out of his Union Pacific and waits until the tape tells him to sell Reading short.

Closing Out

Union Pacific weakens to $182\frac{5}{8}$. The others slide off fractionally. The weakness is not positive enough to forecast any big break, so he continues to wait. There are 1800 shares of Union altogether at $182\frac{5}{8}$, followed by 3000 at $182\frac{1}{2}$. Other stocks respond and the market looks more bearish.

Consolidated Gas comes $163\frac{3}{4}$. 163 . This is the first sign of activity in the stock, but the move is nothing unusual for Gas, as its fluctuations are generally wide and erratic. The balance of the list rallies a fraction. Gas comes $162\frac{1}{2}$. $162\frac{1}{4}$. At this point Gas, which has been very dull heretofore, now forces itself, by its decline and weakness, upon the notice of the operator. He begins to look upon the stock as the possible shears which will cut the thread of the market and let everything down.

12.45—Gas 500. $161\frac{1}{2}$. It is very weak. The balance of the list is steady, Union Pacific $182\frac{5}{8}$, Central $130\frac{3}{8}$, Reading $143\frac{3}{4}$. There is a fractional rally — Union Pacific to $182\frac{7}{8}$ and Gas to 162. Plenty of Central for sale around 130; Reading is $143\frac{1}{2}$.

Break
in Gas

The rally peters out. There is a



Tape Reading

gradual weakening all around, but the Tape Reader cannot go with the trend until he is sure of a big swing. Central comes $129\frac{3}{4}$, showing that after all the buyers at 130 are filled up considerable stock is still for sale. The others show only in small lots. The market is on the verge of a decline; it is where a jar of any sort will start it down. Union Pacific is heavy at $182\frac{1}{2}$.- $300.\frac{3}{8}.$ $200.\frac{1}{2}$, Reading $143\frac{1}{2}.\frac{3}{8}.$ $1000\frac{1}{2}$, Central $2000.130.800.\frac{1}{8}$.

The Trust

Here is the thrust he has been looking for! Gas $163\frac{3}{4}.$ $200.\frac{1}{2}.$ $400.161.300.$ $160\frac{1}{2}.$ $400.160!$ He waits no longer, but gives an order to sell Reading short at the market. They are all on the run now, Reading $143\frac{1}{2}.$ $600.\frac{3}{8}.$ $1300.\frac{1}{4}$, Central $130.129\frac{1}{2}$, Gas $500,159\frac{1}{2}$. Something very rotten about Gas and it's a cinch to sell it short if you don't mind trading in a buzz-saw stock.

The market breaks so rapidly that he does not get over $142\frac{3}{4}$ for his Reading, but he is short not far from the top of what looks like a wide open break.

Everything is slumping now—Steel, Smelters, Southern Pacific, St. Paul. Union Pacific is down to $181\frac{5}{8}$, and the rest in proportion.

Gas $158\frac{1}{2}.$ $158.300.157.156.155.154.153$ and the rest "come tumbling after." Reading $141\frac{3}{8}.$ $500.\frac{1}{4}.$ $400.141.140\frac{3}{4}.$ $500.-$ $\frac{1}{2}.$ $200.140.600.139\frac{3}{4}.$ $500.\frac{5}{8}$, Union $181.-$ $180\frac{7}{8}.$ $\frac{3}{4}.\frac{1}{2}.\frac{1}{4}.$ $600.\frac{1}{8}.$ $500.180.179\frac{3}{4}.$ $500.-$ $\frac{1}{2}.$ $300.\frac{1}{4}$, Central $127\frac{1}{2}$.

The Break



Stop Orders, Trading Rules, &c.

The above illustrates some of the workings of a Tape Reader's mind; also how a break in a stock, entirely foreign to that which is being traded in, will furnish the indication to get out and go short of one stock or another.

The indication to close a trade may come from the general market where the trend is clearly developed throughout the list, all stocks working in complete harmony. One of the best indications in this line is the strength or weakness on rallies and reactions.

Of course the break in Gas, which finally touched 138, was due to the Supreme Court decision, announced on the news tickers at 1.10 p. m., but, as is usually the case, the tape told the news many minutes before anything else. This is one of the advantages of getting your news from the first place where it is reflected. Other people who wait for such information to sift through telephone and telegraph wires and reach them by the roundabout way of news tickers or word of mouth, are working under a tremendous handicap.

That not even the insiders knew what the decision was to be is shown in the dullness of the stock all morning. Those who heard the decision in the Supreme Court chamber doubtless did the double-quick to the telephone and sold the stock short. Their sales showed on the tape before the news arrived in New York. Tape Readers were, there-

News From
the Tape



Tape Reading

fore, first to be notified. They were short before the Street knew what had happened.



V. Volumes and Their Significance

AS the whole object of these studies is to learn to read what the tape says, I will now explain a point which should be known and understood before we proceed, otherwise the explanations cannot be made clear.

First of all, we must recognize that the market for any stock—at whatever level it may be—is composed of two sides, represented by the bid and the asked price. Remember that the “last sale” is something entirely different from the “market price.” If Steel has just sold at 50, this figure represents what *has* happened. It is history. The *market price* of Steel is either $49\frac{1}{8}@50$ or $50@50\frac{1}{8}$. The bid and asked prices *combined* form the market price.

“Market
Price”
Defined

This market price is like a pair of scales, and the volume of stock thrown out by sellers and reached for by purchasers, shows toward which side the preponderance of weight has momentarily shifted. For example, when the tape shows the market price is $50@1/8$, and the large volumes are on the up side.



Tape Reading

US 500 . 50 . 1000 . $\frac{1}{8}$. 50 . 1500 . $\frac{1}{8}$

In these four transactions there are 700 shares sold at 50 against 2500 taken at $50\frac{1}{8}$, proving that *at the moment* the buying is more effective than the selling. The deduction to be made from this is that Steel will probably sell at $50\frac{1}{4}$ before $49\frac{7}{8}$. There is no certainty, for supply and demand is changing with every second, not only in Steel but in every other stock on the list.

Advantage of the Leaders

Here is one advantage in trading in the leaders. The influence of demand or pressure is first evidenced in the principal stocks. The hand of the dominant power, whether it be an insider, an outside manipulator or the public, is shown in these volumes. The reason is simple. The big fellows cannot put their stocks up or down without trading in large amounts. In an advancing market they are obliged to reach up for or bid up their stocks, as, for example:

U

182 . 1000 . $\frac{1}{8}$. 200 . 182 . 1500 . $\frac{1}{8}$

200. $\frac{1}{4}$. 3500 . $\frac{3}{8}$. 2000 . $\frac{1}{2}$.

Take some opening trades and subsequent transactions like the following:



Volumes and Their Significance

200.....47¼	100.....45⅞	100.....45⅞
1900.....46¾	100.....46¼	100.....46
100.....46⅞	100.....46	600.....45⅞
100.....46½	200.....46¼	500.....45¾
100.....46⅞	100.....46⅞	200.....45⅞
600.....46¼	11 A. M.	100.....45½
100.....46¾	300.....46⅞	100.....45⅞
600.....46	100.....46¼	400.....45¾
100.....45⅞	100.....46	100.....45⅞
200.....45¾	100.....45⅞	400.....45¾
100.....46	100.....46	100.....45⅞

Here the opening market price was $46\frac{3}{4}$ @ $47\frac{1}{4}$, and the buyers of 200 shares "at the market" paid the high price. All bids at $46\frac{3}{4}$ were then filled. This is proved by the next sale, which is at $46\frac{5}{8}$. The big lots thereafter are mostly on the down side, showing that pressure still existed. The indications were, therefore, that the stock would go lower. A lot of 1900 shares in some stocks would be a large quantity; in others insignificant. These points have a relative value with which traders must familiarize themselves.

Volumes must be considered in proportion to the activity of the market, as well as the relative activity of that particular issue. No set rule can be established. I have seen a Tape Reader make money by following the lead of a 1000-share lot of Northwest which someone took at a fraction above the last sale. Ordinarily Northwest is a sluggish investment stock, and this size lot appeared as the forerunner of an active speculative demand.

Now let us see what happens on the floor to produce the above-described ef-

Volumes as
Indicators



Tape Reading

fect on the tape. Let us prove that our theory is correct. A few years ago the control of a certain railroad was being bought on the floor of the New York Stock Exchange. One house was given all the orders, with instructions to distribute them and conceal the buying as much as possible. The original order for the day would read, "Take everything that is offered up to 38." As 38 was about 3 points above the market of the day before, this left considerable leeway for the broker to whom the buying order was entrusted.

He would instruct his floor broker as follows: "The stock closed last night at 35. You take everything offered up to $35\frac{1}{2}$ and then report to me how things stand. Don't bid for the stock; just take it as it is offered and mark it down whenever you can."

On the Floor

In such a case the floor member stands in the crowd awaiting the opening. On the instant of ten o'clock the chairman's gavel strikes and the crowd begins yelling. Someone offers "Two thousand at an eighth." Another broker says "Thirty-five for five hundred." Our broker takes the 2000 at $\frac{1}{8}$, then offers one hundred at one-eighth himself, so as to keep the price down. Others also offer one or two hundred shares at $\frac{1}{8}$, so he withdraws his offer, as he wishes to accumulate and only offers or sells when it helps him buy more, or puts the price down. The buyer at 35 has 300 shares of his



Volumes and Their Significance

lot cancelled, so he alters his bid to "thirty-five for two hundred." The other sellers supply him and he then bids " $\frac{7}{8}$ for a hundred." Our broker sells him 100 at $\frac{7}{8}$ just to get the price down. Someone comes in with "a thousand at five." Our broker says, "I'll take it." Five hundred more is offered at $\frac{1}{8}$. This he also takes.

Let us see how the tape records these transactions:

2000 . 35 $\frac{1}{8}$. 200 . 35 . 34 $\frac{7}{8}$. 1000 . 35 .

500 . $\frac{1}{8}$

The Tape Reader interprets this: Opening bid and asked price was 35@ $\frac{1}{8}$; someone took the large lot at the high price. The two sales following were in small lots, showing light pressure. The 1000@35 after 34 $\frac{7}{8}$ shows that on the $\frac{7}{8}$ @5 market the buyer took the stock at the offered price and followed it up by taking 500 more at the eighth. The demand is dominant and it does not matter whether the buyer is one individual or a dozen, the momentary trend is upward.

To get the opposite side, let us suppose that a manipulator is desirous of depressing a stock. This can be accomplished by offering and selling more than there is a demand for, or by coaxing or frightening other holders into throwing over

**Marking
Down**



Tape Reading

their shares. It makes no difference whose stock is sold; "The Lord is on the side of the heaviest battalions," as Addison Cammock used to say. When a manipulator puts a broker into a crowd with orders to mark it down, the broker supplies all bids and then offers it down to the objective point or until he meets resistance too strong for him to overcome without the loss of a large block of stock.

The stock in question is selling around 80, we will say, and the broker's orders are to "put it to 77." Going into the crowd, he finds 500 wanted at $79\frac{7}{8}$ and 300 offered at 80. Last sale, 100 at 80.

How It is Done

"I'll sell you that five hundred at seven-eighths. A thousand or any part at three-quarters," he shouts.

"I'll take two hundred at three-quarters," says another broker. "A half for five hundred," is heard. "Sold!" is the response. "A half for five hundred more." "Sold!" "That's a thousand I sold you at a half. Five hundred at three-eighths!"

"I'll take a hundred at three eighths," comes a voice.

"You're on!" is the reply.

"Quarter for five hundred."

"Sold!" is the quick response.

His pounding of the stock would reveal itself on the tape as follows:

80 . 500 . $79\frac{7}{8}$. 200 . $\frac{3}{4}$

1000 . $\frac{1}{2}$. $\frac{3}{8}$. 500 . $\frac{1}{4}$



Tape Reading

If he met strong resistance at 79 it would appear on the tape something like this.

79 1/8 . 1000 . 79 . 500 . 79 . 800 . 79 . 300

. 1/8 . 1000 . 79 . 500 . 1/4 . 3/8 . 200 . 1/2

showing that at 79 there was a demand for more than he was willing to supply. (There might have been 10,000 shares wanted at 79.)

Resistance

Frequently a broker meeting such an obstacle will leave the crowd long enough to 'phone his principal. His departure opens the way for a rally, as the stock is no longer under pressure, and the large buying order at 79 acts as a back log for floor traders. So those in the crowd bid it up to 1/2 in hopes of scalping a fraction on the long side.

Take another case where two brokers are put into the crowd—one to depress the stock and the other to accumulate it. They play into each other's hands, and the tape makes the following report of what happens:

80 1/8 . 80 . 200 . 79 7/8 . 1/4 . 1000 . 7/8 .

3/4 . 200 . 5/8 . 500 . 3/4 . 300 . 3/4 . 1/2 .

3/8 . 1500 . 1/2 . 3/8 . 500 . 1/4 . 1/8 .



Volumes and Their Significance

Were we on the floor we should see one broker offering the stock down, while the other grabbed every round lot that appeared. We cannot tell how far down the stock will be put, but when these indications appear it makes us watch closely for the turning point, which is our time to buy.

The Tape Reader does not care whether a move is made by a manipulator, a group of floor traders, the public or a combination of all.

The figures on the tape represent the consensus of opinion, the effect of manipulation and the supply and demand, all combined. That is why tape indications are more reliable than what *anyone* hears, knows or thinks.

A Pair of Scales

With the illustration of the pair of scales clearly implanted in our minds, we scan the tape, mentally weighing each indication in our effort to learn on which side the tendency is strongest. Not a detail must escape our notice. A sudden demand or a burst of liquidation may enable us to form a new plan, revise an old one or prompt us to assume a neutral attitude.

These volume indications are not always clear. Nor are they infallible. It does not do to rely upon the indications of any one stock to the exclusion of the rest. There are times when certain stocks are rushed up, while volume indications in other active stocks show clearly that they are being distributed as fast



Tape Reading

as the market will take them. This happens frequently on a large or small scale. Especially is it apparent at the turning point of a big swing, where accumulation or distribution requires some days to complete.

Volumes can be studied from the reports printed in the *New York Evening Sun* or the *Wall Street Journal*, but the real way to study them is from the tape. If one is unable to spend five hours a day at the tape while the ticker is in operation, he can arrange with one of the boys in his broker's office to wind the tape up each day and save it for him. This is done most expeditiously by using an automatic reel, which can be had at any electrical supply store. The tape can then be taken home and studied at leisure. A second reel in the study makes it easy to unwind, after which the tape can be made to run across one's desk just as though it were coming from the ticker.

In studying under these conditions do not let yourself be deceived as to your ability to make money on paper. Imaginary trades prove nothing. The way to test your powers is to get into the game. Let it be on as small a scale as you like, but make actual trades with real money.

There are times when the foregoing rule of volumes indicates almost the reverse of what we have explained. One of these instances was described in our last chapter. In this case the trans-

Home
Study of
Volumes



Tape Reading

700...	143%
500...	143%
5000...	143%
1700...	143%
200...	143%
4300...	143%
3700...	143%
100...	144
12 M.	
5000...	144
1300...	143 $\frac{7}{8}$
3000...	144
5000...	144 $\frac{1}{8}$
2100...	144 $\frac{1}{4}$
2200...	144 $\frac{1}{8}$
3500...	144 $\frac{1}{4}$
4000...	144 $\frac{3}{8}$
3000...	144 $\frac{1}{4}$
2500...	144 $\frac{1}{8}$
3500...	144
400...	144 $\frac{1}{8}$
1000...	144
500...	144 $\frac{1}{8}$
1100...	144
2000...	143 $\frac{7}{8}$
2500...	143 $\frac{1}{4}$
1000...	143 $\frac{5}{8}$

Turning Point in Reading, morning of Jan. 4, 1909—the day of the Con- solidated Gas collapse

actions in Reading suddenly swelled out of all proportion to the rest of the market and its own previous volume. Notwithstanding the predominance of apparent demand, the resistance offered (whether legitimate or artificial) became too great for the stock to overcome, and it fell back from 144 $\frac{3}{8}$. On the way up these volumes suggested a purchase, but the tape showed abnormal transactions, accompanied by poor response from the rest of the list. This smacked

Poor
Response



Volumes and Their Significance

of manipulation and warned the operator to be cautious on the bull side. The large volume in Reading was sustained even after the stock reacted, but the large lots were evidently thrown over at the bid prices. On the way up the volumes were nearly all on the up side and the small lots on the down side. After 144 $\frac{3}{8}$ was reached the large lots were on the down side and the small lots on the up.

It is just as important to study the small as the large lots. The smaller quantities are like the feathers on an arrow—they indicate that the business part of the arrow is at the other end. In other words, the smaller lots keep one constantly informed as to what fraction forms the other side of the market. To illustrate: During the first five trades in Reading, recorded above, the market quotation is shown to have been $\frac{5}{8}@ \frac{3}{4}$; it then changed to $\frac{3}{4}@ \frac{7}{8}$ and again to $\frac{7}{8}@ 4$. On the way down it got to be $4@ \frac{1}{8}$, and at this level the small lots were particularly valuable in showing the pressure which existed.

Stocks like Union, Reading and Steel usually make this sort of a turning point on a volume of from 25,000 to 50,000 shares. That is, when they meet with opposition on an advance or a decline it must be in some such quantity in order to stem the tide.

