

ASTROLOGICAL RESEARCH NEWS BULLETIN NEW DEVELOPMENT ANNOUNCEMENT

BY ASTROLOGICAL WRITER J. C. RILEY

THE SECRET OF HAVING GOOD LUCK

NEWEST DISCOVERY BY I.A.A. MAY BE BIGGEST IN THE HISTORY OF ASTROLOGY

By J. C. Riley - Astrological Writer

I am presenting here the most interesting story I have ever covered as an astrological writer. Read my story and find out how to become a luckier person. Yes, as a result of an astrological research discovery, you can actually increase your good luck. Here's how:

(Canton, OH) What's their secret?

Why are some people so much luckier than others? Good luck occurs too often for these lucky people for it to be a coincidence.

How do certain people get rich by being in the right place at the right time? How does that certain person in everyone's circle of acquaintances (you know the guy) seem to always win door prizes, raffles, lotteries, cards and you name it? Why are certain people always lucky in love, careers, and business ventures?

These were the age old questions I was mulling in my mind as I was flying to Canton, Ohio, on Wednesday, January 8, 1975

My questions were soon to be answered, as I embarked on the most interesting story I have ever covered as an astrological writer.

Canton looked familiar to me as my plane touched down at 8:16 A.M. that morning. I have covered many stories here. This is because the object of my visit, The International Astrological Association, is the world's largest astrological society.

But never was the anticipation of myself and my colleagues back home so high. Nor, was there any other time when the people at I.A.A. informed us of a discovery with so much excitement.

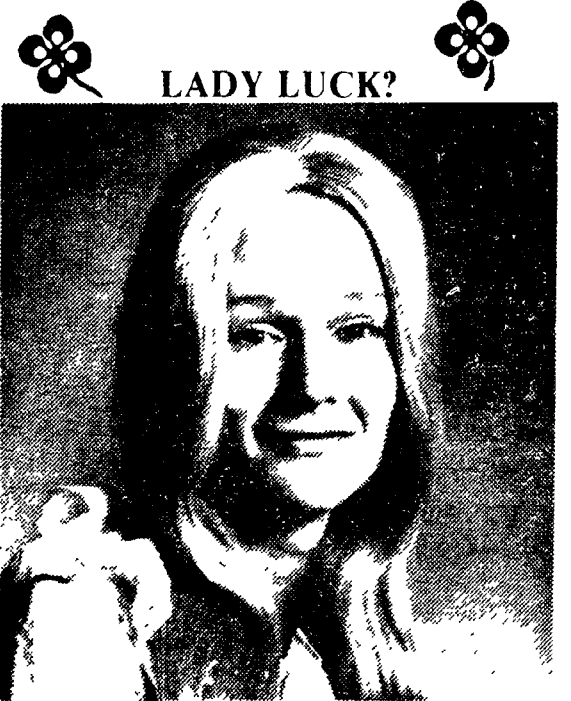
I was meeting with chief astrologer Cary Franks and two of her research assistants at the society's research center in the northern part of Canton

We met in a conference room next to the research center's computer complex. After some coffee and small talk we quickly got down to business because I couldn't wait to ask certain questions.

My first obvious question to Cary was, "How did you discover the secret of good luck?"

Answer: "The whole project is called the Life-Luck Project. It's referred to around here by its commissioned research project number: A537-LH.

Project A537-LH was commissioned by the board of directors nearly 4 years ago on March 7, 1971. Research data was gathered by: 1) Investigating historically famous, fortunate people. 2) Investigating famous fortunate people of today. 3) Observation of research test subjects (half of which were known to be lucky). 4) Analysis of more than 198,000 research questionnaires gathered from all over the country through I.A.A.'s nationally famous feature "ASTROLOGY TODAY" which has run in nearly every major publication in the country. Total number of people submitting birth information through "ASTROLOGY TODAY" was over 1.2 million. Total capital outlay for the Life-Luck Project was over \$192,000.00."



