

W. D. Gann on



THE LAW OF VIBRATION

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The cover illustration is the frontispiece from Franchino Gaffurio, *De Harmonia musicorum instrumentorum*, 1518.

Note: Typographical errors from newspaper articles reproduced herein have been corrected.

PREFACE

To understand the market analysis of W. D. Gann, it is important first of all to bear in mind at all times that he was a cycle student. This he makes quite clear in his writings.

"Since all great swings or movements of the market are cyclic they act in accordance with periodic law."¹

"Every movement in the market is the result of a natural law, and a Cause which exists long before the Effect takes place and can be determined years in advance. ... Everything moves in cycles as a result of the natural law of action and reaction. By a study of the past, I have discovered what cycles repeat in the future."²

"... everything works according to past cycles ... history repeats itself in the lives of men, nations and the stock market."³

Gann used a variety of cycles. Some of these cycles were astrological or astronomical in character. As early as 1914, and probably before that time, Gann sat on a board of extremely accomplished astrologers.⁴ The respected Journal of Commerce stated in 1921 that Gann used astrology in his work. In 1927, Gann wrote a novel entitled *The Tunnel Thru the Air: Looking Back from 1940*, which he said contained "a valuable secret, clothed in veiled language". The book in very unveiled fashion repeatedly made pointed reference to the enthusiasm of its hero, Robert Gordon, for the study of astrology. For example, Gann wrote, "Robert was a great believer in Astrology because

1 Gann quoted in The Ticker and Investment Digest, December 1909, p. 53.

2 Gann, "Forecasting" course, p. 1.

3 Gann, *The Tunnel Thru the Air* (Financial Guardian Publishing Co., 1927), p. 76. Frequent mention to this book will be made in this paper, as it is the only known Gann book or course available to the public in which he refers again to the Law of Vibration by name.

4 See Appendix IV.

he had found this great science referred to so many times in the Holy Bible. ... He had made notes as he read the Bible at different times where it referred to Astrology or the signs in the heavens and was thoroughly convinced that the influence of the heavenly bodies govern our lives."⁵

But Gann's work was not totally astrological or astronomical. Gann also did cyclic studies using what he termed the Law of Vibration.

It not infrequently happens that students who have heard that W. D. Gann was an astrologer, and who then read the interview with Gann that was published in The Ticker and Investment Digest in December 1909, associate the Law of Vibration with astrology.

Gann himself did not make this association!

In an article about Gann written nearly nine years after the Ticker interview, presented here to the general Gann public for the first time, the journalist who interviewed Gann writes:

"William D. Gann, a Wall street broker, is the discoverer of the law of vibration and its application to matters mundane ...

"... his researches showed that the ancients had knowledge of natural laws of which we can scarcely dream, that in a sense they were wiser than we are today. The fact that the ancients wrote their numbers and letters in geometrical figures opened the way to his discovery of the law that rules all things. He found that every letter and every number was written in a geometrical angle that determined the power of its vibration. Knowing this vibration in the letters of an individual's name, in the letters contained in the name of a stock or in the letters of the name of a country or a ruler, the destiny of that individual, that stock or that ruler and country can be correctly seen. ...

"Mr. Gann does not care much for money except to meet his daily

⁵ Gann, *The Tunnel Thru the Air* (Financial Guardian Publishing Co., 1927), p. 172.

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needs, and these are simple. He made a fortune simply that he might have the leisure necessary for him to follow his ambition – to study mathematics and delve into the knowledge held by the ancients. He does not want to be regarded as a prophet or a seer, but rather as a man of science.

“An astronomer can predict to the minute when a eclipse is going to occur,' he said, but you would not consider him a prophet, would you? Of course not. He simply makes use of mathematics based on known laws of the movements of the planets in their orbits. I have found in my researches that the Chinese understood all those laws and computed the coming of eclipses thousands of years before the Egyptians and Chaldeans. It is marvelous the knowledge that these ancients had. In making my predictions I used geometry and mathematics just as an astronomer does, based on immutable laws which I have discovered. There is nothing supernatural or weird about it. Some weeks ago I read an interesting article on the failure of astrologers in their predictions regarding the war.

“Now there is a great deal in the vibrations of the planets, but to make accurate predictions the great law behind it all, which the ancients understood, but which they purposely refrained from putting in their books, as they wanted to keep the secret for themselves, must enter into the calculation. That is why astrology fails for nothing can be accurate that is not based on mathematics – and so few astrologers are mathematicians.”⁶

Gann told this interviewer that he had discovered the Law of Vibration through the way in which numbers and letters were written, not through astrology or the planets. Furthermore, Gann says here plainly that planetary calculations are not sufficient to predict the future; “the great law behind it all” – the Law of Vibration – must also “enter into the calculation”. In other words, something must be used in addition to astrology that is not astrology and that something is the Law of Vibration! Gann then adds that “astrology fails,” and why? Because

6 The New York Herald Magazine, Jan. 5, 1919, p. 15.

“nothing can be accurate that is not based on mathematics”. Thus, Gann implies, the Law of Vibration – “the law that rules all things” – is a mathematical law. Here we have only to determine what mathematics are involved – what Gann means by the term mathematics – and we will be in a position to attempt to look at the markets as Gann himself looked at them.

We will have begun to understand the Law of Vibration.

Romeman
August 17, 2011

This revised edition has been prepared to include a fuller account of one of W. D. Gann's predictions of the defeat of Franklin D. Roosevelt. The added material will be found in brackets throughout the article beginning on p. 33. Since the first edition of this booklet, I have found the original interview with Mr. Gann that appeared in syndication in the Anaconda [MT] Standard. The latter has been removed and replaced by the original, which ran in the New York Herald magazine. In addition, a long footnote has been added on page 21 to include the discovery of what is probably the “interesting article” that Gann read about the failure of astrologers to predict the First World War.

Romeman
August 24, 2012

Gann Statements About the Law of Vibration

The following is the part of the famous Ticker interview in which W. D. Gann gives his explanation of the Law of Vibration.

"For the past ten years I have devoted my entire time and attention to the speculative markets. Like many others, I lost thousands of dollars and experienced the usual ups and downs incidental to the novice who enters the market without preparatory knowledge of the subject.

"I soon began to realize that all successful men, whether lawyers, doctors, or scientists, devoted years of time to the study and investigation of their particular pursuit or profession before attempting to make any money out of it.

"Being in the brokerage business myself and handling large accounts, I had opportunities seldom afforded the ordinary man for studying the cause of success and failure in the speculations of others. I found that over ninety per cent of the traders who go into the market without knowledge or study usually lose in the end.

"I soon began to note the periodical recurrence of the rise and fall in stocks and commodities. This led me to conclude that natural law⁷

⁷ "... St. Augustine seems to have been the first of the [Church] Fathers to have a distinct conception of the fact that the world is under the reign of law, and that God in the government of the physical universe acts not directly or immediately, but indirectly and through the agency of secondary causes, or what we are pleased to denominate 'the laws and forces of nature.' His language on this subject is so explicit that it cannot be mistaken. In his commentaries on Genesis, in his 'City of God,' as well as in his other works, he is continually speaking of the laws of nature -- *leges naturæ* -- by which created things are governed ... He insists on it that we should explain the phenomena of the physical world in conformity with the nature of things -- *naturas rerum* -- and not by the constant intervention of miracles, and emphasizes the fact that the Almighty has 'ordained all things in measure and number and weight.'" John Augustine Zahm, *Bible, Science, and Faith* (J. Murphy, 1894), pp. 79-80. Augustine's last quote is from a verse in Wisdom of Solomon (an apocryphal book of the Bible): Wis. 11:21 (Roman Catholic version) or Wis. 11:20 (Protestant version).

was the basis of market movements. I then decided to devote ten years of my life to the study of natural law as applicable to the speculative markets and to devote my best energies toward making speculation a profitable profession. After exhaustive researches and investigations of the known sciences, I discovered that the Law of Vibration enabled me to accurately determine the exact points to which stocks or commodities should rise and fall within a given time. The working out of this law determines the cause and predicts the effect long before the Street is aware of either. Most speculators can testify to the fact that it is looking at the effect and ignoring the cause that has produced their losses.

"It is impossible here to give an adequate idea of the Law of Vibration as I apply it to the markets, however, the layman may be able to grasp some of the principles when I state that the Law of Vibration is the fundamental law upon which wireless telegraphy, wireless telephones and phonographs are based. Without the existence of this law the above inventions would have been impossible.⁸

One might naturally wonder why Gann said the financial markets, which are generally perceived to be random, are in any way connected with "natural law" such as here described by St. Augustine. The astrologer Sepharial, who was also a numbers expert, says that he has the answer: "Astronomers ... observe that there are cycles and periods within which Nature repeats her phenomena, from the rising of the sun to the apparition of a comet. These observations submit readily to a mathematical law, and the recurrence of similar celestial phenomena are therefore predicable. It is from this basis that I shall be able to demonstrate that matters apparently governed by chance are subject to a like periodicity to that which we observe in Nature, and for the reason that they, too, are governed by natural laws." *Kabala of Numbers*, Part II, p. 104. Sepharial was a deep student of cycles and was the author whose books most often appeared on Gann's List of Books for Sale to students. As a consequence, he will be quoted herein frequently.

- ⁸ "In making my calculations on the stock market, or any future event, I get the past history and find out what cycle we are in and then predict the curve for the future, which is a repetition of past market movements. The great law of vibration is based on like producing like. Like causes produce like effects. Wireless telegraphy, the phonograph and the radio are based on this law. The limit of future predictions based on exact mathematical law is only restricted by lack of knowledge of correct data on past history to work from. It is just as easy to figure 100 years or 1000 years in the future as one or two years ahead, if you have the correct starting point and know the cycle which is going to be repeated." Gann, *The Tunnel Thru the Air* (Financial Guardian Publishing Co., 1927), pp. 76-77.

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"In order to test out the efficiency of my idea I have not only put in years of labor in the regular way, but I spent nine months working night and day in the Astor Library of New York and in the British Museum of London, going over the records of stock transactions as far back as 1820. I have incidentally examined the manipulations of Jay Gould, Daniel Drew, Commodore Vanderbilt, and all the other important Wall Street manipulators from that time to the present day. I have examined every quotation of Union Pacific prior to and from the time of E. H. Harriman's securing control, and can say that of all the manipulations in the history of Wall Street, Mr. Harriman's was the most masterly. The figures show that, whether unconsciously or not, Mr. Harriman worked strictly in accordance with natural law.⁹

"In going over the history of markets and the great mass of related statistics, it soon becomes apparent that certain laws govern the changes and variations in the value of stocks and there exists a periodic or cyclic law, which is at the back of all these movements.¹⁰ Observation has shown that there are regular periods of intense activity on the Exchange followed by periods of inactivity. Mr. Henry Hall, in his recent book devoted much space to 'Cycles of Prosperity and Depression' which he found recurring at regular intervals of time.¹¹ The law which I have applied will not only give these long cycles or swings, but the daily and even hourly movements of stocks. By knowing the exact vibration of each individual stock I am able to determine at what point each will receive support and at what point the greatest resistance is to be met.

"Those in close touch with the markets have noticed the phenomena of ebb and flow,¹² or rise and fall in the value of stocks. At

9 What Gann here calls "natural law" he calls "harmonic analysis" in his novel *The Tunnel Thru the Air*. See Appendix III.

10 "What we know in science as the law of periodicity is but another instance of the rhythmic sequence of vibrations, another name for the Kabalistic doctrine of numerical sequence. ... If Nature observes these cyclic and periodic laws, then assuredly man must reflect them in his constitution, and, through his dependence on physical conditions, in his thought also." Sepharial, *Kabala of Numbers*, Part II, p. 48.

11 The book *How Money is Made in Security Investments* by Henry Hall is available in various editions online at The Internet Archive and at Google Books.

12 Ebb and flow are words associated with the tides. In Gann's day, harmonic analysis (a term he uses a few sentences later in this interview) was used in predicting tides:

certain times a stock will become intensely active, large transactions being made in it; at other times this same stock will become practically stationary or inactive with a very small volume of sales. I have found that the Law of Vibration governs and controls these conditions. I have also found that certain phases of this law govern the rise in a stock and an entirely different rule operates on the decline.

"While Union Pacific and other railroad stocks which made their high prices in August were declining, United States Steel common was steadily advancing. The Law of Vibration was at work, sending a particular stock on the upward trend, whilst others were trending downward.

"I have found that in the stock itself exists its harmonic or inharmonic relationship to the driving power or force behind it.¹³ The secret of all its activity is therefore apparent. By my method I can determine the vibration of each stock and by also taking certain time values into consideration I can in the majority of cases tell exactly what the stock will do under given conditions.

"The power to determine the trend of the market is due to my

"Harmonic Analysis. — About forty years ago Sir W. Thompson (now Lord Kelvin) suggested that the principle of harmonic analysis might with advantage be applied to the reduction of these tidal constituents and to the simplification of the calculations; and at the British Association meeting of 1868 he made a report describing his proposed method of procedure.

"As harmony in music may be described as the union of sounds which individually appear different, but when blended together form a collective chord, or as the flowing together of several sounds into one, so the object of the harmonic analysis of the different tidal constituents is to reduce 'the complicated motions of the tides into a series of simple harmonic motions or waves in different periods and with different amplitudes, or ranges; and these simple harmonic constituents added together give the aggregate tide.'

"Each inequality of any one of the tidal constituents is regarded as a smaller superimposed tide of period approximately equal, producing with the chief tide a compound effect which corresponds to the discord of two simple harmonic notes in music approximately in unison with one another." William Henry Wheeler, *A Practical Manual of Tides and Waves* (Longmans, Green, and Co., 1906), p. 161.

