



NEWSLETTER

NOW WEEKLY!

With art by Vera!

from the Astrology Center of America / AstroAmerica.com

August 21, 2012

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BRAINPOWER!

SOMETIMES it takes delirium to get a brain started. Or a whack between the eyes with a 2x4. There is a better solution than donations and subscriptions.

I publish nearly 50 astrology titles. Some dang good books. But like many small publishers, once I have books in print, they tend to languish, as I don't have the time or the know-how to give them proper PR.

All my titles are available at Amazon—and for hefty discounts. They need attention. *They need reviews.*

Here's where you can help. We — you and I — haven't got money, we're just not money people. No fault of our own.

What we've got are brains. Lots of brains. You may not think so, but if you can

read this newsletter — which I write for myself — and can keep up, you're smarter than you think. It might be that I make you smart, but if you were not smart to start with, you would not be here. Give yourselves a pat on the back. You've earned it!

Below are the first ten titles. Have you read any of them? Do you have them in your library? If not, have you been curious about them, have you wanted to explore them?

Pick one. Pick two. Click on the title. The links will take you directly to the Amazon page. Reviews do not have to be fancy. They do not have to be long. They do not have to be analytical. Nor should they be mindless raves. The best reviews are simple, straightforward and honest, and need be only a few sentences long:

Astrology & Sex, by Vivian Robson. His last book, published the year before his death. On relationships.

Christian Astrology Books 1 & 2, by William Lilly. The greatest astrology book in the English language. What has Lilly taught you? What have you learned?

Christian Astrology Book Three, by William Lilly. One of the greatest books on na-

continued, pg. 5

ASTRO MED A to Z

Reliability; Method; Punctuality. These virtues depend upon the whole tenor of a horoscope, but chiefly upon Mercury and Saturn, being especially connected with Capricorn and Virgo. If these planets are well-placed, there will be great conscientiousness in matters of detail. On the other hand, afflictions in the mutable cross have the opposite effect, and make the mind either careless and slovenly in details, or mentally confused and chaotic. The same is true if Mercury is afflicted, especially by Jupiter or Neptune. However careful the native may be, he is nearly always at some time betrayed into slips and errors in matters of detail. But if the rest of the horoscope is good these will appear "unaccountable" and alien to his nature. Violent afflictions, as between Mars and Uranus, in mutable signs often render the native careless through indifference and recklessness.

Reforming Tendency. Reform usually comes from Uranus, which is always ready to break down and build again, but this planet tends to act in extremes and is seen at its best when combined with Jupiter. . .

—from **Encyclopaedia of Psychological Astrology**, by Charles Carter. **Buy.**

ALMANACK

for the week (all times GMT)

Notes

21	16:54	♂		♄	} Lots of parallels
	17:55	☾		♄ ♃	
	17:58	☾		♄ ♃	
	19:54	☾	#	♃	
22	00:00	☾	♄	♃	} Double whammy
	06:25	☾	♄	♃	
	07:14	☾	*	♃	
	07:54	☾	♃	♃	
	09:53	♃	#	♄	} Void
	17:07	♃	♃	♄	
	20:59	♃	#	♄	
	22:56	♀	*	♃	
23	09:34	☾	Δ	♀	} Void
	15:24	♄	♃		
24	10:50	☾	♄		} First Quarter
	12:32	♃	♄	♄	
	13:53	♃	01	♄ 48	
	25	10:25	☾	♄	
26	06:40	☾	*	♃	} Void
	06:54	♄	Δ	♄	
	13:59	☾	♄		
	20:50	☾	Δ	♃	
27	02:06	☾	♄	♄	

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



STAR OF THE WEEK

★★★☆☆

REGULUS alpha Leonis 0 ♃ 00

Notes: It was one of the four Royal Stars of the Persians in 3000 BC when, as Watcher of the North, it marked the summer solstice

Influence: According to Ptolemy it is of the nature of Mars and Jupiter, but most later authors liken it to Mars only. It gives violence, destructiveness, military honours of short duration, with ultimate failure, imprisonment, violent death, success, high and lofty ideals and strength of spirit, and makes its natives magnanimous, grandly liberal, generous, ambitious, fond of power, desirous of command, high-spirited and independent.