Walk into the hilly country and you will find a small rivulet running quietly

The Small Lots

Volumes at Turning Points



Volumes and Their Significance

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It is just as important to study the small as the large lots. The smaller quantities are like the feathers on an arrow—they indicate that the business part of the arrow is at the other end. In other words, the smaller lots keep one constantly informed as to what fraction forms the other side of the market. To illustrate: During the first five trades in Reading, recorded above, the market quotation is shown to have been $\frac{5}{8}@3\frac{3}{4}$; it then changed to $3\frac{3}{4}@\frac{7}{8}$ and again to $\frac{7}{8}@4$. On the way down it got to be $4@1\frac{1}{8}$, and at this level the small lots were particularly valuable in showing the pressure which existed.

Stocks like Union, Reading and Steel usually make this sort of a turning point on a volume of from 25,000 to 50,000 shares. That is, when they meet with opposition on an advance or a decline it must be in some such quantity in order to stem the tide.

Walk into the hilly country and you will find a small rivulet running quietly

**The Small
Lots**

**Volumes at
Turning
Points**



Tape Reading

on its way. The stream is so tiny that you can place your hand in its course and the water will back up. In five minutes, it overcomes this resistance by going over or around your hand. You fetch a shovel, pile dirt in its path, pack it down hard and say, "There, I've dammed you." But you haven't at all, for the next day you find your pile of dirt washed away. You bring cartloads of dirt and build a substantial dam, and the flow is finally held in check.

Line of
Least
Resistance

It is the same with an individual stock or the market. Prices follow the line of least resistance. If Reading is going up someone may throw 10,000 shares in its path without perceptible effect. Another lot of 20,000 shares follows; the stock halts, but finally overcomes the obstacle. The seller gives another order—this time 30,000 shares more are thrown on the market. If there are 30,100 shares wanted at that level, the buyer will absorb all of the 30,000 and the stock will go higher; if only 29,900 shares are needed to fill all bids, the price will recede because demand has been overcome by supply.

It looks as though something like this happened in Reading on the occasion referred to. Whether or not manipulative orders predominated does not change the aspect of the case. In the final test the weight was on the down side.



Volumes and Their Significance

The public and the floor traders do not stand aside while the manipulator is at work, nor is the reverse true. Everybody's stock looks alike on the tape.

The following is a good illustration of E. H. Harriman's work at an important turning point in Union Pacific.

Volume Study in Union Pacific, Showing 39,300 Shares Supplied at 149 $\frac{3}{4}$ to 150, Checking the Rise

200	147 $\frac{1}{8}$	1200	147 $\frac{3}{8}$	1800	148 $\frac{1}{4}$
6500	147 $\frac{1}{8}$	1700	147 $\frac{3}{8}$	700	148 $\frac{3}{4}$
	146 $\frac{3}{4}$	700	147 $\frac{5}{8}$	400	148 $\frac{5}{8}$
	146 $\frac{3}{4}$	500	147 $\frac{7}{8}$	2500	148
700	147	700	147 $\frac{7}{8}$	1300	148 $\frac{1}{8}$
500	146 $\frac{7}{8}$	900	147 $\frac{1}{2}$	1200	148 $\frac{1}{4}$
1200	146 $\frac{7}{8}$	200	147 $\frac{5}{8}$	500	148 $\frac{1}{2}$
1000	146 $\frac{7}{8}$	400	147 $\frac{1}{4}$	400	148 $\frac{1}{4}$
1000	147	100	147 $\frac{5}{8}$	2800	148 $\frac{3}{8}$
500	147 $\frac{3}{8}$	100	147 $\frac{1}{2}$	500	148 $\frac{1}{2}$
1000	147 $\frac{1}{4}$	1800	147 $\frac{5}{8}$	1200	148 $\frac{3}{8}$
7000	147 $\frac{3}{8}$	1000	147 $\frac{1}{2}$	3500	148 $\frac{1}{4}$
1000	147 $\frac{1}{4}$	700	147 $\frac{3}{8}$	900	148 $\frac{3}{8}$
500	147 $\frac{1}{8}$	300	147 $\frac{1}{2}$	700	148 $\frac{1}{2}$
800	147	700	147 $\frac{3}{8}$	300	148 $\frac{3}{4}$
600	146 $\frac{7}{8}$	1000	147 $\frac{1}{4}$	100	148 $\frac{1}{2}$
600	147	800	147 $\frac{5}{8}$	400	148 $\frac{3}{8}$
400	147 $\frac{1}{4}$	1400	147 $\frac{7}{8}$	400	148 $\frac{1}{4}$
1000	147 $\frac{1}{4}$	1500	147 $\frac{3}{8}$	1100	148 $\frac{3}{8}$
1800	147 $\frac{1}{4}$	2000	147 $\frac{3}{8}$	200	148 $\frac{1}{4}$
2600	147 $\frac{1}{4}$	500	147 $\frac{3}{8}$	300	148 $\frac{3}{8}$
1100	147 $\frac{3}{8}$	200	147 $\frac{5}{8}$	800	148 $\frac{1}{4}$
1500	147 $\frac{1}{2}$	200	147 $\frac{3}{4}$	400	148 $\frac{1}{2}$
2900	147 $\frac{3}{4}$	1400	147 $\frac{5}{8}$	1300	148 $\frac{1}{4}$
200	147 $\frac{1}{4}$	1000	147 $\frac{7}{8}$	1500	148 $\frac{1}{4}$
1100	147 $\frac{3}{8}$	200	147 $\frac{5}{8}$		
1200	147 $\frac{1}{4}$	1000	147 $\frac{1}{2}$		
1800	147 $\frac{3}{8}$	100	147 $\frac{5}{8}$		
500	147 $\frac{1}{2}$	1000	147 $\frac{1}{2}$		
2200	147 $\frac{3}{8}$	600	147 $\frac{3}{8}$	300	148 $\frac{1}{4}$
2200	147 $\frac{1}{2}$	800	147 $\frac{1}{2}$	900	148 $\frac{3}{8}$
500	147 $\frac{3}{8}$	2100	147 $\frac{1}{2}$	2200	148 $\frac{1}{2}$
500	147 $\frac{1}{2}$	200	147 $\frac{5}{8}$	1500	148 $\frac{5}{8}$
500	147 $\frac{3}{8}$	2800	147 $\frac{7}{8}$	1900	148 $\frac{3}{4}$
3000	147 $\frac{1}{4}$	1400	147 $\frac{7}{8}$	1700	148 $\frac{1}{2}$
700	147 $\frac{3}{8}$	400	148	1100	148 $\frac{3}{4}$
400	147 $\frac{1}{2}$	2100	148	200	148 $\frac{3}{8}$
2400	147 $\frac{5}{8}$	800	147 $\frac{7}{8}$	600	148 $\frac{1}{2}$
200	147 $\frac{1}{2}$	1000	148	100	148 $\frac{5}{8}$
				600	148 $\frac{1}{4}$

11 A. M.



Tape Reading

100148 $\frac{5}{8}$	1100148 $\frac{1}{2}$	1300149 $\frac{1}{4}$
1200148 $\frac{1}{2}$	500148 $\frac{3}{4}$	1500149 $\frac{3}{8}$
100148 $\frac{3}{8}$	300148 $\frac{1}{4}$	600149 $\frac{1}{4}$
1700148 $\frac{3}{8}$	800148 $\frac{5}{8}$	1700149 $\frac{7}{8}$
2400148 $\frac{5}{8}$	700148 $\frac{1}{2}$	600149 $\frac{1}{4}$
100148 $\frac{5}{8}$	100148 $\frac{5}{8}$	1600149 $\frac{3}{4}$
700148 $\frac{5}{8}$	400148 $\frac{1}{2}$	2800149 $\frac{1}{2}$
100148 $\frac{3}{4}$	100148 $\frac{3}{4}$	1400149 $\frac{1}{2}$
100148 $\frac{3}{4}$	1600148 $\frac{3}{4}$	500149 $\frac{3}{4}$
1100148 $\frac{3}{4}$	1800148 $\frac{3}{4}$	600149 $\frac{5}{8}$
1000148 $\frac{7}{8}$	400148 $\frac{5}{8}$	10300149 $\frac{3}{8}$
100149	400148 $\frac{3}{4}$	6800149 $\frac{7}{8}$
700148 $\frac{7}{8}$	900148 $\frac{5}{8}$	6000150
5700149	100148 $\frac{1}{2}$	1600149 $\frac{1}{8}$
4400149 $\frac{1}{8}$			300150
100149			800149 $\frac{7}{8}$
1500149 $\frac{1}{8}$			1000149 $\frac{3}{4}$
2500149			500149 $\frac{7}{8}$
1300148 $\frac{7}{8}$			500149 $\frac{3}{4}$
1100149			1500149 $\frac{1}{8}$
1600148 $\frac{7}{8}$			100149 $\frac{3}{4}$
1600148 $\frac{3}{4}$			500149 $\frac{3}{4}$
1100148 $\frac{7}{8}$			1600149 $\frac{3}{8}$
600148 $\frac{3}{4}$			1100149 $\frac{7}{8}$
300148 $\frac{5}{8}$			100149 $\frac{3}{4}$
600148 $\frac{1}{2}$			500149 $\frac{1}{8}$
800148 $\frac{3}{8}$			4400149 $\frac{3}{8}$
500148 $\frac{1}{2}$			1000149 $\frac{7}{8}$
1000148 $\frac{3}{8}$			200149 $\frac{3}{4}$
1200148 $\frac{1}{2}$			100149 $\frac{5}{8}$
500148 $\frac{3}{8}$			1200149 $\frac{3}{4}$
5200148 $\frac{1}{4}$			200149 $\frac{5}{8}$
600148 $\frac{3}{8}$			300149 $\frac{3}{8}$
800148 $\frac{1}{4}$			800149 $\frac{5}{8}$
100148 $\frac{1}{4}$			700149 $\frac{1}{2}$
800148 $\frac{1}{4}$			100149 $\frac{3}{8}$
900148 $\frac{3}{8}$			1400149 $\frac{1}{4}$
1700148 $\frac{1}{4}$			1200149 $\frac{1}{4}$
2600148 $\frac{1}{4}$			800149 $\frac{1}{4}$
100148 $\frac{1}{4}$			1700149 $\frac{1}{8}$
100148 $\frac{3}{8}$			2500149
300148 $\frac{1}{4}$			100149 $\frac{1}{8}$
1700148 $\frac{1}{4}$			2300149
400148			500148 $\frac{7}{8}$
500148 $\frac{1}{8}$			1400148 $\frac{3}{4}$
				1600149
				700148 $\frac{7}{8}$
				500148 $\frac{3}{4}$
				800148 $\frac{5}{8}$
				100148 $\frac{5}{8}$
				400148 $\frac{3}{8}$
				2300148 $\frac{5}{8}$
				200148 $\frac{3}{4}$
				2500148 $\frac{3}{4}$
				1200148 $\frac{3}{4}$
				100148 $\frac{3}{4}$
				200148 $\frac{3}{4}$
				500148 $\frac{3}{4}$
				1200148 $\frac{3}{4}$
				100148 $\frac{3}{4}$
				300148 $\frac{3}{4}$
				900148 $\frac{3}{4}$
				1000148 $\frac{3}{4}$
				400148 $\frac{3}{4}$
				500148 $\frac{3}{4}$
				1500148 $\frac{3}{4}$

I P. M.

2 P. M.

12 M

200/sld.



Volumes and Their Significance

When a stream breaks through a dam it goes into new territory. Likewise the breaking through of a stock is significant, for it means that the resistance has been overcome. The stronger the resistance the less likelihood of finding further obstacles in the immediate vicinity. Dams are not usually built one behind the other. So when we find a stock emerging into a new field it is best to go with it, especially if, in breaking through it, it carries the rest of the market along.

While much can be learned from the reports printed in the dailies mentioned above, the tape itself is the only real instruction book. A live tape is to be preferred, for the element of speed with which the ticker prints is no small factor.

The comparative activity of the market on bulges and breaks is a guide to the technical condition of the market. For instance, during a decline, if the ticker is very active and the volume of sales large, voluntary or compulsory liquidation is indicated. This is emphasized if, on the subsequent rally, the tape moves sluggishly and only small lots ap-

A Live Tape



Tape Reading

pear. In an active bull market the ticker appears to be choked with the volume of sales poured through it on the advances, but on reactions the quantities and the number of impressions decrease until, like the ocean at ebb tide, the market is almost lifeless.

Another indication of the power of a movement is found in the differences between sales of active stocks, for example:

$$1000 \cdot 180 \cdot \frac{1}{8} \cdot 500 \cdot \frac{3}{8} \cdot 1000 \cdot \frac{1}{2}$$

Jumps

This shows that there was only 100 shares for sale at $180\frac{1}{8}$, none at all at $180\frac{1}{4}$, and only 500 at $180\frac{3}{8}$. The jump from $\frac{1}{8}$ to $\frac{3}{8}$ emphasizes both the absence of pressure and persistency on the part of the buyers. They are not content to wait patiently until they can secure the stock at $180\frac{1}{4}$; they "reach" for it. On the opposite side this would show lack of support.

Each indication is to be judged not so much by rule as according to the conditions surrounding it. The tape furnishes a continuous series of motion pictures, with their respective explanations written between the printings. These are in a language which is foreign to all but Tape Readers.



Warning

A NUMBER of people who have read previous editions of this book have been misled by the apparent ease with which some kinds of markets may be read by means of the volumes. They have erroneously come to the conclusion that all one has to do is sit beside a ticker and observe which side the volumes are on—the buying or the selling side.

This is a great mistake. Owing to changes in the rules of the New York Stock Exchange since the original issue of this book appeared, the value of these volume indications is not as great as before. Under the old rule a buyer who desired to influence the market in an upward direction could bid for 10,000 shares or any other very large quantity, and no one could sell him any less than the quantity bid for, unless the buyer was willing to take it. Under the present rules, the buyer is obliged to take any part of 10,000 shares, or whatever quantity he bid for.

This revision of the rules, and the other restrictions against matched orders, manipulations, etc., eliminates a very large number of transactions in big quantities at the advanced or the decreased price. It was an old trick of Harriman's and some of the old Standard Oil party,



Tape Reading

as well as other minor manipulators and floor traders, to make these bids and offers in round lots and have some one else supply or take them for its effect on the market. But the change in the rules has greatly reduced the volume and decreased the value of these indications. Hence, while they are still very suggestive to an observant tape reader, and while the principle is unchanged, it will not do to depend on them entirely.

Effect of Manipulation

The volumes which we have been discussing are least liable to mislead when manipulation prevails, for the manipulator is obliged to deal in large blocks of stock, and must continually show his hand. A complete manipulative operation on the long side consists of three parts: (1) Accumulation, (2) marking up, and (3) distribution. In the case of a short operation the distribution comes first, then the mark down and the accumulation. No one of these three sections is complete without the other two. (For full details see my series on Manipulations in Vols. 1 and 2 of *The Magazine of Wall Street*.)

The manipulator must work with a large block of stock or the deal will not be worth his time, the risk and expenses. The Tape Reader must, therefore, be on the lookout for extensive operations on either side of the market. Accumulation will show itself in the quantities and in



Volumes and Their Significance

the way they appear on the tape. Having detected the accumulation, the Tape Reader has only to watch its progress, holding himself in readiness to take on some of the stock the moment the marking-up period begins. He does not buy it at once, because it may take weeks or months for the manipulator to complete his line, and there might be opportunities to buy cheaper. By holding off until the psychological moment he forces someone else to carry the stock for him—to pay his interest. Furthermore, his capital is left free in the meantime.

When the marking up begins he gets in at the commencement of the move, and goes along with it till there are signs of a halt or distribution. Having passed through the first two periods, he is in a position to fully benefit by the third stage of the operation. In this sort of work a figure chart, which I described in another chapter, will help him, especially if the manipulative operation is continued over a considerable period. It will give him a bird's-eye view of the deal, enabling him to drop or resume the thread at any stage.

The Psychological Moment

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VI. Market Technique

ON Saturday morning, February 27, 1909, the market opened slightly higher than the previous night's close. Reading was the most active stock. After touching $123\frac{1}{2}$ it slid off to $122\frac{1}{2}$, at which point it invited short sales. This indication was emphasized at 122, at $121\frac{1}{2}$ and again at 121. The downward trend was strongly marked until it struck $119\frac{7}{8}$; then followed a quick rally of $1\frac{1}{8}$ points.

This was a vicious three-point jab into a market which was only just recovering from the February break. What was its effect on the other principal stocks? Union Pacific declined only $\frac{3}{4}$, Southern Pacific $\frac{5}{8}$ and Steel $\frac{5}{8}$. This proved that they were technically strong; that is, they were in hands which could view with equanimity a three-point break in a leading issue. Had this drive occurred when Reading was around 145 and Union 185 the effect upon the others would probably have been very different.

**Strong
Resistance**



Market Technique

In order to determine the extent of an ore body, miners use a diamond drill. This produces a core, the character of which shows what is beneath the surface. If it had been possible to have drilled into the market at the top of the foregoing rise, we should have found that the bulk of the floating supply in Steel, Reading and some others was held by a class of traders who buy heavily in booms and on bulges. These people operate with comparatively small margins, nerve and experience. They are exceedingly vulnerable, hence the stocks in which they operate suffer the greatest declines when the market receives a jar. The figures are interesting.

