

NEWSLETTER

NOW WEEKLY! With art by Vera !
from the Astrology Center of America / AstroAmerica.com

June 3, 2014

ARCHIVE — [Subscribe](#) / [Unsubscribe](#)

Email Dave@astroamerica.com

Support the Newsletter: Become a Sponsor! [Donate](#), or make a monthly contribution: \$5.00 / \$10.00 / \$15.00 New lower prices!

Amazon is bust

AS I briefly noted last week, Amazon is **bust**. They have lately taken to attacking publishers, seeking to get more money for their current best-sellers.

While various Amazon people have said various crude things about the publishing industry over the years, these tend to be the pronouncements of Young Turks. People tend to mellow with age. That Amazon, 20 years old in July, is attacking Hachette, indicates more profound problems.

Amazon was founded, and is still run, by **Jeff Bezos**, who was a tech-driven investment banker before he came up with the idea of an on-line super-store.

Bezos had no previous experience in retail and it showed. No experienced retailer discounts anything, other than as a gimmick. Amateurs who stumble into this trade think discounts will get them customers and that if everything is discounted all the time, that they will therefore have all the trade and get rich. This is false.

I once worked in a store selling binoculars (the amazing **35x50!**) and one of my fellow salesmen was a chap who had previously

tried his hand running a stereo store. At the time (mid 70's) the claim in the electronics trade was cost plus 10%. So my friend set all the prices in his store at his cost plus 10%. And promptly ran himself out of business.

Because, although the stereo receiver you had carefully researched was priced at cost plus 10, the **no-name speakers** you got with it were priced at 3 or 4 times cost. The fancy speaker wire was ten times cost, if not more. By the time you walked out the door with your new goodies, the store had made a decent profit from your business.

Such is how stereo shops presumably still work. The old camera stores were similar. In the 1970's intense competition in New York and London led merchants to import directly from factories in Japan. Which quickly undercut the official importers, which forced the Japanese to buy them out. As it happens I was at ground zero for the camera side of that. Life before astrology!

Sales at the supermarket are different. Food is perishable and harvests produce sudden gluts. One result is cheap green beans the week of the harvest. As canneries are in the same situation, a second result, a month later, are sales on freshly canned baked beans. (Canneries can suddenly have a million cans on their hands. They can pay to warehouse them, or they can sell them cheap.) On the other side of the equation

continued, pg. 7



Astrology, Interest in. Uranus is traditionally the astrological planet, and this is probably correct, at least as regards the deeper aspects of the science. At the same time prominent astrologers have not always had this planet pronouncedly strong in their nativities, and the excessive conservatism and love of traditional authority that has characterized almost all astrological students up to very recent times — and many even now — hardly point to a Uranian rulership. Even at the present time one often reads “appeals to Ptolemy” which are as anachronistic as an attempt by a medical specialist to support his contentions out of the pages of **Galen** or Hippocrates. This implies Saturn has much to do with astrology and its students. Further, in all branches of knowledge, the mental planets Mercury and Jupiter are important, and several notable astrologers have been born under Gemini and Sagittarius. Leo, Virgo, Libra and Scorpio are also common ascendants. The special zodiacal areas associated with Astrology are beyond question those around 27° Leo-Aquarius and 11° Virgo-Pisces. *More next week.*

— **Encyclopaedia of Psychological Astrology**, by C.E.O. Carter. **Buy.**

ALMANACK

for the week (all times GMT)

03	02:55	☽ ✕ ☾	
	14:43	☽ ☐ ☿	Void
04	13:17	♀ ✕ ♀	
	14:21	☽ ♃	
05	20:40	● 15 ♃ 06	1st Qtr.
06	09:14	☽ ✕ ♃	Void
	11:21	☾ ✕ ♃	
07	02:02	☽ ♁	
	11:58	♀ SR	Mercury retro
	20:17	♀ ♀ ☾	
08	11:45	☽ △ ☾	
	19:48	☽ ☐ ♃	Void
09	01:39	♀ △ ♀	
	10:39	☽ ♃	
	19:52	♀ SR	Neptune retro

Extracted from **AstroAmerica's Daily Ephemeris, 2000-2020**. **Buy.**

Vivian Robson's STAR OF THE WEEK



RIGEL beta Orionis 17 ♀ 02

Notes: A double bluish white star situated on the left foot of Orion. From Rijn, the Foot.

Influence: According to Ptolemy and Lilly it is of the nature of Jupiter and Saturn, but later authors consider it favourable and similar to Jupiter and Mars. It gives benevolence, honour, riches, happiness, glory, renown and inventive or mechanical ability.