¹³See Appendix III.

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knowledge of the characteristics of each individual stock and a certain grouping of different stocks under their proper rates of vibration. Stocks are like electrons, atoms, and molecules, which hold persistently to their own individuality in response to the fundamental Law of Vibration. Science teaches 'that an original impulse of any kind finally resolves itself into periodic or rhythmical motion,'¹⁴ also 'just as the pendulum returns again in its swing, just as the moon returns in its orbit, just as the advancing year ever brings the rose of spring, so do the properties of the elements periodically recur as the weight of the atoms rises.'¹⁵

"From my extensive investigations, studies and applied tests, I find that not only do the various stocks vibrate, but that the driving forces controlling the stocks are also in a state of vibration. These vibratory forces can only be known by the movements they generate on the stocks and their values in the market. Since all great swings or movements of the market are cyclic they act in accordance with periodic law.

"Science has laid down the principle that 'the properties of an element are a periodic function of its atomic weight.'¹⁶ A famous scientist has stated that 'we are brought to the conviction that diversity in phenomenal nature in its different kingdoms, is most intimately

¹⁴See Appendix I for the source of this quote. Periodic motion is studied in harmonic analysis and involves vibration.

"HARMONIC ANALYSIS, in mathematics, the name given by Sir William Thomson (Lord Kelvin) and P. G. Tait in their treatise on *Natural Philosophy* to a general method of investigating physical questions, the earliest applications of which seem to have been suggested by the study of the vibrations of strings and the analysis of these vibrations into their fundamental tone and its harmonics or overtones.

"The motion of a uniform stretched string fixed at both ends is a periodic motion; that is to say, after a certain interval of time, called the fundamental period of the motion, the form of the string and the velocity of every part of it are the same as before, provided that the energy of the motion has not been sensibly dissipated during the period.

"There are two distinct methods of investigating the motion of a uniform stretched string. One of these may be called the wave method, and the other the harmonic method." *The Encyclopedia Britanica*, Eleventh Edition, vol. 12, p. 956.

¹⁵See Appendix I for the source of this quote.

¹⁶See Appendix I for the source of this quote.

associated with numerical relationship. The numbers are not intermixed, chaotically and accidentally, but are subject to regular periodicity. The changes and developments are also seen to be in many cases undulatory.¹⁷

"Thus, I affirm, every class of phenomena, whether in nature or in the stock market, must be subject to the universal law of causation and harmony. Every effect must have an adequate cause."¹⁸

"If we wish to avert failure in speculation we must deal with causes. Everything in existence is based on exact proportion and perfect relationship. There is no chance in nature, because mathematical principles of the highest order lie at the foundation of all things. Faraday said: 'There is nothing in the Universe but mathematical points of force.'¹⁹

"Vibration is fundamental; nothing is exempt from this law; it is universal, therefore applicable to every class of phenomena on the globe.

"Through the Law of Vibration every stock in the market moves in its own distinctive sphere of activities, as to intensity, volume and direction; all the essential qualities of its evolution are characterized in its own rate of vibration. Stocks, like atoms, are really centers of energies, therefore they are controlled mathematically. Stocks create their own field of action and power; power to attract and repel, which principle explains why certain stocks at times lead the market and 'turn dead' at other times. Thus to speculate scientifically it is absolutely necessary to follow natural law.

"After years of patient study I have proven to my entire satisfaction as well as demonstrated to others that vibration explains every possible

¹⁷ See Appendix I for the source of this quote. See Appendix II for comments on the predictive power of numbers.

¹⁸ Here Gann is quoting the Law of Causation ("Every effect must have an adequate cause") as it is stated by theologians and philosophers. The language is quite old. It is found, for example, in Henry Lee, *Anti-Skepticism* (R. Clavel and C. Harper, 1702), p. 31.

¹⁹ See Appendix I for the source of this quote (apparently not Faraday himself).

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phase and condition of the market."²⁰

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This concludes the part of the Ticker interview in which Gann is speaking in the first person.

Let us now turn our attention to a series of writings, several presented for the first time to a broad public interested in Gann's work, in which he discusses the law of vibration in relation to letters. Gann, as it will be seen, claims that he discovered the Law of Vibration through the angles of letters and numbers as used in ancient times. The Gann student knows, from courses such as "Master Charts", that Gann used numbers in some way. There has been much less attention given to his use of letters and yet from the collection that follows, it would appear that he believed there was great predictive power in them. The reader will note that Gann repeatedly speaks of the "vibration" of letters and numbers.

The following article, published in 1919, apparently came originally from the New York Herald. This piece early focuses on the German Kaiser, Wilhelm II, who abdicated on Nov. 9, 1918 and fled into exile in The Netherlands the next day. He died there in 1941 at the age of 82.

Sees the Kaiser Shot While Trying to Flee His Prison

Student of the Law of Vibration, Who Also Is a Prophet of Note and a Seer of First Quality, Makes Another Prediction Regarding the Fate of the Man Named Hohenzollern, Who Until Late Said He Was the Great War Lord and Also the Most High Admiral of the Atlantic.

There is nothing to anything save and except the Law of Vibration. Vibration is fundamental, exact, universal. Nothing is exempt from it. You can watch it carefully and then own all the money in the world. You can study it for a few decades and become a prophet. You can predict events – before or after – you can become a first or second guesser just as you choose. You can even foretell what is going to be done with the

²⁰Excerpted from Richard D. Wyckoff, "William D. Gann: An Operator Whose Science and Ability Place Him in the Front Rank – His Remarkable Predictions and Trading Record," The Ticker and Investment Digest, December 1909, pp. 51-53.

man named Hohenzollern, who once was a Great War Lord and Most High Admiral of the Atlantic.

And it is all SO simple.

This is the secret of the law of vibration: –

Find exactly by a study of geometrical angles what is meant by each letter in a man's name and his destiny is at once an open book to you. The same goes in regard to countries and rulers. That is all there is to it.

Now, to explain: –

William D. Gann, a Wall street broker, is the discoverer of the Law of Vibration and its application to matters mundane, says the New York Herald. In its particular relation to the man Hohenzollern, Mr. Gann wrote as follows for the Herald magazine: –

"Wilhelm Hohenzollern, the infamous imperial scoundrel, whose crimes against women and children have debauched and shocked the civilized world and caused him to be the most hated and despised man in history, was born January 27, 1859. His mother, Princess Victoria Adelaide, Mary Louisa Wettin, was born Nov 21, 1840.

"A study of the mother's maiden name, which always reveals the secret nature and future destiny of the male child more than the father's name, indicates the remarkable events in the Kaiser's life. Her name shows that the husband lacked love and sympathy for her, which is fully manifested in the depraved feelings and unsympathetic nature of her son. The name Hohenzollern shows that he would inherit from his father an unbalanced mind; that he would be an egotist, a braggart and a selfish coward. No one doubts that none other than a depraved and insane mind could have conceived the idea of world dominion. No sane man would have antagonized the United States and believed he could defeat the country whose colors have never yet trailed the dust.

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"His name and numbers indicated that he would inherit a throne, property and wealth and then lose them all in his own acts. His numbers reveal the fact that all vain hopes would be defeated in the end.

"The letter W is a twin letter or a letter with a dual nature. While it is one of justice and fairness, when afflicted it becomes one of the most selfish and debased influences. The letter N is the most powerful letter for producing wealth and fame, especially when the surname begins with W and ends with N. It overcomes all obstacles and wins in the end. A name ending with N leaves a record which is famous long after death, as in the case of George Washington, Abraham Lincoln, Duke of Wellington and Woodrow Wilson. When H is the initial letter, it attempts to create a position of wealth and power through destruction. It afflicts or opposes W and N. The evil tendencies William Hohenzollern inherited from his father's name caused him to break the heart of his mother, whose noble qualities were shown by the fact that her name began with W and ended with N. Had the former Kaiser understood the science of letters and numbers he would have realized that he would meet his Waterloo through Woodrow Wilson, whose name stands for justice and liberty.

"The numbers '5,' '7' and '9' are very unfavorable for him. The fifth, seventh and ninth months of the year, as well as the fifth, seventh and ninth months from his birthday, are very evil and eventful in his life. Observe that he abdicated on his evil day, the ninth, in his evil month, November.

"His sixty-first year, 1919, will prove to be the most unfortunate in his career, and I very seriously doubt if he will live to see the end of the year. He will suffer the almost complete loss of his wealth. The death of one of his sons, probably the Crown Prince, is indicated. There is also danger of imprisonment and severe illness. The following are his most evil periods for this year: – March 20 to 27, May 10 to 14, July 2 to 5, August 23 to 25, October 10 to 13 and November 7 to 13.

"From January 27, his birthday, until February 9 will prove to be a

very unfortunate period, when he will be sick in mind and body. He will have thoughts of taking his life and may attempt it. The Allies will probably ask for his extradition.

"Three critical periods are indicated: –

"April 9 to May 9 will be one of the most unfavorable periods, when his life and liberty will be seriously threatened. His health will be very bad and his mind almost unbalanced. He will probably be brought to trial at this time, and if he receives the sentence it will possibly prove to be his death blow.

"August will be most unfortunate. He will be much depressed from imprisonment or restraint. He will meet with opposition on every hand and reap as he has sown.

"October and November are the most evil months. This third period will be most fatal and there is strong evidence that if he is still alive a violent death may take place.

"His name reveals strong testimony that when brought to trial the death penalty will be inflicted, unless Woodrow Wilson intercedes in his behalf and on humane principles asks for life imprisonment, and it is strongly indicated that he will. It is a sure thing that the Kaiser will receive extreme punishment and spend the balance of his life under limitations and restraints. He will be confined either in a prison or an asylum. The end will come suddenly and not be a natural death. There is an indication that he will make an attempt to escape but in so doing will lose his life."

Mr. Gann is unknown to the general public, but his name and personality have long been familiar to Wall street. He predicted both elections of President Wilson when the judgment of keen, shrewd men favored that of his opponent. He foretold the end of the world war and the abdication of the Kaiser to the day it occurred, and his predictions regarding the movements of big stocks have been for years the talk of the brokers.

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Mr. Gann is modest and unassuming and looks more like a deep student than the financier, as the public mind usually portrays him. When asked about his discovery and his predictions he tried to evade the subject at first but finally agreed to tell something about his work. He made his discovery about twenty years ago, after weeks and months of research into geometry and mathematics in ancient books and at a cost of \$25,000.

He consumed eighty pounds of paper in figuring, and his geometrical deductions and calculations are contained on a roll which, when unwound, would reach from Wall street to the Battery. From all these numbers Mr. Gann erects his geometrical figures. He has a big, ponderous volume filled with these figures – squares, angles, pyramids and circles – and whenever he wants to know anything he turns to a certain geometrical figure and puts his finger on the answer.

Mr. Gann, who is a native of Texas, gave the following account of his experience and methods: –

"It is impossible now to give any adequate idea of the law of vibration as I apply it to my business; however, the layman may be able to grasp some of the principles when I state that this is the fundamental law upon which wireless telegraphy, wireless telephones, phonographs and all other great inventions are based. Without the existence of this law these inventions would have been impossible.

"In order to test my idea, I have not only put in years of labor in the regular way, but I spent nine months working night and day in the old Astor library and in the British Museum, in London, poring over ancient books on mathematics and geometry, as well as the records of stock transactions as far back as 1820. I have, incidentally, examined the manipulations of Jay Gould, Daniel Drew, Commodore Vanderbilt and all other important Wall street manipulators from that time to the present time.

"Vibration is fundamental; nothing is exempt from this law; it is

universal, therefore applicable to every class of phenomena, animate or inanimate, on the globe."

Mr. Gann added that his researches showed that the ancients had knowledge of natural laws of which we can scarcely dream, that in a sense they were wiser than we are to-day. The fact that the ancients wrote their numbers and letters in geometrical figures opened the way to his discovery of the law that rules all things. He found that every letter and every number was written in a geometrical angle that determined the power of its vibration. Knowing this vibration in the letters of an individual's name, in the letters contained in the name of a stock or in the letters of the name of a country or a ruler, the destiny of that individual, that stock or that ruler and country can be correctly seen.

"There is everything in a name or in a word," said Mr. Gann, the strong lines of his face relaxing in a genial smile, "despite all that Shakespeare has said. There is no such thing as chance in this universe, and the names which we give our children are governed by this great law. We have all heard the story of Voltaire, who only became great and famous after he had changed his name to what we know it to-day. Perhaps he was adept in the workings of this law."

Mr. Gann was asked how he made his remarkable predictions regarding the Kaiser and how he determined the exact days mentioned.

"By the letters of his name and the name of his mother," he replied. "In this manner the future of any individual can be told. The first thing I do is get the mathematical angle, the length of the angle of his or her name and then that of the mother's name. Then you get the angle of the father's name, because that name you carry through life. Following this I take the Christian or given name, which is forced on you, so to speak, and calculate whether it is harmonious or inharmonious. There are just two things to everything – harmony or inharmony, positive or negative, light or darkness, beauty or ugliness. If the name given you is out of harmony then you have got to work through that until you come into harmony. The given name gives the vibration set up in the body. Everything is based absolutely on geometry and mathematics. You have

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got to prove everything in a circle, in a square or in an angle. You have got to know how a pyramid stands to a circle, a circle to a square and how they all 'match up.'"

