



NEWSLETTER

NOW WEEKLY!

With art by Vera !

from the Astrology Center of America / AstroAmerica.com

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ARCHIVE

Email Dave@astroamerica.com

MAYNARD for 2011 PRE-ORDER

NEW: Morin Book 26: Elections



MAYNARD calendars for 2011 are expected around the first of December. (Jim sent an email this past week saying he was trying for late October, so we can hope.)

WE are now taking advance orders for the **Celestial Influences Wall Calendar** (choice of Eastern or Pacific time), the **Celestial Guide datebook**, the **Astrologer's Guide**, and the **Pocket Astrologer** (choice of Eastern or Pacific). All in the same formats, and the same prices, as last year. Click on any of the blue and you will go directly to our calendars page, where you can place your order.

ORDER NOW, check it off your To Do list, and we will ship as soon as the calendars arrive, whenever that turns out to

be. **NO** credit cards will be charged, **NO** checks will be cashed, until the calendars have physically arrived and are ready to ship, so **please use cards that expire next year** (or later). I will announce in this space when the calendars have arrived, and if there are extraordinary delays, I will announce that, too.

AMAZON

I HAVE one more favor to ask of you. You've been most generous in support of the store the past two weeks. I don't want to ask again for your generosity. I want to be a better fisher of books, in other words, I want to build a better bookstore.

Under the name of **Astrology Classics**, we currently publish 39 books, with more to come. Amazon sells 37 of them, which you can see [here](#). (Scroll past the first four or so: They're not mine.) Have you read any? Have an opinion, good or bad? Share your thoughts with Amazon: Write them a review! I especially need help with **Amazon UK**, as sales in Great Britain have never been good.

I read the financial & economic news. Times will not get good again soon, so we must do what we can. Many thanks to you all! — Dave

EXTRAORDINARY luck would seem to be the gift of good aspects of Jupiter, Uranus or Neptune. Sometimes both good & bad luck seems to be derived mainly from domal positions, and one is reminded that the Greeks called the 11th & 12th houses the good & bad "Angels" respectively. Calvin Coolidge became President of the United States through what was, from his point of view, accidental, and his presidency coincided, through no merit of his, with a period of great prosperity. His map, however, does not seem conspicuously lucky, except that the 11th is heavily tenanted. Data are:— Born 9 am, July 4, 1872, Plymouth Notch, VT.

Seven bodies are in, or within close orbs of, the 11th. The opposition of the Sun to Saturn seems common in the maps of Presidents of the United States, perhaps because of the manner in which they necessarily rise and then fall from power at the end of their term, unlike monarchs, who may retain their purple to the end. — **Some Principles of Horoscopic Delineation**, 1934

ALMANACK

for the week (all times GMT)

			Notes
28	03:04	☾ ✕ ♁	Void
	06:12	☾ II	
	16:28	☾ △ ☉	
29	15:34	☉ II ♃	
30	10:38	☾ □ ♁	Void
	13:47	☾ ☽	
	18:55	☾ ☿ ♀	
01	00:42	☉ ☿ ♁	
	03:53	☉ 07☽52	Last Quarter
	11:34	♀ ♁ ☉	
	22:36	♀ ☿ ♃	
02	07:15	♀ ♁ ♃	
	14:24	♀ ☿ ♁	
	15:23	☾ ✕ ♀	Void
	18:22	☾ ♁	
03	11:27	☾ ✕ ☉	
	15:04	♀ ♁	
	21:58	♀ ☿ ♂	
	23:07	♀ ♁ ♁	
04	06:33	♀ ♁ ♁	
	13:53	☾ ☿ ♀	Void
	20:00	☾ ♁	

Extracted from **AstroAmerica's Daily Ephemeris, 2000-2020**. Get yours!

Happy Birthday, Sting! (10-2-1951)



STAR OF THE WEEK

★★★★★

VINDEMIATRIX *epsilon Virginis* 10 ♁ 05

Legend: Vindemiatrix, or as it was originally called, Vindemiator, the Gatherer of Grapes, represents Ampelos, the son of a satyr & a nymph, to whom Bacchus, in token of his fondness, gave a vine planted at the foot of an elm. While gathering grapes Ampelos fell & broke his neck, whereupon Bacchus placed him among the stars as a memorial of his former affection.

Influence: According to Ptolemy it is of the nature of Saturn & Mercury . . .

With Sun: Worry, depression, unpopular, failure in business, harassed by creditors.

With Moon: Worry, many disappointments, loss through law or writings & theft, bad health, failure in business.

With Mercury: Impulsive, too hasty, loss through writings & business.