Cary Franks—Famous chief astrologer for I.A.A.—Director of the Life-Luck Research Project. Cary was born and educated in Cleveland, Ohio. She received a B.S. in psychology and chemistry from Case-Western Reserve University and a masters in polymer chemistry from Akron University. After graduating, she became interested in astrology. She studied the subject for 10 years and earned the highest certification given to professional astrologers. She has studied astrology in London and around the world. The mere fact that Cary is associated with this project may be lucky in itself. Many of her clients say that just being associated with her in any way seems to bring a person good luck.

"What did you find out as a result of your investigation of fortunate people?" I asked.

Answer: "We confirmed what we had already suspected - that most fortunate people get that way by using astrology. Professional astrologers will tell you that nearly all rich and famous people, past and present, use astrologers. Even present and historic world leaders use or have used astrology.

"But, although the fact that rich and famous people use astrology is news to laymen, it is obvious to professional astrologers. What we were really after was exactly HOW did these fortunate people use astrology. Astrology is a science of infinite scope. You must use specific areas for the specific things you want to accomplish with it. Also, you must know in detail how to APPLY astrological knowledge."

"What did you discover on HOW to use astrology to achieve good luck?"

Answer: "This was an important finding. In this discovery, we uncovered what areas of astrology to use and how to apply the knowledge. Here's the secret of successful use of astrology relating to luck."

"The SEQUENCE of using astrological knowledge relating to luck is critical. You must know WHERE, WHEN and HOW—AND IN THAT ORDER. First, you must know in what areas you are the luckiest—WHERE. Second, you must know at what time to act in these areas—WHEN. Third, you must know what to do when you do act—HOW. It was discovered, in fact, that the timing (WHEN) was the most important part. So, unless you do things in the right SEQUENCE, achieving good luck through astrology is impossible. For example, it is meaningless to know your lucky areas if you don't know EXACTLY WHEN to be active in these areas."

"Famous American tycoon J. P. Morgan used this sequence theory to great advantage. This was discovered early in our research and this fact was cited in "ASTROLOGY TODAY." J. P. Morgan's astrologer was none other than Evangeline Adams, grand-daughter of famed President John Quincy Adams. Maybe she discovered the secret long before anyone but kept it between herself and Mr. Morgan. J. P. Morgan invested in areas dictated to be best by his horoscope. But, he would only make investments at the exact time prescribed by Miss Adams."

"Again, on the importance of timing (when you INITIATE or START things) is this example. Few people know that the mother of Julius Caesar was bound in such a manner as to delay his birth for two hours. This was because the family's astrologer said that if he was born at that time, he would become a great historic leader. Then, to make sure that he was born at that exact hour, his mother was surgically opened for his birth. Thus we have the term, "Caesarean birth."

"After you get the right AREA and TIMING, numerous other things also enter into the picture."

"That's amazing. So that's where I was going wrong. It all seems so obvious and simple, NOW, after all your hard work. What else did you discover during your investigation?"

"We also made this discovery: Fortunate people ALSO use numerology (a related field to astrology) and even psychology (more specifically the psychology of color) along with astrology to produce good luck."

"Numerology and psychology too," I responded, "That's interesting. How do they use these two fields to produce good luck?"

Answer: "There are many ways to use numerology. Like electricity, we can't explain why it works, but we know that nature and the universe contain numbers and combinations of numbers in rhythm. For instance, there are 7 parts to the human embryo, 7 great tissue systems, 7 layers of skin, it takes 7 months for complete renewal of soft tissue and 7 years to replace every cell and rebuild an entirely new body! Seven is a significant number in every other area of science. Seven is also embedded in basic religion structure and in the bible. There are other significant numbers such as 9 and 12, and also significant combinations. If you get into the rhythm of these numbers in the right way, you can achieve good luck.

"For example, the letters in the alphabet have assigned numbers. Singer Dionne Warwick took the advice from her numerologist and added an 'e' to the end of her name. Her numerologist told her this would bring about the correct, fortunate combination.