If rising: Great honour and wealth, but violence and trouble, sickness, fevers, acute diseases, benefits seldom last, favour of the great, victory over enemies and scandal.

If culminating: Honour, preferment, good fortune, high office under Government, military success. If with Sun, honour and fortune. —from **Fixed Stars**, by Vivian Robson. **Buy.**

Ivy M. Goldstein-Jacobson
1893-1990

IVY'S GEM OF THE WEEK

From

My Notebook for Neptune

NEPTUNE in an angular house is romantic and sometimes attracted to marriage before the wedding, or a mistake in that document comes to light later. The marriage ends in divorce or the partner's death, and an unusual situation develops in the interim. There is detachment from relatives, changes of address and possibility of a voyage, sometimes a freak accident.

Neptune in a succedent house gives danger of a financial loss through fraud, speculation, unfortunate trust in the partner or spouse, dependence on an unfavorable Will or false friends; and by robberies. Denial of children or disappointment in them because of their actions; miscarriage or abortion probable, since this is the planet of assassination and suicide. Alienation from friends or they are seen but seldom. Unconsciousness at death, which is calm and peaceful.

Neptune in a cadent house gives strange illnesses hard to diagnose, addiction to medicines, poisoning, hospitalization or imprisonment; voyages, elopement, defrauding of insurance, or through false relatives. Through accident or age impairment or weakness, this is the planet of substitute members, such as dentures and glass eyes, wigs, replacement limbs, and so forth.

Anyone born with Neptune conjunct the Sun, Moon or Mercury must have sound advice from others before committing himself to an important decision, lest he make a serious mistake. This is the planet that can easily and often lead the person regrettably astray.

Here and There in Astrology, 1961. Buy.

AstroAmerica is 19

WHAT is now known as AstroAmerica came to life on Saturday, August 21, 1993, at 10:00 am in Ventura, California. This was elected.

Earlier in the month we were scurrying about, filing papers, finding office furniture, devising some sort of business plan and every now and then wondering about a good day for an opening. I have in the past criticized people for electing opening times of, say 3:57 am on Sunday morning, as it seems to me that an impractical time would make for an unlikely chart, regardless of any supposed planetary effects to the contrary.

So when I saw that Jupiter would be exactly on the ascendant at 10:00 am on Saturday morning, I did not look any further.

IHAD been lured to California three weeks earlier, in quest of some other business, but this is already ahead of the story, which might interest you.

Like many others I was upset with Vatican II and the foppish, although much needed changes that came in its wake. As the Church could not explain itself to my satisfaction, I determined that I would find out for myself. The remarkable thing was, at the age of 13 I had not the slightest doubt that I could.

Parents, if you see your child set off in a hot-headed direction like this, there is no point in further schooling him. He will learn on his own, presuming he learns anything at all. And in fact, grade school and high school and college were for me long and dreary and boring. Employment opportunities were nil, my social life non-existent, which made sitting in a chair a good way to pass the time. Midway through college I discovered I could use it as a springboard for European exploration and eagerly did so.

I was making a life study of metaphysics and as the years passed I peeled away layer after layer, going deeper and deeper. Finally I thought I had it down to my satisfaction and, a bit bored, looked about for something else. Astrology had been staring at me for years, but newspaper horoscopes were hardly of interest. I thought I should have a look just to cover my bases, so one fine day I walked into Weiser's (when it was on Broadway, in New York) and asked for a basic book on astrology.

The clerk gave me **Alan Oken's Complete Astrology**, which I read from cover to

cover. While I now think the book is wordy, I still have the highest regard for Oken's delineations, which are among the very best, and to which I often still refer.

