

**ATLAS GYPSUM CORP. LTD.**

- ★ GYPSUM INDUSTRY OVERLOOKED
- ★ FUTURE GROWTH OF GYPSUM ASSURED
- ★ COMPANY HOLDS IMPORTANT GYPSUM RESERVE
- ★ GOOD SPECULATIVE PROFITS FORSEEN

SPECIAL SITUATION REPORT BY

**J. C. GRAYE CO.**

15 MAIDEN LANE  
NEW YORK, N. Y. • WO 4-1030

*1-6-58  
P... ..  
in ...*



e recommend . . .

The purchase of the shares of Atlas Gypsum Corp. Ltd. for investors seeking speculative capital gains at the current price of around the \$3.00 level.

It is our opinion that Atlas Gypsum Corp. Ltd. will develop into an important supplier of this all important versatile mineral.

#### **GYP SUM INDUSTRY OVERLOOKED**

Attention of investors has been diverted, by the publicized glamour of Canada's great uranium, copper, nickel, iron, lithium and natural gas potentialities . . . from industries which have been considered for over half a century to be the backbone of Canada's economy. These industries are pulp and paper, steel, asbestos, gypsum, etc. While popular attention has been focused on the newer glamorized fields, these older established industries have been forging ahead at an accelerated pace.

The purpose of this brochure is to brief you on the GYPSUM INDUSTRY . . . acquaint you with the spectacular gypsum deposit of the Moose River Basin, and to point out the potential for large speculative profit in the shares of ATLAS GYPSUM CORPORATION, LIMITED. The Atlas Gypsum Corporation is currently surveying and developing its gypsum properties in the Moose River Basin area . . . in preparation for open pit mining. The company may be taking the initial steps in the opening of the Moose River Basin Area to active mining.

## MOOSE RIVER BASIN'S GYPSUM

The most spectacular mineral deposit of the Moose River Basin of Northern Ontario, is that of gypsum. It is believed that in this area lies the largest and richest bodies of gypsum . . . anywhere on the North American continent. It is an undeveloped and virgin area of supply for a growth industry.

The beds of gypsum are often 15 feet thick in the Basin and along the banks of the Moose River . . . in many instances the beds extend below water level and their total thickness has not as yet been fully explored . . . The gypsum of an exceptionally good quality . . . being often snow-white and of high purity. The overburden is thin . . . and the gypsum could be won by quarrying,—a very inexpensive process.

### SELENITE, A VARIETY OF GYPSUM HAVING SPECIAL PROPERTIES

Selenite is a pearly, crystalline and usually transparent variety of Gypsum having a very remarkable property; in that it draws moisture from the air and puts this particular quality of the mineral to a very special use, which is that it may be used in the packaging of delicate precision instruments and machinery for shipment to the tropics.

The Selenite intercepts the moisture and prevents the corrosion of the equipment, hereby rendering an invaluable service at infinitesimal cost.

Strangely enough, exploration for Gypsum, either on the Properties of Atlas Gypsum Corporation Limited or of other companies, has never taken cognizance of different grades of Gypsum (white, brown and grey, etcetera,) as all colours were to be used indiscriminately in building construction.

But at the end of August, two American technical men of eminence visited the area with the express intention of searching specifically for Selenite.

They were accompanied by Mr. Archibald Freeman, General Manager of the Ontario Northland Railway, on whose Right of Way Atlas' properties lie.

In a letter to Atlas Gypsum Corporation, Mr. Freeman had this to say:

"I went to Moose River, accompanied by Professor G. Frederick Smith of Columbus, Ohio and Dr. Harvey Diehl, Iowa State College Department of Chemistry. On Thursday, September 1st and Friday, September 2nd, Professor Smith and Dr. Diehl examined outcroppings of Gypsum which occur on the banks of the Moose River, beginning perhaps half a mile north of the bridge and extending intermittently for at least two miles. They were searching for a grade of Gypsum known as Selenite or Crystalline Gypsum and they located what they were looking for in large quantities and of excellent quality.

There is every indication that in the next few months these deposits of Gypsum will be worked and a new industry established.

Professor Smith and Dr. Diehl bagged up over a ton of Selenite and shipped it to Columbus, Ohio for further testing and reduction to the form in which they hoped to market it."

A newspaper article quotes Mr. Freeman as stating that the large tonnage available might justify local processing on Atlas' properties, segregating Selenite crystals for the one purpose, and conversion of the ordinary grades of Gypsum for building construction and other uses rather than ship the raw ore to available markets at much higher transportation costs.

A demand spiralling upwards (as is obviously the case for Gypsum) means higher prices obtained, which in turn stimulates production and accelerates exploration for new sources of supply, the incentive always being the Profit Motive.

So should Gypsum production trail the demand, the better prices obtainable would more than counter-balance the transportation costs to distant markets.

## ATLAS GYPSUM CORPORATION

is the holder of 14 mineral claims . . . along the northeast side of the right of way of the Ontario Northland Railway, commencing at mile post 143 at the north end of the Moose River Crossing Bridge . . . in Carroll and Canfield Townships, District of Cochrane.

The property is readily accessible by railway to and from Montreal and Toronto. The Ontario Northland Railway has quoted Atlas Gypsum the following rates per cwt (subject to revision) for the handling of large shipments of crude gypsum ore loaded in open gondola cars . . . to North Bay, 30 cents . . . Toronto, 48 cents . . . Montreal, 50 cents . . . Buffalo, (N. Y.) 55 cents.

