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and other market forecasters

W.D. GANN

ECONOMIC FORECASTER

Why Money Is Lost On Commodities and Stocks And How To Make Profits



— NOTE —

THIS IS A REPRINT OF THE ORIGINAL BOOKLET THAT W. D. GANN ISSUED IN 1954. WITHIN THESE PAGES ARE SOME OF GANN'S ACHIEVEMENTS THROUGHOUT HIS 53 YEARS OF TRADING.

MATHEMATICAL FORMULA FOR MARKET PREDICTIONS

Time Cycles Tell the Trend of Commodities, Stocks and Business

To make success investing in stocks or speculating in commodities you must have a well defined plan and must know the rules that have stood the test of time for 50 years or more. After you learn the rules you must eliminate guess work, hope and fear and follow rules and you will make profits.

When you buy a course of instructions look up the record of the man who has discovered and developed it and if he has made a success with it and made money you can afford to buy the course and follow the rules.

W. D. GANN'S RECORD FOR 52 YEARS

1902 August 15th made first trade in commodities and started studying mathematical principles to determine the future trend.

1905 September 12th the daily Texarkanian of Texarkana, Texas, printed an article giving Mr. Gann's view on Cotton prices.

1907 he predicted the panic in stocks and the decline in commodities and made large profits.

1908 May 12th left Oklahoma City for New York City. August 8th made one of his greatest mathematical discoveries for predicting the trend of stocks and commodities. Started trading with a capital of \$300 and made \$25,000. Started another account with \$130 and made \$12,000 in thirty days time.

1909 December the Ticker magazine (now the magazine of Wall Street) printed an article "remarkable predictions and trading record". The article was written by the late R. D. Wyckoff, owner and editor of the Ticker Magazine at that time.

The following is a copy of part of the article:

"In order to substantiate Mr. Gann's claims as to what he has been able to do under this method, we called upon Mr. William E. Gilley, an Inspector of Imports, 16 Beaver Street, New York. Mr. Gilley is well known in the downtown district. He himself has studied stock market movements for twenty-five years, during which time he has examined every piece of market literature that has been issued and procurable in Wall Street. It was he who encouraged Mr. Gann to study out the scientific and mathematical possibilities of the subject. When asked what had been the most impressive of Mr. Gann's work and predictions, he replied as follows:

"It is very difficult for me to remember all the predictions and operations of Mr. Gann which may be classed as phenomenal, but the following are a few: In 1908 when Union Pacific was 168 $\frac{1}{8}$, he told me that it would not touch 169 before it had a good break. We sold it short all the way down to 152 $\frac{3}{8}$, covering on the weak spots and putting it out again on the rallies, securing twenty-three points profit out of an eighteen-point move.

"Mr. Gann's calculations are based on natural law. I have followed his work closely for years. I know that he has a firm grasp of the basic principles which govern stock market movements, and I do not believe any other man on earth can duplicate the idea of his method at the present time.

"Early this year he figured that the top of the advance would fall on a certain day in August and calculated the prices at which the Dow-Jones averages would then stand. The market culminated on the exact day and within four-tenths of one per cent of the figures predicted."

"You and Mr. Gann must have cleaned up considerable money on all these operations," was suggested.

"Yes, we have made a great deal of money. He has taken half a million dollars out of the market in the past few years. I once saw him take \$130, and in less than one month ran it up to over \$12,000. He can compound money faster than any man I ever met.

"One of the most astonishing calculations made by Mr. Gann was during last summer (1909) when he predicted that September wheat would sell at \$1.20. This meant that it must touch that figure before the end of the month of September. At twelve o'clock, Chicago time, on September 30th (the last day) the option was selling below \$1.08, and it looked as though his prediction would not be fulfilled. Mr. Gann said, 'If it does not touch \$1.20 by the close of the market it will prove that there is something wrong with my whole method of calculation. I do not care what the price is now, it must go there.' It is common history that September wheat surprised the whole country by selling at \$1.20 and no higher in the very last hour of the trading, closing at that figure.'

"So much for what Mr. Gann has said and done as evidenced by himself and others. Now as to what demonstrations have taken place before our representative:

"During the month of October, 1909, in twenty-five market days, Mr. Gann made, in the presence of our representative, two hundred and eighty-six transactions in various stocks, on both the long and short side of the market. Two hundred and sixty-four of these transactions resulted in profits; twenty-two in losses.

"The capital with which he operated was doubled ten times, so that at the end of the month he had one thousand per cent on his original margin.

"In our presence Mr. Gann sold Steel common short at $94\frac{7}{8}$, saying that it would not go to 95. It did not.

"On a drive which occurred during the week ending October 29th, Mr. Gann bought Steel common at $86\frac{1}{4}$, saying that it would not go to 86. The lowest it sold was $86\frac{1}{4}$.

"We have seen him give in one day sixteen successive orders in the same stock, eight of which turned out to be at either the top or the bottom eighth of that particular swing. The above we can positively verify.

"Such performances as these, coupled with the foregoing, are probably unparalleled in the history of the Street.

"James R. Keene has said, 'The man who is right six times out of ten will make his fortune.' Here is a trader, who, without any attempt to make a showing (for he did not know the results were to be published), establishes a record of over ninety-two per cent profitable trades.

"Mr. Gann has refused to disclose his method at any price, but to those scientifically inclined he has unquestionably added to the stock of Wall Street knowledge and pointed out infinite possibilities.

"We have requested Mr. Gann to figure out for the readers of The Ticker a few of the most striking indications which appear in his calculations. In presenting these we wish it understood that no man, in or out of Wall Street, is infallible.

"Mr. Gann's figures at present indicate that the trend of the stock market should, barring the usual rallies, be toward lower prices until March or April, 1910.

"He calculates that May wheat, which is now selling at \$1.02, should not sell below 99c and should sell at \$1.45 next spring.

"On cotton, which is now at about the 15c level, he estimates that, after a good reaction from these prices, the commodity should reach 18c in the spring of 1910. He looks for a corner in the March or May option.

"Whether these figures prove correct or not will in no sense detract from the record which Mr. Gann has already established.

"Mr. Gann was born in Lufkin, Texas, and is thirty-one years of age. He is a gifted mathematician, has an extraordinary memory for figures, and is an expert Tape Reader. Take away his science and he would beat the market on his intuitive tape reading alone.