At the time I was writing dates down in books. It was Monday, October 24, 1983. Put the Sun in the 8th, you will not be far wrong. Such was my introduction to astrology.

By 1990 I had spent four years at Henry Weingarten's New York Astrology Center, where I ran about 12,000 charts. I worked briefly with Leon Morgan, who went on to do outstanding work with the **New York Open Center**, and for more than a year with the late **Michelle McKee**, for many years a mainstay of the **Kristine Mann Library** at New York's C.G. Jung center.

In March, 1990, we moved to Los Angeles, because LA was the place to be. When, a year later, it turned out that it wasn't, I came back to New York, empty-handed and on my own. I then lived in the unfashionable outer reaches of Park Slope, in Brooklyn, and held three part time jobs simultaneously. The best of them was as a clerk in a landlord's office. There was a memorable affair with a Chinese woman, fleeing a bad marriage. It might have worked, but in May, 1993, her family, who were determined she should make her marriage work, caught up with her.

In July the ex called. (The one who had dumped me in 1990, after seven years.) A psychic friend of hers was retiring and wanted to sell her bookstore. If she bought it, would I come to California to run it?

I had nothing in New York, not even friends. The offer might have been real, it might have been fake, it made no difference. It was something new to try. At worst I would be no better off in a bad job in Ventura than I was in New York. At best, I might have something fun to do.

I gave my notice, and around the first of August, 1993, packed the back of a Budget rent-a-truck, and set off. There were historic floods along the Mississippi that year. I took the 270 bypass north of St. Louis, the river was miles wide at that point. Outside Boonville, MO, where I70 crosses the Missouri, the river was level with the road and two of the four lanes were blocked. Understand the Interstates are *National Defense*

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www.AstroAmerica.com

Order toll-free: 1-800-475-2272

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

Part 107:

Interpretation of Directions

The progressed horoscope cannot be read in quite the same way as a radical map. The birth horoscope is fixed and rules the whole of the life as it represents the character, environment, and type of life into which the native is born or with which he is furnished. By the gradual progression of the planets away from their birth positions, however, a certain amount of freedom arises and the native is able to expand or to change along the lines indicated by the progression. The progressed horoscope changes only very slightly from year to year and therefore if read as a birth map it would hold good for many years. But all changes in the progressed horoscope must be interpreted in terms of the birth map, as that is the radical or root map of the life and therefore has the major significance and power, so that the most important point is not so much where the planets are in the progress as in what relations they stand to their birth positions.

The following are the rules for judging a progressed horoscope and for estimating the happenings at any time in the life:—

1. The Solar and Mutual directions are the most important as they are the slowest in formation and may be in force for many years. Tabulate the aspects made by the progressed Sun and keep them together, and do the same with the other directions, keeping each set of aspects to a particular planet in a class by itself. Suppose the Sun is in trine to Jupiter at 19 years of age, and next forms a square to Saturn at 27. The mid-point between these aspects occurs at 23, and the influence of the trine to Jupiter will extend to that age when it will be gradually replaced by the influence of the square to Saturn.

— *A Student's Text-Book of Astrology*, by Vivian Robson. Price \$25.95. **Buy.**

From *Matheseos Libri VIII*,
by Firmicus Maternus

Virgo

WHOEVER has the ascendant in the first degree of Virgo will be conspicuous for his high position, provided the Moon is full or is in favorable aspect. He will become a friend of a king or queen for his literary qualities and will have many in his power. But if Mars is in aspect he will be a male prostitute and he will die in humid places. Those who have the ascendant in the second to the sixth degree of Virgo will be priests, prophets, or *haruspices*, conspicuous for high position.

Those who have the ascendant in the seventh degree of Virgo, together with a waxing Moon or one located on the ascendant, will be priests or *haruspices*; they will be powerful and always overcome their adversaries with their authority. But if Jupiter and Mars are in aspect to this spot, they will be generals who lead armies against the barbarians and die on the expedition. If Mercury is in aspect they will be in charge of treasures or be money lenders.