On 26 of the company's claims the top beds of gypsum have reportedly been estimated as having a thickness of twenty feet over the entire area which would represent gypsum reserve of 60 million tons. Engineers' report concur in this opinion.

In addition, the company has 18 water claims, some of which are on two islands in the Moose River and the others under the river. It is possible that the gypsum deposits already indicated on the 26 claims, extend into the sub-aqueous claims, which if proved out, would give ATLAS GYPSUM's 44 contiguous claims an imposing value in gypsum ore.

Engineers who have studied the property have assured the Atlas Gypsum Corporation that its gypsum is of the finest quality and can be mined economically.

It is the intention of ATLAS GYPSUM to develop these claims in accordance with the recommendations of its technical consultants by entering into an extensive diamond drilling program to define the extent of the deposits and also to obtain information necessary for locating the best site for the initial

open pit operation. It is estimated that the company should spend about \$125,000.00 on the investigation and preliminary work needed before production is initiated.

Samples taken of three types of gypsum outcroppings on the north bank of Moose River indicate that the gypsum is unusually granular and snow white in the lower beds which just outcrops at low water level. The grey, pink, green and brown gypsum is found in the upper beds. The greyish variety is coarsely crystalline with star-shaped crystals of Selenite from 1 inch to 6 inches in diameter—not uncommon.

The Mid-North Engineering Services, Ltd. . . . in its report says:

"From what is presently known the ore from this property will find a ready market and can be economically mined and the various gypsum products can be manufactured as cheaply as the present competitors in the field, due to the quantity of the ore in this deposit."

#### CAPITALIZATION

Atlas Gypsum Corporation, Limited has no bonds or preferred stock outstanding. Its sole capitalization consists of 5 million shares of authorized common of which 1,275,005 shares are outstanding. Of the outstanding shares, 810,000 shares are pooled, and in escrow . . . leaving only 465,005 shares held by public investors.

#### CONCLUSION

The shares of ATLAS GYPSUM are traded over-the-counter in New York and Toronto. At the current price of around \$3.00 level, the stock has excellent appeal for investors seeking speculative capital gains. The continued growth of the gypsum industry is well assured, and we believe that ATLAS GYPSUM will develop into an important supplier of this all important versatile mineral.

#### WHAT IS GYPSUM?

Gypsum is a non-metallic mineral found as a white, grey or brown rock. Since almost half its volume consists of crystalized water, gypsum in its various processed forms has high fire resisting qualities, because the contained crystalized water forms a vapour when exposed to heat in excess of 212 degrees of fahrenheit.

#### USES OF GYPSUM

The most commonly known product of gypsum is "plaster of Paris" which is made into plaster for walls, ceilings, castings and mouldings. It forms the basis of wallboard, gypsum laths and sheetings. Gypsum is a basic item in the making of, building materials having insulating, acoustic and fire resisting qualities.

Utilization of gypsum by the building industry is by no means the limitation of its usefulness. This versatile mineral services industry in many ways . . . some of which are:

- (1) As a retarder in the setting of cement.
- (2) As component in chemical fertilizers used on acid soils.
- (3) As a flux in the smelting of nickel and galena.
- (4) By paint and crayon manufacturers.

Gypsum can be used for making sulphuric acid and cement, by the Muller-Kuhne process, the quality of sulphuric acid obtained from gypsum by this process, is about equal in weight to the cement clinker obtained. The clinker is converted into cement by grinding . . . finally developing the chemical composition and physical properties of Portland Cement.

#### **GYPSUM'S FUTURE**

The consumption of gypsum is reflected by a steadily mounting trend line. The discovery of new uses for gypsum found by research is sparking an accelerated increase in consumption.

Ontario, Canada, where ATLAS GYPSUM CORPORATION'S PROPERTY IS LOCATED ... is one of the fastest growing geographical areas in the world. Overnight, new modern towns are born ... on sites which yesterday were part of the Canadian wilderness shut away from civilization. In the fast growing frontier of northern Ontario, there is a growing demand for products made of gypsum.

The present and future demand in this area would be for gypsum in the calcined form used in the manufacture of hardwall plasters, floor plasters, wallboard, tile blocks, plaster board, wall interior decorations, poured-in-place insulating material ... in the crude form as a retarder for Portland Cement.

With Canadian consumption of gypsum on the increase, Canadian companies such as Gypsum, Lime and Alabastine of Canada, Limited, a maker of gypsum products, will be forced to expand their capacities to keep up with the rising demand. Furthermore, it is not unlikely that new processors will be attracted to the industry by the potentially large profit margins.

The amount of new residential, commercial, industrial and public building that has to be undertaken in the United

States and Canada over the next two decades assures a big and growing market for gypsum. The current temporary slow down in residential building caused by tight money, is adding to the already large accumulated need for new homes. In the sixties the wartime baby crop will start reaching a marriageable age... signalling the beginning of a new long period of accelerating home building to provide shelter for new family units. The United States is adding an average of 3 million to its population every year, as each year's baby crop reaches marriageable age, new housing will be needed.

Obsolescence is taking a big toll of older structures of all types. The replacement and modernization market is even much larger than the demand being created by the growing population.

For these reasons, we are extremely bullish on the future of gypsum.