If rising: Good fortune, preferment, riches, great and lasting honours.

If culminating: Great military or ecclesiastical preferment, anger, vexation, magnanimity, much gain acquired by labour and mental anxiety, lasting honours.

With Sun: Bold, courageous, insolent, unruly temper, hasty actions, bloodshed, many enemies, great good fortune, military success.

With Moon: Much worry and disappointment — *From Fixed Stars*, by Vivian Robson **Buy**

[Astrology Home](#)

[Newsletter Archive](#)

[New Astrology Books](#)

[New Vedic Books](#)

[New Tarot Decks](#)

[Top Ten Books](#)

Copyright © 2014 by David R. Roell. All rights reserved.



IVY'S GEM OF THE WEEK

The Moon and the Overweight Problem

PEOPLE whose natal Moon is moving away from the Sun so that she is increasing in light & so getting bigger, are more prone to obesity because she rules physical development and has been empowered by conjunction to the Sun, ruler of growth, to enlarge in size to her limit which is her Full Moon or obesity phase. For several days before & after the conjunction she is crescent; her ideally slender form, though human beauty requires a little more padding.

The Moon has four phases or quarters. Her conjunction to the Sun marks her New Moon period which is her 1st quarter lasting seven days, during which she increased in size until she squares the Sun and this generally describes the adult as well-rounded. From being well-rounded, her 2nd quarter of another seven days increases to her Full Moon period opposing the Sun, describing the adult as quite plump. In her 3rd quarter of seven days she leaves obesity because she is decreasing in light (weight), and by the time she again squares the Sun at the beginning of her last quarter she describes the adult as well-rounded, as before. In her last quarter, moving to conjunct the Sun, thus losing in size, the adult is described as well-rounded inclining to slenderness. From the effects of the Moon's quarters we can know the native's approximate weight and if reduction is required we take action during her decreasing phase.

— **The Way of Astrology**, 1967. **Buy**

The Murderer Elliot Rodger

ON Friday May 23 there was another horrific **mass murder**, this time in a suburb of Santa Barbara, California. I was going to let it pass as there is no point dwelling upon evil acts. But then the NY Times, on Wednesday, ran not one but two editorials: **As Congress Sleeps, More People Die**, and, **Why Can't Doctors Identify Killers?**

The answer to the second one is easy: 360-some years ago, Enlightened French declared astrology to be stupid. Which was reinforced a hundred years later by Diderot's **Encyclopedie**, which flatly stated:

Astrologers used to be quite common; the greatest men also appeared to believe in Astrology, such as **de Thou** and several others. Today the name of Astrologer has become ridiculous. (1751)

An opinion which for 20 centuries had been relegated to the uneducated ignorant. Up until the French officially gave this lie formal status, whereupon history was forever changed. **Aleister Crowley** had a rejoinder:

Astrologers sometimes make mistakes. From this fact, which even they are scarcely sufficiently brazen to dispute, it follows with mathematical certainty that astrology is not a science but a sham, a quackery and a fraud. Contrast its shameful uncertainty with medicine, where no doctor ever lost a patient; with law where no lawyer ever lost a case, or even with arms, where no soldier ever lost a battle!

As **Richard Friedman** admitted in the **Times** this past week, *we can't reliably identify people who are at risk of committing violent acts*. Which is abject surrender. Congress and the President are overruled by the NRA, doctors are inadequate, in America we live in a wild west society where it is best to never leave your own private fortress.

But what passes for astrology is no better. Googling **Elliot Rodger astrology** turned up a **blog** that claimed Mr. Rodger had no soul. While this is merely a cheap shot, it is based upon the sickeningly persistent belief that some people are better than others. Will we never get past this?

WE start with **Mr. Rodger's** birth date: July 24, 1991 "in the morning" in London. **AstroDataBank** now has a page for Rodger. It gives a birth time of 8:00 am, based on "in the morning," which surprised me. I've taken birth data

from several hundred people over the years. "In the morning" can be anywhere from 3:00 to 11:30 am, as I have asked.

ADB then notes that "Starkman" (Isaac Starkman, an Israeli rectifier) has set Rodger's birth time to 8:10 based on his own computer software, **Polaris**, which works with primary directions, among other things. **Polaris** is regrettably unavailable to the public, as only Starkman, and perhaps his friends, seem to have it. He has been a contributor to **Deborah Houlding's Skyscript**, but you must use the search. He has no website.