But whenever Saturn approaches this spot they will be in great poverty. If Jupiter alone is in this degree, all kinds of good fortune are indicated. If the waxing Moon is in aspect to Jupiter, the natives become fast friends of the powerful through their own merits and their good looks. But if Venus is in that place she will make prostitutes of women. If Spica, the star, has the ascendant under her, the natives will be successful millers. But if the ascendant is next to Spica, they will be miserable paupers. (Now at 24 Libra.— *Dave*)

Those who have the ascendant in the 8th degree of Virgo, that is, in Spica itself, will be religious and just, conspicuous for their magnificent office, immensely wealthy, and rejoicing in many offspring. They die of old age. Those who have it in the 9th degree will be fighters who win wreaths

Ancient Astrology Theory and Practice, translated by Jean Rhys Bram. **Buy.**

deVore returns:—

Entries under A

Advantage, Line of. A term sometimes used with reference to the position of the Moon's Ascending Node in a Geocentric Figure. The line of advantage runs between the cusps of the third decanates of the Third and Ninth Houses. A position of the Node East of this line is judged to be favorable. Related to it are the Arcs of Increased and Dwarfed Stature. From the middle of the First House, clockwise to the middle of the Eighth House, is the arc of Increased Stature, with its peak at the cusp of the Twelfth House; and from the middle of the Seventh House, clockwise to the middle of the Second House, is the Arc of Dwarfed Stature, with its peak at the cusp of the Sixth House. v. Nodes, Moon's.

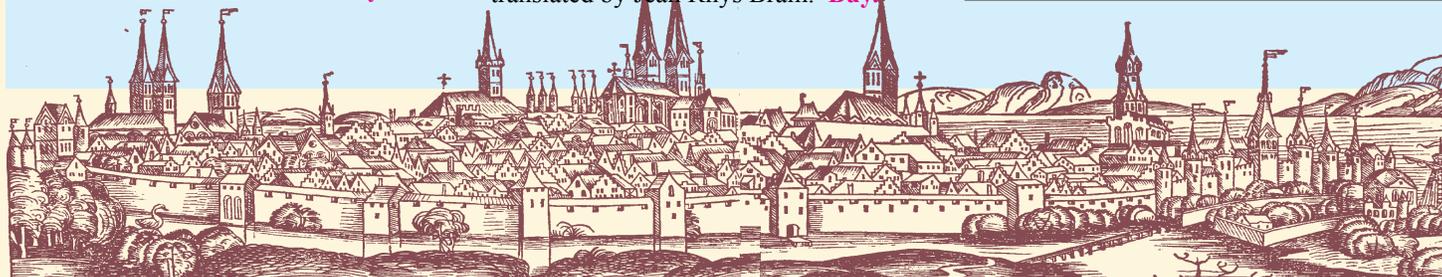
Affinity. A binding by mutual attraction. The Sun is said to have an affinity with all the planets; Mars with Venus, in a magnetic or physical sense; Venus with Jupiter, in a philanthropic sense as one who loves his fellow-men; Venus with Mercury in an artistic sense.

Afflicted. Afflicted by. In affliction with. Unfavorably aspected. Loosely applied to (a) any inharmonious aspect to a planet, or (b) to any aspect, particularly the conjunction, parallel, square or opposition, to a malefic planet. Also by some authorities applied to a mundane or zodiacal parallel with, or when, besieged by both Infortunes. Some authorities consider that the sensitive degree on any House cusp can be afflicted, though any such consideration must be confined to instances where the birth-moment is known to a certainty.

— *Encyclopedia of Astrology*, by Nicholas deVore. **Buy**

August 21:

- 1680—Indians capture Santa Fe
- 1831—Nat Turner rebels, Virginia
- 1863—Quantrill's raid, Lawrence, Kansas
- 1911—Mona Lisa stolen, Paris
- 1944—Dumbarton Oaks conference



Highways, which means they are to be all weather roads and far above a river's flood stage. This will give an idea just how bad the floods were that year.