#### **THE PROFIT SIDE OF GYPSUM**

To illustrate the commercial side of the gypsum industry, we give you a brief on the sales and profit history of the United States Gypsum Company, the largest integrated gypsum company in the North American field. Since 1946 through 1956, U. S. Gypsum has spent close to \$200 million on plant expansion and betterment.

U. S. Gypsum has an enviable record of earnings and dividend. Cash dividends were initiated in the year of its founding 1920... and have been maintained ever since at steadily increasing rates. There was no interruption in dividend payments during the depression years of the thirties.

### SALES & PROFIT RECORD OF U. S. GYPSUM

Year	Sales	Profit
1946	\$85,000,000.	\$12,400,000.
1948	148,000,000.	24,600,000.
1951	188,000,000.	19,800,000.
1953	193,000,000.	20,000,000.
1955	259,000,000.	40,380,000.
1956	265,000,000.	40,600,000.

### COMMON STOCK RECORD

(per share basis)

Year	Dividend	High Sale on NYSE
1946	\$3.00	\$77.00
1947	4.00	93.00
1948	6.00	112.50
1949	9.00	116.25
1950	10.00	135.00
1954	10.00	232.50
*1955	*11.00	*335.00
*1956	*12.50	*385.00

\*Shares were split 5 for 1 January, 1956 ... figures shown are on the basis of the old stock.

Our purpose in citing United States Gypsum's growth figures, is to illustrate that the gypsum industry is healthy and growing ... It is not a marginal or highly competitive field. Other companies in the field show a somewhat similar pattern of growth.

We feel that ATLAS GYPSUM CORP. is on the threshold of such growth and is therefore a very worthwhile vehicle for speculative capital gains.

Efficient execution of orders to buy and sell securities traded on all United States and Canadian stock exchanges.

Facilities for the execution of orders and for furnishing current information on stocks and bonds traded in — the largest of all markets — the Over-the-counter market.

Reports and current information furnished investors (on request) cover securities in which they have an interest. No charge or obligation.

A regular investment letter packed with highlighted information on investment and finance.

Concise reports on special investment situations which in our opinion have unusual merit as vehicles for the attainment of large capital gains profit.

\*These services are FREE . . . No obligation except for commission charged on the execution of orders to buy and sell.

This report does not purport to be a complete description of the securities markets or developments referred to in the material. All expressions of opinion are subject to change without notice. The information is from reports from official and other sources which we consider reliable but adequate means of checking its accuracy are not available and we do not guarantee that the foregoing material is accurate or complete. We, or our associates, may from time to time have a long or a short position in the securities mentioned and may sell or buy such securities.

# Market Trends

THE WALL STREET JOURNAL.  
Wednesday, August 21, 1957

## ATLAS GYPSUM CORP. LTD.

(Canadian)

Bought  
Sold - Quoted

Current Markets 2-2 1/4

J. C. GRAYE CO.

15 Mai

THE WALL STREET JOURNAL.  
Friday, August 23, 1957

## ATLAS GYPSUM CORP. LTD.

(Canadian)

Bought  
Sold - Quoted

Current Markets 2 1/4-2 3/4

J. C. GRAYE CO.

15 Maiden Lane New York, N.Y.  
Tel. WOrth 4-1030

## CANADA'S DOLLAR

is at an all-time high of \$1.06 in U. S. currency, largely because of the heavy flow of money to Canada seeking investment from individuals and companies in the U. S., Britain, West Germany, Switzerland, and France, who must buy Canadian dollars with their own currency.

## ATLAS GYPSUM MOVING UP

During the three weeks we have been recommending the purchase of Atlas Gypsum, the price of the shares have advanced from under \$2.00 a share to the present quotation of 2 3/8-2 5/8. The percentage gain was substantial considering the short interval of time that has elapsed. We are extremely "bullish" on the future of Atlas Gypsum, and anticipate a continuing rise in the price of the company's shares. We have no hesitancy in recommending this stock as being a worthy speculative vehicle for substantial profit.

Atlas Gypsum's stock is quoted in the "Wall Street Journal"

Monday

Wednesday

Friday

## THE ROLLING ECONOMY EFFECTS STOCK PRICES

The movements of the popular indexes, such as the Dow Jones Averages, do not present a true picture of stock market action. For example, between January 2nd and mid-July, the market as measured by the D-J Industrial Averages rose about 9%...which when applied to a \$10 stock would mean a gain of 90 ¢.

All stocks do not move up together...nor do they move down together...Price movements are diverse. For example, 500 stocks divided into 60 industrial groups, showed that 38 industrial groups reflected gains in mid-July over their January 2nd prices, ranging from 0.2% for the railroad group...up to 38.7% for publishing. The other 22 groups showed declines ranging from 1.1% for radio and TV broadcasters, down to 21.5% for aircraft manufacturers.

From the mid-July high point, the market has declined from a D-J Industrial high of around 520 to a 475 close Friday (August 23rd). Percentagewise this represents a decline of approximately 8.6% (or from \$10.00 a share to \$9.14 a share).

At Friday's close, the D-J Industrials were about 4 1/2% under the 497 level at the beginning of the year. Curiously, we glanced through Friday's stock quotations and picked at random a few New York Stock Exchange stocks priced substantially above their early January prices...