With Venus: Trouble through love affairs . . . — from **Fixed Stars**, by Vivian Robson

Ivy M. Goldstein-Jacobson
1893-1990

IVY'S GEM OF THE WEEK

The Singleton Approach

BESIDES those of us interested in astrology who keep in active touch with the charts of relatives, friends & clients as well as our own, there are many people who for one reason or another lack the time or interest required for the basic mathematics & additional branches of the science. They are loners, having the frankly-admitted personally-motivated, self-activated singleton approach, knowing where they stand & having no complications . . . arriving earlier in life than many who think to go singleton after their last sabbatical.

They need the chart done for them complete with solstice points, parallels of declination, Arabian Parts & the date & position of planets changing direction within 90 days (as years) before & after birth, denoting important future developments to prepare for. This way, they never need the natal ephemeris at all, secondary progression being replaced by age-directing based on adding the age at an event to the natal planets.

Give that person his natal chart, with planets shown in red for easy recognition, and also for pinpointing aspects quickly as a conjunction or opposition there. Outside the wheel, give the planets' solstice points, explaining that they mark turning-points in life when being aspected or when moving forward to make aspects.

In the center of the wheel repeat the symbol for the planet ruling his day of birth, saying it will always be active in the main events in his life & have him locate it in the chart, and name which numbered house it is in. Ask his age at some special event & show how that planet made or received a confirming aspect. — **From Outer Space to Planet Earth**, 1982

The Story of a Book

THE mail arrives early in Colorado. I was having lunch on Wednesday when Steven rang. He had just that moment got the October/November issue of **The Mountain Astrologer**. Do you have that book they reviewed, **One After Another**, by **Kennet Gillman**, he asked?

First I'd heard of it, I replied. My issue of TMA won't arrive until later today. But that's not important. I'm always the last to know. Let's go find it & get stock.

So I went to the New Leaf website, my main supplier, but it wasn't there, which anymore doesn't surprise me. Then I went to the **AFA** site, my other supplier. Wasn't there, either. Since books are in print at least three or four months before TMA's review appears, and as Jack will stock anything he can get his hands on, this was the first hint of trouble.

So I went to Amazon. Amazon's a target. Everybody with a printing press wants Amazon to sell their book. They would have it, for certain.

But Amazon didn't seem to. That's bad. Very bad.

The next step is to do a general web search on the title & author. Google found the book – at Amazon, and for \$32.50, \$8.00 **more** than the price given by TMA.

Amazon gave me my first clue: The book was supplied by **Lulu**.

Lulu is a vanity publisher, which means it deals directly with authors. Lulu typesets, it does page layouts, it will create your cover. All this comes at a price. **One After Another** has 412 pages and is in a 9.7 x 7.4 inch format. **Lulu charges** 2.5 cents per page, plus \$5.50 to bind it. Do the math: Each copy of Gillman's book has a printing cost of \$15.80.

I don't know how to break this to you, but nobody in retail, not even your cousin, sells for what he paid for it. We all have a margin. A publisher multiplies his printing cost by about five to get a retail price. He does this because he has to sell to wholesalers, who sell to retail stores (like mine), who sell to you. Each of us are necessary, and all of us have to be paid. That's just the way things are.

So, based on cost, a fair retail price on Gillman's nice new book is about \$75.00. A marginal price, if Ken doesn't want to make any money for his work, would be \$60. Lower than that, and there's no distribution. None.

Lulu says they have no set-up fees, which I presume is true. But they make up for that

with high production costs. Lulu's list price for Ken's book, which matched the price that TMA gave, was \$24.56. Working through the **Lulu Price Calculator**, I learn that Mr. Gillman is being paid less than fifty cents royalty per book. That's theft, Ken. You're being robbed. Which explains Amazon's higher price. Lulu isn't giving them a margin, so Amazon is looking out for itself.

So I regret to say you won't see Ken's fine new book here, or in stores. You can get it directly from **him**, or from **Lulu**, or from **Amazon**. That's it. That's all the distribution Ken has got, or will ever get.

By comparison, if Ken can figure out how to typeset his book & design his own cover, if he can figure out a desktop publishing program & convert the resulting mess into pdf files, **Lightning Source** will produce copies for 1.5 cents per page, plus 90 cents for binding. Lightning Source can produce his 412 page book for \$7.08. Five times that? Why, that's pretty much what Amazon is accidentally selling it for. A Lightning Source produced book is one that Jack can stock, as can I, as can any other bookstore that takes an interest. And you could buy it. Lulu books are dead ends.

For that, Lightning charges \$105 in setup costs. With Lightning, Ken can expect to make about \$8 per book at wholesale, so he needs to sell 14 copies to break even – less if he can move a few copies at retail directly on his website. That's not very many. After that, the author makes money. I want authors to make money, it encourages them to write more & better books. So, **who prints your book really does matter**.