Speaking of the vibratory power of letters, Mr. Gann made out a list of the names of the Presidents of the United States. The letters W and N, he said, were the most important of all. The letter W is of a dual nature and the ancients so indicated it in their original symbol. It is the most powerful letter according to its position in a name. It works either for justice and the loftiest of ideals, or it tends to destruction and ruin. A person whose name begins with a W and terminates in an N will hold a most exalted position in life and wield great power. As an example, such a name and career was that of Washington who established the Union, and going down the whole list of Presidents that combination of letters does not occur again until we reach the name of Woodrow Wilson. The glance over the following names of Presidents will show this: –

George Washington,
John Adams,
Thomas Jefferson,
James Madison,
James Monroe,
John Q. Adams,
Andrew Jackson,
M. Van Buren,
Wm. H Harrison,
John Tyler,
James K. Polk,
Z. Taylor,
Millard Fillmore,
Franklin Pierce,

James Buchanan,
Abraham Lincoln,
Andrew Johnson,
U. S. Grant,
R. B. Hayes,
James A. Garfield,
Chester A. Arthur,
Grover Cleveland,
Benjamin Harrison,
Grover Cleveland,
William McKinley,
Theodore Roosevelt,
William H. Taft,
Woodrow Wilson

President Wilson's name, Mr. Gann says, is even more potent than that of Washington, for his given name also begins with a "W," and his position in the world to-day is the materialization of the great vibratory power that is inherent in these letters.

In the list of presidents it will be noted that where the "W" does not appear the letter "N" plays an important role; such as for instance, the names of Jefferson, Madison, Andrew Jackson, Lincoln – which contained two "N's" – and so on.

As another striking example of the power of these letters, Mr. Gann cited that of Napoleon, whose name began with an "N" and ended with it. Here was a combination hard to beat, but he was beaten, and by none other than Wellington, the "W" and 'N' combination – the beginning and the end. It must be remembered, however, that not all persons whose names may be Wilson, or Lincoln or Wellington will be equally as great. They will more or less play an important part in their various spheres, but the date of birth is what determines the other angle and also complete the circle or the square. From all this data Mr. Gann calculates the "key number" which governs him through life. That "key number" is the whole secret of Mr. Gann's discovery, and this secret he keeps within himself. For instance, the "key number" of President Wilson's name is "28," and curiously enough he is the twenty-eighth President of these United States. Therefore, the numbers "2" and "8," or their total "10," will show events of importance in Mr. Wilson's career.

Another instance of a man of prominence in this country who has wielded a powerful influence is that of Henry Watterson, editor emeritus of the Louisville Courier-Journal, whose name begins with a W and terminates in an N. And so it will be seen that in all names of prominent persons in every walk of life the W and N are rarely absent, and in the cases of big men where neither letter appears in the Christian or given name the key will be found in the day and year of birth.

Mr. Gann does not care much for money except to meet his daily needs, and these are simple. He made a fortune simply that he might have the leisure necessary for him to follow his ambition – to study mathematics and delve into the knowledge held by the ancients. He does not want to be regarded as a prophet or a seer, but rather as a man of science.²¹

²¹Many of Gann's publicity materials confirm this statement. An advertisement for Gann's

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"An astronomer can predict to the minute when a eclipse is going to occur," he said, "but you would not consider him a prophet, would you? Of course not. He simply makes use of mathematics based on known laws of the movements of the planets in their orbits. I have found in my researches that the Chinese understood all those laws and computed the coming of eclipses thousands of years before the Egyptians and Chaldeans. It is marvelous the knowledge that these ancients had. In making my predictions I used geometry and mathematics just as an astronomer does, based on immutable laws which I have discovered."²² There is nothing supernatural or weird about it. Some weeks ago I read an interesting article in the Herald on the failure of astrologers in their predictions regarding the war.²³ Now there

newsletter, published in the Plain Dealer of Cleveland OH on April 9, 1922, said in the opening paragraph: "Don't try to guess the top; quit gambling on hope; follow Science and know; then you will have no regrets." At the time of the 1929 crash and the early years of the Depression that followed, Gann's company was in fact called W. D. Gann Scientific Service, Inc. or W. D. Gann Scientific Inc.

²² The opening paragraph of Chapter VII in Gann, *The Tunnel Thru the Air* (Financial Guardian Publishing Co., 1927), p. 75, is virtually identical to this sentence.

²³ The following article appeared in the New York Herald of Dec. 1, 1918:

"War's End a Blow to the Prophets

"The world war has given a solar plexus blow to many things, among others that of prophecy. The hundreds of prognostications as to when the war would end now show that one guess was as good as another. Raphael, Zadkiel, Mme. Thebes and other well known prophets failed in even approximating the date when the war would end, and nearly all prophesied that the Kaiser would not live to see the close of the conflict.

"There was really only one astrologer who told the coming of the war to any definite degree, and he was Edward L. Johndro. In a letter printed in the Herald in June, 1914, he called attention to ominous signs in the skies regarding Serbia and the Balkans generally, and said that Russia also would be involved. He added, however, that the good position of Venus would indicate that the clouds would be dissipated.

"In this connection an astrologer of this city explained that it was as yet impossible to predict events with any degree of certainty in world history. In the horoscope of an individual, where the time of birth is correctly known, this is possible.

"In order for any astrologer to predict the end of the war,' he said yesterday, 'the exact time of the birth of every monarch concerned would have to be known; the exact minute when the Kaiser declared war on Russia and the numerous other data concerned. This would be a herculean task, even if the correct time could be obtained. Consequently, in world events it is almost Impossible to make predictions of any value.

"However, anybody who knows anything at all about astrology knows that the transiting of Uranus through the airy celestial sign of Aquarius means a seven years' period of upheaval and revolution over the entire world. Uranus, in astrology, is the planet known as the celestial iconoclast. He destroys to build anew, and he topples over many things

is a great deal in the vibrations of the planets, but to make accurate predictions the great law behind it all, which the ancients understood, but which they purposely refrained from putting in their books, as they wanted to keep the secret for themselves, must enter into the calculation. That is why astrology fails for nothing can be accurate that is not based on mathematics – and so few astrologers are mathematicians.²⁴

"In March last several of my friends in Wall street asked me why I did not make a prediction on how long the war would last. I had been quite busy all along with my regular work in Wall street, and my evenings were given to calculating events for friends."

Mr Gann here lifted a large bundle of letters from his desk. They were from men of prominence all over the country – from Governors of States, big public men in Washington and others, thanking him for his kindness in working out a geometrical figure of their lives and commenting upon his amazing accuracy.

"These are the things that keep me busy," he added, with a laugh. "But it is what I like to do; it is my play, my recreation. However, I went to work on that end-of-the-war calculation and on April 6 I sent out a typewritten statement to my friends. Well, the result is known now.

regarded heretofore as sacred. He is no respecter of persons, and leaves ruin, bitterness and desolation in his wake. But from all this hell and chaos rise a new heaven and a new earth. Uranus was in the sign of France during the French Revolution, and in the sign of the United States during our civil war. We all know what happened then. However, as Aquarius by the precession of the equinoxes now rules the entire globe, the presence of Uranus therein means that every country in the world will be more or less affected, and every one must admit that this is so. Uranus entered Aquarius in 1912, and will go out of the sign next spring, so that a passing off of warlike and revolutionary conditions will come in 1919. So, you see, while conditions are always indicated in a general way by the planets, it is almost impossible to predict exact dates when events will occur. Astrology is a mathematical science, and it can only be made use of when mathematical data is at hand." Johndro, mentioned above, later worked for W. D. Gann as an astrologer.

²⁴In making this statement, Gann must have had particular mathematical knowledge in mind. To cast a horoscope requires the application of quite a bit of mathematics. All astrologers in Gann's day had to cast horoscopes by hand. There were no computer programs to do the work. Yet he says "so few astrologers are mathematicians"!

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"The United States went into the war on April 6. April has always been very eventful in the history of this country. Fort Sumter was fired on in the month of April, and if you will look back over history you will find that many of the important events begin or end in the month of April. I soon found that the letters and numbers in the names of President Wilson and the Kaiser revealed some very remarkable indications. Strangely enough I found that the numbers '5,' '7' and '9' are very eventful and important in the history of this country. These same numbers are fatal numbers for Kaiser Wilhelm, and showed that his evil months this year were October and November. With all the 'N's' in his name he could not beat that powerful 'W' and 'N' combination, nor could Napoleon.

"We cannot work against the law, but we can work with the law. For instance, one of my friends came to me recently very much depressed. I found he was passing through a hard period. Health and business were affected. I again tested my discovery. I told him not to invest or speculate in any stock that was due for a rise, for he was bound to lose, but advised him to select a stock that was itself depressed and sell short. He did this and made money in a time when conditions were against him. That is what I mean by working with the law."²⁵

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The respected Journal of Commerce, in an article two years later, confirms several of the statements made above:

Mr. Gann has made noteworthy prognostications of the markets which proved to be true in course of time. His calculations are based on the Science of Letters, Numbers and Astrology.²⁶ In 1909 his record in speculation created a sensation. The "Ticker Magazine" and many newspapers throughout the country commented on his accurate

²⁵The New York Herald Magazine, Jan. 5, 1919, p. 15.

²⁶The hierarchy here is first letters, then numbers, then astrology. In Gann's List of Books for Sale, the order of the categories was first Numerology, then Astrology, then Scientific and Miscellaneous. Thus he put numbers above astrology, but letters above numbers.

forecasts and trading record. And since that year his predictions on the movements of stocks have been just as remarkable. He sends out forecasts twelve months in advance and at the beginning of 1919 he predicted the bull market that year and the big decline in November of the same year. He foretold the advance in stocks last April and the severe decline in November and December last year. On the general run of stocks for last year, all his predictions, which were made at the beginning of 1920, came true. He spoke with emphasis of the declining market which could be expected at the end of last year. Happenings proved that his predictions were correct. ...

This gentleman has made some important predictions in this day. He foretold about nine months in advance the exact day of the Kaiser's abdication, and the end of the World War. Mr. Gann also predicted the elections of both President Wilson and that of Harding. He has forecast events in the lives of persons who are prominent in the political and business affairs of this nation, and these men testify to the accuracy of Mr. Gann's predictions. He showed the writer numerous letters from men high in the army and navy. State executives, banking officials, well-known clergymen, and hosts of others whose signatures to letters mean that the truth has been spoken. They are all men whose position and standing could not afford them to write or say anything unless they knew the true facts about which they were writing. This a great credit to Mr. Gann and it proves that he knows whereof he speaks.²⁷

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Poor Business, Damaged Crops,
Strikes and Bank Failures in
1923 Predicted by Prophet

William D. Gann Is 85 Per Cent
Right in His Forecasts, His
Followers Declare.

²⁷Excerpt from an article appearing in The Journal of Commerce, Jan. 15, 1921.

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IS A MATHEMATICAL SEER
Foresaw Date of End of War
and Election of Harding
and Wilson.

"I knew you would be coming in to-day," was the greeting the unheralded reporter received on entering the office of William D. Gann at No. 49 Broadway. "When I looked at the calendar this morning and saw it was the third day of the third month of the year 1923 I knew I would receive callers from newspaper and publicity people."

Mr. Gann predicts other and more important things, such as stock quotations, end of wars and elections of Presidents, with an accuracy that has made him a recognized authority in Wall Street. He predicted the election of Wilson and of Harding, and he told of the abdication of the Kaiser and the end of the war to the exact date six months beforehand.

85 PER CENT CORRECT.

His daily Supply and Demand letter gives to his clients scientific forecasts on stocks, cotton and grain. And the clients who have followed his advice for twenty years testify that eighty-five per cent of his predictions are correct.

"I figure things by mathematics," Mr. Gann explained. "There is nothing mysterious about any of my predictions. If I have the data I can use algebra and geometry and tell exactly by the theory of cycles when a certain thing is going to occur again."

"If we wish to avert failure in speculation we must deal with causes. Everything in existence is based on exact proportion and perfect relationship. There is no chance in nature, because mathematical principles of the highest order lie at the foundation of all things. Faraday said: – "There is nothing in the universe but mathematical points of force."

Mr. Gann's business outlook for 1923 forecasts a generally low average caused by strikes and threats of war in foreign lands and poor crop conditions.

OUTLOOK NOT ENCOURAGING.

"While there will be spurts of activity and some fairly good business during the spring and later summer, the general outlook is not encouraging and there is no indication of any boom in business this year.

"The foreign situation will play an important part in our business affairs as our government will have a lot of trouble on account of secret enemies in foreign countries.

"From April to June a serious falling off in business and financial troubles and bank failures are indicated. During April the laboring classes will be very much dissatisfied and strikes are threatened.

"During the fall a serious business depression will set in and the general outlook becomes cloudy.

STORMS TO HURT CROPS.

"The summer will see storms that will damage crops and by October business conditions will be bordering on a panic.

"In December loss of confidence on the part of the public and dissatisfaction with the administration at Washington will cause a serious wave of pessimism to fall over the entire country."

In 1921 Mr. Gann predicted that President Harding would be a war President, and he still holds to that prediction.

"I hope I am wrong," he said, "but the forecast still stands and has until 1924 to be fulfilled and mathematics do not lie."

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Mr. Gann predicted the election of Woodrow Wilson because the cycle had come back again to a man with a name beginning with W and ending with N, Washington having been the first and last President with those two letters placed in that way.

The forecast which told of Harding's election has been explained by Mr. Gann as follows: –

Senator Warren G. Harding was born November 2, 1865. His name contains some of the most powerful fame and wealth-producing letters. The name Warren beginning with W and ending with N, is very fortunate and gives him power to overcome obstacles and opponents. His name and numbers show that he will be conservative and act only after due consideration. His foreign policy will help him to win.

"His fortunate numbers are 2, 4, 6, 8 and 11. Note that the Declaration of Independence on July 4 and inauguration day on March 4 both fall on one of his fortunate numbers. The election takes place on the second day of the eleventh month, both fortunate numbers for him."