Discarding the 8:00 and 8:10 times, we first note Rodger's tight Sun-Saturn opposition. We are told he killed women because he felt his romantic efforts were rejected. It is easy to make the opposition a 1st house Sun and a 7th house Saturn as it immediately focuses our attention between the individual/1st house, and his partner/enemy, the 7th. (We ignore the catch-all nonsense about the 12th house, as catch-alls are to be ignored.)

For support, we turn to **Robson**. Of Saturn in the 7th, he says,

When Saturn is afflicted in the 7th house [opposition to the Sun certainly qualifies – *Dave*] marriage will be a sorrowful and tragic experience. . . . A native who has Saturn in the 7th house is always liable to hindrances and misconceptions, not only in marriage but in all relations with other people. [Rodger killed four men and two women, aside from himself.]

But Rodger's simple Sun-Saturn polarity lacked a trigger. Yes transiting Saturn is square his Jupiter at the moment, but that's not going to be fatal under any circumstances I can think of. There is a lot of stuff presently going on in the middle of cardinal signs and while Rodger had Uranus and Neptune in the middle of Capricorn, he still had nothing to make those transits *personal*. That's the missing piece.

And it's important there be something personal. I have planets at 12 Aries, 10 Cancer, 15 and 22 Libra, and 17 Capricorn. *I shouldn't be alive*, so the thinking goes, but in fact have barely noticed the cardinal mess. The reasons?

1. None of those planets are my Sun, Moon or chart ruler.
2. None are angular.
3. Though two of them rule angles, the angles are 7th and 10th. Not the first.

This is a serialization of Vivian Robson's **A Student's Text-Book of Astrology.**

Part 71
Health and Accidents

THE most important factors in the judgment of health are the Sun, Moon and Ascendant, and the planets in, or the ruler of, the 6th house, but any strong bad aspect renders those parts of the body sensitive that are ruled by the signs in which the aspect falls. The Sun and Moon are general signifiers of the life, the Sun ruling the radical constitution, and the Moon the functional disorders and sympathetic system, and any afflictions to these, or the Ascendant, which rules the body, tend to disturb the health. The seriousness of such a disturbance must be judged by the strength or otherwise of the sign & house positions of the bodies concerned, the strength of the afflicting aspect, and the amount of help received from Venus and Jupiter. In general, afflictions to the Sun are worse than those to the Moon as they denote defects in the radical constitution and give less promise of relief, but afflictions to the Moon are always serious in the case of women just as are those of the Sun to men.

The relative power possessed by each of the signs of withstanding disease has already been given and should always be taken into consideration. (see chapter 2, **Infant Mortality.**)

Each sign of the zodiac rules various parts of the body & when rising, or on the cusp of the 6th, or containing afflicted or afflicting planets, causes those parts of the body to become sensitive & easily subject to disorder. The following list indicates the parts of the body ruled by each sign, the types of disease associated with them, and remarks on certain less obvious effects of planets afflicted therein (more next week) — **A Student's Text-Book of Astrology**, by Vivian Robson. **Buy**

Like what you read? These are excerpts. Get the complete books from:



www.AstroAmerica.com
Order toll-free: 1-800-475-2272

Mars in Gemini

KINKY! You want to try all sorts of experiences. Yours is a dignified, cerebral way of flirting. You are so sophisticated that often folks don't even know you are flirting with them. That's okay with you—weeds out the dumbbells. Watch the gossip, as you are capable of inflicting subtle mental cruelty on a mate just for the fun of things. You know people in all walks of life. You love to drag your dear ones out to new neighborhoods, and you want them to do the same to you. Variety is your god, but you can be faithful to a multifaceted partner. Mind you don't drive your sweetie schizophrenic with your little tests and games. The mind is, after all, the biggest sex organ. You do a lot of your own original thinking. This turns people on, even if they don't understand you. Do you?

You sometimes use cruel words on purpose, and you think you're getting by with it in the name of being witty. You talk, talk, talk people to death until they smother in a sea of knock-knock jokes. Shut up. [Much of this is also true of Mars square Mercury.—Dave]

Jupiter in Gemini

YOU love to talk, and it's no wonder—when you talk you always win. You probably have a lot of telephones. Education never stops with you, and when you're feeling generous, you love to teach people, and you do it in a manner so entertaining they don't even realize how much they're learning from you.

Languages come easily to you, and you learn by osmosis, plunking yourself down amongst the natives and mimicking their sounds until you get it right. Three days later you're speaking Swahili.

— © *Debbi Kempton-Smith*, 1999. **Buy.**

DOG OF THE MONTH



Most Gemini dogs are extremely intelligent & easy to communicate with. Just tell them once 'sit' or 'outside' and they immediately do it.