She immediately skyrocketed to fame. She has revealed this fact on the Johnny Carson show twice."

"On psychology, in Germany, research was done on the psychology of color. It was discovered that a person's favorite color reveals a lot about him relating to luck. It was also discovered that certain combinations of colors seemed to cause good things to happen. Possibly these combinations produce luck vibrations and rhythms."

"Sounds like you really had it pinned down."

Answer: "No, we were still not home yet. Now came the acid test. We had to take all this information and produce a special tool which would actually increase good luck. This tool would combine ASTROLOGY, NUMEROLOGY and PSYCHOLOGY for the first time."

"After a great deal of research development, trial and error, we were able to perfect such a tool. We called this special tool the LIFE-LUCK HOROSCOPE.

For the final rating of effectiveness, we tested it out on our in-house research subjects."

"So, in the final tests, how did the LIFE-LUCK HOROSCOPE DO?"

Answer: "The results were astounding! And, I'm not exaggerating when I say that. We were able to turn people into winners who had never won anything in their lives.

But, let me qualify that statement. We also found out something else during this final test. And, that is that all people are not equally lucky. If it isn't in their horoscope, that is if they were not born at the right time and place, they have only so much luck potential.

But, why I am so thrilled about the results and why they are significant is this: WE WERE ABLE TO INCREASE THE GOOD LUCK IN OVER 95% OF OUR RESEARCH SUBJECTS. In other words, I will go out on the limb and say that although some people are luckier than others, there is a 95% chance that their luck horoscope will guarantee that they get all the potential luck that they have coming.

Now, I don't want to tell you some of the amazing things that happened to our research subjects, myself, because I already sound like I'm bragging. Let me make a quick phone call and get two typical research subjects up here. I say typical because many subjects were much luckier and many were much less lucky. They are the average. But, I want to use them because they had never

won anything in their lives until they used the LIFE-LUCK HOROSCOPE.

Cary summoned two of the research subjects who had taken part in the final tests of the LIFE-LUCK HOROSCOPE. She said I was free to print their testimony. This really impressed me. Few people know that trade regulations are hard on testimonials from people. If an organization prints a testimonial with a person's name, it had better be true. Bear this in mind as you read the following testimonials from Ken Fronk and Rose Lineman.

The two people entered the room and sat down. I first asked for the testimony of Ken Fronk of Canton, Ohio.

"Ken, tell me your experience while using the LIFE-LUCK HOROSCOPE that was prepared for you."

Answer: "My LIFE-LUCK HOROSCOPE was prepared for me on March 1, 1974. The horoscope was in great detail, and covered all areas of my life. But, we as research subjects were told to concentrate on games so we could get the quickest test.

My horoscope listed games in order, from those which I would be luckiest, to those that I would be the least lucky. It listed dates and times that I would be most lucky. It also listed what my lucky number, colors and combination

never won anything in my life. In fact, I used to think of myself as a born loser. But, and I still can't believe it, here are the results of using my LIFE-LUCK HOROSCOPE.

The first day my horoscope told me I would be lucky was March 16 to March 20. On March 17, I played the horses because that was listed high on my lucky area chart. I used the color and number information once I got to the track. And, that night I won \$506.00!

Now I will just leave out the smaller winning nights and give you the highlights.

I was told I was going to be very lucky May 19 to May 20. Using the same procedure: On May 19, I played bingo and won a \$10.00 door prize and \$60.00 in bingo. On May 20, I played bingo at my Moose Club and won the \$500.00 jackpot. On May 21, I played bingo again and won \$50.00. On May 22, I won \$525.00 on the horses and \$45.00 playing bingo.

In October, the 6th to the 11th was a lucky period. But, I was told that October 9 was an especially hot day for me and I was to bet heavy. I played the horses and won the daily double and \$1,090.00.

I then asked for the testimony of Rose Lineman of Fredonia, Pennsylvania.