HOW HE WORKS IT OUT.

On the other hand Mr. Gann predicted the defeat of Governor Cox because his name contained only one fortunate letter. There has never been but one President with the initial C. That was Cleveland. But the letter H recurs every tenth cycle. William H. Harrison was the ninth President. R. B. Hayes was the nineteenth President, so there was nothing left by for Warren G. Harding to be the twenty-ninth.

It might be well for the political parties to consult Mr. Gann before the nominations are made in 1924 to find out what letter is due to win in this election. They could then choose a man with the right kind of letters in his name.

Mr. Gann gets calls every day from men and women prominent in all walks of life asking him to cast their horoscope. He tells politicians whether or not they will be elected and solves other problems for

clergymen, bankers and statesmen.

[Photo caption]: William D. Gann, mathematical seer, whose forecasts are followed by thousands, sees poor year ahead.²⁸

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The following item is Chapter XVIII from Gann's novel The Tunnel Thru the Air, written in 1927 before the 1928 presidential election. Gann here says that "Governor Alfred Smith is not likely to be nominated" by the Democrats and that "a Republican will not be elected". The next year, Herbert Hoover and Alfred E. Smith became the Republican and Democrat nominees, and the Republican Hoover won the election by a landslide. Gann correctly predicted that Smith "if nominated would not be elected."

AFTER making his calculations on the Presidential election in 1928, Robert sent the following Forecast to Mr. Kennelworth:

July 20, 1927.

1928 PRESIDENTIAL ELECTION

In order to determine the conditions that will prevail during 1928 and who will be elected, we must look up past cycles. I refer you to Ecclesiastes 3: 15 – "That which hath been is now and that which is to be hath already been, and God requireth that which is past."

We know that we are repeating past cycles as referred to in Ezekiel's Prophecy – Chapter 20: 46 – "Son of man set thy face toward the south, and drop thy word toward the south, and prophesy against the forest of the south field, and say to the forest of the south, Hear the word of the Lord, Thus saith the Lord God, Behold, I will kindle a fire in thee and it shall devour every green tree in thee and every dry tree, the flaming flame shall not be quenched, and all faces from the south to the north shall be burned therein."

²⁸The Evening Telegraph of New York, March 5, 1923, p. 3.

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The troubles in Nicaragua, the destructive floods and storms which have visited Florida, and the destruction by the floods along the Mississippi during the past Spring all show that troubles are starting in the south. We are in a cycle which will repeat and cause wars which will start from the south and southwest, probably Mexico. All of these events will have a great bearing on the Presidential election in 1928, because war will be in the air and the people will be very much upset.

As referred to in Exodus 32: 17 – "And when Joshua heard the noise of the people as they shouted, he said unto Moses, There is a noise of war in the camp." There will be political wars and revolutionary changes in the United States in 1928. People will want to choose new leaders. Read Judges 5: 8 – "They chose new gods; then was war within the gates: was there a shield or spear seen among forty thousand in Israel?" The people will need to choose an able leader to prepare for the great war in the air.

I have made a study of President Coolidge's date of birth, name and numbers. He is the strongest man that the Republicans have, but he has not wanted to accept the nomination and will probably not if he can get out of it. He has the best chance of any Republican for being elected. Along about March or April, 1928, some important event will happen which is likely to cause President Coolidge to refuse to accept the nomination. When the convention meets in June or July there will be long delays, dissatisfaction and fights among the old Republican leaders as to whom they will nominate. From the cycle that we are repeating, there is a strong indication that President Coolidge will not be renominated. He will do something which will cause large financial interests and moneyed men to withdraw their support from him.

Since God requires that which is past, then past cycles and events in the history of the United States must repeat. We look up the names and dates of birth to determine when certain names or initial letters should repeat. The letter "C" is one which repeats in events of the United States as shown by the election of Grover Cleveland the second time in 1892. President Calvin Coolidge, with the "C" strong in both names, succeeded President Harding, August 2, 1923, and was elected in 1924.

This was really a repetition of the letter "C" the same as Cleveland's second election, and in view of the fact that President Coolidge has served about 6 years, the letter "C" is not due to repeat its vibration in 1928, but might repeat in 1932 when President Coolidge could possibly be elected again following the war and troublesome times.

The most favorable letters for the Republican Party which could repeat in 1928 are B, J, F, and L. In view of the cycle which indicates war from 1928 to 1932, there is a strong indication that the letter "L" will repeat as it did during the Civil War when Lincoln was President. This might mean the nomination of Borah, Butler, Johnson or Lowden. I haven't the dates of birth of any of these men, therefore, am unable to say before the nominations take place and we know whom their opponents will be, whether any of them would be elected or not.

In regard to the Democratic nomination, the cycle indicates a strong possibility of victory for the Democrats or a new party. Governor Alfred Smith is not likely to be nominated and if nominated would not be elected. The letter "S" has never appeared in the surname of any president of the United States,²⁹ and as we are only due to repeat past events, he has a very slim chance of being elected.

The letters F, M and R are due to repeat for the Democrats. This might mean Ford, McAdoo or Reed. According to the date of birth, cycle and numbers, McAdoo would have a much better chance of getting the nomination than Smith. Reed looks stronger than either of them. Governor Smith will continue popular and the possibilities of him being nominated will look promising until about May, 1928, when there will be a sudden change of public opinion against him. Support will be withdrawn and some of the strong Democratic leaders will turn to other possible candidates. Smith's name will no doubt come before the

²⁹The surname is the last name or family name (e.g. Gann). Since Gann could scarcely have overlooked presidents like Washington, Jefferson, and Jackson, in whose surnames the "s" appears, not to mention Wilson, to whom he refers repeatedly, it must be presumed that he means that the United States has never had a president whose last name began with "s". Indeed, not only in the history from the election of George Washington up to the time this was written (1927) had this not occurred, but in the 84 years since Gann wrote this chapter, no president's last name has begun with "s".

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convention, but I see no chance of him being nominated.

There is a strong indication that the man who will be nominated will be a "dark horse," a man probably born in May or June. Revolutionary changes are indicated. The question of the 18th Amendment is likely to split both of the old parties. A farm and labor party or some other political party may spring up and defeat both of the old parties. The public will be very much divided and sentiment will be badly mixed in the summer and fall of 1928.

With the present data in hand and the events that are to follow the next Presidential election, my judgment is that a Republican will not be elected. The President who takes office in March, 1929, will start under very unfavorable conditions similar to those which faced President Wilson at the time he entered his second term and also conditions will repeat similar to those that followed the election of Abraham Lincoln in 1861. There will be trouble with foreign countries over immigration laws. Tariff will be a sore spot and cause disagreements with foreign countries.

I will have my calculations made up for the stock and commodity markets for 1928 and 1929 soon and when they are completed will send a copy of them. There will be some big opportunities for long pull trading in stocks and commodities during 1928. I want you to be in on the deals with me and hope I can help you make a million dollars.

ROBERT GORDON.³⁰

³⁰ Gann, *The Tunnel Thru the Air* (Financial Guardian Publishing Co., 1927), pp. 218-221.

The Tunnel Thru the Air

OR

Looking back from 1940

By W. D. Gann, author of "TRUTH OF THE STOCK TAPE AND WALL STREET STOCK SELECTOR." This book was written in May, 1927, and foretold the stock market boom of 1929, and the panic which followed and business depression and stock declines in 1930-31. A novel and scientific book combined; the laws in the Bible are used to show the coming war in the air. J. H. B. of Santa Barbara, Calif., writes: "The Tunnel Thru the Air is the most wonderful

book written since the Bible because it is based on divine laws in the Bible. Every one should read it." A fascinating, mysterious romance is interwoven with scientific knowledge, making the book interesting and instructive to men and women in every walk of life. Send for it today. \$2.50 prepaid. Money back if not satisfied. Descriptive literature on "Truth of the Stock Tape and Wall Street Stock Selector" and "Tunnel Thru the Air" free. Ask for T-12.

FINANCIAL GUARDIAN PUBLISHING CO.

91 Wall St.

New York City

Advertisement for Gann's novel
in the Dallas (TX) Morning News, May 31, 1931.
Is one of the divine laws contained therein the Law of Vibration?

+ + +

In the 1932 presidential election, Franklin Delano Roosevelt was elected and subsequently became the only United States president to be elected to four terms in office. Gann was fervently opposed to Roosevelt's New Deal. Right before the 1936 election, Gann wrote: "The present Administration at Washington with its New Deal, or I think it would be more proper to name it the 'raw deal,' decided to make it their business to run every other man's business, regardless of whether they knew

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*anything about it or not. Most politicians and 'brain-trusters' know nothing about running any kind of business."*³¹

In the following press piece, Gann predicts the electoral defeat of Roosevelt in the presidential election of 1936. He predicts that "Alfred M. Landon will be elected ... by an overwhelming majority." When the election came, Roosevelt won nearly 61% of the popular vote and more than 98% of the electoral vote.

The Lighter Side NUMBERS AND LETTERS

The Literary Digest, which is even now preparing for the greatest straw vote of all time, might just as well tear up its cards and discharge its computers, for the outcome of the presidential election is settled. Mr. W. D. Gann has compared the letters and numbers in the names Roosevelt and Landon and has decided that the latter cannot help but be elected next fall. No matter how you and your fellow citizens vote, the result will not be affected.

Here is part of Mr. Gann's explanation:

[“According to my studies, letters and numbers repeat at certain intervals and time cycles. Up to 1912 and 1916 there had been no president since George Washington with a name beginning with 'W' and ending with 'N'. As the 28th president of the United States, the letters 'W' and 'N' in the name were due to repeat and I predicted the election of Woodrow Wilson. Woodrow Wilson was elected the second time.

[“The ninth president of the United States was William H. Harrison and the 23rd president was Benjamin Harrison, the two names beginning with 'H' and ending with 'N.' On a basis of repetition of these letters and numbers, I predicted that Warren G. Harding would be elected 29th president of the United States in 1920, being the third 'H' to repeat.

³¹ Gann, *New Stock Trend Detector* (Financial Guardian Publishing Co., 1936), p. 138.

["Grover Cleveland was the 22nd and 24th president of the United States. In 1926 I figured that a name beginning with 'C' was due to repeat and forecast the election of Calvin Coolidge as 30th president of the United States.

["Rutherford B. Hayes was elected the 19th President of the United States and as the number "19" and "31" correspond and repeat, I predicted in 1928 that Herbert Hoover would be elected president, another man with two 'H's' in his name, the same as William H. Harrison.

["In 1901 Theodore Roosevelt was elected president of the United States. He was the first president ever elected whose name began with 'R' and contained 'OO.' Theodore Roosevelt was president when we had a depression in this country in 1903 and 1904. In 1907 we had what was known as a 'rich man's panic,' which was considered due to the use of the 'big stick' by 'Teddy' Roosevelt. He was the 26th president of the United States. The numbers '26' and '32' are numbers that work in harmony and repeat. Therefore, in 1932 the letter 'R' and a name with 'OO' in it was due to repeat and I predicted the election of Franklin D. Roosevelt the 33rd president.

["Names beginning with 'W,' 'G,' 'H,' 'L' and 'C,' especially those that contain the vowels 'O' and 'OO' are very important for fame and high position, especially when the 'O' and 'OO' occur in the last name. For example: George Washington with 'O' appearing in the first and last name. Woodrow Wilson: 'OO' in the first name and 'O' in the last name. Calvin Coolidge with the twin letters 'CC' and the 'OO' in the last name. Herbert Hoover: 'OO' in the last name. Theodore Roosevelt: 'OO' in the last name and 'O' in the first name. Franklin Delano Roosevelt with an 'O' in the middle name and 'OO' in the last name.

["The names with 'OO' repeat the second time as in Theodore Roosevelt. He was made president on the death of McKinley and was elected president in 1904, but the third time was defeated in 1912. Woodrow Wilson was elected the second time, the 'OO' repeating. Calvin Coolidge became president on the death of Warren G. Harding and was

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elected the second time but refused to run for a third term. Herbert Hoover was elected in 1928 and defeated in 1932. Franklin Delano Roosevelt was defeated for vice-president in 1920 and elected president in 1932.]

"The names containing 'OO' never repeat more than four times in a cycle of 36 years and seldom more than three times. The 'OO' has repeated three times in succession: Calvin Coolidge, Herbert Hoover, Franklin Delano Roosevelt. Hoover was the third after Woodrow Wilson whose name contained 'OO' and he was defeated. Franklin D. Roosevelt is the third following Coolidge and the cycles and Letters and Numbers foretell his defeat.

"The vibrations of Letters and Numbers are very important. A study of the vowels and consonants reveal some remarkable events in history. Napoleon Bonaparte, whose name began with 'N' and ended with 'N' had the greatest rise of any general in history and met with the greatest defeat, dying in prison. His opponent was the Duke of Wellington, whose name began with 'W' and ended with 'N.' Napoleon met his defeat at Waterloo, beginning with 'W' and ending with 'OO.'

"The vowels always produce expansion and booms, especially 'O,' while 'H' and 'N' are strong for both expansion and contraction and are fame-producing letters which wind up with crash and defeat. For example: Under Theodore Roosevelt we experienced a great boom in business and the stock market in 1905-1906 but one of the severest panics in 1907. Under Woodrow Wilson we had a boom in business but war panic followed. Under Warren G. Harding we started a business recovery, but the letter 'H' in his last name and 'W' and 'N' in his first name indicated sudden death. Under Calvin Coolidge we had the greatest boom in business in this country and the stock market, but when the 'H' in Hoover's name and the 'OO' again repeated we had the worst panic in the history of this country. The consonants 'H' and 'H' indicated extreme depression. Herbert Hoover was a child of destiny and fate decreed that he must bear the blame and the results of the aftermath of war and reckless speculation.