"Endowed as he is with such qualities, we have no hesitation in predicting that within a comparatively few years Wm. D. Gann will receive full recognition as one of Wall Street's leading operators. R. D. W."

December, 1909—The Commercial West Magazine and other newspapers carried articles about W. D. Gann's successful speculation.

1914—Predicted the World War and the panic in Stocks.

1918, March—Issued a prediction indicating the end of the war and the Kaiser's abdication, 1918. This prediction was accurately fulfilled. The Beaumont Journal, Houston Post, New York Herald and many other leading newspapers commented on this prediction.

1919—The Annual Forecast issued in the fall of 1918 indicated a big boom in oil stocks as well as a general bull market in stocks which was accurately fulfilled.

1920, November—Issued an Annual Forecast on Stocks for 1921 predicting a panic and extreme low for stocks for August. Also predicted improvement in business starting in the summer of 1921. Many newspapers commented on these forecasts.

1922—Predicted better business conditions. The Los Angeles Sunday Times and many other newspapers carried his article.

1922, December 6—The Daily Northside News of New York carried an article headed "Gann Foretold Course of Stocks." The Morning Telegraph also gave W. D. Gann credit for forecasting bull market in stocks for 1922.

The Angelina County News of Lufkin, Texas, Mr. Gann's home town, gave wide publicity to his accurate predictions.

The Boston American, Evening Telegram of New York in March, 1923, commented on W. D. Gann's mathematical ability.

1923—Wrote "Truth of the Stock Tape." This book pronounced by experts as the best book ever written on the Stock Market. It was favorably reviewed by the Wall Street Journal, Financial Times of London and other newspapers in Canada and the United States.

Predicted a crop failure and a big advance in Cotton for 1923. Cotton prices advanced 17c per pound between August and November 30, 1923. Mr. Gann made enormous profits trading in Cotton during this period. Below we quote from a letter:

**W. D. GANN STARTED AN ACCOUNT WITH \$973.00
AND MADE OVER \$30,000.00 IN SIXTY DAYS' TIME**
(Read the Letter Below Confirming This)

Dear Mr. Gann:

New York, N. Y., March, 1933

I am very glad to write you a letter stating my personal observation of the application of your system to trading in Cotton.

On November 30, 1923, starting with a capital of \$973.00, you showed a clear profit of over \$30,000 at the close of business on January 28, 1924. This profit was made through the purchase and sale of contracts for the delivery and sale of cotton on the New York Cotton Exchange through one of the leading New York brokerage offices. I personally know of all the trades made in this commodity for the account, having received advises of your operations, from the broker on the day following the day each trade was made.

On January 29, 1924, a check for \$24,764.04 was drawn against the account and delivered to a person with whom I am personally acquainted.

I am glad to add that I had one of your cotton forecasts for the year 1923, and the diagram prepared by you foretold, without exception, the days on which all the major and minor moves of the market would start and finish.

With best wishes, I remain

Very truly yours,

C. M.

1924—Forecast big advance in Wheat.

In the fall of 1925 issued an Annual Forecast predicting a big decline in Cotton for 1926.

December, 1926—Cotton was selling for 12 $\frac{1}{2}$ c per pound. He wrote an article entitled "King Cotton to Regain His Throne." Newspapers throughout the South printed this forecast. The forecast for Cotton in 1927 indicated a big advance, calling final high for September, 1927. Cotton advanced to 24 $\frac{1}{2}$ c a pound in September, 1927. One client in Alabama wrote, "You had the Cotton forecast 100% accurate."

September, 1927—The New York Morning Telegraph concluded an article with the following: "Mr. Gann may not bet a success as a novelist

but he is unique. I am convinced that there is no man alive who could compete with him on his own ground." (Meaning Wall Street).

Most Remarkable Forecast

1928—In November W. D. Gann issued an Annual Forecast predicting the end of the great bull market in stocks for September 3, 1929, and the greatest panic in history to follow. We quote from this forecast, "September—One of the sharpest declines of the year is indicated. There will be loss of confidence by investors, and the public will try to get out after it is too late. Storms will damage crops and the general business outlook will become cloudy. War news will upset the market and unfavorable developments in foreign countries. A 'Black Friday' is indicated and a panicky decline in stocks with only small rallies. The short side will prove the most profitable. You should sell short and pyramid on the way down." Many newspapers commented on the accuracy of this forecast.

The newspapers in Bombay, India, commented on Mr. Gann's accuracy in forecasting the decline in Cotton prices.

Wall Street Stock Selector

In the spring of 1930, Mr. Gann wrote, "Wall Street Stock Selector," which was published in June, 1930. In this book he had a chapter headed, "Investors' Panic," which described conditions just as they occurred during 1931, 1932 and 1933. We quote from the book, pages 203-04:

'The coming investors' panic will be the greatest in history, because there are at least 15 to 25 million investors in the United States who hold stocks in the leading corporations, and when once they get scared, which they will after years of decline, then the selling will be so terrific that no buying power can withstand it. Stocks are so well distributed in the hands of the public that since the 1929 panic many people think that the market is panic-proof, but this seeming strength is really the weakest feature of the market.'

The predictions in this book were remarkably fulfilled by panicky declines in stocks during 1930 to 1932.

In April, 1930, when this book was written the Dow Jones 30 Industrial Averages were selling at 297½. They declined to 40½ on July 8, 1932.

"Thousands of people have bought this book and profited by reading and studying it. The book has been favorably commented on by such papers as the Financial Times of London, England, Wall Street Journal, New York Daily Investment News, Coast Investors, and many other newspapers and magazines throughout the world.

Member of Commodity Exchanges

1931—In March W. D. Gann was elected to membership on the New York Rubber Exchange, The New Orleans Cotton Exchange and later became a member of the Commodity Exchange of New York.

In 1941 was elected a member of the Chicago Board of Trade.

He was in good standing when he sold his membership.

1932 Stock Forecast

"On February 10, 1932, Mr. Gann said that Stocks were bottom for a big rally. His 1932 Stock Forecast, issued October 21, 1931, called March 8 for last top for another big decline. During the latter part of June, 1932, and early July he strongly advised buying stocks, stating that final bottom had been reached, as shown by his market letter issued July 8, the day that most stocks reached final bottom. We quote from page 6 of the 1932 Fore-

cast: "The latter part of June, July, August and September are the most active and bullish months of the year, when sharp advances will be recorded. First extreme high is indicated around September 20 to 21, when stocks should make extreme high for the year. Then follow a decline, reaching bottom around October 4 to 5."