It was two days from New York to Kansas, where my parents lived. I rested with them for three days (I was in no hurry), and then continued onward. Two days later I was driving up the 101 north of Los Angeles. I was tired and decided to have fun with the cars on the road. I took to following a white Oldsmobile. Turned out, the ex herself was driving it. There were many odd things like that between us.

In Ventura I saw the bookstore, which was in a back room on a side street far from anything. The asking price was \$10,000, which the ex would pay, or so she said, but there was hardly more than \$300 in stock and virtually no fixtures or fittings. The only retail traffic were clients seeking readings. It seems the psychic's "retirement" was merely a way to get out of paying store rent, and maybe making herself a hefty profit on the side. She would henceforth give readings at home. Wouldn't you?

It was put to me that I could refuse, whereupon my ex would stiff her friend, and that the two of us would "do something" to make up for it. Start our own store, maybe.

Remember that barely a week before I had quit my job, emptied my bank account, vacated my apartment, driven across the country and now found myself stranded in a strange California town with fast-talking friends. *Fun*. Sure, I said. Let's start a store.

The next day we started looking for a store to rent. I recall space in an arcade downtown. I don't remember why we did not take it, was later glad we did not. We found an out of the way place on Fir Street, the rent was \$300/month, the landlord agreeable. We signed.

Then we had to find someplace for me. As I had no car and as the ex could not promise one, it had to be within walking distance of Fir. We looked about and found a studio on Poli (*pough-lie*, the gh is silent) and rented that. Whereupon we immediately unpacked the truck. Some to Fir, most to Poli.

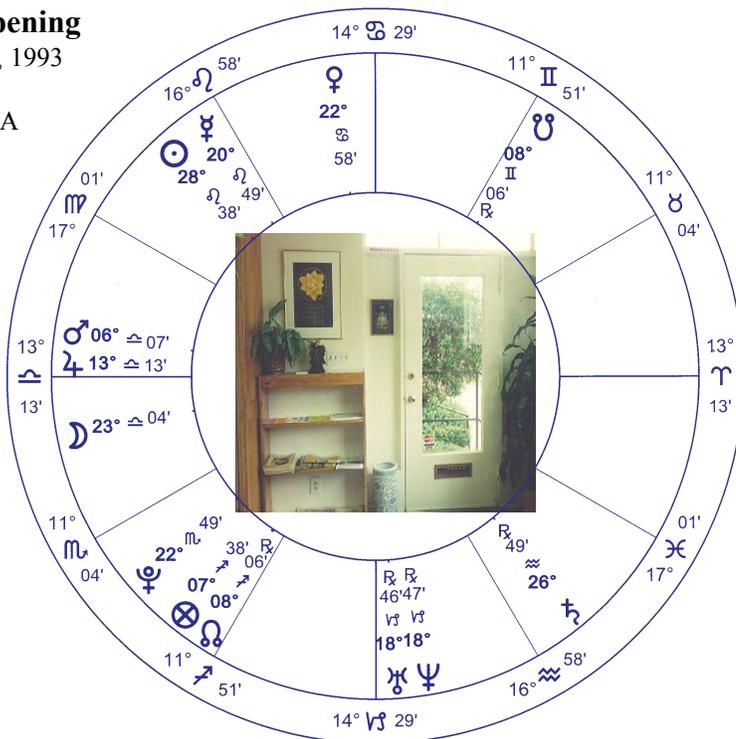
Truck rental companies give about 12 days for a cross-country move. In that twelve days I had packed, driven half-way across the country, had two or three days break, driven the remaining distance, been pushed out of what I expected, ran around town looking for a store, ran around town looking for an apartment, found both, unloaded the truck and turned it in ONE DAY LATE. I am still astonished so much was done in so little time.