I've long been frustrated that many of the books the Mountain Astrologer reviews are just not available to stores like mine. Or – and this is deadly of me to say – stores that carry TMA in their magazine racks. (I am exclusively mail order. Magazines don't work for mail order. Apologies.) One reason bookstores stock magazines is that people who read magazines will read books. Therefore, publishers will advertise books, magazines will review them, in the expectation that people who buy the magazine will then look elsewhere in the store to buy the featured books. It's discouraging to readers as well as store owners when those books just can't be had.

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The Marriage Partner

THE selection of the planet representing the marriage partner in a horoscope is a matter that gives rise to a great deal of uncertainty and confusion in the mind of the student, owing to the extremely unsatisfactory textbook rules. We are told that in a man's horoscope the wife is denoted by the planet to which the Moon applies, and in a woman's horoscope the husband is represented by the planet to which the Sun applies. This is quite a straightforward rule so far as the Moon is concerned, but when we come to the Sun we encounter the first difficulty, for if we are to consider only the planets to which the Sun applies we are forced to exclude the Moon, Mercury and Venus which can never indicate the husband unless, in the case of the latter planets, they happen to be retrograde. The only way round this obvious absurdity is to treat all the planets in the horoscope as fixed, and move the Sun round to them, as is done in directional processes, but no writer has ever suggested that this method should be adopted, and the use of ephemeral rather than directional motion has always been implicitly understood.

Even here, however, our difficulties are not at an end, for we are also told that the marriage partner is denoted by the seventh house & any planets in it, together with the ruler of that house. If all these rules are to be followed, it is clearly quite possible for every planet to be involved, so that it behooves us to try to reduce this chaos into some kind of order. — **Astrology & Sex**, by Vivian Robson. **Robson** is such a fine writer that he is increasingly crowding out many of the other books I publish. You could become an outstanding natal astrologer studying his books alone. I am certainly learning much — *Dave*

from

A Complete Dictionary of Astrology

by James Wilson, 1819

THE term **FIXED** is very inapplicable to many of the stars, and probably to them all. Several new stars have appeared, several old ones have disappeared, and a still greater number change their places. One in Cassiopeia, in 1572, appeared as large as Venus at her brightest perigee, and was actually seen in daylight. It continued so for sixteen months, and then gradually disappeared without changing its place. Some think it returns periodically in about 319 years [1891-2]. There is a star in the Whale's Neck that appears & disappears seven times in six years. Another, near the right heel of the serpentarius, appeared in 1604, as large as Venus, and totally disappeared in 1605. One star in the Swan's neck appeared & disappeared several times, at very unequal periods, and in 1715, it settled as a star of the 6th magnitude, and so remains. Another star, near the Swan's Head, appeared & disappeared several times, and is now wholly lost. Another in the Swan has a period of about 405 days, but not quite regular. A number of other stars have appeared in Cassiopeia, and some of them have again been lost. One in her knee disappeared, and two more appeared north of its place. Caput Algol is a variable star, and its period is 2d. 21h. It remains 2d. 14h. as a star of the 2nd magnitude; in about three hours and a half it declines to a star of the 4th magnitude; in about three and a half hours more it resumes its 2nd magnitude, which it retains for 2d. 14h. as before. Beta, in Lyra, likewise has a period of 12d. 19h. during which time it appears of several magnitudes, from the 3rd to the 5th. — **Dictionary of Astrology**, by James Wilson.

This is a serialization of Vivian Robson's masterpiece, **A Student's Text-Book of Astrology**. It is now in print.

Part 6:

General Principles of Judgment

PLANETS are not equal in strength in any one map. A planet in elevation or in an angle, or in a favourable sign or house, or very strongly aspected, is stronger for good than another not so placed. Of the houses the angles come first in importance, then the succedents, and then the cadents, and in the case of the signs the order of importance is first cardinal, then fixed, and then mutable. A planet in its own sign or exaltation is stronger and more powerful for good than when in other signs, whilst a planet in fall or detriment is stronger for evil. A retrograde planet usually denotes hindrances in matters signified by it and much of its good or evil does not materialize. This position does not, however, make it more malefic as has sometimes been erroneously stated. A stationary planet is always very important as its influence is thereby intensified.

The planet ruling the rising sign, i.e. the sign on the cusp of the 1st house, is called the Lord or Ruler of the Ascendant, and is always of great importance. In a general way it typifies the native himself, and is frequently said to be the ruler of the horoscope, but it need not necessarily be so if there is another body that is exceedingly strong by sign, position, and aspect. Always try to determine which planet is strongest in the map as that body will have great influence over everything. Such a planet should be in an angle and strong by sign & aspect. Strength is increased by elevation, and the most elevated planet in the map is always important, as also is a rising planet, and one with a large number of aspects. In the mere matter of strength the nature of the aspects involved is not of consequence, and the strongest planet will often be more evil than good. — **A Student's Text-Book of Astrology**, 1972