Brunswick Balke	↑54.0%	Florence Stove	↑53.5%	Daystrom	↑45.0%	Texas Instrument	↑42.5%
Dobeckmun	↑53.5%	Schering	↑45.5%	Lukens	↑44.0%	Decca Records	↑37.0%

Since the end of the war, the action of the stock market has reflected the effects of a "rolling economy" which simply means that industries individually, and companies individually, are turning in their own economic orbits, independent of the economy as a whole, while some are enjoying prosperity in varying degrees. Others are passing through various stages of correction or recession. Their respective positions in the economic cycle have been rotating, keeping the average of all businesses at a high prosperity level...with full employment...and plenty of money in the pockets of consumers to spend.

August 28, 1957

The statements contained in this report are based on sources which we believe to be reliable, or are expressions of our own opinion. This firm may from time to time maintain a trading position in the securities mentioned above.

## WHY WE LIKE ATLAS GYPSUM

### ATLAS SCORES NEW HIGH IN A BEAR MARKET

In spite of a steady decline in the month of August and the early part of September experienced by stocks in general, the shares of Atlas Gypsum have been steadily out-performing the market: **Originally recommended approximately 30 days ago at under \$2.00 a share, it has shown a steady advance to it's current price of \$3.00 a share.**

Many of our customers have had the foresight to accept our original recommendations. They now have a substantial paper profit in their holdings. We are of the opinion that the advance we have seen is only the beginning of another substantial move in the price of these shares.

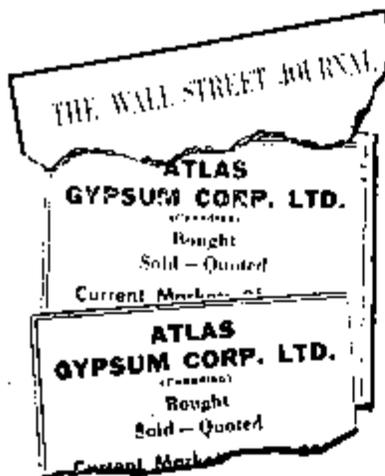
### FEW STOCKHOLDERS ANXIOUS TO SELL

We have found few stockholders anxious to offer their stock for sale. This has meant that any substantial buying, drives the stock into new high ground. We are not surprised at the lack of selling. Consider the excellent prospects which lie ahead for Atlas Gypsum.

### KEEP THESE FACTS IN MIND

- ✓ Gypsum is the basic material for many products used in the building and construction industry.
- ✓ The demand for gypsum is constantly increasing with the continued growth of population.
- ✓ Profit margins are above average in the gypsum industry.
- ✓ Atlas has what we believe to be the finest gypsum property in Canada.
- ✓ Small capitalization could mean a sharp increase in the price of this stock and quick earnings per share for stockholders.

**WE RE-CONFIRM OUR RECOMMENDATION OF ATLAS GYPSUM AT THE CURRENT MARKET PRICE OF \$3.00 A SHARE. AN ORDER BLANK IS ENCLOSED FOR YOUR CONVENIENCE.**



Follow the price in the Wall Street Journal every Monday, Wednesday and Friday next to the Over the Counter Listing.

## J. C. GRAYE CO.

15 MAIDEN LANE

WORTH 4-1030

NEW YORK 5, N. Y.

Please enter my order for \_\_\_\_\_ shares of ATLAS GYPSUM CORP., INC., LTD. at the market (approximately \$3.00 a share Net - no commission added). Check for approximately 50% is herewith enclosed. I will forward a check for the balance upon receipt of your confirmation. (Minimum order 50 shares)

name in full \_\_\_\_\_  
please print address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Please issue shares in name of \_\_\_\_\_

Important - Print First and Last Name

J. C. GRAYE CO.

15 MAIDEN LANE NEW YORK, N. Y. • WORTH 4-1030

# Market Trends

October 7, 1957

## CANADA - LAND OF OPPORTUNITY

Canada's economy is growing at an accelerated rate. Vast discoveries of ores, minerals, and other resources that could make Canada one of the richest industrial nations of the world sparked this new era.

Great new industries are rising on land known only to hunters a few years ago. New towns are springing up and growing into cities almost overnight. Take Kitimat for example - a community of 13,000 in British Columbia. In 1951, Kitimat did not exist. By 1959, its population will have reached 23,000. It owes its growth to the establishment of a large segment of the aluminum industry in this area of Canada's northwest, attracted by the huge power facilities of the region.

A Royal Commission appointed by the Commonwealth to study the economic future of Canada...has just recently predicted that Canadian production will have tripled by 1980...population will have increased 70 percent, and each person's real income will have improved 66 percent.

## GYPSUM - ONE OF CANADA'S MAJOR POTENTIALITIES

The world has heard a great deal about Canada's great uranium, copper, nickel, iron, oil and gas prospects...of industries like steel, aluminum, asbestos, pulp and paper...but few have heard of Canada's gypsum potentialities.

Yet, what is believed to be the largest and richest deposits of gypsum...on the North American Continent lie in the Moose River Basin of Northern Ontario. Gypsum, the base material of many essential building products, is of great importance to the building and construction industries of Canada and the United States...perhaps more so to the Canadian economy...because Canada's population growth is at a more rapid pace than that of any other industrial nation.

With stepped up needs for new housing, public buildings, industrial plants, etc., the prospects for the gypsum business in Canada through the next two decades looks very favorable.

It does not appear to be an unreasonable prophecy that in the foreseeable future, the potentially great gypsum deposits of the Moose River Basin will be actively mined...that processing plants will be built in the vicinity of these deposits. Thus the Moose River area could become another of Canada's new and growing number of industrial centers of activity...which are being created out of what was in yesteryears, wilderness.