"Franklin D. Roosevelt came into office under various adverse conditions and was forced to close all the banks in the United States. Following that we had a boom in business and the stock market which culminated in July, 1933; then a recession in business and the stock market, and in 1935 and 1936 we had another boom in business and the stock market. A second and worse Roosevelt panic is yet to come. I am sure that before the end of 1936 and during the early part of 1937, business will feel the mistakes of the New Deal and we will have to go through another period of depression and readjustment as a result of Roosevelt's waste, extravagance and mistakes.

"These are the workings of a Natural Law and time cycles. The more mistakes political leaders make, the more business and the country suffer. It will be important to watch what happens around August 15, September 14 to 16, and October 27 to 29, 1936, which according to my time cycles indicate critical times for the United States and reverses for President Roosevelt. During the month of August Roosevelt is likely to make some speech or do something that will cause voters to turn against him. Just as a panic followed in 1907 in the last year of Theodore Roosevelt's Administration, a panic in the stock market and depression in business is likely to wind up the last year of Franklin D. Roosevelt's Administration.

"Abraham Lincoln was the 16th President of the United States and up to this time the only man elected President of the United States whose name began with 'L' and ended with 'N.' Names beginning with 'L' repeat at rare intervals and usually either in 38 or 76 years. Alfred M. Landon's first name, like Lincoln, begins with 'A' and last name begins with 'L' and ends with 'N' and also contains 'O' in the middle name and 'O' in the last name. The letter 'L' is an important letter that will repeat the cycle following President Abraham Lincoln.

"The President elected in 1936 will be the thirty-third President of the United States. 'Thirty-three' is a number that works strong with 'sixteen' and the letter 'L' strongly opposes the letter 'R.' The letter 'A' in Alfred opposes 'F' and 'D' in Roosevelt's name. President Franklin D. Roosevelt was born January 30, 1882 and Governor Alfred M. Landon

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was born September 9, 1887. The month of September contains nine letters. Landon was born on the 9th day of the 9th month and the year 1887 reduced to its lowest digit is six. The numbers 'three,' 'six,' and 'nine' are fortunate and eventful for him. 1936 is the 36th year in the Twentieth Century. Thirty-six added together equals nine. This is Landon's year and Landon's vibration. During the month of September, 1936, soon after Governor Landon's birthday, he will make some speech or say something that will cause the tide to turn strongly in his favor.

"Governor Landon was nominated in Cleveland, Ohio. The name of the state beginning with 'O' and ending with 'O' [and the town beginning with 'C' and ending with 'D'] are fortunate for Governor Landon. President Roosevelt was nominated in Philadelphia, Pa. The name of the town and the state beginning with 'P' and ending with 'A' are unfortunate and opposing letters for President Roosevelt.

"This country went through great struggles and had wars under George Washington. Again we passed through unsettled conditions and were forced to go into the World War under Woodrow Wilson. Abraham Lincoln was elected at a critical period in the history of the United States and Civil War followed. Alfred M. Landon will be elected at a critical period of the United States following a greater period of Government extravagance and expenditure than has ever occurred during war times. The country will pass through a very trying period under Alfred M. Landon, because he will be forced to take office under adverse conditions brought about by the previous Administration. However, Landon's Administration will prove to be good for the country in the long run just as Abraham Lincoln's policy of freeing the slaves proved to be the [best] measure at that time.

"From my study of Letters, Numbers and cycle theory, I am confident that Landon will be elected November 3, 1936 by an overwhelming majority."

W. D. GANN

So, you see, the election is as good as over. The only thing left to do

is to ask the stars which Congressmen will be elected.

W. J. F.³²

+ + +

In 1940, at the time of Roosevelt's third campaign for office, Gann launched a fresh volley against the New Deal.

"Mistakes have to be paid for and there have never been more mistakes made in any administration of the United States than have been made by the New Deal ... The New Deal is no longer adhering to former laws or the Constitution. ... It is only by facing facts and taking prompt action that we can prevent the New Dealers from accomplishing their purpose and ruining the country. ... Have we never had smart men before and why is it that President Roosevelt and the New Dealers are the smartest men in the world? ... the New Dealers do nothing but

³²The Hartford Courant, Aug 1, 1936, p. 6. This article has been supplemented here by added material in brackets, which came from a column sent by Gann to the Port Arthur News and printed by that paper on July 31, 1936, p. 16.

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continue to run the government into debt and will not stop until we face bankruptcy. ... nothing the New Deal does is safe. Everything is recklessness. ... The New Deal has ruined the market for our commodities and hurt the farmer. We have lost the cotton market of the South and will never regain it. ... New Dealers want complete control and want dictatorship. They have proved that from start to finish by taking away the rights of the people restricting and limiting business of all kinds. ... If the New Deal wins in November, 1940, the last hope for America is gone."³³

Gann's warning went unheeded and Roosevelt won the 1940 election. In the following letter to the editor, Gann tells us, no doubt with a sense of relief by this time, that Roosevelt's 1940 victory indicates "the end of the Roosevelts in the office of President of the United States" and that FDR "will not serve a fourth term." History again showed differently. Franklin Delano Roosevelt won re-election to the office of President of the United States in 1944, was inaugurated to that office on Jan. 20, 1945, and died in office on April 12, 1945.

NO CHANCE FOR ROOSEVELT

To the Editor of The Republican: –

From the time George Washington was President until Woodrow Wilson was elected, there was no other President elected with the first letter of his name beginning with "W." From Washington to McKinley, there was no President elected who had "oo" in his name. McKinley was elected for the first time in 1896 and for the second time in 1900, at the end of the century ending in "00." Theodore Roosevelt was elected vice-president, the first time that "oo" had appeared in the name of a President or a vice-president. In 1901 McKinley died and Roosevelt became President. In 1904 Theodore Roosevelt was elected President, thus repeating the second time the "oo" in a name of a President.

In 1908 William Howard Taft was elected President. In 1912

³³Gann, "Face Facts America!", pp. 12,14-16, 20, 23, 25, 26, 38.

Woodrow Wilson was elected President. His name contained the "oo" in the first name and "o" in the second. In 1916 Woodrow Wilson was elected for the second time.

In 1920 Warren G. Harding was elected President. Franklin Delano Roosevelt ran for vice-president that year on the Democratic ticket and was defeated. Calvin Coolidge was elected vice-president in 1920. His name contained "oo." He became President in 1923, after the death of Harding. In 1924 Coolidge was elected President.

In 1928 Herbert Hoover was elected President. His name contained "oo." In 1932, 1936 and 1940 Franklin Delano Roosevelt was elected President of the United States. His middle name contained "o" and the last name "oo."

From the above, you can see that from 1920 to 1944, or 24 years, "oo" has appeared in the name of the President and that the cycle which began in 1900 started "oo" in the name of the President and has continued for 44 years.

Franklin Delano Roosevelt first took oath of office as President of the United States in 1933, a year called by the ancients as the double "3." He will run for office again in 1944, the year known as the double "4." He has had three terms or 12 years in office. He will not serve a fourth term, as the cycle for the "oo" has run out and the time cycles and the science of numbers do not promise for President Roosevelt a fourth term in office.

From the time Theodore Roosevelt was elected vice-president in 1900 to the election of Franklin D. Roosevelt in 1932 was 32 years. From the first election of Theodore Roosevelt to the last election of Franklin D. Roosevelt in 1940 was 40 years. This cycle indicates the end of the Roosevelts in the office of President of the United States.

W. D. GANN.
New York city, September 17, 1944.

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Editor's note – This correspondent, William D. Gann, a Wall street operator for more than a quarter of a century, is said to be well known for his prognostications of world happenings.³⁴

GannMastery.Com

³⁴Springfield [MA] Republican Sept. 23, 1944, p. 6.

Appendix I

Sources of Gann's Ticker Quotes

In the Ticker interview, W. D. Gann provides five quotations in support of his statements concerning the Law of Vibration. The last quote is attributed to Michael Faraday; the other quotes are vaguely sourced, if at all. The five quotes are:

- *Quote 1: "That an original impulse of any kind finally resolves itself into periodic or rhythmical motion"*
- *Quote 2: "Just as the pendulum returns again in its swing, just as the moon returns in its orbit, just as the advancing year ever brings the rose of spring, so do the properties of the elements periodically recur as the weight of the atoms rises."*
- *Quote 3: "The properties of an element are a periodic function of its atomic weight."*
- *Quote 4: "We are brought to the conviction that diversity in phenomenal nature in its different kingdoms, is most intimately associated with numerical relationship. The numbers are not intermixed, chaotically and accidentally, but are subject to regular periodicity. The changes and developments are also seen to be in many cases undulatory."*
- *Quote 5: "There is nothing in the Universe but mathematical points of force."*

If we knew the sources of these quotations, we might have an advantage over other readers of this interview and gain greater insight into Gann's meaning. It is believed that the source of every one of these quotations has been found.

The most troublesome of all the quotes is Quote 5. It seems that the

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only places in which Faraday is found making this statement is in Gann's writings or in the writings of other people quoting Gann. If biographies of Faraday and if Faraday's own writings do not contain this quote, we are left to wonder about its authenticity as a statement made by Faraday himself.

W. D. Gann was on the Zodiac Council of the Astrological Society of New York. We know he was a member as early as 1914, from a page from the Astrological Bulletina, reproduced herein;³⁵ this does not preclude his being a member before that time. A fellow member of the Council at that time with Gann was Lyman E. Stowe.³⁶ Here are two paragraphs from an address by Stowe given just months before the Ticker interview was published:

Said Sir Isaac Newton, "I belive all of the matter in the universe can be compressed into a globe one inch in diameter, and if to that why not to the size of a cherry, a pea, a grain of sand, there is nothing in the universe but mathematical points."

*Faraday went Newton one bettr, he declaired **there is nothing in the universe but mathematical ipoints of force.***³⁷

Stowe's words "there is nothing in the universe but mathematical points of force" are the exact words that Gann attributes to Faraday. Stowe, however, does not use quotation marks, which would imply that he is paraphrasing Faraday's general thought, rather than quoting him directly.³⁸ In the absence of proof to the contrary, we must assume that

³⁵See Appendix IV.

³⁶Stowe is the final name in the Aries series in the image in Appendix IV.

³⁷ From "The Hand of Destiny or Where did we come from, What are we here for, and Where are we going to? A lecture delivered by Prof Lyman E Stowe, before The First Spiritualist Church of Detroit Mich at their temple, Sunday evening May 16th 1909," in Lyman E. Stowe, *Karmenia; or, What the Spirit Told Me* (self-published, 1918), p. 25. The spelling and typographical errors are reproduced as they appeared in the book. Bold emphasis was added to highlight the quote used by Gann.

³⁸ In 1879, 30 years before Stowe's lecture, Charles Beecher, a Congregationalist minister, wrote, in a book addressed to the same type of people that Stowe was speaking to himself, "Able minds, such as Leibnitz, Boscovitch, Priestley, Faraday, and others, have maintained that all material phenomena can be accounted for on the theory that particles

Gann's source for this quote was Stowe and that it therefore was not a Faraday quote at all.

Quotes 3 and 2 are more easily accounted for. They appeared in a book of popular science in the following section:

THE PERIODIC LAW.

The Periodic System of the Elements, as we now have it, was discovered independently and almost simultaneously by the Russian, Mendeleeff, and the German, Lothar Meyer; though the germ of the discovery undoubtedly lay in the Octaves of Newlands.

In 1863 Mr. John Newlands pointed out in a brief letter to the Chemical News that if the elements be arranged in the order of their atomic weights, beginning with hydrogen = 1, and ending with uranium = 240, in a tabular form, they naturally fall into such groups that elements similar to one another in chemical behaviour occur in the same columns; and that, moreover, the number of elements between any one and the next similar one is seven. In other words, members of the same groups stand to one another in the same relation as the extremities of one or more octaves in music!³⁹ This leads us to think that not only may there be a relation between these little fundamentals of the universe but a veritable harmony.

Briefly and technically, the law states that **"the properties of an element are a periodic function of its atomic weight."**⁴⁰

are mathematical points of force." Charles Beecher, *Spiritual Manifestations* (Lee and Shepard, 1879), p. 16. To go from "all material phenomena" to "nothing in the universe" may not have seemed a great leap to Stowe, who appears to have been anything but a scholar.