"Between July 8 and September 8 many stocks advanced 20 to 60 points. The market reached high of a secondary rally on September 23 from which a big decline followed, making low in the latter part of November and early December, as indicated in the Forecast."

"On March 1, 1933, by the use of his Master Time Factor Mr. Gann forecast bottom for stocks and commodities and advised buying for a big advance, as shown by the market letters issued March 1 and 3 given below. This is another proof of the great value of Mr. Gann's discovery of a Master Time Factor."

1932, December—The New York Daily Investment News printed an article written by W. D. Gann entitled, "New Era of Prosperity will be Born in 1933 Student of Cycles Declares in Forecast." This prediction was fulfilled by the Roosevelt Boom.

1933, March—W. D. Gann bought an airplane to tour the country to make crop surveys and study business conditions. His 1933 Stock and Cotton Forecast were fulfilled with remarkable accuracy. The 1933 Stock Forecast called for top July 17 and a sharp decline to July 21st. The Dow Jones Industrial Averages reached high July 17th and a wide open break followed. The Averages declined 25 points in 4 days.

W. D. Gann's Trading Record

Mr. Gann made large profits speculating for his own account in Stocks, Cotton and other commodities during 1933. Below we publish a record taken from brokers' statements, showing the trades made by Mr. Gann for 3 years. This is proof that he can and does make money by following his own rules and methods.

1933—From August 1 to December 31, total number of trades 135 of which 112 showed profits and 23 losses. Percentage of accuracy on total number of trades, 83%. Percentage of profit to losses, 89.9%.

Total number of Trades for the year 1933, 479 of which 422 were profits and 57 losses. Percentages of accuracy, 88.1%. Percentage of profits on capital used 4,000%, or 40 to 1.

1934—January 1 to December 31, total number of Trades, 362. COTTON, 147 trades of which 135 shows profits and 12 losses. GRAINS, 170 trades of which 161 shows profits and 9 losses. RUBBER, 23 trades of which 21 showed profits and 2 losses. SILVER, 7 trades. All showed profits; no losses. SILK, 4 trades, 3 showed profits, 1 loss. STOCKS, 11 trades; 10 profits and 1 loss. Total for the year, 362 trades of which 337 showed profits and 25 showed losses. Percentage of accuracy on total number of trades, 93.09%. Percentage of profits to losses, 93.10%. Percentage of profits on Capital used, 800%, or 8 for 1.

1935—Total trades in Cotton, Grain and Rubber, 98, of which 83 showed profits and 15 showed losses. Percentage of accuracy in total trades, 85%. Percentage of profit to losses, 82½. Percentage of profit on capital used, 336%.

Stocks, total trades 34, of which 29 showed profits and 5 showed losses.

Percentage of accuracy on total number of trades, 85.5%. Percentage of profits to losses, 83%. Percentage of profits on capital used, 100%.

During 1935 W. D. Gann visited all of the Latin American countries to study crop conditions and business conditions.

1935, March 31—The Buenos Aires Herald carried an article about W. D. Gann's record of accurate forecast. W. D. Gann was in Buenos Aires at the time this article was written.

Writes New Books

1936—"New Stock Trend Detector" was written by W. D. Gann. This book was a further advance over "Truth of the Stock Tape" and "Wall Street Stock Selector" and contained an actual trading record for 10 years in Chrysler Motors according to the rules set down in these books.

1936, July—Bought special built all-metal airplane, "The Silver Star," for making crop surveys.

1937—Wrote and published a book, "How to Make Profits Trading in Puts and Calls." Scientific Stock Forecasting again proved equal to the test of predicting a bear year, sharp declines coming in March and September. A maximum decline of 80 points was called for and the actual decline from the March high to the November low was 82 and a fraction points.

These books were favorably reviewed by the Wall Street Journal, The New York Daily Investment News and various other newspapers.

In the 1936 Grain Forecast predicted crop failure and higher prices.

1936, November—Issued the Annual Forecast for 1937 and predicted a panic in stocks. The decline was very severe and lasted into March, 1938, with the Dow-Jones Averages declining 97 points.

1937, November—The Milwaukee Journal gave Mr. Gann credit for predicting the 1929 and 1937 crashes in the Stock Market and the accuracy of his timing. Mr. Gann made large profits selling stocks during 1937 and the certified public accountant has seen the statement of these profits.

1939, July—Bought a new Fairchild airplane to use for business purposes in making crop surveys. He predicted the beginning of World War II and made large profits buying grains.

1941, September 14th—Mr. Gann forecast the top for Soy Beans and sold short, making large profits on the decline. Prices declined to October 17, 1941, being down 48c in 30 days' time.

New Commodity Book

In the fall of 1941 W. D. Gann wrote "How to Make Profits Trading in Commodities." This book has been pronounced the best book ever written on commodities and has been reviewed by many newspapers.

1946—Predicted a big advance in stocks and cotton and the big decline which followed.

Figured the exact date, October 15, 1946, for the big decline in cotton. Prices declined nearly 16c per pound in three weeks and he sold short all the way down.

Trading Record

October 1, 1946, to December 30th—One account started with a capital of \$4,500 showed a gross profit of \$18,981.30. Total losses \$1,165. Net profit \$17,816.30 or approximately 400% on the capital used.

Another account started with a capital of \$6,000. Gross profits \$19,972.75. Total losses \$634.75. Net profits \$19,338.00. A percentage of over 320% on the capital used. Other accounts which he handled showed profits as great as these.

W. D. Gann has always made a success trading in very active fast-moving markets and has made a great record for predicting the extreme high and extreme low on commodities and stocks. These accurate predictions are based on his discovery of THE MASTER TIME CYCLE which repeats at certain intervals.

1949—Wrote "45 YEARS IN WALL STREET," giving new rules for stock trading. The International Mark Twain Society awarded Mr. Gann an Honorary Membership in the Society based on the merits of his book, "45 YEARS IN WALL STREET." This book was favorably received by investors and traders throughout the country and is still selling. It has been favorably reviewed by newspapers and magazines.

1951, June 6th—On his 73rd birthday completed writing a new edition of "How to Make Profits Trading in Commodities," giving new rules bringing this book up to date and giving the benefit of his years of experience.