## ATLAS GYPSUM ...

holds a number of mineral claims in the Moose River Basin and vicinity and may be taking the initial steps in the opening of Moose River Basin to active mining.

On 26 of the company's claims the top beds of gypsum are reportedly estimated to have a thickness of twenty feet over the entire area of the claims...which indicate gypsum reserves of approximately 60 million tons...on this one block of claims.

The shares of Atlas Gypsum have been in good demand in recent weeks, and in this period the price has advanced from under \$2.00 to over \$3.00 a share...despite the general weakness of the securities market.

Since Atlas Gypsum is likely to develop into an important supplier of gypsum...to Canada's building and construction industries...the company's shares on a speculative basis, afford excellent promise of substantial capital gains promise.

ATLAS MOVING UP

THE WALL STREET JOURNAL

SEPT. 9, 1957

ATLAS GYPSUM CORP. LTD.

Shares Sold - 1000  
Current Market 2 1/2 - 2 3/4  
J. C. GRAY CO.  
15 Maiden Lane, New York, N.Y.  
Tel. W 4-1030

NEW YORK Herald Tribune

SEPT. 17, 1957

ATLAS GYPSUM CORP. LTD.

Shares Sold - 1000  
Current Market 2 1/2 - 2 3/4  
A. MOSE CO.

ATLAS GYPSUM CORP. LTD.

Shares Sold - 1000  
Current Market 2 1/2 - 2 3/4  
J. C. GRAY CO.

SEPT. 24, 1957

THE FINANCIAL POST

OCT. 2, 1957

ATLAS GYPSUM CORP. LTD.

Shares Sold - 1000  
Current Market 2 1/2 - 2 3/4  
J. C. GRAY CO.

The Northern Miner

OCT. 2, 1957

ATLAS GYPSUM CORP. LTD.

Shares Sold - 1000  
Current Market 2 1/2 - 2 3/4  
J. C. GRAY CO.  
15 Maiden Lane, New York, N.Y.  
Tel. W 4-1030

J. C. GRAYE CO.

15 MAIDEN LANE NEW YORK, N. Y. - WORTH 4-1030

# Market Trends

October 14, 1957

## WHY WE LIKE ATLAS GYPSUM

### ATLAS GYPSUM ...

holds a number of mineral claims in the Moose River Basin and vicinity and may be taking the initial steps in the opening of Moose River Basin to active mining.

On 26 of the company's claims the top beds of gypsum are reportedly estimated to have a thickness of twenty feet over the entire area of the claims...which indicate gypsum reserves of approximately 60 million tons...on this one block of claims.

The shares of Atlas Gypsum have been in good demand in recent weeks, and in this period the price has advanced from under \$2.00 to over \$3.00 a share...despite the general weakness of the securities market.

Since Atlas Gypsum is likely to develop into an important supplier of gypsum...to Canada's building and construction industries...the company's shares on a speculative basis, afford excellent promise of substantial capital gains.

### KEEP THESE FACTS IN MIND

- ✓ Gypsum is the basic material for many products used in the building and construction industry.
- ✓ The demand for gypsum is constantly increasing with the continued growth of population.
- ✓ Profit margins are above average in the gypsum industry.
- ✓ Atlas has what we believe to be the finest gypsum property in Canada.
- ✓ Small capitalization could mean a sharp increase in the price of this stock and quick earnings per share for stockholders.

WE RE-CONFIRM OUR RECOMMENDATION OF ATLAS GYPSUM AT THE CURRENT MARKET PRICE OF OVER \$3.00.

## Atlas Now

### 3<sup>3</sup>/<sub>8</sub> - 3<sup>5</sup>/<sub>8</sub>

### ATLAS MOVING UP

### THE WALL STREET JOURNAL

SEPT. 9, 1957

ATLAS GYPSUM CORP. LTD.  
Bought  
Sold - Ousted  
Current Market 2 1/2 - 3 1/8  
J. C. GRAYE  
12 Maiden Lane, New York, N.Y.  
Tel. WOrld 4-1100

### NEW YORK Herald Tribune

SEPT. 19, 1957

ATLAS GYPSUM CORP. LTD.  
Bought  
Current Market 2 1/2 - 3 1/8  
A. G. SARTZ

SEPT. 24, 1957

ATLAS GYPSUM CORP. LTD.  
Bought  
Current Market 2 1/2 - 3 1/8  
A. G. SARTZ

### THE FINANCIAL POST

OCT. 2, 1957

ATLAS GYPSUM CORP. LTD.  
Bought  
Current Market 2 1/2 - 3 1/8  
J. C. GRAYE

### The Northern Miner

OCT. 2, 1957

ATLAS GYPSUM CORP. LTD.  
Bought  
Current Market 2 1/2 - 3 1/8  
J. C. GRAYE

### The Commercial and Financial Chronicle

OCT. 10, 1957

ATLAS GYPSUM CORP. LTD.  
Bought  
Sold - Ousted  
Current Market 2 1/2 - 3 1/8  
J. C. GRAYE  
12 Maiden Lane, New York, N.Y.  
Tel. WOrld 4-1100

J. C. GRAYE CO.

15 MAIDEN LANE NEW YORK, N. Y. • WORTH 4-1030

# Market Trends

October 25, 1957.

## FOR EVERY SELLER A BUYER

Stocks tumbled downward during the first three weeks of October...the severity of the break made newspaper headlines. Nevertheless, for every share of stock sold in this period, there was a buyer. It was not the frightened uninformed investors putting in buying orders during these days of falling prices.