Lots of energy, no just staying around the house for this one. Will fetch your paper, and all you have to do is talk to him, a real people animal.

He seems fascinated by the sounds his vocal cords can produce, and may happily carry on a conversation with himself. Will do anything for a ride in the car. Sticks his nose out of the window & the faster you go, the better he likes it.

These dogs especially like to play providing they're not hungry.

When you want him to come to you, try rattling paper bags and he'll come running. Geminis like plenty of love and affection.

© *Marian Futterman*, 1976, **Your Dog and Astrology.** Some of the best sun-sign writing I ever came across.

The New Newsletter

Most people, most astrologers, even, have no idea how rich, how varied, astrology really is. I'm lucky. For the last twenty years, I've lived in what amounts to a world-class astrological library, which I've been passing off as **AstroAmerica**. Every week I will serve up a slice for your amusement.

'Til next week — **Dave**

- June 3:**
1539—de Soto claims Florida for Spain.
1888—Casey at the Bat published.
1940—Luftwaffe bombs Paris.
1968—Andy Warhol shot, he survives.
1989—Tiananmen Square ends.



Nothing personal = no result. Don't get me started on the hell of transiting Saturn in Scorpio clobbering my planets in Aquarius.

THEN I remembered Leonardo and a calculation mistake I nearly made with his chart that would have put his Moon one day off. And though it was still a nicely placed Moon, when I had the right day (in 1452 in Italy, the new day began at sunset, not sunrise) Leonardo's Moon was part of a very tight trine/sextile and neatly accounted for a charmed life.

Mr. Rodger, by his own account, was born "in the morning" of July 24. He was born in a country that, at least as late as Prince Harry's birth in 1984, set births in a 24 hour clock that started at noon. In this system, the day starts with the afternoon, which is eventually followed by the morning of the next day. Which means that a birth "in the morning of July 24" would be, to us midnight lovers, a birth on July 25, the 24 hour day having started at noon on the 24th. July 24 would end at noon on the 25th.

Humor me. Add one full day to Rodger's birth, to make it July 25, and the most extraordinary thing happens. What had been a Moon at 2 Capricorn, under no stress whatever, becomes, a day later, a **Moon at 14 Capricorn**.

Exactly conjunct Neptune at 14 Capricorn. Separating from, but still tightly conjunct Uranus, at 11 Capricorn. Getting slammed with the full weight of Jupiter in Cancer, Pluto in Capricorn, Uranus in Aries and Mars, recently retrograding through Libra. There's your trigger.

The next breakthrough was an accident. I set an experimental chart for 5:00 am on the 25th. I busied myself elsewhere in the chart, left my desk for a moment and then came back and saw the chart afresh.

I saw the "accidental" Cancer rising and realized it might be no accident. Cancer rising makes Rodger's Moon the chart ruler and the primary planet in his chart. In backing away from Leo rising/Leo Sun, Cancer rising made him less of an ego, which Leos invariably are. Ruling planet Moon in Capricorn seeks control (is insecure), while in the 6th wants to "serve people" in some vague way (extrapolated, as I often do, from Oken). When the chart ruler is in the 6th or 12th, the native often starts life sickly, but gains strength as an adolescent. I regret I do not know if this is true of Elliot Rodger.

But otherwise the net result is someone who feels he works very hard (6th) but, when the Moon is conjunct Neptune, is in fact completely impractical, and when conjunct Ura-

Elliot Rodger

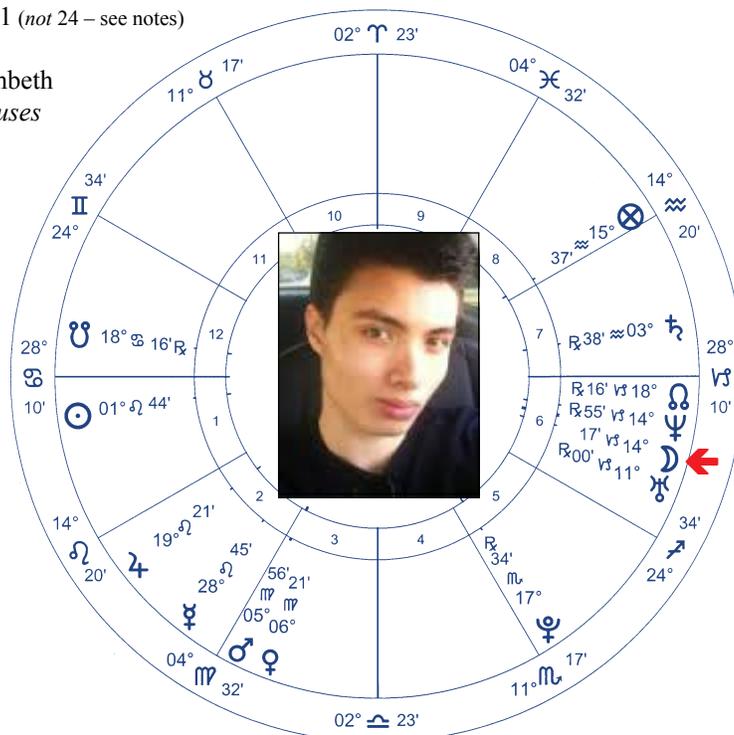
July 25, 1991 (not 24 – see notes)