Store Opening

August 21, 1993

10:00 am

Ventura, CA



Then there were papers to file. As we had never done anything like this, we were piecemeal. Here and there and back again. DBA, business license, sales tax, publish in the newspaper, then to the bank for a business account of some sort, etc.

The Ventura County Fair was scheduled to start on the 21st. It typically ran for two weeks. It always started with a parade down Main Street, just half a block away. There would be all manner of people flooding past my door. I ran a chart. I was astounded to see Jupiter exactly on the ascendant for the moment the parade was scheduled to start.

I got to the store around 9 that morning. I left the door open until about 9:30, when I closed and locked it. At precisely 10 am I swung it open. I had only computerized interpretations to sell. My records show I had two customers that day. Which was the best day I had for some months.

SUCH is how AstroAmerica got started. At the time we were known as The Astrology Center of Southern California, as even then I was too pompous for *Dave's Seaside Astrology Shop*.

That fall we rented half a booth at Los Angeles' Whole Life Expo, which for us was a bust. I had a booth at the Visions 93 conference at San Diego, at which I was berated by a Mr. Hugh M., because I had a few books for sale while his conference store had none (his fault, not mine). While there I made the acquaintance of Tem Tarriktar of **The Mountain Astrologer**. I was trying to get a chart

service off the ground (phone in-fax out, 1 hour service) and placed classified ads in subsequent issues. Back then TMA appeared nine times a year and was trying for twelve. I had reasonable success with classifieds.

January 17, 1994, 4:31 am was the Northridge quake. Asleep in an apartment on stilts on the side of a hill on Poli, I experienced it as intense, violent vibration, rather like severe air turbulence. When it was over I turned on the lights and phoned my family in Kansas to tell them I was okay. I heard later that my sister in law, who took the call, scoffed that as she had not heard anything on the radio, that nothing had actually happened. Two minutes later the power went. It came back on about 12 hours later.

In February my lease on Poli was up. I could renew or move. Money dwindling, I moved in with a friend in Oxnard, which lasted about two weeks. Thereafter, for the three years I remained in Ventura I lived in the back of the store. Which was illegal, but I wasn't the only guy doing it.

Early 1994 I filed for an income tax refund and in anticipation, bought \$1000 in books from Bookpeople, in Oakland. The refund was seized for non-payment of students loans, which resulted in two years of COD terms with Bookpeople. With stock in front of me, I started work on a catalog. I had previously written a catalog while at Henry's place in New York. It had been fabulously successful. Copy success! Why not?

Late summer, 1994, I had a catalog, I

wanted to advertise it. Classified ads in the Mountain Astrologer had gotten classified results, which is to say, a little here, a little there. Full page ads would get full page results, or so I hoped. A full page would let me plug actual books. My thinking was that if you would read a magazine about astrology, you would buy books about astrology as well. It is a tight fit.

To do it, I had to pay not only for the first month's ad, but also the second, which was due before the first one would appear. It was the very end of my money and an all-or-nothing gamble. It was a success.

The first ad appeared in the October, 1994 issue. Which a friend borrowed and never returned, so I myself do not have a copy.

SO after a year of struggle, full page ads in the Mountain Astrologer made me an overnight success, and while Tem and I fell out about three years later, I will always be grateful for the help he gave. It is more than I can repay.

Why do I not advertise in the Mountain Astrologer now? Sad to say, I've sold about as many books to their subscribers as those subscribers want. The Mountain has always been a small magazine, books have a low markup, the combination of small audience and high costs makes for rapid advertiser burnout. If the books I publish were better distributed there would be the possibility of quarter page ads as a publisher. I've toyed with the idea.

THE chart is remarkably sturdy. Cardinal signs on the angles, plenty of planets angular is a chart with good potentials. Jupiter rising is backed up by Mars very nearby, and while Mars is debilitated in Libra, it's always good to have his punch.