Floating
Supply

	—Points—	Per cent.	
	1907-9 Feb'y, '09	of break	
	Advance.	Break.	to adv.
U. P. . . .	84 $\frac{7}{8}$	12 $\frac{3}{8}$	14.7
Reading .	73 $\frac{7}{8}$	26 $\frac{3}{8}$	33.6
Steel . . .	36 $\frac{7}{8}$	16 $\frac{1}{2}$	44.6

The above shows that the public was heavily extended in Steel, somewhat less loaded with Reading, and was carrying very little Union Pacific. In other words, Union showed technical strength by its resistance to pressure, whereas Reading and Steel offered little or no opposition to the decline.

Both the market as a whole and individual stocks are to be judged as much by what they *do* as what they *do not*



Tape Reading

A Three-point Break in Reading which had little effect upon the other leaders, proving the market technically strong

Reading Co.	500	121 $\frac{3}{4}$	500	120 $\frac{1}{2}$	
1700	123	1500	121 $\frac{1}{2}$	200	120 $\frac{3}{4}$
200	123 $\frac{1}{8}$	2100	121 $\frac{3}{4}$	500	120 $\frac{1}{2}$
500	123	300	121 $\frac{1}{2}$	1200	121
500	122 $\frac{3}{4}$	2000	121 $\frac{1}{4}$	200	120 $\frac{1}{2}$
1300	123	1700	121 $\frac{1}{2}$	100	120 $\frac{3}{4}$
500	123 $\frac{1}{2}$	200	121 $\frac{1}{4}$	600	120 $\frac{1}{2}$
1900	123 $\frac{1}{4}$	600	121 $\frac{1}{2}$	1000	121
1500	123 $\frac{1}{2}$	100	121 $\frac{3}{4}$	700	121 $\frac{1}{4}$
200	123 $\frac{1}{4}$	2700	121 $\frac{1}{4}$	400	121 $\frac{3}{4}$
400	123 $\frac{1}{8}$	100	121 $\frac{1}{2}$	900	121 $\frac{1}{4}$
1100	123	200	121 $\frac{3}{8}$	400	121 $\frac{3}{8}$
1200	123 $\frac{1}{2}$	400	121 $\frac{1}{2}$	700	121 $\frac{1}{4}$
300	122 $\frac{3}{4}$	1400	121 $\frac{1}{2}$	1000	121 $\frac{1}{2}$
1500	122 $\frac{3}{4}$	200	121 $\frac{1}{2}$	600	121
1400	122 $\frac{3}{4}$	400	121 $\frac{1}{4}$	1000	121 $\frac{1}{4}$
1200	122 $\frac{1}{2}$	1100	121	1100	121 $\frac{1}{2}$
100	122 $\frac{1}{2}$	100	120 $\frac{7}{8}$	1000	121 $\frac{1}{4}$
3600	122 $\frac{1}{2}$	100	121	200	121 $\frac{3}{8}$
900	122 $\frac{3}{8}$	700	120 $\frac{7}{8}$	100	121 $\frac{1}{2}$
700	122 $\frac{1}{2}$	1400	120 $\frac{5}{8}$	200	121 $\frac{3}{8}$
100	122 $\frac{1}{4}$	700	120 $\frac{1}{2}$	300	121 $\frac{3}{8}$
2000	122 $\frac{3}{4}$	700	120 $\frac{5}{8}$	1200	121 $\frac{1}{2}$
500	122 $\frac{1}{2}$	1400	120 $\frac{1}{4}$	500	121 $\frac{1}{2}$
200	122 $\frac{1}{2}$	100	120 $\frac{1}{2}$	1500	131 $\frac{1}{2}$
100	122 $\frac{1}{4}$	900	120 $\frac{1}{4}$	1200	121 $\frac{1}{2}$
500	122	2000	120 $\frac{1}{4}$	500	121 $\frac{3}{4}$
100	122 $\frac{1}{4}$	100	120 $\frac{3}{4}$	200	121 $\frac{1}{2}$
800	122 $\frac{1}{4}$	500	120 $\frac{1}{4}$	800	121 $\frac{1}{2}$
100	122 $\frac{3}{4}$	500	120 $\frac{3}{4}$	1500	177
100	122 $\frac{3}{4}$	1500	120 $\frac{1}{2}$	500	176 $\frac{3}{4}$
100	122 $\frac{1}{2}$	800	120 $\frac{3}{4}$	1900	177
800	122 $\frac{3}{8}$	600	120 $\frac{1}{2}$	700	170 $\frac{1}{2}$
700	122 $\frac{1}{4}$	400	120 $\frac{3}{4}$	700	177
1200	122 $\frac{1}{4}$	300	120 $\frac{1}{4}$	600	176 $\frac{3}{4}$
100	122 $\frac{1}{4}$	800	120 $\frac{1}{4}$	500	177
100	122 $\frac{1}{4}$	200	120 $\frac{3}{4}$	1500	177 $\frac{1}{4}$
100	122 $\frac{1}{4}$	100	120 $\frac{1}{2}$	1200	177 $\frac{1}{4}$
100	122 $\frac{3}{4}$	1300	120 $\frac{3}{4}$	1200	177 $\frac{3}{4}$
2100	122 $\frac{1}{4}$	1000	120 $\frac{1}{2}$	200	177 $\frac{1}{4}$
400	122	600	120 $\frac{3}{4}$	600	177 $\frac{3}{4}$
300	122 $\frac{1}{4}$	700	120 $\frac{1}{4}$	300	177 $\frac{1}{4}$
500	122 $\frac{1}{4}$	2000	120	1100	177 $\frac{3}{4}$
200	122 $\frac{1}{8}$	100	120 $\frac{1}{2}$	900	177 $\frac{1}{4}$
1500	122	1500	120	2400	177 $\frac{3}{4}$
200	122 $\frac{1}{8}$	100	119 $\frac{1}{2}$	200	177 $\frac{1}{4}$
100	122	200	120	100	177 $\frac{3}{4}$
1900	122 $\frac{1}{8}$	200	120 $\frac{1}{4}$	700	177 $\frac{1}{4}$
1800	122	200	120	500	177 $\frac{3}{4}$
100	122 $\frac{1}{8}$	1000	120 $\frac{1}{4}$	1300	177 $\frac{1}{4}$
500	122	700	119 $\frac{1}{2}$	200	177 $\frac{3}{4}$
100	121 $\frac{7}{8}$	200	120	1200	177 $\frac{1}{4}$
1500	122	100	119 $\frac{1}{2}$	1700	177 $\frac{3}{4}$
300	122	1800	120	2000	177 $\frac{1}{4}$
300	121 $\frac{1}{4}$	1100	120 $\frac{1}{4}$	200	177 $\frac{1}{4}$



Market Technique

1200	177 1/4	400	117 1/4	9100	44 1/2
300	177 3/8	200	117 3/8	2000	44 3/8
100	177 1/2	100	117 1/2	2700	44 1/2
300	177 3/8	100	117 3/8	2500	44 3/8
700	177 1/4	200	117 1/4	400sld.	44 1/4
1100	177 3/8	300	117 3/8	600	44 3/8
1600	177 1/2	400	117 1/2	700	44 1/2
300	177 3/8	200	117 3/8	100	44 3/8
900	177 1/4	100	117 1/4	200	44 1/4
100	177 3/8	200	117 3/8	500	44 3/8
100	177 1/2	100	117 1/2	100	44 1/2
600	177 3/8	600	117 3/8	2000	44 3/8
1300	177 1/4	20	117 1/4	900	44 1/4
700	177 3/8	600	117 3/8	100	44 3/8
100	177 1/2	100	117 1/2	1400	44 1/2
3900	177 3/8	500	117 3/8	600	44 3/8
1200	177	200	117	1800	44
1500	176 3/4	100	117 3/4	2600	44 3/4
200	176 3/8	400	117 3/8	500	44 3/8
1900	176 3/4	300	117 3/4	100	44 3/4
700	177	100	117	1700	44 3/4
100	176 3/8	300	116 3/8	1500	44 3/8
6300	176 3/4	400	117	900	44 3/4
1100	176 3/8	500	116 3/8	1400	44 3/8
200	177	400	117	1600	44 3/4
1400	176 3/4	100	116 3/4	2100	44 3/4
1600	177	100	116 3/4	5600	44 3/4
100	176 3/8	400	116 3/8	500sld.	44 3/8
1300	177	100	116 3/4	1900	44 3/4
200	177 1/4	100	116 3/4	200	44 1/4
200	177	100	116 3/4	700	44 3/4
1000	177 3/4	100	116 3/4	100	44 3/4
500	177 1/4	500	116 3/4	1200	44 1/4
1400	177 3/8	700	116 3/8	1100	44 3/8
		200	116 3/8	2500	44 3/8
		400	116 3/8	2500	44 3/8
		400	117	5000	44 3/4
			S. Steel	3200	44 3/4
				500	44 3/4
		3000	{ 44 1/2		44 1/2
			{ 44 3/8		44 3/8

Southern Pac.

500	117 1/4				
400	117 3/8				
200	117 1/2				
1800	117 3/8				



Tape Reading

Technical Conditions

do at critical points. If the big fellows who accumulated Union below 120 had distributed it above 180, the stock would have broken something like thirty points, owing to its having passed from strong to weak hands. As it did not have any such decline, but only a very small reaction compared to its advance, the Tape Reader infers that Union is destined for much higher prices; that it offers comparative immunity from declines and a possible large advance in the near future.

Even were Union Pacific scheduled for a thirty-point rise in the following two weeks, something might happen to postpone the campaign for a considerable time. But the Tape Reader must work with these broader considerations in full view. He has just so much time and capital, and this must be employed where it will yield the greatest results. If by watching for the most favorable opportunities he can operate with the trend in a stock which will some day or week show him ten points profit more than any other issue he could have chosen, he is increasing his chances to that extent.

A long advance or decline usually culminates in a wide, quick movement in the leaders. Take the break of February 23, 1909: Reading declined from 128 $\frac{3}{4}$ to 118 and Steel from 46 to 41 $\frac{1}{4}$ in one day. Southern Pacific, after creeping up from 97 to 112, reached a climax in a seven-point jump during one



Market Technique

session. Instances are so numerous that they are hardly worth citing. The same thing happens in the market as a whole—an exceptionally violent movement, after a protracted sag or rise, usually indicates its culmination.

Culminations

A stock generally shows the Tape Reader what it proposes to do by its action under pressure or stimulation. For example: On Friday, February 19, 1909, the United States Steel Corporation announced an open market in steel products. The news was out. Everybody in the country knew it by the following morning. The Tape Reader, in weighing the situation before the next day's opening, would reason: "As the news is public property, the normal thing for Steel and the market to do is to rally. Steel closed last night at 48 $\frac{3}{8}$. The market hinges upon this one stock. Let's see how it acts."

N. Y. STOCK EXCHANGE, FEB

20, 1909

U. S. S. P. NO

TO

12 000, 47 $\frac{3}{8}$ 47 $\frac{3}{8}$

The opening price of U. S. Steel, as shown by these reproductions of the original tape, was three-quarters of a point down from the previous closing—a perfectly natural occurrence in view of the announcement. The real test of



Market Technique

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12,000.47 $\frac{3}{8}$ 47 $\frac{3}{8}$

The opening price of U. S. Steel, as shown by these reproductions of the original tape, was three-quarters of a point down from the previous closing—a perfectly natural occurrence in view of the announcement. The real test of



Tape Reading

strength or weakness will follow. For the first ten minutes Steel shows on the tape:

200 . 47 $\frac{7}{8}$. 4500 . $\frac{3}{4}$. 1200 . $\frac{7}{8}$. 1500 . $\frac{3}{4}$

without otherwise varying.

Eighteen times the price swings back and forth between the same fractions. Meantime, Union Pacific, which opened at 177 $\frac{1}{2}$, shows a tendency to rally and pull the rest of the market up behind it.

1200, 178, 200, $\frac{3}{4}$, 400, $\frac{1}{4}$, 200, 178 $\frac{1}{2}$, 700, $\frac{3}{4}$

An Interesting Contest

Can Union lift Steel? That is the question. Here are two opposing forces, and the Tape Reader watches like a hawk, for he is "going with the market"—in the direction of the trend. Union is up $\frac{7}{8}$ from the opening and Southern Pacific is reinforcing it.

U	AR	SP
500, 178 $\frac{3}{8}$	84 $\frac{5}{8}$	118 $\frac{3}{8}$, 500, $\frac{1}{2}$

But Steel does not respond. Not once does it get out of that $\frac{3}{4}$ - $\frac{7}{8}$ rut—not even a single hundred shares sells at 48. This proves that it is freely offered at 47 $\frac{7}{8}$ and that it possesses no rallying power, in spite of the leadership displayed by the Harrimans.



Market Technique

U	SP	.US
500,178 $\frac{7}{8}$	200,118 $\frac{1}{2}$	1500,47 $\frac{3}{4}$

Union seems to make a final effort to induce a following:

U
2000,178 $\frac{1}{2}$

to which Steel replies by breaking through with a thud.

US
800,47 $\frac{3}{4}$

This is the Tape Reader's cue to go short. In an instant he has put out a line of Steel for which he gets $47\frac{1}{2}$ or $47\frac{3}{8}$, as there are large volumes traded in at those figures.

The Signal

Union Pacific seems disheartened. The Steel millstone is hanging round its neck. It slides off to $178\frac{3}{4}$, $\frac{1}{4}$, $\frac{1}{8}$ and finally to

U	G	.00 US
600,178,400,177 $\frac{7}{8}$	300,73 $\frac{1}{4}$	66 200,47 $\frac{3}{4}$

The pressure on Steel increases at the low level.



Tape Reading

US	NP	US
3500.47½	48.1.108½	47½

Successive sales are made, as follows.

6800 . 47½ . 2600 . ¾ . 500 . ¼ . 8800 .

Liquidation

¾. From this time on there is a steady flow of long stock all through the list. Reading and Pennsylvania are the weakest railroads. Colorado Fuel breaks seven points in a running decline and the other steel stocks follow suit. U. S. Steel is dumped in bunches at the bid prices, and even the dignified preferred is sympathetically affected.

US	PR	
500.46½	3500.½	200.110½, 200.8, 1600.110

At the end of the two-hour session, the market closes at the bottom, with Steel at 46, leaving thousands of accounts weakened by the decline and a holiday ahead for holders to worry over.

It looks to the Tape Reader as though the stock would go lower on the following Tuesday. At any rate, no covering indication has appeared, and unless it is his invariable rule to close every trade each day, he puts a stop at 47 on his short Steel and goes his way. (His original stop was 48¾.)



Market Technique

Steel opens on the following session at $44\frac{3}{4}@1\frac{1}{2}$, and during the day makes a low record of $41\frac{1}{4}$.

A number of lessons may be drawn from this episode: Successful tape reading is a study of Force; it requires ability to judge which side has the greatest pulling power and one must have the courage to go with that side. There are critical points which occur in each swing, just as in the life of a business or of an individual. At these junctures it seems as though a feather's weight on either side would determine the immediate trend. Any one who can spot these points has much to win and little to lose, for he can always play with a stop placed close behind the turning point or "point of resistance."

**Critical
Points**

If Union had continued in its upward course, gaining in power, volume and influence as it progressed, the dire effects of the Steel situation might have been overcome. It was simply a question of power, and Steel pulled Union down.

This study of responses is one of the most valuable in the Tape Reader's education. It is an almost unerring guide to the technical position of the market. Of course, all responses are not clearly defined.

Responses

It is a matter of indifference to the Tape Reader as to who or what produces these tests, or critical periods. They constantly appear and disappear:

95



Tape Reading

he must make his diagnosis and act accordingly. If a stock is being manipulated higher, the movement will seldom be continued unless other stocks follow and support the advance unless follow and support the advance barring certain specific developments affecting of a stock, the other issues should be watched to see whether large operators are unloading on the strong spots. Should a stock fail to break on bad news, it means that insiders have anticipated the decline and stand ready to buy.

A member of a syndicate once said to me:

“We are going to dissolve to-morrow.”

I asked, “Will there not be considerable selling by people who don't want to carry their share of the securities?”

“Oh!” he replied, “we know how every one stands. Probably 10,000 shares will come on the market from a few members who are obliged to sell, and as a few of us have sold that much short in anticipation, we'll be there to buy it when the time comes.”

This reminds us that it is well to consider the insider's probable attitude on a stock. The tape usually indicates what this is. One of the muck-raking magazines once showed that Rock Island preferred had been driven down to 28 one August, to the accompaniment of receivership rumors. The writer of the article was unable to prove that these

**The Turn in
Rock Island**



Market Technique

rumors originated with the insiders, for he admitted that the transactions at the time were inscrutable. Perhaps they were inscrutable to a person inexperienced in tape reading, but we well remember that the indications were all in favor of buying the stock on the break. The transactions were very large—out of all proportion to the capital stock outstanding and the floating supply. What did this mean to the Tape Reader? Thousands of shares of stock were traded in per day, after a ten-point decline and a small rally. If the volume of sales represented long stock, some one was there to buy it. If there was manipulation it certainly was not for the purpose of distributing the stock at such a low level. So, by casting out the unlikely factors, a tape reader could have arrived at the correct conclusion.