5:00 am

London/Lambeth

Placidus houses

mean node



nus is very erratic. Which is a recipe for emotional frustration.

Elsewhere in Rodger's chart we note a very tight Mars-Venus conjunction in early Virgo, here in the 3rd. Mars-Venus when conjunct give considerable sex appeal, but only when they are well-placed by house, which here they are not. In Virgo and the 3rd they give considerable intelligence and fluency with words and, in a nod to Mars, an insistence on being heard, on making a noise one way or another. Thus the manifesto.

Mars and Venus are ruled by Mercury, in Leo in the second. Which means that Rodger's intellectual abilities, as well as his frustrated sexuality, are core values (2nd house), which he is proud of (Leo) and which, Sun also in Leo, makes up his very essence.

Somewhere I read the foolish comment that because Rodger died a virgin, he therefore must have had Saturn in his 5th, but this is an inexperienced opinion. Put Saturn in the 5th (at 10:30 am, say), and Pisces is on the 7th, which is otherwise empty. Jupiter in Leo rules from the 11th house, which are partners you pride as also being your best friends. You will still have an upward climb to get one into bed with you, but you will not even think of harming them. (Does no one know their astro ABC's?)

If a 5-ish am birth on the 25th is more-or-less correct, Rodger had a far more profound 5th house problem: Pluto. I confess I

do not like any of the Pluto delineations I have read, and I have read a lot of them. There is something unimaginably awful about Pluto, something I cannot quite put my finger on, something which, if we choose, we can ignore and suppress without harm, but if we do not, we enter a world of intensity, for better or worse.

While Saturn in Rodger's 7th merely meant that no one liked him, Pluto in the 5th indicates sexual cravings that would be very hard to satisfy, if they could be satisfied at all. Note also Pluto's square to Jupiter, which can be described as a desire for extreme power. Scorpio is the sign of transformation, which includes death. Pluto itself has deadly overtones, Jupiter is power, the 5th house is creative (and also includes sports and physical activity), and you have the final pieces of the Rodger puzzle.

When this man finally imploded, he would murder, as a matter of course. Transiting Saturn on the fateful day was at 19 Scorpio. Close enough, as I've learned, to unbalance Pluto. Worse, Jupiter was at 19 Cancer, giving Saturn an extra nudge. Transiting Moon was in early Aries. In a 5 am chart, it would have been in the midheaven.

WE NOW take a step back. We do not declare this man to be less than a Leonardo, we do not think that some are saved while others are condemned.

Instead, we look at this astonishing chart and ask ourselves, *how did any creature of God end up in this miserable condition?* The natal chart is merely a map of where we have been and what that voyage has meant to us. It simply shows our current resting place upon a much longer journey.

Whenever we have a chart with a Sun or Moon polarity, Sun opposed by this planet, or the Moon opposed by that planet, we are looking at the de facto remains of someone who came unstuck from the society in which he lived and who has now been forced to react to that, for better or worse. With some exceptions, the house polarity gives the areas of life that broke down. Such as the relationship problems (1-7 polarity) that Elliot Rodger faced from earliest childhood.

WE typically use the Moon as an aid to solving our various problems. The Moon is our powerhouse of emotional strength, for better or worse. But Elliot's Moon was itself under stress, right from birth. First, it was debilitated in Capricorn, where it was forced to suppress its natural urges in favor of adapting to the wishes of others.

What these may have been Elliot never quite knew, as his Moon had Neptune on one side, which destroyed any sense of reality he might have had, and Uranus on the other, which made him erratic and berserk.

Such was Elliot Rodger's situation on the day of his birth.

Given enough time, given a full life of 80 years, Elliot could have made progress towards solving his underlying social problems. It would not have been without considerable struggle and upon his death, at an advanced age and of natural causes, his work would not have been complete, but it would have been a start. There would have been hope for the future.

Instead, Elliot lived in a deeply sick society and died before he could even get started defining his basic problems. He is now in an even worse state.