76th Year Trading Record and New Discoveries

Mr. Gann is active and keeps up to date. During his 76th year he made a new discovery and completed two MASTER CALCULATORS for saving time and getting accurate indications on the trend of stocks and commodities. In the spring of 1954 he completed a MASTER THREE-DIMENSION CHART which proves the relative position of TIME, PRICE and VOLUME which produces VELOCITY or SPEED and shows when the trend is changing to a very fast active advancing market or a slow upward movement.

The relative position of PRICE TO TIME TELLS the TIME CYCLES when prices decline very fast or move very slow. History repeats in the stock or commodity markets but you must learn the rules and the GREAT TIME CYCLES in order to take advantage of rapid advances and declines and make profits.

Many people have the idea that W. D. Gann is old and in his dotage and that he cannot still make money trading in the market.

From September 30, 1953, to October 26, 1953, he made 26 trades in Grains, 25 showed profits and one trade showed a small loss of \$40. During this same period he made six trades in Eggs, five showed profits and one trade showed a small loss.

We have stated before that W. D. Gann has nearly always been right when there was big advances and big declines in Commodities and Stocks and in markets of this kind you can make LARGE PROFITS ON SMALL RISKS by following the rules which he has discovered and which he follows himself.

1954, April 27 to May 7—W. D. Gann made 17 trades in Coffee, Soy Beans, Rye and Eggs. Sixteen of these trades showed profits and one trade in eggs showed a small loss.

April 27, 1954, he sold July Soy Beans short at 412 and on May 5 bought in these beans at $485\frac{1}{2}$, making a profit of $26\frac{1}{2}c$ per bushel in eight calendar days. He placed a stop loss order on the trade at 416, limiting the risk to 4c per bushel, and made $26\frac{1}{2}c$ per bushel or a gain of $6\frac{1}{2}$ times the risk. He sold more Soy Beans at $400\frac{1}{2}$, $395\frac{1}{2}$, $390\frac{1}{2}$, $392\frac{1}{2}$ and bought them in or covered shorts at 384, 387 and $388\frac{1}{4}$. After he covered the shorts July Soy Beans rallied to $395\frac{3}{4}$ on May 6 and he again sold short at $392\frac{1}{2}$ on May 7. The above record of trades shows that W. D. Gann is still active and he is nearly 76 years of age and follows his own rules and makes profits. With some of the money he made trading in Coffee and Soy Beans he bought a fast express cruising boat and named the boat "The Coffee Bean."

You can make money following the same rules that Mr. Gann followed and the rules are not hard to learn.

1954 Coffee Trades

Coffee prices advanced the most rapid in the spring of 1954 and reached the highest prices in history.

1954, April 2nd—Coffee prices reached the highest in history at the opening. The last advance started October 13, 1953, when December coffee was low at 56.70. April 2, 1954, December Coffee high 95.20. Up 38½c per pound in less than six months and up 30c per pound since January 19, 1954.

W. D. Gann's MASTER TIME CYCLE and MASTER THREE-DIMENSION CHART indicated that December Coffee would be high on April 2nd at 95.20. When it reached this price he gave an order to sell short. The market broke very rapidly and he sold December Coffee at 94.31, and on April 14, 1954, bought December Coffee at 84.05 which was the extreme low for the decline at that time. He made 1,036 points profit in 12 calendar days. Based on the risk or stop-loss order he made 1,000% on the risk and the gain in percentage on the capital used was 140%.

April 15th sold December Coffee at 87.75. April 21st bought December Coffee at 85.50. A profit of 225 points in seven days. These were not all of the profitable trades that he made in Coffee. He traded in July and September Coffee also.

This is proof that his mathematical rules work accurately in extreme wild markets and when his rules indicated high for Coffee April 2nd, W. D. Gann had the faith in his knowledge and the nerve to sell Coffee and make quick profits. This record answers the question that he can and does make profits at the age of 76 by following his rules. You can learn these rules and make profits in Rye, Soy Beans, Wheat, Cotton, Coffee, Cocoa and other commodities. You must learn to follow the rules strictly, eliminate hope and fear and protect your capital and profits with stop-loss orders and success is assured.

We will not sell the course of instructions or teach the mathematical formula for market predictions just to get money, which we do not need or have to have; we will only sell the courses to people who meet our requirements, and if we feel after a thorough investigation that a man or woman cannot make a success investing or trading we will refuse to teach them the courses.

WHAT PEOPLE WHO HAVE USED W. D. GANN'S SERVICE AND COURSES SAY OVER A LONG PERIOD OF YEARS

New York, October, 1931

You predicted the end of this terrible condition as being October 3rd, 1931. It happened one hour later . . .

Someone ought to tell the world about you and your knowledge over a nationwide hookup and offer them proof in form of your "Tunnel Through the Air." I am sure we would have better preparations for another October 3rd, 1931, in the future.—G.F.

New York, October, 1931

Dear Friend Gann:

Again I must congratulate you on your marvelous predictions. I have followed your

work closely for the past 23 years. I well remember that in the early part of 1909 you forecast the exact date in August when stocks would reach extreme high and came within about 1/8 of the exact high level for the Wall Street Journal railroad average. Twenty years later I saw your prediction fulfilled in September, 1929, when you said that stocks would make top and that the worst panic in history would follow, all of which has proved too true.

But the most amazingly accurate long-range prediction you have ever made was in your book, "The Tunnel Thru the Air," which you wrote in the early part of 1927. I have watched prediction after prediction

fulfilled and have been especially interested in your forecast on the stock market for October 3rd, 1931. I had watched stocks go down and down as if no bottom was in sight and when last Saturday, October 3rd, stocks reached the lowest level in years, I said to myself, my friend Gann has called the turn and it's time for me to take my market basket to Wall Street and fill it with bargains. Monday, October 5th, arrived and stocks smashed to the lowest of the year. Today, at the close, I see that they are up 10 to 15 points from Monday's lowest. You missed the bottom by two days, counting Sunday. Well, that's pretty close when we consider you made the calculations 4 1/2 years ago.

You have certainly demonstrated that when a man understands the practical rules and laws in the Bible, the future becomes an open book. May you live long and prosper, is my sincere wish for you.

Very truly your,

W. E. G.

(Telegram)

Santa Barbara, Cal.
February, 1931

Vanadium yielded about \$40,000.00 in two weeks.