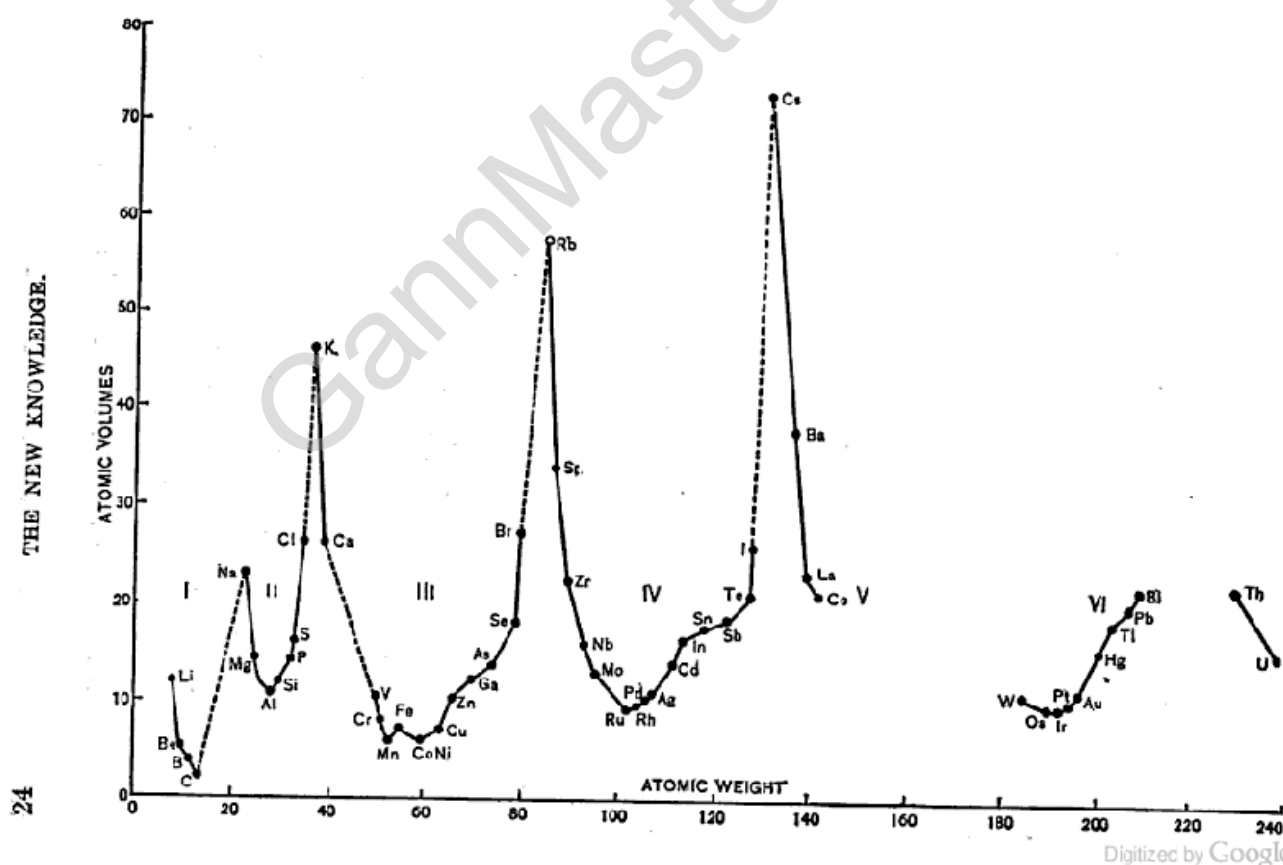
³⁹ The final sentence in Mr. Newlands's "brief letter to the Chemical News" was, "This peculiar relationship I propose to provisionally term the 'Law of Octaves.'" John A. R. Newlands, *On the Discovery of the Periodic Law and on Relations Among the Atomic Weights* (E. & F. N. Spon, 1884), p. 14.

⁴⁰ According to Marion Erwin, *The Universe and The Atom* (D. Van Nostrand, 1916), p. 268, this proposition was demonstrated by Lothar Meyer and Dmitri Mendeleev.

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This is a very concise statement indeed of an extraordinary fact. The statement means no more nor less than this: That if you know the weight of the atom of the element you may know, if you like, its properties, for they are fixed.

Just as the pendulum returns again in its swing, just as the moon returns in its orbit, just as the advancing year ever brings the rose of spring, so do the properties of the elements periodically recur as the weights of the atoms rise. To demonstrate this fact, take some one specific property, for example, the atomic volume, which is the atomic weight divided by the specific gravity of the solid element, and arrange a table on a piece of engineering paper in which the atomic weights read from left to right (the abscissas), while the atomic volumes read from bottom to top (the ordinates). Now construct a curve by pricking out the position of the different elements in accordance with both their atomic volumes and atomic weights, and you will find yourself in possession of a table such as Fig. 2.



We see at once from this curve that the atomic volume is a periodic function of the atomic weight. As the atomic weight increases, the atomic volume alternately increases and decreases. The periodicity proclaims itself in the regularly recurring hills and valleys which constitute the curve. Elements which occupy similar positions on the five hills and valleys have markedly similar properties. Thus, you will notice at the summit of each of the five hills, the symbols of the elements lithium, sodium, potassium, rubidium and caesium, all of these elements possessing amazingly similar properties. Or, again, find the little dot marked S (signifying sulphur) on the slope of the third hill, and you will then notice a little dot marked Se (selenium) and another Te (tellurium) in a correspondingly similar position on the other two hills respectively. These elements have strikingly similar properties. Take now another property altogether, let us say the melting-point of the elements, and make a similar diagram (Fig. 3).

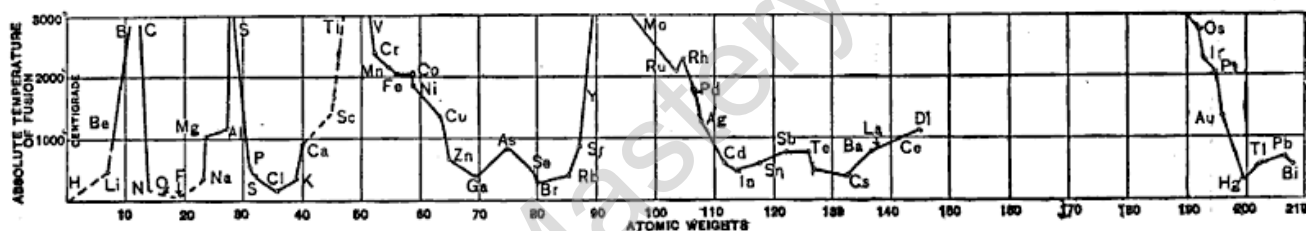


Fig. 3.

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You get a curve remarkably like the first one, with this exception, that the elements which were at the top of the first curve are now at the bottom. The melting-point curve is as strictly periodic as the volume curve and of the same general shape. Notice the regular irregularity of the two curves, and notice also, if you will, that there is not only a periodicity but a double periodicity, as shown in the little hump on the slope of each hill of the curve. Similar curves may be constructed for many other properties. Can we imagine, then, that these atoms, these little invisibilities, in which we all live and move and have our being, are separately created, arbitrarily made, unrelated individuals? Hardly so, for they are obviously created in accordance with some scheme. Would that we might understand this scheme all and in all!

It would be a veritable glimpse behind the veil of existence. But if

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we cannot read from Alpha to Omega, we may spell out what we can, leaving future letters for future men; perforce content that if in this cryptogram of the universe we know indubitably that there is a cryptogram to be read, we have at least come to the beginnings of knowledge.⁴¹

We now have to account for Quotes 1 and 4. For these, we must turn to the Occult Review of July 1906, in which Edward T. Bennett wrote an article entitled "The Magic of Numbers." It appeared in two parts, the second part being carried over to the next number of the magazine. Both quotes used by Gann appear in the first part.

The article opened as follows:

"This appears to be a fundamental law of the Universe: -- namely, **that an original impulse of any kind finally resolves itself into periodic or rhythmical motion.**" -- PROFESSOR W. F. BARRETT, F.R.S. (1870).

The Magic of Numbers as the Basis of all Diversity and Apparent Fate is the title of a book published at Vienna in the year 1882. The preface is dated February, in curiously exact coincidence with the formation of the Society for Psychical Research. The writer is L. B. Hellenbach, usually designated Baron Hellenbach. ...

Bennett then says that he will present "an abstract" of the book in his own words "to convey the ideas of their writer, as far as possible in his own phraseology." After a section that he calls "Introductory," Bennett opens a new section of his article entitled "Periodicity" and therein returns to a discussion of Prof. Barrett:

Curious correspondences exist between Sound and Light, between the number of vibrations producing musical intervals and those which

⁴¹ Robert Kennedy Duncan, *The New Knowledge: A Simple Exposition of the New Physics and the New Chemistry in Their Relation to the New Theory of Matter* (A. S. Barnes & Co., 1908), pp. 22-25. The bold emphasis, not in the original, has been added to indicate the passages quoted by Gann in the Ticker interview.

produce colour. These add to the "Magic." Professor W. F. Barrett, F.R.S., of Dublin, has been kind enough to call my attention to a Paper he wrote under the title – "Light and Sound: An Examination of their reputed Analogy," which appeared in *The Quarterly Journal of Science* as long ago as January, 1870. Professor Barrett was the first to place this analogy on a definite basis. In his paper he refers to the vague ideas on this subject which had been a matter of speculation from very early times, and then says: – "The following considerations will show not only that the analogy has some foundation, but that it is far more wonderful than has hitherto been suspected." The fascinating details cannot be quoted here. It must suffice to say that when the wave-lengths of the musical intervals are compared with the wave-lengths of the colour intervals, a definite correspondence is seen to exist. This correspondence does not relate to absolute value, the colour waves being infinitely small compared with the sound waves. It consists in the ratio of one to the other. The proportion between the different lengths of the waves of the notes of the musical scale and of the seven colours of the rainbow is almost identical. Another striking example of the *Magic of Numbers*.

Professor Barrett says further at the end of his Paper: – "A musical chord thus becomes both a representative picture and an acoustic painting, while the musical scale is literally a rainbow of sound. It is hardly too much to say that we might possibly translate into a musical melody, a sunset, a flower, or a painting by a Rubens or a Raphael."

In four chapters dealing with what Baron Hellenbach calls Periodicity (Die Periodicität) he discusses at length the facts on which the above paragraphs are based. He believes that he also finds a similar Periodic system in the science of chemistry. To what extent the researches of the last twenty-five years into the molecular constitution of matter, and into the nature of the ether, have strengthened or otherwise the views which Baron Hellenbach puts forth with regard to Chemistry, I cannot say. In the concluding paragraphs of this section of his book he makes some interesting remarks, the substance of which I will endeavor to give.

In Music, or rather in Melody, we have found an anchor for our speculations which strengthens our argument for the existence of Periodicity. We find a Periodicity which is the necessary antecedent of definite diversity. **We are brought to the conviction that the diversity in phenomenal Nature, in its different kingdoms, is most intimately associated with numerical relationship. The numbers are not intermixed, chaotically and accidentally, but are subject to a regular periodicity. The changes and developments are also seen to be, in many cases, undulatory.** We will now make the attempt, as far as our powers will permit, to soar into a transcendental world, in order to obtain a wider view of this Periodicity.⁴²

While these three sources fully and satisfactorily account for the five quotations offered by W. D. Gann in his Ticker interview, Quote 1 was also used in a book on forecasting events in the United States through the

⁴² Edward T. Bennett , "The Magic of Numbers," The Occult Review, July 1916, pp. 7, 10, 11. The bold typeface has been added to identify quotes from the Ticker interview. Bennett was assistant secretary to the Society of Psychical Research from 1882 to 1902. Note that the quote we have identified as Quote 4 is not a direct quote, as Gann implies, but is Edward T. Bennett's paraphrase of a statement in German by L. B. Hellenbach. The man that Gann calls a "famous scientist" – Baron Lazar von Hellenbach – was an obscure East European thinker who became associated with the Spiritualist and Theosophical movements of his time (see Eduard Herrmann, "Baron Lazar von Hellenbach," The Word, Vol. 20 No. 1, October 1914, pp. 4-15, for a sketch of his life and thought). The founder of Theosophy has written: "It is needless to refer in detail to the number of vibrations constituting the notes of the musical scale; they are strictly analogous to the scale of chemical elements, and also to the scale of colour as unfolded by the spectroscope, although in the latter case we deal with only one octave, while both in music and chemistry we find a series of *seven* octaves represented theoretically, of which *six* are fairly complete and in ordinary use in both sciences. Thus, to quote Hellenbach: [']It has been established that, from the standpoint of phenomenal law, upon which all our knowledge rests, the vibrations of sound and light increase regularly, that they divide themselves into *seven* columns, and that the successive numbers in each column are closely allied; *i.e.*, that they exhibit a close relationship which not only is expressed in the figures themselves, but also is practically confirmed in chemistry as in music, in the latter of which the ear confirms the verdict of the figures. . . . The fact that this periodicity and variety is governed by the number *seven* is undeniable, and it far surpasses the limits of mere chance, and must be assumed to have an adequate cause, which cause must be discovered.[']" H. P. Blavatsky, *The Secret Doctrine: The Synthesis of Science, Religion, and Philosophy* Vol II Anthropogenesis (The Theosophical Publishing House, 1893), p. 664.

use of numbers. Since Gann himself was a forecaster of all kinds of events, it is interesting to see the context in which the quote appears:

Many years ago the present author composed and published a volume⁴³ in which an attempt was made to show, that the number of degrees in each and every complete scale of evolution, is seven: that the order of their sequence is the same as the order of the seven notes of the diatonic scale in music, and the seven colors of the rainbow, with their harmonics and complementary relations; and that the whole system of creation, constructed on this plan, presents a *grand series of octaves* any one of which, being ascertained, would, in a general way, serve as a type and exponent of all the others, whether upon a higher or lower scale.