Normally those who die at a young age and by violent means have two broad choices in front of them.

One is to obsess the living. If Rodger chooses this, he may become a problem in the Santa Barbara area for a century or more. He may cause numerous more murders, one way or another. He will not be beyond help, but those of us who can be of assistance are few in number.

His other choice is to run, screaming and angry, back into another, premature, birth.

(continued, pg. 6)

THE SALES

There are two. Take your pick:

THE FIRST SALE:

BUY A BOOK - GET ANOTHER AT HALF PRICE.

The rules: Buy any book or tarot deck at regular price, get an Astrology Classics book of equal or lesser value at **HALF PRICE**.

Minimum order: Two books. There is no maximum.

Astrology Classics books are the 50 which we publish. Find the complete list [HERE](#). Any **book** (including **Vedic**), any **tarot deck**, paired with one of the books we publish, will work. You can even get two Astrology Classics books, one at full price, one at half price. Any combination.

➔ On the second page of the shopping cart, in the space for **Promo Codes**, write, "**HALF PRICE**" and we will make the changes, as I regret the cart is not smart enough. (Credit cards are not charged on-line. We do that manually.)

OR,

SALE NUMBER 2:

BUY \$100 OR MORE OF ASTROLOGY CLASSICS BOOKS, GET THEM ALL AT 40% OFF.

Rules: You can *only* buy Astrology Classics, which are the 50 books we publish. See the complete list [here](#). *No other books qualify.* **Your order must total at least \$100,** (shipping extra).

➔ On the second page of the shopping cart, in the space for **Promo Codes**, write, "**40%**" and we will make the changes, as I regret the cart is not smart enough. (Credit cards are not charged on-line. We do that manually.)

Get \$100 in books for \$60.

Get \$150 for \$90.

Get \$200 for \$120, etc.

➔ Should you forget to write "half price" or "40%", send us an email as soon as you can. We will be happy to adjust, but you must make your claim!

Take this opportunity to build your library with the books you have long wanted. —

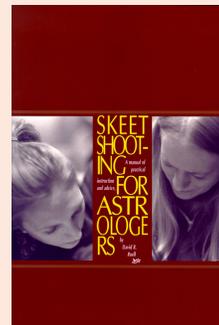
Dave

Some selected Astrology Classics Books

Skeet Shooting for Astrologers, my first book of essays, 2007-2010. Including: Oral vs: written, Dancing lessons, Politicians and Astrology, Be a professional astrologer and make lotsa money, Hot tips in real estate, Mozart's birthday, Charles Carter vs: Adolf Hitler, more. \$24.95

Buy from [me](#)

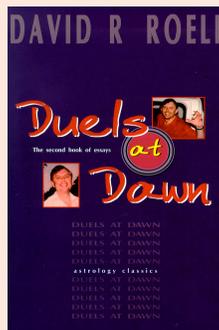
Buy from [Amazon](#)



Duels At Dawn, the second book of essays, 2010-11. Time twins. Republicans. The royals, more. \$24.95

Buy from [me](#)

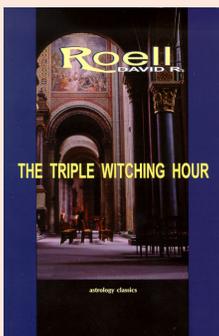
Buy from [Amazon](#)



The Triple Witching Hour, the third book of essays, 2011-12. Astrology under our feet. Science. Ludwig, more. \$24.95

Buy from [me](#)

Buy from [Amazon](#)



Which could be in as little as five years but probably in no more than 20. When he will be even angrier, even nastier, than he was in this life. If this is his choice, then know that **no power on heaven or earth can change it.**

These, by the way, are the choices that confront every executed prisoner. Execute a prisoner, throw a party to celebrate his removal from society, but you have in reality set him free to pursue one of these two paths, both of them evil and both of them beyond the control of the living. A life spent in jail is vastly safer for all concerned and carries with it the possibility the condemned may eventually have a genuine change of heart and escape the endless repetition.

Minus the pre-existing anger, the same choices confront Rodger's six victims. Rodger was not old enough at his death to simply "go to the light," and we are far from the simple religious society where the dead instinctively know to "go to Jesus," (or Buddha, or Krishna, or "the Ferryman," etc.) where underlying problems simply do not arise.

One or more of Rodger's victims may, for example, obsess the living, which can result in suicides, which can themselves result in the horror of serial suicides.

Or they may come rushing back. If Rodger also comes rushing back, we are looking at an eventual confrontation of bitter enemies.