Answer: "Well my testimony will be much shorter than Ken's was, because, the only game I am interested in is Bingo. I got my LIFE-LUCK HOROSCOPE on May 1, 1974.

Prior to that time, I never won at bingo over a period of a month. I would keep monthly records. They would usually come out on the loss side, with a few break-even months and a very few slight winning months. Overall, I was way in the red.

Now compare this. By following the advice in my LIFE-LUCK HOROSCOPE, from May 1 to December 31, 1974, I had won \$2,219.00 over that eight-month period. I played on the average of once a week depending on my lucky periods, averaging about \$70.00 a night.

But, there are two things that impressed me about this horoscope more than my own experience. As a favor, I had the I.A.A. do a horoscope for each of two friends of mine.

My first friend's horoscope told her to buy an Ohio lottery ticket on December 5. She just found out today that her ticket was a winner!

My second friend had a spicy experience. Her horoscope told her that she would have extremely good luck in her love-life in July. It told her to be active socially that month. She had more affairs that month than I think I had in my entire life. She came out of it with a lasting one - a guy that you couldn't have tailor-made any better for her."

"At this point, I have only one request from you people," I pleaded, "I want my LIFE-LUCK HOROSCOPE!" Everyone laughed at this point as though I had just made a request that a million other people had made before me.

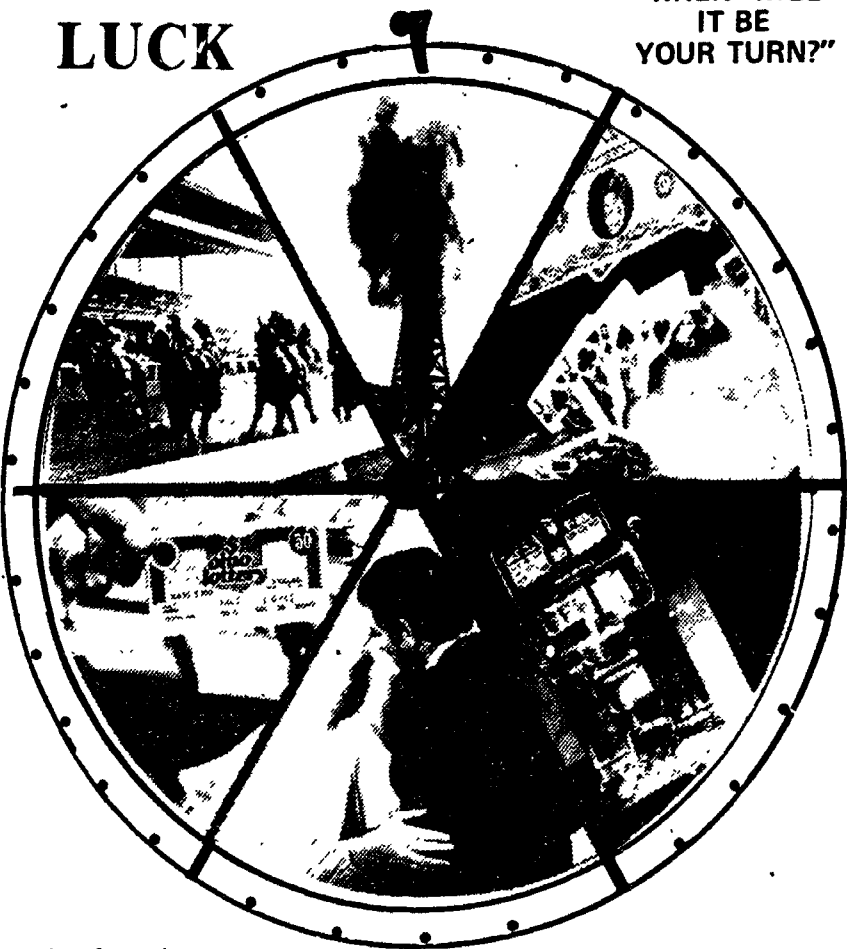
Answer: "Yes, there is quite a demand for the LIFE-LUCK HOROSCOPE since word has leaked out. And, we are now prepared to offer it to the public now—ON A SPECIAL BASIS. But, let me show you a sample LIFE-LUCK HOROSCOPE first so you know exactly what it is."