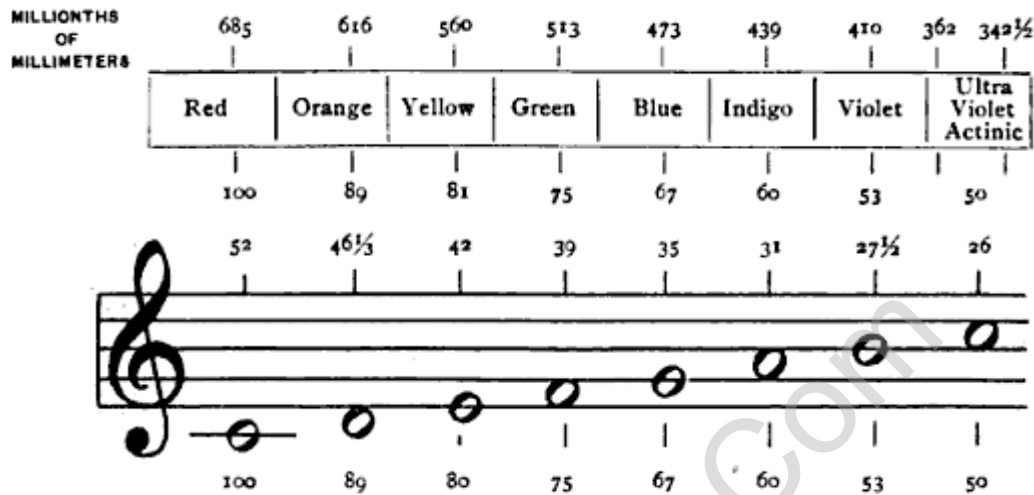
The conception and demonstration of this grand law broke suddenly upon the writer's mind so long ago as the year 1848, in a manner and under circumstances which need not here be described. But since then, scientific men have independently discovered and demonstrated so much of this law as relates to the correspondence of colors and musical sounds, found respectively in the structure of the rainbow or prismatic spectrum, and in that of the musical scale. So far as we know, the first exposition of this truth that was given to the world through the current journals of science was published by Prof. W. F. Barrett, in the *London Quarterly Journal of Science* for January, 1870. The writer illustrates his subject by a diagram, in which the colors of the rainbow, and the notes of the diatonic scale, with the lengths of the waves in the vibrations in each, are set opposite each other, and expressed by numbers.⁴⁴ The lengths of the waves of light are expressed in millionths of a millimeter, and the lengths of the waves of sound in the tenor octave, are expressed in numbers of inches; and then both are reduced to a common scale of representative numbers of which the first

43[Footnote in the book itself:] The Macrocosm and Microcosm; or the Universe without and the Universe within. (This book is now out of print.)

44"Sir Isaac Newton, in the course of his investigations of the properties of light, discovered that the lengths of the spaces occupied in the spectrum by the seven primary colours, exactly correspond to the lengths of chords that sound the seven notes in the diatonic scale of music ..." Charles Hutton, A Mathematical and Philosophical Dictionary Vol. I (J. Johnson and G. G. and J. Robinson, 1795), p. 280.

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is 100, — running thus:



Of course the *rapidity* of vibrations increases in precisely the ratio in which the length of the waves decreases. Thus, if in the music scale, the lowest C of the seven octave piano gives 32 vibrations to the second, (which is the fact), the octave C next above will give 64 in a second, and the next octave above that will give 128; and so on throughout. And so also of the ratio of increase in intermediate gradations. The scales thus being placed in juxtaposition, with the series of indicative numbers in each, it is seen that the progressions and proportions are substantially the same in both, as well as the numerical steps of the series. On the basis of these facts, Professor Barrett and scientists generally have concluded that the *law* is the same in both scales. And this is farther and still more absolutely proved by facts which these scientists seem to have overlooked — namely, that in both scales, the *first*, third and fifth, are *harmonics*. That is, in the color scale, the red, yellow and blue are harmonic colors; and in the music scale, the C, E and G, are harmonic sounds. Moreover, in the color scale, the first and fourth, the second and fifth, and the third and sixth, are *complementary colors*, so called; and this remark appears to apply equally to the first and fourth, the second and fifth and the third and sixth notes of the music scale.

After pointing out the correspondences in the series and

progressions in the two scales, Prof. Barrett adds, in a foot note, this striking remark:

"This," says he, "appears to be a fundamental law of the universe, viz: **That an original impulse of any kind finally resolves itself into periodic motion.** Does this not throw light upon the periodic motion of the planets as well as the vibratory motion of atoms? *Possibly in some such way we may hereafter learn to understand the musical rôle of nature.*"

Just so, and this is precisely the problem we shall endeavor to solve.⁴⁵

45 William Fishbough, *The End of the Ages* (Continental Publishing Company, 1898), pp. 8-11. The emphasis is in the original, except for the bold emphasis to indicate the quote used by Gann. Fishbough, a former Universalist minister, was at the time of writing this book a well-known editor of Spiritualist publications. William Fletcher Barrett, the source of one of Gann's citations in the Ticker interview, was a student of the eminent scientist John Tyndall, but was also in 1882 the founder of the Society for Psychical Research. Barrett is quoted as saying, "I know and rejoice in the blessing Spiritualism has been to my own faith, and to that of several dear friends of mine." *The Psychological Review* (a Spiritualist magazine), Nov. 1881, p. 199. We have seen Spiritualist associations also in the cases of Lyman E. Stowe and Baron Lazar von Hellenbach. These facts may be of interest, in that Robert Gordon, the hero of Gann's novel, is advised by an astrologer: "If you will visit cities near beautiful watering places in the South or Southwest, and could come in contact with an honest spiritualist or clairvoyant, it may be of some benefit and help in some way to solve the mystery [long confronting Gordon]." We are told that Gordon proceeded to go "directly to Palm Beach, Florida, [where] he met some friends of Conan Doyle's who were very much interested in spiritualism." Gann, *The Tunnel Thru the Air*, (Financial Guardian Publishing Co., 1927), pp. 247, 248, 250. Sir Arthur Conan Doyle, the creator of the fictional character Sherlock Holmes and a well-known Spiritualist, joined Barrett's Society for Psychical Research in 1893 and was probably its most-famous member until his resignation shortly before his death in 1930 under his new-found conviction that the group was "anti-Spiritualist". (Time, March 31, 1930 and The New York Times, July 8 1930.)

None of this is in any way meant to imply that Mr. Gann had any Spiritualist connection or affiliation himself. A publicity brochure about Gann's work, issued at the end of his life, stated: "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 [(sic); should be 'who'] wish to take a course." "MATHEMATICAL FORMULA FOR MARKET PREDICTIONS: Time Cycles Tell the Trend of Commodities, Stocks and Business," (undated but published after May 19, 1954), p. 14.

Appendix II

The Predictive Power of Numbers

In his course "Master Charts," Gann states emphatically:

"... numbers do determine everything in the future ..." ⁴⁶

Once again, we find Gann to be following the teachings of the ancients:

Ages long ago men reckoned the cycles of nature by numbers, and numbers became symbols of natural law and of spiritual ideals manifested in nature. ⁴⁷

That events move in cycles and are ruled by numbers, was once firmly believed in the old days of astrologers. ⁴⁸

...*Themistius*, and *Boethius*, and *Averrois* the *Babylonian*, together with *Plato*, do so extoll numbers, that they think no man can be a true Philosopher without them. Now they speak of a rationall, and formall number, not of a materiall, sensible, or vocall, the number of Merchants buying, and selling, of which the *Pythagoreans*, and *Platonists*, and our *Austin* [Augustine] make no reckoning, but apply it to the proportion resulting from it, which number they call naturall, rationall, and formall, from which great mysteries flow, as well in naturall, as divine, and heavenly things. By it is there a way made for the searching out, and understanding of all things knowable. By it the next access to naturall prophesying is had: and the *Abbot Joachim* [of Fiore] proceeded no other way in his Prophecies, but by formall numbers. ⁴⁹

⁴⁶ W. D. Gann, "Master Charts" (second part) p. #5 M.C.

⁴⁷ Herman Gaylord Wood, *Ideal Metrology in Nature, Art, Religion and History* (self-published, 1908), p. 11.

⁴⁸ Charles McClellan Stevans, Cora Linn (Morrison) Daniels, editors, *Encyclopaedia of Superstitions, Folklore, and the Occult Sciences of the World* Vol. III (J. H. Yewdale & Sons Co., 1903), p. 1639.

⁴⁹ Henry Cornelius Agrippa, *The Second Book of Occult Philosophy, or Magick*, Chapter II. The founder of Theosophy commented, centuries later: "All beings, from the first divine

Hebrew thought, even in its classic times, followed the fundamental principle of ancient philosophy, that the mystery of the world lay concealed in number, whilst modern science, occupied in the analysis of bodies, derives the life in the world from the properties of things. The gaze of antiquity was directed rather to the superficial aspect of things, and what especially caught the eye was, that things were thus measured off, divided and counted.⁵⁰ The relativity of things appeared to it to be the ground of the cosmic arrangement. The world consists of a sum of magnitudes, and in the mysterious relation of the magnitudes to one another was sought the ground of their arrangement and conformity to Law. But relation is always a relation of magnitude, i.e. number. As we now explain the operations of the world from our conception of "force," "property," so the ancient world explained them from that of "number." The harmony of numbers was the world's mystery, and the mathematical relations of each thing were the ground and essence of its nature. The universe rests upon one great hidden system of numbers, and the separate bodies rest upon the combination and configuration of the separate numbers. Upon the ground of this idea of the nature of numbers rested also the significance of the separate numbers. The most important and sacred number was even in ancient times that of seven ...⁵¹

emanation, or 'God manifested,' down to the lowest atomic existence, 'have their particular number which distinguishes each of them and becomes the source of their attributes and qualities as of their destiny.' Chance, as taught by Cornelius Agrippa, is in reality only an unknown progression; and time but a succession of numbers. Hence, futurity being a compound of chance and time, these are made to serve Occult calculations in order to find the result of an event, or the future of one's destiny." H. P. Blavatsky, *The Secret Doctrine: The Synthesis of Science, Religion, and Philosophy* Vol. III (The Theosophical Publishing Society, 1897), p. 101.

50[Footnote in the original text:] "Thou hast ordered all things in measure and number and weight," says the Wisdom of Solomon, xi. 20, where we should say, Thou hast placed all these forces in things. So Ecclesiasticus xvi. 26 : "The works of the Lord are done in judgment from the beginning; and from the time he made them he disposed the parts thereof. He disposed his works upon every side, and the chief of them unto all generations." Compare also Isaiah xl. 12: "Who hath measured the waters in the hollow of his hand, and meted our heaven with the span, and comprehended the dust of the earth in a measure, and weighed the mountains in scales, and the hills in a balance?"

51 Adolf Hausrath, *A History of the New Testament Times* Vol. I (Williams and Norgate, 1878), pp. 117-118.

The following excerpts from Sepharial's writings show his lively interest in the use of numbers for predictive purposes and his apparent familiarity the techniques involved:

If, as Pythagoras said: "The world is 'built upon the power of numbers," then numbers must be the key to the understanding of the world. That many remarkable prophecies have been, and can be, made by means of numbers is certain, and both Nostradamus and l'Abbé Goachim [Joachim of Fiore] made use of them for this purpose.⁵²

My object is not to formulate a system, but to show affinity of numbers and the working of a law of numerical ratios in matters ordinarily relegated to the domain of Chance. This can always and most certainly be done, but not in a book intended for public circulation. Here it is only possible to give hints that are valuable in proportion to the intelligence and interest of the reader.⁵³

Some years ago I published a curious Kabala known as "The Secret Progression," by which numbers in lotteries and other affairs apparently governed by chance might by diligence be discovered. There was at one time a circle of occultists who had their head-quarters in a certain place in Italy. Prominent among the members of this fraternity was Giuseppe Balsamo, Comte di Cagliostro whose wealth (acquired none knew how) not less than his learning, was the marvel of all with whom he had relations. For a short time he dazzled the Courts of Europe, and disappeared with the suddenness of a meteor. It has been said that he died in prison by poisoning, but I am not now concerned with his history. He was at all events a past master in the magic of Numbers, as is evident from the fact that on three separate occasions he gave Madame de la Motte the winning number in the Paris lotteries.

By the Kabala of the Secret Progression it is possible, when a series of numbers is known, to determine the next.⁵⁴

⁵²Sepharial, *Kabala of Numbers*, Part I, pp, 25-26.

⁵³ Sepharial, *Kabala of Numbers*, Part II, p. 152.

⁵⁴ Sepharial, *A Manual of Occultism*, p. 188.

The only possible means outside of the Secret Progression, which is a kabalistic expression of the cyclic law in numerical sequences, by which one may determine the forthcoming numbers in a lottery, is by reference to their gravities, as indicated by the horary equivalents of the disposing factors at the time of the drawing, and this method is not to be understood by those who have had no preparation in astronomical studies. Sufficient, however, has been said in this place to indicate the existence of a numerical sequence by which we may argue from coincidence to law.⁵⁵

I shall ... attempt the demonstration of a numerical law of sequence in regard to mundane events ...

Take, for instance, the common experience of winning numbers in lotteries. One would not think that there are any laws governing these apparently chance results, or the name of any race-horse which wins at a given time on any date. If you imagine for a moment that these things are the result of mere chance as distinguished from law, I can tell you at once that you are entirely wrong. Nothing happens by chance in a universe that is governed by law. You may cover up your ignorance of that law by a label with a name on it, but that will not prevent the law from determining the event just as it is bound to happen, nor prevent those who understand the law from predicting the nature of the event. ...

Hundreds of instances might have been given to show that this law of vibratory sequence is not only directly linked up with planetary sequences -- the order of the planets being always that of their relative apparent motions -- but that the sequence is equally expressed in tone, colour, and number. ...

Those who believe in "luck" will do well in the light of these pages to reform their notions and change their labels so as to include the established fact of numerical sequence and the law of periodicity in a

⁵⁵ Sepharial, *Kabala of Numbers*, Part II, p. 153.

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universe that is all life and vibration, where nothing of chance can set its foot, and where “luck” is only another name for personal resonance or response to the ceaseless interplay of cosmic forces.

Those who have patiently studied the various aspects of this great law of Numerical Sequence in daily life will improve their knowledge immensely by the study of my “Arcana,” which finds its public only by personal request and by private circulation under a binding agreement.⁵⁶

GannMastery.Com

⁵⁶ Sepharia, *Fortune Telling by Numbers: Being an Introduction to the Art of the Kabalists*, pp. 9, 54-55, 57, 60.