The market is being put to the test continually by one element of which little has been said, viz., the floor traders. These shrewd fellows are always on the alert to ferret out a weak spot in the market, for they love the short side. Lack of support, if detected, in an issue generally leads to a raid which, if the technical situation be weak, spreads to other parts of the floor and produces a reaction or a slump all around. Or, if they find a vulnerable short interest, they are quick to bid up a stock and drive the shorts to cover. With these and other operations going

Floor
Traders



Tape Reading

on all the time, the Tape Reader who is at all expert is seldom at a loss to know on which side his best chances lie. Other people are doing for him what he would do himself if he were all-powerful.

The Broad Movements

While it is the smaller swings that interest him most, the Tape Reader must not fail to keep his bearings in relation to the broader movements of the market. When a panic prevails he recognizes it in the birth of a bull market and operates with the certainty that prices will gradually rise until a boom marks the other extreme of the swing. In a bull market he considers reactions of from two to five points normal and reasonable. He looks for occasional drops of 10 to 15 points in the leaders, with a 25-point break at least once a year. When any of these occur, he knows what to look for next.

In a bull market he expects a drop of 10 points to be followed by a recovery of about half the decline, and if the rise is to continue, all of the drop and more will be recovered. If a stock or the market refuses to rally naturally, he knows that the trouble has not been overcome, and therefore looks for a further decline.

Take American Smelters, which made a top at 99½ a few years ago, then slumped off under rumors of competition until it reached 78. Covering indications appeared around 79½. Had



Market Technique

the operator also gone long here, he could confidently have expected Smelters to rally to about 89. The decline having been $21\frac{5}{8}$ points, there was a rally of $10\frac{3}{4}$ points due. As a matter of record the stock did recover to $89\frac{3}{8}$.

Of course, these things are mere guide posts, as the Tape Reader's actual trading is done only on the most positive and promising indications; but they are valuable in teaching him what to avoid. For instance, he would be wary about making an initial short sale of Smelters after a 15-point break, even if his indications were clear. There might be several points more on the short side, but he would realize that every point further decline would bring him closer to the turning point, and after such a violent break the safest money was on the long side.

Another instance: Reading sold on January 4, 1909, at $144\frac{3}{8}$. By the end of the month it touched $131\frac{1}{2}$, and on February 23d broke ten points to 118. This was a decline of $24\frac{3}{8}$ points, allowing for the 2 per cent. dividend. As previously stated, the stock looked like an attractive short sale, not only on the first breakdown, but on the final drive. The conservative trader would have waited for a buying indication, as there would have been less risk on the long side.

It is seldom that the market runs more than three or four consecutive days

Guide Posts



Tape Reading

in one direction without a reaction, hence the Tape Reader must realize that his chances decrease as the swing is prolonged.

**Napoleon's
Maxim**

The daily movements offer his best opportunities; but he must keep in stocks which swing wide enough to enable him to secure a profit. As Napoleon said: "The adroit man profits by everything, neglects nothing which may increase his chances."

I once knew a speculator who bought and sold by the clock. He had no idea of the hourly swing, but would buy at 12 o'clock, because it was 12 o'clock, and would sell at 2 o'clock, for the same reason.

The methods employed by the average outside speculator are not so very much of an improvement on this, and that is why so many lose their money.

The expert Tape Reader is diametrically opposed to such people and their methods.

**Science and
Skill**

He applies science and skill in his angling for profits.

He studies, figures, analyzes and deduces. He knows exactly where he stands, what he is doing and why.

Few people are willing to go to the very bottom of things. Is it any wonder that success is for the few?





VII. Dull Markets and Their Opportunities

MANY people are apt to regard a dull market as a calamity. They claim: "Our hands are tied; we can't get out of what we've got; if we could there'd be no use getting in again, for whatever we do we can't make a dollar."

Such people are not Tape Readers. They are Sitters. They are Billikens ex-grin.

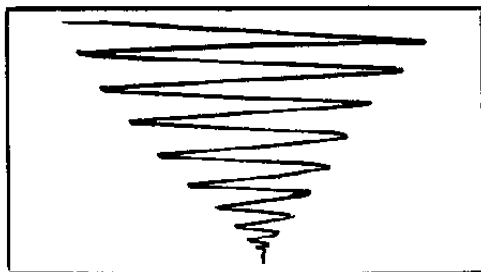
As a matter of fact, dull markets offer innumerable opportunities and we have only to dig beneath the crust of prejudice to find them.

Dulness in the market or in any special stock means that the forces capable of influencing it in either an upward or a downward direction have temporarily come to a balance. The best illustration is that of a clock which is about run down—its pendulum gradually decreases the width of its swings until it comes to a complete standstill, thus:

Tape Sitters



Tape Reading



How the market pendulum comes to a standstill

Turn this diagram sideways and you see what the chart of a stock or the market looks like when it reaches the point of dullness.

These dull periods often occur after a season of delirious activity on the bull side. People make money, pyramid on their profits and glut themselves with stocks at the top. As every one is loaded up, there is comparatively no one left to buy, and the break which inevitably follows would happen if there were no bears, no bad news or anything else to force a decline.

Nature has her own remedy for dissipation. She presents the débauché with a thumping head and a moquette tongue. These tend to keep him quiet until the damage can be repaired. So with these intervals of market rest. Traders who have placed themselves in a position to be trimmed are duly trimmed. They lose their money and temporarily, their nerve. The market, therefore, be-

**Nature's
Remedy**



Dull Markets and Their Opportunities

comes neglected. Extreme dullness sets in.

If the history of the market were to be written, these periods of lifelessness should mark the close of each chapter. The reason is: The factors which were active in producing the main movement, with its start, its climax and its collapse, have spent their force. Prices, therefore, settle into a groove, where they remain sometimes for weeks or until affected by some other powerful influence.

When a market is in the midst of a big move, no one can tell how long or how far it will run. But when prices are stationary, we know that *from this point* there will be a pronounced swing in one direction or another.

There are ways of anticipating the direction of this swing. One is by noting the technical strength or weakness of the market, as described in a previous chapter. The resistance mentioned as characteristic of the dull period in March, 1909, was followed by a pronounced rise, leading stocks selling many points higher. This was particularly true of Reading, in which the shakeouts around 120 (one of which was described) were frequent and positive. When insiders shake other people out it means that they want the stock themselves. These are good times for us to get in, for then we will enjoy having Mr. Frick and his friends work for us.

The Next Swing



Tape Reading

When a dull market shows its inability to hold rallies, or when it does not respond to bullish news, it is technically weak, and unless something comes along to change the situation, the next swing will be downward.

On the other hand, when there is a gradual hardening in prices; when bear raids fail to dislodge considerable quantities of stock; when stocks do not decline upon unfavorable news, we may look for an advancing market in the near future.

Watch a Dull Market

No one can tell when a dull market will merge into a very active one; therefore the Tape Reader must be constantly on the watch. It is foolish for him to say: "The market is dead dull. No use going downtown to-day. The leaders only swung less than a point yesterday. Nothing in such a market."

Such reasoning is apt to make one miss the very choicest opportunities, viz., those of getting in on the ground floor of a big move. For example: During the aforesaid accumulation in Reading, the stock ranged between 120 and 124½. Without warning, it one day gave indication (around 125) that the absorption was about concluded, and the stock had begun its advance. The Tape Reader having reasoned beforehand that this accumulation was no piker's game, would have grabbed a bunch of Reading as soon as the indication appeared. He might have bought more than he wanted



Dull Markets and Their Opportunities

for scalping purposes, with the intention of holding part of his line for a long swing, using the rest for regular trading.

As the stock drew away from his purchase price he could have raised his stop on the lot he intended to hold, putting a mental label on it to the effect that it is to be sold when he detects inside distribution. Thus he stands to benefit to the fullest extent by any manipulative work which may be done. In other words, he says: "I'll get out of this lot when Mr. Frick and his friends get out of theirs."

He feels easy in his mind about this stock, because he has seen the accumulation and knows it has relieved the market of all the floating supply at about this level.

Accumulation

This means a sharp, quick rise sooner or later, as little stock is to be met with on the way up. If he neglected to watch the market continuously and get in at the very start, his chances would be greatly lessened. He might not have the courage to take on the larger quantity.

On Friday, March 26, 1909, Reading and Union were about as dull as two gentlemanly leaders could well be. Reading opened at $132\frac{3}{4}$, high was $133\frac{1}{4}$, low $132\frac{1}{4}$, last $132\frac{5}{8}$. Union's extreme fluctuation was $\frac{5}{8}$ —from $180\frac{5}{8}$ to $181\frac{1}{4}$. Activity was confined to Beet Sugar, Kansas City Southern, etc.

The following day, Saturday, the opening gave every indication that the previous day's dullness would be repeat-



Tape Reading

ed, initial sales showing only fractional changes. B. & O., Wabash pfd. and Missouri Pacific were up $\frac{3}{8}$ or $\frac{1}{2}$. Union was $\frac{1}{8}$ higher and Reading $\frac{1}{8}$ lower. Beet Sugar was down $\frac{5}{8}$, with sales at 32.

Reading showed 1100 . 132 $\frac{1}{2}$. 800 . $\frac{3}{8}$, Union 800 . 181 . 400 . 181 . 200 . $\frac{1}{8}$. 400 . 181. A single hundred Steel at 45 $\frac{1}{8}$. B. & O. 109 $\frac{7}{8}$. $\frac{3}{4}$. Reading 132 $\frac{1}{2}$. Beet Sugar 31 $\frac{3}{4}$. 400 . $\frac{7}{8}$. Union 800 . 180 $\frac{7}{8}$. Steel 1000 . 45. Beet 800 . 32. Steel 1500 . 45. Reading 132 $\frac{5}{8}$. Steel 44 $\frac{7}{8}$. Market dead. Mostly 100-share lots.

Reading 1600 . 132 $\frac{1}{2}$. Steel 400 . 45. Beet Sugar looks good on the bull side, 300 . 32 $\frac{1}{4}$. 700 . $\frac{3}{8}$. Union 200 . 180 $\frac{7}{8}$. Reading 500 . 132 $\frac{3}{8}$. Union 300 . 180 $\frac{3}{4}$.

10.15 a. m.—American Sugar now responds slightly to the strength in Beet Sugar. Sugar 200 . 130 $\frac{7}{8}$. 600 . 131. Beet 32 $\frac{1}{2}$. 600 . $\frac{5}{8}$. This stock holds the spot-light. Others inanimate.

The Cue

Ah! Here's our cue! Reading 2300 . 132 $\frac{1}{2}$. 2000 . $\frac{1}{2}$. 500 . $\frac{5}{8}$. Coming out of a dead market, quantities like these taken at the offered prices can mean only one thing, and without quibbling the Tape Reader takes on a bunch of Reading "at the market."

Whatever is doing in Reading, the rest of the market is slow to respond, although N. Y. Central seems willing to help a little—500 . 127 $\frac{1}{2}$ (after $\frac{1}{4}$). Beets are up to 33 $\frac{1}{4}$. Steel is 45 $\frac{1}{8}$, and Copper 71 $\frac{1}{4}$ —a fraction better.



Dull Markets and Their Opportunities

Reading 300. $132\frac{1}{2}$. Steel 1300 .
 $45\frac{1}{8}$. $\frac{1}{4}$. Union 181. Reading 300 .
 $132\frac{3}{8}$. Beets $33\frac{1}{2}$. Union 700 . $181\frac{1}{8}$.
N. Y. Central $127\frac{5}{8}$. 600 . $\frac{3}{4}$. $\frac{7}{8}$.
There's some assistance!

Union 900 . $181\frac{1}{8}$. Reading $132\frac{3}{4}$.
Copper 700 . $71\frac{1}{2}$. Reading 800 . $132\frac{7}{8}$
. 133 . 900 . 133 . 1100 . $\frac{1}{8}$. Central 300
. $127\frac{3}{4}$. Union 400 . $181\frac{1}{8}$. 300 . $\frac{1}{4}$.
Reading 1500 . $133\frac{1}{4}$. 3500 . $\frac{1}{2}$. Not
much doubt about the trend now. The
whole market is responding to Read-
ing, and there is a steady increase in
power, breadth and volume. The rap-
id advances show that short covering
is no small factor. Union 400 . $181\frac{1}{8}$.
700 . $\frac{1}{2}$. 400 . $\frac{5}{8}$.

It looks as though a lot of people are
throwing their Beet Sugar and getting
into the big stocks. St. Paul Copper
and Smelters begin to lift a little.

Around 11 a. m. there is a brief period
of hesitation, in which the market seems
to take a long breath in preparation for
another effort. There is scarcely any
reaction and no weakness. Reading
backs up a fraction to $133\frac{1}{4}$ and Union
to $181\frac{3}{8}$. There are no selling indica-
tions, so the Tape Reader stands by his
guns.

Now they are picking up again—
Reading $133\frac{3}{8}$. $\frac{1}{2}$. $\frac{5}{8}$. $\frac{3}{4}$. Union
 $181\frac{5}{8}$. N. Y. Central $128\frac{1}{8}$. 700 . $\frac{1}{4}$.
Atchison 1000 . $104\frac{1}{2}$. 600 . $\frac{5}{8}$. North-
ern Pacific $141\frac{1}{2}$. $\frac{5}{8}$. Union 1000 .
 $181\frac{1}{2}$. 3500 . $\frac{5}{8}$. 2800 . $\frac{3}{4}$. 2800 . $\frac{7}{8}$

Getting Into
Active Stocks



Dull Markets and Their Opportunities

. 4100 . 182. Steel 45½. Southern Pacific 121. St. Paul 146. Reading 2100 . 1337/8 . 1100 . 134 . 1700 . 1/8.

From then right up to the close it's nothing but bull, and everything closes within a fraction of its highest. Reading makes 1343/8, Union 183, Steel 461/8, Central 1287/8, and the rest in proportion. The market has gained such headway that it will take dire news to prevent a high, wide opening on Monday, and the Tape Reader has his choice of closing out at the high point or putting in a stop and taking his chances over Sunday.

Breaking
Over the
Line

So we see the advantage of watching a dull market and getting in the moment it starts out of its rut. One could almost draw lines on the chart of a leader like Union or Reading (the upper line being the high point of its monotonous swing and the lower line the low point) and buy or sell whenever the line is crossed. For when a stock shakes itself loose from a narrow radius it is clear that the accumulation or distribution or resting spell has been completed and new forces are at work. These forces are most pronounced and effective at the beginning of the new move—more power is needed to start a thing than to keep it going.

Some of my readers may think I am giving illustrations after these things happen on the tape, and that what a Tape Reader *would have done* at the



Tape Reading

time is problematical. I therefore wish to state that my tape illustrations are taken from the indications which actually showed themselves when they were freshly printed on the tape, at which time I did not know what was *going* to happen.

There are other ways in which a trader may employ himself during dull periods. One is to keep tab on the points of resistance in the leaders and play on them for fractional profits. This, we admit, is a rather precarious occupation, as the operating expenses constitute an extremely heavy percentage against the player, especially when the leading stocks only swing a point or so per day.

But if one chooses to take these chances rather than be idle, the best way is to keep a chart on which should be recorded every $\frac{1}{8}$ fluctuation. This forms a picture of what is occurring and clearly defines the points of resistance, as well as the momentary trend. In the following chart the stock opens at $181\frac{1}{4}$ and the first point of resistance is $181\frac{1}{2}$. The first indication of a downward trend is shown in the dip to $181\frac{1}{8}$, and with these two straws showing the tendency, the Tape Reader goes short "at the market," getting, say, $181\frac{1}{8}$ (we'll give ourselves the worst of it).

After making one more unsuccessful attempt to break through the resistance at $181\frac{1}{2}$, the trend turns unmistakably downward, as shown by an almost unbroken series of lower tops and bottoms.

**Tops and
Bottoms**



Dull Markets and Their Opportunities

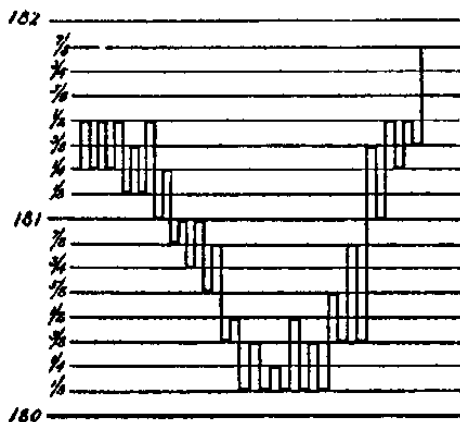


Chart showing points of resistance in a dull market

These indicate that the pressure is heavy enough to force the price to new low levels, and at the same time it is sufficient to prevent the rally going quite as high as on the previous bulge.

At $180\frac{1}{8}$ a new point of resistance appears. The decline is checked. The Tape Reader must cover and go long, The steps are now upward and as the price approaches the former point of resistance he watches it narrowly for his indication to close out. This time, however, there is but slight opposition to the advance, and the price breaks through. He keeps his long stock.