J. H.

Following this telegram this same man wrote as follows:

I take genuine pleasure in sending you herewith New York draft for balance due on contract. As I said to Mr. E. this morning, "I have felt, ever since sitting at your feet, that I had obtained a full \$4,000 worth of Comfortable Assurance alone, to say nothing of having had a net profit on my very first deal, alone, of just ten times that amount."

Our little Santa Barbara class will all make good; it takes some a bit longer than others, but as far as I am concerned, I just KNOW that I never need have financial worry, for you have given me a key-ring full of pass-keys which will unlock profits with a certainty. I would not take all that I have paid you for just one of those little pocket charts, which will do a lot of profitable trading, all by myself.

J. H. B.

What one satisfied user writes to a prospect:

Cleveland, Ohio
December, 1933

I am in receipt of your letter of the 28th in reference to Mr. W. D. Gann and his mechanical trend indicator.

I have known Mr. Gann for a number of years and have followed and studied his services during this time. Some time ago, I took all the services that he offers, which was an outlay of considerable cash; however, I have found that the investment has proven most satisfactory and the cost is going to be a small item. Several of the

courses were taken under his personal supervision, but I did have a lot of his work through correspondence. If you are not in position to take the services personally, I believe you can get your money's worth by correspondence. His services by correspondence are so detailed that it would be impossible for you to lose the thought he is trying to convey.

Mr. Gann is a man of considerable means and one of the most brilliant men I have ever contacted. He has made his entire fortune out of the market through the methods he will teach you and his market experience has been over a period of thirty years.

I hope I have given you the information requested; however, if you should like for me to answer further questions, it will be a pleasure to hear from you.

Yours very truly,

W. K. G.

Portland, Oregon
April, 1931

I have taken all the principal services, spending as high as four or five thousand dollars per year for these, and I think Mr. Gann has something that is so far in advance of anything else I have seen or worked with that there is no comparison.

W. P. H., Jr.

New Bern, N. C.
August, 1937

In reply to yours of the 19th.

I have known Mr. W. D. Gann for many years. I have been in his office on Wall Street, have seen him trade with his method and take the money out of the market. With it he has made a fortune in speculation. And he does not need the money he gets for his method or market service any more than Mr. Ford does for sale of cars.

His method has been used by me since 1927, successfully. In my opinion, it is the only one with which one can make money in the market and keep it. If you will follow his method and the rules he lays down, you will also make a success and I can assure you without it you will make a failure.

This statement is made after having read every book I could find on the subject, including the lives of all the big operators of the past and subscribed to every financial paper published and most of the market services.

Yours very truly,

C. K.

CERTIFIED PUBLIC ACCOUNTANT'S
REPORT

January, 1933

The 400-share lot transactions were begun on June 4, 1931, and were completed on

December 28, 1932. This showed a net profit of \$90,570, after deduction of \$5,121 for commissions and taxes.

The \$3,000 capital was used exclusively on the 100-share lot transactions and was withdrawn on February 27, 1931. All trading thereafter was done on accumulated profits.

I hereby certify that the schedules submitted correctly indicate the profits that could have been made by this Method.

Might I be allowed to place in this report my private opinion, that the Method, as you demonstrated it, is absolutely fool-proof. It requires simply the original capital as provided for by the Method, which is plainly stated in the rules, and thereafter to follow the simple instructions explicitly without any human-made deviations from the rules. If the user of this Method will only remember this one simple suggestion of mine, there is no question nor any doubt but that it will make money for the user.

It is amazing to consider what has been accomplished with so small a capital in such a short period of time by simply following mathematical rules, so easy to memorize that a grammar school boy or girl could follow them.

I am making this digression in my report to you because I bought the Method in 1930 and am using it with good results myself. I have bought and examined the new and improved Method and consider it about 100% better than your Method was in 1930. You are at liberty to use this and I will be very glad to recommend the system.

Respectfully submitted,

S. J. M.

Certified Public Accountant

August 5, 1933

Covering the period from April 1st to July 31st, 1933, you made a total of 344 trades in stocks, cotton, rubber and grain. 310 of these trades showed profits and 34 showed losses. Your percentage of accuracy was 89% on the total number of trades. The capital with which you operated was increased 26½ times. On each \$1,000.00 capital with which you started, you made a profit of \$26,500.00 net. This was after paying all taxes, interest and commissions and deductions of all losses.

Yours very truly,

S. J. M.

Certified Public Accountant

New York, N. Y.
May, 1933

I have examined the brokers' statements and trades made by W. D. Gann during the month of April, 1933. They show profits as follows:

Cotton Account	\$ 8,136.29
Rubber Account	1,387.01
Grain Account	758.30
	<hr/>
	\$10,281.60

During that time there was only one loss of \$39.25, and the above profits are net after payment of brokers' commissions. There were other trades in cotton, rubber and stocks at the end of the month, that had not been closed out, which showed profits.

When the trading on the above account was started, the greatest risk taken was \$800, or in other words, if the stop loss orders had been caught, the loss would have been \$800.

C. L. G.

New York, N. Y.
January, 1946

I knew of no one with a deeper understanding of the basic causes of trends in the stock and commodity markets than W. D. Gann and through the years have developed a high regard for his ability to successfully forecast long range movements. He is a practical economist of the first rank. Some of his forecasts for a year ahead, have been so precisely accurate as to attract the attention of leading newspapers that have featured them in large space stories.

Mr. Gann now spends a large part of his time in Florida supervising his extensive realty interests, and the business is ably conducted by John L. Gann, assisted by Miss Gilson, both of whom have had many years of training under the direction of Mr. W. D. Gann, and both of whom are thoroughly qualified in knowledge and character to advise and guide investors in stocks, bonds and commodities.

Yours very truly,

W. M. P.

Miami, Fla.
January, 1946

Gentleman:

I take pleasure in stating that I have known W. D. Gann, John L. Gann and C. L. Gilson of W. D. Gann & Son, Inc., for more than ten years and that they all are persons of integrity, high moral character and proven ability. John L. Gann was a captain in the late war and returned with citations of merit. None of these parties are related to me by blood or marriage.

I have been receiving the W. D. Gann financial service for about eighteen years and it has been very valuable to me. I consider it the best service available. It was one of the very few that warned in no uncertain terms against and ahead of the market crash in 1929.

As to my background, I am a substantial

stockholder and director in:

Pepsi-Cola Bottling Co., of Atlanta, Atlanta, Ga.

Southern Discount Co., 220 Healy Bldg., Atlanta, Ga.