Which takes me to the next level in this sad, sour affair, which you may read in an extraordinary passage in Ronald Davison's book, **Synastry**. For chart examples, he takes up the Manson family and gives horoscopes for Charles Manson, Susan Atkins (one of his followers), and Steven Parent, one of the victims. Despite the fact that Manson and Parent never met, despite the fact that he was not one of their targets, despite the fact that

Atkins pleaded with the rest of the gang not to kill Parent, Davison discovered that Manson and Parent had the most extraordinary synastry:

Manson has the Sun in Scorpio square Saturn. This Saturn was a degree away from Parent's Sun. Manson's pre-natal Saturn was also in the same degree. Manson's natal Mars-Neptune conjunction, a key factor in his horoscope, was in exact opposition to his own pre-natal Sun in 14½ Pisces and in exact opposition to Parent's Venus, close to Jupiter and Mars. Manson's pre-natal Mars in 23 Pisces fell on Parent's Lower Meridian. Manson's pre-natal Mars, Saturn and Sun were therefore involved with key points in Parent's nativity. Additionally, his natal Mars-Neptune conjunction was also involved. Except for the Sun, the luminary representing the will, all the other factors were malefic, and it was Manson who was held principally responsible for Parent's murder, even though he was apparently unaware of his existence. (pgs. 288-9)

I first read Davison nearly 30 years ago. It was a long time before I realized the implications of that passage.

As a result, I would be amazed if there were no synastric ties between Rodger and his six victims. Or between every mass murderer and his victims. The full horror would be if some or all of the members of these various groups have been locked in this kind of struggle from previous lives.

Know that whatever their previous fates might have been, murderers and victims are thereafter all in the same group. This is not to shift blame from the murderers to the victims, for those who act are the ones who must

carry the burden. But it is to suggest the possibility of ghastly "family" type relationships that have spun completely out of control.

How on earth does a group of people find themselves in such a horrible situation? How can they ever escape? If only there were no souls, if only, if only. If only the nightmare could end so easily! We must find the strength to help these people forgive, we must find the means to help them live.

So far as, what could we have done, if we had known, the answer is simple:

Saturn, by house, is where you can be *taught*, where you can learn. And, once taught and then seasoned in the world, Saturn, by house, is where you are uniquely qualified to *teach*. Saturn in the 7th meant that Elliot Rodger had a problem with relationships and needed explicit instruction. A sane world would have given him that. News reports say he in fact sought help from various men's groups. Which was futile.

I NCREASINGLY I want an astrology that is simple and clear, and I, like Joseph Blagrave and Vettius Valens before me, will find excuse to change the data to get that simple, clear, direct chart. I will offer no apologies for changing Elliot Rodger's birth from the 24th to the 25th, as it is based on confusion between **modern civil time** (midnight = 0) and **traditional legal time** (noon = 0). When charts are simple and clear there is enormous power in astrology, for those who will learn this craft and who will dare to use it.

Increasingly I am running up against the astrology community as a whole. More on that next week in a surprising look at **Michel Gauquelin**.

are “end of the model year” sales on the last of last year’s cans. From a store manager’s perspective, supermarket sales can be real seat-of-the-pants stuff.

Clothes are seasonal, the initial retail price has traditionally been three times the store’s cost. When the season is over the remaining stock is “steeply discounted,” typically to 50% of retail. Don’t worry. Do the math. The store is still making a profit, albeit not a big one.

What never, ever goes on sale? Things like shoes, which unlike food are nonperishable and, unlike clothes, are rarely trendy. Sales on shoes are invariably from cheaper manufacturers. Watch for quality.

And books. Books have fixed costs. Traditionally books, unlike shoes or stereos or cameras, were manufactured in batches of several thousand at a time. The printer who did the work demanded payment upon delivery, which put the publisher several thousand dollars out of pocket for stock that might take years to sell, a loose-loose proposition. Unlike clothes, publishers did not have “walking billboards” (people wearing his new product) to attract sales, but instead had to rely upon rather slow word-of-mouth, and whatever sales events (author signings) he could scrounge up.

As a result, the barriers to becoming a publisher have traditionally been quite high. Technology came to the rescue with print-on-demand, which is now about 15 years old. POD is essentially a souped-up laser printer with a collator, binder and cover mechanism that produces books one at a time. It is two to three times the price, per unit, as offset printing, but unlike offset, POD will produce single copies, if need be.

In the book trade, discounts are largely symbolic and have traditionally been restricted to bestsellers (pile ‘em high and sell ‘em cheap), where a lot of stock could be moved quickly. And remainders, being five year old leftovers of a once trendy title that has run its course. New York bookstores are full of them.