Chart ruler Venus is in the 10th, a very good place for it. In the 10th, people like the Center, in Cancer, it can be personal. Note the square and mutual reception with the Moon in the first. There can be too much of a good thing, too much "heart on sleeve," I think. There is also a Jupiter-Venus mutual reception (ruler-exalted) and a Mars-Venus mu-

tual reception (Mars the ruler of water signs).

Opposite Venus, Uranus-Neptune conjunct in Capricorn, with Capricorn on the cusp of the 4th itself. The World Headquarters of The Astrology Center of America has always been a surprisingly grubby affair, which is not helped by my own Venus at 18 Capricorn. The proprietor—me—thinks that things are pretty enough as they are. It's like the proverbial "good face for radio." Astro-America's locales have been good places for mail order, but you are welcome to drop in and experience the austerity first-hand.

Sun-Mercury in Leo in the 11th, that's me, I think. An owner who knows who he is and what he's about and, in Leo, cares not at all what others (11th house associates) may think. Mercury shows my opinions may be pompous. It is conjunct my Pluto and opposite my Sun, so he's really my victim.

Recent hard times in the store may be the result of transiting Saturn in Libra, passing through the first house. This disappears as soon as Saturn reaches Scorpio in October, when the store's reputation may be expected to return, but income may continue to suffer.

Saturn opposite the Sun, both planets in their rulerships, I cannot escape obligations to the store. Saturn in 5, I cannot make its artifacts — catalogs, webpages, the store itself — fun or creative. There is always work instead. Transiting Uranus arrives at the descendant in 2014, opposing Jupiter. At that time I presume some new person will arrive. My daughter, perhaps?

Moon in a cardinal sign in the first, Jupiter ruling the 3rd house cusp with the north node nearby, the store has traditionally been fleet of foot. Here, there, everywhere. So far, the store has had one location in **Ventura**, two locations in **Santa Fe**, two in **New York**, and now two in Maryland. I used to tell people, *be patient!* The Astrology Center of America will come to a town near you, though for the moment I think that here in Maryland we are stuck.

Next week: Astrology and Religion, or John Cleese on creativity. Haven't decided.

Amazon reviews, from pg. 1:—

tal astrology ever written. An essential companion to Books 1 & 2.

Astrological Judgement of Disease from the Decumbiture of the Sick, by Nicholas Culpeper. A general guide to decumbiture and temperament.

Degrees of the Zodiac Symbolized, by Charubel & Sepharial. These predate the Sabians and are evocative and provocative.

Electional Astrology, by Vivian Robson. The best book on electional since Ramesey, upon whom it was based.

Encyclopaedia of Psychological Astrology, by C.E.O. Carter. I've been excerpting this in the newsletter. It is simply priceless.

Encyclopedia of Astrology, by Nicholas de Vore. A fabulous reference. It will answer many questions.

Matheseos Libri VIII, aka Ancient Astrology Theory and Practice, by Firmicus Maternus, trans. by Jean Rhys Bram. A comprehensive system of natal astrology, easily understood by moderns.

Mundane Astrology: Books by H.S. Green, Raphael & C.E.O. Carter. These three books are the essential reference for mundane astrologers, there is nothing else like them.

Astrological Judgement & Practice of Physick, by Richard Saunders. An all-in-one astro-medical treatise, one of the finest of its day (1677). For both Saunders and Culpeper, I am indebted to **Deborah Houlding**, who did laborious transcriptions from microfiche. When Ascella Publications folded, I swiped both of them as they were too good to let disappear. With the additions of an index, page headers and a glossary, you would find Saunders to be a masterpiece. Some day I might get to that.

Please note: Your reviews do not need my approval. Surprise me! And my thanks!

— Ten more titles next week. —

WITH a bit of work, it is easily possible to double or even triple wholesale sales over the next several months. Which would permanently remove us from financial danger. I could take down the pleading Donate buttons. I very much want to take them down.

Yes, Amazon is upon hard times, too, but Amazon, unlike us, has vastly more firepower and many skilled generals and admirals. They will survive, one way or another. If we do our part, they will do theirs.