Consolidated Distributors, Inc., Atlanta, Ga.; Macon, Ga.; Jacksonville, Fla., and Tampa, Fla.

Very truly yours,

C. K.

Los Angeles, Cal.
January, 1946

Dear Sirs:

I have transacted business with the firm W. D. Gann, Inc., for approximately 24 years and it is indeed a pleasure to be able to deal with a firm for almost a quarter of a century with complete satisfaction.

I consider each of its members, W. D. Gann, Mr. John L. Gann and Miss C. L. Gilson to be honest, reliable, and trustworthy.

My experience has been satisfactory to the extent that I am still a client of theirs and hope to continue so in the years to come.

Yours very truly,

M. F.

San Francisco, Cal.
February, 1949

Today, I completed my 1948 Federal Income Tax Return, which shows my total dividends amounting to over \$4,050—the result of careful investments and wise speculations during the past decade, which I attribute to Mr. Gann's forecasts, letters and supplements.

W. T. P.

Miami, Fla.
November, 1951

Dear Sirs:

In 1926 I read a book, Truth Of The Stock Tape, written by W. D. Gann, three years before. I was deeply impressed by it. The next year I met Mr. Gann and since then, I have read with pleasure and profit, all the books written by Mr. Gann on the stock and commodity markets. What I learned from these books has paid me off in cash.

I have known Mr. Gann, intimately, 24 years. I never knew of a man who was such a fiend for research work and this would include Mr. Thomas Edison. Mr. Gann believer, and so did Mr. Edison, to do what was thought impossible, just takes more time and work, than any one else has tried. Men like these go on and prove it.

Very truly yours,

C. K.

New York, N. Y.
November, 1951

I have studied Mr. Gann's books, courses

and rules on stocks and commodities for more than a year.

It is a pleasure to recommend Mr. Gann's work to you and to urge study by those interested in the stock and commodity markets.

The courses of instruction are of great value to those with only a casual interest in the markets as well as to the specialist who needs to know.

MATHEMATICAL PREDICTION FORMULA

The four factors: TIME, PRICE, VOLUME and SPEED have been supplemented by a fifth factor, MASS PRESSURE.

TIME

Time is the essential element. Time cycles which he has developed cover the great time cycle and its important harmonics. Time cycles for stocks, commodities or business can be calculated and projected 100 years or more in advance, subject to minor corrections and variations.

He has proven a TRUE TREND LINE as well as a relatively TRUE TREND LINE when prices are advancing, and a relatively TRUE TREND LINE when prices are declining. He has developed rules and indexes which show whether high or low prices will culminate on the true trend line or the relatively true trend line.

A time variable and price variable has been worked out to exact mathematical points.

PRICE

Mr. Gann has developed rules which show the relation between time and price and what happens when prices complete a cycle before time expires.

There is a rule for determining when prices are in balance with time and when prices are out of balance with time. Prices are sometimes behind time and sometimes ahead of time.

TRANSITION PERIODS IN TIME AND PRICE

Rules have been developed showing how long prices and time remain in the transition period. All of the rules prove that TIME is the essential factor and that prices conform to time when a TIME CYCLE is complete.

VOLUME

Volume is the driving power which moves prices up or down, regardless of whether buying or selling is based on supply and demand or not. The increase in volume increases the velocity of prices in an advancing or declining market.

SPEED

Speed or velocity is a movement in price during a unit of time.

MASS PRESSURE

The fifth factor, mass pressure, shows when

the public becomes over-optimistic and buys on hope, and after a certain cycle of time, the public becomes pessimistic and sells because they fear prices are going lower. The mass pressure curve can be calculated 100 years or more in the future, as it is subject to only slight variations and minor corrections at fixed time intervals.

Mr. Gann has formulated and arranged MASTER CHARTS AND TABLES which save time and give greater accuracy with less work. With his mathematical formula and rules, the trend of stocks, commodities, business and crops can be predicted with remarkable accuracy. These discoveries and developments are of great value to investors, traders and business men in all walks of life. I hope his great work will be carried on for the benefit of mankind.

W. G. T.

Thompson, N. D.
November, 1951

In the summer of 1948, I bought Mr Gann's book, "How To Make Profits Trading in Commodities" and "The New Stock Trend Detector" and the "Truth of the Stock Tape." I was so impressed with the practical and valuable rules in these books that I decided to take his courses of instructions covering Stocks and Commodities. I began studying in December, 1948. The rules are all based on Mathematics and are practical and provable. If anyone will stick to the rules and leave out guesswork, they can make large profits trading in stocks and commodities.

After three years' experience, the rules have stood the test of Time, based on actual Market Movements.

Having taken various advisory services on the markets and reading books published by others on the subject, I am fully convinced that this is the best and most complete course available at any price. I highly recommend Mr. Gann's work to others and feel that if they study his rules and follow them, they cannot fail to make profits.

I hope that the work can be carried on for the benefit of business men, investors and traders.

A. O. K.

TO: Mr. C. R. L.

Dear Mr. L.:

I want to say a few words about Mr. W. D. Gann's course in Commodities. I feel that you and I as well as many others are fortunate in having a man like Mr. Gann to teach us in what it would take us years to learn by ourselves . . . It takes a man like Mr. Gann highly trained in mathematics to find the secrets that he can give to us.

I took the course in Commodities because I feel that it is less controlled than stocks and bonds . . . it is also faster and more interesting . . . you can delve in something

slow like oats, or get something that will give you a run like soy beans. Wheat moves steady and about the right speed. From taking Mr. Gann's course I was able to sell December wheat short at 218—30,000 bushels and now it is around 200—\$5,400 in about six weeks.

There is only one thing I had trouble with with his course . . . I could not believe it would work and being a skeptic I sometimes did not follow his teaching only to find that I should have . . . that cost me sometimes. I would advise you to take the course in Commodities and for six months after you get home cub trade . . . that is, trade in the minimum amounts that you can with the most backing until you get the feel and confidence in the teachings of Mr. Gann. Those little graphs in his book they work . . . I lost about three deals until I went back and studied and remembered what he said and then checked and saw that I could have made a lot of money except I was not confident until I saw it work on black and white.

I want to also take the Stock and Bond course as soon as I feel that I have mastered what he has given me . . . (he will give you enough to keep you busy for some time). Then when I get both courses I want to have short visits and talks with Mr. Gann to have him sharpen me up.