In making the initial trade he placed a "double" stop at $181\frac{5}{8}$ or $\frac{3}{4}$, on the ground that if his stock overcame the re-

A Double
Stop

Tape Reading

sistance at $181\frac{1}{2}$ it would go higher and he would have to go with it. Being short 100 shares, his double stop order would read: "Buy 200 at $181\frac{3}{8}$ stop." Of course the price might just catch his stop and go lower. These things will happen, and anyone who cannot face them without becoming perturbed had better learn self control.

After going long around the low point, he should place another double stop at 180 or $179\frac{3}{8}$, for if the point of resistance is broken through after he has covered and gone long, he must switch his position in an instant. Not to do so would place him in the attitude of a guesser. If he is playing on this plan he must not dilute it with other ideas.

Remember this method is only applicable to a very dull market, and, as we have said, is precarious business. We cannot recommend it. It will not as a rule pay the Tape Reader to attempt scalping fractions out of the leaders in a dull market. Commissions, tax stamps and the invisible eighth, in addition to frequent losses, form too great a handicap. There must be wide swings if profits are to exceed losses, and the thing to do is, wait for good opportunities. "The market is always with us" is an old and true saying. We are not compelled to trade and results do not depend on *how often* we trade, but on *how much money* we make.

There is another way of turning a dull



Dull Markets and Their Opportunities

Trading in the Specialties

market to good account, and that is by trading in the stocks which are temporarily active, owing to manipulative or other causes. The Tape Reader does not care a picayune what sort of a label they put on the goods. Call a stock "Harlem Goats preferred" if you like, and make it active, preferably by means of manipulation, and the agile Tape Reader will trade in it with profit. It matters not to him whether it's a railroad or a shooting gallery; whether it declares regular or "Irish" dividends; whether the abbreviation is X Y Z or Z Y X—so long as it furnishes indications and a broad market on which to get in and out.

Take Beet Sugar on March 26, 1909, the day on which Union and Reading were so dull. It was easy to beat Beet Sugar. Even an embryo Tape Reader would have gone long at 30 or below, and as it never left him in doubt he could have dumped it at the top just before the close, or held it till next day, when it touched 33½.

American Beet Sugar

An Example

Am. Beet Sugar	1100	30¼	100	30¾
700	29¾	400	30¾	30½
200	29¾	100	30¼	11 A. M.
900	29¼	700	30¾	200
500	29¾	100	30¼	400
700	29¼	200	30¾	900
200	29¾	1300	30¼	100
900	29¾	200	30¾	200
1100	29¾	300	30½	200
1000	30	400	30¾	100
500	30¾	100	30¾	100
100	30¼	100	30¾	600
100	30¾	100	30½	500
100	30¼	100	30¾	500
600	30¾	600	30¼	100



Tape Reading

100	30 $\frac{3}{4}$	600	31	300	31 $\frac{1}{2}$
100	30 $\frac{3}{4}$	600	31 $\frac{1}{2}$		2 P. M.
	12 M.	300	31 $\frac{1}{4}$	100	31 $\frac{5}{8}$
200	30 $\frac{3}{8}$	200	31 $\frac{5}{8}$	700	31 $\frac{1}{2}$
700	30 $\frac{1}{2}$	100	31 $\frac{1}{4}$	700	31 $\frac{1}{2}$
100	30 $\frac{3}{8}$	400	31 $\frac{3}{4}$	400	32
	1 P. M.	400	31 $\frac{3}{4}$	600	32 $\frac{1}{4}$
200	30 $\frac{3}{4}$	100	31 $\frac{5}{8}$	600	32 $\frac{1}{2}$
100	32 $\frac{1}{8}$	200	31 $\frac{5}{8}$	900	32 $\frac{1}{2}$
500	30 $\frac{1}{2}$	200	31 $\frac{1}{2}$	300	32 $\frac{1}{2}$
200	30 $\frac{3}{4}$	300	31 $\frac{5}{8}$	400	32 $\frac{1}{2}$
1000	30 $\frac{3}{4}$	200	31 $\frac{1}{2}$	800	32 $\frac{3}{4}$
700	30 $\frac{3}{4}$	200	31 $\frac{5}{8}$	1000	32 $\frac{1}{2}$
		200	31 $\frac{1}{4}$	200	32 $\frac{5}{8}$

On March 5, 1909, Kansas City Southern spent the morning drifting between 42 $\frac{3}{4}$ and 43 $\frac{1}{2}$. Shortly after the noon hour the stock burst into activity and large volume. Does any sane person suppose that a hundred or more people became convinced that Kansas City Southern was a purchase at that particular moment? What probably started the rise was the placing of manipulative orders, in which purchases predominated. Thus the sudden activity, the volume and the advancing tendency gave notice to the Tape Reader to "get aboard." The manipulator showed his hand and the Tape Reader had only to go along with the current.

"Get Aboard"

Kansas City Southern

500	43 $\frac{5}{8}$	400	43 $\frac{1}{2}$	100	43 $\frac{1}{4}$
100	43 $\frac{1}{2}$	100	43 $\frac{3}{4}$	100	43 $\frac{3}{4}$
10	43 $\frac{1}{2}$	100	43 $\frac{1}{2}$	100	43 $\frac{1}{2}$
200	43 $\frac{5}{8}$	200	43	300	43 $\frac{1}{2}$
200	43 $\frac{1}{2}$	400	42 $\frac{7}{8}$	500	43 $\frac{1}{2}$
100	43 $\frac{3}{8}$	300	43 $\frac{3}{4}$	100	43 $\frac{3}{4}$
100	43 $\frac{1}{2}$	100	43	400	43 $\frac{1}{2}$
100	43 $\frac{1}{4}$		11 A. M.	200	43 $\frac{1}{4}$
200	43 $\frac{1}{4}$	200	43		12 M.
500	43	100	42 $\frac{7}{8}$	100	43 $\frac{3}{4}$
200	43 $\frac{1}{2}$	600	43	500	43 $\frac{1}{2}$
500	43 $\frac{1}{4}$	25	43 $\frac{1}{4}$	100	43 $\frac{3}{4}$



Dull Markets and Their Opportunities

400	43 $\frac{1}{2}$	600	44 $\frac{1}{2}$	1500	45
200	43 $\frac{3}{8}$	800	44 $\frac{3}{8}$	700	45 $\frac{1}{8}$
1200	43 $\frac{5}{8}$	200	44 $\frac{5}{8}$	400	45 $\frac{1}{4}$
400	43 $\frac{7}{8}$	300	44 $\frac{7}{8}$	700	45 $\frac{3}{8}$
2300	44	200	44 $\frac{7}{8}$	700	45 $\frac{1}{2}$
1300	44 $\frac{1}{8}$	300	44 $\frac{5}{8}$	300	45 $\frac{3}{8}$
1400	44 $\frac{1}{4}$	700	44 $\frac{3}{8}$	100	45 $\frac{1}{4}$
400	44 $\frac{3}{8}$	900	44 $\frac{1}{8}$	400	45 $\frac{3}{8}$
1500	44 $\frac{1}{2}$	500	45	900	45 $\frac{7}{8}$
100	44 $\frac{3}{8}$	1800	44 $\frac{7}{8}$	100	45 $\frac{5}{8}$
400	44 $\frac{1}{2}$	300	44 $\frac{3}{8}$	700	45 $\frac{5}{8}$
1800	44 $\frac{1}{2}$			700	45 $\frac{7}{8}$
200	44	2 P. M.		200	45 $\frac{3}{4}$
800	44 $\frac{1}{4}$	200	44 $\frac{1}{2}$	800	45 $\frac{7}{8}$
400	44 $\frac{1}{4}$	100	44 $\frac{3}{8}$	1600	46
		1000	44 $\frac{1}{2}$	1400	46 $\frac{1}{8}$
1 P. M.		300	44 $\frac{5}{8}$	1000	46 $\frac{3}{8}$
200	44 $\frac{1}{4}$	600	44 $\frac{3}{8}$	1300	46 $\frac{1}{2}$
800	44 $\frac{3}{8}$	100	44 $\frac{5}{8}$	300	46 $\frac{3}{8}$
100	44 $\frac{1}{4}$	500	44 $\frac{3}{8}$	200	46 $\frac{5}{8}$
300	44 $\frac{3}{8}$	1200	44 $\frac{7}{8}$	500	46 $\frac{5}{8}$
600	44 $\frac{1}{2}$	200	45	1700	46 $\frac{3}{4}$
100	44 $\frac{3}{8}$	100	44 $\frac{7}{8}$	300	46 $\frac{3}{4}$

Pyramiding

The advance was not only sustained, but emphasized at certain points. Here the Tape Reader could have pyramided, using a stop close behind his average cost and raising it so as to conserve profits. If he bought his first lot at 44, his second at 45, and his third at 46, he could have thrown the whole at 46 $\frac{5}{8}$ and netted \$406.50 for the day if he were trading in 100-share units, or \$2,032.50 if trading in 500-share units.



VIII. The Use of Charts as Guides and Indicators

MANY interesting queries have been received by THE MAGAZINE OF WALL STREET relating to the use of charts. The following is a representative communication:

Referring to your figure chart explained in Volume 1 of the Magazine of Wall Street, I have found it a most valuable aid to detecting accumulation or distribution in market movements. I have been in Wall Street a number of years, and like many others have always shown a skeptical attitude toward charts and other mechanical methods of forecasting trends; but after a thorough trial of the chart on Union Pacific, I find that I could have made a very considerable sum if I had followed the indications shown. I note your suggestions to operators to study earnings, etc., and not to rely on charts, as they are very often likely to mislead. I regret that I cannot agree with you. You have often stated that the tape tells the story; since this is true, and

Figure Charts



Tape Reading

a chart is but a copy of the tape, with indications of accumulation or distribution, as the case may be, why not follow the chart entirely, and eliminate all unnecessary time devoted to study of earning, etc?

Let us consider those portions of the above which relate to Tape Reading, first clearly defining the difference between chart operations and tape reading.

The Chart Player

The genuine chart player usually operates in one stock at a time, using as a basis the past movements of that stock and following a more or less definite code of rules. He treats the market and his stock as a machine. He uses no judgment as to market conditions, and does not consider the movements of other stocks; but he exercises great discretion as to whether he shall "play" an indication or not.

The Tape Reader operates on what the tape shows *now*. He is not wedded to any particular issue, and, if he chooses, can work without pencil, paper or memoranda of any sort. He also has his code of rules—less clearly defined than those of the chart player. So many different situations present themselves that his rules gradually become intuitive—a sort of second nature evolved by self-training and experience.

A friend to whom I have given some points in Tape Reading once asked if I had my rules all down so fine that I knew just which to use at certain mo-



The Use of Charts as Guides and Indicators

ments. I answered him thus: When you cross a street where the traffic is heavy, do you stop to consult a set of rules showing when to run ahead of a trolley car or when not to dodge a wagon? No. You take a look both ways and at the proper moment you walk across. Your mind may be on something else but your judgment tells you when to start and how fast to walk. That is the position of the trained Tape Reader.

The difference between the Chart Player and the Tape Reader is therefore about as wide as between day and night. But there are ways in which the Tape Reader may utilize charts as guides and indicators and for the purpose of reinforcing his memory.

The Figure Chart is one of the best mechanical means of detecting accumulation and distribution. It is also valuable in showing the main points of resistance on the big swings.

A figure chart cannot be made from the open, high, low and last prices, such as are printed in the average newspaper. There are but three publications from which such charts may be constructed; viz., the official N. Y. Stock Exchange list, published by F. E. Fitch, 47 Broad St., N. Y., the N. Y. *Evening Sun*, and the *Wall Street Journal*. For general accuracy, reliability and economy, we prefer the *Evening Sun*, which costs, postpaid, only 20 cents a month, or \$2 a year.

Detecting
Accumulation
and Dis-
tribution



Tape Reading



Figure Chart of Amalgamated Copper During the 1903 Panic



The Use of Charts as Guides and Indicators

We produce a Figure Chart of Amalgamated Copper showing movements during the 1903 panic and up to the following March (1904). It makes an interesting study. The stock sold early in the year at $75\frac{5}{8}$ and the low point reached during the above period was $33\frac{5}{8}$. The movements prior to those recorded here show a series of downward steps, but when 36 is reached, the formation changes, and the supporting points are raised. A seven-point rally, a reaction to almost the low figure, and another sixteen-point rally follow.

On this rally the lines 48-49 gradually form the axis and long rows of these figures seem to indicate that plenty of stock is for sale at this level. In case we are not sure as to whether this is further accumulation or distribution we wait until the price shows signs of breaking out of this narrow range. After the second run up to 51 the gradually lowering tops warn us that pressure is resumed. We therefore look for lower prices.

The downward steps continue till 35 is touched, where a 36-7 line begins to form. There is a dip to $33\frac{5}{8}$, which gives us the full figure 34, after which the bottoms are higher and lines commence forming at 38-9. Here are all the earmarks of manipulative depression and accumulation—the stock is not allowed to rally over 39 until liquidation is complete. Then the gradually raised bottoms notify us in advance that the

Interpreting
the Chart



Tape Reading

stock is about to push through to higher levels.

If the Figure Chart were an infallible guide no one would have to learn anything more than its correct interpretation in order to make big money. Our correspondent says, "after a thorough trial of the chart on U. P. I find that I could have made a very considerable sum if I had followed the indications shown." But he would not have followed the indications shown. He is fooling himself. It is easy to look over the chart afterwards and see where he could have made correct plays, but I venture to say he never tested the plan under proper conditions.

Let anyone who thinks he can make money following a Figure Chart or any other kind of a chart have a friend prepare it, keeping secret the name of the stock and the period covered. Then put down on paper a positive set of rules which are to be strictly adhered to, so that there can be no guesswork. Each situation will then call for a certain play and no deviation is to be allowed. Cover up with a sheet of paper all but the beginning of the chart, gradually sliding the paper to the right as you progress. Record each order and execution just as if actually trading. Put Rollo Tape down as coppering every trade and when done send him a check for what you have lost.

I have yet to meet the man who has made money trading on a Figure Chart over an extended period.

Make a
Test



The Use of Charts as Guides and Indicators

Any kind of a chart will show some profits at times, but the test is: How much money will it make during a year's operations?

The Figure Chart can be used in other ways. Some people construct figure charts showing each fractional change instead of full points. The idea may also be used in connection with the Dow, Jones & Co. averages or *N. Y. Times* average prices. But for the practical Tape Reader the full figure chart first described is about the only one we can recommend.

Its value to the Tape Reader lies chiefly in its warnings of important moves thus putting him on the watch for the moment when either process is completed, and the marking up or down begins.

The chart gives the direction of coming moves; the tape says, "when."

The ordinary single line chart which is so widely used, is valuable chiefly as a compact history of a stock's movements. If the stock which is charted were the only one in the market, its gyrations would be less erratic and its chart, therefore, a more reliable indicator of its trend and destination. But we must keep before us the incontrovertible fact that the movements of every stock are to a greater or lesser extent affected by those of every other stock.

Reciprocal
Influences



Tape Reading

This in a large measure accounts for the instability of stock movements as recorded in single line charts.

Then, too, as shown in foregoing studies in this series, one stock may be the lever with which the whole market is being held up, or the club with which the general list is being pounded. A chart of the pivotal stock might give a strong buying indication, whereupon the blind chart devotee would go long to his ultimate regret; for when the concealed distribution was completed his stock would probably break quickly and badly.

This shows clearly the advantage of Tape Reading over chart playing. The Tape Reader sees everything that is going on; chart player's vision is limited. Both aim to get in right and go with the trend, but the eye that comprehends the market as a whole is the one which can read this trend most accurately.

If one wishes a mechanical trend indicator as a supplement and a guide to his Tape Reading, he had best keep a chart composed of the average daily high and low of ten leading stocks, say Union, Reading, St. Paul, N. Y. Central and Erie among the railroads, and Anaconda, Smelters, U. S. Steel, Car Foundry and Westinghouse among the industrials. First find the average high and average low for the day and make a chart show-

A Composite
Chart



The Use of Charts as Guides and Indicators

ing which was touched first. This will be found a more reliable guide than the Dow, Jones averages, which only consider the closing bid of each day, and which, as strongly illustrated in the May, 1901, panic, frequently do not fairly represent the day's actual fluctuations.

Such a composite chart is of no value to the Tape Reader who scalps and closes out everything daily. But it should benefit those who read the tape for the purpose of catching the important five or ten point moves. Such a trader will make no commitments not in accordance with the trend, as shown by this chart. His reason is that even a well planned bull campaign in a stock will not usually be pushed to completion in the face of a down trend in the general market. Therefore he waits until the trend conforms to his indication.

It seems hardly necessary to say that an up trend in any chart is indicated by consecutive higher tops and bottoms, like stairs going up, and the reverse by repeated steps toward a lower level. A series of tops or bottoms at the same level shows resistance. A protracted zig-zag within a short radius accompanied by very small volume means lifelessness, but with normal or abnormally large volume, accumulation or distribution is more or less evidenced.

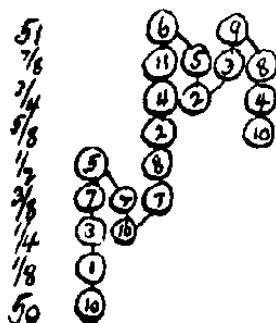
Here is a style of chart especially adapted to the study of volumes. The



Tape Reading

The Volume Chart

following rough sketch will give an idea of it:



Volume Figure Chart

When made to cover a day's movements in a stock, this chart is particularly valuable in showing the quantity of stock at various levels. Figures represent the total 100 share lots at the respective fractions. Comparisons are readily made by adding the quantities horizontally. Many other suggestions may be derived from the study of this chart.