Appendix III Harmonics

Harmonics is an area of Gann study to which he refers by name rarely. He speaks of it in the Ticker Interview and in his novel The Tunnel Thru the Air. In the Ticker Interview, Gann says:

I have found that in the stock itself exists its harmonic or inharmonic relationship to the driving power or force behind it. The secret of all its activity is therefore apparent. ... Everything in existence is based on exact proportion and perfect relationship. There is no chance in nature, because mathematical principles of the highest order lie at the foundation of all things.⁵⁷

Gann adds, in The Tunnel Thru the Air:

...the cycle theory, or harmonic analysis, is the only thing that we can rely upon to ascertain the future.⁵⁸

These very bold and inclusive comments (the “secret of all its [a stock's] activity”; “the only thing we can rely upon to ascertain the future”) suggest that harmonics is indeed a subject of some moment in Gann theory.

It is interesting to look once again at how the ancients thought of these things:

Among the ancient Chaldeans, Egyptians, and Hebrews, science and religion were formalized by mystical numbers and symbols, which were intelligible only to the initiated. They lay at the basis of the Egyptian mysteries. They entered into the prophecies and formal worship of the Jews; they were taught in the philosophical systems of

⁵⁷Richard D. Wyckoff, “William D. Gann: An Operator Whose Science and Ability Place Him in the Front Rank – His Remarkable Predictions and Trading Record,” *The Ticker and Investment Digest*, December 1909, p. 53.

⁵⁸ Gann, *The Tunnel Thru the Air* (Financial Guardian Publishing Co., 1927), p. 77.

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Pythagoras, Plato, Aristoteles, Aristoxenes, Cicero, and Plotinus. The creation and operation of the universe, the laws of astronomy, the character of the elements were founded upon them. They entered into all the theories of art. In music, which is the most ideal of the arts, and the only one which has been reduced to science, they had their most perfect expression: while in the other arts, the laws of symmetry and proportion were always assumed to be absolute, not relative, and susceptible of exact geometrical and numerical statement.⁵⁹

*Gann, in a comment in a brief essay of his, echoes this view: "... anything that can be proved in any way or by any science is not correct unless it can be proved by numbers and by geometry."*⁶⁰

*Proportion was an obsession among medieval thinkers, who derived their ideas from the ancients.*⁶¹

The term arithmetic [during the twelfth and the first half of the

⁵⁹ William Wetmore Story, *The Proportions of the Human Figure, According to a New Canon, for Practical Use*, p. 40.

⁶⁰ Gann, "The Human Body," a one-page essay dated Jan. 17, 1931.

⁶¹ In the Middle Ages, many thinkers sought out the teachings of the ancients, just as Gann did in his day, specifically on the issue of proportions. Proportions were on the minds of the cathedral builders (as seen in Otto Georg Von Simson, *The Gothic Cathedral*, Princeton University Press, 1988, and Sonja Ulrike Klug, *Gotico Segreto: sapienza occulta nella cattedrale*, Edizioni Arkeios, 2003). They were found in the textbooks of Boethius on music and arithmetic used throughout medieval times (Michael Masi, *Boethian Number Theory: A Translation of the De Institutione Arithmetica*, Ridopi, 1983, is a modern translation of one of these books). Boethius got many of his ideas from Nicomachus of Gerasa, an ancient Greek who also wrote treatises on music and arithmetic (Flora R. Levin, *The Manual of Harmonics of Nicomachus the Pythagorean*, Phanes Press, 1984, is a modern translation of one of these books). One scholar who translated countless texts by the ancients even wrote a book on the old way of looking at numbers (Thomas Taylor, *Theoretic Arithmetic*, self-published, 1816). The books of Boethius were used as textbooks in two of the four disciplines contained in the Quadrivium of medieval universities (S. K. Heninger's *Touces of Sweet Harmony: Pythagorean Cosmology and Renaissance Poetics*, Huntington Library, 1974, includes an excellent treatment of this curriculum). In their spare time, students could be applying the number relationships taught by Boethius while at play (Ann E. Moyer, *The Philosophers' Game: Rithmomachia in Medieval and Renaissance Europe*, The University of Michigan Press, 2001). Even as late as the Renaissance, architects worked according to harmonic proportions dictated by the ancients (an outstanding reference is Rudolf Wittkower, *Architectural Principles in the Age of Humanism*, W. W. Norton & Co., 1971).

thirteenth century] was used in the Greek sense, and meant the study of the properties of numbers; and particularly of ratio, proportion, fractions, and polygonal numbers. It did not include the art of practical calculation, which was generally performed on an abacus; and though symbols were employed to express the result of any numerical computation they were not used in determining it.⁶²

The writings of Macrobius, Capella, Cassiodorus, and Boethius ... lost sight of the practical needs of the times, and returned to the study of the theory of proportions as developed by the aid of arithmetic and geometry. Even the pious Boethius, in his labored work, *de Musica*, does not once refer either to the use of instruments, to the voice as used in the singing of the sanctuary, or to any practical application of his abstruse speculations. He was a close adherent of the Pythagorean theory, that consonances or harmonies are to be determined by mathematical ratios and not by the ear.⁶³

It is noteworthy that Gann, in all his writings, singles out one trader for praise: E. H. Harriman.

In the Ticker interview he says "Mr. Harriman worked strictly in accordance with natural law"; but in The Tunnel Thru the Air he tells us quit directly that Harriman's trades "conform closely to the law of harmonic analysis". Here, again, is what Gann says about Harriman in the Ticker interview:

"I have incidentally examined the manipulations of Jay Gould, Daniel Drew, Commodore Vanderbilt, and all the other important Wall Street manipulators from that time to the present day. I have examined every quotation of Union Pacific prior to and from the time of E. H. Harriman's securing control, and can say that of all the manipulations in the history of Wall Street, Mr. Harriman's was the most masterly. The figures show that, whether unconsciously or not, Mr. Harriman worked

⁶² Walter William Rouse Ball, *A History of the Study of Mathematics at Cambridge* (Cambridge University Press, 1889), p. 2.

⁶³ Charles Wesley Bennett, *Christian Archaeology* (Philips & Hunt, 1888), p. 310.

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strictly in accordance with natural law."⁶⁴

In The Tunnel Thru the Air, which is the only place in his writings that Gann revisits the story of Harriman, the hero Robert Gordon asks "an old man by the name of Henry Watson who was a veteran of Wall Street, now over 70 years of age," about how to be successful in the markets.

"Has any man ever made a large fortune out of Wall Street and kept it, Mr. Watson?" "Oh, yes," he replied, "if there were not exceptions to the rule, business would not continue to run. I could tell you of dozens of them, but one striking example is that of the late E. H. Harriman who died worth about three hundred million dollars. He had probably made out of the market a hundred million dollars in the last three or four years of his life." Robert asked, "How did he do it?" Mr. Watson answered, "He stuck to one class of stocks – railroads. He studied them day and night, never diverted his attention to other lines. I believe that he possessed some mathematical method⁶⁵ which enabled him to forecast stocks many months and years in advance. I have gone over his manipulations and the stocks he traded in, and found that they conform closely to the law of harmonic analysis. He certainly knew something about time and season because he bought at the right time and sold at the right time."⁶⁶

Only a few years after Gann gave the Ticker interview, a book by Samuel Colman, a noted artist of the Hudson River School, was published entitled Nature's Harmonic Unity: A Treatise on its Relation to Proportional Form. As might be expected in a book by an artist writing on this subject, illustrations abound on which circles, squares, triangles, and various lines at certain angles have been drawn in order to illustrate harmonic principles in action.

⁶⁴Richard D. Wyckoff, "William D. Gann: An Operator Whose Science and Ability Place Him in the Front Rank – His Remarkable Predictions and Trading Record," *The Ticker and Investment Digest*, December 1909, p 52.

⁶⁵Gann said earlier in the book, "My calculations are based on the cycle theory and on mathematical sequences. History repeats itself. ... My authority for stating that the future is but a repetition of the past is found in the Bible." Gann, *The Tunnel Thru the Air* (Financial Guardian Publishing Co., 1927), p. 75.

⁶⁶Gann, *The Tunnel Thru the Air*, pp. 200, 204-205.

In the opening paragraph of the preface, Colman states:

Many years ago I became profoundly interested in the study of the laws governing proportional form, both in Nature and in the arts and sciences, and the further these investigations were pursued the firmer became the conviction that the laws of proportion, as exemplified in Nature, were startlingly uniform, whatever might be the complexity of the application. In the course of these investigations covering a vast number of Nature's forms and phenomena, and of the laws governing proportional form, the crystal was found to be their most perfect interpreter, but in the flower, the shell, and many other forms of varying origin or organism, the same constructive principles were recognized, and these it will be my endeavor in this work to explain. As these principles are the fundamental elements by which Nature creates harmony, correlating the parts of her form-compositions into a perfect whole, they must be of interest to the student of beauty and of use to the professional artist. Many of these laws were unquestionably among the valued and guarded secrets of the Masonic Order and of the ancient guilds, and as time went on were, unfortunately, guarded not wisely but so well that for generations they have been lost to the use not only of the world, but to those very architects and masons who most treasured them as well.

Further on, in the second chapter, as if to enlarge upon the ideas of John Newlands concerning the periodic table in chemistry, Colman adds:

... a system of 'octaves' closely corresponding to the theory of music ... is the basic element of all growth in Nature ...⁶⁷

⁶⁷ Samuel Colman, *Nature's Harmonic Unity: A Treatise on its Relation to Proportional Form* (G. P. Putnam's Sons, 1912), pp. v, 13. See Chapter Seven of P. D. Ouspensky, *In Search of the Miraculous*, for a further discussion of "the law of octaves" gleaned from his studies with Russian esotericist George Gurdjieff.

Appendix IV
GANN A MASTER ASTROLOGER AMONG MASTERS

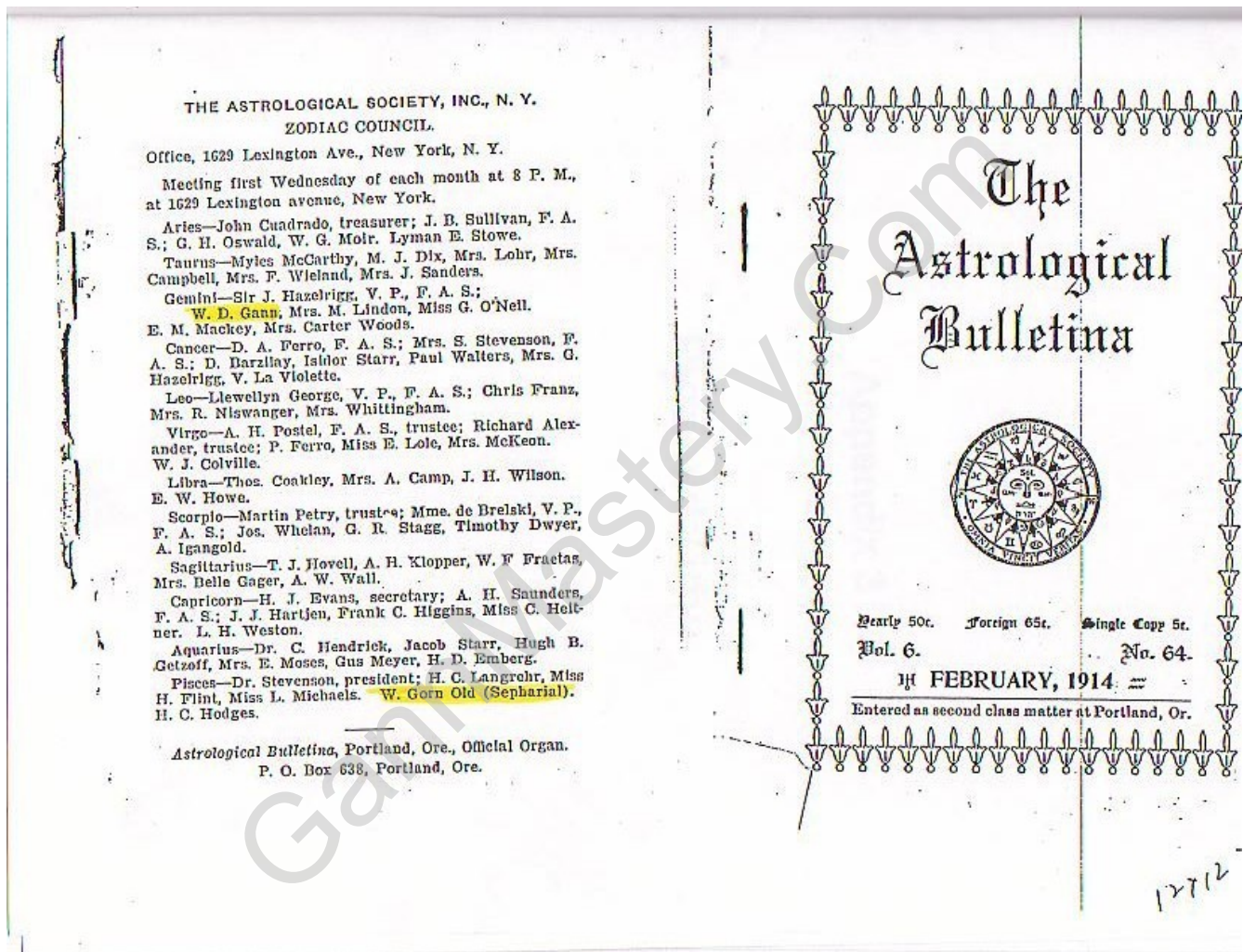


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