**BUT...TO THE PROFESSIONAL INVESTOR...THE DECLINE IN STOCK PRICES WAS THE MOST WONDERFUL THING THAT COULD HAVE HAPPENED. NEW INVESTMENT BARGAINS WERE BEING CREATED DAILY ALL OVER THE MARKET. BY OCTOBER 25TH THE RUSH TO BUY BARGAINS IN THE MARKET HAD ATTAINED A TREMENDOUS FORCE WHICH ABSORBED ALL OFFERINGS AND THEN BID PRICES OF STOCKS UP FOR THE LARGEST DAILY ADVANCE IN 28 YEARS.**

A survey by the National Association of Investment Companies showed that during the period from October 1st through October 21st, when stock prices were dropping rapidly, the mutual investment trusts surveyed...BOUGHT \$61.5 million of common stocks and sold \$22.1 million. Previous studies have shown that investment funds were buyers of common stocks during the decline that followed the outbreak of the Korean War, and at the time of President Eisenhower's heart attack. In each instance, the investment companies profited handsomely in the market rise that inevitably followed each break.

Business, like individuals, must have an occasional pause in which to re-appraise the future...and to make adjustments for a new outlook. The year 1957 is assured of going down in history as another "best year ever", and if business is presently pausing, then the next advance is already in sight. The history of our economy has been one of advance-pause-followed by an advance to a new high level.

American industry must continue to grow and expand in order to provide new defenses against Russia's INTERCONTINENTAL MISSILE. U. S. spending on missiles now, with big ones just in the testing stage, is more than \$2.5 billion a year. This figure will skyrocket once production is started. Future defense expenditures are going to be heavy...despite present cutbacks, stretchouts and cancellations. Defense spending will take a new direction...an effort will be made to hold actual expenditures to an annual rate of between \$38-\$42 billion. It is expected that before many months pass, the Government will be passing out new defense contracts totalling about \$20 billion.

In addition to providing the materials for our nation's defense...industry is also faced with the tremendous task of satisfying the increasing demands of a growing population, to which is being added 3 million new customers for industry each year.

**THE IMMEDIATE OUTLOOK FOR BUSINESS IS GOOD. OVER THE NEXT SEVERAL YEARS VERY GOOD...AND FOR THE NEXT TEN YEARS, THE BEST EVER.**

\*\*\*

**GYPSUM STOCKS as a group have held remarkably steady. U. S. GYPSUM at around 61. NATIONAL GYPSUM at around 37 - both on the "Big Board" are only about 5 and 6 points below their 1957 highs. ATLAS GYPSUM'S shares after moving up from around \$2.00 a share in early August to over \$3.25 a share, held like the "Rock of Gibraltar" at around the \$3.00 level through the worst days of the October stock market decline.**

**NOW, THAT THE MARKET HAS APPARENTLY TURNED THE CORNER, AND STOCK PRICES ARE AGAIN CLIMBING, WE ANTICIPATE AN EVENTUALLY HIGHER PRICE LEVEL FOR THE SHARES OF ATLAS GYPSUM. WE RECOMMEND IMMEDIATE PURCHASE.**



**J. C. GRAYE CO.**

15 MAIDEN LANE

NEW YORK, N. Y.

• WORTH 4-1030

# Market Trends

December 11, 1957.

## WHAT'S AHEAD IN 1958

Our nation is now entering a new period in which the entire strength of all the elements of our society must be concentrated on the all-important task of overtaking the Soviets in military science and research. At the same time, it is clearly essential to maintain our civilian level of high prosperity and full employment. We have the capacity and the ability to do both...and maintain a sound economy provided we keep our feet on the ground.

Sometime between now and mid-1958 the probabilities are that the government will place with industry new defense orders in the multiple billions of dollars, which would without doubt spark the start of another industrial boom...similar to past defense booms. Although we have the capacity to produce for defense and civilian needs...without disturbing the general price level...it is probable that full employment will add impetus to demands for wage increases. In view of the constant increases in the cost of labor without commensurate increases in productive output, combined with the growing demand by the Federal Government for more spending money, and the feeling by many Americans that creeping inflation is a stimulant...it appears safe to predict that inflation will continue to climb through 1958. Therefore, expect a higher price for most everything.

## ECONOMIC SKIES CLEARING

From its perch in the crow's nest of the economy, the Federal Reserve Bank of New York sees only mild adjustments before the nation's business spurts ahead again. In its latest monthly review, the bank notes that consumer demand has remained strong...that construction activity is on the rise...and that military expenditures are likely to increase.

There are many who blamed the easing trends in business on the Federal Reserve Board's tight money policy initiated about eighteen months ago...as a restraint on inflation and to slow the business boom down to a walk. Now, a reversal of the tight money policy is indicated by the recent lowering of the discount rate and a moderate increase in the supply of loanable funds in the market. With its objectives accomplished, the FRB has apparently adopted an easier money policy. This constructive turn of events in the money market adds to the favorable business prospects of 1958.

## A 1958 BULL MARKET?

The shaping up of events economically, politically and stock market-wise indicates to us that by mid 1958 the next leg of the "bull market" will have started. Between now and then, it appears likely that stock prices will be confined to a 15% trading range between 420 and 480 on the Dow Jones Industrial Averages. This does not imply that the market will be a static affair. Individual stocks will have selective action of exciting proportions...both on the upside and downside. Selectivity is the key to market profits over the next several months.