Dividends

An important point in connection with the making of charts is the treatment of a stock which sells ex-dividend. Many people consider a dividend as equal to a corresponding decline in market price; in fact, a prominent publisher of charts follows this method. We do not agree. In our opinion when a stock sells ex-dividend the scale should be changed so that the stock will show the same relative position as before the dividend. For in-



The Use of Charts as Guides and Indicators

stance, if a stock is 138 before a dividend amounting to 2 per cent. and sells at 136 ex-dividend, the 138 line becomes the 136 line, etc.

The proficient Tape Reader will doubtless prefer to discard all mechanical helps, because they interfere with his sensing the trend. Besides, if he keeps

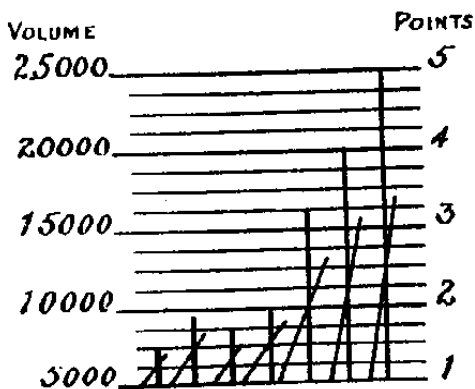


Chart Showing Daily Volume and Width of Swing

the charts himself the very act of running them distracts his attention from the tape on which his eye should be constantly riveted. This can of course be overcome by employing an assistant; but taking everything into consideration—the division of attention, the contradictions and the confusing situations which will frequently result—we advise students to stand free of mechanical helps so far as it is possible.

Stick to the
Tape



Tape Reading

Our correspondent in saying "a chart is but a copy of the tape" doubtless refers to the chart of one stock. The full tape cannot possibly be charted. The tape does tell the story, but charting one or two stocks is like recording the actions of one individual as exemplifying the actions of a very large family.



IX. Daily Trades vs. Long Pull Operations

JUST now I took a small triangular piece of blotting paper three-eighths of an inch at its widest, and stuck it on the end of a pin. I then threw a blot of ink on a paper and put the blotter into contact. The ink fairly jumped up into the blotter, leaving the paper comparatively dry.

This is exactly how the market acts on the tape when its absorptive powers are greater than the supply—large quantities are taken at the offered prices and at the higher levels. Prices leap forward. The demand seems insatiable.

After two or three blots had thus been absorbed, the blotter would take no more. It was thoroughly saturated. Its demands were satisfied. Just in this way the market comes to a standstill at the top of a rise and hangs there. Supply and demand are equalized at the new price level.

Then I filled my pen with ink, and let the fluid run off the point and onto the

Absorption



Tape Reading

blotter. (This illustrated the distribution of stocks in the market.) Beyond a certain point the blotter would take no more. A drop formed and fell to the paper. (Supply exceeded demand.) The more I put on the blotter the faster fell the drops. (Liquidation—market seeking a lower level.)

This is a simple way of fixing in our minds the principal opposing forces that are constantly operating in the market—absorption and distribution, demand and supply, support and pressure. The more adept a Tape Reader becomes in weighing and measuring these elements, the more successful he will be.

But he must remember that even his most accurate readings will often be nullified by events which are transpiring every moment of the day. His stock may start upward with a rush—apparently with power enough to carry it several points; but after advancing a couple of points it may run up against a larger quantity of stock than can be absorbed, or some unforeseen incident may change the whole complexion of the market. The Tape Reader must be quick to detect such changes, switch his position and go with this newly formed trend.

Watchfulness

To show how an operator may be caught twice on the wrong side in one day and still come out ahead, let us look at the tape of December 21, 1908.

Union Pacific opened below the previous night's close: 500 . 179 . 6000 .



Daily Trades vs. Long Pull Operations

178 $\frac{3}{4}$ and for the first few moments looked as though there was some inside support. Supposing the Tape Reader had

BOUGHT 100 UNION PACIFIC AT 178 $\frac{7}{8}$, he would have soon noticed fresh selling orders in sufficient volume to produce weakness. Upon this he would have immediately

SOLD 200 UNION PACIFIC AT 178 $\frac{1}{4}$, putting him short one hundred at the latter price. The weakness increased and after a drive to 176 $\frac{1}{2}$, two or three warnings were given that the pressure was temporarily off. A comparatively strong undertone developed in Southern Pacific as well as other stocks and short covering began in Union Pacific, which came 600 . 176 $\frac{5}{8}$. 1000 . $\frac{3}{4}$, then 177 $\frac{1}{4}$. Assuming that the operator considered this the turn, he would have

A Mistake

BOUGHT 200 UNION PACIFIC AT 176 $\frac{7}{8}$, which was the next quotation. This would have put him long. Thereafter the market showed more resiliency, but only small lots appeared on the tape.

A little later the market quiets down. The rally does not hold well. He expects the stock to react again to the low point. This it does, but it fails to halt there; it goes driving through to 176, accompanied by considerable weakness in the other active stocks. This is his indication that fresh liquidation has started. So he



Tape Reading

SELLS 200 UNION PACIFIC AT 176.

That is, he dumps over his long stock and goes short at 176.

The weakness continues and there is no sign of a rally until after the stock has struck 174½. This being a break of 6¼ points since yesterday, the Tape Reader is now wide awake for signs of a turn, realizing that every additional fraction brings him nearer to that point, wherever it may be.

After touching 174½ the trend of the market changes completely. Larger lots are in demand at the offered prices. There is a final drive but very little stock comes out on it. During this drive he

**Catching
the Turn**

BUYS 100 UNION PACIFIC AT 174¾,
and as signs of a rally multiply he

BUYS 100 UNION PACIFIC AT 175¼.

From that moment it is easy sailing. There is ample opportunity for him to unload his last purchase just before the close when he

SELLS 100 UNION PACIFIC AT 1765/8.

Bought	Sold.	Loss	Profit.
178¾	178¼	\$62.50	
176¾	178¼	\$137.50
176¾	176	87.50
174½	176	112.50
175¼	176¾	137.50
Commissions and taxes....		135.00
		\$285.00	\$387.50
			285.00
Net profit for the day			\$102.50

100



Daily Trades vs. Long Pull Operations

This is doing very well considering he was caught twice on the wrong side and in his wiggings paid \$135 in commissions and taxes.

Success in trading being chiefly a question of reducing and eliminating losses, commissions, interest and revenue stamps, let us see whether he might have used better judgment. His first trade seems to have been made on what appeared to be inside buying. No trend had developed. He saw round lots being taken at $178\frac{3}{4}$ and over and reasoned that a rally should naturally follow pronounced support. His mistake was in not waiting for a clearly defined trend. If the buying was strong enough to absorb all offerings and turn the market, he would have done better to have waited till this was certain. When a stock holds steady within a half point radius it does not signify a reversal of trend, but rather a halting place from which a new move in either direction may begin.

Waiting for
the Trend

Had he followed the first sharp move, his original trade would have been on the short—not the long side. This would have saved him his first loss with its attendant expenses, aggregating \$89.50, and would have nearly doubled the day's profits.

His second loss was made on a trade which involved one of the finest points in the art of Tape Reading, viz., that of distinguishing a rally from a change in trend. A good way to do this suc-

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Tape Reading

cessfully is to figure where a stock is due to come after it makes an upturn, allowing that a normal rally is from one-half to two-thirds of the decline. That is, when a stock declines two and a half points we can look for at least a point and a quarter rally unless the pressure is still on. In case the decline is not over, the rally will fall short.

Distinguishing a Mere Rally

What did Union do after it touched $176\frac{1}{2}$? It sold at $176\frac{5}{8}$. $\frac{3}{4}$. $177\frac{1}{4}$. Having declined from $179\frac{1}{8}$ to $176\frac{1}{2}$, $2\frac{5}{8}$ points, it was due to rally at least $1\frac{1}{4}$ points, or to $177\frac{3}{4}$. Its failing to make this figure indicated that the decline was not over and that his short position should be maintained.

Furthermore, that last jump of half a point between sales showed an unhealthy condition of the market. For a few moments there was evidently a cessation of selling, then somebody reached for a hundred shares offered at $177\frac{3}{4}$. As the next sale was $176\frac{7}{8}$ the hollowness of the rise became apparent.

While this rally lasted, the lots were small. This of itself was reason for not covering. Had a genuine demand sprung from either longs or shorts a steady rise, on increasing volumes, would have taken place. The absence of such indications seems to us now a reason for not covering and going long at $176\frac{7}{8}$.

It is very difficult for anyone to say what he would actually have done under the circumstances, but had both these



Daily Trades vs. Long Pull Operations

trades been avoided for the reasons mentioned, the profit for the day would have been \$421, as the 100 sold at $178\frac{1}{4}$ would have been covered at $174\frac{7}{8}$, and the long at $175\frac{1}{4}$ sold out at $176\frac{5}{8}$. So we can see the advantage of studying our losses and mistakes, with a view to benefiting in future transactions.

**Studying
Losses**

As previously explained, the number of dollars profit is subordinate to whether the trader can make profits at all and whether the points made exceed the points lost. With success from this standpoint it is only a question of increased capital enabling one to enlarge his trading unit.

A good way to watch the progress of an account is to keep a book showing dates, quantities, prices, profits and losses, also commission, tax and interest charges. Beside each trade should be entered the number of points net profit or loss, together with a running total showing just how many points the account is ahead or behind. A chart of these latter figures will prevent anyone fooling himself as to his progress. People are too apt to remember their profits and forget their losses.

The losses taken by an expert Tape Reader are so small that he can trade in much larger units than one who is away from the tape or who is trading with an arbitrary stop. The Tape Reader will seldom take over half a point to a point loss for the reason that he will generally



Tape Reading

Small Losses

buy or sell at, or close to, the pivotal point or the line of resistance. Therefore, should the trend of his stock suddenly reverse, he is with it in a moment. The losses in the above mentioned Union Pacific transactions ($\frac{5}{8}$ and $\frac{7}{8}$ respectively) are perhaps a fair average, but frequently he will be able to trade with a risk of only $\frac{1}{4}$, $\frac{3}{8}$ or $\frac{1}{2}$.

The fact that this possible loss is confined to a fraction should not lead him to trade too frequently. It is better to look on part of the time; to rest the mind and allow the judgment to clarify. Dull days will often constrain one for a time and are therefore beneficial.

The big money in Tape Reading is made during very active markets. Big swings and large volumes produce unmistakable indications and a harvest for the experienced operator. He welcomes twenty, thirty and fifty-point moves in stocks like Reading, Union or Consolidated Gas—powerful plays by financial giants.

And this fact reminds us of one of the things we have heretofore intended to reason out: Is it better to close trades each day, or hold through reactions, and if necessary, for several days or weeks in order to secure a large profit?

Difference in Individuals

The answer to this question depends somewhat upon the temperament of the Tape Reader. If his make-up be such that he can closely follow the small swings with profit, gradually becoming



Daily Trades vs. Long Pull Operations

more expert and steadily increasing his commitments, he will shortly "arrive" by that route. If his disposition is such that he cannot trade in and out actively, but is content to wait for big opportunities and patient enough to hold on for large profits, he will also "get there." It is impossible to say which style of trading would produce the best average results, because it depends altogether upon individual qualifications.

Looking at the question broadly, we should say that the Tape Reader who understood the lines thus far suggested in this series, might find it both difficult and less profitable to operate solely for the long swings. In the first place, he would be obliged to let twenty or thirty opportunities pass by to every one that he would accept. The small swings of one to three points greatly outnumber the five and ten-point movements, and there would be a considerable percentage of losing trades no matter how he operated.

Many of the indications, such as the extent of reactions, lines of resistance, etc., will be found equally operative in the broader swings, just as an enlargement of a photograph retains the lines of its original.

Tape Reading seems essentially a profession for the man who is mentally active and flexible, capable of making quick and accurate decisions and keenly sensitive to the most minute indications. On

Trading for
the Long
Swings



Tape Reading

the other hand, trading for the larger swings requires one to ignore the minor indications and to put some stress upon the influential news of the day, and its effect upon sentiment; he must stand ready to take larger losses and in many ways handle himself in a manner altogether different from that of the small swing trader.

The more closely we look at the proposition, the more the two methods of operating seem to disunite, the broad swing plan appearing best adapted to those who are not in continuous touch with the ticker and who therefore have the advantage of distance and perspective.

Auxiliary Trades

There is no reason why the Tape Reader should not make long swing trading an auxiliary profit producer if he can keep such trades from influencing his daily operations.

For example, in the previously mentioned shake-down in Reading from $144\frac{3}{8}$ to 118, on his first buying indication he could have taken on an extra lot for the long swing, knowing that if the turn had really been made, a rally to over 130 was due. A stop order would have limited his risk and conserved his profits as they rolled up and there is no telling how much of the subsequent forty point rise he might have secured.

Another case was when Steel broke from $58\frac{3}{4}$ (November, 1908) to $41\frac{1}{4}$ in February. The market at the time was



Daily Trades vs. Long Pull Operations

hinging on Steel and it was likely that the Tape Reader would be operating in it. His first long trade under this plan would be for at least a hundred shares more than his usual amount, with a stop on the long pull lot at say $40\frac{3}{4}$. He would naturally expect a rally of at least $8\frac{3}{4}$ points (to 50), but would, in a sense, forget this hundred shares, so long as the market showed no signs of another important decline. When it reached 60 he might still be holding it.

The above are merely a couple of opportunities. Dozens of such show themselves every year and should form no small part of the Tape Reader's income. But he must separate such trades from his regular daily trading; to allow them to conflict would destroy the effectiveness of both. If he finds the long pull trade interfering with the accuracy of his judgment, he should close it out at once. He must play on one side of the fence if he cannot operate on both.

One can readily foresee how a trader with one hundred shares of Steel at 43 for the long pull, and two hundred for the day, would be tempted to close out all three hundred on indications of a decline. This is where he can test his ability to act in a dual capacity. He must ask himself: Have I good reason for thinking Steel will sell down five points before up five? Is this a small reaction or a big shake-down? Are we still in a bull swing? Has the stock had its nor-

A Dual
Capacity



Tape Reading

mal rally from the last decline? These and many other questions will enable him to decide whether he should hold this hundred shares or "clean house."

It takes an exceptionally strong will and clear head to act in this way without interfering with one's regular trading. Anyone can sell two hundred and hold one hundred; but will his judgment be biased because he is simultaneously long and short—bullish and bearish? There's the rub!

Advantage of a Clean Slate

The real Tape Reader is apt to prefer a clean slate at 3 p. m. every day, so that he can sit down to his ticker at the next morning's opening and say, "I have no commitments and no opinion. I will follow the first strong indication." He would rather average \$100 a day for ten days than make \$1,000 on one trade in the same length of time. The risk is generally limited to a fraction and having arrived at a point where he is showing even small average daily profits, his required capital per 100 shares need not be over \$1,500 to \$2,000.

Suppose for sixty days on 100-share operations his average profits over losses were only a quarter of a point—\$25 a day. At the end of that time his capital would have been increased by \$1,500, enabling him to trade in 200 share lots. Another thirty days with similar results and he could trade in 300-share lots, and so on. I do not mention these figures for any other purpose than to again empha-



Daily Trades vs. Long Pull Operations

size that the objective point in Tape Reading is not large individual profits, but a continuous chipping in of small average net profits per day.

About two months ago, I am told, a man from the West came into the office of THE MAGAZINE OF WALL STREET, and said that he had been impressed by this series on Tape Reading, and had come to New York for the sole purpose of trying his hand at it. He had \$1,000 which he was willing to lose in demonstrating whether he was fitted for the work.

An Incident

He was advised not to trade in over ten-share lots, and was especially warned against operating at all until after he had actually studied the tape for two or three months.

Recently, I am informed, he called again and related some of his experiences. It seems that he could not abstain from trading, but started within two or three days after he decided on a brokerage house. He stated that during the two months he had made forty-two trades of ten shares each and had never had on hand over twenty full shares at any one time. He admitted that he had frequently mixed guesswork and tips with his Tape Reading but as a rule he had followed the tape.

His losses were seldom over a point and his greatest loss was one and a half points. His maximum profit was three points. He had at times traded in other stocks beside the leaders. In spite of his



Tape Reading

inexperience, and his attempt to mix tips and guess with shrewd judgment, he was ahead of the game, after paying commissions, etc.

This was especially surprising in view of the trader's market through which he had passed. While the amount of his net profit was small, the fact that he had shown any profit during this study period was reason enough for congratulation.

Another handicap which he did not perhaps realize was his environment. He had been trading in an office where he could hear and see what everyone else was doing, and where news, gossip and opinions were freely and openly expressed by many people. All these things tended to influence him, and to switch him from his Tape Reading.

Cutting Losses

I have no doubt that having mastered the art of cutting losses and keeping commitments down, he will soon overcome his other deficiencies. Given a broad, active market, he should show increasing average daily profits.

Speculation is a business. It must be *learned*.