The only “real” sale on books would be if a POD title, with high costs, sold well enough to transfer it to cheaper Chinese offset presses, leading to a one-time drop in price. Less than one POD title in ten thousand has ever done this. If even that.

INTO this environment came Amazon, with the simplistic idea that deep discounts on books (of all things!) would produce untold wealth.

Not surprisingly, the first thing Amazon did was put a lot of retail bookstores out of business. Amazon’s gambit was so extreme

it then put a lot of other on-line bookstores out of business, or at the very least, made their continuing existence rather trying. In the process Amazon developed a sexy “bad boy” reputation that persuaded people buy its stock, even though it never paid dividends, as it never made a profit. Amazon has always been a “next year, the moon” kind of company.

HOW did I survive? AstroAmerica.com? Mostly by my wits. Strong mail order. And because I knew the astrology community. I could get books Amazon could not. Increasingly my sales are restricted to such titles: Vedic books, Ivy Goldstein Jacobson, Maynard calendars, etc.

And by publishing. If you use print-on-demand and have the right printer, who himself has the right connections in the industry, and if you know your books, you can deliver product to Amazon at the price that you, not Amazon, set. And thereby harness Amazon’s muscle to sell your product, and on your terms. As this is a long-term solution, you will need to have started, as I did, some ten years back. Presently I have around 50 titles in print. I now net more in wholesale than I do with my core mail order business.

Which is the difference between **AstroAmerica.com** and, I hate to say it, **AstrologyEtAl**, of Seattle. They used to have a retail store, but as they relied exclusively on walk-in traffic, did not develop mail order nor publishing, Amazon reduced them to a PO Box. They have become the book supplier of choice to the UAC astrology conference, which I hear is a mixed bag. Conference bookstores are a lot of work. AstrologyEtAl’s web pages are crude. Their book listings are many years out of date.

HAVING pinned all their hopes on low prices every day, Amazon, like Walmart, has come upon hard times. Unlike Walmart, Amazon sells few essentials. Unlike Walmart, Amazon does not control the manufacture of the products it sells. Unlike Walmart, Amazon is unable to substitute its own products for brand names. Unlike Walmart, Amazon has taken upon itself the expense of stocking all manner of unsalable, self-published garbage (most of their listings, in fact). Unlike Walmart, Amazon customers cannot directly browse at their local store. Given that Walmart is currently failing itself, Amazon’s additional handicaps mean it cannot not continue with its simplistic discount formula.

What should Amazon do? Simple. Hire professionals and give them the power to make fundamental changes. One of which is a 10% price *increase*. Across the board

Prices, in fact, are elastic. Whether high or low, they must meet public expectations. Many years ago I was walking down King’s Road in Chelsea and saw a Sony receiver on sale for 60 quid. As that was a nice price, I immediately bought one, as well as a pair of Sennheisers to hear with. The merchant told me he had been unable to move the stock. When I bought speakers from him a few months later, he told me he eventually doubled the price and sold the Sonys almost overnight.

I heard a similar story years later, about cashmere sweaters. If you have never had a cashmere sweater, you have never had a good one, they are so soft and wonderful. Many years ago we used to get them at sample sales in New York, but I digress.

There was once a store that had gotten a bargain price on cashmere and set their retail price accordingly. But customers turned up their nose when confronted with cashmere (yes, from Kashmir) at the same price as cotton. Eventually the store doubled the price and they disappeared overnight. Wish I could remember the name of the store.

Prices are elastic. I used to sell brand-new Nikons at list price at Harrods. The same cameras that sold for a third less across town. All I could get my hands on, in fact.

RAISING prices is Amazon’s salvation. They will take an initial hit in sales and thereafter make buckets of money, but Amazon’s philosophy, which was rigid from the start, is by now so bad as to make this impossible.

Instead, Amazon will most likely do what many poorly run businesses eventually do: Take many of their suppliers down with them. The one fool thing a supplier can do is to continue to supply stock to a merchant beyond the point where the merchant can be expected to pay for it. It seems Amazon may be approaching that moment.

Having spent twenty years blundering about like an elephant with diarrhea, Amazon has made many enemies. If it goes under I regret to say it will not be missed.

As to how the world will manage without Amazon, traditionally someone else has come along to take up the slack. But at the present time the American economy is dead. It needs only a push, and Amazon’s demise just might be it. Those who have survived hard times in the past are the odds-on favorites to survive hard times in the present and future, but nothing is certain.

As the lady said, Fasten your seat belts. It’s going to be a bumpy ride.