## CANADIAN MINING INDUSTRY

Canada has progressed well beyond the initial stages in the development of much of her mineral wealth, but there is considerable evidence of still greater growth in the years ahead. The Sudbury area in Ontario for instance appears to have a future even greater than its past...a fact underlined by the huge expenditures that have and are being made by companies in this area for the development of deposits and in productive facilities. Another important growth segment of Canada's mining industry is the asbestos industry. Though in continuous operation since 1878, this industry still has the vigor of youth. Canadian mines produce more than half the western world's consumption of asbestos, and for the future the asbestos industry sees only a rosy glow on the horizon. It is figured that Canadian production of asbestos will rise about 30% by 1960. Meanwhile, expansion of existing facilities and the bringing in of new mines are the order of the day.

**ATLAS GYPSUM: WE HEAR THAT IMPORTANT NEWS IS IN THE MAKING...EXPECT TO HAVE CONFIRMATION SOON...AND BE ABLE TO REPORT TO YOU. WATCH FOR ALL ISSUES OF "MARKET TRENDS" - IT WILL BE WELL WORTH YOUR WHILE.**

**J. C. GRAYE CO.**

15 MAIDEN LANE NEW YORK, N. Y. • WORTH 4-1030

# FREE REPORT

on a  
GYPSUM STOCK

SELLING  
UNDER  
\$2<sup>00</sup> A SHARE

ACT NOW!

*Px 4  
1/17/58  
C.P.  
Mr. James C. Graye*

THIS  
SPECIAL SITUATION  
HAS VERY DYNAMIC PRICE POTENTIALS

SEND TODAY FOR COMPLETE REPORT  
AT NO CHARGE OR OBLIGATION TO YOU

Profits in stocks are 9 times out of 10 made by those with the most complete facts at their command and disposal.

The recent history of U. S. Gypsum shows you how having the right facts at the right time can bring you fantastic profits.

In 1951, you could have bought U. S. Gypsum at an average price of about \$22 a share (in that year, it paid \$1.40 a share in dividends).

Five years later in 1956, these shares sold at an average price of about \$70 (\$2.50 a share in dividends was paid out last year).

Your capital would have appreciated about 350% and you have received a total of \$11 in dividends. The yield on your original purchase price of about \$22 a share would have been about 10.5% based on 1956 dividends alone.

Our Research Staff has studied the gypsum industry and concludes its true and greatest growth period lies in the immediate period ahead.

We are now printing our Special Report-

\$2—and will mail it to you as a regular client in the next few days. You will receive your FREE COPY, without cost or obligation.

★ 18 GYPSUM CLAIMS HAVE AN ASSURED YEAR-ROUND PRODUCTION.

★ COMPANY OWNS 26 ADDITIONAL CLAIMS WHICH REPRESENT 60,000,000 TONS OF GYPSUM ORE IN SIGHT.

★ PROPERTIES ARE LOCATED NEAR EXCELLENT TRANSPORTATION FACILITIES TO SHIP ITS ORE FOR PROCESSING AND TO MARKETS.

★ ENGINEERS REPORT ORE IS OF VERY HIGH QUALITY.

★ TAKING ORE OUT OF GROUND FOR SHIPMENT IS EXPECTED TO BE DONE AT VERY ECONOMICAL COSTS, PERMITTING COMPANY TO SELL OUTPUT PROFITABLY AGAINST COMPETITIVE PRICES.

★ INTENSIVE DEVELOPMENT PLANS ARE PROCEEDING.

★ OUR EXTENSIVE REPORT ON THIS COMPANY AND ITS MONEY-MAKING POTENTIALS FOR THOSE WHO BUY AT CURRENT MARKET PRICES GIVES YOU THE DETAILS AND FACTS NEEDED FOR INTELLIGENT SPECULATIVE PURCHASES.

★ DON'T DELAY — SEND FOR YOUR FREE COPY TODAY. THERE WILL BE NO CHARGE FOR YOUR REPORT AND YOU WILL NOT BE UNDER ANY OBLIGATION.

# J. C. GRAYE & CO.

15 MAIDEN LANE  
NEW YORK, N. Y. • WORTH 4-1030

The statements contained in this report are based on sources which we believe to be reliable, or are expressions of our own opinion. They are offered to you for your information only and not as a solicitation of purchases or sales of any of the securities mentioned.

EXHIBIT "H"

# FREE REPORT

on a  
GYPSUM STOCK

**NOW**  
**\$3<sup>00</sup> A SHARE**

**ACT NOW!**

*Px 5  
1/17/58  
OK Mr James C Graye*  
**THIS**

**SPECIAL SITUATION**  
HAS VERY DYNAMIC PRICE POTENTIALS

**SEND TODAY FOR COMPLETE REPORT  
AT NO CHARGE OR OBLIGATION TO YOU**

**IMPORTANT:** Profits in stocks are 9 times out of 10 made by those with the most complete facts at their command and disposal.

The recent history of U. S. Gypsum shows you how having the right facts at the right time can bring you fantastic profits.

In 1951, you could have bought U. S. Gypsum at an average price of about \$22 a share (in that year, it paid \$1.40 a share in dividends).

Five years later in 1956, these shares sold at an average price of about \$70 (\$2.50 a share in dividends was paid out last year).