X. Various Examples and Suggestions

RECENT trading observations and experiments have convinced me that it is impracticable and almost impossible to gauge the extent of a movement by its initial fluctuations.

Many important swings begin in the most modest way. The top of an important decline may present nothing more than a light volume and a drifting tendency toward lower prices, subsequently developing into a heavy, slumpy market, and ending in a violent downward plunge.

In a previous number I suggested that the Tape Reader select only those moves which seem to offer opportunities for wide swings. My opinion now is that the operator should aim to catch every important swing in the leading active stock. To do this he must act promptly when a stock goes into a new field or otherwise gives an indication, and he must be ready to follow wherever it leads. If it has been moving within a three-point radius and suddenly takes on new life

Gauging the Swing



Tape Reading

and activity, bursting through its former bounds, he must go with it.

I do not mean that he should try to catch every wriggle. If the stock rises three points and then reverses one or one and a half points on light volume, he must look upon it as a perfectly natural reaction and not a change of trend. The expert operator will not ordinarily let all of three points get away from him. He will keep pushing his stop up behind until the first good reaction puts him out at close to the high figure. This leaves him in a position to repurchase on the reaction, provided no better opportunity presents itself. Having purchased at such a time, he will sell out again as the price once more approaches the high figure, unless indications point to its forging through to a new high level.

Stages of Market Movements

Every movement of the market and of each stock passes through stages corresponding to those in the life of an individual, aptly described by my old college chum, Bill Shakespeare, as "The Seven Ages." The Tape Reader aims to get in during Infancy and out at Old Age.

Usually a movement gives signs when it begins to totter. An example was given in the rise in Union Pacific about June 21st to 23d (1909), when the stock rose from $187\frac{7}{8}$ to $194\frac{5}{8}$, accompanied by an abnormal advance in the preferred. Each morning the London price for both issues came higher and there was persistent buying all day in the New York market.



Various Examples and Suggestions

After touching 194 $\frac{5}{8}$ the movement completely fizzled out. Buying demand ceased. The preferred reacted sharply, and the common came back to 193 $\frac{7}{8}$. Thereafter its rallies were feeble, the pressure was all on the down side, and on June 26th, it was still heavy at 191 $\frac{7}{8}$.

A new bull movement may have its birth during great weakness or pressure. Just prior to the above time, Reading was pounded down to 147 $\frac{5}{8}$, then to 147 $\frac{1}{4}$, and the resistance which it offered at this level gave notice that a new swing was about to be inaugurated. These were signs that the Tape Reader had better get bullish. Purchases could have been made with only a fractional risk, and subsequent profits were chiefly on the bull side. Two or three days later the price touched 155 $\frac{1}{2}$, then it went above 158.

The more we study volumes, the better we appreciate their value in Tape Reading. It frequently occurs that a stock will work within a three-point range for days at a time without giving one a chance for a respectable-sized "scalp." Without going out of these boundaries, it suddenly begins coming out on the tape in thousands instead of hundreds. This is evidence that a new movement has started, but not necessarily in the direction which is first indicated. The Tape Reader must immediately go with the trend, but until it is clearly defined and the stock breaks its former limits with large and increasing volumes, he must

**Importance of
Volumes**



Tape Reading

exercise great caution. The reason is this: If the stock has been suddenly advanced, it may be for the purpose of facilitating sales by a large operator.

The best way to distinguish the genuine from the fictitious move is to watch out for abnormally large volumes within a small radius. This is usually evidence of manipulation. The large volume is simply a means of attracting buyers and disguising the hand of the operator.

A play of this kind took place when Reading struck 159¾ on June, 1909. I counted some 80,000 shares within about half a point of 159—unmistakable notice of a coming decline. This was a case where the stock was put up before being put down, and the Tape Reader who interpreted the move correctly and played for a good down swing would have made considerable money.

We frequently hear people complaining that "the public is not in this market," as though that were a reason why stocks should not go up or the market should be avoided. The speaker is usually one of those who constitute "the public," but he regards the expression as signifying "every outsider except myself." In the judgment of many the market is better off without the public. To be sure, brokers do not enjoy so large a business, the fluctuations are not so riotous, but the market moves in an orderly way and responds more accurately to prevailing conditions.

The Public



Various Examples and Suggestions

A market in which the public predominates represents a sort of speculative "jag" indulged in by those whose stock market knowledge should be rated at $\frac{1}{8}$. Everyone recognizes the fact that when the smoke clears away, the Street is full of victims who didn't know how and couldn't wait to learn. Their plungings produce violent fluctuations, however, and in this respect are of advantage to the Tape Reader who would much rather see ten-point than three-point swings.

To offset this, there are some disadvantages. First, in a market where there is "rioting of accumulated margins," the tape is so far behind that it is seldom one can secure an execution at anywhere near his price. This is especially true when activity breaks out in a stock which has been comparatively dull. So many people with money, watching the tape, are attracted by these apparent opportunities, that the scramble to get in results in every one paying more than he figured; thus the Tape Reader finds it impossible to know where he is at until he gets his report. His tape prices are five minutes stale and his broker is so busy it takes four or five minutes for an execution instead of one or two minutes.

In the next place, stop orders are often filled at from small fractions to points away from his stop price—there is no telling what figure he will get, while in ordinary markets he can place his stops within $\frac{1}{4}$ of a resistance point and fre-

Execution of Orders



Tape Reading

quently have the price come within $\frac{1}{8}$ of his stop without catching it.

So it is a question whether, all things considered, the presence of the public is a help or a detriment to successful Tape Reading:

Stop Orders

Speaking of stop orders: The ways in which one may manipulate his stops for protection and advantage, become more numerous as experience is acquired. If the Tape Reader is operating for a fractional average profit per trade, or per day, he cannot afford to let a point profit run into a loss, or fail to "plug" a larger profit at a point where at least a portion of it will be preserved.

One of my recent day's trading will illustrate this idea. I had just closed out a couple of trades, in which there had been losses totaling slightly over a point. Both were on the long side. The market began to show signs of a break, and singling out Reading as the most vulnerable, I got short of it at $150\frac{3}{4}$. In a few moments it sold below 150. My stop was moved down so there couldn't be a loss, and soon a slight rally and another break gave me a new stop which insured a profit. A third drive started, and I pushed the stop down to within $\frac{1}{4}$ of the tape price at the time, as it was late in the day and I considered this the final plunge. By the time my order reached the floor the price was well away from this latest stop and when the selling became most violent I told my



Various Examples and Suggestions

broker to cover "at the market." The price paid was within $\frac{1}{4}$ of the bottom for the day, and netted $2\frac{5}{8}$ after commissions were paid.

I strongly advocate this method of profit insuring. The scientific elimination of loss is one of the most important factors in the art, and the operator who fails to properly protect his paper profits will find that many a point which he thought he had cinched has slipped away from him.

Elimination of Losses

It is also a question whether, in such a case, the trade had better not be stopped out than closed out. When you push a stop close behind a rise or a decline, you leave the way open for a further profit; but when you close the trade of your own volition, you shut off all such chances. If it is your habit to close out everything before three o'clock daily, the stop may be placed closer than ordinarily during the last fifteen minutes of the session, and when a sharp move in the desired direction occurs, the closing out may be done by a stop only a fraction away from the extreme price. This plan of using stops is a sort of squeezing out the last drop of profit from each trade and never losing any part that can possibly be retained.

Suppose the operator sells a stock short at 53 and it breaks to 51. He is foolish not to bring his stop down to $51\frac{1}{4}$ unless the market is ripe for a heavy decline. With his stop at this point he has two



Tape Reading

chances out of three that the result will be satisfactory: (1) The price may go lower and yield a further profit; (2) The normal rally to 52 will catch his stop and enable him to put the stock out again at that price; (3) The stock will rally to about $51\frac{1}{4}$, catch his stop and then go lower. But he can scarcely mourn over the loss of a further profit.

If the stock refuses to rally the full point to which it is entitled, that is, if it comes up to $51\frac{1}{2}$ or $\frac{5}{8}$ and still acts heavy, it may be expected to break lower, and there usually is ample time to get short again at a price that will at least cover commissions.

There is nothing more confusing than to attempt scalping on both sides of the market at once. You may go long of a stock which is being put up or is going up for some special reason, and short of another stock which is persistently weak. Both trades may pan out successfully, but meantime the judgment will be interfered with and some foolish mistake will be made in four cases out of five. As Dickson G. Watts said, "Act so as to keep the mind clear, the judgment trustworthy." The mind is not clear when the trader is working actively on two opposing sides of the market. A bearish indication is favorable to one trade, and unfavorable to the other. He finds himself interpreting every development as being to his advantage and forgetting the important fact that he is also on the opposite side.

Scalping on
Both Sides



Various Examples and Suggestions

If you are short of one stock and see another that looks like a purchase, it is much better to wait until you have covered your short trade (on a dip if possible), and then take the long side of the other issue. The best time for both covering and going long is on a recession which in such a case serves a double purpose. The mind should be made up in advance as to which deal offers the best chance for profit, so that when the moment for action arrives there will be nothing to do but act.

This is one great advantage the Tape Reader has over other operators who do not employ market science. By a process of elimination he decides which side of the market and which stock affords the best opportunity. He either gets in at the inception of a movement or waits for first reaction after the move has started. He knows just about where his stock should come on the reaction and judges by the way it then acts whether his first impression is confirmed or contradicted. After he gets in it must come up to expectations or he should abandon the trade. If it is a bull move, the volume must increase and the rest of the market offer some support or at least not oppose it. The reactions must show a smaller volume than the advances, indicating light pressure, and each upward swing must be of longer duration and reach a new high level, or it will mean that the rise has spent its force either temporarily or finally.

Getting In



Tape Reading

Advantages of Tape Reading

Tape Reading is the only known method of trading which gets you in at the beginning, keeps you posted throughout the move, and gets you out when it has culminated.

Has anyone ever heard of a man, method, system, or anything else that will do this for you in Wall Street?

It has made fortunes for the comparatively few who have followed it.

It is an art in which one can become highly expert and more and more successful as experience sandpapers his work and shows him what to avoid.



XI. Obstacles to be Overcome— Possible Profits

MENTAL poise is an indispensable factor in Tape Reading. The mind should be absolutely free to concentrate upon the work; there should be no feeling that certain things are to be accomplished within a given time; no fear, anxiety, or greed.

When a Tape Reader has his emotions well in hand, he will play as though the game were dominoes. When anything interferes with this attitude it should be eliminated. If, for example, there be an unusual series of losses, the trader had better suspend operations until he discovers the cause.

Self Control

Following are some of the obstacles which are likely to be encountered:

1. One may be trading too often. Many opportunities for profit develop from each day's movements; only the very choicest should be acted upon. There should be no haste. The market will be there to-morrow in case to-day's opportunities do not meet requirements.



Tape Reading

2. Anxiety to make a record, to avoid losses, to secure a certain profit for the day or period will greatly warp the judgment, and lead to a low percentage of profits. Tape Reading is a good deal like laying eggs. If the hen is not left to pick up the necessary food and retire in peace to her nest, she will not produce properly. If she is worried by dogs and small boys, or tries to lay seven eggs out of material for six, the net proceeds may be an omelet.

The Tape Reader's profits should develop naturally. He should buy or sell because it is the thing to do—not because he wants to make a profit or fears to make a loss.

3. The market may be unsuited to Tape Reading operations. When prices drift up and down without trend, like a ship without a rudder, and few positive indications develop, the percentage of losing trades is apt to be high. When this condition continues it is well to hold off until the character of the market changes.

Brokerage

4. One's broker may be giving poor service. In a game as fine as this, every fraction counts. Executions of market orders should average not over two minutes. Stop orders should be reported in less time as such orders are on the floor and at the proper post when they become operative. By close attention to details in the handling of my orders, I have been able to reduce the average time of



Obstacles to be Overcome

my executions to less than one minute. The quickest report obtained thus far required but twenty-five seconds. To the best of my knowledge this is a record for New York Stock Exchange executions of orders given from an office.

A considerable portion of my orders are executed in from thirty to forty seconds, varying according to whether my broker is near the 'phone or in a distant crowd when the orders reach the floor and how far the identical "crowd" is from his 'phone.

I have arranged a special order slip which distinguishes my orders from others. It reads:

**BUY AT THE OFFERED
PRICE AND
REPORT INSTANTLY**

Special
Order Slip



Tape Reading

The selling slips read, "*Sell at the bid price and report instantly.*" Such orders leave nothing to the discretion of the broker. He cannot "try to do better" than the momentary bid or offered price. Like Paddy at the wake, his business is to "hit the first head that opens its mouth."

The Broker's Discretion

Ordinarily it is expected and is really an advantage to the general run of speculators to have the broker use some discretion; that is, try to do better, providing there is no chance of losing his market. But I do not wish my broker to act thus for me. My indications usually show me the exact moment when a stock should be bought or sold under this method, and a few moments' delay often means a good many dollars lost.

With the execution of orders reduced to a matter of seconds, I can also hold stop orders in my own hands and when the stop price is reached, 'phone the order to buy or sell at the market. Results are very satisfactory as my own broker handles the orders and not the specialist or some other floor broker.

To return to the question of mental equilibrium: The Tape Reader should be careful to trade only in such amounts as will not interfere with his judgment. If he finds that a series of losses upsets him it is an easy matter to reduce the number of shares to one-half or one-quarter of the regular amount, or even to ten shares, so that the dollars involved



Obstacles to be Overcome

are no longer a factor. This gives him a chance for a little self-examination.

If a person is in poor physical condition or his mental alertness below par for any reason, he may be unable to stand the excitement attending the work. Dissipation, for example, may render one unfit to carry all the quotations in his head, or to plan and execute his moves quickly and accurately. When anything of this kind occurs which prevents the free play of all the faculties it is best to bring the day's work to a close.

Some of my readers may think it futile to aim for a fractional average profit per trade when there are many full points per day to be made by holding on through days and weeks and getting full benefit of the big moves. Admitting that it is possible to make many more points at times there is a risk of losses corresponding to the profits and the question is not how much we can *make*, but how much we can make *net*.

Tape Reading reduces profit-making to a manufacturing basis.

To show how the nimble eighths pile up when their cumulative power is fully employed, I have prepared a table representing the results of 250 trading days, starting with a capital of \$1,000. It is assumed that the Tape Reader has reached that stage of expertness where he can average one trade a day and a profit of \$12.50 per trade, and that as fast as \$1,000 is accumulated he adds 100 shares to his trading unit.

Fractional
Profits



Tape Reading

The Nimble Eighth

These results depend solely upon the Tape Reader's ability to make $\frac{1}{8}$ more than he loses per day. There is no limit to the number of shares he can trade in, provided he has the margin. If he is at all proficient his margin will not be depleted more than a few points before he makes up his losses and more. He is not pyramiding in the ordinary sense of the word; he is simply doing an increasing volume of shares as his capital expands. All progressive business men increase commitments as fast as warranted by their capital and opportunities.

What a profit $\frac{1}{8}$ per day would amount to in 250 days if profits were used as additional margin.

100 shares	\$12.50 a day	\$1,000.00	In 80 days
200 "	25.00 "	1,000.00 "	40 "
300 "	37.50 "	1,012.50 "	27 "
400 "	50.00 "	1,000.00 "	20 "
500 "	62.50 "	1,000.00 "	16 "
600 "	75.00 "	1,050.00 "	14 "
700 "	87.50 "	1,050.00 "	12 "
800 "	100.00 "	1,000.00 "	10 "
900 "	112.50 "	1,012.50 "	9 "
1000 "	125.00 "	1,000.00 "	8 "
1100 "	137.50 "	982.50 "	7 "
1200 "	150.00 "	1,050.00 "	7 "
		\$12,137.50	250 "
Less tax		1,942.00	
Net profit		\$10,195.50	

Assuming that there are about three hundred Stock Exchange sessions in the year, the two hundred and fifty days figured represent five-sixths of a year or ten months. From that time on, having struck his gait, the Tape Reader can,



Obstacles to be Overcome

without increasing his unit to over 1200 shares, make \$900 a week or \$46,800 a year.

One trader who for years has been trying to scalp the market and who could never quite overcome the "kitty," reports this his first attempts at applying these rules resulted in a loss of about \$20 per trade. This he gradually reduced to \$12, then to \$8, finally succeeding in throwing the balance over to the credit side and is now able to make a daily profit of from \$12 to \$30 per 100 shares. This is doing very well indeed. I have no doubt that his profits will continue to increase.

Some people seem to hold the opinion that as the profits desired are only $\frac{1}{2}$ average per trade one should limit himself in taking profits. Perhaps I have not made myself clear in this respect.

I buy and sell when I get my indications. In going into a trade I do not know whether it will show a profit or a loss, or how much. I try to trade at a point where I can secure protection with a stop from $\frac{1}{4}$ to $\frac{1}{2}$ point away, so that my risk is limited to this fraction plus commission and tax. If the trade goes in my favor I push the stop up as soon as possible, to a point where there can be no loss.

I do not let profits run blindly but only so long as there appears no indication on which to close. No matter where my stop order stands, I am always on the watch for danger signals. Sometimes

Overcoming
the "Kitty"



Tape Reading

Taking Profits I get them way in advance of the time a trade should be closed; in other instances my "get out" will flash onto the tape as suddenly and as clearly defined as a streak of lightning against a black sky.