If you do not take his course the best advice I can give you is to stay away from stocks and bonds and commodities . . . it is like going into the jungle without a gun . . . he will make you safe and smart.

G. W. I. B.

ABOUT LOSSES. We have shown the record of W. D. Gann's profitable trades throughout the years. He wishes to show both sides and does not wish to mislead any one. He states that if he had never had losses himself he would never have learned how to prevent losses and teach others to protect their capital and profits and protect themselves from serious losses.

W. D. Gann states that in the early years of his trading he had many losses and at times had losses of as much as \$10,000.00, \$30,000.00, and at one time he lost \$60,000.00. At another time he lost \$50,000.00 following so-called inside information. This taught him a valuable lesson never to believe anything that he heard about what the market was going to do but to follow mathematical deductions which he could prove and knew would work.

In 1913 W. D. Gann lost all of the money he had in a brokerage failure; again in 1919 he lost another fortune which he had accumulated in a brokerage failure. He has been in two bank failures but regardless of all of these losses and misfortunes he has always been able to rely upon mathematical science

and come back and make money again.

This is why he states that knowledge of the market is more important than money and with the proper knowledge and rules you will be able to protect yourself and prevent losses which W. D. Gann suffered when he was getting his experience and before he had learned all of the rules.

A great man once said, "One good piece of advice paid for is worth more than two that you receive free."

Do not depend on tips or so-called inside information, learn mathematical rules and SEE and KNOW for yourself and you will make profits.

No man ever became great or good except through many and great mistakes."— (Gladstone)

It is impossible to expect that you will never have any losses because small losses are about the only expenses in carrying on this profession of speculating and investing. The main thing for you to learn is to protect your capital and take small losses and when you get right to follow up with stop-loss orders and let your profits run and one big profit which can be easily made will over-balance three or more small losses and leave you away ahead. Again we repeat, follow all of the rules and not part of them, and you will make a success.

WHY TIME CYCLES PREDICT TREND OF COMMODITIES, STOCKS AND BUSINESS

After fifty-two years of experience and research going back hundreds of years, I have proved to my entire satisfaction that history repeats and that when we know the past, we can determine the future of prices. I have put TIME CYCLES to the test in my personal trading, and I have issued Annual Forecasts on Stocks and Commodities for more than 50 years which have proved accurate.

TIME CYCLES repeat because human nature does not change. That is why wars occur at regular CYCLES. Old men do not want wars, neither do they want to go into war after they have been through one. Young men fight the wars because they read history and want to be heroes. Leaders of nations appeal to the young men who have no experience, and induce them to fight. The same desire in men that urges them to risk their lives in war causes them to take a chance in business and in speculation. They take too many chances and get too optimistic after a long period of success in business and after prolonged advances in Stocks and Commodities.

Old men in business, after a prolonged period of prosperity, become too hopeful and get over-extended. It is easy to borrow money after a long period of business prosperity. People who borrow money on hope have to LIQUIDATE when FEAR overtakes them and conditions are at the worst. That is why CYCLES in business and the Stock and Commodity Markets have always repeated and always will.

Nature's laws are unchangeable and no man or set of men can change them. The New Dealers have not proved that they can stop inflation. They claim they can prevent DEPRESSION and PANICS, but no one has succeeded in doing it in the past and the next few years will prove that our Government leaders cannot stop a DEPRESSION by WASTE and SPENDING. The New Dealers have sown to the wind and must reap the whirlwind. During the past 20 years they have spent and wasted all the wealth that our country has accumulated during the past 175 years. Our Federal, State and private debts are the largest in history, and these conditions make the next few years the most critical in our history. The man who knows TIME CYCLES can predict the future, protect his capital and make money, while those who guess will lose. This is the time of opportunity to start to study mathematical, scientific rules for making accurate deductions to determine the trend of Stocks, Business, and Commodities.

April 5, 1954

W. D. GANN

OPPORTUNITIES FOR PROFITS

The greatest opportunities for profits occur at the end of great time cycles when advances or declines are very rapid and you can make large profits in a short period of time and then stay out of the market and wait for another opportunity.

Preparation for Retiring

Business men, lawyers, doctors, engineers, accountants often wish to retire but they want something to do to keep them active and do not want to spend money out of their accumulated capital. By taking a course of instructions after you retire you will have a new interest in life and can make an income from the market and enjoy greater pleasures.

Course for People in Trade Lines

We train men or women who are buyers or purchasing agents for large concerns and put in a complete set of charts and records and prepare the men or women who do the buying to get quick trend indications in a short period of time by the use of Master Charts, Master Calculators and the Master Three-Dimension Chart.

We teach the things that you need to learn and use in connection with your business.

If you believe in mathematics, which is the only exact science, practical and provable, and no matter what language men speak they all agree on mathematical rules. You can take this course knowing that it is the best because it is based on mathematics and has stood the test of time.

Our business is to teach you the mathematical rules so that you can determine the trend and know when to buy and sell for yourself.

"The Great Art or Learning is to understand but little at a time." (By Locke).

"All knowledge is hurtful to him who has not the science of honesty and good nature." (By Montagne).

W. D. Gann's greatest discoveries on Time Cycles have come from the Bible.

W. D. Gann is a Christian, a member of the Masonic Order and a Shriner. Special consideration and terms will be arranged for members of the Masonic Order to wish to take a course.

W. D. Gann Mathematical Formula for Market Predictions

THE MASTER MATHEMATICAL PRICE, TIME AND TREND CALCULATOR

W. D. GANN'S latest and greatest invention for predicting the trend on stocks and commodities.

WHAT IT DOES. This Calculator is made of plastic and can be laid over a chart and it is easier to see through it than through glass.

This Master Calculator shows what these time figures are and what they mean.

1. It shows major and minor time periods.
2. Locates a TRUE TREND LINE and a RELATIVELY TRUE TREND LINE for an advancing and a declining market.
3. The main trend and the proportion in minor time periods in days, weeks, months and years.
4. The Price Resistant Levels are shown and a Price and Time Balance.
5. The different divisions for Time and Price.
6. The Master Time Cycles and their relation to price levels and the indication where one time cycle ends and a new cycle begins.
7. The Number Seven is mentioned more times in the Bible than any other number. The Master Calculator proves the importance of 7 in time periods, also 3, 9 and 12 which are referred to in the Bible. This Calculator accurately measures Price Time and Space for future indications of Time Trends.