I was shown a copy of this special horoscope. To go into a complete description will take up too much space, so, listed next are the highlights of the contents of the LIFE-LUCK HOROSCOPE.

The LIFE-LUCK HOROSCOPE reveals the following:

1. WHERE, WHEN and HOW you will be lucky.
2. How to take advantage of your lucky opportunities.
3. How to increase your good luck.
4. How to avoid bad luck.

LUCK



LIFE'S WHEEL OF FORTUNE

Scientists are finding out that it may not be coincidence that some people are luckier than others. Now it may be possible to insure that you will get your share and more of life's good fortune.

The horoscope covers how you can be lucky, depending on your horoscope, in the following areas:

- Love - Job - Career - Investments - Stocks - Commodities - Oil Wells - Bingo - Lotteries - Cards - Poker, Black Jack, Baccarat - Inheritance - Football and Baseball Pools - Horse Racing - Dog Racing - General Games - Keno - Sports - Tip Boards - Contests - Raffles - Sweepstakes - Roulette - Slot Machines - Dice - Parlays - Legal Matters

The LIFE-LUCK HOROSCOPE also defines the following items:

Your Lucky: Years, Months, Days, Hours, Numbers, Colors, Metals, Stones, People (Their Signs And When They Were Born). How to Create Lucky Vibrations. How To Create A Lucky Attitude.

"This is really a super product," I stated. "Now what is the special basis on which it is offered."

Answer: "We wish, of course, to market this product in the future. But, right now we would like to accomplish two more things."

"One, we would like to test this horoscope on the general public. Two, we would like to get some testimonials, like Rose's and Ken's, from PAYING customers. This is because we have found that if you can say 'testimonial from a paying customer' in your promotion, it carries the most weight with the public."

"We don't know what we will charge for this product in the future, but, for this extension of our testing program, the price will be only \$9.95—a price we have found to be popular.

"Now here's the best part. People who purchase the LIFE-LUCK HOROSCOPE through the test extension and submit a testimonial on their experience, could be awarded a nice chunk of money. Because, if their testimonial is chosen for use in our future promotions, they will promptly receive \$500.00."

"Here's my check book," I said. "I'll pay you anything you want. Just do mine for me," I said, half jokingly. But, I really was anxious to get and try my LIFE-LUCK HOROSCOPE.

"But one last question. What about the news I've been hearing that part of the reason the LIFE-LUCK HOROSCOPE works is because you're associated with it. They call you Lady Luck around here, don't they?" (She kind of blushed at this point.)

Answer: "Well, I guess that does seem to be true. It seems that anytime I acquire new friends of business acquaintances that they become uncontrollably lucky and filthy rich. I don't know if it's coincidence or what. Who can totally explain life?"

We concluded the interview and Cary gave me the following information to pass on to those who wish to participate in the special project:

- 1) Get a blank piece of paper. 2) At the top of the paper, print the words "LIFE-LUCK HOROSCOPE". 3) Print your name and address. 4) Print your date, time and place of birth (if you don't know the exact time, just put 12 noon). 5) Write down your favorite color. 6) Mail this along with \$9.95, plus 50c for postage and handling, in cash, check or money order to: I.A.A.; Dept. L-17; 4626 CLEVELAND AVE. N.; CANTON, OHIO 44709.

This product carries a full and unconditional money back guarantee. When you receive your LIFE-LUCK HOROSCOPE, a business reply card will be enclosed. After using your LIFE-LUCK HOROSCOPE, simply write a few lines in your own words on your experience and mail it back to I.A.A. If your testimonial is chosen for future ads, you will receive \$500.00 cash.

I'm in! Come along and join "the luckiest group in America." What if you miss your fortune because you didn't?