Your capital would have appreciated about 350% and you have received a total of \$11 in dividends. The yield on your original purchase price of about \$22 a share would have been about 10.5% based on 1956 dividends alone.

Our Research Staff has studied the gypsum industry and concludes its true and greatest growth period lies in the immediate period ahead.

We are now printing our Special Report—A "SPECIAL SITUATION" GYPSUM STOCK SELLING at \$3 — and will mail it to you as a regular client in the next few days. You will receive your FREE COPY, without cost or obligation.

★ 18 GYPSUM CLAIMS HAVE AN ASSURED YEAR-ROUND PRODUCTION.

★ COMPANY OWNS 26 ADDITIONAL CLAIMS WHICH REPRESENT 60,000,000 TONS OF GYPSUM ORE IN SIGHT.

★ PROPERTIES ARE LOCATED NEAR EXCELLENT TRANSPORTATION FACILITIES TO SHIP ITS ORE FOR PROCESSING AND TO MARKETS.

★ ENGINEERS REPORT ORE IS OF VERY HIGH QUALITY.

★ TAKING ORE OUT OF GROUND FOR SHIPMENT IS EXPECTED TO BE DONE AT VERY ECONOMICAL COSTS, PERMITTING COMPANY TO SELL OUTPUT PROFITABLY AGAINST COMPETITIVE PRICES.

★ INTENSIVE DEVELOPMENT PLANS ARE PROCEEDING.

★ OUR EXTENSIVE REPORT ON THIS COMPANY AND ITS MONEY-MAKING POTENTIALS FOR THOSE WHO BUY AT CURRENT MARKET PRICES GIVES YOU THE DETAILS AND FACTS NEEDED FOR INTELLIGENT SPECULATIVE PURCHASES.

★ DON'T DELAY — SEND FOR YOUR FREE COPY TODAY. THERE WILL BE NO CHARGE FOR YOUR REPORT AND YOU WILL NOT BE UNDER ANY OBLIGATION.

**J. C. GRAYE & CO.**

15 MAIDEN LANE  
NEW YORK, N. Y. • WORTH 4-1030

TO MAKE MONEY IN THE STOCK MARKET . . .

YOU MUST FIRST KNOW THE "INSIDE FACTS"

HERE'S YOUR CHANCE TO OBTAIN FULL INFORMATION  
ON A SPECIAL STOCK SITUATION WITH DYNAMIC PROFITS POTENTIALS . . .

## FREE REPORT TELLS YOU ALL ABOUT IT

The No. 1 rule of successful stock investors is to obtain all possible data regarding a company's properties, assets, facilities, and future prospects BEFORE buying its stock. It follows that, if you possess such information in advance of the general public, you are in a more favorable position to capitalize on it. We are happy to offer you this opportunity to obtain, ABSOLUTELY FREE, a comprehensive analysis and report on a progressive new company in a basic industry. This report will give you FOREHAND knowledge about an exceptional speculative and growth situation which could be your key to highly profitable investments.

### STOCK ROSE 33% IN A FEW MONTHS

The stock in question is that of a relatively new company with extensive properties and claims of GYPSUM—the "Miracle Mineral"—located in an easily accessible portion of Eastern Canada. Despite a general decline in the prices of most stocks during the latter part of 1957, the shares of this company have been steadily out-performing the market. Originally offered a few months ago at under \$2.00 a share, it has advanced firmly to its current price of over \$3.00 a share. Regardless of the fluctuations of the stock market in general, predictions are that 1958 will see an ever-increasing demand for the "Miracle Mineral" GYPSUM. Here, for instance, is a summary of the recent history of U. S. Gypsum, now leader in this industry:

In 1951, you could have bought U. S. Gypsum at an average price of about \$22 a share (in that year, it paid \$1.40 a share in dividends).

Five years later in 1956, these shares sold at an average price of about \$70 (\$2.50 a share in dividends was paid out last year).

Your capital would have appreciated about 350% and you have received a total of \$11 in dividends. The yield on your original purchase price of about \$22 a share would have been about 10.5% based on 1956 dividends alone.

The foregoing will give you some idea of growth and expansion of the gypsum industry as reflected by the largest producer of this basic product. Our free report will give you inside facts and figures concerning a newcomer with outstanding physical resources that place it in a most advantageous position to become one of the large suppliers of this indispensable material.

First of all, you will get a lot of valuable information about Gypsum and find out why we call it the "Miracle Mineral". But MOST IMPORTANT TO YOU, you will get an inside look at the present and future prospects of an up and coming firm with a brilliant future in one of America's basic industries.

### PRESENT PRICE OF STOCK LOOKS GREATLY UNDERVALUED

## ACT NOW!

To paraphrase General "Stonewall" Jackson, get there "fusteth" . . . just fill in the enclosed card and mail it to us. Your FREE report will be sent to you immediately thus providing you with the FOREHAND KNOWLEDGE indispensable for making money in the stock market!

As you will see when you study the report, the price at which this company's stock is currently selling, in our opinion appears to be greatly undervalued and is due for a sharp rise in the immediate future. The reasons for this prediction are all contained in the report, and we believe you will concur with our views after you have studied it.

**J. C. GRAYE CO.**  
15 MAIDEN LANE, NEW YORK, N. Y.  
WORTH 4-1030

The statements contained in this report are based on sources which we believe to be reliable, or are expressions of our own opinion. They are offered to you for your information only and not as a solicitation of purchase or sale of any of the securities mentioned.