8. The Master Calculator locates the Corner Stone, the Key Stone and the Cap Stone for price and time Trend. It proves the Master Number and Master Time Cycle and shows why and how they work on price.
9. The Master Calculator proves 9 divisions of time from one center or time factor and shows at a glance whether the price of stocks or commodities are in a weak or strong position.

The Value of Master Calculator to You

It is absolutely mathematically accurate and prevents you from making mistakes on price or time trend. It eliminates human judgment and guesswork and saves at least 75% of the time required to calculate trend indications. This is of great value to people who are busy and whose time is valuable.

One job of research work covering a period of 150 years required one man three weeks to complete. The Master Calculator covered the whole calculation in three hours' time and did not make one error. The man who did the research work averaged one error for every three years.

W. D. GANN has devoted over 52 years to research work on stocks and commodities and has spent a fortune to complete this revolutionary discovery.

The value of this Master Calculator to you cannot be measured in dollars. You have the use of it for your entire lifetime.

You receive with the Master Calculator complete written rules and instructions on how to use it.

We now have two (2) Master Calculators . . . Numbers 9 and 12. With these you can calculate quickly and accurately all future TIME CYCLES, PRICE and TIME RESISTANCE LEVELS. The new discovery used in connection with this Calculator forecast the big advance in Soy Beans from August 20, 1953, to March, 1954; also predicted that Coffee would advance to the highest prices in history in 1954. These Calculators gave these indications, based on the Master Time Cycle, as related to price.

One man who bought the Master Calculator says: "It is the greatest invention since the wheel. It saves me time and makes profits."

A cotton trader says: "I first took your course in 1927, and it has been of great value to me; but your new Master Calculator is the greatest discovery you have ever made, and the most valuable. It indicated top for March cotton at 4020 on September 8, 1952, and called for low at 3210 on January 12, 1953. March cotton sold at 3212 on January 12. That is plenty close for me."

The price of the Master Mathematical Calculator depends upon what courses you take in connection with it. It can be used on any commodity or on stock averages or individual stocks.

The Master Calculator can only be used with the Master Courses. It is not sold separate from the courses and cannot be used with the Mechanical Method.

We are making a special price to students who have taken the Master Courses on Stocks and Commodities. Please write if you are interested in the Master Calculator as we are having a supply made up and will reserve one for you.

COURSES OF INSTRUCTION BY CORRESPONDENCE OR PRIVATE INSTRUCTIONS

We have to develop different courses to fit the needs of different people. Busy men like Doctors, Lawyers and Engineers need a course that requires very little time to keep up every day to get market trend indications. People who have more time and who want to make speculation and investing in business need a different course. Large Business Institutions, of course, require a complete course covering everything. People in trade lines who have to purchase raw commodities need to be able to forecast the trend for several months in advance. We have special courses for people in these lines of business.

Course No. 1—SPECULATION A PROFITABLE PROFESSION. This is a new and up-to-date course completed in May, 1954. The course was gotten up principally to help people with small means to get a market education and start with a small capital which they can do and make a success if they follow the rules. This course for stocks is illustrated with 15 charts and you will receive one new chart, the *Dollar Trend*, which is much more accurate than the Dow-Jones Averages. This course on stocks is priced at \$200.00 and it is not sold just to make a profit but to help the beginners get a start.

Course No. 2—THE MASTER FORECASTING COURSE ON STOCKS. This is a complete course and with this course you receive weekly and monthly high and low charts on individual stocks as well as the new chart, the *Dollar Trend*. The price of this course is \$2,500.00.

COMMODITY COURSES: *Course No. 1—SPECULATION A PROFITABLE PROFESSION.* This course covers Soy Beans, Corn, Rye and Wheat. Examples are given which prove the rules and the charts show how the rules work. You receive complete set of rules and instructions and everything is made plain so that a beginner can understand it and make progress. The price of this course by correspondence is \$200.00. With personal instruction \$300.00.

Course No. 2—NEW TIME TREND INDICATOR. This is a more complete course than Course No. 1, but with this course you receive Course No. 1. This course covers all of the same commodities as covered in Course No. 1. The price of this course is \$600.00 by correspondence or \$800.00 with personal instructions. Suppose you buy Course No. 1 and pay \$200.00 and later decide that you want Course No. 2: The \$200.00 which you have paid can be applied on Course No. 2, and you would just pay \$400.00 more for a correspondence course.

Course No. 1—COVERING COTTON, COFFEE, COCOA OR ANY OTHER COMMODITY, is \$200.00 for each commodity.

Course No. 3—MASTER FORECASTING COURSE ON GRAINS, COTTON, COFFEE, LARD AND EGGS. With this course you receive a complete set of weekly and monthly high and low charts, also some daily charts. You receive two *Master Calculators* and other *Master Charts* and up-to-date *Timing Devices*. The price of this complete course by correspondence is \$1,500. With personal instructions, \$2,000.00.

GREAT MASTER COURSE—Covers 10 to 12 commodities, together with all the *Master Charts*, written rules and instructions and monthly high and low charts going back from 10 to 100 years. The price of this complete course with personal instructions is \$5,000.00. The *Master Time Factor*, *Great Time Cycles*, *Master Charts Nos. 9 and 12* all go with this course.

With all Master Courses we send you a mass-pressure chart calculated for one year in the future. This is free.

W. D. GANN FOUNDATION, INC.

P. O. Box 399, Shenandoah Station
Miami, Florida

W. D. Gann Address: 820 S. W. 26th Road, Miami, Florida

Certified Public Accountant report verifying W. D. Gann's record is printed below:

JOSEPH ZITTRER
CERTIFIED PUBLIC ACCOUNTANT
388 MINORCA AVENUE
CORAL GABLES, FLORIDA
TELEPHONE 8-5278

Mr. W. D. Gann
820 S. W. 26th Road
Miami, Fla.

May 19, 1954

Dear Mr. Gann:

I have read the typewritten proof of the booklet which you intend publishing in the near future. While reading same I had before me your file containing many of the original testimonial letters, newspaper clippings, brokers statements and other data referred to in your booklet.

While practical considerations forbid detailed research into a remarkable history which spans more than half a century, I have delved sufficiently into the evidence submitted to convince me of the authenticity of the historical information contained in your booklet.

Very truly yours,
JOS. ZITTRER
Certified Public Accountant

JZ:f