When the tape says "get out" I never stop to reckon how much profit or loss I have or whether I am ahead or behind on the day. I strive for an increasing average profit but I do not keep my eye so much on the fraction or points made or lost, so much as on myself.

I endeavor to perfect myself in clear-headedness, quickness of thought, accuracy of judgment, promptness in planning and executing my trades, foresight, intuition, courage and initiative. Masterful control of myself in these respects will produce a winning average—it is merely a question of practice.

To show how accurately the method works out in practice, I will describe one recent day's trading in which there were three transactions, involving six orders (three buying and three selling). *The market did not go one-eighth against me in five orders out of the six.* In the sixth, the stock went $\frac{3}{8}$ above the selling price at which my order was given. Details follow:

I had no open trades. Kansas City Southern, which had been intensely dull, came on the tape 2600 at $46\frac{3}{4}$. I gave a buying order and before it could reach the "post" the Tape said $46\frac{7}{8}$ and 47. The stock rose steadily and after sell-

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Obstacles to be Overcome

ing at $48\frac{5}{8}$ and coming back to $48\frac{1}{2}$ I gave the selling order. It did not touch $48\frac{5}{8}$ again.

The next trade was in Reading. I saw that it was being held in check in spite of its great strength. The stock had opened at 158. After a certain bulge I saw the reaction coming. When it arrived, and the stock was selling at $157\frac{1}{2}$, I gave the buying order, got mine at $157\frac{5}{8}$. It immediately rose to $158\frac{3}{4}$. I noted selling indications and gave the order while the stock was at that price on the tape. It did not react sufficiently to warrant my picking it up again and later went to $159\frac{3}{8}$, which was $\frac{5}{8}$ above my selling indication.

Southern Pacific suddenly loomed up as a winner and I bought it at 135. It promptly went to $135\frac{1}{2}$. The rest of the market began to look temporarily over-bullied, so I gave my order to sell when the stock was $135\frac{1}{2}$, which proved to be the highest for the day, making the fifth time out of six orders when my stock moved almost instantly in my favor.

This illustration is given as an example of the high percentage of accuracy possible under this method of trading. I do not pretend to be able to accomplish these results except occasionally, but I am constantly striving to do so in a large percentage of my trades.

If one makes $2\frac{3}{8}$ points one day and loses 2 points in the next two days, he is $\frac{3}{8}$ ahead for the three days, or an aver-

Successful
Trades



Tape Reading

age of $\frac{1}{8}$ per day. He may have losing and winning streaks, get discouraged and lose his nerve at times, but if he is made of the right stuff he will in time overcome all obstacles and land at the desired goal.



XII. Closing the Trades—Suggestions for Students

THE student of Tape Reading, especially he who puts his knowledge into actual practice, is constantly evolving new ideas and making discoveries which modify his former methods. From each new elevation he enjoys a broader view; what were obstacles disappear; his problems gradually simplify.

We have previously defined Tape Reading as the art of determining the *immediate* trend of prices. If one can do this successfully in the majority of his trades, his profits should roll up. But scenting the trend and getting in right is only one-half of the business. Knowing when to close a trade is just as important if not the most important part of a complete transaction.

At a certain point in my trading, I became aware that a large percentage of my losing trades resulted from failure to close at the culmination of what

Losses in Closing



Tape Reading

I have termed the immediate trend. An example will make this clear: New York Central was on a certain day the strongest stock in a bull market which showed a tendency to react. The pressure was on Reading and Steel. My indications were all bullish, so I couldn't consistently sell either of the latter short. I was looking for an opportunity to buy. The market began to slide off, Reading and Steel being the principal clubs with which the pounding was done. I watched them closely and the moment I saw that the selling of these two stocks had ceased, gave my order to buy New York Central, getting it at 137 $\frac{1}{4}$. It never touched there again, and in ten minutes was 139 bid for 5,000 shares.

An Error

Here I should have sold, as my buying indication was for that particular advance. Especially should I have sold when I saw the rise culminate in a spectacular bid which looked like bait for outside buyers. Of course the stock might have gone higher. The main trend for the day was upward. But for the time being 139 was the high point. I knew the stock was due to react from this figure, and it did, but at the bottom of the normal reaction selling broke out in fresh quarters and the whole market came down heavily. The result was that my profit was only a fraction of what it ought to have been.

This is the way the trade might have been made: I should have sold when



Closing Trades—Suggestions for Students

139 was noisily bid, and when the reaction had run its course, picked it up again, provided indications were still bullish. If they were not I would have been in the position of looking to get short instead of waiting for a chance to get out of my long.

Having reserved in the early part of this book the right to revise my views, I will here record the claim that the best results in active Tape Reading lie in scenting the moves as they occur, getting in when they start and out when they culminate. This will in most cases cause failure to get *all* of the moves in the one most active stock for the day, but should result in many small profits, and I believe the final results will exceed those realized by sitting through reactions with any one stock.

Taking Quick Profits

Objections to the latter method are many. One is, the change in leadership which frequently occurs several times during the same session. It being the purpose of the Tape Reader to keep in the leading stock, he must aim to shift from one issue to another as they come to the front.

Changes in Leadership

It is exasperating to see your stock lose its prominence and “turn dead” on your hands, especially if it occurs at a point where part of the profit has disappeared



Tape Reading

And there is little comfort in a half-point profit when some other issue would have shown three times as much. Each day's session should be made to yield the highest possible amount of revenue, just as though it were the last day on which trading could be done, and there seems no better way of obtaining these results than by the method mentioned above.

Keeping the Decks Clear

The decks are thus kept clear for whatever offers; there is no dead wood about.

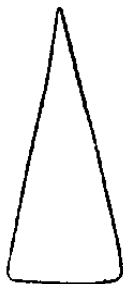
There is a very wide difference in mental attitude between the man who feels compelled to get out of something and one who is long of money and looking for a chance to make a fresh trade.

The start and finish of one of the small swings is best illustrated by a triangle, the narrow end representing the commencement, and the wide end the culmination. The width, an upward move would appear thus:



Closing Trades—Suggestions for Students

and a downward move thus:



These figures denote the widening character of a move as it progresses and are intended to show how volume, activity and number of transactions expand until, at the end, comparatively active conditions prevail. The principle works the same in the larger swings; witness the spectacular rise in Union Pacific within a few sessions marking the end of the August, 1909, boom.

After closing out a trade the tape will tell on the following reaction whether you are justified in taking the same stock on again or whether some other issue will pay better. Frequently a stock will be seen preparing for a move two or three swings ahead of the one in which it becomes the leader. This is a fine point, but with study and practice the most complicated indications clarify.

And now a word about the many who are endeavoring to turn this series to

Looking Ahead



Tape Reading

practical account. The results which are attainable depend solely upon the individual. Each must work out his own method of trading, based on suggestions derived from these Studies or from other sources. It will doubtless be found that what is one man's meat is another's poison, and that no amount of "book larn-in'" will avail if the student does not put his knowledge to an actual test in the market.

Necessity for Study

It is surprising how an acquaintance with subjects relative to the stock market, but seemingly having no bearing upon Tape Reading, will lead to opportunities or aid in making deductions. And so when asked what books will best supplement these Studies, I should say: Read everything you can get hold of. If you find but a single idea in a publication it is well worth the time and money spent in procuring and studying it.

Wall Street is crowded with men who are there in the hope of making money, but who cannot be persuaded to look at the proposition from a practical business standpoint. Least of all will they study it, for this means long hours of hard work, and Mr. Speculator is laziness personified. Frequently I have met those who pin their faith to some one point, such as the volumes up or down, and call it Tape Reading. Others, unconsciously trading on mechanical indications, pretend to be reading the tape. Then there is a class of people who read the tape



Closing Trades—Suggestions for Students

with their tongues, calling off each transaction, a certain accent on the higher or lower quotations indicating whether they are bullish or bearish. These and others in their class are merely operating on the superficial. If they would spend the same five or six hours a day (which they now practically waste) in close study of the *business* of speculation, the result in dollars would be more gratifying at the end of the year. As it is, the majority of them are now losing money.

It is a source of satisfaction, however, that these Studies which, I believe, are the first practical articles ever written on the subject of Tape Reading, have stirred the minds of many people to the possibilities in the line of scientific speculation. This is shown in the numerous communications received by THE MAGAZINE OF WALL STREET, many of them from traders situated in remote localities.

Scientific
Speculation

In the main, the writers, who are now carrying on long distance operations for the big swings are desirous of testing their ability as Tape Readers. No doubt those who have written represent but a small percentage of the number who are thus inclined.

To all such persons I would say: Before you can make a success of Tape Reading you must acquire a broad fundamental knowledge of the market. A professional singer who was recently called upon to advise a young aspirant said: "One must become a 'personality'



Tape Reading

—that is, an intelligence developed by the study of many things besides music.” It is not enough to know a few of the underlying principles; one must have a *deep* understanding.

**Endless
Possibilities**

To be sure it is possible for a person to take a number of the “tricks of the trade” herein mentioned and trade successfully on these alone. Even one idea which forms part of the whole subject may be worked and elaborated upon until it becomes a method in itself. There are endless possibilities in this direction, and after all it matters little *how* the money is extracted from the market, so long as it is done legitimately.

But real Tape Reading takes everything into account—every little character which appears on the tape plays its part in forming one of the endless series of “moving pictures.” In many years’ study of the tape, I do not remember having seen two of these “pictures” which were duplicates. One can realize from this how impossible it would be to formulate a simple set of rules to fit every case or even the majority of them, as each day’s session produces hundreds of situations, which, so far as memory serves, are never repeated.

The subject of Tape Reading is therefore practically inexhaustible, which makes it all the more interesting to the man who has acquired the “study habit.”

Having fortified himself with the necessary fundamental knowledge, the stu-



Closing Trades—Suggestions for Students

dent of Tape Reading should thoroughly digest these Studies and any others which may be obtainable in future. It is not enough to go over and over a lesson as a school boy does, driving the facts into his head by monotonous repetition; tapes must be procured and the various indications matched up with what has been studied. And even after one believes he understands, he will presently learn that, to quote the words of a certain song, "You don't know how much you know until you know how little you know." One of my instructors in another line of study used to make me go over a thing three or four times after I *thought* I knew it, just to make sure that I did.

**Learn It
Thoroughly**

I should say that it is almost impossible for one who has never before traded from the tape to go into a broker's office, start right in and operate successfully. In the first place, there are the abbreviations and all the little characters and their meanings to know the abbreviations of the principal stocks; it is necessary to know *everything* that appears on the tape, so that nothing will be overlooked. Otherwise the operator will be like a person who attempts to read classic literature without knowing words of more than four letters.

It is a common impression in the Street that anyone who has the price can buy a seat on the Stock Exchange and at once begin making money as a floor trader. But floor trading is also a business

**Floor
Trading**



Tape Reading

that one has to learn, and it usually takes months and years to become accustomed to the physical and nervous strain and learn the ropes.

Frequent requests are made for the name of someone who will teach the Art of Tape Reading. I do not know of anyone able to read the tape with profit who is willing to become an instructor. The reason is very simple. Profits from the tape far exceed anything that might be earned in tuition fees.

In addition to the large operators and floor traders who use Tape Reading in their daily work, there are a number of New York Stock Exchange members who never go on the floor, but spend the session at the ticker in their respective offices. Experience has taught them that they can produce larger profits by this method, else they would not follow it. The majority of them trade in 500-share lots and up and their business forms an important share of the daily volume.

Intuitive Tape Reading

A number of so-called semi-professionals operate on what may be termed intuitive tape reading. They have no well-defined code of rules and probably could not explain clearly just how they do it, but they "get the money" and that is the best proof of the pudding.

The existence of even a comparatively small body of successful Tape Readers is evidence that money making by this means is an accomplished fact and should encourage others.



Closing Trades—Suggestions for Students

One of the greatest difficulties which the novice has to overcome is known by the slangy but expressive term, "cold feet." Too many people start and dabble a little without going far enough to determine whether or not they can make a go of it. And even those who get pretty well along in the subject will be scared to death at a string of losses and quit just when they should dig in harder.

For in addition to learning the art they must form a sort of trading character, which no amount of reverses can discourage nor turn back and which constantly strives to eliminate its own weak points such as fear, greed, anxiety, nervousness and the many other mental factors which go to make or unmake the profit column.

Perhaps I have painted a difficult proposition. If so, the greater will be the reward of those who master it. As stated at the beginning, Tape Reading is hard work. There seems no good reason for altering that opinion.

**A Trading
"Character"**



XIII. Two Days' Trading

BFLOW is a record of transactions made by me, results having been obtained by following the methods suggested in the within series on Tape Reading. The object is to show the possibilities along this line and to encourage the many who are now endeavoring to master the art.

It will be observed that out of fifteen transactions, figuring on the buying and selling prices alone, there were thirteen profits and only one loss. One transaction showed neither profit nor loss.

Seven trades were on the long side and eight on the short. The stock fluctuated between $166\frac{3}{4}$ and $170\frac{3}{8}$ ($3\frac{5}{8}$ points) during these two sessions, and gave numerous trading opportunities.

All transactions were protected by a close stop, in some cases not more than $\frac{1}{8}$ or $\frac{1}{4}$ from the original buying or selling price. These stop orders were not always put on the floor for the reason that in such active trading, stops could be changed or cancelled more quickly when they were carried in the head and executed "at the market" when the price hit the required figure."



Two Days' Trading

Two Days' Trades

Reading	long	short	Bought	Sold	Lbss	Profit
200	long	short	167½	168¾		¾
200	"	"	167¼	168¾		1½
200	"	long	167¼	168¾		1½
200	short	short	169¾	169¾		¾
200	"	"	169	169¾		¾
200	short	short	169¾	170		¾
100	short	short	169¾	170		¾
200	short	short	169¾	169¾		1½
200	long	long	168½	168¾		even
200	long	long	168	168¾		¾
100	short	short	168	169¼		1½
100	short	short	168¾	169¼		1½
200	long	long	168¾	168¾		¾
200	long	long	168¾	169		¾
200	short	short	169¼	168¾	¾	¾
2700						11
Commission						¾
Tax (about)						¾
Net profits, in points						4½
						6½



XIV. The Principles Applied to Wider Savings

THE first edition of this book having been exhausted, it has been my privilege to edit the foregoing chapters in preparation for the second edition. This has required a consideration of the principles therein set forth, and has enabled me to test and compare these principles in their adaptation to the stock market of 1916.

I find that in no important degree is it necessary to modify what has been written. While the character of the trading has altered since the outbreak of the European War, this change represents more a shifting of the leadership and a widening of the swings, due to extraordinary conditions.

Proof that these rules and methods are correct is also found in their adaptation to other forms of trading, chief among which is the detection of accumulation and distribution at certain important turning points in the market.

I have used this method successfully in forecasting the market for these principal swings and find it to be a much



The Principles Applied to Wider Savings

more comfortable way of following the market, because it is not so confining.

Preparation for a long up-swing or down-swing, as well as for the intermediate movements which are numerous, is clearly apparent to those who understand the art of Tape Reading.

In judging the market by its own action, it is unimportant whether you are endeavoring to forecast the next small half hourly swing or the trend for the next two or three weeks. The same indications as to price, volume, activity, support and pressure, are exhibited in the preparation for both. The same elements will be found in a drop of water as in the ocean, and vice versa.

A study of the stock market means a study in the forces above and below the present level of prices. Each movement has its period of preparation, execution and culmination, and the most substantial of movements are those which make long preparation. Without this preparation and gathering of force, a movement is not likely to be sustained. On the other hand, the greater the preparation, the greater the probable extent of the swing.

Preparation for the principal movements in the market will very often occupy several months. This may be preceded by a decline, in which large operators accumulate their stocks. They may even precipitate this decline in order to pave the way for such accumulation.



Tape Reading

Large operators differ from small ones in their ability to foresee important changes in stock market values from six months to a year in advance, and to prepare themselves therefor. A study of these preparatory periods discloses to these who understand the anatomy of market movements the direction and possible extent of the next big swing. Thus, a study of these important turning points, principal among which are booms and panics, is the most essential.

Small operators should take a leaf from the book of those who buy and sell enormous quantities of securities. It is their foresight which enables them to profit. To cultivate foresight means to study technical and other conditions.

In a lecture at the Finance Forum, New York, the writer showed how all influences of every sort affecting the stock market are shown on the tape, and in the changes in prices. A copy of this lecture accompanies each copy of this book, and is sent gratis in order that the reader may thoroughly understand the advantage of studying the fluctuations instead of the fundamental factors such as crops, money, politics, railroad earnings, etc., all of which are finally interpreted into the prices which appear on the tape.

While I would not for a moment discourage the student from acquiring a knowledge, and giving some consideration to the Fundamental Statistics, the



The Principles Applied to Wider Savings

advantages of studying the action of the market, as a guide to future prices, are productive of too great results to warrant their dilution with factors which are really of secondary importance. I make this claim because of my conviction that the position of large operators is more important than the so-called basic factors.

For several years past I have applied the principles in this book to the forecasting of the swings of from 5 to 20 points. Results have been highly satisfactory.

For this reason I can recommend that the subject be studied with a view to the formation of a method of trading, especially adapted to the individual requirements of those who wish to follow this intensely interesting and highly profitable pursuit.







